



CHILL

FOUNDATION

2021

ANNUAL

REPORT



## Rosetta Weber

"Due to the heightened risk of Covid-19 and impact of restrictions currently in place in our communities, we have made the difficult decision to suspend Chill's winter programs."

Full stop.

Snow programs are core to who we are. Our identity, our lifeblood. Pressing send on this message to our community in December of 2020 was unquestionably one of the hardest moments in our history as an organization.

And so – just as with boardsports – we found ourselves challenged to remain adaptable to our surroundings; to pivot our direction and focus when faced with new obstacles and priorities.

It's with this mindset that we approached the impact, the gratitude, the challenges, and accomplishments that you'll see celebrated within this annual report.

It's with this same mindset that we committed to enhancing our programs and organizational culture in light of both global and national events, including the Covid-19 pandemic and the anti-racism movement. We zeroed in on building an organization grounded in the principles of diversity, equity, and inclusion and being real with ourselves and our community about where we are and where we're headed through publicly sharing our goals and progress.

It's with this same mindset that we decided to get back out into the community, responsibly and with purpose. We decided to go for it. We donned our masks and PPE, scouted our line, and we dropped in. Ultimately, we made sacrifices: temporarily furloughing staff, canceling several programs, and running with lower youth numbers to limit exposure. It was undoubtedly hard. But for anyone who knows what a Chill program looks like; feels like – there was no mistaking the 59 programs running throughout North America that year for anything other than a Chill program. We tried new things, we got outside, we met new people, we were brave, we had FUN. Alongside our youth, agencies, program partners, and mentors we found new and creative ways to connect and grow through these crises.

It's with this same mindset that we – together with you: our supporters, our community, our family - are able to address these newfound challenges and support our youth in becoming mindful, independent, and resilient individuals who instinctively view any challenge as a growth opportunity.

Be safe, be brave, and be well – we can't wait to ride with you all again soon.

- Rosetta Weber

# OUR YEAR BY THE NUMBERS

## PROGRAM BREAKDOWN

59 Total Programs

Snow 8  
Skate 37  
Surf 3  
SUP 11

Core 6  
Discover 42  
Explore 1  
Custom 0

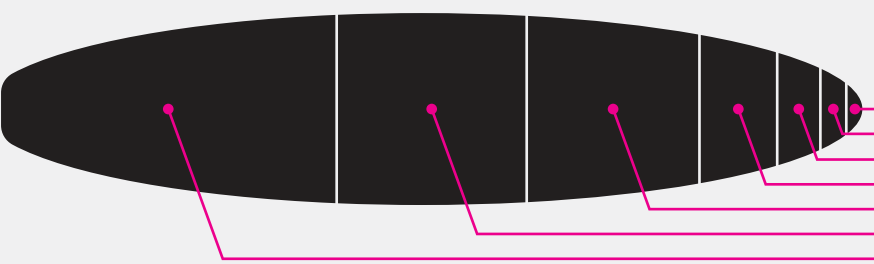
## TOTAL PROGRAM DAYS

186

## TOTAL YOUTH

369

## YOUTH DEMOGRAPHICS



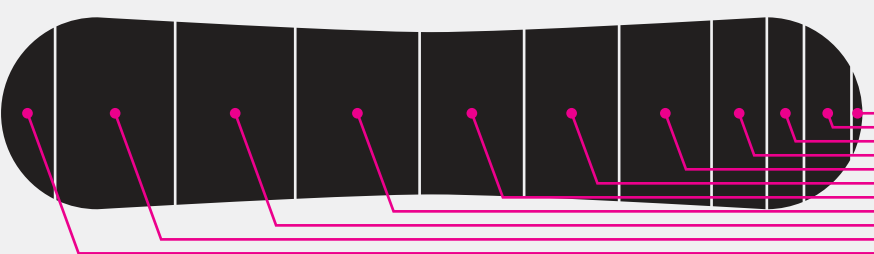
- Native Hawaiian/Other Pacific Islander • 0%
- Asian • 2%
- Middle Eastern/North African • 3%
- Indigenous/Native American/First Nations • 5%
- Multi-Racial • 9%
- Black/African American/Black Canadian • 20%
- Hispanic/Latinx • 22%
- White/Non-Hispanic • 39%

## YOUTH GENDER



- Female • 38%
- Male • 59%
- Non-Binary • 3%

## YOUTH AGE



- Over 19 Years Old • 5 Youth
- 19 Years Old • 19 Youth
- 18 Years Old • 15 Youth
- 17 Years Old • 22 Youth
- 16 Years Old • 37 Youth
- 15 Years Old • 38 Youth
- 14 Years Old • 42 Youth
- 13 Years Old • 50 Youth
- 12 Years Old • 48 Youth
- 11 Years Old • 48 Youth
- 10 Years Old & Under • 22 Youth

# OUR IMPACT THIS YEAR



**I felt safe at Chill.**

**97%** of youth answered **YES**

**Being involved in the Chill program will help me to push myself.**

**95%** of youth answered **YES**

**Because I attended the Chill program, I can do most things if I try.**

**94%** of youth answered **YES**

**Attending the Chill program has helped me to feel more confident about myself.**

**91%** of youth answered **YES**



**I was excited to come to Chill every week.**

**97%** of youth answered **YES**





# Roller Skating

# The Beginning



# Roller Skating

## New Growth



# Roller Skating

## More Sports & Countries



# Roller Skating

## Full Time Status



# Roller Skating

## Added Programs



# Roller Skating

## Global Expansion



# Roller Skating



## Chill's DEI History

Chill has a 25-year history of working with youth from historically marginalized communities including youth living in poverty, group homes, or foster care, youth involved in the juvenile justice system, and youth dealing with trauma, mental illness and addiction. Typically 70-75% of the youth in Chill's programs self-identify as BIPOC.

Our program curriculum is specifically designed to meet youth where they are, ensuring that they feel welcome and safe. Among Chill staff, we have always sought to provide an inclusive environment through our meeting norms, the use of pronouns, remote employment for all staff, and more.

## DEI in Fiscal Year 2021

In 2020 Chill reached a turning point in our DEI journey: determining it was critical for us to set DEI specific goals and document our progress and challenges both internally and externally.

The following highlights the steps we took at Chill in 2020 and our plans on how to hold ourselves accountable for the years to come.

### TRAIN STAFF ON ANTI-RACISM & ANTI OPRESSION

**STATUS: Completed & Ongoing**

All Chill staff joined six virtual trainings by paid expert facilitators focused on introductory learning about anti-racism, bias, equity, white privilege, and micro-aggressions. Chill staff also engaged in our version of the 21-Day Equity Habit-Building Challenge, reframed as a 7-week challenge.

### FORM A DEI TEAM & ESTABLISH A PROCESS

**STATUS: Completed & Ongoing**

We formed an employee-driven, leadership-backed DEI Team with representatives from all Chill departments. The team made decisions regarding DEI initiatives, while encouraging and facilitating input from all Chill staff.

### DEVELOP COMMITMENT/MISSION STATEMENTS

**STATUS: Completed & Ongoing**

The DEI Team established Chill Anti-Racism and Anti-Oppression Statements and a DEI Team Commitment. The statement was shared with all staff. The DEI Team Commitment was shared with leadership for approval.

### EXECUTE STAFF DIVERSITY & INCLUSION SURVEY

**STATUS: In Progress & Ongoing**

We will launch an annual, confidential DEI survey with the goal of the first survey to establish baselines and help the DEI Team to set additional inclusion goals that will aim to further build community and trust. The DEI Team will determine action steps for each area requiring focus and will hold Chill accountable over the course of the year.

### DEVELOP & SHARE DEI GOALS

**STATUS: Completed & Ongoing**

The DEI Team created and shared the DEI Dashboard – a working document that reflects Chill's DEI commitments and where we are in our progress. Our dashboard is all-inclusive and addresses, for example, staff diversity initiatives, subject matter expert engagement and BIPOC voice amplification.

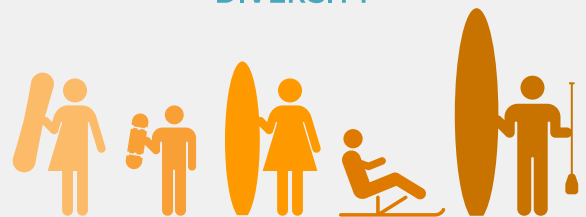
### MAINTAIN OUR DEI COMMITMENT & CONTINUALLY IMPROVE

**STATUS: Completed & Ongoing**

The DEI Team remains responsible throughout the year for tracking progress against goals, following up with team members and revising and adding goals as needed. Our continuous improvement review process will serve to identify any gaps and to prioritize our areas of DEI focus.

## WHAT IS DEI

### DIVERSITY



is the representation of various identities and differences of individuals in a group

### EQUITY



recognizes that not everyone starts from the same place and aims to make adjustments to imbalances to create fair treatment, equal opportunity, and equal access to resources for everyone.

### INCLUSION

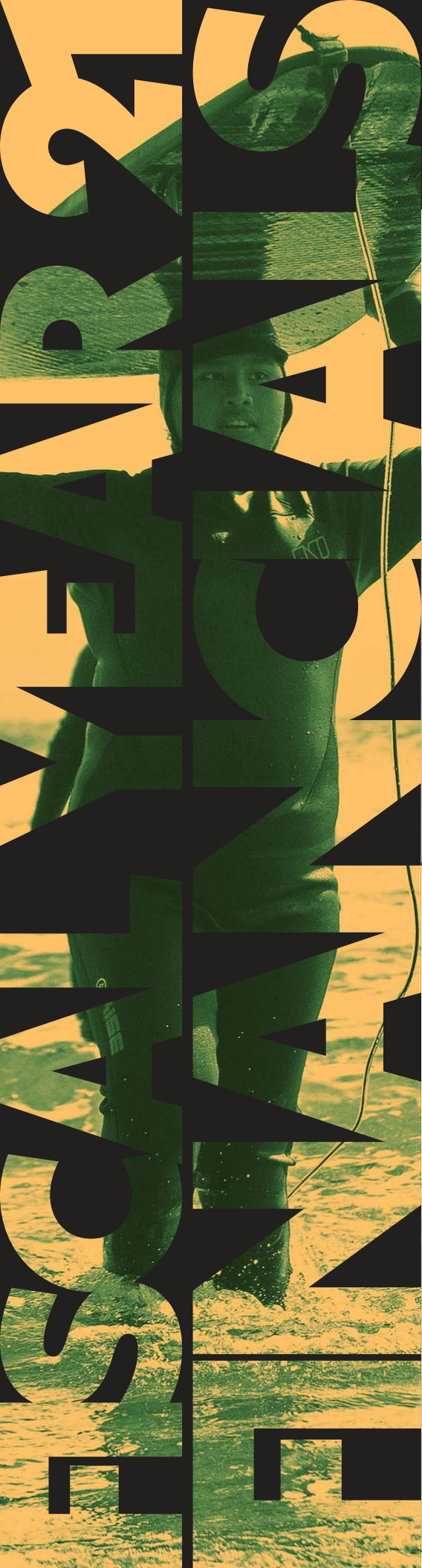


builds a culture of belonging by seeking to hear everyone's voice, knowing that no one person represents an entire community

**CHILL**

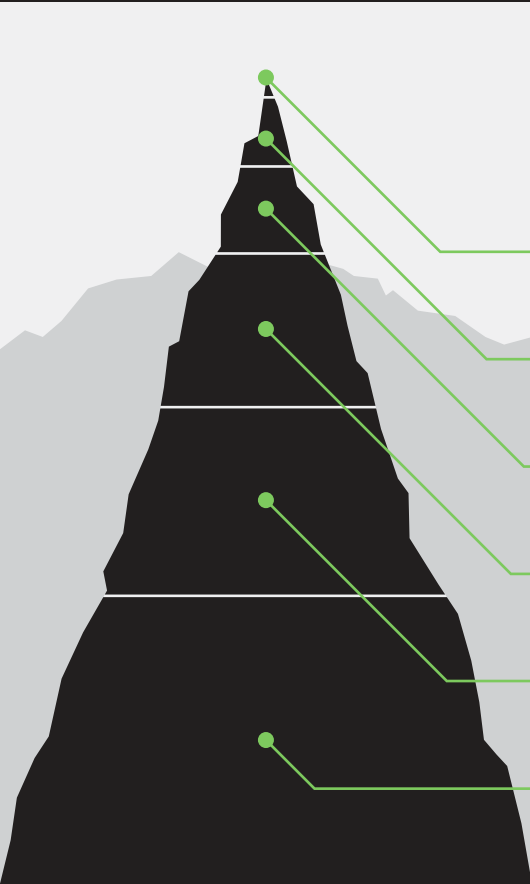
**In FY 2021, Chill organized, redefined, and expanded the Ambassador program to include four ambassadors.**

**Hometown:** Bend, OR • **Birthday:** January 21, 1995



The 2021 fiscal year for Chill Foundation runs from May 1, 2020 through April 30, 2021

REVENUE



Total Revenues • \$2,790,836

Other Income • \$81,681

Grant Income • \$235,320

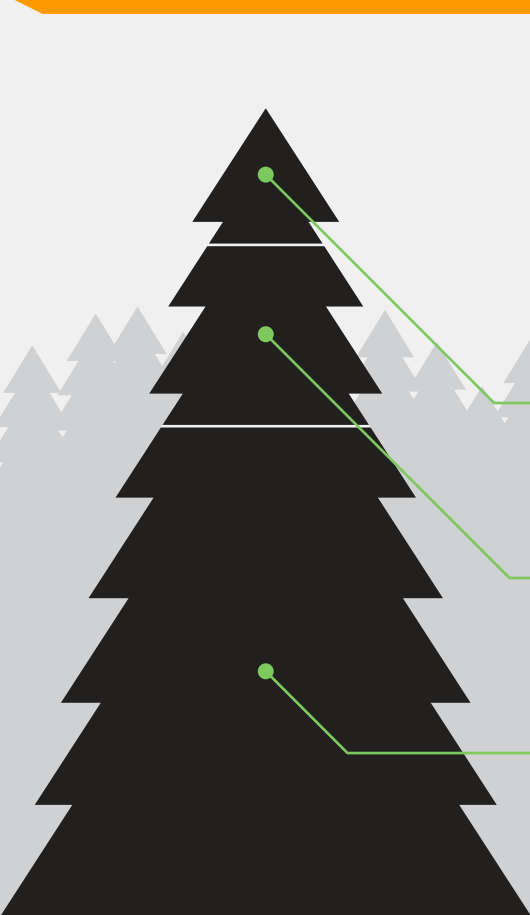
COVID-19 Relief Funding • \$299,388

Special Events Income, Net • \$527,983

Individual Contributions • \$645,998

Corporate Support • \$1,000,466

EXPENSES



Total Expenses • \$1,977,897

General & Administrative • \$336,938

Fundraising • \$441,612

Program Services • \$1,199,347



### PRIDE

**\$20,000+**

Burton Snowboards  
The Carpenter Family  
Omaze  
ESPN  
Friends of Bernie Sanders  
Government of Canada  
Share Winter Foundation  
Thread Wallets  
Michi Albin  
Reenie Brown and Roy Makowsky Foundation, Inc.  
TAG Philanthropic Foundation  
Roxiticus Foundation  
Foley, Inc.

### RESPONSIBILITY

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

Infor  
New Belgium Brewing  
Jeff & Margaret Jones  
BOA Technology  
Kwong Lung Enterprises Co.  
Jay & Alexandra Graves  
David Golub & Dr. Lisa Piazza  
Robert Shawn Neville  
Zhang Lei  
NSAA  
Boreale Brewing

### PERSISTENCE

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

Malou Peterson  
Sebass Foundation

### PATIENCE

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

Bloomberg LP  
Wolf Greenfield & Sacks, P.C.  
XPO Logistics  
Yeti  
Red Bull North America  
PricewaterhouseCoopers, LLP  
evo  
Canadian Tire Jumpstart Charities Toronto  
W. L. Gore & Associates, Inc.  
Antonia Bellanca  
Bank of America  
JP Morgan Chase  
Shenzhen Fudakin Plastic & Metal Co. Ltd.  
JB Group  
OGK  
Wells Fargo  
Knapp Schenck Insurance Services  
Pepsico  
K9 Lifeline  
Wendy & Ted Ramsey  
Solution Tree  
Sailthru  
SingleThread Farm  
Kristin & George Strompos  
Boreal Mountain Resort

### COURAGE

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

James & Natascha Bull  
New Terrain Brewing Company  
New England Air Systems  
The Cinderella Story  
Vectorply  
Nuveen/TIAA Company  
Yaletown Mini Storage  
Palace Group  
Leon Rossi  
John Welch  
Jason Krikorian  
Ben & Jerry's  
Scott Parrent  
Netflix  
McSoley McCoy & Co.  
Cigna  
Kunshan Light 7 Sporting Goods Co., Ltd.  
Morgan Stanley - The Barnes Group  
New Star  
Polartec, LLC.  
Metaline Industrial Limited  
Expeditors  
The Family Tree Vault  
Mike Cox  
Chris & Kelly Pettingill  
Dylan Cooke  
John & Malitta Lacy  
Mistler Family Foundation  
Jiayu Plastic Products Co., Ltd.  
David Wilkens & Molly Pindell  
The Leo S. Walsh Foundation

### RESPECT

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

Jessica & Dave Kaplan  
Mike Dawson  
Can'd Aid  
Microsoft  
Tyler Rempe  
Paul Boynton  
Sam Mackness  
UPS  
The WaterWheel Foundation  
Dawn Terrill JaniTech  
Cross Insurance  
Toyota Motor Sales, USA, Inc.  
Google  
Topher Hamblet  
Sylvite  
RAEN Winery  
Ningbo Callee Fashion  
Newtimes  
Paige & Chris Cumming  
Thomas Twiggs  
Bryan Huber & Sandy D'Alesandro Huber  
Josee Larocque & Peter White  
Elysa Walk & Daniel Fuller  
Cummings Electric  
Ea Shinn  
Steven Bayer  
Chris Cunningham  
Andrew McConnell & Justina LoVaglio-McConnell  
Karla Faber  
Canadian Jumpstart Charities Vancouver  
Scott & Kelli McArdle  
Carolyn & Andrew Wright  
Trevor & Karen Crist  
Peter McCallum  
Brian & Cindy VanDommelen  
Andrew Park  
Greg Kuhn  
John Mueller  
Linus Cooke  
J.A. Morrissey, Inc  
Gallagher, Flynn & Company, LLP  
Alex & Renee Bornstein  
Raymond James  
Vast Focus LTD  
DARKSIDE Snowboards  
Button International  
Armstrong  
Combine  
Leist Law Offices, PS DBA Washington Traffic Defense  
Digital Niche Agency, Inc.  
TO THE ROOT VISUALS  
Pine Knob Ski Resort



**Thank you to the many partners that hosted Chill this year. It was a highly challenging year with Covid guidelines and we thank you for your commitment to Chill and better years ahead.**

**May 1, 2020 - April 30, 2021**



## BOARD OF DIRECTORS

<u>Andrew McConnell</u>	Treasurer
<u>Bo Twiggs</u>	Board Member
<u>Catherine A. Logan</u>	Board Member
<u>Donna Carpenter</u>	Chair
<u>Henry M. Beck</u>	Board Member
<u>Jake Burton Carpenter</u>	Founder Emeritus
<u>Jessica Kaplan</u>	Board Member
<u>John de Neufville</u>	Board Member
<u>Josee Larocque</u>	Board Member
<u>Justin Worthley</u>	Board Member
<u>Mary Hodorowicz</u>	Board Member
<u>Scott McArdle</u>	Secretary
<u>Trevor Crist</u>	Board Member

## CHILL STAFF

<u>Alex Bornstein</u>	Executive Director
<u>Alex Wiktor</u>	Program Coordinator
<u>Alistair Thomson</u>	Regional Program Manager
<u>Amanda Westra</u>	Program Coordinator
<u>Bailey Monty</u>	Program Coordinator
<u>Cara LaBounty</u>	Director of Finance & Operations
<u>Cindy Davis</u>	Database Coordinator
<u>Dallon Williams</u>	Program Coordinator
<u>Dave Wadleigh</u>	Marketing Coordinator
<u>Eli Williams</u>	Program Coordinator
<u>Elizabeth Hanratty</u>	Grants Manager
<u>Frances MacAllister</u>	Director of Development
<u>Gabi MacDougall</u>	Program Coordinator
<u>Jack Hochberg</u>	Program Coordinator
<u>Jeff Morton</u>	VP of Development & Marketing
<u>Jo Campo</u>	Program Coordinator
<u>Joenelvy Ferreras</u>	Program Coordinator
<u>Josh Kidwell</u>	Regional Program Manager
<u>Karlos Jeri</u>	Program Coordinator
<u>Lauren Madden</u>	Marketing Manager
<u>Lindsay O'Brien</u>	Partnership & Program Quality Manager
<u>Mandi Parkes</u>	Regional Program Manager
<u>Micah Hughes</u>	Program Coordinator
<u>Misty Forde</u>	Program Coordinator
<u>Nicole Fosco</u>	Finance Coordinator
<u>Rosetta Weber</u>	Director of Programs
<u>Ryan Daudelin</u>	Events Manager
<u>Spencer Cotton</u>	Program Coordinator
<u>Stephanie McMahon</u>	Program Coordinator
<u>Stephanie Yeatts</u>	Director of Partnerships & Risk Management