



2024 IMPACT REPORT



STRENGTH IN ACTION



“In 2024, we celebrated growth, resilience and impact. In 2025, we move forward with ambitious goals, a passionate team, and a commitment to empowering our youth.”

Taylor Montey, LPC

PROGRAM DIRECTOR

Each year, the Annual Report provides us with an opportunity to reflect on our accomplishments and frame our goals for the work ahead. Looking back on 2024, our organization grew in significant ways, and it’s essential to capture all the progress we made locally. Our shared mission of empowering youth to be mentally and physically stronger remained steadfast, and our collective efforts in 2024 have set a solid foundation for further growth in 2025.

This past year, we served over 120 athletes across Northern Colorado, continuing our services in Larimer County at Poudre Community Academy, Old Town Athletic Club and Official Fitness. We expanded our reach by adding a session at The Center For Family Outreach, supported by ongoing funding from the Larimer County Behavioral Health Grant [LCBH]. Additionally, we began offering services in Weld County thanks to the Weld County Trust Grant. This funding allowed us to start two groups at Platte Youth Services and another group at Official Fitness. We celebrated several milestones that highlighted the resilience and leadership of our youth. Two of our participants attended our summer leadership camp, an experience that fostered their growth and confidence. Multiple athletes from our club also participated in a Spartan Race in Colorado Springs, where they demonstrated their skills and built self-assurance through challenge and perseverance. Furthermore, two former athletes became coaches within our organization, stepping up to mentor and guide the next generation of youth.

Fundraising and awareness efforts took center stage as we worked to sustain and expand our programs. We hosted our inaugural Windsor Fitness Classic, a competition that raised critical funds and brought greater visibility to our mission. Additionally, we held the annual Ignite Fundraiser Workout at multiple CrossFit gyms across Northern Colorado, securing funding that allowed teens to attend the FYR summer leadership camp.

One of our most exciting developments in 2024 was the acquisition of a mobile trailer, made possible through the generosity of our donors. This trailer enables us to reach more youth in the community who lack access to transportation. By bringing mobile equipment to schools and community programs, we can extend our services and make a meaningful impact on even more lives.

Looking ahead to 2025, we are energized by the opportunities before us. Our board of directors has developed a strategic plan for the next three years, focusing on expansion and collaboration. Our goals include starting new programs at the GAP school in Greeley and partnering with other organizations to amplify our impact. We aim to become a recognized resource in the community, secure additional funding to serve more youth, and continue developing our program to share it nationally.

As we move forward, we remain deeply committed to the youth we serve. Let’s honor their efforts, stay inspired by their determination, and continue to build the highest-quality programs they so rightly deserve.

Sincerely,
Taylor Montey, LPC, CFL2, CFKids



ABOUT FYR MINDSET REPS

OUR MISSION

FYR Mindset Reps empowers individuals of all ages to build mental and physical fitness through programs integrating mental health, exercise, mindfulness, nutrition, and mentorship..

OUR VISION

A world where individuals feel strong, capable, and confident to become the best version of themselves—one rep at a time.

OUR VALUES

Transformation

Through holistic growth and self-mastery, we empower individuals to align with their highest potential, enabling them to explore, adapt, and thrive in all areas of life.

Perseverance

We hold a steadfast commitment to goals and believe overcoming obstacles drives growth. Resilience empowers individuals to face challenges with determination, leading to success and deeper self-understanding.

Community

We create belonging through fun, supportive relationships, and meaningful connections. We cultivate an environment of cooperation, teamwork, and shared responsibility, strengthening bonds through shared experiences.

Excellence

We uphold the highest standards through responsible stewardship and service to others, ensuring safety and the well-being of individuals, the community, and the environment.





Taylor Montey, the founder, and innovator of Mindset Reps designed fitness-based therapy after coaching teens and recognizing that they were more willing to open up after sharing a workout together. Recognizing how fitness had benefited her own life, combined with the research on mental and physical benefits of exercise, Taylor chose to create a program where people could go to treat the whole person.

ABOUT FYR MINDSET REPS

ABOUT OUR PROGRAM

Mindset Reps is a unique and innovative program that specializes in the combination of exercise, psychotherapy, and community to bring about change and healing. Research has shown that exercise increases mood, builds confidence, self-efficacy and conquers fears and negative beliefs. Group fitness classes help to promote bonding through shared group experience and creates an opportunity for risk-taking in a safe environment.

THE BENEFITS OF EXERCISE FOR TEENS

There is a reason many counselors, doctors and psychologists prescribe exercise for their patients. Exercise has been proven to provide known benefits for physical and mental health such as increased energy, better sleep, improved cardiac health, reduced anxiety, depression, ADHD, anger, and substance abuse.

Twenty-five percent of teens experience anxiety and depression instead of optimal wellness. According to researchers, a negative mood, which is frequently associated with depression, anxiety, anger, and fatigue, improved after exercise. Exercise, combined with psychoeducation gives teens a supportive environment to work on their overall health at one place/time.

THE BENEFITS OF GROUP SUPPORT

Support Groups allows for participants to bond, express their apprehensions, feel understood, and help with self-discovery. Group support is particularly beneficial to adolescents who need a safe place to express uncertainties, worries, and fears. A group setting helps clients realize that they share similar concerns with their peers and not feel so alone.

CREATING BONDING

Exercise provides an environment for teens to take risks and build confidence in their successes which can be applied outside of the gym





WHO WE SERVE

OUR YOUTH

At FYR Mindset Reps, we serve youth who would not otherwise have access to the services we provide.

Many of our athletes are facing one or more of the following challenges:

- » Youth coming from under-resourced families or neighborhoods
- » Youth out-of-school, including youth out-of-school facing unemployment
- » Youth in or aging out of foster care
- » Youth experiencing homelessness
- » Youth who may need an alternative pathway educational environment [at-risk to leave secondary school without a diploma]
- » Youth who are involved in the justice system
- » Youth experiencing environmental factors that put their health, safety, and well-being at risk such as racism or discrimination based on gender identity or sexual orientation
- » Youth facing socio-emotional challenges exacerbated by being part of an under-resourced environment



LIST OF PROGRAM LOCATIONS

Our program teams up with local gyms, community organizations, school districts and passionate staff and volunteers to provide mental and physical fitness classes for young people to learn about mental health, physical fitness, mindfulness and nutrition.

Poudre Community Academy

Larimer County

Olander Elementary

Larimer County

Platte Youth Services

Weld County

Old Town Athletic Club

Larimer County

Center For Family Outreach

Larimer County

Official Fitness Windsor

Weld County

CrossFit 970

Larimer/Weld County

FITNESS

AGE-APPROPRIATE PROGRAMMING AND NATIONAL LEADERBOARD

Lauren Olilla [Coach LoLo] has been doing CrossFit for over ten years and is formally a teacher and CrossFit gym owner. She is now a firefighter and elite Tactical Games Athlete. LoLo uses her teaching and CrossFit knowledge at FYR Mindset Reps to program fun, age appropriate and scalable workouts for all of our programs. Lolo's workouts can be scaled to each athlete by experienced coaches and can be modified for our programs to no equipment to programs in a full gym!

MENTAL HEALTH

MINDSET AND MENTAL HEALTH PROGRAMMING

Taylor Montey, is a NBCC board certified Licensed Professional Counselor and CrossFit Level 2, as well as CrossFit Kids certificate holder. Taylor specializes in treating trauma and associated symptoms such as depression, anxiety, and substance use. Taylor Montey, the founder, and innovator of Mindset Reps designed fitness-based therapy after coaching teens and recognizing that they were more willing to open up after sharing a workout together. Recognizing how fitness had benefited her own life, combined with the research on mental and physical benefits of exercise, Taylor chose to create a program where people could go to treat the whole person. Taylor programs the mindset and mental health work for our programs.

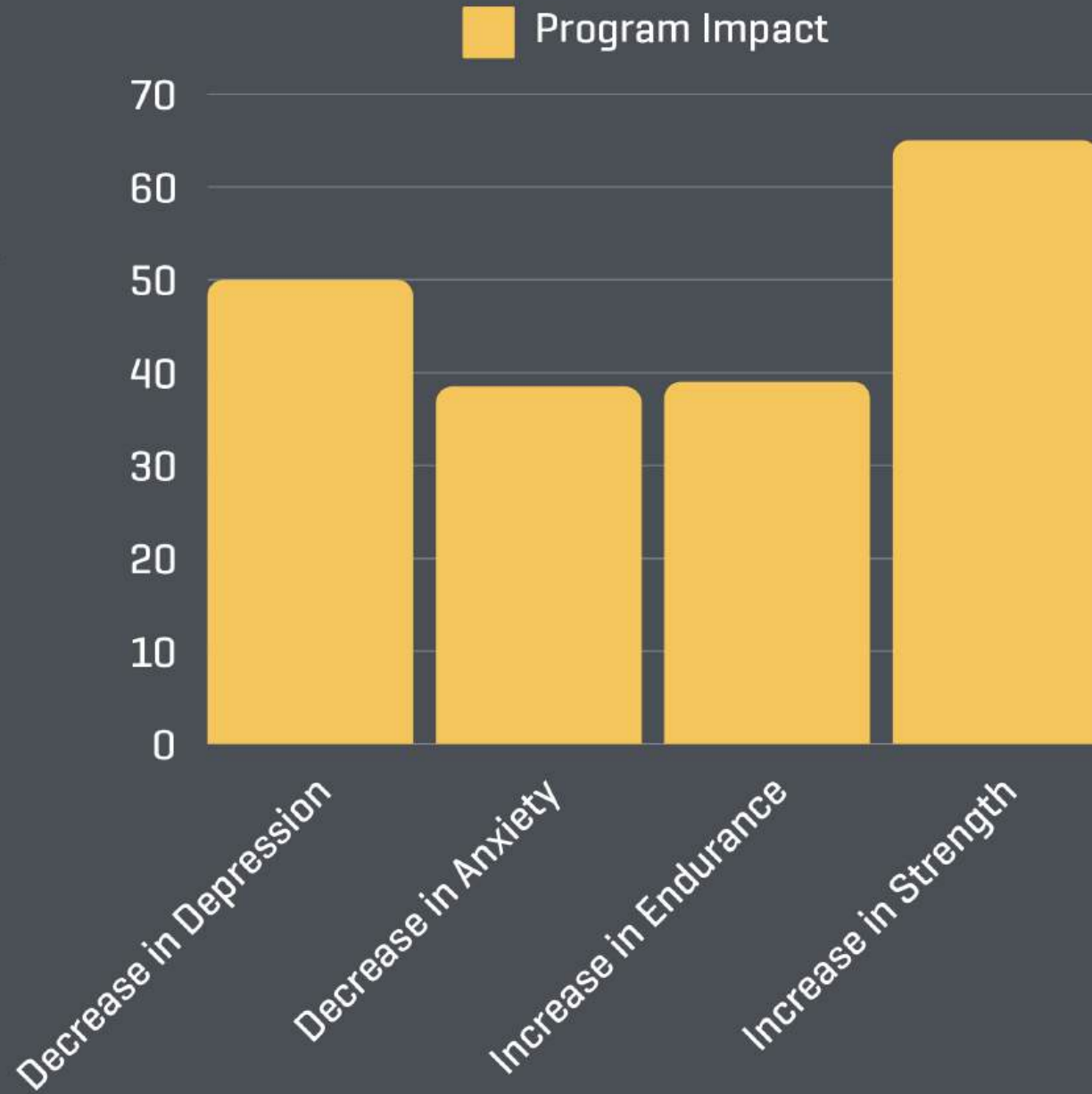
NUTRITION

NUTRITION CURRICULUM

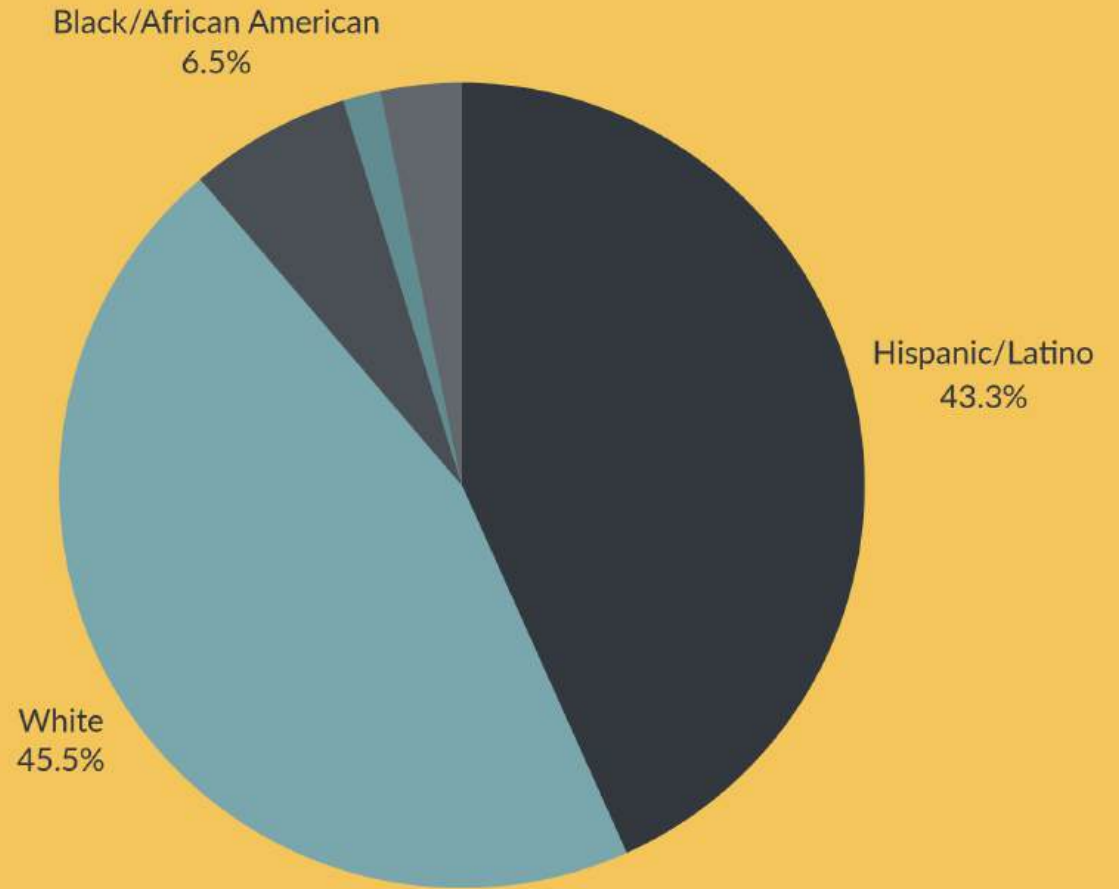
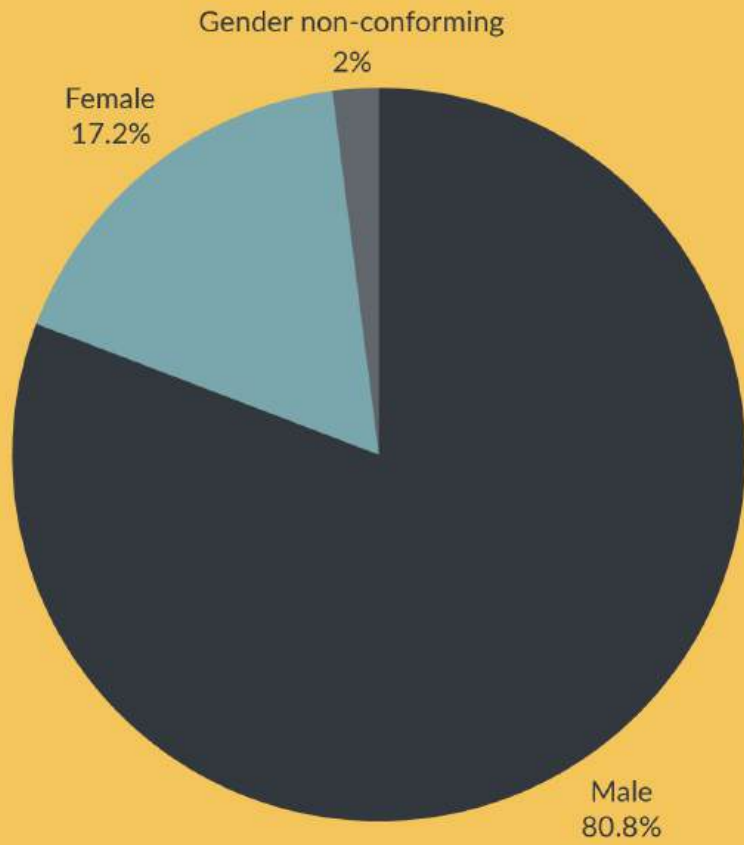
Nutrition Education Partnership: Teaming up with Registered Dietician Nutritionists Peggy Policastro, Ph.D., RDN, Alison H. Brown, MS, RDN, Christopher Gunning, RDN, and Erin Comollo, Ed.D. from The New Jersey Healthy Kids Initiative at Rutgers University, we proudly introduced our first nutrition education curriculum for FYR youth. These engaging "bite-sized" lessons are designed to empower our athletes to make informed nutrition choices and fuel their best lives, ensuring they have the knowledge and tools to thrive both in and out of the gym.

PROGRAM IMPACT

The percentages represent the average of athlete changes after attending our program.



PROGRAM DEMOGRAPHICS



TESTIMONIALS

“Before, I was angry, and I didn’t like who I was. Now, I have better tools to manage my stress and achieve the goals I want to achieve.”

“I enjoyed all of the mindset discussions. The workouts were awesome!”

“My son was an athlete involved this year. It helped save his life”.

“My son is absolutely loving the program; I mean loving it. I’ve seen such a positive change, I have my sweet loving, caring, driven and honest son back and he’s really shining now. Thank you, thank you, thank you for believing in him... and for being influential in inspiring young people to change their lives forever. “

TESTAMONIALS

“This program has been highly successful and popular with our youth. They enjoy the physical aspect of using barbells and learning proper technique while learning coping skills they can use throughout their life.”

-Lisa Walsh, Platte Youth Services Principal

“I've seen firsthand the transformative power of this program...it helps shape your perspective, offering a positive outlook on self-improvement and the power of hard work”

“High energy! I learned a lot of information about balance and healthy stress relief!”

“Mindset Reps has honestly helped me the most out of all the therapy groups, medications, and hospitalizations I have gone through. I have struggled with self-harm and eating disorder and now I am 120 days clean and more confident in my body than I ever have been thanks to Mindset Reps. I will always be grateful for the strength, leadership, confidence, and community Mindset Reps has made.”



WHAT IS ONE CHALLENGE MINDSET REPS FACED IN THE PAST YEAR, AND HOW HAS THIS CHALLENGE BEEN ADDRESSED OR OVERCOME?

One of the biggest challenges Mindset Reps faced this past year was reaching teens who couldn't access our program due to barriers like transportation. Thanks to the generosity of a donor, we addressed this challenge by acquiring a portable workout trailer equipped with everything needed to bring our program directly to them. This trailer has significantly widened our reach, allowing us to serve more teens in schools and communities where access was previously limited.

LOOKING AHEAD, WHAT ARE YOUR GOALS AND ASPIRATIONS FOR FYR MINDSET REPS?

Looking ahead, FYR Mindset Reps is focused on expanding community engagement, strengthening financial sustainability, and building a lasting legacy for the youth we serve.

To better reach and support more teens, we are enhancing outreach through a marketing specialist, improving our website, and boosting visibility with social media and advertising. These efforts aim to fill our classes and expand our impact. Financial sustainability is critical. In 2025, we are pursuing new grants, private donors, and corporate partnerships, building on the success of the Windsor Fitness Classic and Ignite Fundraiser, which helped raise over \$49,000 this year. These funds supported transformative resources like our new mobile trailer, enabling us to reach underserved teens. Our long-term vision includes mentoring youth into leadership roles, creating university-backed research to validate our program, and updating materials for broader distribution. With BBB accreditation underway, we are ensuring ethical and transparent operations to secure future funding. Your continued support empowers us to expand opportunities and transform lives.

ATHLETE SPOTLIGHT

CALEB KELLER

WHAT WAS YOUR BIGGEST CHALLENGE BEFORE JOINING FYR MINDSET REPS?

The biggest challenge that I faced before I joined FYR Mindset Reps was my silent depression. I constantly tried to go out for sports at my school but the fact that I never made the teams made me feel as if I wasn't good enough as an athlete. It took a big toll on my confidence and I never bothered to tell anyone how it made me really feel.

HOW HAS BEING PART OF THE FYR PROGRAM TRANSFORMED YOU?

FYR Mindset Reps transformed my outlook in a way that made me feel welcomed. It taught me that I didn't need to be on the "A list" to be a part of the team anymore. It feels mentally refreshing to know that I am being coached in a way to improve over time. Fitness and FYR constantly remind me to keep pushing forward.

WHAT IS THE MOST IMPORTANT THING YOU HAVE LEARNED FROM BEING PART OF FYR?

This is a tough question because they're are so many lessons I have learned over the years as an athlete. But if I had to narrow it down, it would be the importance of comradery. Without that, we wouldn't have a team as great as this. Asking for help isn't a burden. I've learned that the hard way.

TELL US ABOUT YOUR JOURNEY FROM FYR ATHLETE TO COACH CALEB.

My first class was very overwhelming, but I kept coming back. I eventually encouraged my friends to join. My first time at Camp was physically challenging, but it was life-changing. My love for CrossFit grew after being invited to watch the CrossFit games with a couple of athletes I met through FYR. Years passed and I branched off to try to continue my workouts myself, but it felt lonely without my community. I eventually found my way back to FYR as a mentor and I volunteered to help in any way I could. Because of my past experiences and age, I was able to connect with the younger athletes. After a year of volunteering, I asked if I could take the next step and become a coach. My coach, Jeff Tooley, tutored me during the off time of our program last year until we started up this year. I took my test in December 2023 and I passed. Now I am helping coach a class and it is very rewarding and satisfying. I really like the teens I coach and how they are willing.

WHAT IS A GOAL YOU ARE TRYING TO ACHIEVE IN THE NEXT 5 YEARS?

I hope to be like some of my fellow coaches who are first responders. I would also like to try to further my path in a CrossFit career somehow - whether it be in CrossFit Education or to increase my coach credentials.



A NOTE FROM CALEB TO OUR DONORS:

“THANK YOU! WITHOUT YOUR SUPPORT I DON'T THINK I WOULD BE IN THE POSITION I AM NOW, NOR WOULD I HAVE THE CONFIDENCE TO CONTINUE. I APPRECIATE YOU ALL. THANK YOU ALL AGAIN!”



CAMP FYR

CAMP FYR

Camp FYR is where the magic happens! In our 12th year of summer leadership camp, FYR brought together 18 of the most engaged young individuals from nine of our diverse Local Clubs to participate in an immersive and transformative week in the mountains of Boulder, Colorado. Through team-building exercises, workshops led by elite athletes and coaches, and outdoor physical challenges, these teens refined their leadership skills and underwent profound personal growth. They returned home not just inspired, but equipped to ignite positive change in their communities. FYR Mindset Reps sent two teens, one teen alumni as a mentor and five coaches

LEADERSHIP WORKSHOPS

Renowned leaders covered a range of topics, from leveraging strengths for leadership to sports nutrition. These workshops equipped participants with essential skills and insights for effective leadership and personal growth. Here is a list of just a handful of the sessions covered:

- » Creating a Journaling Habit
- » Leading with your Strengths
- » Building Resiliency
- » Affirmations and Gratitude
- » Mindset Training
- » Art and Self-Expression
- » Self Reflection and Goal Setting



WORKOUTS WITH EXPERTS

Athletes performed workouts led by industry experts, including functional fitness sessions with Giancarlo Graziani, Head Coach at CrossFit Sanitas; gymnastics skills practice with Pamela Gagnon [featured], a three-time CrossFit Games athlete and Co-Creator of Performance Plus Program; weightlifting sessions with Elijah "EZ" Muhammad, a two-time CrossFit Games athlete and FYR Brand Ambassador; and jump rope skill refinement with Ben Dziwulski, Founder of WODprep. These sessions provided invaluable opportunities for athletes to enhance their physical abilities and guidance of top-notch instructors.

“I’VE NEVER MET SUCH GOOD PEOPLE WHO SUPPORT EACH OTHER AND EVEN PUSH EACH OTHER TO BE BETTER THAN THEY WERE YESTERDAY.”

EYR ATHLETE _____



TEAM-BUILDING ACTIVITIES

Campers engaged in a variety of immersive challenges designed to foster teamwork, trust, and collaboration. From navigating through low- and high-ropes courses to conquering a trust swing, refining their aim in archery, summiting peaks on challenging hikes, and coming together for a meaningful service project, each activity provided invaluable opportunities for participants to strengthen bonds, develop leadership skills, and appreciate the power of working together towards a common goal.



SHARING CIRCLE

Every evening, with the guidance of our dedicated child psychologist, athletes gather for a profound experience of connection and support. Here, they bravely share their stories, vulnerabilities, and triumphs, realizing that they're not alone in their struggles. Through this safe space, they learn the power of vulnerability in processing challenges and fostering empathy among peers.

**“FYR HELPS ME FEEL LIKE I CAN
SHARE MY EMOTIONS WITHOUT
BEING JUDGED.”**

FYR ATHLETE



WINDSOR FITNESS CLASSIC

WINDSOR FITNESS CLASSIC

INSPIRING COMMUNITY

This year, FYR Mindset Reps proudly hosted the inaugural Windsor Fitness Classic, a CrossFit competition envisioned and organized by our dedicated coaches, Cricket Fuekar and Scott Ready. Held at Endure and Official Fitness in Windsor, the event was an incredible success, bringing the community together to support our mission. Thanks to the generosity of both gyms and numerous in-kind donations, the competition raised critical funds for our programs and set the stage for an annual fundraiser tradition. We extend our heartfelt gratitude to Endure, Official Fitness, and everyone who contributed to making this event such a success!



MENTORSHIP

INSPIRING ATHLETES

An integral part of our mission at Forging Youth Resilience Mindset Reps is to connect our youth with mentors that help them grow in their goals and become mentors and coaches in our program. In 2024 we welcomed an excellent addition to our team, Belle as a former athlete, now coach.

WHAT INSPIRED YOU TO GET INVOLVED WITH FYR MINDSET REPS?

I started CrossFit when I was 14. It started with my mom dragging me in but after 2 weeks I was hooked! CrossFit has helped me in different ways, Its a good physical and mental outlet. I also had the opportunity to train with a coach for Olympic Lifts for a year. I trained powerlifting for a month before my first competition and qualified for nationals! CrossFit had been my only training before that. CrossFit had pushed me to see what my body was capable of. CrossFit has given me a community of people who push me to be my best and who encourage me. I also enjoy [mostly] friendly competition that happens every day during the WOD's. In short, CrossFit has helped me become a stronger person mentally and physically.





OUR TEAM

BOARD OF DIRECTORS



PRESIDENT

CASEY JORDAN

PHD, Change Management Consultant



PROGRAM DIRECTOR

TAYLOR MONTEY

LPC, CFL2, CFKids, Fire Lieutenant, EMT



TREASURER

SCOTT READY

Commercial Construction Manager/Former Law Enforcement



SECRETARY

SHANA MAKOS

PHD, Interpersonal and health communication researcher



OUTREACH

JEANETTE JENNINGS

LPC, CFL1, ADCC, Adaptive Athlete Trainer, EMT



HEAD COACH

CRICKET FUEKAR

Bachelor of Science Criminal Justice and Developmental Psychology, Personal Trainer for Adults and Youth



FITNESS PROGRAM

LAUREN OLILLA

[Fitness Programming]

CFL2, Firefighter, EMT

COACHES

JEFF TOOLEY, MAIKI VLAHINOS, MORGAN BRINKER, BELLE HERSEY, SCOTT READY, LEE-ANN STAR, CALEB KELLAR, JEANETTE JENNINGS, LEVI GIBBS, MIKE KNUDSON, DAN RUSH, PAGE PENNISON, LAUREN OLILLA, CHARLIE BAKALARS

MENTAL HEALTH PROFESSIONALS

TAYLOR MONTEY, JEANETTE JENNINGS, CHARLIE BAKALARS, CRICKET FUEKAR, LEE-ANN STAR, KATY COURTWAY



**THANK YOU
TO OUR VOLUNTEERS,
SUPPORTERS, AND PARTNERS**

CORPORATE & FOUNDATION PARTNERS, IN-KIND DONORS



COME IN FOR A FREE TRIAL



CORPORATE & FOUNDATION PARTNERS, IN-KIND DONORS



BISON
REAL ESTATE GROUP

SAMANA FLOAT



CrossFit Endure

**KJ ATHLETIC
APPEARAL**



GET INVOLVED

1

DONATE

» Donate a percentage from your local event » Create a scholarship » Donate gear, equipment, talent

2

VOLUNTEER

As a coach, mentor, counselor, board member or many other roles!

mindsetreps.com/donate

CONTACT US

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