

THE 8 ESF VIRTUES OF CHARACTER

(a.k.a THE ESFV'S)



GO BIG



esf CAMPS & EXPERIENCES

GROWING CHARACTER MUSCLES AT ESF!

We believe building muscles of character is similar to building physical muscles. Investing energy in each muscle stimulates growth. We thread opportunities throughout the camp day to strengthen these muscles, thereby making character development a key differentiator of an ESF Experience. It is our goal throughout the summer to provide campers with a personalized “tool belt” for individual success by engaging them in a wide variety of activities, rituals and traditions.

As a result, ESF campers become stronger, healthier, and more resilient. We build upon family values and continue to shape the “Character Muscles” of our campers through our 8 ESF Virtues. **We refer to them as the ESFV’s!**



GRATITUDE

We RECOGNIZE and EXPRESS thanks for the wonderful things in our life. This “Attitude of Gratitude” along with a “Good Morning” handshake and smile is how we start each day. It is what we refer to as “Going BIG” (**Be In Gratitude**).



RESPECT

RESPECT YOURSELF, RESPECT OTHERS AND RESPECT THE ENVIRONMENT! This mantra, also known as the 3 Agreements, sets the expectation for developing behaviors that are conducive to facilitating learning, forming friendships and promoting a fun and safe camp environment!



KINDNESS

Kindness is the gift that keeps giving! We encourage campers to perform random acts of kindness and compassion each day. We also train their eyes to see the kind acts of others. “IT’S COOL TO BE KIND!”



POSITIVITY

We design and deliver experiences that fuel OPTIMISM and HAPPINESS in our campers! We practice and foster positive language and interactions which actively encourage a mindset of “positive focus” each day!



TRUSTWORTHINESS

We develop LEADERS! Leadership opportunities are abundant for campers who demonstrate honesty, reliability, integrity and teamwork. They are entrusted with unique responsibilities at camp.



EFFORT

We celebrate the amazing talents, accomplishments and efforts of our campers. There are multiple awards and opportunities for recognition. We always explain the “WHY” so that campers appreciate and understand what each award represents.



RESILIENCY

We believe in “teachable moments” and help campers recognize opportunities for growth, learning and reflection. We provide campers with the tools to become stronger with each endeavor. We help them to develop the courage and the fortitude to try new experiences, take healthy risks and learn from their mistakes.



COMMUNITY

We celebrate and build community at camp while encouraging FRIENDSHIPS, TEAMWORK and SPORTSMANSHIP! Additionally, our summer-long, service learning initiatives provide opportunities to focus on local and global communities, with an emphasis on EMPATHY and SERVICE TO OTHERS.

“Building character drives higher achievement and greater fulfillment in sport, business and life.”



DR. JIM LOEHR

World-renowned Performance Psychologist, Best Selling Author and ESF Subject Matter Expert



LOOK FOR YOUR “GO BIG” BRACELET ON THE FIRST DAY OF CAMP AND WEAR IT EACH AND EVERY DAY!

We believe that The 8 ESF Character Virtues (ESFV’s) are rooted in GRATITUDE and therefore Go BIG (**Be In Gratitude**) represents our initiative of strengthening, growing and developing CHARACTER MUSCLES at camp!



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