

# Winter Kids

ANNUAL  
REPORT  
2017-18

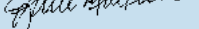
It's been an exciting year to be a winter kid. We celebrated the 20th anniversary of the WinterKids Passport. In two decades, 75,000 Maine kids have been introduced to new winter sports. Our partnerships within the Maine winter sports industry are vital, and we will launch a dynamic mobile app in December 2018 as a new and improved replacement to the Passport & FunPass. The app will help even more families to experience the joy and health benefits of outdoor winter activity together, while also helping our partners to attract and retain even more families to Maine and New Hampshire's rich and vibrant winter sports heritage.

Ahead of the 2018 Winter Olympics, we debuted the inaugural WinterKids Winter Games. This program exceeded our expectations beyond measure—engaging parents, communities, and entire counties to help kids reach their goals of being outside and active more often. The top three schools took home nearly \$10,000 in cash prizes to create or improve healthy environments at their schools.

The highly anticipated Downhill 24 at Sugarloaf hosted more teams than ever before, with record-breaking fundraising, an all-night party, and a percentage of funds supporting kids in the Carrabassett Valley.

The support we receive near and far is essential to fulfilling our mission and reaching more kids and families each year. Thank you for helping WinterKids to nurture the natural love children have for being active explorers in the outdoors—in winter and beyond. Active kids are healthy kids. Healthy kids are happy kids. This is our future. This is WinterKids.

Yours Truly



Julie Mulhern  
Executive Director



Erin Brennan  
Board President

LEARN! EXPLORE!  
MOVE!

## CREATING MORE OUTDOOR OPPORTUNITIES FOR FAMILIES.

WinterKids events allow us to create more active, outdoor opportunities for kids, families, and teachers in Maine and New Hampshire—over 23,000 this year, in fact. Wow!



A celebratory kick-off to winter, this event showcases WinterKids programs while offering a fun evening out for friends and fans to support us with an auction and live music. This year, the event raised over \$28,000.

In its 12th year, this event encourages families to sled down Payson Hill in a whitewater raft, ice skate on the pond, cross-country ski, snowshoe, Zumba and more. A true community effort, this one-day festival hosted over 800 children & parents to experience all winter has to offer in Maine.



Teams come together to ski for 24 hours in this highly anticipated annual event. This year, the event raised \$300,325 to support the expansion of WinterKids programs, bringing the six year total to \$974,000.

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# COOPER CAMPBELL SPIRIT AWARD

*Celebrating Maine Winter Kids*

Our WinterKids Winter Games schools each received a Cooper Campbell Spirit Award, celebrating Cooper's zest for life and love of all things winter.

"Spirit is associated with some really big words. Courage. Guts. Willpower. Motivation. Endurance. Vitality. Spark. Sparkle. Substance. Backbone. Character. You have to understand that it's good to win, but always great to have the chance to play. Cooper Campbell stood for all of these things. He laughed loud. He was great at inviting others into the game, welcoming them, and making them feel like they were part of something special. He tried hard. He worked hard. He accomplished a lot.

He loved being outdoors all year-round, but he particularly loved being in and on the snow. He was a true, spirited WinterKid.

He'd be so happy to know that all of you are too."

Steve Campbell, *Coop's Dad*

"This was truly an inspiration to the kids, staff and families to embrace the winters here in Maine, more than they already have."

*Cristal Agreste, School Nurse,  
Dayton Consolidated School - Gold Medal Winner*

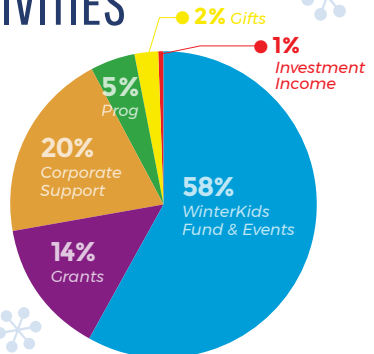
# STATEMENT OF ACTIVITIES

## INCOME

WinterKids Fund & Events	\$345,571
Grants	\$84,500
Corporate Support	\$118,119
Programs	\$28,058
Major Gifts	\$14,349
Investment	\$2,573
<b>TOTAL:</b>	<b>\$593,170</b>

## EXPENSES

Program Services	\$325,205
Management & General	\$94,856
Fundraising	\$68,620
Revenue Less Expenses	\$104,489
<b>TOTAL:</b>	<b>\$593,170</b>



*Fiscal year ending May 31, 2018*


For a complete list of 2017-2018 sponsors, partners, grantors, donors, and volunteers, please visit [winterkids.org](http://winterkids.org).

# WINTERKIDS DEBUTS THE INAUGURAL WINTER GAMES!

Ahead of the 2018 Winter Olympics, one elementary school in each of Maine's 16 counties competed in a four-week outdoor physical activity and nutrition challenge during the month of January for cash prizes, equipment and more.

## WEEK ONE

Physical Activity




**85%** of students met the challenge

**93%** of teachers said Winter Games increased outdoor physical activity

## WEEK TWO

Nutrition Education




**93%** of students met the challenge

Schools partnered with 110 organizations to bring nutrition education to their classroom



## WEEK THREE

Family Engagement




**79%** of students met the challenge

Lost Valley hosted a snow tubing night for Park Avenue Elementary in Auburn

## WEEK FOUR

Winter Carnival



**83%** of students met the challenge

More than 150 businesses and organizations created the ultimate Winter Carnivals



**230**  
TEACHERS



**4,500**  
STUDENTS



## DAYTON CONSOLIDATED SCHOOL TAKES THE GOLD!

Dayton Consolidated School in York County won Gold in the first-ever WinterKids Winter Games, garnering \$5,000 for their school to create a new community garden.

Skillin School in Cumberland County won Silver, and \$3,000 for their school.

Miles Lane School in Hancock County won Bronze, and \$1,500 for their school.



"Thank you for choosing Skillin School to represent Cumberland County. It has been inspirational to watch our community unite around a common purpose of healthy, active kids."

-Sarah Maxwell, Waldo T. Skillin School Asst Principal



"Several parents told me their students were sleeping better at night, and at school we've had far less behavior issues this month! Two very big positives for WinterKids Winter Games!"

-Christina Ellis, Miles Lane Principal

# BUILDING A LEGACY.

For 20 years, the Passport has introduced fifth, sixth and seventh graders to outdoor winter fun in Maine. Since 1997, WinterKids has helped over 75,000 Mainers to discover the joy and health benefits of winter sports. This year, we introduced three New Hampshire partners in the Passport: Wildcat/Attitash in Pinkham Notch, Strawberry Banke Ice Rink in Portsmouth, and High Meadows Horseback and Trail Riding in Moultonborough.



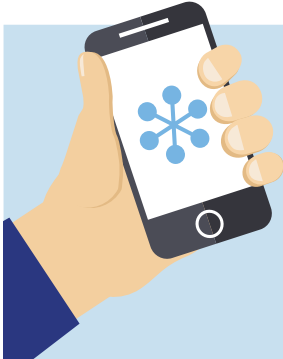
"Being a Passport holder gave me access to a whole world of winter activities I didn't know were possible."

*-Bailey Sullivan,  
WinterKids  
Passport Alum*



"WinterKids' Passport helped me to start skiing (an activity I still love today), and I hope the Passport continues to help kids like me in Maine do what they love!"

*-Sabie Lindsay,  
WinterKids  
Passport Alum*



## WINTERKIDS IS GOING MOBILE!

Starting December 2018, we are expanding outdoor opportunities for the **WHOLE** family with the new WinterKids Native app for Apple and Android. Families can download the app and explore multiple outdoor opportunities throughout Maine and New Hampshire. The app is a new and improved replacement to the Passport & FunPass.

*To learn more about the app, visit [winterkids.org](http://winterkids.org).*

Thank you to  
our 2017-18  
Major Community  
Sponsor:



Our 2017-18  
Supporting  
Sponsors:

**LLBean**



And to donors like you!

*For a full list of WinterKids supporters, please visit [winterkids.org](http://winterkids.org).*

## WinterKids

Helping children  
develop healthy  
lifelong habits through  
education and fun,  
outdoor winter activity.

Please help us get more  
kids outside and active by  
making a tax-deductible  
donation today at  
[winterkids.org](http://winterkids.org)

## WinterKids is on the move!

Please visit us in November at our new address:

506 Main Street, Suite 10 ❄️ Westbrook, ME 04092 ❄️ (207) 871-5700 ❄️ [winterkids.org](http://winterkids.org)