

# ABOUT THE WINTERKIDS DOWNHILL 24 OUTDOOR FUND



The Downhill 24 Outdoor Fund was established in 2022 to get address barriers to healthy outdoor activity, including but not limited to equipment, clothing, and transportation.

Grants are awarded annually to schools, nonprofits, and parks & rec departments across Maine. To-date, WinterKids has distributed \$75K to deserving organizations through this fund.

To learn more, visit [WinterKids.org/downhill-24/outdoor-fund](https://WinterKids.org/downhill-24/outdoor-fund).

## 2024 Schedule

June 3-14, 2024: Application Window

July 1-31, 2024: Community Vote

August 7, 2024: Winners Announced



## Impact examples:

### South Portland Middle School

2023 grant funds allowed South Portland Middle school to purchase enough ski gear to significantly grow participation numbers in their after-school learn to XC Ski program.

### Pine Tree Camp

2023 grant funds went directly to supporting Pine Tree Camp's open door policy, allowing Maine children with disabilities the opportunity to have barrier-free outdoor access through traditional summer camp programming and family programming in all four seasons - regardless of their ability to pay tuition.

### Town of Millinocket

The Downhill 24 Outdoor Fund grant was used to purchase a rope tow, revitalize the Millinocket Ski Tow. This project will go live for use December 2024. The rope tow will be free for use of anyone in the region.

# ABOUT WINTERKIDS



WinterKids began as a singular learn-to-ski program through the Ski Maine Association in 1997. In 2000, WinterKids became an independent nonprofit organization. It has since grown into a comprehensive public health organization to reach all children, regardless of income and zip code, to help them become healthier through outdoor winter activity - which now includes all winter sports and robust school-based programs. **We are THE go-to winter organization in Maine for outdoor winter sports and activities for children who would otherwise not have the opportunity.**

WinterKids helps children to develop healthy lifelong habits through education and fun, outdoor winter activity. Our programs serve all children in all communities of Maine and most of New Hampshire. We know that the younger we reach children with fun opportunities for physical activity, the more likely they are to build healthy habits they will carry with them to adulthood. With winter being the longest and most sedentary season in Maine and many other states throughout the country, it is vitally important to connect children to winter sports and experiences that keep them active outdoors while encouraging a connection to their natural heritage.



## OUR ONLINE COMMUNITY:

Newsletter Subscribers: 26.7K  
Social Media Community: 16.6K  
Annual Website Sessions: 91.3K



WINTERKIDS IS **KID-CENTERED** AND **TEACHER-APPROVED!**  
WINTERKIDS IS **EVIDENCE-BASED** AND **RESULTS-DRIVEN!**  
WINTERKIDS IS **BACKYARDS, PLAYGROUNDS, AND MOUNTAINS!**

In the 2023-2024 winter season, we reached over 50,000 children, families, and teachers. Our sponsors are an integral part of being able to provide successful programming. We would love to have you join the WinterKids community!

# PROGRAMS & EVENTS

# WinterKids



The WinterKids Winter Games is a 4-week physical activity and nutrition competition for elementary schools across Maine.



The WinterKids Learn Outside Guide and companion virtual training introduce early childhood and elementary teachers to fun and creative ways to meet education standards while learning outside.



The WinterKids App offers free or discounted kid tickets for skiing, XC Skiing, snowshoeing, ice skating, retail, and more!



**The WinterKids StoryWalk and Snowshoe Loan Program allows organizations to host a StoryWalk and utilize snowshoes for events and classrooms, completely free of charge.**



The annual WinterKids Welcome to Winter Festival at Lost Valley, which introduces hundreds of families to winter fun and offers learn-to-ski or snowboard lessons to Maine children, all at no cost!



The Peisner Nordic Fund supports the Chisolm Ski Club with equipment and coaches to teach children to XC Ski.



The D24 Outdoor Fund aims to address barriers to healthy outdoor activity, including but not limited to equipment, clothing, and transportation. Grants are awarded annually to schools, nonprofits, and Parks & Rec departments across Maine.

## SIGNATURE FUNDRAISING EVENTS

