

CHILL FOUNDATION

ANNUAL
REPORT



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Inspiring youth to overcome challenges through boardsports



Ben Clark

A LETTER FROM OUR CEO

Dear Chill Family,

Thank you for making 2022 such an important year for Chill participants, and for our entire Chill community. We were thrilled to return to pre-pandemic levels of programming and reengage with our communities after a couple of very challenging years.

I feel incredibly fortunate to have joined Chill in 2022 and to be a part of such a special community. My longstanding passions for boardsports, youth development, and advancing equity make working in pursuit of Chill's mission inspiring on a deeply personal level. During 2022 we expanded our conversations about the important role that Chill and our partner organizations must play in advancing equity and accessibility, not only in boardsports, but more broadly in the outdoor community. We discussed the role Chill can play in addressing systemic racism and other forms of systemic oppression by contributing on a systems level in addition to an individual level. With this in mind we began crafting a strategic plan to guide our next chapter and enable us to deepen our impact in the years to come.

We also reflected on how fortunate we are to have the backing of a strong community that believes in our important mission and stands with us to ensure we emerge from challenging periods in a position of strength. Thanks for being a part of that community, and for making the powerful learning experiences that boardsports offer accessible to thousands of young people in 2022.

I believe that there is no better way to appreciate the long-term impact of the Chill experience than through the eyes of our alumni. In the coming years we will work to re-connect with many of our more than 30,000 Chill alumni, so that they can play a direct role in inspiring the next generation of riders participating in Chill today. I had the privilege of meeting one of these individuals, Anastasia Surmava, a few months ago in Burlington, Vermont where she attended the Chill program in the early 2000s. Her family moved to the US years earlier as refugees from the Soviet Union, and Anastasia joined Chill in middle school. It is not a coincidence that she ended up competing on the University of Vermont snowboarding team or that she has gone on to have an exciting and successful career as an adult. In Anastasia's words:

"I felt like I was a part of secret club that not everyone else knew about, and I got to do it at no expense to my parents, which was huge. Being able to have that experience as a kid who didn't have access to a lot of things really impacted my life, and my family and those memories will be with me forever."

I hope one day each of you has the opportunity to meet a Chill alumni and hear directly from them about the lifelong impact the Chill experience has on so many of our participants.

Thank you for making this possible for thousands of young people in 2022 and for being a part of our vibrant Chill community.

With appreciation and stoke for our shared future,

Ben Clark, CEO

HIGHLIGHT

Stephanie McMahon

Chill Toronto
Program & Community
Coordinator



"Before joining Chill, I was working in health care as a kinesiologist when a friend of mine told me she was volunteering for this cool program out in Vancouver. I looked up Chill and was amazed by what I found - a job that combines my passion of sport and working with youth all into one. It's been a little less than two years working as a Program and Community Coordinator, running all youth programs in Toronto, and I've never looked back.

I know our work at Chill is making an impact because I see a lot of positive changes in the young people I work with. Often they return to Chill as volunteers or as agency leads, and the cycle of giving back continues in the communities. One can watch the boardsports community grow as you see youth at the park with giant smiles teaching their friends the new activity they've learned, sharing equipment, and enjoying the outdoors together. Watching them grow, succeed, and be proud of themselves is what motivates me.

One word I'd use to describe Chill is RAD! Chill creates core memories for young people who will always be able to look back on their time learning a new boardsport. In just six short sessions, they change their perspective, take healthy risks, and grow as humans."

Program Breakdown

Total Programs 158
Total Program Days 628
Total Youth 2,100

Snow 44
Skate 87
Surf 19
SUP 7
Wake 1
Core 70
Discover 51
Explore 8
Custom 29

OUR YEAR BY THE NUMBERS

Youth Gender

Female • 41%
Male • 51%
Non-Binary • 2%
Self Describe • 4%
"I Don't Know" • 2%

Youth Demographics

Hispanic/Latinx • 27%
Black/African American/Black Canadian • 21%
White/Non-Hispanic • 21%
Multi-Racial • 9%
East Asian/South Asian/Southeast Asian • 5%
Don't Know • 5%
Indigenous/Native American/First Nations • 4%
Arab/Middle Eastern/North African • 3%
Other Race or Ethnicity • 5%
Native Hawaiian/Other Pacific Islander • 0% (1 Youth)

Youth Age

Over 19 Years Old • 1%
19 Years Old • 2%
18 Years Old • 5%
17 Years Old • 10%
16 Years Old • 9%
15 Years Old • 9%
14 Years Old • 13%
13 Years Old • 14%
12 Years Old • 11%
11 Years Old • 14%
10 Years Old & Under • 6%
Chose Not to Report • 6%

*Youth gender, demographic, & age data from North American sites only

OUR IMPACT THIS YEAR

I felt like I belonged at Chill.

84% of youth answered YES

All kinds of youth were welcome at Chill.

95% of youth answered YES

Learning from my mistakes was more important than perfect riding.

88% of youth answered YES

I was challenged to think and build skills at Chill.

86% of youth answered YES

I can share something I am proud of at Chill.

82% of youth answered YES

I notice and celebrate what other Chill youth have accomplished.

83% of youth answered YES

"This has been the best experience of my life. Thank you!"

"It was so amazing! Highly recommend!"

"BEST THING EVER!"

"I learned to accept my mistakes and learned things that will stick with me forever."



*Youth surveys from North American sites only



HIGHLIGHT

Grace Brown

Chill Burlington Alumna

Grace Brown, who goes by GB, is 18 years old and lives in Burlington, Vermont. She is studying Communications Sciences and Disorders, with an ASL interpreting pathway, at University of Vermont and dreams of becoming a translator one day. Grace attended a Chill skate program in her senior year of high school and immediately was hooked on skateboarding at Talent Skatepark. She progressed quickly and is stoked to keep skating and staying involved in the local skate community. Because it was her senior year and she was staying in town to start

college, Grace joined Chill as a mentor this year to help out with our programs. She's volunteered at Chill's skate and snowboard programs, and her quick progression on a snowboard matches how quickly she picked up skateboarding.

"My family moved to the US from Ghana. It was a culture shock. Growing up in a state like Vermont, without much diversity, I always struggled to feel at home. I was always interested in getting into skateboarding but never saw anyone who looked like me until I got involved with Chill. Everyone at Chill was so supportive and encouraging. As a mentor, I'm excited to help other young people feel welcome and included in the skate and snowboard community."

Chill's New Website

Commensurate with Chill's growth and global expansion over recent years, we built and launched a new website in 2022. The website features a notably refreshed design, expanded program information, Chill history, philosophy, DEI work, a hub for our growing family of ambassadors, and much more. Above all, the new site provides a user experience that truly represents Chill today.

PROGRAM HIGHLIGHTS

Program Locations

Baltimore, MD, USA
Boston, MA, USA
Burlington, VT, USA
Chicago, IL, USA
Denver, CO, USA
Los Angeles, CA, USA
Manchester, NH, USA
New York, NY, USA
Portland, OR, USA
Reno, NV, USA
Salt Lake City, UT, USA
Seattle, WA, USA
Toronto, ON, CA
Vancouver, BC, CA
Washington, DC, USA
West Michigan, USA

Austria
Australia
Czech Republic
Italy
Japan
Switzerland



HIGHLIGHT

Michaela Schmid

Chill Switzerland
Program & Community
Coordinator



In Winter of 2022, Chill was incredibly proud to launch a 6-week Core snowboarding program in Switzerland, at Laax. It was a huge success, and Chill Switzerland Coordinator Michaela Schmid had some exciting things to say about her work and the new program:

"For me personally, I wouldn't be in the freestyle scene if a friend did not introduce me to it and push me to ride the pipe or the park. I have the feeling you don't go snowboarding or skateboarding if you don't have a specific person who motivates you and shows you everything for the first couple of times.

Launching this program here in Switzerland was not only fun, but also inspiring. I was very impressed by the fearlessness of our youth. Many arrived in Switzerland as refugees, who had been forced to flee their homes alone. They all carry experiences unimaginable for many of us... so snowboarding full base, from top to bottom in the beginner area, is nothing they are afraid of. Wow, my heart was beating very, very fast with them!

We need more mentors in the action sport community, who introduce all different kinds of youth to boardsports and make them more accessible. Chill is a very good example of how to do it. Only with organizations like Chill, great partners like Laax, and the passionate people behind it, can we foster a more diverse community."



First Wake Program

2022 brought an exciting new program for Chill with the first ever addition of both wakeboarding and wake surfing in West Michigan! The multi-day program was split between time at a cable wake park and time on a boat for surfing. Follow the QR code to watch our full video.



A Special Explore Program

This winter, Chill Toronto hosted its first Explore program. Directed toward alumni of our Core and Discover programs, Explore programs introduce more advanced boardsport coaching, professional development opportunities, and exploration of potential career paths. The Toronto Explore program included 5 alumni, all of whom took home complete sets of snowboard gear to keep. The group enjoyed slope side accommodations throughout the program at Blue Mountain and experienced a tour to learn about mountain operations and the many available career paths at a snow sports resort.

HIGHLIGHT Kelly Clark

Pro Snowboarder
Olympic Gold Medalist
Chill Ambassador

It's no secret that Kelly Clark has made incredible achievements as a professional snowboarder advancing the sport for women in her 20+ year career, but also in the work of her non-profit, the Kelly Clark Foundation, and in Kelly Clark Snowboarding, her new learning platform. Kelly Clark Snowboarding offers instructional snowboard courses to help new riders, like Chill youth, lock-in their fundamentals and progress their riding. In a new partnership in 2022, Chill youth will get to benefit from this amazing course and expand their skills.

We are so honored and stoked that Kelly also joined Chill's team of ambassadors this year to inspire the next generation of young people riding! When we sat down with Kelly in the Spring for an interview, here's what she said about why Chill is so important for her and for the snowboarding community:

"It's tools like Kelly Clark Snowboarding, it's organizations like Chill, it's maybe mountains that need to start to think about the big picture. I think it's very much about people needing to have the idea that we're building something bigger than us and we actually need to resource the next generation.

Snowboarding was just this thing that if I didn't have it, looking back, I have no idea what I would have done with my life. I feel like that's why I feel so obligated to give back, because I'm like, you have no idea how significant and how life-giving this whole standing sideways thing has been for me."

Chill ambassadors are the best of snow, skate, surf, and SUP on and off a board. Ambassadors are stoked to share their wisdom, ride with Chill youth, and help to drive Chill's mission. Kelly joins Ben Ferguson, Brolin Maweje, Chris Colbourn, and Maria Thomsen.



HIGHLIGHT Aiden Gilbert

Chill Operations Manager

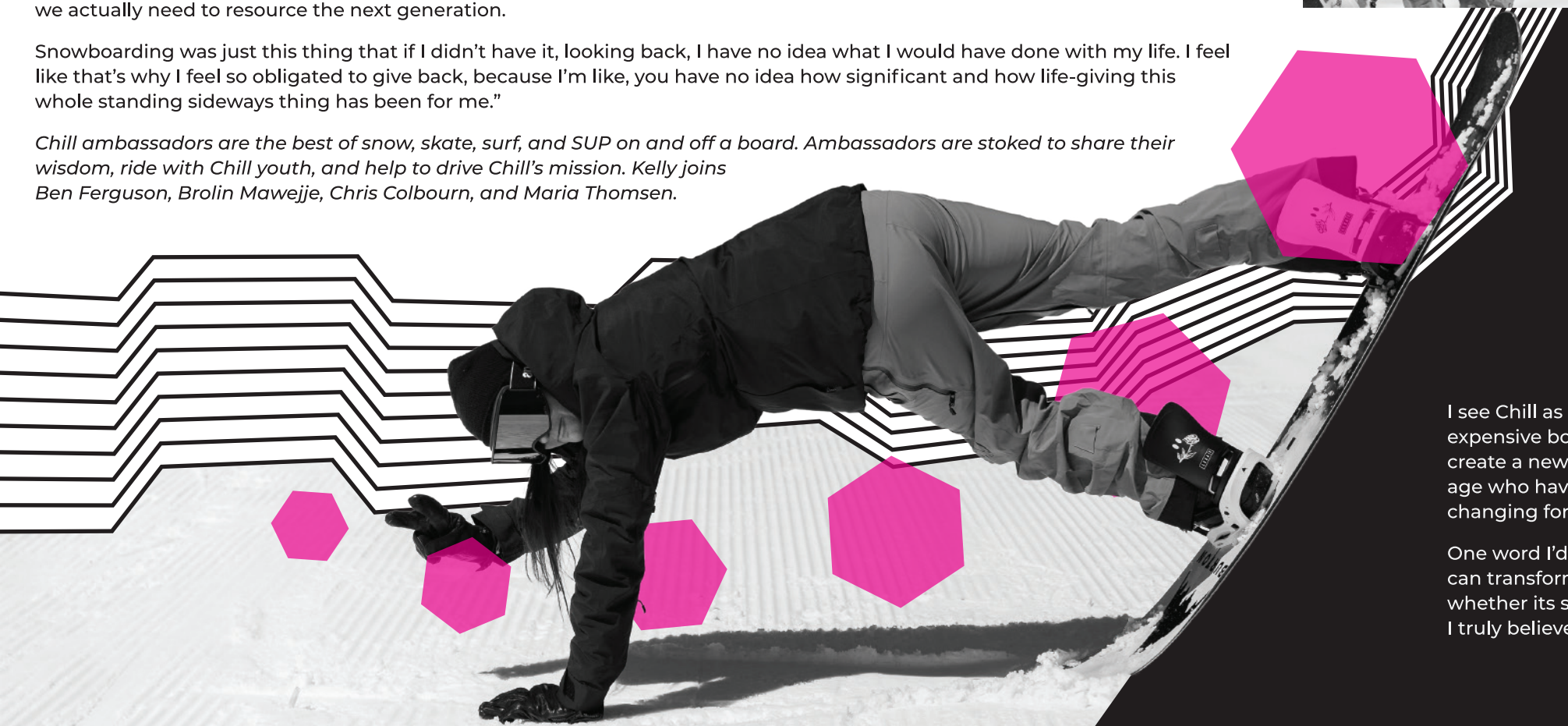


"My background is in social work, specifically developmental services, and team management. Prior to Chill I had worked in different outdoor education capacities and I also co-own and operate a business. I started with Chill in July 2021 as the Operations Manager and was brought on to manage all North American sites' program gear, risk management and trainings, our partnerships with all North American Burton stores, and developing new Chill product for ecommerce and giveaways at programs. Overall, I wear many different hats and my goal is to make sure programs have what they need and to help our organization run as smoothly as possible.

I'm inspired by my work at Chill because I'm passionate both about helping communities and boardsports. I've always been a people person and love that this job aligns both of those interests. I can see my work come to life when attending programs and seeing all those youth super stoked on boards, learning, building self-confidence, and having as much fun as possible!

I see Chill as making an impact in our communities because it opens doors for youth to experience these expensive boardsports at no cost, which can spark a new interest for them, build friendships, and maybe even create a new career path for them down the road in the outdoor industry. I've met a number of people my age who have seen my Chill hat or jacket and told me they participated in Chill 10+ years ago and it was life changing for them. This makes my passion for Chill even stronger!

One word I'd use to describe Chill is transformative. I use this word because our programs and amazing staff can transform so many lives through facilitating meaningful programs. Every time I've attended program, whether its skate, snow, SUP, or surf it's amazing to see the youth progression, teamwork and live shoutouts. I truly believe youth leave feeling like new people and may even come back to mentor other youth."



DEI WORK AT CHILL

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

Graphic Inspired by Diverse City Labs

Throughout Chill's history, we have had the pleasure of working with a diverse array of young people. As such, DEI has always been at the core of our values. Chill is dedicated to representing and working towards increasing the inclusion and belonging of youth we serve, and we do this through education, movement, and advocacy in partnership with the communities we serve.

In 2021, we renewed our commitment to DEI as well as taking it further with the creation and launch of our DEI Team and a wide-ranging, publicly shared list of specific and actionable goals to improve ourselves and to build equity in the outdoors.

In 2022, we are proud to have successfully continued our work toward our DEI goals, including regular 6-month updates to our online DEI Dashboard, allowing us to publicly share our goals, work, and successes, and to be easily held accountable by ourselves and members of our community.

One of our greatest successes has been the high rates of "belonging" with rates staying virtually the same regardless of race: 82% of youth self-identifying as BIPOC said they feel they belong at Chill and 83% of youth self-identifying as white said they feel they belong. 2022 also brought the addition of new baseline goals around increasing diversity within our staff and leadership team

Throughout 2022, Chill staff also participated in a wide array of DEI trainings:

- Disability Awareness
- Allyship with BIPOC Youth and Why Non-Racism is Not Anti-Racism
- Autism Awareness
- Various other trainings directed toward programs staff and reps/volunteers
- Land Acknowledgements/Gratitude
- Allyship with LGBTQ+ Youth

To learn more about DEI at Chill, and to view the DEI dashboard, please follow the QR code or visit chill.org/dei.



HIGHLIGHT

Matt St. Jean

Co-Founder of Rally 2 Give
Chill Funding Partner



In the Fall of 2021, Chill was excited to announce a new funder partnership with Rally2Give, a non-profit organization of car lovers, families, and friends who rally and drive with the purpose of supporting young people to develop the next generation of leaders. Rallies are the driving force for their fundraising: a donation is made with each entry to the rally, and additionally, rally teams compete in a fundraising challenge to achieve the highest amount raised for charitable contributions for youth development non-profit partners.

Co-Founder Matt St. Jean had some great things to say about this exciting new support for Chill:

"It's important to have organizations like Chill as they make dreams come true. Without Chill, there would be far less youth entering the world of boardsports. Chill makes it possible for everyone to have an opportunity to learn something new. The decision to support Chill was easy, I grew up in boardsports and I owe it to snowboarding and surfing for where I am today. To be able to help provide a similar experience for someone else through boardsports was a no brainer for me. My two favorite aspects of the boardsports community are how creative and inviting it is. I think this is great for the youth Chill serves, as it allows them to be free and blossom into whatever they choose."

To hear more from Matt and R2G, follow the QR Code to watch our partner highlight video.



Jake Burton Carpenter Circle ▲ \$50K+

Burton Snowboards
The Carpenter Family
David Golub & Dr. Lisa Piazza
Government of Canada
Rally 2 Give
Share Winter Foundation
Tom Kartsotis

Pride ▲ \$20,000-\$49,999

Andres & Lauren Santo Domingo
BOA Technology
Canadian Tire Jumpstart Charities Toronto
Canadian Tire Jumpstart Charities Vancouver
John de Neufville
One Four Three Four Foundation
Shinola Detroit
TAG Philanthropic Foundation
Vermont Afterschool, Inc.

Responsibility ▲ \$10,000-\$19,999

Bridgestone Americas, Inc.
Foley, Inc.
Gary Land Photography
General William Mayer Foundation, Inc.
Jeff & Margaret Jones
Jay & Alexandra Graves
John A. and Carol A. Hubbard Charitable Foundation
KeyBank
Kwong Lung Enterprises Co.
MassMutual
Mazdack & Zanna Rassi
New Belgium Brewing
R. Shawn Neville

Rock Harbor Foundation
Sebass Foundation
The Merson Family / Edward Jones
Tides Foundation

Persistence ▲ \$7,500-\$9,999

New Terrain Brewing Company

Patience ▲ \$5,000-\$7,499

Antonia Bellanca
Catherine Logan
The Cinderella Story Part II
Cross Insurance
Goldman Sachs Gives
Heather Beck & Adam Hunt
JB Group
Jessica & Dave Kaplan
JP Morgan Chase
Kristin & George Strompolos
Mesara Family Foundation
The Mistler Family Foundation
New England Air Systems
OGK
POWDR Corp.
PricewaterhouseCoopers, LLP
Shenzhen Fudakin Plastic & Metal Co. Ltd.
SingleThread Farm
SnowCloud
Solution Tree
W. L. Gore & Associates, Inc.
Wells Fargo
Wendy & Ted Ramsey
Wolf Greenfield & Sacks, P.C.

Courage ▲ \$2,500-\$4,999

Adswerve
Brian & Cindy VanDommelen
Chris & Kelly Pettingill
Cigna
Citizens Bank Vermont
David Wilkens & Molly Pindell
Driven Studio, Inc.
Dylan Cooke
Edge of the World NC
Expeditors
Gayle & Brad Kern
Hank Parker
Heidi Manheimer
J.A. Morrissey, Inc.

*Leadership donors May 1, 2021 - April 30, 2022

OUR VALUED SUPPORTERS

Jackie Nguyen
John Welch
Managed Auction Services of Texas
McSoley McCoy & Co.
Metaline Industrial Limited
Morgan Stanley - The Barnes Group
Neon Wave
New Belgium Brewing San Francisco
New Star
Palace Group
Phi Gamma Delta - Michigan State University
Platinum Pro-Claim Restoration
Raymond James
Red Bull Media House
Red Bull North America
Sacha Roubeni
Tyler Remppe
Valley Retreat Revelstoke
Vectorply
Verizon - PAC
Willis Towers Watson
XPO Logistics

Respect ▲ \$1,500-\$2,499

Andrew & Justina McConnell
Armstrong
Button International
Can'd Aid
Chris Cunningham
DARKSIDE Snowboards of Stowe
JaniTech
Dean Thomas Gray II
Digital Niche Agency, Inc.
Ea Shinn
Elysa Walk & Daniel Fuller
Franklin Philanthropic Foundation
Jay Scambio
Jill Boardman
John & Malitta Lacy
Josee Larocque & Peter White
Justin Worthley
Kate Wear

Kunshan Light 7 Sporting Goods Co., Ltd.
Maryann LaMothe
Microsoft
Newtimes
Nike, Inc.
Pipkin Family Foundation
Richard Leebove
Save A Brain
Snowbird
Trevor & Karen Crist
UPS
Vast Focus LTD
Vertex Pharmaceuticals, Inc.

Partners

Blue Mountain Resorts
Bolton Valley Resort
Bombas
Big SNOW
Cannonsburg Ski Area
Colorado River School
Copper Mountain Ski & Ride School
Crossroads Skatepark & Shop
Flatspot Longboard Shop
Fun Surf LA
Inclusive Excursions
Loveland Ski Area
McIntyre Ski Area
Mountain Creek Resort
Mountain Skills Academy & Adventures (Whistler)
Mt. Hood Meadows Resort
NHS Inc.
OvRide, LLC.
Powder Mountain
SKATEYOGI LLC
Skudin Surf
Snow Valley Ski Resort
Summer Sessions
Thread Wallets
Vail Resorts, Inc.
Wachusett Mountain Ski Area
Yaletown Mini Storage

Revenue

- Corporate Support • \$2,184,187
- Special Events Income, Net • \$575,035
- Individual Contributions • \$569,895
- Grant Income • \$239,088
- Other Income • \$77,088
- COVID-19 Relief Funding • \$40,902
- TOTAL REVENUE • \$3,685,995**

Expenses

- \$2,505,148 • Program Services
- \$541,885 • Fundraising
- \$502,019 • General & Administrative
- \$3,549,052 • TOTAL EXPENSES**

FISCAL YEAR 22 FINANCIALS

Board of Directors

- | | | | |
|-----------------------|------------------|-----------------|--------------|
| Bo Twiggs | Board Member | Josee Larocque | Treasurer |
| Catherine A. Logan | Board Member | Justin Worthley | Board Member |
| Donna Carpenter | Co-Chair/Founder | Luis Calderin | Board Member |
| Henry M. Beck | Board Member | Mary Hodorowicz | Board Member |
| Jake Burton Carpenter | Founder Emeritus | Scott McArdle | Co-Chair |
| Jessica Kaplan | Board Member | Trevor Crist | Board Member |
| John de Neufville | Board Member | | |

Chill Staff

- | | | | |
|---------------------|---------------------------------|------------------------|---------------------------------|
| Aiden Gilbert | Operations Manager | Hailey Dubuque | Program & Community Coordinator |
| Alex Wiktor | Program & Community Coordinator | Hannah Lemkowski | Program & Community Coordinator |
| Alexa Alagon | Program & Community Coordinator | Jack Hochberg | Program & Community Coordinator |
| Alistair Thomson | Senior Program Manager | Jeff Morton | VP of Development & Marketing |
| Amanda Westra | Program & Community Coordinator | Jo Campo | Program & Community Coordinator |
| Ben Clark | Chief Executive Officer | Karlos Jeri-Wahrhaftig | Content Marketing Manager |
| Brittany Powell | Director of Marketing | Lindsay O'Brien | VP of Global Operations |
| Cara LaBounty | VP of Finance | Micah Hughes | Program & Community Coordinator |
| Cindy Davis | Database Manager | Michaela Schmid | Program & Community Coordinator |
| Dallon Williams | Program & Community Coordinator | Misty Forde | Partnerships Manager |
| Dave Wadleigh | Digital Marketing Manager | Nicole Fosco | Finance Coordinator |
| Emily Fallon | Program & Community Coordinator | Rosetta Weber | VP of Programs |
| Emily Styles | Program Quality Manager | Ryan Daudelin | Events Manager |
| Elizabeth Hanratty | Grants Manager | Silvia Zucchiatti | Program & Community Coordinator |
| Frances MacAllister | Director of Development | Spencer Cotton | Program & Community Coordinator |
| Gabe Strand | Program & Community Coordinator | Stephanie McMahon | Program & Community Coordinator |
| Gabi MacDougall | Program & Community Coordinator | Tania Fonseca | People & Culture Manager |
| | | Zrenda Smith | Program & Community Coordinator |

