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2026 SNAPSHOT

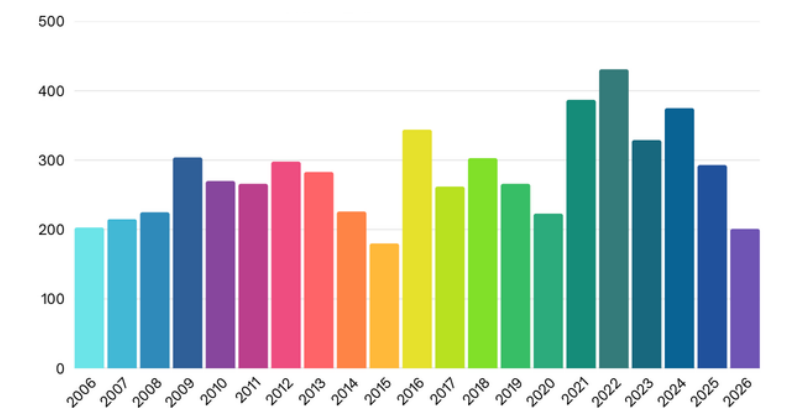
Camp Statistics

- 207 kids attended the 20th annual Pro Football Camp®
- 60+ volunteers signed up using SignUp Genius
- 14 NFL and 4 Pro Women athletes volunteered their time to coach at camp
- 7 full scholarships given out to financially challenged kids to attend camp for free



JoJo Domann giving camper the microphone during an Off-the-Field with the Pros session

Number of Campers by Year



KEY TAKEAWAYS

- 78% of parents reported noticeable behavior changes at home tied directly to camp's "Off the Field" lessons
- PFC continues to be described as 'more than football,' in open-ended feedback
- Mastering new skills and mentorship from the Pros were most-mentioned "WOW" experiences from campers



89% of parents gave Pro Football Camp 5 out of 5 stars!

Pro Football Camp in the Media

- 3.4k combined followers over 6 social media accounts (FB, IG, X, Pinterest, YT, LinkedIn)
- 64k profile impressions this year between all PFC social media accounts
- 3 unique news stories featured in The Gazette, KKTv, and FOX21, providing strong local media coverage during the camp season.
- Cumulus Media (radio) provided promotional outreach, resulting in 30 Sweet Deal registrations.
- 14k views on the PFC website in the months leading up to camp



Nick Tiano signing camper's arm at Meet The Pros at Back East Bar & Grill



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PFC '26 TESTIMONIALS

"Even if your kid does not want to be a football player, they should attend the camp and learn how to overcome and develop a stronger mentality. Our kid was not confident with his skills at the beginning but through the course of the camp he opened up to other campers and felt a stronger sense of 'team' and did not want to let others down."

– Josh Janssen, Parent



"Being a volunteer after years of being a camper is a little different, but it's fun in that instead of being the one that all the coaches are coaching and pouring into, I actually get to be the one pouring into these kids instead. It gives me more of a sense of accomplishment." – Caden Patterson, former PFC camper and current PFC volunteer from Pine Creek High School



"My favorite part of camp was running routes and getting to catch passes from the pros. The word of the day was hard work, and I learned you have to try your best every time to stand out."

– Tytan, 11, Camper

Looking ahead to 2027

- Secure partnerships with 3 new local businesses, food partners, and hotel partners
 - Increase scholarship fund to accommodate growth in requests
- Integrate a part-time social media lead
- Increase camper attendance by 20% to approximately 250 participants
- Secure a visit from at least one current Denver Broncos player
- Collect feedback from 15% of campers and parents for program improvement



"I love just being out here with the kids. Being able to be out here in this capacity with all these faces, I just enjoy it. Anytime I get to impact the kids and teach any type of football, I'm in my element. Football teaches all sorts of life lessons, how to win, lose, handle adversity, so being able to have a part in teaching these young athletes through football, but having it translate into their personal lives means a lot." – Jordan Bernstine, former S, WAS Redskins, University of Iowa, owner of Ground Up Sports Performance