

Ride.
Inspire.
Lead.



ANNUAL REPORT 2019



mission

Inspiring youth to overcome challenges through boardsports



What is progression and what does it mean to you and to the youth we serve? Bryson hadn't left his house for a month prior to his first day snowboarding with Chill. Kelli was confined twenty-four hours a day at a residential drug treatment program before she had an opportunity to surf with Chill. Brothers, and new Americans, Suleiman and Francis struggled to connect with classmates at their middle school before taking part in a skateboard program with Chill.

These examples make it clear that progression, both in life and in Chill's positive youth development boardsport programs is a deeply personal concept to the youth we serve. Chill uses the concept of "challenge by choice" to give youth power over their own progression, and their own rate of exploration, without imposing completion or performance standards. Is it progression for Bryson to choose to leave his house and attend the Chill program? Yes! And within that context Bryson and his Agency Lead need to determine what's next for his personal progression, working towards a future where the bridges between Bryson's progressions become wider and more foundational for a successful future.

Chill does not determine the schedule for our participants' progression, instead we provide physical and emotional frameworks, teach universal values, and provide a safe and supportive space that fosters exploration and increases the likelihood of success, regardless of how each youth decides to define "success".

The concept of providing a safe and supportive space is taken to another level when we consider how Chill delivers programs. You'll find Chill programs being facilitated on the bus ride to the mountain, you'll see Chill youth huddled up on the beach participating in a puzzle exercise prior to putting on their wetsuits and jumping on their surfboards, and you'll find Chill in a patch of grass next to the skatepark circled up and giving each other "shout-outs" after a challenging skate session. This is true experiential learning, creating a Chill space wherever our sports take us, while changing youth perspectives on what is possible regardless of where their lives take them. And that's an important concept when we consider the short-term life experiences that Bryson, Kelli, Suleiman, and Francis are likely to face, as they work towards managing and hopefully alleviating, their life challenges.

These youth and thousands like them are what drive every aspect of our organization. They are the reason why our dedicated staff come to work every day to deliver high-quality experiential learning. In this Annual Report, you will see many more examples of the impact Chill is having through the testimonials, profiles, and data that are shown. Throughout the last year we have worked to hone and clarify our program curriculum, and we're proud to show you the evidence of that work. We are so grateful for the tremendous support we receive from our loyal donors; without you, we wouldn't be able to achieve these amazing results! I hope you enjoy reading our Annual Report.



Alex Bornstein

Alex Bornstein
Executive Director
The Chill Foundation

RIDE • INSPIRE • LEAD

Ride, Inspire, Lead. It's our program philosophy.

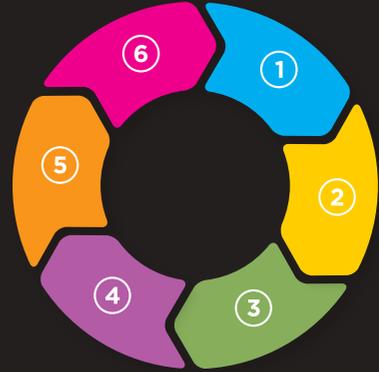
Ride: Boardsports are more than the sports themselves. They're a way of life; of seeing the world through a lens of creativity, innovation, healthy risk taking, and agility. When we ride sideways, our perspective changes: we adapt to the obstacles around us; we are challenged physically, mentally, and emotionally; we become stronger, more resilient, and more confident – on and off the board. We take ACTION.

Inspire: Riding that first wave, learning how to ollie, carving a turn in fresh powder. Support, encouragement, connection with peers and adults. That is inspiration. At Chill, we gain inspiration from being in the elements, from new experiences and profound challenges, from one another, and from ourselves. This is the fuel for our fire.

Lead: We're a community of riders. We ride together, we grow together, and we lead together. As a young person, it can be hard to find your voice, and sometimes even harder to share that voice. At Chill we create a positive, safe, supportive space that encourages youth to explore their own personal values, to stand up for what they believe in, to be part of an inclusive community, and to be the best version of themselves. This is who Chill youth are. This is what leaders are made of.



CORE VALUES



These are the pillars of our program, philosophy, and approach. While each of these values can look and feel slightly different to every person based on their own unique experiences, culture, and background, the following universal competencies reflect how we recognize and celebrate these values at Chill.

- 1. Respect:** Recognizing and understanding differences in ability, background, and personhood.
- 2. Courage:** Using and developing values that influence our decisions when faced with fear or a decision that tests our integrity.
- 3. Patience:** Having the capacity to regulate reactions and emotions when results or gratitude is delayed.
- 4. Persistence:** Visualizing the end goal and projecting the positive outcomes of enduring through adversity.
- 5. Responsibility:** Having the ability to make choices and accept the reward or consequences of those choices.
- 6. Pride:** Maintaining a positive and grounded sense of self through recognizing personal achievements, showing pride for our community and contributing to its success.

67 programs

26 SKATE | 24 SNOW | 8 SUP | 4 SURF
3 COLLAB | 2 ALPS



28% increase
IN NUMBER OF PROGRAMS

15 cities

BALT | BOS | BTV | CHI | DC | DEN | DET
LA | NYC | PDX | RENO | SEA | SLC | TOR | VAN



216 agencies
PARTNERED WITH IN FY18

1629
TOTAL YOUTH SERVED



33%

INCREASE IN NUMBER OF YOUTH SERVED

342
PROGRAM DAYS



24%

INCREASE IN NUMBER OF PROGRAM DAYS

18%



INCREASE IN NUMBER OF VOLUNTEERS



AJ, SEATTLE AGENCY LEAD

AJ Williams is a Children's Advocate & Prevention Specialist with the Abused Deaf Women's Advocacy Services (ADWAS) in Seattle, WA. Abused Deaf Women's Advocacy Services is a non-profit agency that empowers Deaf, DeafBlind and DeafDisabled survivors of domestic violence, sexual assault, and harassment to transform their lives while battling those that perpetuate violence. "Chill's program has had a demonstrated impact on the agency's participants," said AJ. "Chill's six-week snowboard program has been a favorite program for our participants. Chill has not only created growth within our participants, they have also helped our kids thrive as individuals, through their approach which includes empowering the individuals to believe in their true potential and step out of their comfort zone to build confidence."

"Chill has made our agency and parents proud of the investments in our partnership. The responses we get from the students shine through their dedication, commitment, and increased self-esteem by facing challenging obstacles and overcoming them. From the start of the program towards the finish line, we've seen our participants become more comfortable, self-aware, and dream beyond limits."

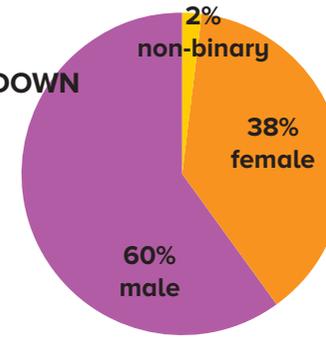
MANDI, CHILL COMMUNITY & INCLUSION MANAGER

Mandi is in her fifth year working as the Chill Vancouver Manager, and for the last year has been Chill's new Community & Inclusion Manager, as well as overseeing the Vancouver programs. Mandi has been able to be on the frontlines of our expansion programs like our Alumni Leadership Programs (ALPs) and Discover programs, including bringing a skate program to the Gitanmaax people on Gitxsan territory in British Columbia for a 3-day clinic. This community had just built a brand-new skate park, and wanted to provide accessible lessons to their youth so that the park would continue to be used and the youth felt safe using it. It was a very unique opportunity for Chill as we normally serve urban youth. The youth in Gitanmaax have less access to skate shops, mentors, and impactful instructors, which is so easy to find in a city like Vancouver. The clinic was so successful that we have been invited back again this year.

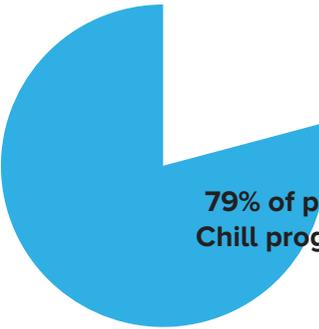
In her new role as the Community & Inclusion Manager, Mandi has been helping Chill be a leader in diversity and inclusion best practices. People come from a variety of backgrounds, challenges, and lived experiences that are unique to them, and this work helps our organization recognize these differences, embrace people for who they are, and make them feel like they belong with Chill.



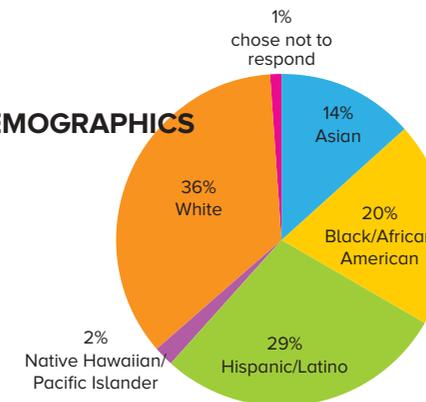
GENDER BREAKDOWN



79% of participants were in a Chill program for the first time



YOUTH DEMOGRAPHICS



NUSAYBAH, 10, TORONTO PARTICIPANT

Chill Toronto's Summer Skate Program introduced us to Nusaybah, an outgoing 10-year-old girl from Neighbourhood Group's summer camp called Kickstart.

Nusaybah was always a willing participant in our core value activities; she demonstrated her understanding of our curriculum and was always there to help out her peers. She had her reservations about skateboarding but quickly found her flow, and stepped outside her comfort zone. There were lots of falls, but she always picked herself up and tried again.

Nusaybah's hard work and tenacity drove her to take pride in her achievements all while having fun. She was an outspoken participant, often repeating her mantra, "girls can do anything that boys can do." Her board is a true testament to this, with her artwork spelling out feminist in bold letters to match her wonderfully bold and bright personality.



CHALLENGE BY CHOICE

Challenge by choice defines our culture.

It's all about creating a community that is emotionally safe for all participants. Taken literally, participants are presented with challenges and are given the choice to accept at the level they feel comfortable. It's not a yes or no, it's a how and a what. How do you choose to accept this challenge? What do you feel comfortable with?



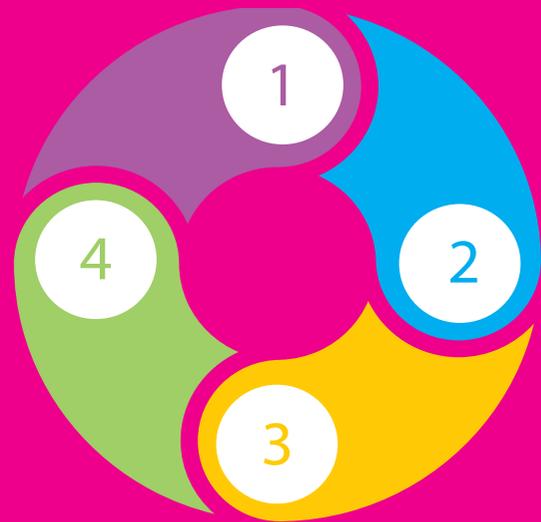
Every single day at Chill, we challenge youth to step outside their comfort zone and into their growth zone. From one program day to the next, as youth engage in new experiences and overcome challenges and fears, their comfort zone expands. Pretty soon, what was their growth zone is now a part of their comfort zone. And their growth zone is now new territory, which a few weeks ago may have been in their danger zone. It's all about incremental growth, knowing personal limits, and having the support to make that choice.

Challenge by choice is introduced on day one and revisited every day of program to ensure that youth understand the power of this choice – at Chill and in their daily lives. Through personal goal setting, positive encouragement, and the elimination of imposed completion standards, challenge by choice becomes a cultural norm and a guiding principle for individual growth and achievement.

EXPERIENTIAL LEARNING CYCLE

Everything we do at Chill revolves around providing experiences that lead to learning.

In our everyday lives we take part in all kinds of experiences, but it is the intentional selection of experiences that lead to growth. Therefore at Chill we strive to design and select our experiences with that intention in mind. What is an experience at Chill? Doing an icebreaker at the beginning of program, connecting with new people, taking part in the core value activity for the day, learning how to snowboard, skateboard, surf, or stand-up-paddleboard! Chill refers to Kolb's cycle of experiential education as a framework for the construction of our programs.



- 1. Experience:**
An intentional experience that leads to growth
- 2. Reflection:**
An opportunity to process the experience and identify key learning concepts
- 3. Transfer:**
The connection of how these new concepts relate to our everyday lives
- 4. New Knowledge:**
The practical application of these new concepts towards our next experience, leading to continued growth and a broadened perspective on life





KEATON, NYC MENTOR

Keaton, a lifelong snowboarder, got involved with Chill after moving to NYC a few years ago while looking for a way to give back to his new community. When asked if he had a favorite moment, Keaton had this to say: “My absolute favorite part of Chill is the on-mountain time. The moment of reaching out my hand to help one of the youth stand up after strapping in, giving some final coaching, and watching them just send it. Seeing them experience something new, the sport I love, and build that confidence to just go for it, sometimes for the first time, is incredible.”

Of our six core values, pride resonates with Keaton the most. “Pride is something I truly hope to help enable and have the youth embody. I think it’s important to self-reflect, give self-love, self-support, and own all of life’s achievements, big and small. I think if we all have this, the ripple effect of kindness and impact on the other aspects of their lives is massive. It’s a core reason why I want to be and am involved. Pride, to me, drives positivity across the individual’s life, leading to even greater happiness, opportunities, and growth.”



PROGRAM DESIGN



Through our experiential learning approach, Chill programs are designed to:

- Create a safe and inclusive space
- Provide high quality, structured, interactive programming
- Adapt to and understand the different and unique backgrounds of each youth
- Facilitate positive peer and adult relationships/mentoring
- Support critical thinking and active self-directed learning
- Introduce youth to new and exciting contexts and environments
- Remove barriers to accessing boardsports and support continued progression

PROGRAM OUTCOMES



Through the following positive youth development outcomes, we strive for youth to gain more resilience, confidence, and a better understanding of their true self:

- Step out of their comfort zone and into their growth zone
- Build and practice leadership skills
- Accomplish a sense of belonging within the Chill community
- Develop an anything-is-possible attitude
- Understand and practice healthy risk taking
- Build and utilize a set of positive core values
- Expand their sense of self and awareness
- Build positive peer and adult relationships
- Gain a broadened perspective of their surroundings and their options for the future
- Expand and improve participation in other agency/ community programming
- Have fun and get after it on a board!

DONORS

Thank you!

We would like to thank the following individuals and corporate partners for their generous support over the past year. Thanks to you, Chill has been able to expand programs by 28% and increase the number of youth served by 33%. We continue to be grateful for the support shown by the communities in which we work, and our Chill tribe as a whole.

FY 2018 Supporters: May 1, 2017–April 30, 2018

PRIDE

\$20,000+

Bolton Valley
Burton Snowboards
Canadian Tire Jumpstart Charities
Cypress Mountain
Jake & Donna Carpenter
Liberty Mountain Resort
Loveland Ski Area
McIntyre Ski Area
Mt. Hood Meadows Resort
One Four Three Four Foundation
Powder Mountain
Roxiticus Foundation
Share Winter Foundation
Stevens Pass
Thee Mustard Seed Foundation
Tom Kartsotis
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RESPONSIBILITY

\$10,000-\$19,999

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Red Bull
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Wendy & Ted Ramsey
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Women's Sports Foundation

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\$2,500-\$4,999

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Boreal Mountain Resort
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BPCM
Brooklyn Cloth MFG.
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Charles River Canoe & Kayak
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Elysa Walk
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Expeditors
Fifth Generation Inc.
Florence & Michael New
Freesport Corp.

COURAGE (CONT.)

\$2,500-\$4,999

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Indigenous Sport, Physical
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Council
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Janet Pink
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Left Hand Brewing
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Nevada Youth Ski
Education Foundation
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New England Ropes
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Platinum Pro-Claim
Restoration
Polartec, LLC
Premier Coach Co., Inc.
Raymond James
Red Truck Beer Company
Right to Play
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& Medspa
Robert & Frances Orr
Ronald Bills
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SkateOne
SWS Board Technology
Talent Skatepark
Talon International Inc.
The Vancouver Trolley
Company
Thomas Twiggs
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Tri Vu
UPS
Vail Resorts
Valley Retreat Revelstoke
Vans Canada
Vast Focus Ltd.
Vectorply Corporation
Willis Towers Watson
XPO Logistics
Yaletown Mini Storage Ltd.
Yatra Brands

RESPECT

\$1,500-\$2,499

Anti-Social Skateshop
Flatspot Longboards
Toyota Motor Sales, USA, Inc.
Mountain Skills Academy &
Adventures
Vancouver ski & Board
Services Ltd.



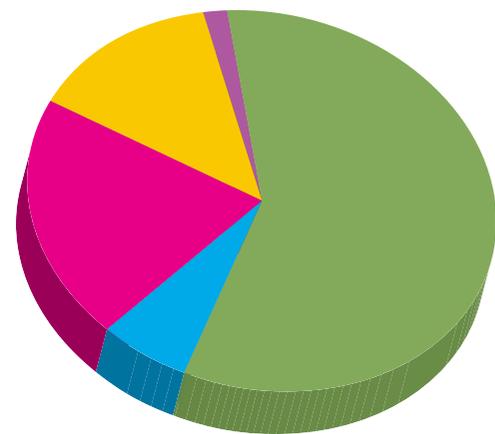
JASON KRIKORIAN, DONOR

Jason was working at a Burton outlet store in 2011 when he first learned about Chill. He had been snowboarding for 15 years when he started working for Burton, and it became an even bigger part of his life when Chill became his most passionate cause, helping to introduce youth to the sport who may otherwise never have the opportunity. “When I’m on the mountain, all of life’s troubles disappear. It’s been my happy place since I started.”

Jason connects most to our core value of patience. “It’s something I struggle with and in snowboarding it plays a big part. Learning to snowboard can be frustrating and having patience is essential. Nobody forgets catching an edge but with patience, and other values, making your first S turns is one of the best feelings in the world.” Jason is also an active member of the Dig My Quiver Facebook group, a community of over 8,000 snowboarders started by Chuck McLean in 2011. The DMQ group has also supported Chill, holding raffles and other fundraisers to benefit Chill’s programs. “I support Chill because I know my money is going to youth who need this program the most. The work The Chill Foundation does and what it provides to the youth are exactly the positive vibes DMQ is all about.”

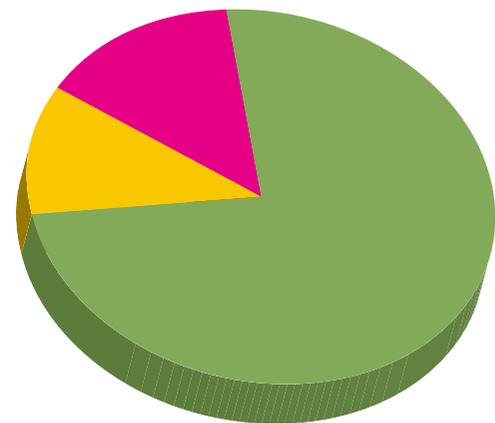
FINANCIALS

May 1, 2017–April 30, 2018



REVENUE \$1,879,741

- corporate support
\$1,086,299
- individual contributions
\$384,897
- special events
\$259,027
- grants
\$119,150
- other income
\$30,368



EXPENSES \$1,872,728

- programming
\$1,390,057
- general & admin
\$216,727
- fundraising
\$265,944



McIntyre Ski Area received the 2017/2018 Host Mountain Award. McIntyre was a new program partner this year, and in addition to providing all lessons and lift tickets, the team at McIntyre made sure no one left hungry, providing a hot and filling dinner every night of program.

HOST MOUNTAINS

Boston

Burlington

Chicago
DC/Baltimore
Denver
New York City
Portland
Reno
Salt Lake City

Seattle
Toronto
Vancouver

Wachusett Mountain
McIntyre Ski Area
Bolton Valley Resort
Stowe Mountain Resort
Grand Geneva Resort
Liberty Mountain
Loveland Ski Area
Mountain Creek
Mount Hood Meadows
Boreal Mountain Resort
Brighton Resort
Powder Mountain
Stevens Pass
Snow Valley
Cypress Mountain Resort

SKATE PARTNERS

Boston
Burlington
Chicago
Detroit
Los Angeles
New York City
Portland
Salt Lake City
Seattle
Toronto
Vancouver

Lynch Family Skate Park
Talent Skate Park
Asylum Skate Park
Modern Skate & Surf
SkateLab
Bucket Board
Portland Parks & Recreation
Crossroads Skatepark
All Together Skatepark
Skateloft
Landyachtz

SURF/SUP PARTNERS

Boston

Burlington

Los Angeles
New York City
Portland
Seattle
Vancouver

Charles River Canoe & Kayak, Levitate
Lake Champlain Community Sailing Center
Aloha Brothers Surf Lessons
Skudin Surf
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