

# WinterKids

## WINTERKIDS. MOVE. LEARN. EXPLORE.

WinterKids helps children develop healthy lifelong habits through education and fun, outdoor winter activity. We create opportunities for children to be active, vibrant, and healthy in the outdoors.

WinterKids is the only nonprofit in Maine and New Hampshire dedicated to increasing outdoor physical activity in children and families primarily during our longest, most sedentary season. The shorter, darker, and colder days of winter and the increasing allure of screen time make it all too easy for kids and families to “hibernate.” At WinterKids, winter is our niche – but we make it our business to provide kids, families, and teachers with the right option: to get outside, be active, and have fun year-round.



WinterKids began in 1997 as part of the Ski Maine Association with a Learn to Ski program for fifth graders. With the increasing rates of childhood obesity and the downward trend in physical fitness in Maine and across the country, there was an opportunity to help children and families enjoy healthy and fun outdoor winter lifestyles while nurturing a connection to the natural environment – at home, at school, and in the communities in which they live. In 2000, WinterKids became an independent non-profit and continued to develop and expand innovative public health and education programs for kids.



## WINTERKIDS IS KID-CENTERED.

WinterKids created opportunities for 26,000+ kids to get outside and active with their families last winter in all 16 counties of Maine and most of NH with innovative, outdoor education programs. We are so lucky to get to do the work we do. Kids are resilient and have awesome potential to be the next healthy, active role models and leaders in our communities. They are the true champions.

Our school programs target high need, rural areas with the least access to resources (WinterKids Learn Outside Guide, WinterKids Winter Games). Our family programs target high demand areas near winter sports areas (WinterKids App, Peisner Nordic Program). Our community events target high population areas with the greatest opportunity for broad messaging and impact on local outdoor activity (WinterKids Welcome to Winter, WinterKids Downhill 24, winter carnivals, WinterKids Family Days).



## WINTERKIDS IS MOBILE.

For 20 years, the Passport booklet introduced fifth, sixth and seventh graders to outdoor winter fun in Maine. Since 1997, WinterKids has introduced over 100,000 Maine kids to winter sports. Our new native mobile app (in Year 3 this past year) connects thousands of families to winter activities across Maine and New Hampshire—with more winter sports partners, retailers, and opportunities than ever before. This year, we are licensing our App to the Michigan Ski Industry Association and the Ski New Hampshire Association. The goal is two-fold: to help get even more children outside and to help sustain and expand the Maine organization.

## WINTERKIDS IS AWARD WINNING.

We were delighted to receive the Maine Public Health Association's *Public Health Program of Excellence Award* in 2016. The award recognizes one effective, efficient, evidence-based, and creative public health program each year.





**WINTERKIDS IS RESULTS-DRIVEN.**

In 12 years of outdoor learning programs in schools, over 35,000 kids and 6,000 teachers have increased their outdoor learning physical activity minutes by 2.4 million minutes using the WinterKids Guide to Outdoor Active Learning. Wow!

**WINTERKIDS IS TEACHER-APPROVED.**

Year 4 of the WinterKids Winter Games engaged over 7,700 students and teachers in 125 communities with an adapted program to support hybrid and remote learners. Circles was the theme for this year, with a focus on community, resilience, equity and inclusion during the pandemic. This program gets kids moving more, eating healthier, and engaging their families and communities in a series of weekly outdoor challenges in January and February. This winter we will celebrate a Winter Olympic year and the 5-year anniversary of the Games. We will serve 12,000 kids by bringing back a competitive version for one school in each county, and a play along version for any classroom or family statewide, and nationally. Over \$50,000 will be awarded to help schools become healthier places.



**WINTERKIDS IS BACKYARDS. PLAYGROUNDS. MOUNTAINS.**

Our events continue to be very popular and well received. The WinterKids Downhill 24 is a 24-hour ski and snowboard challenge and fundraiser at Sugarloaf – it has raised over \$2.5 million dollars since its inception in 2013. This past year, WinterKids gifted another \$20,000 from the event to the Sugarloaf Ski Club to help local kids learn to ski.



Welcome to Winter is our signature winter event in Portland's Payson Park – welcoming 1,000+ kids and parents to enjoy the health benefits of winter with fun, low barrier outdoor activities. In addition to these large events, we work with outdoor, physical activity groups statewide to enhance outdoor winter activity statewide. This event began to welcome the immigrant and refugee community to winter. This year, we will collaborate with Carnaval Maine to bring a version of Welcome to Winter to the Eastern Promenade in Portland.

We help 300 kids annually to cross-country ski in Cumberland and Oxford Counties through the Peisner Nordic Fund, and lend our snowshoes and StoryWalk for 500+ kids to adventure outside with other community organizations.

**TOGETHER, WE CREATE THE SNOWBALL EFFECT.**



WinterKids has broad based support from many corporations, foundations and individuals to serve kids who need us most in Maine and New Hampshire. We continue to make our programs more efficient and reach more kids. It is crucial that we ensure that the next generation lives longer than their parents, that childhood obesity is decreasing, and that their connection to the natural world is enhanced. We will continue to reach kids in the most effective places – namely, school – while ensuring the integrity and effectiveness of our programs as we expand our footprint into more winter climates across the country.

We have an engaged 16-member board, six passionate staff, and nearly 100 committed volunteers statewide who help fulfill our mission. It takes unique people to fill important positions in a small nonprofit with such a large reach. Our collective team is excellent at what they do and takes great pride in our programs.

**WinterKids' Major Community Sponsor is L.L.Bean.** Our Supporting Sponsors are Agren, CMP, Harvard Pilgrim Health Care, and WEX. Our Exclusive Television Sponsor is WMTW Channel 8 and The CW. Our 2022 Presenting Sponsor of the Downhill 24 is Agren. WinterKids is the 2022 (and 2020) beneficiary of Carnaval ME, the 2018 beneficiary of the TD Beach to Beacon Road Race, and a 2019 beneficiary of the Maine Marathon and Dynamic Fit Challenge.



Please visit [www.winterkids.org](http://www.winterkids.org) and our social channels to learn more about the impact our programs are having on Maine and New Hampshire children and families.