GRIT Foundation Media Kit

Our mission

GRIT Foundation builds a network of Certified GRIT Mentors who pass on their knowledge of the skilled trades. Through mentorship and hands-on learning, GRIT gives young people opportunities to try a trade and helps experienced tradespeople develop as teachers. GRIT is a 501(c)(3) nonprofit based in Clermont, Florida.

Our story and team

Who we help

Young people get to try a trade before deciding whether it interests them. A student might use a multimeter for the first time or fit pieces of a wood frame together. A mentor works beside them, asks what they notice, and gives them time to figure out the next step.

Tradespeople learn how to turn years of experience into a lesson a beginner can follow. Families, educators, and local contractors help bring those learning opportunities to their communities.

How GRIT works

GRIT Camps are one-day events hosted by local contractors and community partners. Students work in small groups with trained mentors and explore trades such as HVAC, electrical, plumbing, and carpentry.

GRIT Workshops are two-hour sessions led by Ty Branaman, GRIT's Head of Training. Middle schoolers explore concepts such as airflow and heat. High schoolers investigate how the systems in a house work together. A separate workshop helps tradespeople practice mentoring.

GRIT Mentor Program helps tradespeople become Certified GRIT Mentors. They practice asking questions, guiding beginners through unfamiliar tasks, and giving learners room to solve problems. Some mentor young people at GRIT events. Others put those skills to work in their own workplaces and communities.

Media contact

For interviews, event details, photo permissions, or print-ready artwork, contact Abby Thompson, Program Manager, at abby@thegritfoundation.com.

Copy & quotes

One-sentence introduction

GRIT Foundation helps young people explore the skilled trades alongside experienced tradespeople who teach them how to use tools, ask questions, and solve problems.

For a newsletter or press release

GRIT Foundation is a 501(c)(3) nonprofit based in Clermont, Florida. Through one-day GRIT Camps and two-hour GRIT Workshops, young people explore the skills behind the homes and systems they use every day. GRIT also builds a network of Certified GRIT Mentors who share their skills and experience with others at GRIT events, in their workplaces, and in their communities. Learn more at thegritfoundation.com.

For a social post

Who taught you to use your first tool? At a GRIT Camp, a young person gets to be the one holding the tool, with a tradesperson beside them to answer questions. If you have a skill to pass on, explore the GRIT Mentor Program.

For a live introduction

Somewhere along the way, someone showed each of us how to do something for the first time. GRIT Foundation gives young people that chance in the skilled trades. Please join us in welcoming GRIT Foundation.

In their words

"We're not recruiting kids into the trades—we're fostering curiosity and confidence in whoever they want to become."

Leilani Orr, Executive Director, on Building HVAC Science, episode 228 (July 2025)

"Through the Kids Grit Camp, we provide a hands-on environment where students experience the trades alongside seasoned professionals."

Ty Branaman, Head of Training, writing about GRIT Camp on LinkedIn

Press Release

Download the local camp press release template

Logos & photos

Name and visual identity

Use GRIT Foundation on first mention and GRIT after that. Write GRIT Camps and GRIT Workshops with both words capitalized. In captions, name the trade, describe what the student is doing, and show how the mentor helps.

For graphics that match GRIT's website, use orange (#FF2F00), navy (#00162A), and white (#FFFFFF). Use Archivo for headings and Inter for body text.

Open the GRIT brand guide

Logo files

Choose the white logo for a dark background or the color logo for white. Keep the original proportions and leave space around the mark.

White horizontal logo · transparent PNG

Color horizontal logo · EPS for print

Camp photography

Use the links to open each image. For publication, ask Abby to confirm permission and the credit line for your intended use.



A mentor helps a student use a multimeter to explore an electrical circuit at a GRIT Camp.

Open photo 1



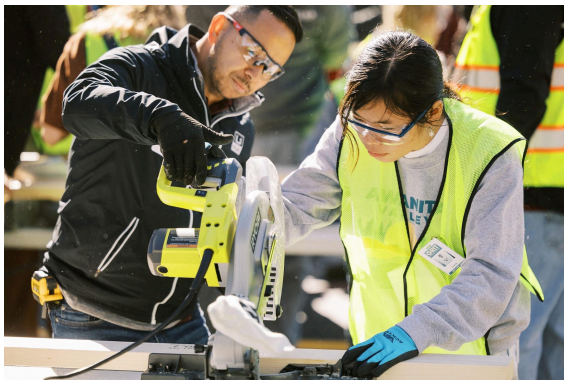
A GRIT Camp student uses a hand tool to work with copper tubing.

Open photo 2



GRIT Camp participants in Clermont show the wood frames they built.

Open photo 3



A student works at a miter saw alongside a mentor during a GRIT Camp.

Open photo 4



A student practices brazing with a mentor at a GRIT Camp.

Open photo 5

Workshop photography



GRIT Workshops bring hands-on demonstrations into the classroom.

Open photo 6

Ivy Tech Community College and Porter County Career and Technical Education hosted a GRIT Workshop in Valparaiso, Indiana.

Open photo 7