

# WinterKids

## Talking Points FY 19

- WinterKids began in 1997 as a singular learn to ski program through the Ski Maine Association. In 2000, WinterKids became a nonprofit.
- For 20 years, the **Passport** program has offered Maine 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> graders and their siblings the opportunity to try a new winter sport at more than 50 participating winter sports areas. We have reached over 75,000 Maine kids with this program! This year, we are launching the WinterKids App to help get the whole family outside more often in winter. The native app will be made available to all families in Maine and New Hampshire on December 1st.
- We reach 12,000 kids a year in the most rural corners of Maine and New Hampshire through our **school programs**. The **WinterKids Challenge** helps teachers get their students outside and active with lessons from the WinterKids **Guide to Outdoor Active Learning** (the GOAL). The GOAL is aligned with learning standards and includes outdoor, active lessons for math, science, reading and more!
  - In 8 years of the WinterKids Challenge in Maine elementary and preschools, nearly 31,000 kids and 2,459 teachers have increased their outdoor physical activity minutes by 2.4 million minutes using the WinterKids Guide to Outdoor Active Learning (GOAL).
  - The inaugural **WinterKids Winter Games** served 4,500 kids and 230 teachers last year! One elementary school in each of Maine's 16 counties competed in a four-week physical activity and nutrition challenge during the month of January for cash prizes and more. This year, 2 schools in each county will participate for a total of 8,500 kids and 450 teachers. Wow!
- We have several **community events** throughout the year to encourage families to get outside and active together. WinterKids hosts Welcome to Winter in Portland's Payson Park, and Great Maine Outdoor Weekend at L.L.Bean.
- The Downhill 24, our 24-hour team ski challenge at Sugarloaf, has raised over \$975,000 for WinterKids programs.
- We have 18 board members, 5 staff members, 3 interns, and 100 volunteers annually, and a budget just over 650K. Our major supporters include Hannaford, L.L.Bean, WEX, Irving Oil, and WMTW-8.