

# Winter Kids Season Wrap-Up 2020-2021



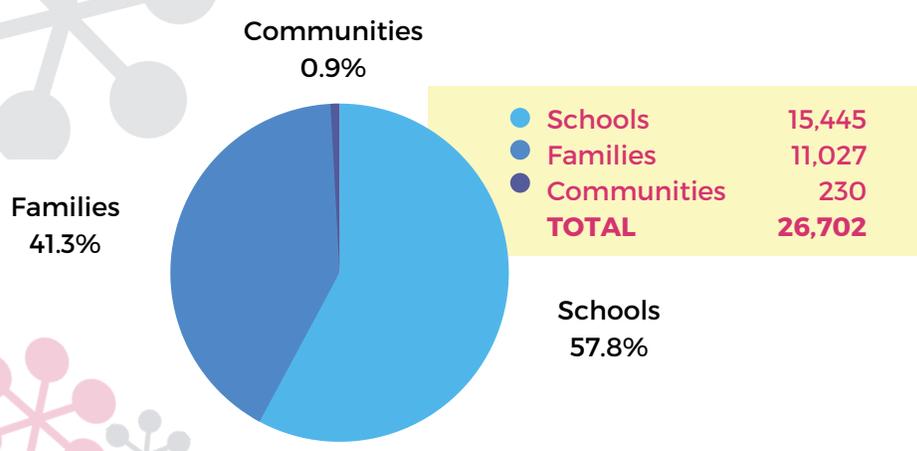
“ We LOVE this program and LOVE the app! Thank you for making this possible! My 5th grader LOVES skiing! -The Rainer Family, WinterKids App Members ”



“ We loved the Winter Games so much! Thank you for bringing some normalcy to our students! They almost forgot we were in a pandemic! -Hannah Boss, Teacher ”



## 26,702 KIDS, TEACHERS, AND FAMILIES SERVED IN MAINE, NEW HAMPSHIRE & MICHIGAN



## SNOW MUCH FUN!

With outside being the safest and best place to be, WinterKids has truly thrived during the pandemic! We were able to reach nearly 27,000 kids, teachers and families in Maine and New Hampshire with creative adaptations for safe, outdoor adventures.

Outdoor kids are active kids. Active kids are healthy kids. Healthy kids are happy kids. Happy kids are “winter kids.” Thank you for an amazing year of moving, learning, and exploring in the outdoors.

*Julie Mulkern*  
Julie Mulkern, Executive Director

### CONNECT

- Facebook: [/winterkids](#)
- Twitter: [@winterkids](#)
- Instagram: [@winterkids\\_org](#)

### CONTACT

506 Main Street  
Suite 10  
Westbrook, ME 04092  
207.871.5700  
[WinterKids.org](#)

### ADDITIONAL INFO

Check out the awesome WinterKids blog here:  
[winterkids.org/blog](#)

For more information about our impact, visit here:  
[bit.ly/WK-MediaKit](#)





The Fourth Annual WinterKids Winter Games was adapted to accommodate both hybrid and remote learners in elementary schools with a PLAYBook to use at school and at home during the months of January and February. Classrooms across Maine, New Hampshire and Vermont opted in to the 4-week challenge for incentives and prizes. This year's theme of "circles" included lessons on inclusion, resilience and community. We will announce plans for our fifth annual Winter Games in the fall - with a Winter Olympic theme!



For a full list of participating schools, please visit:

[bit.ly/WGParticipatingSchools](https://bit.ly/WGParticipatingSchools)

## 7,275 STUDENTS REACHED

Maine	6,663 Students
Androscoggin	562
Aroostook	132
Cumberland	949
Franklin	225
Hancock	537
Kennebec	602
Knox	159
Lincoln	169
Oxford	207
Penobscot	755
Piscataquis	3
Sagadahoc	283
Somerset	103
Waldo	258
Washington	108
York	1611

New Hampshire	546 Students
Carroll	461
Coos	18
Rockingham	67

Vermont	65 Students
Caledonia	65



## Through the NEW format, we were able to reach:

- WOW!**
- 125 Communities
- 7,275 Students
- 305 Teachers
- 70 Elementary Schools
- 16 Preschools

Check out our full Winter Games wrap up report, including a video, photos, and final results at: [bit.ly/WKWinterGames2021](https://bit.ly/WKWinterGames2021)

- Week One: Physical Activity
- Week Two: Nutrition
- Week Three: Family Engagement
- Week Four: Winter Celebration



“Not only did my students need something to brighten their spirits, but I did too! And WinterKids was that thing.”  
-Hilary Hoyt, Teacher  
Leroy H Smith School



“Our school has had a lot of fun over these past few years. Keep up the great work and thanks for keeping kids healthy and fit.”  
-Emma Hill, Teacher  
Alexander Elementary



## WinterKids Preschool Guide to Outdoor Active Learning (GOAL) *Getting Our Youngest Friends Active and Healthy!*

Our Preschool Guide to Outdoor Active Learning (GOAL) offers age-appropriate activities for early educators to keep children moving and learning. Our NEW interactive virtual training provides a window into the 8 weeks of indoor and outdoor activities offered in the GOAL. This user-friendly training allows teachers to go at their own pace to earn a certificate of contact hours upon completion. This training was produced in collaboration with Medical Care Development Public Health's Healthy Kids Healthy Futures Technical Assistance Program (HKHF TAP), funded by the Nemours Foundation.



**650 Students and 65 Teachers reached!**

Please visit here to sign up for the training: [bit.ly/GOALOnlineTraining](https://bit.ly/GOALOnlineTraining)



## The Winter Kids App

The WinterKids App (formerly the Passport) offers an annual membership (FREE or pay-what-you-can this year!) for all Maine families with children ages 4-17 to enjoy free and discounted winter sports opportunities at ski, skate and tubing areas across Maine and New Hampshire. Native to Apple and Android, the App allows access to winter activity at the tip of your fingers. The pandemic certainly brought its share of challenges to our winter sport partners, but we were able to offer activities at 63 partner areas this winter.

We look forward to a very robust 2021-22 season with memberships available November 1!

To see a few highlights from this year's App Survey, please visit: [bit.ly/WKAppHighlights](https://bit.ly/WKAppHighlights)

### Maine and New Hampshire TOTAL REACH: 3,753 Members

A special THANK YOU to our 63 partners!

For a full list of our partners, visit [bit.ly/WKAppPartners](https://bit.ly/WKAppPartners)



Our WinterKids App platform is now available for use by other winter states. This year, the App hosted Michigan's Cold is Cool Passport. This helps fulfill our vision that all kids are outside and active in the winter, and allows us to strengthen and enhance our Maine programs. Thank you, Michigan Snowsports Industries Association!

NEW

### Michigan TOTAL REACH: 3,641 Members



Check out why Carter's XC Ski Center is a WinterKids App partner by visiting here: [bit.ly/CartersXCSki](https://bit.ly/CartersXCSki)



“ WinterKids has given my family the opportunity to enjoy mountain sports! THANK YOU THANK YOU THANK YOU for this. We created life long memories and couldn't have done it without WinterKids. I just want to add that Sunday River night skiing was particularly great. It was SO affordable! ”  
– The Arsenault Family, WinterKids App Members



Listen to what this WinterKids App family has to say: [bit.ly/WKAppFamily](https://bit.ly/WKAppFamily)

### Mike and Barbara Peisner Nordic Fund

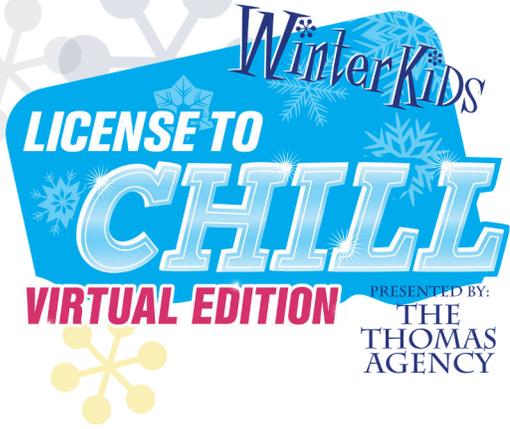
*Helping More Kids to Cross Country Ski*



This year, the fund helped to support 70 kids in cross country ski program in Portland and Oxford Counties. This fund, in conjunction with Portland Nordic, Portland Parks & Rec, Killington World Cup Foundation, and Oxford Nordic, has supported over 200 kids in Nordic ski programs since 2014.

"In a year when it's especially difficult to hold fundraisers, the WK donation was critical to allowing us to expand our ski rental fleet. We've leased 70 kits to BKL skiers and most of them are on quality waxless skiers!"  
-April Weiz, Portland Nordic

# WINTERKIDS IN THE COMMUNITY *The Snowball Effect*



## This year's first-ever virtual event raised \$24,700!

Typically an in-person season kick-off party, License to Chill is our annual celebratory fundraiser in the fall. This year, our event was an incredibly successful virtual event with help from Maine's beloved bands, The Ghost of Paul Revere and The Mallett Brothers Band and our favorite morning show host, Blake Hayes. Look for info soon for the 10th anniversary License to Chill in November!



## Our donors, sponsors, foundations, partners and events create a Snowball Effect of support. Thanks to YOU, we have been able to:



Grant over \$200,000 cash (!) in the past 5 years to help more kids get outside through winter sports and outdoor learning to schools, ski clubs and Nordic programs in Maine.



Build a state-of-the-art, mobile app to connect even more families (over 8,000 each year) to free and discounted winter sports in Maine, New Hampshire, and Michigan.



Create an online training program for preschools and head start programs in Maine and New Hampshire.



Create the WinterKids Winter Games to reach over 22,000 kids in Maine and New Hampshire in the past 4 years.



Enhance teacher training and resources through a redesign and standardization of the WinterKids Guide to Outdoor Active Learning - Elementary Edition, the cornerstone of our outdoor education work. A unique and user-friendly teacher resource aligned to learning standards, the GOAL gets kids outside more often during the school day.

## \*\$525,000 raised! \*30 teams \*262 participants

The WinterKids Downhill 24 is a 24-hour ski and snowboard challenge fundraiser at Sugarloaf. This year, we adapted our event to a day-long "celebration of movement." As our WinterKids FAM always proves, they are competitive, gritty and loyal to our mission! In an incredibly challenging year, our participants and sponsors raised over \$500K. Wow! Stay tuned for a big announcement for the 10th anniversary in March 2022!



2021: A CELEBRATION OF MOVEMENT

Presented by:



Find our event recap, including an incredible video by DeLaite Films, photo galleries, and full list of sponsors at: [bit.ly/WKDownhill242021](https://bit.ly/WKDownhill242021)





# THANK YOU TO OUR SPONSORS!

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## SUPPORTING SPONSORS



## EXCLUSIVE TELEVISION SPONSOR



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**LICENSE TO CHILL**  
VIRTUAL EDITION  
PRESENTED BY THE THOMAS AGENCY

THANK YOU TO OUR SPONSORS!

## SNOWMAN SPONSORS



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## LIVE EVENT PARTNER



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THE BINGHAM PROGRAM



## THANK YOU TO OUR PLATINUM PRIZE SPONSOR & FOUNDING PARTNER



## THANK YOU TO OUR BLACK DIAMOND SPONSORS



## THANK YOU TO OUR BLACK DIAMOND SPONSORS



Winter Kids  
**DOWNHILL D24.org**  
2021: A CELEBRATION OF MOVEMENT

Presented by: **Aqren**

# THANK YOU TO OUR 2020/21 APP PARTNERS!



Carter's X-C  
Ski Center



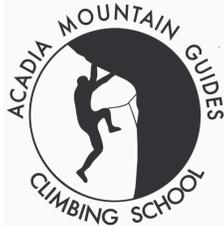
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