

WinShape Foundation

Fact Sheet

Background:

S. Truett Cathy, founder and chairman of Chick-fil-A, Inc., first opened his heart and home to children more than 30 years ago. Since then, his desire to inspire young people continues to grow.

Because of his interest in the growth and education of young people, Truett established the WinShape Foundation in 1984. His goal: to help "shape winners."

Located on the campus of Berry College in Rome, Ga., the foundation supports WinShape Homes[®], WinShape RetreatSM, WinShape MarriageSM, WinShape Camps[®], WinShape[®] College Program, WinShape[®] Wilderness and WinShape International.

WinShape Homes:

WinShape Homes was created to provide a nurturing home to those children who are victims of circumstance and need a secure family environment in which to grow and mature. Truett built this program to give children a chance to reach their potential with the encouragement and support of a loving and caring family.

Through the WinShape Homes program, a natural home environment is established with two full-time parents who offer the security and stability every child deserves. Sibling groups that might otherwise have been separated and adopted are able to live together.

Currently, there are 12 WinShape Homes (eight in Georgia, two in Tennessee and one each in Alabama and Brazil).

While many situations require children to leave and be on their own at age 18, WinShape Homes encourages and supports college attendance or vocational training, as well as a continued relationship with their parents and family. Even after graduation, children are always invited to enjoy holidays and special occasions with their WinShape[®] family.

WinShape Homes also benefits from the Chick-fil-A Bowl, noted as the leading bowl in charitable giving. WinShape Homes has received nearly \$2.3 million since becoming a Chick-fil-A Bowl beneficiary in 1998.

Locations include:

Woodbury, Mt. Berry, Ga. – 1987

Kimbell, Mt. Berry, Ga. – 1989

Rockhill, The Rock, Ga. – 1989

Herrington House, The Rock, Ga. – 1991

Lar WinShape, Brasilia, D.F., Brazil – 1991

Swan Lake, Cleveland, Tenn. – 1994

Wylie House, Wadley, Ala. – 1994

Bridgeway, Athens, Ga. – 1995

Ramon Gann, Stockbridge, Ga. – 1996

Joe Harrell Home, Griffin, Ga. – 1999

Skelton Home, Mt. Berry, Ga. – 2002

Golden Pond, Cleveland, Tenn. – 2002

WinShape Retreat:

In September 2003, Chick-fil-A worked with Rome, Ga.-based Berry College to open the WinShape Retreat, a high-end retreat and conference facility located on the school's Mountain Campus. The multi-use facility hosts marriage enrichment retreats along with business and church-related conferences, and in summer months, houses the girls attending WinShape Camps. WinShape Retreat also accommodates couples attending marriage-intensive programming through WinShape Marriage.

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WinShape Marriage:

Out of their desire to see healthy marriages and strong families, the Cathy family started WinShape Marriage, which provides enrichment retreats to refuel healthy marriages as well as intensive counseling in an effort to strengthen troubled marriages. WinShape Marriage also encourages the marriage movement in our country by bringing marriage ministries and leaders together for fellowship and collaboration.

WinShape Camps:

Settled atop Berry College's Mountain Campus, WinShape Camps offers a residential camping experience for more than 1,900 campers each year. The boys' program was established in 1985, followed by the development of the girls' program in 1987. Each camp was birthed with the idea to "shape winners" through rewarding experiences in a Christian environment. In summer of 2009, both camps collectively welcomed campers that represented 32 states and six foreign countries. Both camps offer a variety of skills and activities that are tailored to be age-appropriate for the second through 11th-grade. In addition to the four two-week programs available, there is a one-week program available for those campers entering second and third-grade.

WinShape Camps launched its latest program, "WinShape Family Camps," in September 2005. To date, more than 300 families have experienced the fun, laughter and reflection that are a part of "The Great Family Weekend Adventure." The objective of WinShape Family Camps is to strengthen the family by providing a fun-filled, spiritually rewarding weekend experience.

WinShape Camps aims to connect local communities with its unique, transformational camp experience: C-3. WinShape Camps partnered with Connect ministries to offer one-week day camps – combining sports, arts, Bible study and worship – for students in first through sixth-grade. C3 will take place in more than 36 cities in 2010.

WinShape College Program

Each year, WinShape Foundation provides thousands of dollars in scholarships to qualifying students enrolled in Berry College. WinShape's partnership with Berry College offers joint four-year scholarship funding to students of up to \$32,000. To date, the foundation has awarded more than 951 scholarships to students from across the nation to attend Berry College.

WinShape Wilderness:

Founded in 1991, WinShape Wilderness started as an entrepreneurial business using an existing ropes course located on the Mountain Campus of Berry College to provide team building for Chick-fil-A Operators, church and school groups, as well as corporate clients. Fifteen years and tens of thousands of participants later, WinShape Wilderness has been positioned under the umbrella of the WinShape Foundation side by side with six other programs. With a new purpose, to glorify God by creating adventure experiences that encourage spiritual transformation, WinShape Wilderness is dedicated to using adventure to equip people to experience real change, not just in a team setting, but also through personal transformation. Challenge Ropes Course programs include Fundamentals of Team Building, Servant Leadership and Building Community. In 2007, WinShape Wilderness proudly introduced Backcountry Ventures, where participants can experience adventure through venues of backpacking, canoeing, camping and rock climbing.

WinShape International:

WinShape International was founded in January 2005 with a mission to mobilize leaders to transform young people and communities around the world. WinShape International's goals include equipping young adults to become Christian leaders in their culture, developing initiatives that aid poor people in the developing world, impacting the lives of children and youth who are abandoned, orphaned, or abused, and developing models for overseas partnerships that transform lives and communities. WinShape International partners with other Christian organizations and has 54 projects planned in 2010 to 33 countries.

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