



LINDSEY VONN  
FOUNDATION  
**STRONG  
GIRLS CAMP**

New York, New York  
AUGUST 17 - 18, 2019



# PROJECT OVERVIEW



## WHAT:

One 2-day camp (New York City)  
105 girls  
25 Leadership Team Members

## DELIVERABLES:

- Custom ZGiRLS Curriculum™ workbooks
- Mentor and staff member training
- Overall camp plan & schedule
- Registration, check-in, activities, huddles, closing ceremony
- Participant and parent evaluations
- Custom video & graduation ceremony

## GOAL:

105 STRONG & CONFIDENT girls!



# PROJECT OVERVIEW



## SUMMARY

**105 GIRLS**

Registered - **113 girls**

Waitlist - **8 girls**

Cancellations - **21 girls**

Participated (Saturday) - **83 girls**

Participated (Sunday) - **83 girls**

No Shows (Saturday) - **13 girls**

No Shows (Sunday) - **13 girls**

Completed Girls' Surveys - **83 girls**

Completed Parent Surveys - **42 PARENTS**



# GIRLS SURVEY



**98%** of participants thought the LVF STRONG GIRLS Camp was fun!

**100%** liked their ZGiRLS Mentor



## WHAT'S THE BIGGEST THING YOU LEARNED AT CAMP?

- That girls are very strong and you should believe in yourself.
- You should be kind to yourself. That you're capable of anything.
- The prettiest strongest girl is not based on looks, it's about the inside. The best version of you has a strong mind and strong body. Positivity is key to a Strong girl!
- I learned about being more confident of me, my body, and how to be a good teammate for when I go back to sports in the fall.
- That having confidence allows you to follow your dreams and to never give up.
- I learned how to express my feelings so that I can have a strong team, mind and body. I also learned how to work with a team I didn't know.
- The biggest thing I learned from ZGiRLS was how being in the right mindset can improve the outcome of something.
- Self love is one of the most important things in life.
- To be confident and to lift yourself, your team and anyone else up so that they know that they can make it through anything.
- No matter what the body type, you are strong! I also learned a lot about having a strong mind, to turn those negative thoughts into positive ones, and you will do better whatever it is.
- ZGiRLS taught me that you should try to be positive about everything you do, even though it can be hard, because it will set you up for success.
- How to believe in myself and how to build self confidence as well as loving myself and loving my body.
- I learned how to believe in myself even if I was having a bad day or I did not do my best at something.
- That you don't have to be scared to fail! You just come back harder!
- Be confident in yourself and don't let negativity get in your way.
- I learned to accept myself for who I am. Being strong is beautiful and unique to me.
- The biggest thing I learned was to never give up and to always believe in yourself.
- It is important to love yourself and never get down on yourself because you are beautiful and powerful.

# GiRLS SURVEY



## FAVORITE ACTIVITY:

1. SHAPES **(29%)**
2. WORLD CUP **(19%)**
3. OTHER **(10%)**
4. LIP SYNC BATTLE **(10%)**
5. WOULD YOU RATHER **(10%)**

## FAVORITE PART OF CAMP

1. GAMES **(43%)**
2. LINDSEY VONN **(22%)**
3. HUDDLES **(17%)**
4. NEW FRIENDS **(7%)**
5. EVERYTHING **(6%)**

## LEAST FAVORITE PART OF CAMP:

1. NOTHING **(23%)**
2. FOOD **(20%)**
3. OTHER **(18%)**
4. WRITING (BOOKS) **(15%)**
5. NOT ENOUGH SPORTS **(10%)**

## GiRLS' SPORTS PARTICIPATION

SPORT	# of GiRLS	%
skiing	40	32%
other	21	17%
soccer	15	12%
dance	12	9%
swimming	8	6%
track	8	6%
volleyball	7	6%
softball	6	5%
tennis	6	4%
basketball	4	3%

**95.2%** of participants believe...

**"I have the mental skills to navigate any challenge in my way."**

**WOULD YOU COME TO ANOTHER STRONG GiRLS CAMP?**

**4.54**  
(out of 5)

# PARENT SURVEY



95.2%

**My daughter is noticeably more confident after camp**

My daughter liked her ZGiRLS Mentor	100%
I feel like the skills my daughter learned are useful	100%
My daughter felt included & supported	97%
Communication with ZGiRLS was just right	90%
My daughter would like to attend another LVF Camp	100%
The closing ceremony was educational and helpful	100%

**How likely are you to recommend LVF Programs to a friend?** 4.81  
(out of 5)

# PARENT SURVEY



## WHAT DID WE DO WELL?

- Honestly every part was her favorite part. I actually asked her at the end of the weekend what she liked best and her response was "everything".
- The energy and excitement of the mentors and staff made the camp so fun and positive.
- The most surprising part of the camp was that Lindsey was part of the camp. No one suspected that and mostly the girls. That made the event 100 times better. Also mentors were amazing. Girl power.
- The activities were very fun and very motivational.
- She felt empowered and strong after leaving the camp everyday. She also really loved her mentor. She really connected with her mentor and as a parent I feel that was so important to see women successful in sports and in life.
- When my daughter came back she told me about how great the camp was and how many fun activities she got to do. She also told me about how much she loved her mentor and how much fun she was.
- The weekends energy was positive, fun and interactive. The opportunity for young girls to be together with an athlete like Lindsey and all the other mentors was awesome. The girl power was a positive tone and lesson the whole weekend.



# PARENT SURVEY



## WHAT CAN WE IMPROVE ON?

- My daughter didn't enjoy the lunch, I think they need to serve children friendly food like pizza.
- Maybe one day do writing and talking and team work. And second day more physical, strength and work ethic to be come a better girl athlete.
- I loved everything about it. Girls need to know how great they are, we HAVE to improve support to each other and STOP comparison and competition.
- I think she would have liked to learn about the other girls in her group a bit more.
- Perhaps changing the venue: the technology that lay around was a bit limiting (in space) and distracting.
- Only allowing 1 parent to attend the closing ceremony-and only explaining this less than 24hours prior.
- Honestly I didn't know what to expect as this was our first experience. This camp far exceeded any expectations I did have.



# PARENT SURVEY

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## If you were talking to a parent who was considering signing their daughter up for an LVF Program, what would you tell them about your daughter's experience?

- I would tell parents that the Z Girls camp has given my daughter tangible/practical tools and skills to deal with situations where her confidence may be waning or lacking. It's not all 'rah-rah, be positive' but rather a learning opportunity to talk to women athletes who have experienced difficulties and preserved through them. I really thing the workbook is top-notch.
- Overall, she had a great time and, hopefully, she gained some skills and confidence to navigate through a pretty complicated age.
- She loves the personal touch from Lindsey. She wasn't there for a brief second. She was there the entire time. That what's makes it special.
- It's very fun and educational about a strong body team and mind set.
- I would encourage them to have their daughter attend. The experience with Lindsey Vonn, an accomplished athlete who's life challenges were relatable and inspirational, really has left a positive mark on my daughter.
- Aside from the opportunity to meet and interact with Lindsey (which was huge); I think it was a great 2 days of learning about themselves and realizing that they or anyone can't or shouldn't put any limits on what they can accomplish in life.
- This camp provided my daughter with the tools to apply in her everyday life to have a strong mind, strong body and respect your team. These tools can be applied both in sports and in school. This opened my daughters eyes about changing her mindset when she has any negative thoughts and how she can turn them around to think more positively. It showed her that there are alot of other girls who encounter tough situations and that she's not ever alone. It taught her confidence and empowered her to pursue her dreams!
- I would tell them it was fantastic and Lindsey Vonn was gracious, professional and patient-- such an incredible role model who ahndles herself with grace and determination. She was lovely with the girls and patient and kind to parents! The Z Girls were friendly and professional - kudos to them too!