

In today's world, technology has given children an unprecedented ability to learn and be exposed to new ideas. The problem is that children aren't always able to recognize what is detrimental to their development. At the Campfire Initiative, we believe it's important for children to be raised with a strong foundation. Therefore, we support one of the greatest environments proven to build that foundation: summer camps. Summer camps have consistently served as environments for children to learn values, face challenges, and form strong senses of self-identity.

Our goal is to facilitate open communication among all parties involved in the camp recruitment process, creating strong networks that maximize our ability to assist both camps and families. We build personal relationships with the families by identifying their personal values, goals, and hopes for summer camp. By doing this, we look to lead the charge in setting a new standard for the summer camp industry. Simultaneously, we create personal relationships with each camp by learning their organization's values, target market, and culture. With all this information, we create the perfect pairing between camper and camp by matching needs and values.

CFI is a subscription-based service that provides education and camper recommendations to camps. We believe in sending campers to camps that are committed to the betterment of their own operations and internal functions. We want to work with camps by developing a network that shares the values and passions that drive them to empower youth. Due to the unique structure of the camping industry, each camp struggles to reach capacity while providing each camper with an individualized experience. However, camps working together can compound the effect they have on youth. This is accomplished through an improved system of camp search, selection and communication, reducing camps' anxieties about recruitment due to the referral aspect of the same system.

Additionally, we plan to launch the CFI Scholarship fund to provide financially limited families the transformational opportunity to send their kids to camp. While this is a long-term goal for the Campfire Initiative, it is a secondary directive only made possible by a successful launch of our organization.

Our work will impact not only today's youth but future generations as well. We strive to plant the seed that sprouts positive change during the most formative point in a person's life: childhood. Simultaneously, we help camps gain a competitive advantage through a network of like-minded individuals seeking the same outcome – more effectively impacting youth development. If we provide camps with resources and information while simultaneously connecting them with campers that are a perfect fit, we can change the entire summer camp industry.

Our impact will be found through bringing a traditional industry into the 21st century. By improving marketing and recruiting, we'll connect camps and families in the most personal way possible. This will provide opportunities for both campers and camps to grow, and for camps to have stronger impacts. Most importantly, our work will amplify the life changing impact of camps for generations to come.

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