



## FLORIDA ARCHERY FOUNDATION



*“Her focus and confidence have grown since she started archery. She was never much of a joiner or did any sports and now she is a completely different kid because of archery.”*

— Parent

*“There have been times I have walked into archery class feeling completely tense and stressed from the day, and I walk out feeling so relaxed. Archery is a way for me to deal with life and what is going on. It helps me cope.”*

— Student



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*Florida Archery Foundation is an educational and recreational organization dedicated to the mental, physical, and emotional health of archers of all ages.*

*Providing a platform to connect and be inspired, we teach the skills necessary for a lifetime of Character, Confidence, and Community.*



### **Character**

We are helping to build healthy humans. Honesty, integrity, leadership, sportsmanship, positive behavior, acceptance, and discipline are key components that comprise strong character.



### **Confidence**

Strong character leads to confidence in any arena. Archery is an outlet with measurable improvement, helping to increase self-reliance, self-assurance, self-worth, and self-respect.



### **Community**

Individuals with strong character and confidence create a better community. We encourage our students to give back to others, motivating them to become involved citizens. Further, our programs reach outside of the local community, drawing others in, thereby having a positive impact on the local economy.

At Florida Archery Foundation, we are in the business of building self-confidence. With our experienced coaches and through our progressive awards program, we empower athletes to grow not only as archers, but also as individuals.

With our specific curriculum, we see lives change. Increased strength, balance, stamina, and coordination are just a few benefits associated with archery. Stress reduction, social interaction, and healthy competition are additional assets of this sport.

We emphasize sportsmanship, cooperation, and dedication. Archery is an individual sport, but relies on a community of camaraderie. It is a recreational activity the entire family is capable of participating in, regardless of age or ability.

Our ultimate goal is to teach the application of archery's founding principles of commitment, perseverance, and dedication. To that end, Florida Archery Foundation offers specialized curriculum for athletes with physical and mental disabilities, for seniors and veterans with special needs, and for students who require physical and occupational therapy. Your support of our programs enables us to reach individuals who may not otherwise be able to participate in athletics due to financial or physical constraints.

*"They gave me hope and my child hope that she really can do anything she wants to do.*

*That's not what coaches do,  
that's what really great people do."*

— Parent

*For more information on how you can support the vision of Florida Archery Foundation, please visit:*

[www.FloridaArcheryFoundation.com](http://www.FloridaArcheryFoundation.com)

**or call: 772-617-2405**



## FLORIDA ARCHERY FOUNDATION

We invite you to learn about Florida Archery Foundation through reaching out to any of our Board of Directors, all of whom are committed to the cause of FAF, many due to personal experience with the sport:

Eric Flowers - *President*  
Richard Cameron  
Joe Coakley  
Joyce Haniman  
Boris Robinson

Mike Lundeen  
*Executive Director*  
Erika Lundeen  
*Facilities Manager*



*"I owe everything I am in life to archery. I was a skinny, sullen kid without a lot of ambition, on a fast track to becoming a gang member in L.A. At 12 I was introduced to archery, and it forever changed my life. The focus and discipline of archery spilled over into my school work, ultimately influencing my path to Harvard Business School. Academic success perpetuated professional achievement, leading to my role as a senior executive at several Fortune 500 companies. Serving on the FAF board is an opportunity for me to share the same life-changing experience of archery with others."*

—Rick Cameron, FAF Board Member



**Located at Florida Archery Center:**

1141 18th Place  
Vero Beach, FL 32960

[www.FloridaArcheryFoundation.com](http://www.FloridaArcheryFoundation.com)

**772-617-2405**