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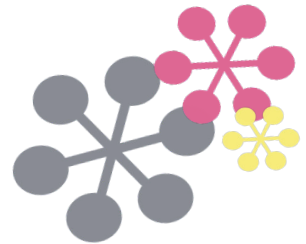
# Winter Kids

ANNUAL REPORT  
2019-2020

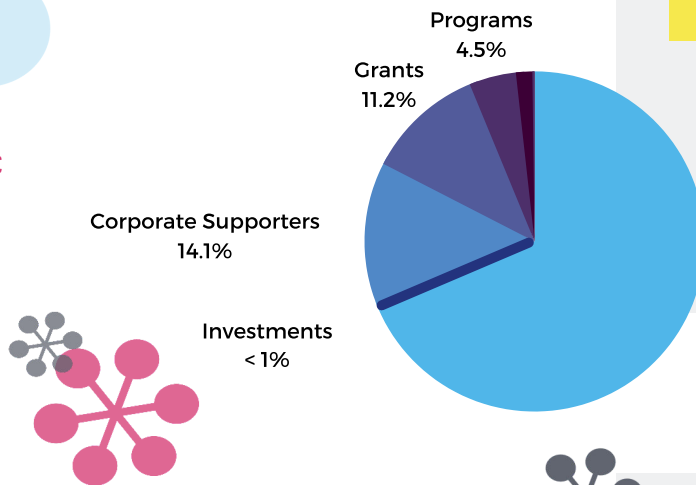


We are so thankful for our WinterKids Family – sponsors, foundations, teams, friends, volunteers, board and staff – and most important, the KIDS we serve. 2020 was a fantastic year for our organization, reaching over 35,000 (!) kids, family members, and teachers with innovative, outdoor education programs. Far and wide, we helped to keep kids active at home, at school, and in the communities where they live and play. Thank YOU for supporting our work. Active kids are healthy kids. Healthy kids are happy kids. They are the future.

Yours in health,  
Derrick Hill, Board President  
Julie Mulkern, Executive Director



## STATEMENT OF ACTIVITIES



## INCOME

|                                  |                  |
|----------------------------------|------------------|
| WinterKids Fund & Special Events | \$634,356        |
| Corporate Supporters             | \$130,631        |
| Grants                           | \$104,000        |
| Programs                         | \$41,528         |
| Major Gifts                      | \$14,390         |
| Investments                      | \$1,938          |
| <b>TOTAL</b>                     | <b>\$926,843</b> |

WinterKids Fund & Special Events  
68.5%

## EXPENSES

|                      |                  |
|----------------------|------------------|
| Program              | \$502,231        |
| Administration       | \$156,635        |
| Development          | \$121,283        |
| Income Less Expenses | \$146,694        |
| <b>TOTAL</b>         | <b>\$926,843</b> |

Program  
54.2%

Income Less Expenses  
15.8%

Development  
13.1%

Administration  
16.9%



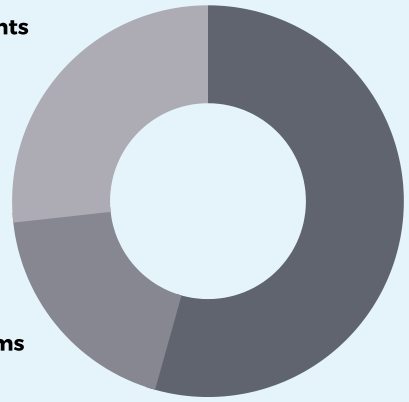


"As the news has spread throughout my school, district, and community, I have been overwhelmed by such positive energy and everyone has wanted to help in some way. I think the Winter Games is really going to make a positive impact on SPS students and the community in general, so I just want to say thank you again for everything!"  
 -Jan Lavallee, Sabattus Primary School, Androscoggin County

# PROGRAM REACH

Total Served: 35,628

**Community Events**  
26.7%



**School Programs**  
54.4%

**Family Programs**  
18.9%

## SCHOOLS Move! Learn! Explore!

|                                |      |
|--------------------------------|------|
| Winter Games Students          | 7332 |
| Maine Preschool Kids           | 66   |
| New Hampshire Preschool Kids   | 613  |
| Maine & New Hampshire Teachers | 1127 |
| Special School Visits          | 1640 |
| Winter Games Families          | 8587 |

## FAMILIES Get Outside! Be Active! Have Fun!

|                                       |      |
|---------------------------------------|------|
| WinterKids App Users & Family Members | 5325 |
| WinterKids App Family Days            | 812  |
| Downhill24 Participants               | 500  |
| Portland Nordic Members               | 96   |

## COMMUNITIES The Snowball Effect!

|                              |      |
|------------------------------|------|
| Community Events & Carnivals | 9530 |
|------------------------------|------|

"I think it's so important for kids to get up and outside during the winter, it's the best way to combat obesity and depression during the longest season of the year! You guys are amazing and I'm super thankful for your organization."  
 -Stephanie Nadeau, School Nurse, Dr. Levesque Elementary School, Aroostook County

"We were able to ski affordably and wouldn't have gotten to do this without the app. We also tried ice skating for the first time."  
 -WinterKids App Member



You can find an online version of this report at:  
[bit.ly/2020-WKAnnualReport](http://bit.ly/2020-WKAnnualReport)

# A few words from our major sponsors...

"We're committed to helping everyone learn, play and explore the outdoors through the winter months and we know WinterKids shares that same commitment."

- Kelly Warsky, Manager of Brand Experience, L.L.Bean, WinterKids' Supporting Sponsor

"Winter is a magical time of year in Maine, and we applaud WinterKids' efforts to encourage Maine children to embrace an active lifestyle throughout the season."

- Brian Corcoran, Founder & CEO, Shamrock, Carnaval ME

"We value the power of healthy lifestyles to create a healthier community. We know that good habits and physical activity lay the groundwork to help kids to have a strong start in life. The work that WinterKids does in this space, in a state where the winter months present challenges for so many families, is key to creating healthy habits and values."

- Melissa Dudley, Philanthropy Manager, WEX, inc., WinterKids' Supporting Sponsor

"We're proud to support programs like WinterKids that get kids - and adults - of all ages outdoors for physical activities, especially during those winter months when it can be tough to get motivated and stay active. It's our hope that programs like WinterKids will foster a lifetime of fitness and healthy living in the community."

- Steve Butler, President, Portland Glass, WinterKids' Supporting Sponsor

"If you haven't been to the WinterKids Winter Games opening ceremonies event, go! The energy and enthusiasm from last year's Winter Games Opening Ceremony at Canal School in Westbrook was electrifying and inspirational! As an elementary school student growing up in rural New Hampshire during the '80s, I wish this program was available to me during the winter months to encourage me to get outside!"

- Justin Burkhardt, Marketing Strategy Manager, Harvard Pilgrim Health Care, WinterKids' Supporting Sponsor

"WinterKids is all about getting kids here in the Northeast to embrace the long, cold, winter months. Getting out to exercise and learning about nutrition is key to understanding how these things go hand in hand. WinterKids' efforts couldn't align more perfectly with our own initiatives."

- Sherri Stevens, Community Relations Manager, Hannaford, WinterKids' Major Community Sponsor

## MAJOR COMMUNITY SPONSOR



helps

## SUPPORTING SPONSORS



L.L.Bean



Harvard Pilgrim HealthCare

PG  
Portland Glass.  
We're Everywhere You Look



## EXCLUSIVE TELEVISION SPONSOR

