

Presented by Maritza Walton & Casa de Flora

■ BLOOM & BUILD

GIRLS' EDITION

"Grow Bold. Rise Together. Bloom on Purpose."

A 5-Week Summer Enrichment Program for Young Women

PROGRAM INFORMATION PACKET

Ages 10–18 | July 7 – August 8, 2026 | Monday – Friday | 9:00 AM – 4:00 PM

Casa de Flora | 73 & 75 Washington Street, Bloomfield, NJ — Event Space & Café | @casadeflorabar
maritzawalton@casadeflorabar.com | 973-606-0787

WELCOME TO BLOOM & BUILD: GIRLS' EDITION

Thank you for your interest in **Bloom & Build: Girls' Edition** — a five-week Summer Enrichment Program designed exclusively for young women ages 10–18. We are excited that you found us, and we want you to know: this program was built with your daughter specifically in mind.

Bloom & Build is not just a summer camp. It is a comprehensive, intentional, professionally designed experience that gives young women the tools, the confidence, and the community they need to thrive — in business, in their bodies, and in life. Every single day is purposeful. Every instructor is vetted and professional. Every activity is designed to build something real inside each girl who walks through our doors.

This packet gives you a comprehensive overview of what your daughter will experience, who she will learn from, what is included in tuition, and how to secure her spot. We believe that once you read through this, you will understand why Bloom & Build is unlike anything else available in this region for young women.

"Five weeks. Twenty girls. One summer that changes everything."

QUICK OVERVIEW

■ Program Dates	July 7 – August 8, 2026 (5 weeks, Monday through Friday)
■ Daily Hours	9:00 AM – 4:00 PM Breakfast through afternoon enrichment
■ Location	Casa de Flora 73 & 75 Washington Street, Bloomfield, NJ Event Space & Café
■ Ages Served	Ages 10–13: Junior CEO Track Ages 14–18: Rising Entrepreneur Track
■ Cohort Size	Maximum 20 girls per cohort — intimate, intentional, impactful
■ Program Director	Maritza Walton — Entrepreneur, Founder of Casa de Flora, 25+ years in business
■ Field Trips	NYC Fashion District, NYC Flower District, and additional NJ excursions
■ Final Event	Bloom and Build Showcase — families invited, live pitches, certificate ceremony
■ Tuition	Early Bird \$1,300 (by June 13) General \$1,495 Deposit due June 30
■ Contact	maritzawalton@casadeflorabar.com 973-606-0787

ABOUT THE PROGRAM

Bloom & Build: Girls' Edition was created to address a gap that Maritza Walton observed throughout her 25+ years in business, entrepreneurship, and community leadership: **young women — especially young Black women — are rarely given a space where they learn business, life skills, personal care, and emotional wellness all at once, from women who look like them and have actually done the work.**

This program fills that gap. Bloom & Build was designed from the ground up to give girls both the *practical skills* they need to navigate the world — entrepreneurship, financial literacy, professional presence, branding, and public speaking — and the *personal foundation* they need to stand confidently in who they are — self-care, mental wellness, identity, body knowledge, and sisterhood.

THE DAILY EXPERIENCE

Every day of Bloom & Build follows a thoughtfully structured rhythm designed to nourish the whole girl — not just her mind.

■ ■ 9:00 – 9:30 AM	Communal Breakfast	Girls begin every day eating together as a community. A thoughtful conversation prompt sparks connection, laughter, and belonging before the learning even begins.
■ 9:30 AM – 12:00 PM	Morning Learning Session	Core curriculum led by Maritza and guest professionals. Every session closes with a structured recap activity to ensure content is retained, not just heard.
■ ■ 12:00 – 12:45 PM	Lunch Together	Another communal meal. Social, relaxed, and a chance for girls to decompress, connect, and prepare for the afternoon.
■ 12:45 – 3:45 PM	Afternoon Enrichment	Hands-on sessions led by vetted professional guest instructors across a wide range of disciplines — creative, wellness, and professional.
■ 3:45 – 4:00 PM	Sister Circle Close-Out	Every day ends with 5 minutes of personal journaling followed by a Sister Circle — each girl shares one takeaway, one thing she liked, or one thing that challenged her. Every voice is heard. Every day.

TWO LEARNING TRACKS — DESIGNED FOR EVERY STAGE

Bloom & Build serves girls across a wide age range. To ensure every participant gets content that meets her where she is, we run two simultaneous tracks that are thoughtfully differentiated in depth, delivery, and expectation.

<p>■ JUNIOR CEO TRACK Ages 10–13</p> <p>For our younger entrepreneurs-in-the-making. Content is activity-based, creative, game-driven, and storytelling-rich. Big business concepts are introduced through relatable, hands-on examples that feel exciting — not overwhelming. Girls in this track leave with a foundation they will build on for years to come.</p>	<p>■ RISING ENTREPRENEUR TRACK Ages 14–18</p> <p>For young women who are ready to go deeper. Content is more nuanced, research-informed, and real-world. Business plans, financial models, social media strategy, and full pitch development are all part of the experience. Girls in this track leave with tools they can use immediately — in school, in their community, and in their first ventures.</p>
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THE FIVE-WEEK JOURNEY

Each week of Bloom & Build is built around a central theme. The weeks are intentionally sequenced — each one builds upon the last, so girls arrive at Week 5 not just with skills, but with a sense of who they truly are.

Week 1 July 7–11	Know Yourself	Before a girl can build anything, she must know who she is. Week 1 is dedicated to identity, confidence, personal presence, and self-care. Girls leave this week with a clear sense of who they are and a personal brand statement they wrote and delivered themselves.
Week 2 July 14–18	Entrepreneurship Is Real	This week, girls go inside the world of entrepreneurship — from the inside out. They hear from real business owners. They wrestle with real business challenges. They get their hands on skills that connect artistry to commerce. By Friday, every girl has presented her first-ever business concept.
Week 3 July 21–25	Build Your Brand	In Week 3, girls learn what it means to own their image, their story, and their online presence. The centerpiece of this week is the professional brand shoot at our Selfie Studio — every girl leaves with real photos and content that belongs to her.

<p>Week 4 July 28 – Aug 1</p>	<p>Know Your Money</p>	<p>Financial literacy is not optional — it is survival. Week 4 equips girls with the money knowledge, vocabulary, and habits they need to make smart decisions now and build wealth later. Real talk. No sugarcoating.</p>
<p>Week 5 August 4–8</p>	<p>■ Pitch & Bloom — Grand Finale</p>	<p>The program culminates in a live Showcase where every girl stands before her family and community and pitches her business idea. There is also a field trip, a pampering day, a certificate ceremony, and a keynote speaker. This is not just a closing event — it is a coming out.</p>

■ The detailed day-by-day curriculum, daily activity plans, enrichment class content, and guest instructor lineup are proprietary to Bloom & Build / Casa de Flora and are shared exclusively with enrolled families after deposit confirmation. Families receive a complete program welcome packet upon enrollment.

WHAT'S INCLUDED IN TUITION

Bloom & Build is an all-inclusive program. There are no hidden fees, no separate supply charges, and no additional costs for field trips or enrichment classes. Everything listed below is covered by tuition.

Category	What's Included
■ ■ Daily Meals	Communal breakfast every morning and a full lunch every day — Casa de Flora catering. Fresh, beautiful, and part of the community experience.
■ Program Materials	Custom Bloom & Build program workbook and Bloom Boldly Dream Daily journal — girls keep both and use them throughout the program and beyond.
■ Professional Brand Shoot	Every girl receives a professional brand shoot at the Casa de Flora Selfie Studio during Week 3. She owns her photos and leaves with real, usable content.
■ Enrichment Class Supplies	All materials for every hands-on enrichment session are provided — no need to bring supplies. This includes all arts, beauty, culinary, and wellness class materials.
■ Field Trip Excursions	NYC Fashion District, NYC Flower District, and additional New Jersey excursions. All transportation, admission, and supervision are included.
■ Guest Instructors & Speakers	Access to Maritza's full network of professional guest instructors and entrepreneurs across every enrichment and curriculum session throughout the five weeks.
■ Certificate of Completion	Personally signed Certificate of Completion presented to each girl at the Bloom and Build Showcase ceremony.
■ Bloom and Build Showcase	The grand finale event — families are invited. Includes live pitches, keynote speaker, certificate ceremony, Casa de Flora floral reception, and photography.
■ Resource Toolkit	Curated collection of age-appropriate apps, books, business starter tools, and resources for girls to continue building after the program ends.

ABOUT YOUR PROGRAM DIRECTOR

Maritza Walton is a multi-business entrepreneur, award-winning wedding and floral designer, and the founder of Casa de Flora — Bloomfield's beloved floral café, event space, and immersive Selfie Studio. Born and raised in Brooklyn and rooted in faith, Maritza's entrepreneurial journey spans more than 25 years across mortgage finance, event design, and business ownership.

She operates three active businesses — Casa de Flora Bar, Casa de Flora Selfie Studio, and Ritz-Walton Wedding Collection (award-winning, est. 2018) — and serves as Director of Events for Black Women New Jersey (BWNJ). She holds a 30,000+ Instagram following and has built a community of over 10,000 engaged customers and clients.

Casa de Flora's origin story is one of extraordinary resilience: the business was flooded by Hurricane Ida the night before its 2021 opening and Maritza rebuilt it entirely — without insurance, without grants, and without outside funding. That *Bloom Boldly* spirit is the heartbeat of everything she builds — and it is the spirit she brings to every girl in this program.

TUITION & HOW TO ENROLL

Enrollment Tier	Investment	Details
■ Early Bird Registration	\$1,300	Full 5-week program Register by May 25, 2026 Save \$200
General Registration	\$1,495	Full 5-week program Standard rate
Sibling Rate	\$1,195/child	Two or more children from the same household
Weekly Drop-In	\$395/week	Flexible option for families unable to commit to all 5 weeks

■ **DEPOSIT & ENROLLMENT:** A **\$300 deposit for the first week** is due no later than **June 30, 2026** to confirm enrollment. This program is **FIRST COME, FIRST SERVED** — only 20 spots available. Enrollment is not confirmed until the deposit is received. Payment plans are available for the remaining balance. Contact us to discuss.

Ready to Enroll or Have Questions?

To secure your daughter's spot, please fill out the registration form and we will send you the link to submit your deposit.

■ maritzawalton@casadeflorabar.com

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■ 973-606-0787

■ 73 & 75 Washington Street, Bloomfield, NJ — Event Space & Café

■ @casadeflorabar (Instagram & TikTok)

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