

Year **10**

BLUEPRINT
CAMP • AFTER SCHOOL • COLLEGE



YMCA Camp Lakewood

2024 Report to the Community

A DECADE OF DREAMS

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A LETTER FROM OUR TEAM



Dear Blueprint4 Partners and Friends,

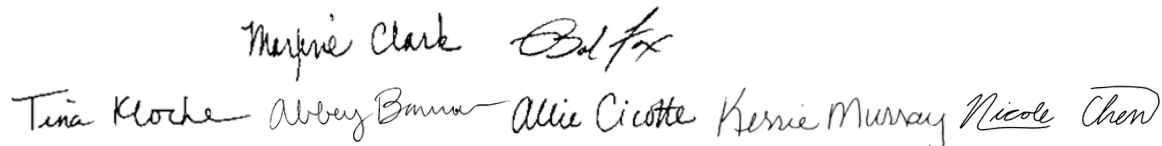
Young people are often told to “Get your head out of the clouds” when they’re dreaming impractically. But at Blueprint4, we’ve been **proudly encouraging St. Louis-area youth to dream, create, and imagine for ten years!** Through engaging out-of-school programs, young people can pursue their passions, learn new skills, and dream of a great future. That’s why we created Blueprint4 in 2015: to ensure all families could learn about—and access — these life-changing opportunities.

As we now celebrate Blueprint4’s 10th anniversary, we reflect on a #DecadeofDreams achieved for St. Louis area youth through community collaboration. By finding the right camp, youth across our region have been able to succeed academically, develop their talents, make new friends, and meet powerful mentors. We’ve allowed families to find programs they never knew existed, including opportunities for kids with special needs. On a systemic level, **creating greater access to out-of-school programs has bolstered the success of our young people and strengthened the health of our St. Louis community.**

In the following report, you’ll learn more about this milestone year of service and partnership for Blueprint4. Note that we listed **our highest-ever total of 9,699 summer camp opportunities on the site in 2024**, representing subjects from STEM to sports, arts to college-prep, and beyond! On Page 8, you’ll learn how strategically investing donor dollars with a focus on STEM education helped create opportunity through summer scholarships. And finally, the end of the report will showcase a Decade of Impact for St. Louis kids and teens, **all made possible through you: our community of collaborators, providers, families, and investors.** Thank you for your dedication to help St. Louis youth thrive in out-of-school programming!

The success of 2024 has only motivated us to reach for new heights in 2025. As we move into the next decade of Blueprint4’s work, we are more galvanized than ever to assist ALL St. Louis area youth in finding out-of-school programming to make their dreams a reality. Visit Page 18 to learn how you can join us. **Thank you for your support in this critical work.**

Sincerely,



The Blueprint4 Team

Maxine Clark, Bob Fox, Tina Klocke, Abbey Barrow, Allie Cicotte, Kerrie Murray, and Nicole Chen

BLUEPRINT 4 IN THE COMMUNITY



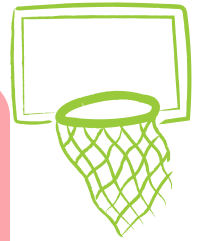
THE NEED IN OUR COMMUNITY

Many kids and teens don't have a **place to go after-school and during the summer**, leaving them unsupervised, unsafe, and at-risk for learning loss. Across the St. Louis region, **numerous families struggle to access out-of-school programming** for their kids, leading to missed opportunities for growth and mentorship.



THE SOLUTION

Providing **safe, high-quality, and engaging programming outside of school** is one crucial way to help our kids and teens thrive. St. Louis has a myriad of youth camps, but **parents need to find the best options for their child, budget, and location**. Our community must break down barriers to **make out-of-school programming accessible**, especially in North County and the City of St. Louis.



BLUEPRINT 4

At Blueprint4, an initiative of the Clark-Fox Family Foundation, we **help connect families** to the out-of-school programming their kids need to thrive.

Our site offers a **fast, free, and easy way** to find after-school, school break, college prep, and summer programs across the STL region—all in one place.

We also engage in **meaningful community partnerships to support youth**, lead professional development for our dedicated camp providers, and provide scholarships to help kids and teens access the programs that will spur their dreams.



The J Camp

2024 BY THE NUMBERS

A year of access and equity in out-of-school programming for St. Louis-area youth!

10 **SEARCHABLE SUBJECTS**
 on the Blueprint4 Database

- academic 
- arts 
- college prep 
- cooking 
- dance 
- drama 
- music 
- nature 
- sports 
- stem 

10 YEARS OF BLUEPRINT4 SERVING THE ST. LOUIS COMMUNITY

9,699 
 Unique Summer Camp Opportunities on Blueprint4

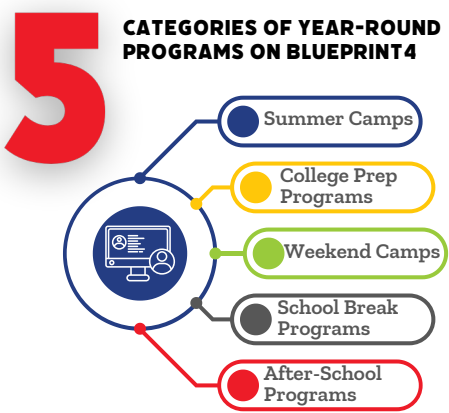

\$150,000
 Total Scholarship Funding Distributed to Make Summer Programs Affordable for STL Youth


100+ Camp Providers Attended the 2024 Blueprint4 Camp Summit to Learn and Partner

BLUEPRINT4 PARTNERED TO HOST
2 Summer Camps at Delmar DivINe
 Totaling 8 Weeks of Programming Via Kode with Klossy and Unleashing Potential

114,348
 Searches on the Blueprint4 Platform

BLUEPRINT4 STAFF ATTENDED
27
 COMMUNITY FAIRS AND EVENTS




10,000
 Blueprint4 Activity Books Distributed to STL Kids



CAMP FAIRS AND EVENTS

Over time, Blueprint4 has grown partnerships with local school districts to connect with students and families face-to-face. These events supplement the work of the Blueprint4 database to assist families in their search for summer programs. In person connections also help underscore the importance of meaningful summer activities for kids and teens. 2024 camp fairs provided a wonderful opportunity for Blueprint4 to connect with our community of camp providers, partners, and families doing the hard work of supporting St. Louis youth!



[Summer camp] has been keeping [my child] physically and mentally in shape. He has been able to socialize and enjoy activities that he would not have access to otherwise. He has also been able to work with mentors and have that male role model in his life.

- Scholarship Recipient Parent



NORTH COUNTY CAMP FAIR



Blueprint4 and the **Ferguson Florissant School District** partnered for the **5th annual Summer Programs and Resource Fair** in March! The event featured tables from over 30 St. Louis-area programs and organizations who shared information about summer activities for youth pre-K through 12th grade. From sports to STEM, dance to summer jobs, **youth across North County connected with new resources to grow and thrive over the summer!**

For the first time, the event also featured live swim demonstrations to help youth engage in swimming lessons and learn water safety skills ahead of the summer.

MID-COUNTY CAMP FAIR

2024 marked the **3rd year of collaboration between Blueprint4 and the Maplewood Richmond Heights School District!** The Annual Mid-County Camp Fair in February brought together families and camp providers on a chilly winter day to dream of great summers ahead for their kids and teens.

By hosting camp fairs in multiple locations, with multiple partners, we can fulfill our mission of community connection and easy program **access for ALL of St. Louis.**



North County Camp Fair

2024 CAMP SUMMIT

Since launching in 2015, Blueprint4 has become a trusted resource for families and camp organizations alike. In 2017, we hosted our first Camp Summit bringing together diverse program providers to discuss all things summer, and have continued to grow this event since! This year's event marked a celebration of our 10th Anniversary and an opportunity to learn and grow together.



Every fall, Blueprint4 hosts our Camp Summit, **an event designed to support the staff who make out-of-school programs possible.** This gathering is a celebration of summer programming, an opportunity for learning, and a source of connection for camp providers doing the hard work of supporting youth in our community. We had a blast getting to meet in person at the 2024 Summit, celebrating 10 years of Blueprint4, and strengthening our work to support youth when they're not in school!

Providers joined us at the Delmar DivINe for **professional development sessions** on nature learning, literacy, serving students on the autism spectrum, and conflict resolution for youth. Perhaps even more critically, program staff also engaged in **structured speed networking time to connect with peer organizations.** Blueprint4 is proud to foster this unique opportunity for providers to come together in a non-competitive space. Each fall, we're reminded of **our role as a connector in the community, breaking down barriers, and facilitating partnerships** that otherwise may not be possible. This year's event once again forged invaluable program collaborations between organizations so that we may collectively better serve the youth of our community.

Thank you to the Saint Louis Mental Health Board for sponsoring this year's Camp Summit event.



Camp Provider Networking



Proclamation of Blueprint4 Day in the City and County of St. Louis



BLUEPRINT 4 PARTNERSHIPS

At our core, Blueprint4 is about connection and collaboration. We know that working together as a St. Louis community is the best way to support our young people as they learn and grow. 2024 was a year defined by collaborations for the Blueprint4 team, both big and small. Below, you'll find a few key partnerships that drove our impact in the community this past year.



Camp Encourage

LITERACY SUPPORT FOR CAMPS

In Summer 2024, Blueprint4 partnered with Turn the Page STL for the second year of our Literacy Cohort, helping to infuse more reading and writing into summer camps! We partnered with **12 local program sites** (an increase of 2 sites from 2023) to provide intensive literacy resources for camp staff and kids in our community. As part of the cohort, each program received **on-site training and a large literacy kit** filled with high-interest, culturally relevant books, reading games, writing journals, school supplies, and Blueprint4 Activity Books.

Thanks to cohort training and materials, camp staff implemented structured read aloud, writing, independent reading, and literacy games each day! **This enhanced focus on literacy skills helps community youth combat summer learning loss** while enjoying summer fun. Blueprint4 is a proud partner in the fight to ensure all St. Louis area children are able to read proficiently by the end of third grade.

CAMP GUIDES TO PROMOTE SUMMER FUN

Blueprint4 publishes annual Camp Guides in partnership with two premier community publications: **The St. Louis American and St. Louis Post-Dispatch**. In 2024, guides were published both in print and online to show area families a sample of available summer programs on the Blueprint4 database. These partnerships are another critical way we can **connect families to summer program resources for their kids and teens**.

“

[Summer Camp] has allowed us to go to work while knowing our child is safe and being enriched with learning, art, and physical activities.

-Scholarship Recipient Parent

”






SEARCHING FOR CAMP

St. Louis-area families conducted **114,348 total searches** on the Blueprint4 platform in 2024! (January 1 – July 31, 2024)

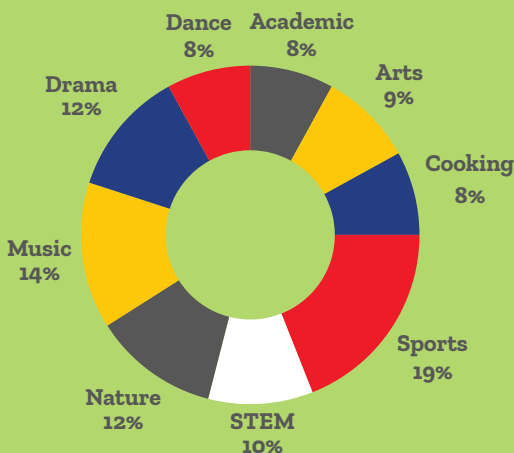


SEARCH CRITERIA CHARACTERISTICS



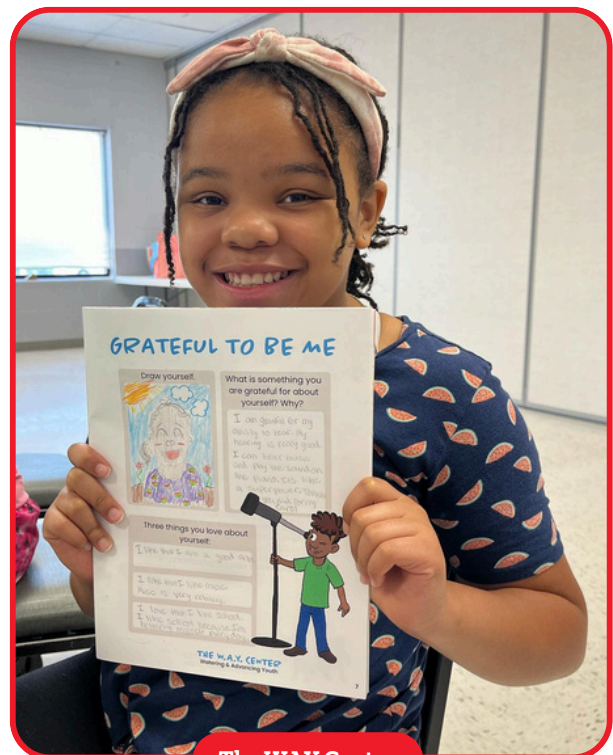
-  **82%** of searches included distance
-  **39%** of searches included an age parameter
-  **34%** of searches included a program subject area
-  **8%** of searches included a time parameter
-  **7%** of searches included cost
-  **A majority** of searches used 4 or more simultaneous search criteria

SEARCHES BY PROGRAM SUBJECT AREA



Blueprint4 was created to serve the St. Louis community, helping families connect with out-of-school programs that meet their needs. In 2024, we **continually analyzed search data on the platform to ascertain what families were seeking** and how the tool functions for our community.

This data not only helps Blueprint improve our services, but is **freely shared with our network of local program providers** so they can understand what criteria matters most to parents. Our annual search data also provides **unique insight on program demand** and how organizations can best market their camps via Blueprint4—and beyond.



The WAY Center

2024 TOP 40 CAMPS

These camps represent the most viewed programs on the Blueprint4 database for the period of January 1– July 31, 2024.

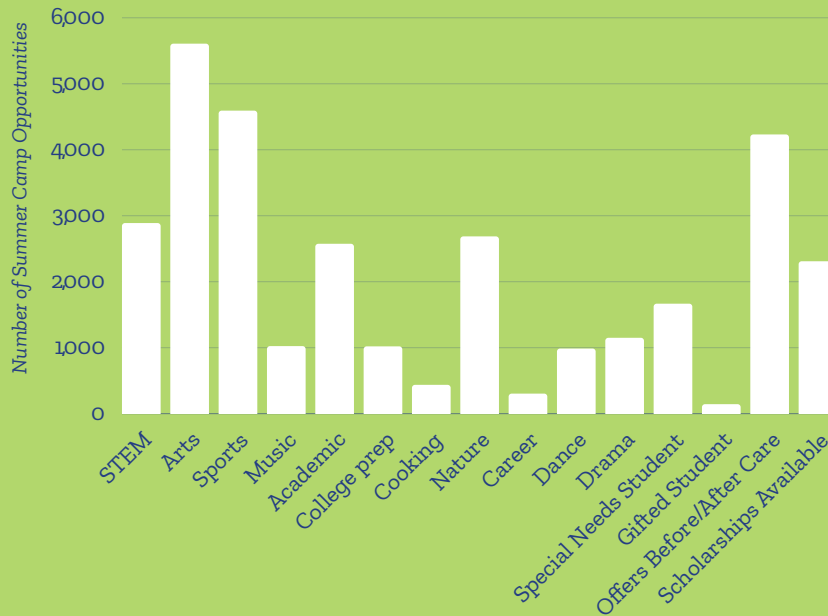
YEAR 10

- | | |
|---|---|
| 1. COCA | 21. Camp Concordia |
| 2. St. Louis Public Library | 22. Community School |
| 3. Parkway-Rockwood Community Education | 23. YMCA Kirkwood |
| 4. Saint Louis Zoo | 24. Parks & Rec - St. Peters |
| 5. Parks & Rec - St. Louis County | 25. St. Louis County Library |
| 6. Unleashing Potential | 26. Camp Invention |
| 7. Saint Louis University | 27. Parks & Rec - Des Peres |
| 8. Boys & Girls Clubs of Greater St. Louis | 28. Mad Science Summer Camps |
| 9. Lutheran South Lancer Summer Camps | 29. St. Joseph's Academy |
| 10. Girl Scouts of Eastern Missouri | 30. Parks & Rec - Webster Groves |
| 11. Maryville University - Interactive STEM Studio | 31. Verizon Innovative Learning STEM Achievers @ Harris Stowe State University |
| 12. St. Charles Community College Summer Camp | 32. YMCA O'Fallon MO |
| 13. MICDS Summer Camps | 33. Duchesne High School Summer Camps |
| 14. St. John Vianney High School Summer Camp | 34. DaySpring Arts & Education |
| 15. YMCA South City | 35. The Green Center |
| 16. Miriam Summer Fundamentals Camp | 36. CDF Freedom Schools - Deaconess Foundation |
| 17. UMSL Bridge Program | 37. Parks & Rec - Clayton |
| 18. Variety St. Louis | 38. St. Louis Scott Gallagher Soccer Club |
| 19. Greater St. Louis Area Council Scouting | 39. Gifted Resource Council |
| 20. Lutheran North Crusader Summer Academy | 40. Laumeier Sculpture Park Art Camp |



STATE OF SUMMER IN STL

CAMPS OFFERED BY SUBJECT

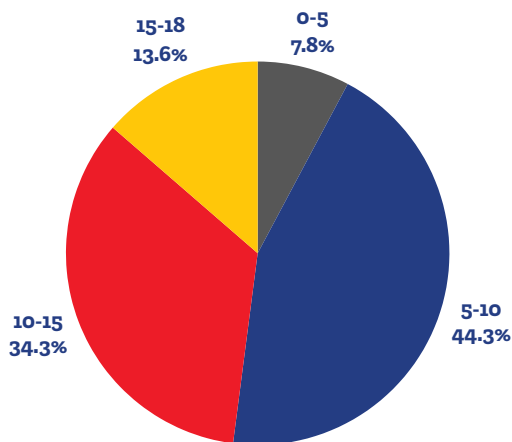


9,699
Total Summer Opportunities on the Site

Our highest ever total!

The diverse array of camps on the Blueprint4 database ensures every family can find a program that fits their child's interests. In the summer of 2024, **arts, sports, and STEM programs** were highly prevalent among the **386 program providers on the site** as were camps that offered before and after care to meet the schedules of working parents.

CAMPS OFFERED BY AGE



Blueprint4 works to promote out-of-school programs for ages 0-18, with specific focus on school-aged youth. The majority of available programs in the community in 2024 were for kids 5-10, followed by ages 10-15.



[Camp] provides an opportunity to continue practicing communication and language skills outside of the regular school year. It provides stimulation for my child, and a reason to get out of the house and away from screens.

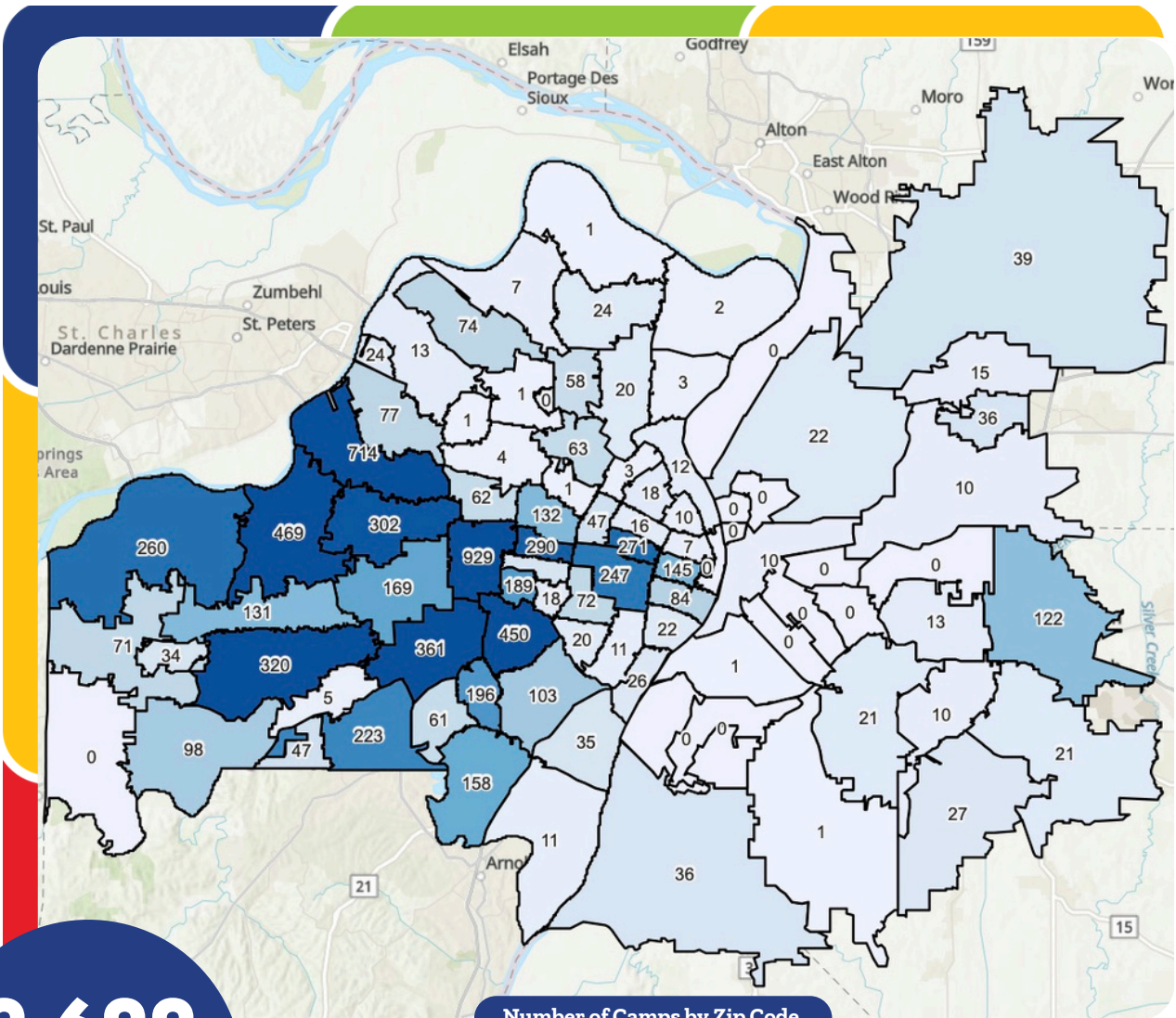
-Scholarship Recipient Parent





LOCATION AND ACCESS

Since our inception in 2015, **Blueprint4** has worked to make out-of-school programs accessible to **St. Louis-area families** through information and strategic investments. Beyond program access, the platform's unique benefit is our ability to take a bird's eye view and **analyze the landscape of youth programming in our community**. While there have been improvements in summer program availability in the City of St. Louis and North County, as seen below, work remains to be done. We continue to share camp location information, **assess geographic gaps, and support innovative partnerships to serve high-need areas** so that one day, all families will have high quality out-of-school programs, no matter what their zip code is.



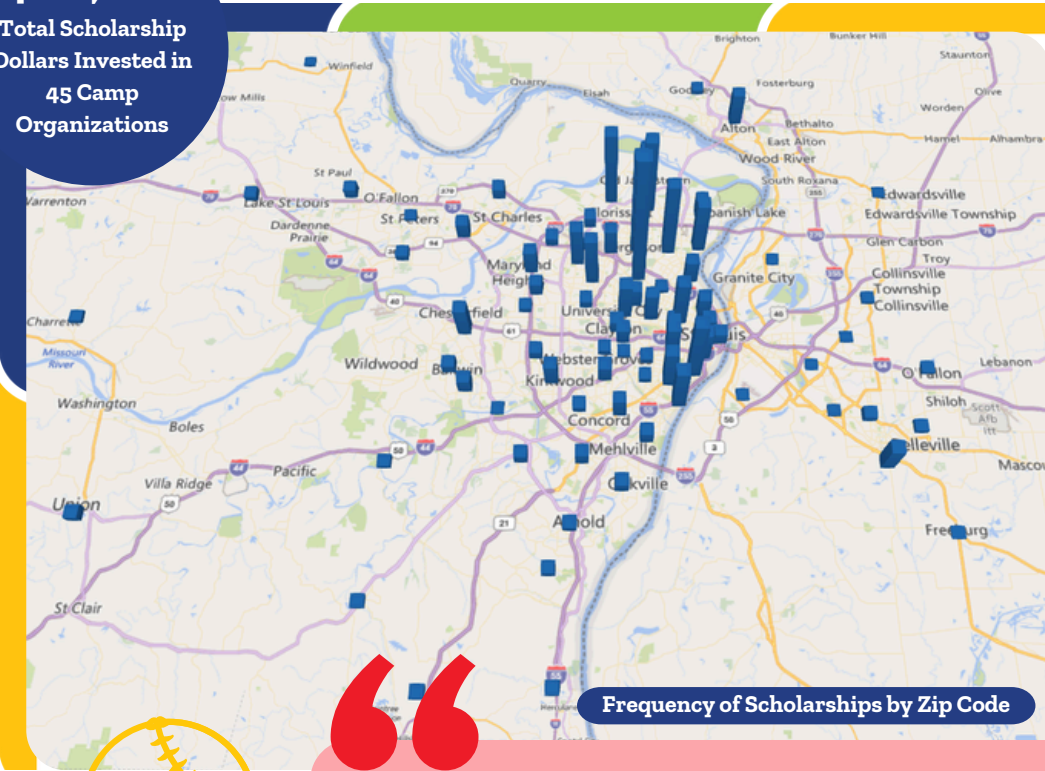
ACCESS THROUGH SCHOLARSHIPS

Thanks to the generosity of our donors, in 2024, we distributed an all-time high of \$150,000 in scholarship funding to camps, with a steadfast focus on supporting high-quality STEM programs. This financial support made it possible for nearly 1,400 students to participate in summer programs, with 32% of surveyed students engaging in summer camps for the very first time. Thanks to Blueprint4 scholarships, hundreds of students, regardless of their economic background, were able to explore future career paths, find their passions, and meet life-changing mentors.

On a larger scale, by strategically investing dollars in areas with the highest need, Blueprint4 is able to fill gaps in our community and ensure more students across the St. Louis metro get the opportunities they deserve. The following data unequivocally highlights the impact of our approach to educational equity, emphasizing Blueprint4's role as a connector in the summer camp ecosystem. This work is only possible because of the dedicated youth development program professionals across our region. We're grateful to them and to the Blueprint4 donors who enabled so many youth to learn, dream, and thrive this summer!



\$150,000
Total Scholarship Dollars Invested in 45 Camp Organizations



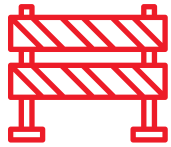
Although 2024 scholarship recipient youth live all over the St. Louis metro area, as seen in the map (left), the majority of youth who received Blueprint4 support are from our targeted investment areas of North County and the City of St. Louis. By intentionally investing dollars where the greatest need exists, we can pursue equity and access in out-of-school programming!



“The programs my child has been able to sample have opened up new pathways and interests of his that we previously didn't know existed! And connecting with peers who share these interests has been quite literally life-saving.”

-Scholarship Recipient Parent

SCHOLARSHIPS BY THE NUMBERS



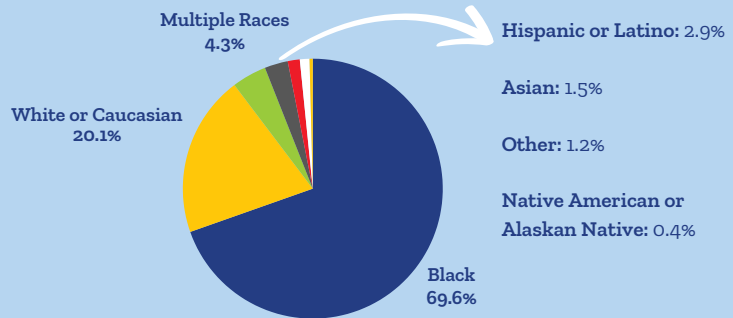
BARRIERS TO CAMP

Scholarship recipient families shared the top issues they faced in securing summer program for their children:

- **Cost** of programming
- **Knowing** what programs exist
- Accessing camps that fit **their child's interests**
- Finding programs with **available spots**
- **Transportation** to camp
- Finding programs that can meet **their child's needs**
- Programming that matches their **schedule**

83% of parents said cost was a barrier

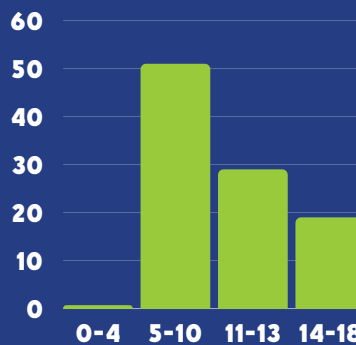
Racial/Ethnic Background of Youth Served



52% Blueprint4 scholarship recipient youth attended a STEM program for the first time

AGE OF SCHOLARSHIP RECIPIENTS

(by percentage)



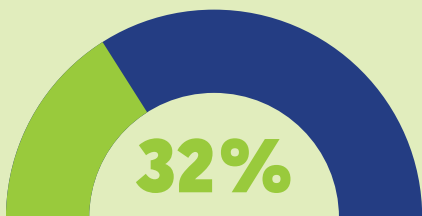
0-4: 0.7% 11-13: 28.9%
5-10: 51.5% 14-18: 18.9%

1,386

TOTAL YOUTH SERVED WITH 2024 SCHOLARSHIPS



Among **45** STL-Area Camp Organizations



Blueprint4 scholarship recipient youth attended a summer program **for the first time**

GENDER IDENTITY OF YOUTH SERVED



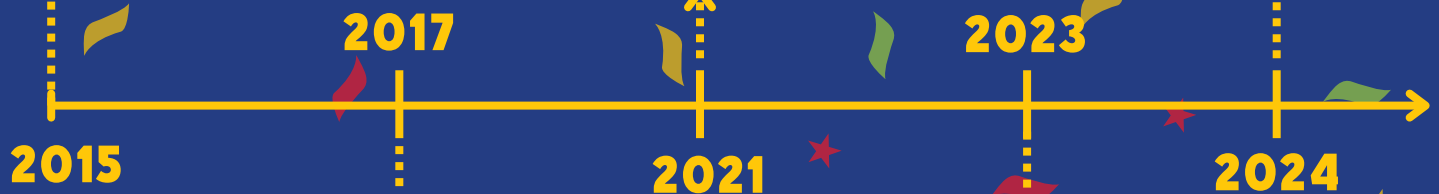
Boy: 41.1%
Girl: 58.1%
Nonbinary: 0.7%
Transgender: 0.1%

A DECADE OF PROGRESS

The Clark-Fox Family Foundation saw a need to **better connect St. Louis youth with safe, engaging summer programs**. In 2015, Blueprint4Summer was born as a resource to **bridge the information gap** and help kids thrive in out-of-school programming.

Blueprint4 marks our **10th Anniversary of service** in the St. Louis community with proclamations from the City and County of St. Louis declaring **September 18th as "Blueprint4 Day"** in recognition of the critical work to connect youth with out-of-school programs.

Awareness grows of **inequities in STEM fields** for women and people of color. In response, Blueprint4 **enhances our focus on STEM programs**, helping to connect families across our region with opportunities for students to explore, engage, and immerse in STEM learning.



The Blueprint4 team observed a **gap on the database for teens** looking to take the next step in their educational journey. To meet the need, **College Prep programs were added to the Blueprint4 portfolio** to help students easily find pre-college programs— both at St. Louis universities and across the nation.

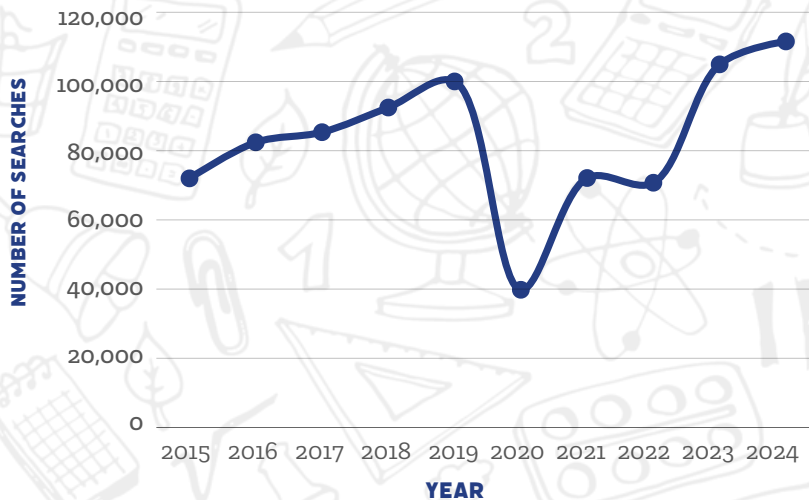
Continuing the quest for accessibility, Blueprint4 **merged into one platform and rebranded** to be the most inclusive and simplest possible tool. Families can now find **after-school, summer, college-prep, and STEM programs** all on one site.

A DECADE OF IMPACT

Blueprint4 debuted in 2015 to rave reviews from local families and program providers, and has since become the **go-to destination for out-of-school program information**. 10 years later, we're reflecting on a Decade of Dreams for St. Louis-area youth, all made possible through collaboration, innovation, and **the power of the St. Louis community**. By offering programs to fit the diverse interests and needs of our community's youth, we can ensure the database provides relevant information for all families.

The following represent **cumulative statistics from the last ten years of Blueprint4.**

TOTAL NUMBER OF SEARCHES PER YEAR 2015-2024



Following a dip due to the COVID-19 pandemic, 2024 marked the highest ever search total of parents using the database to find enriching programs for their kids and teens.

75,000

Unique Programming Opportunities Listed on Blueprint4

OVER 900,000

Searches on the Site

\$833,507

In Summer Camp Scholarships Awarded to Kids & Teens

6,875

STL Students who Received Scholarships to Attend Camp

400+

Partnerships with Local Camp Providers



A DECADE OF INVESTMENT

We are grateful to all who have partnered with us over the years to make Blueprint4 a success. The list below reflects all past and current donors since 2015 who helped us enable a Decade of Dreams for St. Louis-area youth.

- Charles & Shirley Brown
- Build-A-Bear Workshop Foundation
- Diane Bordeaux
- Robert Burkhardt
- Steve & Elaine Burkhardt
- Centene Charitable Foundation
- The Clark-Fox Family Foundation
- William H. Danforth
- The Deaconess Foundation
- Emerson Charitable Trust & Emerson Employee Contributions
- Ethical Society of St. Louis
- Ever-Appropriate Etiquette Institute
- Express Scripts
- The Foundation for Barnes-Jewish Hospital Givable
- Jennifer and Tom Hillman
- Incarinate Word Foundation
- Jefferson City Area Chamber of Commerce
- Joyce Wood Charitable Fund
- Ward & Carol Klein
- Kirkland & Ellis Foundation
- Laura Lucas
- The McDonnell Family
- The McDowell Family Foundation



Laumeier Sculpture Park Art Camp

- NRT Missouri LLC
- Jacob Oeth
- The Regional Business Council
- Ron & Pam Rubin
- The Saigh Foundation
- Saint Louis Mental Health Board
- Julian and Helen Seeherman
- Dr. Jeanne & Rex Sinquefield
- St. Louis Children's Hospital
- St. Louis Community Foundation
- St. Louis Regional Chamber
- St. Louis Social Venture Partners
- The Staenberg Group
- United Way of Greater St. Louis
- Wells Fargo
- William T. Kemper Foundation-Commerce Bank, Trustee
- Brian D. Wolfe & Emilee Koplars Wolfe
- Jess Yawitz
- YPO YNG City Group



Because of your donation, I was able to come to this amazing camp and meet all these wonderful people. You helped my year change for the better. Thank you so much.

-Scholarship Recipient Youth



A DECADE OF INVESTMENT

The following past and current partners since 2015 have provided in-kind support or services to help youth thrive in out-of-school programming.

Blayzer
 Brew Bites
 Connectria Hosting
 DDI Media
 HPR Complete Print Management
 iHeartRadio
 Metro Transit
 Nexstar Media Inc.
 Nine Network of Public Media

O'Malley Hansen Communications
 Peachjar
 Power Creative
 Radio One
 The St. Louis American
 St. Louis Community Foundation
 St. Louis County
 St. Louis County Library
 St. Louis Post-Dispatch
 The Printing Source

A very special thanks to Technology Partners, our founding technology developer who helped us create a flexible and adaptable platform that still remains relevant a decade later!



Maryville Science and Robotics

“
 Blueprint4 funding has helped us provide our camps to more kids who otherwise could not afford it. We know that for some of the youth that we serve, they have had difficulty finding any camps or programs... due to past trauma and/or mental health and behavioral differences... Thank you for allowing us to serve those kids who need it most.
 -Scholarship Recipient Organization
 ”

A DECADE OF INVESTMENT

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Blayzer
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 -Scholarship Recipient Organization
 ”

LOOKING AHEAD



Summer Shakespeare Studio

As we reflect on 2024, we celebrate significant milestones for Blueprint4. We marked ten years of serving the St. Louis community, reached our **highest-ever number of searches** on the platform, and **helped over 1,300 St. Louis kids attend summer camp** via Blueprint4 scholarships. But we don't do this work alone. Blueprint4 is bolstered by a passionate **community of youth program providers**, supporting young people as they learn and grow. We take inspiration from the **dedicated parents and families** we connect with at community events, and consistently work to make **cross-system partnerships** in education, healthcare, housing, social justice, and more.

It is our **collective responsibility to make sure the youth of St. Louis have the resources they need to grow and thrive**. We are honored to be part of that collective, helping to connect young people to the opportunities they so richly deserve.

As we set our sights on another year of access and equity in 2025, we are immensely grateful for your partnership in making Blueprint4 a resounding success. We invite you to join us in old ways and new to ensure the young people of our community can achieve their dreams.

Get Involved with Blueprint4

- ✓ Utilize blueprint4.com to find engaging programs for the youth in your life
- ✓ Share our database tool with your friends, family, school groups, churches, and community
- ✓ Attend Blueprint4 camp fairs and events to connect with local youth program providers and resources
- ✓ Donate to Blueprint4 and support scholarships for St. Louis youth to attend summer camp
- ✓ Follow @Blueprint4STL on social media and subscribe to our newsletter to stay up-to-date with community events, seasonal opportunities, and camps
- ✓ Advocate on a national and state level for more funding for child care and out-of-school programs
- ✓ Volunteer your talent and time to a local youth-serving organization

