

**VICTORY  
JUNCTION** ™  
a seriousfun camp



# History

Victory Junction was the dream of Adam Petty, a fourth generation race car driver from the famous Petty family and a rising star in the sport. Adam's passion for racing was equaled only by his compassion for others, especially children. Between races, he often visited children in pediatric hospitals. After his tragic death in a racing accident, Adam's family and friends came together to realize his dream of a camp to serve children with serious medical conditions.

With land donated by Richard and Lynda Petty, the Petty family spearheaded a capital campaign in 2002 and dollar by dollar received donations from corporations, individuals and foundations to build what would become Victory Junction, a NASCAR-themed camp located in Randleman, N.C. Adam's legacy of love was realized when we opened our gates to our first campers in June of 2004.



# Who We Serve

Camp is available to children ages six to 16. Children come to Victory Junction from all over the country and even around the world. We are a welcome break for kids who spend most of their year receiving medical treatments or attending countless hospital visits. Families never pay for camp because of the generosity of donors.

Some of the illnesses and medical conditions we serve:

- Bleeding Disorders
- Burn Survivors
- Cancer
- Cerebral Palsy
- Craniofacial Anomalies
- Diabetes
- Gastrointestinal Diseases
- Genetic Disorders
- Heart Disease
- Immunological Disorders
- Kidney Disease
- Lung Disease
- Neurological Disorders
- Physical Disabilities
- Rheumatic Diseases
- Sickle Cell Disease
- Skin Diseases
- Spina Bifida



# Mission & Core Values

Victory Junction enriches the lives of children with serious illnesses by providing life-changing camping experiences that are exciting, fun and empowering, at no cost to children or their families.

## **Safety**

We passionately care for our campers, families and team, and provide a safe haven that allows everyone the opportunity to be themselves.

## **High Standards**

We deliver extraordinary and memorable experiences by sustaining high quality, fully accessible facilities, a commitment to customized programming and continuous improvement at every level.

## **Empowerment**

We are dedicated to providing opportunities for growth and independence which encourages individuality and fosters true possibilities.

## **Respect**

We maintain an environment of trust, honesty, and transparency by encouraging a vigorous, open flow of communication on all levels, in all directions.

## **Teamwork**

We value everyone's unique experience and insight, and are committed to creating an environment that builds relationships, supports collaboration, and encourages openness to new ideas.



# VICTORY JUNCTION

at a Glance since 2004

PROVIDING YEAR-ROUND FUN AND LIFE-CHANGING EXPERIENCES!

As of 12/31/2023

over  
**126K**  
camp experiences provided!

*Proudly* reaching children and families through:

- ▶ **Day Programs** *1,579 experiences*  
Year-round programming, including animal-assisted programs
- ▶ **Family Weekends** *18,272 experiences*  
Spring, summer, and fall family programming
- ▶ **Partner Programs** *2,222 experiences*  
Spring, summer, and fall programming for partnership groups
- ▶ **REACH** *74,503 experiences*  
Year-round programming for pediatric patients and their families in hospitals, clinics, and Ronald McDonald Houses across North Carolina, South Carolina, and Virginia
- ▶ **Summer Camp** *14,072 experiences*  
Summer programming
- ▶ **VJ@Home** *15,901 experiences*  
Virtual summer programming during Covid

For more information:

[victoryjunction.org/media-resource-center-our-impact](http://victoryjunction.org/media-resource-center-our-impact)

**Learn more about us!**  
[victoryjunction.org](http://victoryjunction.org)

**VICTORY JUNCTION** 

Founded in honor of Adam Petty   
a serioüsfun camp

*Campers* HAVE COME FROM



AND **4** OTHER COUNTRIES



Volunteers have given their time and talents to fill **32,120** positions, adding up to **868,198** volunteer hours.



Member of the

**serioüsfun**  
children's network  
founded by paul newman

Platinum  
Transparency  
2024  
Candid.



# VICTORY JUNCTION a Year IN Review 2023

As of 12/31/2023

## PROGRAM Accomplishments

- ▶ **Day Programs** *176 experiences*  
Winter, spring, summer programming, and animal-assisted programs
- ▶ **Family Weekends** *554 experiences*  
Spring and fall family weekend programming
- ▶ **Partner Programs** *689 experiences*  
Spring, summer, and fall programming for partnership groups
- ▶ **REACH** *9,656 experiences*  
Year-round activities, including Camp Fun Kits, for pediatric patients and their families in hospitals, clinics, and Ronald McDonald Houses across North Carolina, South Carolina, and Virginia
- ▶ **Summer Programs** *461 experiences*  
Summer programming

+ **TOTALING**

# 11,536

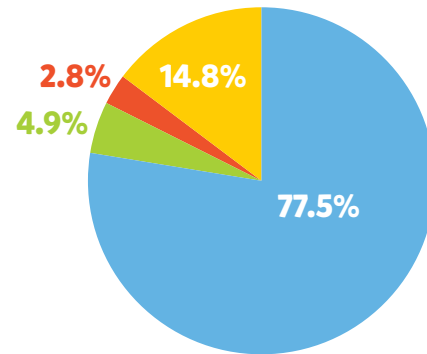
*experiences in 2023*

1,076 volunteer positions were filled, adding up to *37,152* volunteer hours.



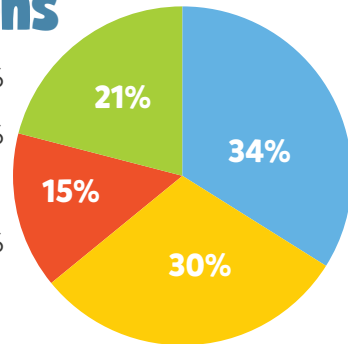
### 2023 Revenue

- ▶ Contributions
- ▶ Grants
- ▶ In-Kind
- ▶ Other



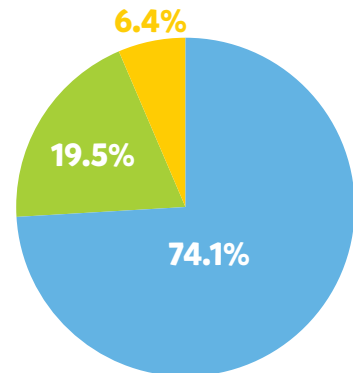
### 2023 CONTRIBUTIONS

- ▶ **Individuals** \$2,012,654.46
- ▶ **Corporations** \$1,248,874.76
- ▶ **Organizations** \$877,008.83
- ▶ **Foundations** \$1,768,814.36
- + **TOTALING** \$5,907,352.41



### 2023 EXPENSES

- ▶ Program Activities
- ▶ Fundraising
- ▶ General & Administrative



For more information: [victoryjunction.org/financials](http://victoryjunction.org/financials)

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Platinum  
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**VICTORY  
JUNCTION**

**Learn more  
ABOUT US!**  
[victoryjunction.org](http://victoryjunction.org)

*Join us to make a*  
**LASTING impact!**

We believe that every child, regardless of their diagnosis, should have the chance to just be a kid. That's why we provide transformative camp experiences filled with discovery, friendship, and a lot of laughter.

Learn more:

[victoryjunction.org](http://victoryjunction.org)



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