

EMPOW3R SPORTS
PERFORMANCE

CAMP ARLO

CHAMPIONS CHECK IN HERE

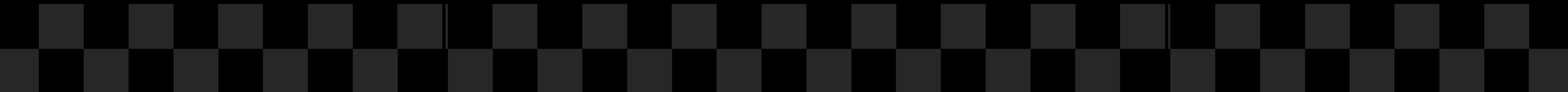
2025



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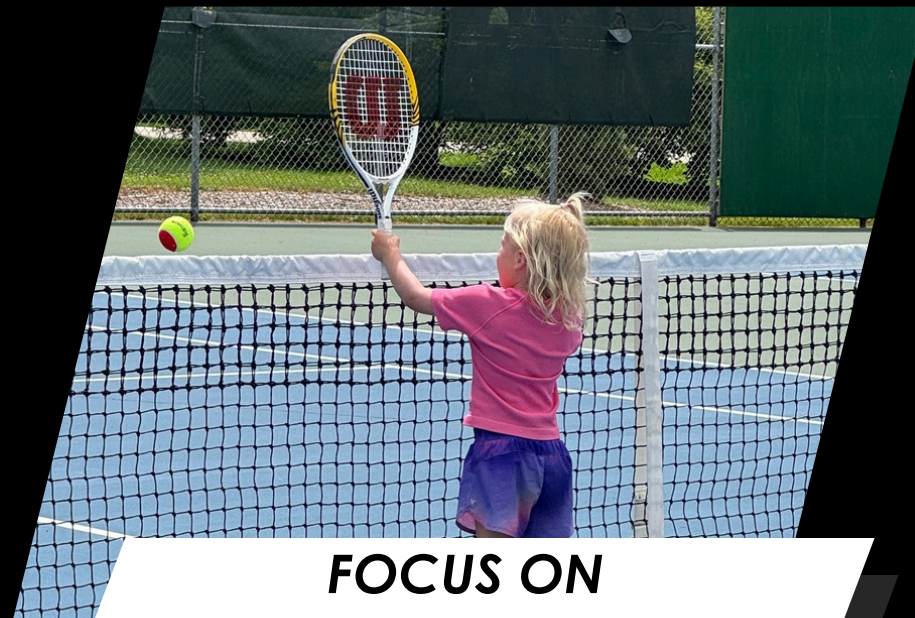
THE EMPOW3R MODEL

Utilizing the best practices of summer camp design, EMPOW3R created a camp structure to support its focus on youth emotional and mental health while promoting sports and healthy living as the platform for delivery.



WHY CAMP ARLO?

CAMP ARLO IS A TRADITIONAL CAMP EXPERIENCE, BUT WE ARE FAR FROM CONVENTIONAL IN OUR PROGRAM MODEL. AT CAMP ARLO, WE FOCUS ON THE WHOLE CHILD, BUILDING SKILLS THAT LAST A LIFETIME.



**FOCUS ON
INDIVIDUAL GROWTH**



**CHALLENGE CAMPERS PHYSICALLY,
SOCIALLY, AND EMOTIONALLY**



BUILD CONFIDENCE

CAMP ARLO IS STRUCTURED INTO THREE ELEMENTS EACH DAY:

- 1. SPORTS** - CAMPERS CHOOSE A SPORT THEY WOULD LIKE TO FOCUS ON FOR THE WEEK AND EACH MORNING IS SPENT DEVELOPING SKILLS AND LEARNING MORE ABOUT THAT SPORT.
- 2. EMPOW3R** - EACH CAMP GROUP ROTATES DAILY THROUGH AN EMPOW3R SPORTS SESSION. DURING THIS TIME, CAMPERS FOCUS ON TOPICS SUCH AS LEARNING WHO THEY ARE AS INDIVIDUALS, THE SECRET TO COMMUNICATION, MANAGING EMOTIONS, AND MORE.
- 3. CAMP** - EVERY AFTERNOON IS FOCUSED ON TRADITIONAL CAMP ACTIVITIES SUCH AS ARTS, TEAMBUILDING, SMALL GROUP AND WATER GAMES, WEEKLY CHALLENGES, ETC. CAMPERS ALSO ATTEND A WEEKLY FIELD TRIP.



SPORTS



EMPOW3R



CAMP

WHAT HAPPENS IN A DAY?

50% FROM FOX POINT

24% FROM BAYSIDE

11% FROM WHITEFISH BAY

5% FROM GLENDALE / 5% FROM SHOREWOOD

5% FROM BROWN DEER AND MILWAUKEE

WHO ARE OUR CAMPERST?



SURVEY SAYS....

THERE ARE TWO SECTIONS TO THE END-OF-SUMMER CAMP SURVEY. THE FOLLOWING SLIDES HIGHLIGHT THE RESULTS FROM BOTH THE ADULT CAREGIVERS AND THE CAMPERS.

CAREGIVER SECTION

WHEN ASKING THE CAREGIVERS TO RATE THEIR OVERALL EXPERIENCE WITH CAMP THIS SUMMER, 94% RATED CAMP AS EXCELLENT OR VERY GOOD.

WE THEN ASKED CAREGIVERS IF THEY FELT THE STAFF WERE WELL PREPARED FOR CAMP.

YES



WEIBERG AQUATIC
CENTER



LIVING HISTORY



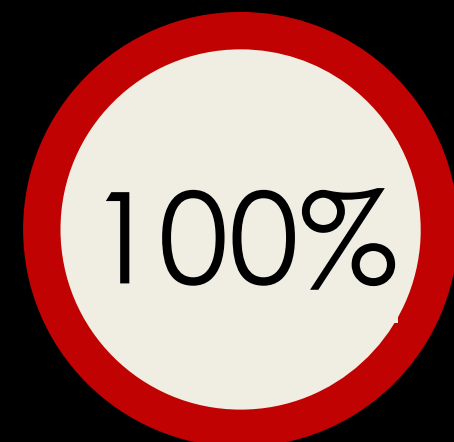
DANCE CAMP



TRACK CAMP

WHEN ASKING THE CAREGIVERS IF THEY FELT THEIR CHILD/REN WERE SAFE AT CAMP, THE RESPONSE WAS:

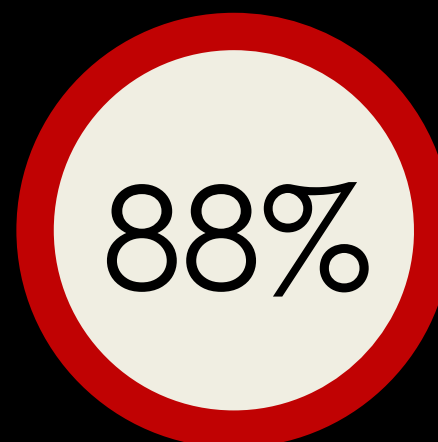
YES



SOCCER CAMP

WE ASKED IF THE CAREGIVERS FELT WELL-INFORMED ABOUT CAMP BEFORE THE FIRST DAY OF ATTENDANCE.

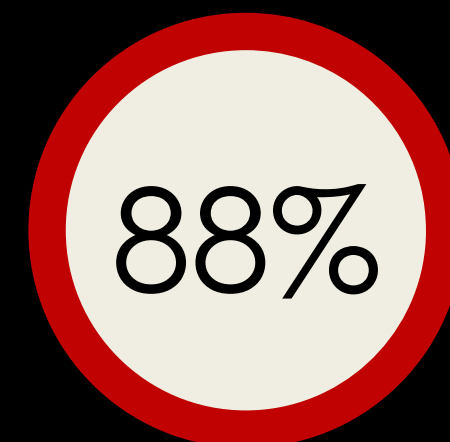
YES



DISC GOLF CAMP

ASKING IF THE CAREGIVERS FELT WELL-INFORMED DURING THE WEEK ABOUT THEIR CHILD'S EXPERIENCE...

YES



EASE OF REGISTRATION

94% felt it was easy

EASE OF PAYMENT

100% felt it was easy

EASE OF CHECK IN / OUT

94% felt it was easy

VARIETY OF ACTIVITIES

94% felt they were excellent
or very good





WE ASKED CAREGIVERS IF THEY FELT THEIR CHILD
GAINED NEW SKILLS AS A PART OF THEIR TIME IN THE
EMPOW3R CURRICULUM:

94% said YES!

"THEY WOULD BOTH TALK ABOUT THINGS THEY LEARNED. I DON'T KNOW SPECIFICALLY THE SKILL, BUT EVEN OUR 5 YEAR OLD WOULD BE EXCITED TO TALK ABOUT EVERYTHING HE LEARNED AT CAMP AND SHOW US THE ARTWORK HE MADE."

"MY KIDDO DOESN'T REALLY REMEMBER, BUT I NOTICED HE TALKED ABOUT TEAMWORK AND PERSEVERANCE AND HELPING OTHERS WHILE ATTENDING CAMP."

"(SHE) OFTEN TALKS ABOUT THE BREATHING EXERCISES, AND CALMING DOWN IF SHE OR ANYONE GETS UPSET. SHE HAS NOW STARTED REMINDING US ALL TO DO THE BREATHING EXERCISES AT HOME IF SHE SEES ANYONE IN OUR FAMILY GETTING UPSET!"

"BETTER RECOGNITION AND VERBALIZATION OF EMOTIONS."

AT THE CORE OF WHAT WE DO!



WHAT WAS YOUR FAVORITE PART OF CAMP?

DUNKING MIKE AT THE CARNIVAL
SPORTS AND GAMES
CRAFTS
SOCCER
CAPTURE THE FLAG

CAMP COUNSELORS AND THEIR FUN NAMES
EMPOW3R TIME, CRAFTS, AND PLAYING SPORTS
BEING WITH MY FRIENDS
BASKETBALL AND FIELD TRIPS

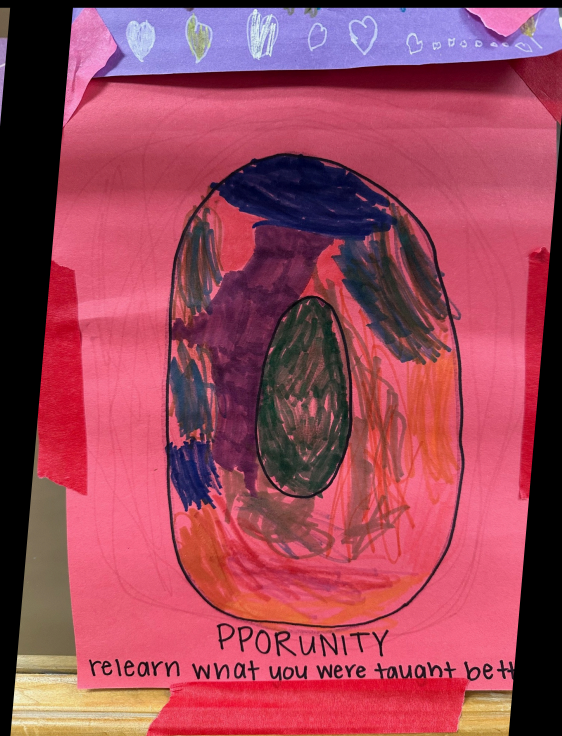
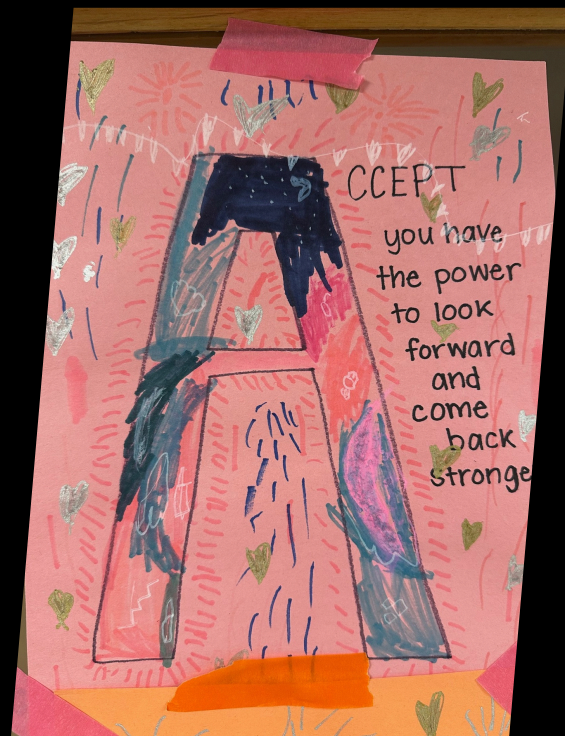


CAMPER FAVORITE MEMORIES

KICKBALL
PLAYING BASEBALL AND HITTING A
HOME RUN
PLAYING CAPTURE THE FLAG
WATER PARK
MAKING NEW FRIENDS AND
HANGING OUT WITH OLD FRIENDS
SLICK CITY
RIDING THE ROLLER COASTERS
WHEN I WAS WITH RACECAR

I LIKED ALL OF THE
COUNSELORS!! THEY WERE
SO FUNNY! MY FAVORITE
WAS THE "CAN'T STOP THE
FEELING" DANCE - THAT
WAS SO AWESOME. I REALLY
LIKED LEARNING TENNIS,
THE TEACHER WAS REALLY
NICE AND HELPFUL TO
MAKING ME LEARN HOW TO
DO IT BEST!





WHEN WE ASKED CAMPERS IF THEY LEARNED ANY NEW SKILLS AS A PART OF THEIR EMPOW3R SESSIONS:

99 85% said YES!

BEING KIND TO A FRIEND

INFECTION TAG

STAYING CALM

TAKING DEEP BREATHS

TRY HARDER

TAKING DEEP BREATHS TO CALM DOWN AND REMEMBERING TO DO THE EMPOWER STUFF SO I CAN CALM DOWN

MAKING DRAWINGS OF MY FEELINGS

99

93%

Of the campers said they met new friends at camp!

BUILDING BLOCKS FOR LIFE

IN THE END....

CAREGIVER COMMENTS:

KIDS HAD A GREAT TIME!

THE ORGANIZATION AND AMOUNT OF INFORMATION IS EXCEPTIONAL FOR CAMP. NO OTHER CAMP IS LIKE THAT AND IT IS APPRECIATED. WE HAVE TOLD MIKE, WE WOULD LOVE IF YOU GUYS COULD HAVE FULL DAYS ALL SUMMER!

THE CHECK IN CHECK OUT PROCESS FELT SECURE AND EFFICIENT - COUNSELOR FEEDBACK OF MY CHILD PRAISING THEM WAS ABSOLUTELY AN AMAZING WAY TO BOOST MY CHILD'S CONFIDENCE - I WILL FOREVER HOLD THOSE COMMENTS IN MY HEART.

A REMINDER SHOULD BE SENT WEEKLY ABOUT DRESS UP. THE KIDS COULDN'T REMEMBER.

TINA AND MIKE ARE GREAT!!

MY CHILDREN HOPED THAT THERE WOULD BE MORE EMPHASIS ON THE SPORTS FOR WHICH THEY SIGNED UP. WHILE I LIKE THE EMPOWERMENT AND MENTAL HEALTH COMPONENT OF THE CAMP, AND THINK IT IS IMPORTANT TO TEACH KIDS THESE SKILLS, MY KIDS BOTH WISHED THAT THIS WASN'T AS LARGE OF A FOCUS EACH DAY. THEY VERY MUCH ENJOYED THE FIELD TRIPS.

YOU ALL MADE ELLIS (AND HER COUSINS) FEEL SO CELEBRATED AND WELCOME AT CAMP. SIGNED UP NOT KNOWING WHAT TO EXPECT SINCE IT WAS OUR FIRST YEAR OF HAVING CAMP. I WISH I HAD SIGNED UP FOR THE WHOLE SUMMER! I WILL DEFINITELY DO THAT NEXT YEAR IF OFFERED.

WE ABSOLUTELY LOVED THIS CAMP. THIS WAS OUR FIRST SUMMER HAVING TO DO CAMP AND WE ALL WERE A LITTLE NERVOUS FOR HOW THE SUMMER WOULD GO. WE LOVED THIS CAMP BECAUSE OF THE MISSION - THE EMPOWER EDUCATION SESSIONS AND BUILDING CONFIDENCE IN YOUNGER KIDS WAS WHAT WE WANTED, AND IT WAS A PERFECT FIT THAT IT TIED INTO STORMONTH PATHWAYS PROGRAM AND WAS ONSITE AT SCHOOL.

MY SON LIKED THIS THE BEST OUT OF THE 3 CAMPS HE TRIED THIS SUMMER AND WANTS TO GO BACK NEXT YEAR!

BOTH THE CAREGIVERS AND THE CAMPERS WERE ASKED
IF THEY WOULD COME BACK TO CAMP AGAIN NEXT
SUMMER....HERE'S WHO SAID YES!

100%

SEE YOU IN 2026



*“ ALL OF THE COUNSELORS WERE SO KIND TO ME AND WERE LIKE READING OUR BRAINS,
DOING STUFF THAT WE ALL WANTED AND HAD FUN WITH US! SHOUT OUT TO ALL OF THEM!! “*

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