



THE CHILL FOUNDATION 2020 ANNUAL REPORT



Inspiring youth to
overcome challenges
through boardsports



Visiting a Chill program you'll see smiles, you'll hear constant encouragement from both youth and adults, and you'll see persistence and patience personified over and over again. Through these observations it's easy to conclude that Chill's programs are impactful, even if we only consider the positive impact that new and challenging physical activities, coupled with the ability to control their own progression, facilitate for youth who often struggle with focus and action. But anecdotal evidence of impact isn't enough.

When Chill set out to revamp our evidence-based approach to evaluating impact and programming nearly four years ago we decided to take a holistic, 360-degree view of our work and results. We considered the language we used, the appropriateness of the questions we asked, and how each data point would ultimately be analyzed and acted on. We considered the perspectives that would result from the participation of all stakeholders in a Chill program and ensured that our questions would capture those unique viewpoints and outcomes. We considered research and evaluation best practices and then used that knowledge to ensure that Chill's impact data and reporting could withstand the most rigorous academic and youth development sector standards.

In this report you will see the results of our approach to program evaluation. You will see how we use our Outcomes Based Evaluation as well as structured feedback from agency leads, program mentors, and boardsport instructors to inform the effectiveness of our programs and prove participant impact. You'll also see impact, transformation, and progression. In the words of a Boston agency lead:

"The kids I work with are all coping with emotional and/or behavioral challenges. The Chill program is PERFECT for them because it not only provides an opportunity to learn a new skill, giving them a sense of mastery (vital to a developing child) but also confidence. It gets them physically moving and using their bodies- exercise is the best stress-reliever and serves to help kids stay regulated emotionally. They also get to work on social skills and relationship building with peers and safe, reliable adults.



A LETTER FROM OUR EXECUTIVE DIRECTOR

They get to practice building empathy and supporting one another. They get to struggle and work hard and actually achieve something! This will be a point of reference for the rest of their lives; knowing that they worked hard to learn something new and they were successful at it. So many of my kids rarely have those opportunities. Thank you SO much!"

As we head into our 25th anniversary, we can't help but reflect on how far we've come. Over 20,000 youth reached in more than 16 cities throughout North America, as well as programs in Japan, Europe, and Australia. Your support makes all this possible, and we couldn't do it without you. Thank you!



Alex Bornstein, Executive Director
The Chill Foundation



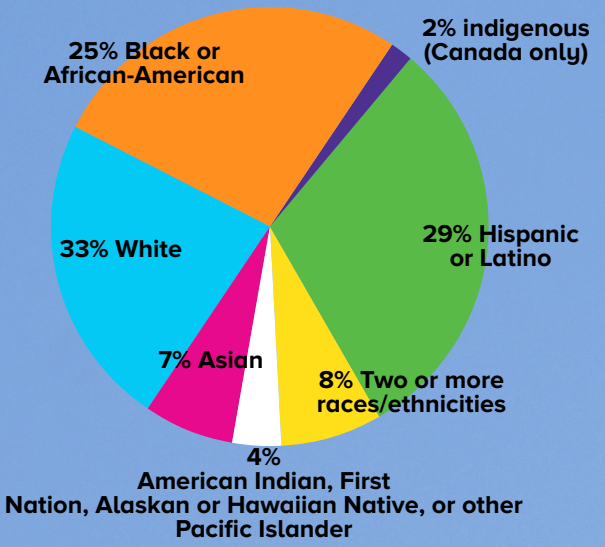
JET VANCOUVER ALUMNI

Jet was a Chill participant in Vancouver for several years, including both snow and skate programs as well as our backcountry Explore program in British Columbia, before returning as program mentor this year now that he’s no longer eligible to be a participant.

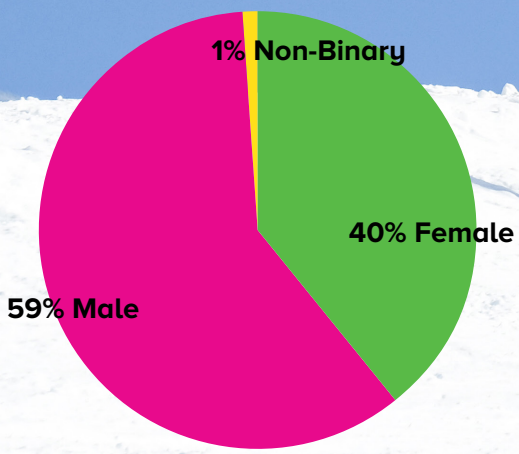
“When I first heard about Chill I was really excited because I had done a snowboarding lesson once before but didn’t have the money to go again. Now coming back as a program mentor, I really enjoy teaching and watching others learn for their first time. I love helping people gear up and teaching them how to work with the equipment, whether it be screwing on bindings or making boots cooperate.”

Jet’s time at Chill has extended into his life beyond the program, giving him skills he’s been able to utilize at his job as a lifeguard and swim instructor. “I use the speaking skills I’ve gained at Chill as a volunteer or Explore leader all the time.” The part of Chill that sticks with him the hardest, though, are the connections he’s made. “I’ve met so many cool people at Chill, like Mandi and Gabi (Chill program staff), or other participants like Alfred and Adola, and too many others to list. I love how everyone is so dedicated and tries their hardest.”

YOUTH DEMOGRAPHICS



GENDER BREAKDOWN



Data is from May 1, 2018–April 30, 2019



74 PROGRAMS

- 30 SKATE
- 25 SNOW
- 7 SUP
- 4 SURF
- 4 COLLAB
- 4 ALPS

1860
TOTAL YOUTH SERVED

355
PROGRAM DAYS

214
AGENCY PARTNERS

286
PROGRAM MENTORS

14%
INCREASE IN YOUTH PARTICIPANTS



OUTCOMES BASED EVALUATION (OBE)

Chill's programming is based on a positive youth development (PYD) approach that is strengths-based and prepares youth to understand and promote their own positive development. Chill focuses on drawing out a youth's potential, rather than correcting or treating behaviors, providing physically and mentally challenging activities that result in immediate positive outcomes, while contributing long-term to the effectiveness of the youth's various support systems.

The OBE survey is administered to Chill youth participants during the final program week. It has been designed to lead youth to reflect on their time with Chill and to gauge the short-term effectiveness of Chill's program, including the individual youth's understanding of Chill's six core values and the perceived impact those values will have on the participant's future. The following percentages reflect the positive growth felt by Chill participants, as reported by answering the questions from the OBE

Life Skills | 91%

Because I attended the Chill program:

- I am better at making friends
- I make better decisions
- I am better at taking responsibility for my actions
- I am inspired to help other people

Positive Life Choices | 92%

Being involved in the Chill program will help me to:

- Push myself
- Say "no" to things I know are wrong
- Feel more motivated to do well in school
- I feel more motivated to be healthy and be physically active

Sense of Self | 93%

Attending the Chill program has helped me to:

- Feel I have more control over things that happen to me
- Feel more confident about myself
- Feel more positive about my future
- Feel I have more control over things that happen to me

Program Quality | 97%

How I feel about the Chill program and Chill adults:

- Chill adults made me feel important
- Chill adults listened to what I had to say
- Chill staff expected me to try hard and do my best
- I felt safe at Chill

CHILL FOUNDATION ACROSS NORTH AMERICA

VANCOUVER
Skate, SUP, Snow

SEATTLE
Skate, SUP, Snow

PORTLAND
Skate, SUP, Snow

SALT LAKE CITY
Skate, SUP, Snow

RENO
Snow

DENVER
Skate, SUP, Snow

LOS ANGELES
Skate, SUP, Snow

WASHINGTON | EST. 1995
Skate, SUP, Snow

CHESTER | EST. 2017
Snow

BOSTON | EST. 1997
Skate, SUP, Surf, Snow

TORONTO | EST. 2003
Skate, Snow

MICHIGAN | EST. 2019
Snow

NEW YORK CITY | EST. 1998
Skate, Surf, Snow

BALTIMORE | EST. 2006
Skate, Snow

DC | EST. 2002
Skate, Snow

CHICAGO | EST. 2001
Skate, Snow

AGENCY LEAD SURVEY

All agency partners provide leads that accompany their participants to Chill programs. Agency leads are integral to ensuring Chill participants enjoy the best possible Chill experience. The Agency Lead Survey is administered to all leads post-program to gain a unique perspective on Chill’s impact on their participants.

97%

Overall increase in self-esteem

97%

Increased ability to learn from their mistakes

93%

Increased ability to seek assistance from peers and adults

86%

Increased self-control (e.g. improving the ability to express emotions, wants, and needs, particularly in difficult situations)

95%

Increased ability to acknowledge and accept their own individual strengths and weaknesses

97%

Increased ability to form positive peer and adult relationships



PAUL WOODS
PROGRAM MENTOR

Paul began volunteering with the Chill snow programs in 2012 and has been bringing stoke to the slopes ever since. This fall, he brought his amazing positivity and fun to the skate program for the first time as well.

Chill Seattle Coordinator, Eli, had this to say about Paul: “He always has a smile on his face and is so willing to engage with youth. He has been working particularly with one of our new skaters Yuning and the progression she has shown working with Paul is outstanding! He really takes the time to work with her and communicate in various ways to help her out. Yuning is an English language learner and Paul has such an ease and positive way of engaging with her in a way where communication barriers do not exist. His continuous positive energy and stoke for skateboarding truly makes a difference at our Skate program.”

DONORS

May 1, 2018–April 30, 2019

We would like to thank the following individuals and corporate partners for their generous support over the past year. We continue to be grateful for the support shown by the communities in which we work, and our Chill family as a whole.



JESSICA KAPLAN, CHILL BOARD MEMBER

Prior to joining the board in 2018, Jessica Kaplan was no stranger to Chill. Ever since joining the Burton Snowboards family in 2001—as a Burton sales rep in New York City—Jessica felt a connection to Chill. Fast forward to present day, after naturally progressing throughout her career as a writer, trend forecaster and business owner, Jessica wanted to pay reverence to her origins and love of snowboarding. “I’m in a place now where I have the resources to give back. It was time,” she said of her interest in joining the Chill Foundation Board of Directors.

While still in the first snow season since reconnecting with Chill, Jessica has already been able to frequent the NYC program at Mountain Creek a handful of times. “The conversations and interactions with our youth in the program are a constant highlight. Getting to see, in real time, the joy in our participants is extraordinary.”

Still new to the Board, Jessica has already made substantial contributions through her expertise and connections. She recently lent her marketing skills and event planning talent to Chill by organizing a fundraising party in New York City at Butterfly in SOHO, raising over \$17,000 for Chill in one evening. We’re now looking forward to making this an annual event.

PRIDE \$20,000+

Burton Snowboards
Boreal Mountain Resort
Brighton Resort
Brooklyn Cloth Mfg. Co.
Canadian Tire Jumpstart
Carpenter Family Charities Toronto
Copper Mountain
Cypress Mountain
Liberty Mountain Resort
McIntyre Ski Area
MLSE Foundation
Mountain Creek Resort
Mt. Hood Meadows Resort
One Four Three Four Foundation
Powder Mountain
Roxiticus Foundation
Share Winter Foundation
Stevens Pass
Stowe Mountain Resort
Thee Mustard Seed Foundation
Wachusett Mountain Ski Area

RESPONSIBILITY \$10,000-\$19,999

General William Mayer Foundation, Inc.
Grand Geneva Resort & Spa
Highline Sports & Entertainment
James & Alexandra Graves

Jeff & Margaret Jones
KeyBank
Kwong Lung Enterprises, Co.
OGK
OvRide, LLC
Skate Loft
Snow Valley Mountain Resort
TAG Philanthropic Foundation
TELUS Corporation
We Are Camp LLC

PERSISTENCE \$7,500-\$9,999

Ale Solutions
Metropolitan Shuttle, Inc.
Montgomery County Recreation
Youth Development
Spruce Peak At Stowe
The Mill Foundation

PATIENCE \$5,000-\$7,499

Antonia’s Flowers, Inc.
Bank of America
Beck Family Foundation
Cross Insurance
Fudakin/Led Green Lighting
Heritage Automotive Group
Inntopia
Jason Krikorian
JB Group
JP Morgan Chase

Kristen O’Keefe
Laurence Serchuk
Mike Cox
Mistler Family Foundation
Norwin S. & Elizabeth N. Bean Foundation
PricewaterhouseCoopers, LLP
Red Bull North America
Solutions 2 GO, Inc.
W. L. Gore & Associates, Inc.
Wells Fargo
Wolf Greenfield & Sacks, P.C.
Yaletown Mini Storage

COURAGE \$2,500-\$4,999

Athletic Transportation Services
Bolton Valley Resort
Brian VanDommelen
Burton Sportartikel GmbH
Charles River Canoe & Kayak
Craig Alles
Customer Portfolios, LLC
Dig My Quiver
Ea Shinn
Ecomarine Paddlesport Centres
Gallagher, Flynn & Company
Government of Canada
JaniTech
Kevin Figueroa
Killington/Pico Ski Resort
Kunshan Light 7 Sporting Goods Co., Ltd.
Left Hand Brewing Foundation
Legacy Marketing Partners, LLC
Metalline Industrial Limited
New Belgium Brewing
New England Ropes
New Star

Nokian Tyres
Palace Group
Polartec
Pro-Tec
Ramblin Express
Ritacca Cosmetic Surgery and Medspa
SkateOne
Stoli Group
The Vancouver Trolley Co.
Thomas Twigg
Trimboli Foundation
Vans Canada
Vectorply
Wendy & Ted Ramsey
Willis Towers Watson
XPO Logistics

RESPECT \$1,500-\$2,499

Adaptive Contracting, LLC
All Together Skate
Anti-Social Skateshop
Blochaus Art Gallery
Bloomax Co.
Bose
BPCM
Cavalier Coach
Centric Software, Inc.
Chris Cunningham
Christine Vesper
Christopher Hamblet
Cigna
Citizens Bank Vermont
Cooper Brothers Trucking
Dan Walsh
Dealer.com
Deschutes Brewery, Inc.
DJ Benway
Elysa Walk
Expeditors
Fifth Generation, Inc.

Flatspot Longboards
Florence & Michael New
Four Horsemen
Freesport Corp.
Infor
Janet Pink
Jiayu Plastic Products Co., Ltd.
John Lacy
Jorge Bared
Kayak Chicago
Lagunitas Brewing Company
Looker Data Science, Inc.
McSoley McCoy & Co.
Morgan Stanley Smith Barney
New England Air Systems
New Terrain Brewing Company
Ophra Alexandra Photography
Platinum Pro-Claim Restoration
POS Remarketing Group, Inc.
Premier Coach Co., Inc.
Raymond James
Right To Play
SWS Board Technology
Talent Skatepark
Talon International, Inc.
Toyota Motor Sales
UPS
US Outdoor Store
Valley Retreat Revelstoke
Vancouver Ski & Board Services
Vast Focus Ltd.
W Hotel Chicago
White Claw Hard Seltzer
Yatra Brands



Over 3,140 donors
in FY 2019



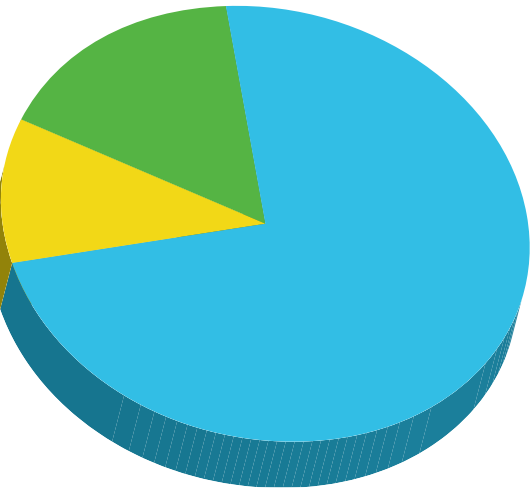
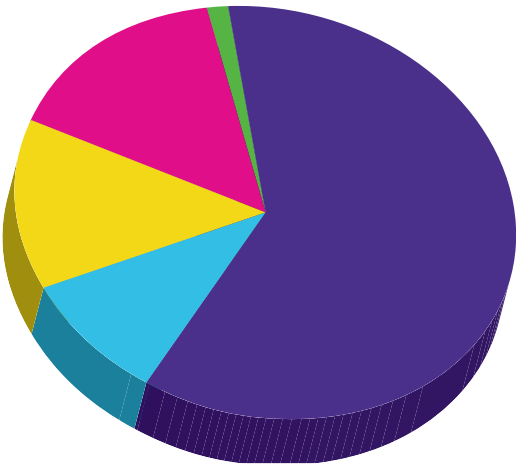
86% of all gifts were
given by individuals



Over \$932,785
in-kind donations

FINANCIALS

May 1, 2018–April 30, 2019



REVENUE \$2,433,984

- corporate support
\$1,473,098
- special events
\$381,383
- individual contributions
\$323,046
- grants
\$226,000
- other income
\$30,002

EXPENSES \$2,457,050

- programming
\$1,794,148
- fundraising
\$402,631
- general & admin
\$260,271

BOARD OF DIRECTORS

Donna Carpenter
Chair
Alex Bornstein
Executive Director
Andrew McConnell
Treasurer
Scott McArdle
Secretary
Henry Beck
Trevor Crist
Mary Hodorowicz
Jessica Kaplan
Josee Larocque
Catherine Logan
John de Neufville
Bo Twiggs
Justin Worthley
Jake Burton Carpenter
Founder Emeritus



Boreal Mountain Resort and Woodward Tahoe received the 2018/2019 Chill Host Mountain Award at the NSAA conference this year! Boreal was able to cover the cost of our snow program through their Feel Good Friday fundraiser, as well as gave each of our participants season passes at the end of the six week program.

SNOW PARTNERS

Bolton Valley Resort
Boreal Mountain Resort
Brighton Resort
Copper Mountain
Cypress Mountain Resort
Grand Geneva Resort
Liberty Mountain
McIntyre Ski Area
Mount Hood Meadows
Mountain Creek
Mountain Skills Academy & Adventures
Powder Mountain
Snow Valley
Stevens Pass
Stowe Mountain Resort
Sugarbush Resort
Wachusett Mountain

SKATE PARTNERS

All Together Skatepark
Blochaus
Bucket Board
Crossroads Skatepark
Flatspot Longboard Shop
Freshpark
Portland Parks & Recreation
Roarockit
SkateLab
Skateloft
Talent Skatepark

SURF/SUP PARTNERS

Aloha Brothers Surf Lessons
Charles River Canoe & Kayak
Ecomarine Paddlesports
Lake Champlain Community Sailing Center
Levitae
Oregon Surf Adventures
Skudin Surf
Tashii Paddle
Tofino Paddlesurf

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Director of Partnerships & Risk Management
Rosetta Weber
Director of Programs
Cara LaBounty
Director of Finance & Operations
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Marketing Manager
David Wadleigh
Marketing Coordinator
Ryan Daudelin
Events Manager

Elizabeth Hanratty
Grants Manager
Lindsay O'Brien
Partnerships & Program Quality Manager
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Regional Manager
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