



▶ victoryjunction.org | 336.498.9055

4500 Adam's Way • Randleman, NC 27317

Elizabeth McCurry
336.495.2060
emccurry@victoryjunction.org

FOR IMMEDIATE RELEASE: NOVEMBER 9TH, 2021

Alumni from Victory Junction, a SeriousFun Children's Network Camp, Participate in Groundbreaking Study Illustrating the Positive Lasting Impact of Camp Experiences

More than 2,200 Alumni Take Part in American Institutes for Research In-Depth Study for Non-Profit's Largest Outcomes Study

(Randleman, North Carolina)– SeriousFun Children's Network (SeriousFun), a non-profit that provides exceptional camp, hospital, and at-home programs for kids living with serious illnesses and their families. SeriousFun recently partnered with the American Institute for Research® (AIR®) to conduct this **first-of-its-kind study**. Alumni campers from SeriousFun camps all over the world, including campers from Victory Junction were the participants in the study. Questions asked provided a look into influence and lasting impacts of SeriousFun's programming. The study explored personal, social, and health-related outcomes that are influenced by SeriousFun camps; elements of the camp and camper's experiences that affect those outcomes; and whether outcomes were affected by frequency of attendance or demographic characteristics of attendees.

SeriousFun, founded by legendary actor and philanthropist Paul Newman, is made up of Victory Junction, along with 29 other camps and programs around the world that help children living with serious medical conditions and their families reach beyond illness to discover joy, confidence, and new possibilities. SeriousFun is the only organization of its kind to serve children living with more than 50 medical conditions – including cancer, blood disorders, immunological conditions, neurological conditions, and more. Through camps like Victory Junction, children and families have the opportunity to escape the everyday demands of hospital visits, doctor appointments, and treatments to experience an unparalleled opportunity for belonging and accomplishment.

Study data were gathered between January and March 2021 through online surveys administered to SeriousFun alumni, who reported their outcomes and the extent to which they attributed these outcomes to participation in SeriousFun camps. More than 2,200 SeriousFun alumni, ranging in ages from 17-30, from 16 camps and eight countries (France, Hungary, Ireland, Israel, Italy, Japan, United Kingdom, and United States) took part in the survey, the largest study ever carried out by SeriousFun Children's Network.

More than 80% of total alumni reported that their SeriousFun camp experience played a major role in their development of lasting outcomes, which they used in their everyday adolescent and adult lives including:

- Willingness to try new things (90% of respondents)
- Appreciation of diversity (88%)
- Self-identity (86%)
- Empathy and compassion (86%)
- Self-confidence (85%)
- Perseverance (84%)
- Friendship skills (82%)

“Adam Petty’s legacy has always been Victory Junction and its impact on the campers with serious medical conditions that it serves,” said Chad Coltrane, President and CEO of Victory Junction. “As a member of SeriousFun Children’s Network, the premiere network of medical camps globally, Victory Junction is proud to provide these exceptional safe experiences for children living with serious illnesses right here in the Triad, North Carolina, and the entire southeast. This study will help us to serve those children even better.”

According to the study, all types of campers, representing diverse demographic backgrounds, benefitted from their experience at SeriousFun camps. Demographic characteristics, including race/ethnicity, age, education, gender, employment status, and medical diagnosis, had little to no bearing on the perceptions of alumni about the influence of camp on outcomes.

#

About Victory Junction

Victory Junction is a member of the SeriousFun Children’s Network. Located in Randleman, NC, Victory Junction enriches the lives of children with chronic medical conditions or serious illnesses by providing life-changing camp experiences that are exciting, fun and empowering; all in a medically-safe environment at no cost to the camper or their family. For more information about Victory Junction, please visit: victoryjunction.org.

About Serious Fun’s Network

SeriousFun Children’s Network is a global community of 30 camps and programs serving children with serious illnesses and their families, always free of charge. Following the founding of The Hole in the Wall Gang Camp by Paul Newman in 1988, he and other like-hearted individuals opened similar camps around the world, ultimately joining together to form SeriousFun Children’s Network. Thanks to a shared vision and collective contributions, the Network has evolved to become the leader in the field of medical specialty camps, delivering more than 1.4 million life-changing experiences to children and families from more than 50 countries. Each member camp is an independent, not-for-profit organization dependent upon private funding to serve all children at no cost to their families. To learn more about SeriousFun, visit www.seriousfun.org.