esf CAMPS & EXPERIENCES

THE CATCH GREATNESS SYSTEM
FUELING CHARACTER + CONFIDENCE

At ESF, every camper's journey is guided by a spirit of discovery and personal growth. Rather than focusing on flawless outcomes, we value the moments of effort, resilience, and compassion that shape strong individuals.

Our unique *Catch Greatness System* is designed to help campers identify and build on their strengths, unlocking what we call **MaxJoy**—the fulfillment found not just in achievement, but in the pursuit itself. Through meaningful experiences and real-time feedback, we empower each camper to grow into confident, thoughtful leaders ready to make an impact far beyond camp.

A CULTURE OF CATCHING GREATNESS LEADS TO SUCCESS

PROUD esf ALUMNI

Our ESF alumni know firsthand—there's no better place for young people to unlock their potential than at ESF Camps. Many have grown up to become exceptional leaders, innovators, and change-makers in their communities and beyond. Each one has embodied the very spirit we aim to nurture in every camper.

At ESF, our mission is to foster a culture rooted in encouragement, effort, and strong character. We celebrate campers not for perfection, but for showing up, giving their best, supporting others, and staying true to who they are. We believe in recognizing greatness as it happens—reinforcing the values that make ESF truly special. It's through these **everyday moments that greatness is caught, not taught**, helping our campers grow into inspiring individuals well beyond the summer.



ALEXA BUCKLEY
FORMER CAMPER, ESF ALUM
CEO of Margaux Retail & Fashion



JORDAN WOLF
FORMER CAMPER, ESF ALUM
Captain, Duke Lacrosse, NCAA Champs
Principal at Cerity Partners



ZIA VICTORIA
FORMER CAMPER, ESF ALUM
Professional Songwriter & Musician



THE esf "CATCH GREATNESS" SYSTEM

Helping Campers Discover Their Best Selves, One Moment at a Time

PURPOSE

To build a culture of encouragement, effort, and character by recognizing and celebrating campers not for being perfect—but for showing up, trying hard, supporting others, and being their best selves. It's about catching greatness in the moment and reinforcing the values that make ESF special.

WHAT WE LOOK FOR: "THE 5 SPARKS"

Campers are recognized and celebrated for moments that reflect their character, courage, and team work spirit:

1. Kindness in Action
- Lending a hand, sharing, including others, or showing empathy in everyday moments.

2. Positive Energy
- Bringing joy, enthusiasm, and lifting the spirit of the group with a great attitude.

3. Brave Moves
- Trying something new, stepping outside their comfort zone, speaking up, or taking a meaningful risk.

4. Leadership Moments
- Leading by example, helping a teammate, taking initiative, or being a real buddy to someone on their first day.

5. Group & Team Impact
- Showing perseverance, bouncing back from setbacks or loss, and sticking with a challenge even when it's tough.

WHY IT MATTERS

- ☑ Shifts the focus from correction to recognition
- ☑ Builds confidence and character
- ☑ Strengthens connections between Campers & Team Members
- ☑ Creates a culture where everyone is seen, supported, and celebrated

HERE'S HOW IT WORKS

1. Spark Spotting
- Every team member—counselors, coaches, specialists—is encouraged to recognize real-time moments of greatness throughout the day with our campers.
- These recognitions focus on effort, attitude, and any of The 5 Sparks—not just accomplishments.

2. Daily Recognition: Gratitude Rock & Shoutouts
- Each day wraps with a group huddle where the Gratitude Rock is passed to a camper who made a positive impact.
- Campers are also invited to give peer shout-outs, celebrating the awesome moments they saw in each other.

3. Weekly Closing Celebrations: Legacy of Greatness Celebrations
- Every Friday, we come together for our Closing Ceremonies—Junior Camp "Camper Round Up Party", Sports Camp "Awards Ceremony", and Senior Camp "Town Meeting" —where campers are celebrated for their standout Spark Moments. Use these weekly gatherings to celebrate the campers who have achieved MaxJoy moments each week, thanks to you.
- Each honoree will receive a special keepsake tied to the value they demonstrated—something they proudly wear home.

4. Group & Team Impact
- Bunks, groups, and teams that demonstrate consistent positivity, kindness, and teamwork can earn one of our rotating camp awards:
  - The Spirit Stick – For unmatched spirit and unity
  - The Oracle – For leadership, curiosity, and vision
  - The Game Ball – In Sports Camp, for sportsmanship, effort, and team play

These symbols rotate daily or weekly and are celebrated as part of ESF's traditions.

Living esf Maxjoy

Important Rules to Always Practice

1 Be Present
Fully engage in the moment, giving your undivided attention to the people and experiences around you.

2 Choose Gratitude
Focus on what you have rather than what you lack. Gratitude fuels a positive mindset and amplifies joy.

3 Spread Kindness
Acts of kindness, big or small, create ripples of happiness for others and yourself.

4 Pursue Passion
Spend time doing what you love and what lights you up, whether it's a hobby, career, or cause.

5 Connect Deeply
Build and nurture meaningful relationships. Shared experiences and genuine connections bring profound joy.

6 Celebrate Wins (Big and Small)
Acknowledge accomplishments and milestones, no matter how minor they may seem. Every victory is worth celebrating.

7 Stay Curious
Approach life with wonder and an open mind. Curiosity leads to new discoveries and exciting opportunities.

8 Laugh Often
Find humor in life's ups and downs. Laughter is a powerful antidote to stress and a gateway to joy.

9 Practice Generosity
Give your time, energy, or resources to others without expecting anything in return. Giving is a direct path to joy.

10 Embrace Resilience
Find joy even in challenges by learning, growing, and discovering purpose in the journey. Adversity can shape your greatest moments of joy.