

# WinterKids

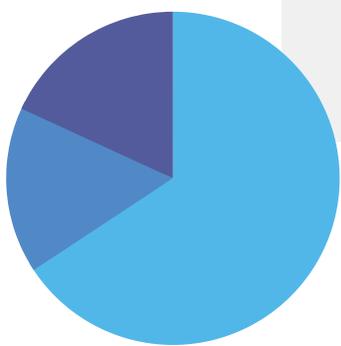
## Season Wrap-Up 2021-2022



**51,240 KIDS, TEACHERS, AND FAMILIES SERVED  
IN MAINE, NEW HAMPSHIRE & BEYOND**

**Communities  
18.1%**

**Families  
16.1%**



Schools	33,675
Families	8,273
Communities	9,292
<b>TOTAL</b>	<b>51,240</b>

**Schools  
65.7%**

### A SEASON TO CELEBRATE!

This year was a notable year of anniversaries: the 10-year anniversary of our winter kick-off event, License to Chill, the 5-year anniversary of the popular WinterKids Winter Games in Maine schools, and the 10-year anniversary of the WinterKids Downhill 24 ski challenge fundraiser at Sugarloaf. We also revamped the WinterKids Guide to Outdoor Active Learning and reintroduced it as a new and improved Learn Outside Guide. All told, we increased our reach by 92% and reached 51,240 kids, parents, and teachers this year with an array of unique, outdoor programs to help them stay active and discover the joy of winter activities in Maine, New Hampshire and beyond. Thank you for another incredible year of moving, learning, and exploring in the great outdoors!

*Julie Mulhern*

Julie Mulhern, Executive Director

*Seth Coburn*

Seth Coburn, Board President



#### CONNECT

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

#### CONTACT

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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](#)

# FAMILY PROGRAMS Get Outside! Be Active! Have Fun!



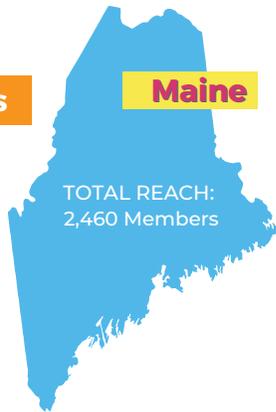
The WinterKids App helped hundreds of kids ages 4-17 and their families to build a better winter with free and discounted winter sports opportunities at 62 partners across Maine. The WinterKids App allows easy access to winter activities with a family membership at the tip of your fingers. The App also supports our winter sports partners with individual dashboards for tracking visits and usage. This year, we offered a photo contest for WinterKids App members. The winner will receive a 2022-23 season pass of their choice, and the Winter Sports Partner with the most photos will receive \$500 toward their children's programs. Win win!

**YOUR TICKET TO  
OUTDOOR WINTER FUN!**

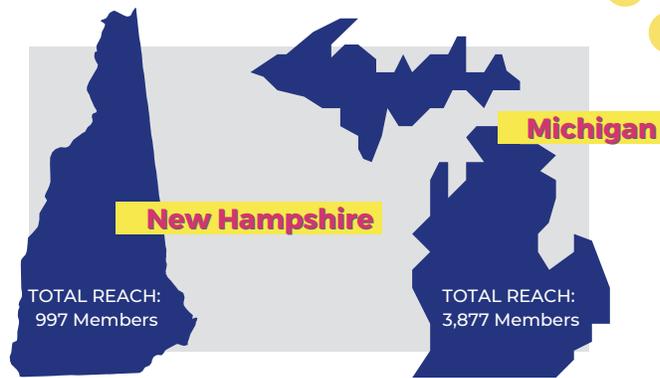
Thank you to our 62 partners!  
For a full list of partners, visit: [bit.ly/WK\\_AppPartners](https://bit.ly/WK_AppPartners)

## WinterKids Family Days

WinterKids Family Days are special events for App members to enjoy deep discounts for the whole family at our partner areas!



To see a full list of Family Days, please visit: [bit.ly/WKFamilyDays](https://bit.ly/WKFamilyDays)



“ This was so great this winter to beat those winter blues that my kiddos get. We will definitely be using it again.  
-App Member



“ We had a great family night! We plan on making it a yearly tradition!!  
-Winter Games Participant



## Snowshoe Loans

WinterKids loans out snowshoes to community groups for outdoor events and programs! Snowshoeing is an excellent low-impact aerobic exercise and works muscles that kids may not otherwise exercise at home.

100 families served!



## Traveling StoryWalk Loans

Combining two healthy activities: walking and reading! Community groups and schools borrow our traveling StoryWalk throughout the year to get more kids moving and learning outdoors!

300 families served!



# SCHOOL PROGRAMS

# MOVE! LEARN! EXPLORE!



The Winter Games offers four weeks of spirited competition for elementary students: outdoor physical activity, nutrition, family engagement and winter carnival. The 5th annual Winter Games offered two tracks: 22 schools across Maine competed for \$50,000 in cash prizes, and an additional 106 communities played along for weekly incentives and prizes. All told, over 42,280 kids and teachers have participated in the Winter Games in the last 5 years.

For a full list of participating schools, please visit:  
[bit.ly/WKWGParticipatingSchools](https://bit.ly/WKWGParticipatingSchools)

"As the fire department, state troopers, journalist, and the entire school celebrated together, I asked one of my students, who had just won bronze in bobsledding, what he was thinking. He looked at me with tears in his eyes and said, 'I think this is the happiest moment of my life.'"  
 -Meghan Colby, Teacher  
 Helen Thompson School



## COMPETITIVE TRACK WINNERS



Jonesport Elementary  
Washington County



West Bath School  
Sagadahoc County



Leroy H. Smith School  
Waldo County



## STAFF & STUDENTS TOTAL

### Maine

Androscoggin.....	819
Aroostook .....	915
Cumberland .....	1644
Franklin .....	182
Hancock .....	337
Kennebec .....	1389
Knox .....	422
Lincoln .....	251
Oxford .....	622
Penobscot .....	2549
Sagadahoc .....	292
Somerset .....	409
Waldo .....	486
Washington .....	566
York .....	1472

### Beyond Maine

California .....	3
Canada .....	29
Idaho .....	2
Indiana .....	4
Massachusetts .....	3
Pennsylvania .....	2



“ We skied at areas we have never been to before. Would love to try different sports too, like snowshoeing.  
 -App Member



“ Because of our participation, we have started some new traditions that we look forward to doing for years to come.  
 -Winter Games Participant



## The Learn Outside Guide



The WinterKids Guide to Outdoor Active Learning got a facelift with support from The Bingham Program. Reintroduced as the WinterKids Learn Outside Guide, the 2022 edition offers a new Get Started! section for outdoor education, 40 new and improved lessons covering 6 subject areas, national learning standards, and a revamped PE section!



**170 teachers received Learn Outside Guides!**

## Guide to Outdoor Active Learning

Our Preschool Guide to Outdoor Active Learning (GOAL) offers age-appropriate activities for early educators to keep children moving and learning. Our 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.



**400 teachers trained virtually!**

# WINTERKIDS IN THE COMMUNITY *The Snowball Effect*



## Our 10-year anniversary raised over \$47,000!

License to Chill celebrated 10 years of kicking off the winter season at Portland House of Music in November. With a virtual silent auction culminating in a live event with Coast 93.1's Blake & Kelly, hundreds of WinterKids supporters enjoyed an evening of music with Vinyl Tap and bidding on incredible packages from our generous donors and supporters.



To find our event recap, photo gallery, and a full list of sponsors, please visit: [WinterKids.org/LicenseToChill/](https://WinterKids.org/LicenseToChill/)

## \* \$785,000 Raised \* 58 Teams \* 467 Participants

The 10th Annual WinterKids Downhill 24 raised over \$785,000 for WinterKids - the most our participants have ever raised in a single event. Incredible! This event has raised over \$3 million for WinterKids programs in the last decade, allowing us to expand our reach from 5,000 kids to over 40,000 annually. In June, we will launch the WinterKids Downhill 24 Outdoor Fund with transportation, equipment, and clothing grants.



To watch a retrospective video of the Downhill 24, please visit: [WinterKids.org/Downhill-24/](https://WinterKids.org/Downhill-24/)



### 2022 EVENT BENEFICIARIES

Adaptive Outdoor Education Center ..	\$15,000
Sugarloaf Ski Club .....	\$15,000
Kingfield Elementary School .....	\$5,000
Phillips Elementary School .....	\$5,000
Stratton School .....	\$5,000
Strong Elementary School .....	\$5,000

WinterKids partnered with community organizations to bring winter fun to 9,252 kids and families through Carnival ME, winter festivals, and outdoor events. Wow!



# THANK YOU TO OUR SPONSORS!

## MAJOR COMMUNITY SPONSOR

L.L.Bean

## SUPPORTING SPONSORS



## EXCLUSIVE TELEVISION SPONSOR



### THANK YOU to our supporting foundations:

- Betterment Fund
- Bingham Program
- Elmina B. Sewall Foundation
- Hagaman Charitable Trust
- Justin and Rachael Alford Fund
- Maine Centers for Disease Control & Maternal Child Health Program
- Onion Foundation
- Oren L. Gersten Charitable Fund
- William J. J. Gordon Family Foundation

## SNOWMAN SPONSORS



## SNOWBALL SPONSORS



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## WINTER GAMES SPONSORS



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## MID-MOUNTAIN PARTY SPONSOR



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## EVENT SUPPORT SPONSORS



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## GREEN CIRCLE SPONSORS



# THANK YOU TO OUR 2021/22 APP PARTNERS!



Carter's X-C  
Ski Center



KITTERY TRADING POST



SHAWNEE  
PEAK



OVER 30 YEARS OF EXPERIENCE  
NORTHERN LIGHTS  
HEALTH & SPORTS  
Rte. 2 & 4  
Farmington, ME



LOST  
VALLEY



Rangeley Lakes  
Trails Center

A Four-Season Trail System



AKERS  
SKI  
cross country specialist



TITCOMB MOUNTAIN  
FARMINGTON SKI CLUB est. 1939  
The Friendliest Mountain Around



SALT PUMP  
CLIMBING CO.



BIKE  
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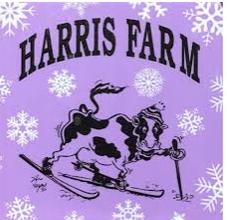
BIG ROCK  
MOUNTAIN



POWDERHOUSE HILL  
SOUTH BERWICK MAINE



Jackson XC



HARRIS FARM



BIG  
SQUAW  
MOUNTAIN  
Greenville, Maine



PENOBSCOT  
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Camden  
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SPORT  
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ham arena  
Conway, New Hampshire



Fire on the Mountain  
SKI & SPORT  
DOVER, NH



BLACK MOUNTAIN  
OF MAINE



SKI RACK SPORTS



INLAND  
WOODS & TRAILS



Smiling Hill  
Farm



LABRIE FAMILY SKATE  
AT PUDDLE DOCK POND  
STRAWBERRY BANKE MUSEUM



OXBOW



Sunday River



SEACOAST  
ADVENTURE  
DECK HOUSE  
TAVERN



William B.  
TROUBH  
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QUOGGY  
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SUGARLOAF



ME MARINERS



NEOC  
new England outdoor center



quarry road trails  
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CAMDEN  
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