



## **Daisy Camp Background**

Jennifer Morris, “D”aisy Camp founder, combined her passion to help others with her background in event planning to create mini-workshops and weekend retreats that help those going through the transition of divorce. Going through a divorce in 2005, she was frustrated that she couldn’t find an all-encompassing, comprehensive, single resource to gain personal and professional support for all the steps it takes to un-tie the marriage knot.

“D”aisy Camp was created as a weekend camp/retreat that would feature approachable and best of breed; legal, financial, counseling, and motivational speakers in the Twin Cities. Jennifer created the event to be a three-day event because she knew that the amount of information that needs to be covered cannot be digested in a short amount of time. More importantly, the relationships formed by spending time together would provide the emotional support that was missing during her divorce proceedings.

The first event not only sold out, but created a waiting list of nearly 50 women who were anxious to attend the “D”aisy Camp event. Local press stories and interviews in the weeks prior to her event effectively spread the word about her mission and comprehensive information and resource divorce portal. She saw her website traffic increase from 20-30 hits a day to over 1,000 hits a day.

“D”aisy Camp has advanced its mission of providing a one-stop resource by listening to and acting on the feedback provided after the inaugural event. Mini-Camps for couples, women only, and men only have been specially created to meet the needs of different demographics.

Before the closing of the first “D”aisy Camp, a summer cabin reunion began to take form. The friendships and bonds created at the first “D”aisy Camp were exactly what founder Jennifer Morris envisioned when she created her weekend retreat. Jennifer is fulfilling her goal of encouraging people to move forward with their life and create an “ever expanding life” after divorce.

**Daisy Camp**  
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