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... and donors like you!

For a full list of WinterKids FY 19 sponsors, foundations, partners, donors, and volunteers, please visit winterkids.org

Donate Today!



Donate today to get (and keep) kids active, healthy & vibrant in the outdoors.

When you make a tax-deductible donation to the WinterKids Fund, you are supporting effective, evidence-based solutions to reducing childhood obesity and the loss of connection to the natural environment. Your contribution is much more than charity; it's an investment in the future of our children and our outdoor heritage.

Visit: winterkids.org/donate-fund

207.871.5700

506 Main Street, Suite 10, Westbrook, ME 04092



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WinterKids



Annual Report 2018 - 2019 FISCAL YEAR 2019

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



YOUR SUPPORT HELPS TO...

Make a statewide impact.

With programs in all 16 counties of Maine, we will reach 29,000 kids this year with innovative, outdoor initiatives for families, schools, and communities.

Enhance a connection to Maine's rich winter heritage.

Our new mobile WinterKids App connects children of all ages to more winter activities than ever before across Maine and New Hampshire, with 100 participating winter sports areas.

Increase physical activity.

In 9 years of the WinterKids Challenge in Maine elementary and preschools, over 26,797 kids & 3,194 teachers have increased their outdoor physical activity by 2.4 million minutes.

Foster community collaboration.

The WinterKids Winter Games enlists 32 schools to participate in the annual WinterKids Winter Games, a 4-week series of outdoor physical activity, nutrition, family engagement and winter carnival challenges.

Make winter outdoor play more accessible.

From our popular Welcome to Winter festival to ski swaps to WinterKids Family Days at Maine Mountains, we offer something for people of all ages to experience the joy and health benefits of winter.



2018-2019 STATEMENT OF ACTIVITIES

Hello Friends!

Thank you for making our 2018-2019 year one of the best yet! We launched our WinterKids App for mobile phones to help more kids to try new winter sports, doubled the amount of schools and students who participated in the WinterKids Winter Games, and hosted families at over 40 winter events in Maine and New Hampshire. Thank you for making winter more fun and accessible for over 22,000 children!



Julie Mulkern, Executive Director



Erin Brennan, WinterKids Board President FY19

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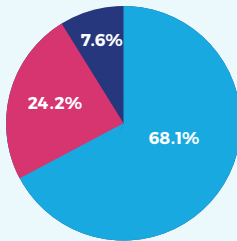
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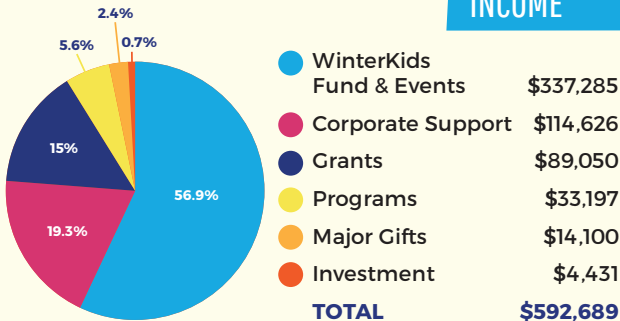
Jeff Zachau
Zachau Construction

PROGRAM REACH

● School Programs	15,469
● Family Programs	5,503
● Community Events	1,730
TOTAL SERVED	22,702



INCOME



2019 WINTERKIDS STAFF

Julie Mulkern
Executive Director

Marion Doyle
Education Director

Josh Harrington
Family Programs
& Outreach Manager

Mary Theresa Tringale

Special Events
& Sponsorships
Manager

Jessica Atlee
Resource Development
& Stewardship Manager



JOIN THE FUN!

Volunteer to help us keep kids active, healthy, & vibrant in the outdoors. Over 100 volunteers contributed 1,200 hours to WinterKids this past year. Your time is an excellent investment in the future of our children.

To learn more, visit WinterKids.org

EXPENSES

● Program Services	\$348,871
● General/Admin	\$143,705
● Fundraising	\$95,630
● Revenue Less Expenses	\$4,483
TOTAL	\$592,689

