

About Blueprint4

Blueprint4 is an initiative of The Clark-Fox Family Foundation that strives to make summer, after-school, and college prep programs **accessible for ALL youth in the St. Louis area**. We are not a direct youth service provider. Instead, our focus is system-wide, supporting access to hundreds of pre-K-12 programs across the region.

Access to Information

-  **Free, searchable Blueprint4 database** of St. Louis-area out-of-school opportunities
-  Summer **camp fair** events
-  In person and digital **community engagement**, especially to reach families in North County and the City of St. Louis

Access to High Quality Youth Programs

-  **Scholarship funding** to summer camps, enabling organizations to serve more youth
-  **Professional development** and networking tailored to the needs of staff
-  **Free marketing** for St. Louis area programs



Blueprint4 Database Stats



10,050

Summer
opportunities
on the site



528

Program
providers



50K+

Searches

Most Used Search Criteria

#1 Age 

66% of searches
46% last year

#2 Distance 

63% of searches
51% last year

#3 Subject 

37% of searches
33% last year

#4 Time of Day 

30% of searches
23% last year

#5 Keyword 

16% of searches
10% last year

#6 Cost 

14% of searches
13% last year

**PROVIDE INFORMATION ABOUT
YOUR PROGRAM UPFRONT!**

Top 40 Camps

MOST-VIEWED PROGRAMS ON OUR SITE WERE MORE LIKELY TO:



Offer before/after care (49% vs 37%)



Offer scholarships (57% vs. 26.5%) or are free (9% vs. 3.5%)

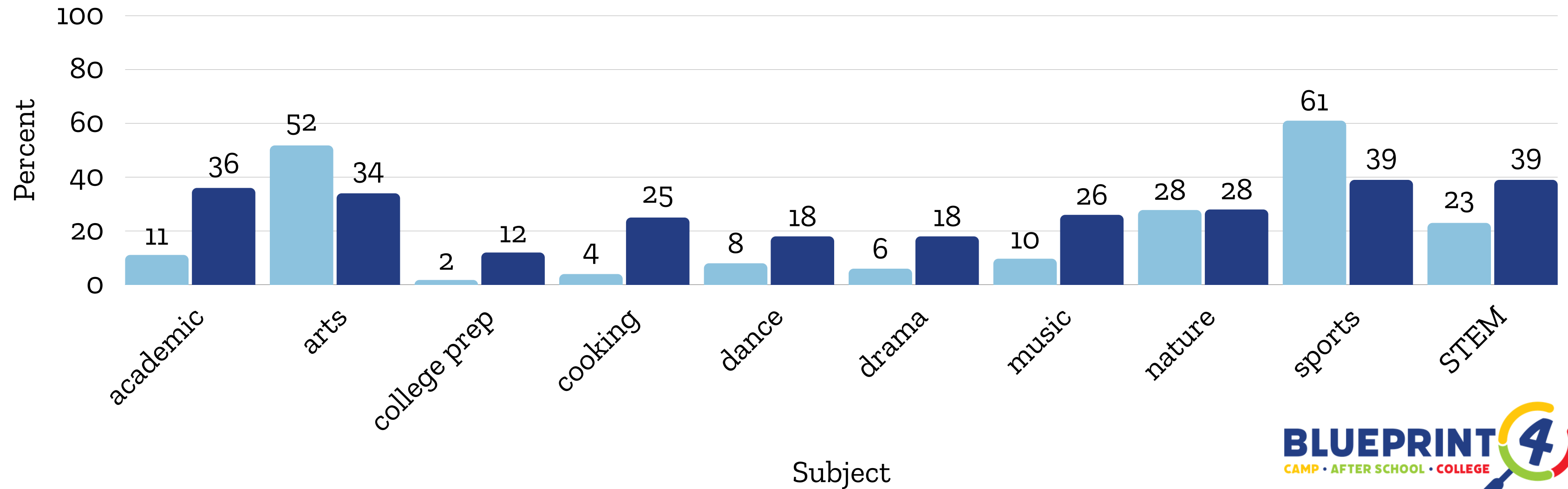


Accommodate students with disabilities (53% vs. 12%)

Demand vs. Availability of Programs by Subject

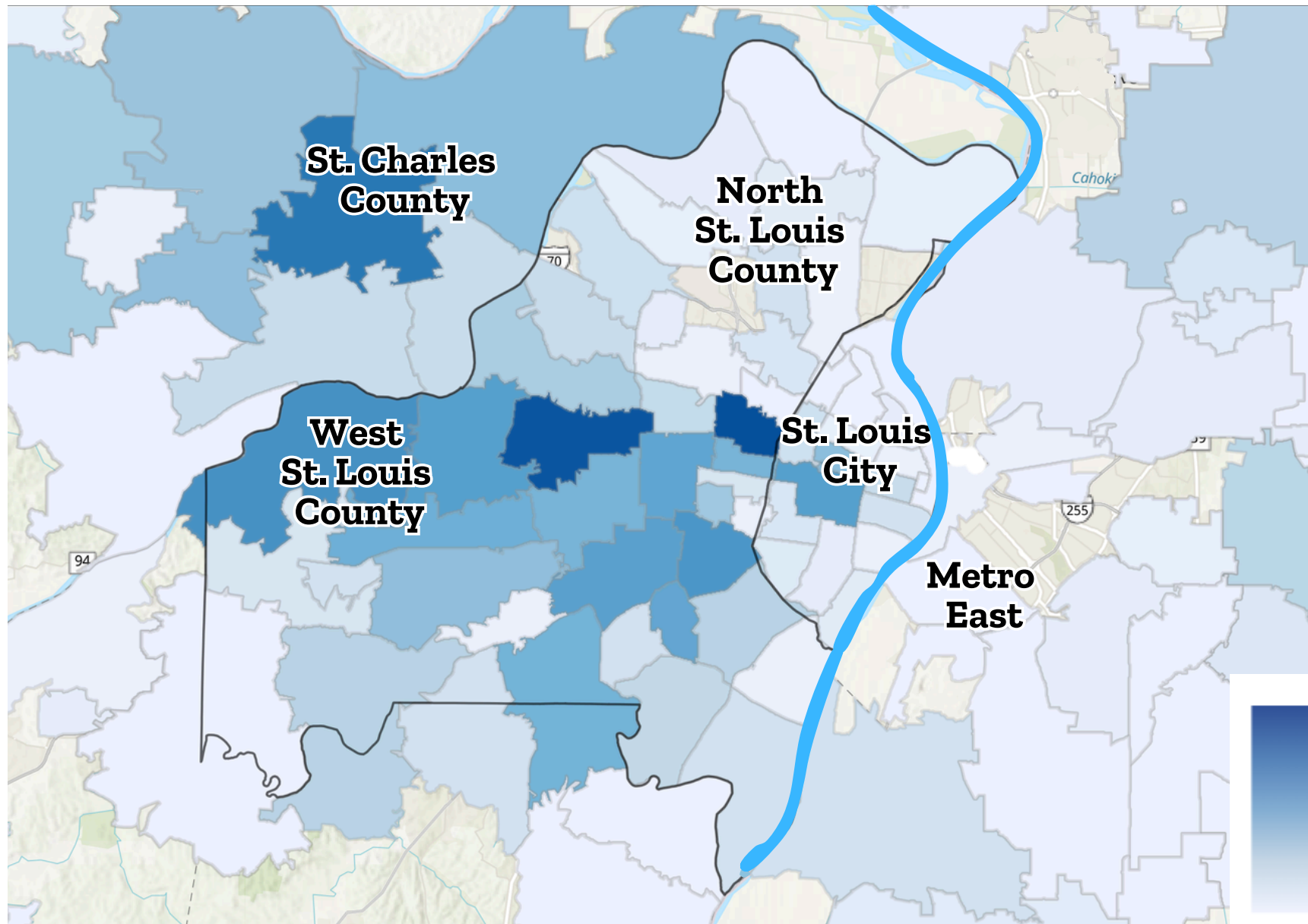
● % of sessions on Blueprint4 site offering subject (out of all sessions)

● % of searches of subject (out of all searches that look for subjects)

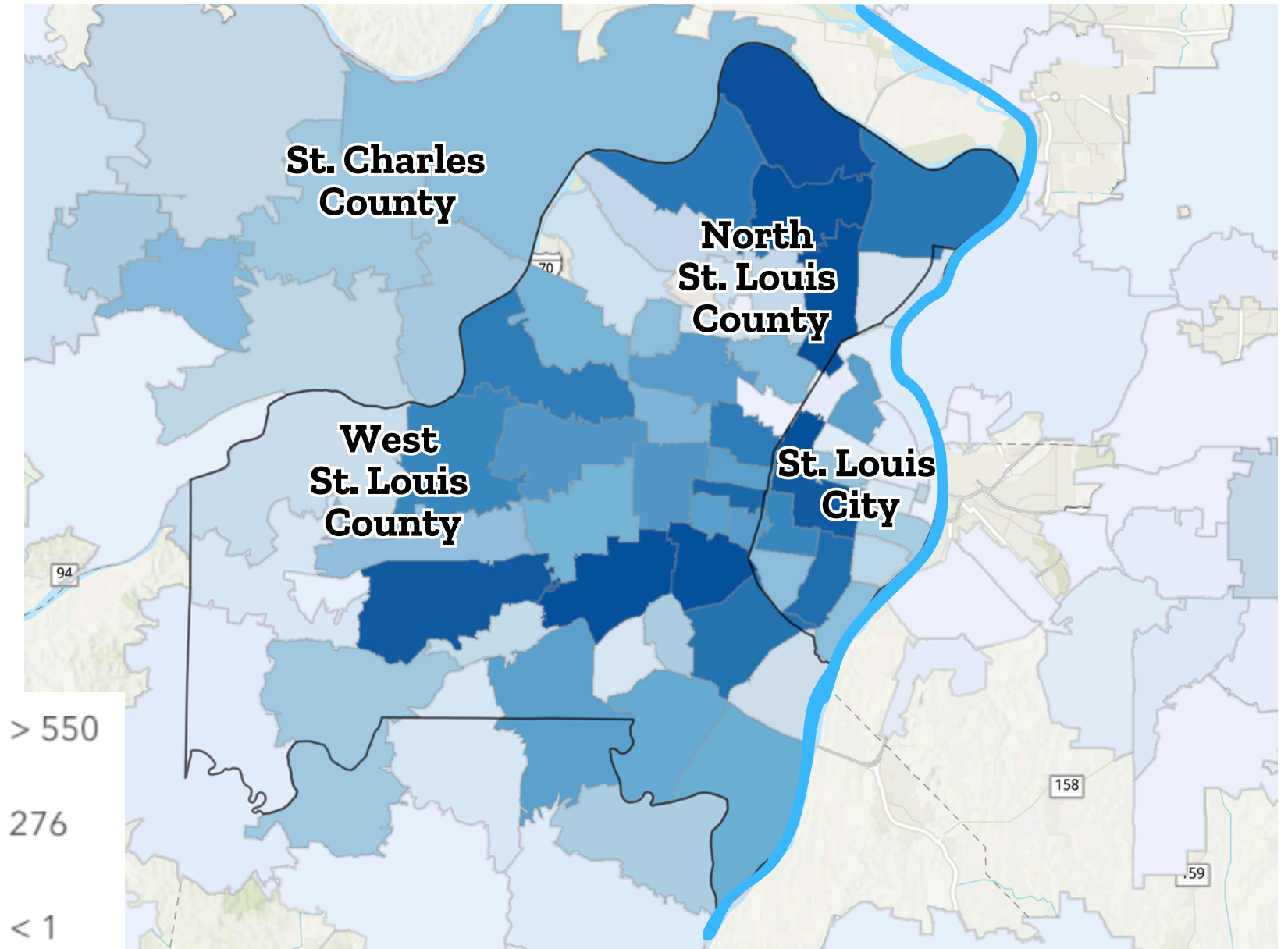


Demand vs. Availability of Programs by Location

Where camps are



Where families want camps to be



VIEW YOUR ZIP CODE STATS USING THE ZIP CODE WORKBOOK ON THE BLUEPRINT4 SITE

Takeaways

1. Provide all the info parents want in a short, effective description
 - ages served, cost, location, timing, content
2. Use Blueprint4's data to inform program content, location, and messaging
3. Other helpful resources (*will be emailed out*)
 - Field trip guide (newly updated map & planning guide)
 - School district dates
 - Zip code workbook

