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Hannaford

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Harvard Pilgrim Health Care  Wex

IRVING  L.L.Bean  WMTW 8

… 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

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.

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.

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.

This Annual Report generously printed by: Franklin Printing
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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**2018-2019 STATEMENT OF ACTIVITIES**

**BOARD OF DIRECTORS**

**Erin Brennan**  
President  
TD Bank

**Derrick Hill**  
Vice President  
Oldcastle Materials, Inc.

**Lisa Trundy-Whitten**  
Treasurer  
BerryDunn

**Julie Mulkern**  
Secretary  
WinterKids

**Scot Balentine**  
L.L.Bean

**Steve Campbell**  
pro-voke

**Seth Coburn**  
Verrill Dana, LLP

**Jennifer Flynn**  
CMMC

**Stephen Lindsay**  
Tom Fremont-Smith  
Winterstick Snowboards

**Sarah Long**  
WMTW

**Joe O’Neil**  
Portland Pie Company

**Sarah Price**  
Ethos

**Greg Sweetser**  
Ski Maine Association

**Parker Swenson**  
Diversified Communications

**Dyana Tull**  
Hannaford

**Gabe Weiss**  
WEX, Inc.

**Jeff Zachau**  
Zachau Construction

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**PROGRAM REACH**

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Served</th>
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</thead>
<tbody>
<tr>
<td>School Programs</td>
<td>15,469</td>
</tr>
<tr>
<td>Family Programs</td>
<td>5,503</td>
</tr>
<tr>
<td>Community Events</td>
<td>1,730</td>
</tr>
<tr>
<td><strong>TOTAL SERVED</strong></td>
<td>22,702</td>
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**INCOME**

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>WinterKids Fund &amp; Events</td>
<td>$337,285</td>
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<tr>
<td>Corporate Support</td>
<td>$114,626</td>
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<tr>
<td>Grants</td>
<td>$89,050</td>
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<tr>
<td>Programs</td>
<td>$33,197</td>
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<tr>
<td>Major Gifts</td>
<td>$14,100</td>
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<tr>
<td>Investment</td>
<td>$4,431</td>
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<td><strong>TOTAL</strong></td>
<td>$592,689</td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Expense Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Program Services</td>
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</tr>
<tr>
<td>General/Admin</td>
<td>$143,705</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$95,630</td>
</tr>
<tr>
<td>Revenue Less Expenses</td>
<td>$4,483</td>
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<td><strong>TOTAL</strong></td>
<td>$592,689</td>
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**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

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**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](http://WinterKids.org)