

# 2018-2019 Season Report



## Winter Kids IS...

WINTERKIDS IS...  
BACKYARDS.  
PLAYGROUNDS.  
MOUNTAINS.

*mobile!*

*\*kid-centered!*

*teacher-approved!*

*results-driven!*

*award-winning!*



# Schools

MOVE. LEARN. EXPLORE.

At WinterKids, we believe that snowy fields and frosty playgrounds make the best classrooms!

WinterKids helps teachers get their young students outside and active more often during the school day with training and enrichment educational materials, technical support and resources, supplies and incentives.

Our Preschool Guide to Outdoor Active Learning

(GOAL) is the cornerstone of our work in early education, making it easy for teachers to integrate fun, outdoor activity into the school days, while meeting standards and enhancing quality.

## WINTER GAMES BY THE NUMBERS!

7,537 KIDS

32 SCHOOLS

745 TEACHERS

16 MAINE COUNTIES

\$20,000+ IN CASH & PRIZES AWARDED

### TOP WINNERS INCLUDE:

Searsport Elementary School, Waldo County  
**GOLD \$5,000**

Ames Elementary School, Waldo County  
**SILVER \$3,000**

Canal School, Cumberland County  
**BRONZE \$1,500**

## GOING FOR THE GOLD! – WINTERKIDS WINTER GAMES

Literacy was the theme for this year's Winter Games! We encouraged kids to move more, eat healthier, and engage their families and communities in a series of weekly challenges in January and February.

**100%** of respondents said participating in the Winter Games **increased outdoor physical activity** for students, teachers, and staff.

**85%** of respondents said they **want to participate again** next year.

**92%** of respondents said they would **recommend the program** to other schools.

*"Our students are much more aware of the fun they can have in these long winter months and it's been wonderful to hear the positive feedback from our parents. It certainly made January fly right by!"*

– NANCY STOVER, PRINCIPAL  
PRESCOTT MEMORIAL SCHOOL, WASHINGTON, ME

*"The activities gave us new, fresh ways to get the kids engaged outside. Students enjoyed the inquiry, and structure, yet freedom in the way they were able to carry out the activities. It also gave us a great chance to work together as a school, team, and community."*

– KAREN THURSTON  
ANDOVER ELEMENTARY

TOTAL INDIVIDUALS  
SERVED: 22,702

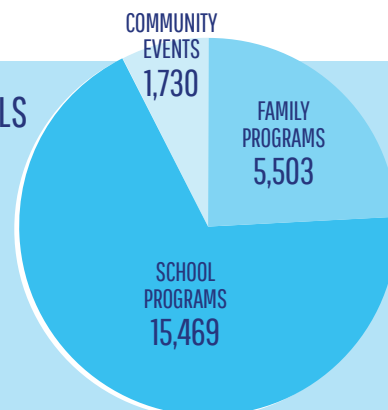
## Note from the EXECUTIVE DIRECTOR: JULIE MULKERN

Because of you. . .

More kids are on snow in backyards, on playgrounds, and at mountains. More families are finding the joy in outdoor winter activity and healthy behaviors. More communities are nurturing the next generation of active, outdoor citizens. WinterKids is vibrant, healthy and growing — much like the kids we serve. Because of you.

Sincerest thanks,

*Julie Mulkern*





# Families

GET OUTSIDE. BE ACTIVE. HAVE FUN.

## WINTERKIDS IS MOBILE!

Launched the first day of winter, our new native mobile app connected over 3,900 members to winter activities across Maine and New Hampshire—with more winter sports partners, retailers, and opportunities than ever before. This summer, families can stay active with “WinterKids Warm Up” activities in the App.



**3,900**  
APP MEMBERS



**16**  
MAINE COUNTIES



**5**  
NEW HAMPSHIRE COUNTIES



**80**  
WINTER SPORTS PARTNERS



**175**  
FREE OR DISCOUNTED ACTIVITIES OFFERED



**2,100**  
FAMILY OFFERS REDEEMED

**70%**

of families thought the WinterKids App helped their family **become more active and healthy.**

**67%**

thought we helped their kids develop a **healthy lifestyle that will continue beyond winter.**

**30%**

of kids **tried a NEW winter activity** through the WinterKids App.

## WE HOSTED OVER 1,086 PEOPLE WITH WINTERKIDS FAMILY DAYS AT:



Titcomb Mountain  
Farmington, ME



Jackson XC Center  
Jackson, NH



The Rink at  
Thompsons Point  
Portland, ME



Maine Mariners  
Portland, ME



Camden Snow Bowl  
Camden, ME



Mt Abram  
Greenwood, ME

## GETTING MORE KIDS ON NORDIC SKIS!

With funds from the Killington World Cup Committee, WinterKids **further expanded** our Peisner Nordic Program. We **supported** Greater Portland and Oxford County kids with scholarships for season rentals and fees for the Bill Koch League programs.



# Communities

TOGETHER, WE CREATE THE SNOWBALL EFFECT.

## WELCOME TO WINTER

Over 14 community partners and sponsors helped us host 800 families to enjoy a day of winter activities including: sledding, curling, skating, tubing, snowshoeing and more!



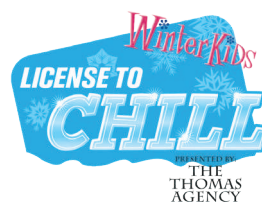
## LICENSE TO CHILL

Hosted at the Portland House of Music in November, License to Chill brought more than 200 WinterKids supporters together for an auction and celebration of the start of winter.

**Total Amount Raised: \$34,250**

\* 200 Guests

\* 128 Sponsors & In-Kind Donors



## BEACH TO BEACON

WinterKids was the 2018 beneficiary of the annual TD Bank Beach to Beacon. This race epitomizes the very best of Maine, and the very best of WinterKids. We share so many sponsors and supporters, we have seen 100,000 racers and kids participate in our collective programs in 20 years, and the race itself showcases the very best of the best in competitive spirit while staying completely inclusive to people of all backgrounds and abilities. This resonates with WinterKids.

**Total Amount Raised: \$75,554**

\* 6,526 Runners

\* 50 Team WinterKids Runners



## WINTERKIDS DOWNHILL 24

WinterKids hosted the 7th Annual Downhill 24, a 24-hour ski and snowboard challenge, at Sugarloaf in March. Participants ski or ride for 24 hours all to raise money for WinterKids! WinterKids donated \$20,000 of event proceeds to 4 local elementary schools in Carrabassett Valley!

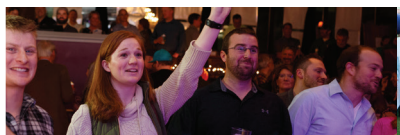
**Total Amount Raised: \$370,703**

\* \$1,347,702 Raised in 7 Years

\* 48 Teams

\* 50 Community Sponsors & In-Kind Donors

\* 411 Participants



Thank you to our  
Major Community  
Sponsor:



Harvard Pilgrim  
HealthCare



L.L.Bean



Thank you to our Supporting Sponsors: