



# 2025 IMPACT REPORT

Brought to you by Black Rock Elementary's School Health Advisory Council

Black Rock Elementary's School Health Advisory Council (SHAC) hosted our first ever summer camp expo, showcasing local camps and programs for kids and teens.

"Camp Discovery was a fantastic opportunity to promote local camps with families in the community. Camps were able to share their exceptional programs while helping families discover unforgettable summer experiences."  
-Parent Feedback

## AT A GLANCE

26

Summer Camps Highlighted

22

Participating Vendors

100+

Families Attended  
(Grades K-8 Represented)

300+

Individuals Attended\*

\*Approx. based on avg. family size & flyers distributed

102

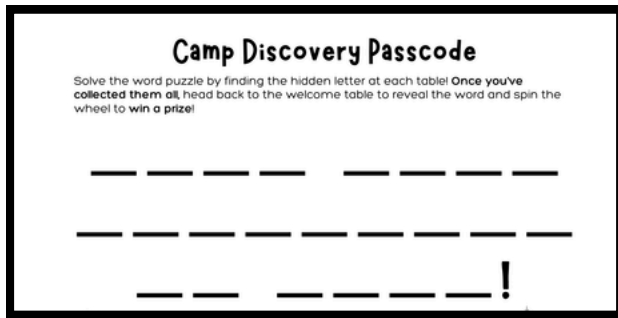
Whole Child School Health Prizes Given





# EVENT RECAP & DAY OF INITIATIVES

The event was designed to connect families with meaningful resources, provide a fun-filled atmosphere, and support the health and wellness of our school community. Thank you to everyone who attended, generously donated, and supported SHAC in making this inaugural event a huge success!



## WORD PUZZLE SCAVENGER HUNT

To encourage child-led learning and interaction, we hosted a Word Puzzle Scavenger Hunt inspired by the WSCC model. Each family received a puzzle, and children were encouraged to work together to complete it. At every vendor table, kids found a letter to help them solve the puzzle. Once they completed the phrase, they visited the SHAC table to redeem a prize, making learning fun, collaborative, and rewarding!

## WSCC-INSPIRED EDUCATIONAL PRIZES

We used the WSCC model to educate and engage children through meaningful prizes that reinforced wellness concepts:



### Fruit & Veggie Stress Balls (WSCC Component: Nutrition Environment & Services)

Veggies aren't just for play—remember to eat 4–5 servings daily for energy and focus! Stress balls also support calm and focus through deep breathing and relaxation.



### Compass (WSCC Component: Physical Activity)

Stay active and explore! Whether using the compass on an outdoor adventure or running around with friends, 60 minutes of daily movement boosts health and happiness.



### Affirmation Friendship Bracelets (WSCC Component: Social Emotional Climate)

Words matter—spread kindness! These bracelets promoted positivity, confidence, and friendship. Kids kept one and shared one, helping build a supportive, inclusive school community.

## \*About the WSCC Model

The Whole School, Whole Community, Whole Child (WSCC) model (CDC, 2024) is a student-centered framework emphasizing the crucial role of the community in supporting schools. It highlights the strong link between student health and academic achievement and promotes the use of evidence-based policies and practices. The integration of the education, health, and community sectors creates a powerful partnership focused on improving the cognitive, physical, social, and emotional well-being of every child. WSCC Components Include:

1. Physical education and physical activity.
2. Nutrition environment and services.
3. Health education.
4. Social and emotional climate.
5. Physical environment.
6. Health services.
7. Counseling, psychological and social services.
8. Employee wellness.
9. Community involvement.
10. Family engagement.



Learn more by scanning the QR code, or [click here](#) to be taken to this information on St. Vrain Valley School's website.





# PARTICIPANT FEEDBACK

We invited attendees to share their feedback through a survey—here’s a summary of the responses we’ve received so far.

## WAS ATTENDING THE CAMP DISCOVERY EXPO WORTH YOUR TIME? WHY OR WHY NOT?

- Yes! It showed us there are so many options for full day, half day, and various experiences.
- Yes! We learned about so many camps in our area that we were previously unaware of.
- Yes – it was a great way to find out about camps
- I learned about things I didn't know existed, and am considering things I wouldn't have otherwise since I got to talk to the representatives.
- YES! Panic definitely set in when I realized how early camp sign-ups start around here. This is our second year navigating the process, and while I managed to make it work last year, I still remember that first-time fear as a mom with a kindergartener...it was overwhelming! This event really helped me plan for this summer and gave me plenty of ideas for next year too!



There was a great variety of camps presented, but know there are many more. Thinking about it now, I have no idea when the sign ups are for each of the camps, so perhaps I have already missed the boat by not asking that question or not moving quick enough.



It was well organized, fun for the kids (the letter scavenger hunt was very engaging) and we learned so much about camp options in the area!



The event itself was fantastic! I don't think I'd change anything. There was good spacing, wasn't over crowded, the letter search kept the kids engaged.

## HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE AT THE CAMP DISCOVERY EXPO? \*



**Each attendee we received feedback from gave it a 5 out of 5!**

\*(1 = Didn't meet my expectations to 5 = Exceeded my expectations)





# VENDOR FEEDBACK

This was great, the layout was easy for families to find us and engage. The letter puzzle also really helped encourage folks to approach us and helped shy kiddos get excited about talking/asking questions. We would love to come back next year!



I have been to several camp expos and this was by far the most thought out and well organization expo I have been a part of! Nice work! The extra touch's like lunch was greatly appreciated and the scavenger hunt was such a COOL way for an interactive experience while hitting up each booth! Well done! Thank you for organizing!!

*-Right Start Preschool*



We had a great time, very good event and well done. Steady flow of traffic and captive audience. Only thing I'd say is the gym was more "fun" than cafeteria. Families definitely visited all the booths, but naturally hang out more in the gym and therefore leading to more extended conversations, so I'd say there is a slight advantage to that location. Thanks for a great event, we'll be back!

This was a great experience. Thank you so much for lunch! I appreciated how we were spread out throughout the building. Sometimes when we are packed into one room, it is loud and hard to hear so we have to shout at the visitors to the booth. I would love to participate next year!

**COLORADO  
CONSERVATORY  
of DANCE**

We had a great time at Camp Discovery this year! At this time, we can't think of anything else that would enhance our experience.



Thank you for the food as well!

I thought everything was well run and thank you for the lunch! I really liked the letter scavenger hunt to encourage people to come by every table. I think doing it just prior to when most camp registrations opens would be ideal so participants can get the dates on their calendars and get in the first rush of registration. If this were the case, a card with the date of when registration opens and a QR code for them to take with them would be a good thing to provide!



We were very happy with the whole event. Thank you for including us!







# FINANCIAL SUMMARY & PARTNERSHIPS

**Thanks to our sponsor, partnerships, and generous contributions, 100% of proceeds went to SHAC!**

## FINANCIAL SUMMARY

**\$600**

### SPONSORSHIP DONATION

FirstBank of Erie sponsorship covered costs of 50 vendor meals in partnership with St. Vrain Valley School District Catering Services.

**\$2,550**

### IMPACT EARNINGS

Profits earned from vendors for tables at expo and online directory.

**\$465**

### IN-KIND CONTRIBUTION VALUE

Signage: \$161  
Whole Child Educational Prizes: \$127.19  
Vendor Snacks: 176.25

## EVENT PARTNERS & CONTRIBUTIONS



Vendor Lunches



Signage



Educational Prizes



Bottled Water Donation



Snacks & Beverages



Attendee Coordinator

## HIGHLIGHTED VENDORS FROM THE EVENT





# SUSTAINABILITY

Events like Camp Discovery, along with ongoing stakeholder and community support, are vital for sustaining impactful programs and ensuring lasting opportunities for students, staff, and the surrounding community.

## CURRENT INITIATIVES



### Tower Garden

Our Tower Garden program teaches students about growing, harvesting, and preparing healthy foods. Students have a voice in choosing what to grow, making the experience more empowering. Integrated into the curriculum, it offers hands-on lessons in plant science, agriculture, and nutrition, helping students connect classroom learning to real-life skills while fostering healthy habits.



### Calming Corners

We've supported calming corners in every classroom, tailored to each classroom's needs. Due to their success, more resources are being requested, and a system now shares successes across schools. Additionally, 21 special education students receive extra support to ensure equal access and opportunity.

\*due to sensitivity of calm corners, this is a stock photo via Canva



### Staff Wellness

This initiative encourages staff to boost physical activity and healthy habits while fostering connection and teamwork. "Race Around the World" is inspired by The Amazing Race®, and is an engaging program supports staff well-being by combining friendly competition with adventure. It offers a fun, motivating way for everyone to prioritize their health, build relationships, and contribute to a positive, energized school climate.



### Playworks

Partnering with Playworks to provide training for teachers and staff, helping create safe, inclusive play environments where every child can thrive. Play is a basic human need—through it, kids build resilience, empathy, and confidence. By bringing more meaningful, active play into the school day, we're supporting student well-being, connection, and growth.

## FUTURE INITIATIVES



### Garden Club

Our Tower Garden initiative provides hands-on learning in growing healthy food and now serves as the **foundation for expanding student-led Garden Clubs** across schools. We plan to partner with local garden centers and restaurants to enrich the experience with real-world education and community collaboration.



### Wellness Cart

Wellness Carts deliver treats and resources to staff, focusing on key well-being topics like stress relief, sleep, fitness, and self-care. Thoughtfully curated with items like snacks, tea, stress balls, and gratitude journals, the carts promote relaxation, positivity, and meaningful conversations—offering both a boost in morale and practical wellness tips.

\*image sourced from Pinterest



### Kindness Club

With DEIB programs being cut, we're committed to promoting kindness and inclusion through initiatives like Kona the L.O.V.E. Dog, who teaches kids to love themselves and others. We're also creating more opportunities to celebrate diversity—like cultural nights and guest speakers—to foster empathy, respect, and belonging in our schools.



# Thank you!

This Impact Report—and the success of Camp Discovery—would not have been possible without the incredible efforts and support of many dedicated individuals and partners.

## Acknowledgements

Our small but mighty SHAC team:

- **Jill Fadenrecht**, Black Rock Elementary's Physical Education Teacher – for her unwavering dedication as our on-staff admin, SHAC leader, and facilitator. Jill's efforts in organizing, setting up, and cleaning up the event were invaluable.
- **Shannon Milliken**, community stakeholder and Executive Director of **P.L.A.Y. Education Corporation** – for fostering strong partnerships and securing our event sponsor with her passion and commitment.
- **Sarah Cox-Barkley** – A parent of a student at Black Rock Elementary, for her creativity and time spent on marketing, including digital signage and outreach.

A heartfelt thank you to **Black Rock Elementary School** for providing the venue and support to bring this event to life, and to our generous sponsor, **FirstBank of Erie**, for helping us fund food for our vendors and making this event welcoming and accessible for all.

**Your support made a difference—and together, we're creating lasting impact in our community.**