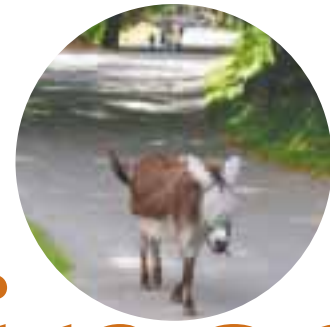




The Health & Happiness HERALD



Spring 2009

Founded by Charles R. Wood and Paul Newman

(518) 696-5676 • www.doublehbranch.org

Message from Victor and Max

This year more than any other, every dollar we receive is going a long way in giving our children their week of camp, hosting our families on spring and fall weekends and getting our winter students up on the slope—and for this we thank you. Because of you, we ‘plowed’ our way through the twelfth season of our Adaptive Winter Sports Program. We served a record number of winter students who were taught, befriended and entertained by a record number of winter sport instructors (140 this year), and we met our goal of doubling the number of students and families served in 2009, thanks to the opportunities presented by our new ski lodge, Charley’s Chalet.

As we turn our attention to summer, our biggest fundraising season, we are looking to you to help us make sure that no child loses a week at camp by sponsoring a summer camper. As well, you’ll note that our major fundraising events—the golf tournament in May and gala in August, combined with the camper sponsorship appeal—on the average make up 32 percent of the \$3.1 million annual operating budget we need to raise each year. We are counting on your continued support of these initiatives.

And recognizing that all of our supporters—individuals, foundations, corporations and organizations—are facing their own unique challenges in light of the recession, and needing to make choices, we believe it’s important to let you know what we are doing as an organization to weather the storm, how we are spending your money, and at the same time remind you of the many ways to give.

What we want to share with you are the ways the board and staff have teamed up to cut expenses and manage your money from Administration to Facilities to Development initiatives. When it comes to Operations—where the majority of your money is invested—you will read about the positiveness of life and the amazing stories that are happening every day—here at the Double H Ranch.

Our goals for this year are simple: to ensure that we continue to deliver the same high quality and medically sound programs and services to children and families dealing with life-threatening illnesses as we have for the past seventeen years; and to keep our family of donors, volunteers and community members close; and to provide them support in return, in whatever way possible.

Feel free to reach out to us to share your thoughts, concerns and ideas. Together we will continue to make a difference.

Victor Hershaft
Chairman of the Board
Tel: 914-273-5395
Email: vhershaft@aol.com

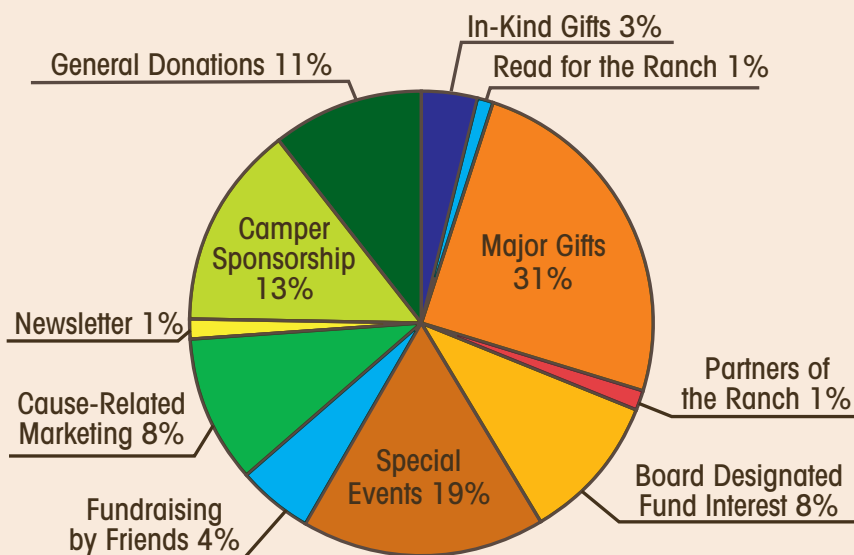
Max Yurenda
CEO/Executive Director
Tel: 518-696-5676, ext. 224
Email: myurenda@doublehbranch.org

“I hope that none of you ever have to really know how wonderful the Double H Ranch truly is.”

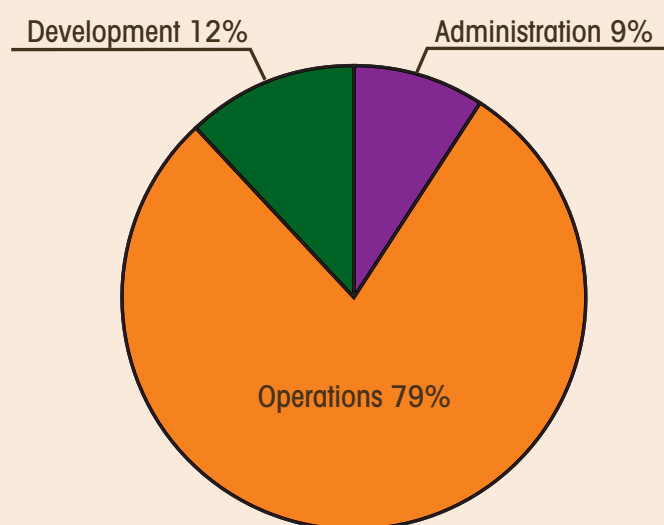
—Tim Stowell,
parent to camper Ben,
addressing the group at our
8th Annual Golf Classic



SOURCE OF FUNDS



USE OF FUNDS



What is the Double H Ranch doing as an organization to weather the storm?

A Message from Max Yurenda—CEO/Executive Director, Administration

An excerpt from a March memo to the board Chairs and CEO's of all Hole in the Wall Camps... from David Horvitz, Chair, Hole in the Wall Foundation:

As the country's recession/depression drags on and deepens, we are all concerned about the ability of our existing camps and the camps in formation to raise annual and capital funds at necessary levels to accomplish our respective missions. We are certainly not alone in this concern. The nonprofit world is reeling from declining revenues from all sources and many worthy nonprofits will find themselves in crisis. While each of you has looked carefully at your budgets and examined your fundraising strategies and human resources and thought hard about your operation, it might be time to look at them again, not just for 2009, but for 2010 and beyond.

Based on input from leaders in philanthropy, like David Horvitz, we have made what I believe to be a wise but difficult decision to cancel our Alumni session of camp, historically (for the last 6 years) the last session of camp, made up of 5 days. Our plan is to host an Alumni reunion day the fall of this year, and our goal is to reintroduce the Alumni Session into our 2010 schedule.

Administration has decreased our total expenditure budget this year by 5 percent, with additional contingency plans in place to further reduce the budget, if need be. As an organization we are implementing cost-cutting measures such as a hiring freeze, a wage freeze, a deferment of wage/benefit increases, reductions in the number of

part-time employees, voluntary leaves of absence and reduction in the use of independent contractors. It is important to note that these steps being taken will not jeopardize the quality of our programs and services. Controlling expenses remains a priority and a constant. Our board membership and committee structure is strong and volunteerism support in all aspects of our organization is stellar and continues to serve as a life-line to the organization. We are truly fortunate that the Association of Hole in the Wall Camps, the largest global family of specialized camps in the world, is committed to supporting all of their member camps through this crisis.

Max can be reached by calling 518-696-5676 ext. 224 or emailing myurenda@doublehranch.org.



How you can help?

- By remembering the mission our co-founders, Charley Wood and Paul Newman, established 17 years ago — to provide children dealing with a life-threatening illness a place to dream about; a place where they can find laughter, energy, unlimited opportunities and a different kind of affection found nowhere else.
- By not letting the economic crisis bring another disappointment into the lives of our children by taking away their allotted time spent at the Double H Ranch, and by making the Double H your charity of choice this year.
- By staying close in one capacity or another, so we can continue to deliver Health & Happiness to our children and families who will give you strength, hope and inspiration in return.
- By continuing to spread the magic about the Double H Ranch.
- * For more information, to donate online or to complete an online volunteer application, go to www.doublehranch.org.

We Need You!



"The sun rises and sets over the people at Double H. You each made our weekend so special and memorable. I get teary even thinking about how

you lighten our load for this special time. You emphasize fun, acceptance, and challenge. From the sundaes to the plastic palm trees, and all the staff—so professional and kind; you create an experience for kids and their families that is rare, and very, very appreciated. Lucy was scared at first by the helmet and being all strapped in but in the able hands of Bob and Deb, she soared."

— Susan Bernadin, Oneonta, NY
Winter student mom



Upper Left: 902 lessons were taught by our 140 volunteer instructors this past winter season
Above: Nearly 1,000 summer campers are counting down the days to their Week in the Woods

A Message from Phil Mance—Director of Facilities

Facility Management is comprised of a team of 5 full-time/year-round staffers who are based on-property and whose role is to maintain our 320-acre facility that houses 32 buildings, with a focus on providing a safe environment for our nearly 2,000 children and family members served annually. Capital expenditures have been prioritized and projects reduced to what is absolutely necessary to provide a safe environment. The installation of metal roofs and installation of a new generator that will kick on when there's a power outage, providing power to nearly the entire facility, are the two capital projects planned as we continue to address the day-to-day projects that arise. We will reduce the number of part-time seasonal workers to maintain the property during our busy summer months and will be depending upon our community work groups and volunteers to help us maintain the Arboretum and grounds. I am fortunate that I have a staff of dedicated, passionate employees who are committed to doing whatever it takes to deliver our mission.

Phil can be reached by calling 518-696-5676, ext. 240 or emailing pmance@doublehbranch.org.

How you can help?

- By making in-kind donations of services to include metal roofing, landscaping and painting to offset expenses of our capital projects and maintain the property.
 - By making an in-kind donation of tools such as rakes, shovels, power cordless drills and table saws as well as landscaping supplies, i.e. grass seed, fertilizer and preen.
 - Volunteer your time to paint, stain and assist with general facility maintenance.
- * For more information, to donate online or to complete an online volunteer application, go to www.doublehbranch.org.

We Need You!



Above: Our new building donated by Lincoln Logs houses the new generator. Below: Mural in stairwell of recently renovated Bear/Fox Cabin; renovations made possible through the generosity of Marian and Norman Wolgin.



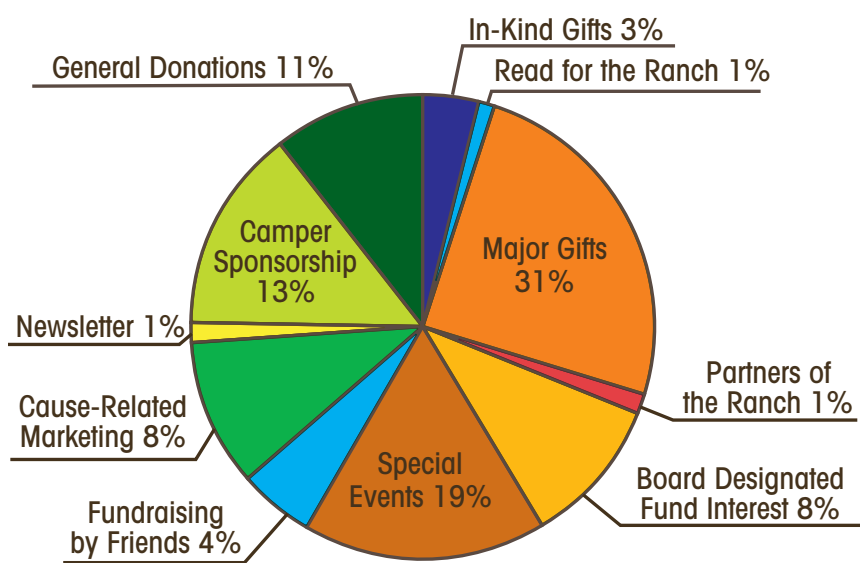
A Message from Eileen Nash—Director of Development

Development is comprised of a team of 5 full-time, year-round staffers who are based on-property and whose role it is to raise a \$3.1 million annual operating budget this year by establishing and maintaining relationships with individuals, foundations, corporations and organizations. The Development group accomplishes this objective through major gifts, grants, special events, annual appeals, fundraising by friends, cause-related marketing and other development initiatives. My group's cost-cutting initiatives for the year include no paid part-time support during the summer season, targeted mailings to reduce materials and postage, in-house creation and printing of marketing materials, seeking support to offset all marketing and advertising costs and, with the launch of our new website in April, more efficient use of email communications and capitalizing on the opportunities to build awareness through social networking. As

well, the Development team is evaluating every initiative against its return on investment and looking on the current economic climate as a challenge and an opportunity to do things differently.

Eileen can be reached by calling 518-696-5921, ext. 226 or emailing enash@doublehbranch.org.

SOURCE OF FUNDS



(repeated from page 1)

How you can help?

- By sponsoring a summer camper
 - By attending the gala
 - By making an in-kind donation off our Wish List
 - By encouraging your schools to participate in our Read for the Ranch Program
 - By volunteering (as a corporation or individual) at a fundraising event
 - By designating the Double H Ranch as the beneficiary of your corporate or personal fundraiser/event
 - By leaving a bequest to the Double H Ranch.
 - By continuing to spread the magic about the Double H Ranch.
- * For more information, to donate online or to complete an online volunteer application, go to www.doublehbranch.org.

We Need You!



1,000 Children with life-threatening illnesses are dreaming about their Week in the Woods.

To sponsor a summer camper, call Linda Smith (518) 696-5921, ext. 238 or go to www.doublehbranch.org



Save the date for our upcoming summer special event fundraisers:

Boogie Off Broadway Thursday, July 16
Hall of Springs, Saratoga Springs

18th Annual GALA Friday, August 14
The Great Escape & Splashwater Kingdom, Lake George

Travers Celebration Thursday, August 27
Saratoga Race Course, Saratoga Springs

For more information, call Robin DeMattos, (518) 696-5921, ext. 228 or go to www.doublehbranch.org

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A Message from Jacqui Royael—Director of Operations

Operations is comprised of 10 full-time and 5 part-time employees who juggle schedules to successfully execute our year-round programming.

As our twelfth winter season seemingly flew by, Double H enjoyed another winter of great accomplishments. Thanks to you we had the best winter season in the twelve-year history of the winter program—serving a record number of students—165—and provided quality lessons to close to 1,000 students and their families. Each weekend families were able to take full advantage of the benefits and new opportunities presented by our new ski lodge, Charley’s Chalet, and continue to make history and magic happen on the Double H slopes.

Jacqui can be reached by calling 518-696-5676, ext. 225 or emailing jroyael@doublehbranch.org.



Our volunteers are our lifeline, bringing immeasurable joy to our children.

How you can help?

- By volunteering as a Family Weekend Residential Volunteer, Winter Volunteer or Community Work Day Volunteer.
- By making an in-kind donation from our Wish List. Our top 5 items for summer are TV/DVD combos size 20”-25”, storage bins with attached lids, towels (new), flashlights and lanterns (new/battery-operated) and Elmer’s Glue. For an extensive list and medical Wish List go to www.doublehbranch.org.
- * For more information, to donate online or to complete an online volunteer application, go to www.doublehbranch.org.

We Need You!



At the Ropes Course in the summer



Around the Arts & Crafts table in the spring and fall



On the slopes in the winter

Anthony Guarino Makes History

On March 15, history was made at the Double H Ranch as Anthony Guarino became the first Double H student, living on a ventilator, to ski down the slopes at the Double H Ranch. This is not Anthony's first "FIRST" at the Ranch. Back in the summer of 2007 Anthony was the first summer camper, living on a ventilator, to soar through the sky on the Giant Swing in the High Ropes Course.

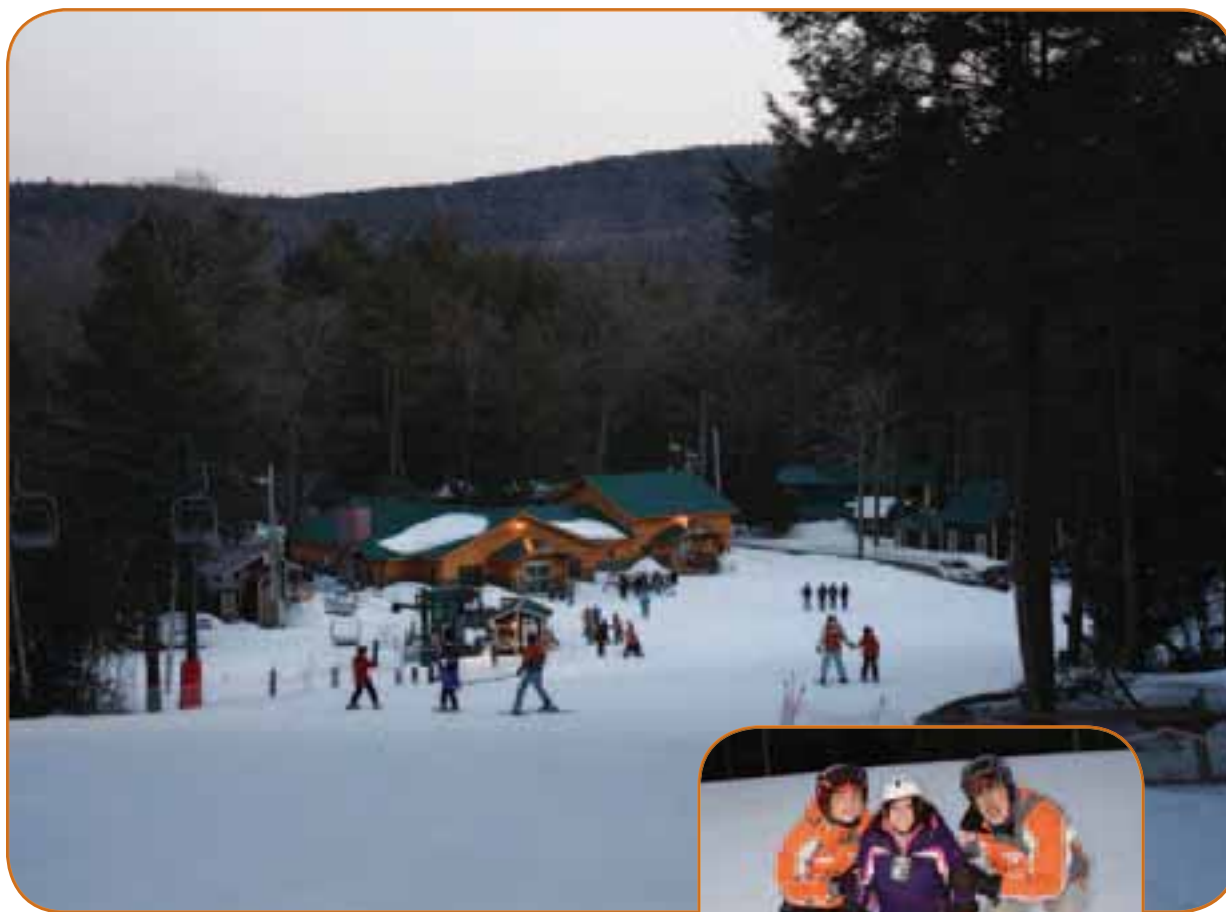
Anthony's Angels, a group of medical volunteers and staff, have been brainstorming since June 2007 on making March 15 a day on the slopes for Anthony, just like a day on the slopes for any other child. There were a lot of things to take into consideration—how to be sure Anthony's ventilator stays warm and his airway open, how to secure Anthony into the adaptive ski to fully



Above: Anthony and a handful of his Angels
Right: Anthony and volunteer winter ski instructor Jim Hayes soar down the mountain



support his neck and head, and how to get Anthony up the slope without the assistance of the chair lift. The skies could not have been bluer and the ski conditions could not have been better that day Anthony, surrounded by his many angels, again made history as he soared down the slopes five times; on the third run racing his sister Cassie, who lives with Spina Bifida and also skied for the first time. When mom asked if he wanted to do it again, Anthony signed "yes, yes, yes" and when asked whether he liked swinging in the High Ropes or downhill skiing better, Anthony signed, "BOTH!"



Lights On

On a Friday night in March we turned on the lights and gave our kids a first opportunity to go night skiing! The evening included a couple hours of skiing and snowboarding and a pizza dinner. We look forward to expanding the winter program next year by officially integrating night skiing into the 2010 winter program schedule.



"My son and I went to the overnight skiing and what a blast we had. It was so good not to be judged!!!"
—Laurie DeMaria, Winter Student Mom



Robb Run

On opening day of the Double H Ranch Adaptive Winter Sports Program 2009 season we announced the naming of our main ski slope, Robb Run, in recognition of Walter and Anne Robb, major donors and long-time supporters of the children and families of the Double H Ranch.

"Skiing comes close to flying. It's 'heaven on earth' to me. Anne and I want to see every child have a skiing opportunity. With their smiles, they are our 'Snow Angels'."

A Big Welcome and HH love for our Spring Family-Based Program Groups



Diabetes Caring & Sharing Family Weekend

An educational retreat for children living with Type 1 diabetes and their families

Bravehearts Weekend

An oncology weekend for women who have survived various cancers

Autism (ASD) Family Weekend

A weekend dedicated to families who have a child on the Autism Spectrum

Cindy's Comfort Camp

In conjunction with Glens Falls Hospital, a weekend designed for children who have a parent or sibling diagnosed with a life-threatening illness



Feedback from Diabetes Family Weekend/April 24-26

A weekend hosted by Pumpwear, partners of the Double H Ranch

From: A Mom who participated in the program with her family for the 1st time
Sent: Wednesday, April 29, 2009 9:33 p.m.

OK—I will go first....though I have been thinking about what I was going to write here the past day or so and have been having a hard time. Words can not describe the emotions my family and I have about the weekend....it's such an amazing and overwhelming feeling in such a short amount of time. I did not get to talk to half the amount of people I would have liked to....the weekend definitely needs to be stretched some if possible next year.

It was so comfy and nice to be amongst people that "get it". It was fun to talk to people from different places.... compare war stories and ways of doing things....I even came away learning things I did not know....(not that I by any means thought I knew much at all to begin with). Watching the kids in the rope course was the best!!! They just keep talking about that zip line!

The Double H Ranch I have decided has some sort of magic within it....and everyone that stays there gets a piece of it....I feel it and I KNOW my entire family feels it too. Words cannot even communicate it all. The staff there I cannot even say enough nice things about.... they were the most amazing bunch of people I think I have ever come across.... so dedicated....so fun....fried ham fried ham fried ham....if I had only known that was coming I would have had someone tape it!!!

— Jodi



The truth behind the top 5 misconceptions about the Double H Ranch

Misconception 1

Given we serve children with life-threatening illnesses, the Double H Ranch is a depressing place.

Truth: Again and again, our kids call the Double H Ranch 'the happiest place on earth.' Our winter program is often referred to as 'Disneyland of the North



Country.' The families that come for spring and fall family weekends say their weekend at the Double H is the weekend they most look forward to

all year. Paul's Body Shop is a full medical facility, but it is most often used for distribution of medicines and daily treatments. In the summer months we average 10 overnight stays by our campers in Paul's Body Shop. The majority of our children are outside taking part in summer camp activities, and at any given moment, you might forget that you are at a camp that serves children with life-threatening illnesses. The kids are upbeat; they are at their happiest—it's that normal.

Misconception 2

We are a seasonal summer camp and close up the facility for the spring, fall and winter.

Truth: We're incredibly busy in the summer with our nearly 1,000 campers. Summer camp is just one of the 3 programs we offer throughout the year. You've never seen a busier place than Charley's Chalet, nestled at the base



of a mountain on-property any given Saturday morning 10:00am during the months of January, February or March. On an average 25 students, 30 family members, 50 volunteer instructors, 3 National Ski Patrollers, 2 volunteer lodge hosts and 4 staff members are working diligently on getting the students paired up with a qualified volunteer instructor, dressed and appropriately fitted with equipment, and out onto the chairlift and up the mountain. The concentration is powerful, and it all happens with an

outpouring of jokes, love, warmth and affection. There's nothing quite like it. Our spring and fall weekends are fully booked with 12 family retreats each year; alive with an average of 80 children and family members each weekend who look forward to coming to the Ranch to spend time with others in similar places as their own, be it having a loved one recently diagnosed with Cancer or a child living with a Bleeding Disorder. Annually we serve over 1,775 children and family members.

Misconception 3

You have to pay to attend camp, to ski or participate in a retreat weekend.

Truth: It is written in our mission established by Charley Wood and Paul Newman 17 years ago—we will not charge for our programs and services. The children attend summer camp for free, the only thing we don't provide them is transportation. The winter students and families ski, snowboard and



snowshoe for free, and all equipment, facilities, meals, etc. are provided on Family Sleepover Weekends.

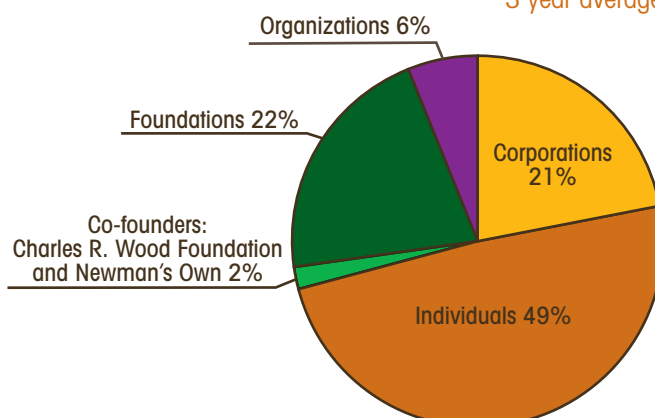
The groups that we partner with to provide our Family-based Programs in the spring and fall are not charged. It's our mission. It will never change.

Misconception 4

We are financially sound and do not depend upon our constituency or community for funding.

Truth: Each year we begin with a blank slate, and need to raise every cent towards our annual operating budget, this year that number is \$3.1 million. You will note that nearly half of our support comes from individuals, then foundations (co-founders support—Charles R. Wood Foundation and Newman's Own reflected here), next corporations and local businesses, and finally, organizations, many being the schools that participate in our Read for the Ranch Program.

SOURCE OF FUNDS BY CONSTITUENT
3 year average



Give us your feedback so we can deliver the news that you want to read about

It's been three years since the launch of the Health and Happiness Herald, and we've been packing a lot of information into it... and we feel it's time to take a breather and ask you to let us know the information and news you enjoy most and want to continue to read about in our newsletter. If you have a moment and an opinion, I would appreciate your feedback. Feel free to call me at 518-696-5921, ext. 238, email me at lsmith@doublehbranch.org. We will be requesting feedback from a target group of constituencies via US mail, email and online as well. Thank you for helping us deliver the news most important to you.

Misconception 5

The only way to give is by making a monetary donation.

Truth: A monetary donation in support of our \$3.1 million annual operating budget is just one way to give; there are so many others. Volunteering



is one. Our 1,500 volunteers contribute over \$1 million worth of time annually to the Double H. Summer and year-round volunteer

opportunities include nurses and doctors, cabin counselors, volunteers in support of a specific program, i.e. Happy Barn (if you love animals!) or Arts & Crafts (if pottery is your thing). In the spring and fall, we welcome community support in readying the facilities for the next season from local businesses, organizations, like the Rotary and Scout groups, and individuals. In the winter we are in need of ski and snowboard instructors, National Ski Patrol and lodge hosts in support of our Adaptive Winter Sports Program. Whatever your interest, we'll find a place for you. In-kind gifts and services are another way to give—donating an item off our Wish List or providing your business expertise and service—account for 13 percent of that \$3.1 million. Be an ambassador and share your story about the Double H Ranch to your family and friends.



Home | About Us | Programs | Events | Contact Us | News | Blog | Donate

QUICK LINKS

- donate today >
- calendar >
- volunteer >
- applications >
- blog >
- news >

Welcome!

The Double H Ranch provides specialized programs and year-round support for children and their families dealing with life-threatening illnesses. Our purpose is to enrich their lives and provide camp experiences that are memorable, exciting, fun, empowering, physically safe and medically sound.

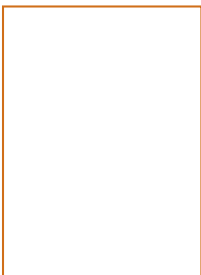
All programs are FREE of charge and capture the magic of the Adirondacks.

The Double H Ranch is a member of the Association of Hole in the Wall Camps. Founded by Paul Newman in 2001, the Association of Hole in the Wall Camps is the world's largest family of camps for children with serious medical conditions and is committed to continue Paul's legacy to improve the wellbeing of children with serious illnesses and life-threatening conditions.

Latest News **Letter From A Camper**

For many kids at the Double H Ranch... The opportunities that camp has opened...

Visit our newly redesigned website at www.doublehbranch.org and check out our blog updates, latest news, program announcements and upcoming special events. While you are there sign up for our seasonal e-newsletter (coming soon). We suggest you don't go there if you are in a hurry, as we expect you will be captivated by the magic and the many stories about our amazing children and families.



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