

# Thank you to our ...

## MAJOR COMMUNITY SPONSOR



### SUPPORTING SPONSORS



Harvard Pilgrim  
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## ...and donors like you!

For a full list of WinterKids FY 19 sponsors, foundations, partners, donors, and volunteers, please visit [winterkids.org](http://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](http://winterkids.org/donate-fund)

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# WinterKids



## Annual Report 2018 - 2019 FISCAL YEAR 2019

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**.

### 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.

### 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.



# 2018-2019 STATEMENT OF ACTIVITIES

## 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*

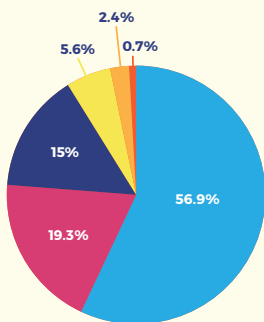
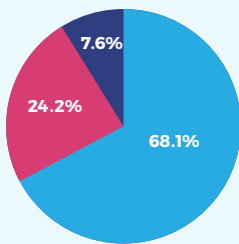
Julie Mulkern, Executive Director

*Erin Brennan*

Erin Brennan, WinterKids Board President FY19

## PROGRAM REACH

School Programs	15,469
Family Programs	5,503
Community Events	1,730
<b>TOTAL SERVED</b>	<b>22,702</b>

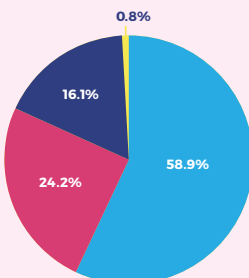


## INCOME

WinterKids Fund & Events	\$337,285
Corporate Support	\$114,626
Grants	\$89,050
Programs	\$33,197
Major Gifts	\$14,100
Investment	\$4,431
<b>TOTAL</b>	<b>\$592,689</b>

## EXPENSES

Program Services	\$348,871
General/Admin	\$143,705
Fundraising	\$95,630
Revenue Less Expenses	\$4,483
<b>TOTAL</b>	<b>\$592,689</b>



# BOARD OF DIRECTORS

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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)