



**Chill Foundation
2023 - 2026
Strategic Plan**



Inspiring progression on and off the board



VISION

Chill envisions a world where any young person can belong and thrive in the boardsports community and beyond.

MISSION

Chill inspires young people through boardsports and builds a more equitable outdoor community.

VALUES

Our values focus our strategy and align our community.

We will be honest. We will be equitable. We will progress. We will have as much fun as possible.

Honesty

We seek to be honest with ourselves, our partners, our participants and our communities, unafraid to name what is inspirational and what is challenging.

Equity

“More where more is needed.” For Chill, this means more access, training, equipment, representation, invitation and inclusion in boardsports for whom more is needed.

Progression

Like the sports we love, we will prioritize progression, never settling or taking the easy way. We will be brave and agile on and off our boards.



Fun

In honor of our founders, we will always have as much fun as possible.



OUR IMPACT

Experience Belonging

Young people of diverse identities experience belonging at Chill

Take Positive Risks

Participants practice positive risk-taking

Increase Attendance

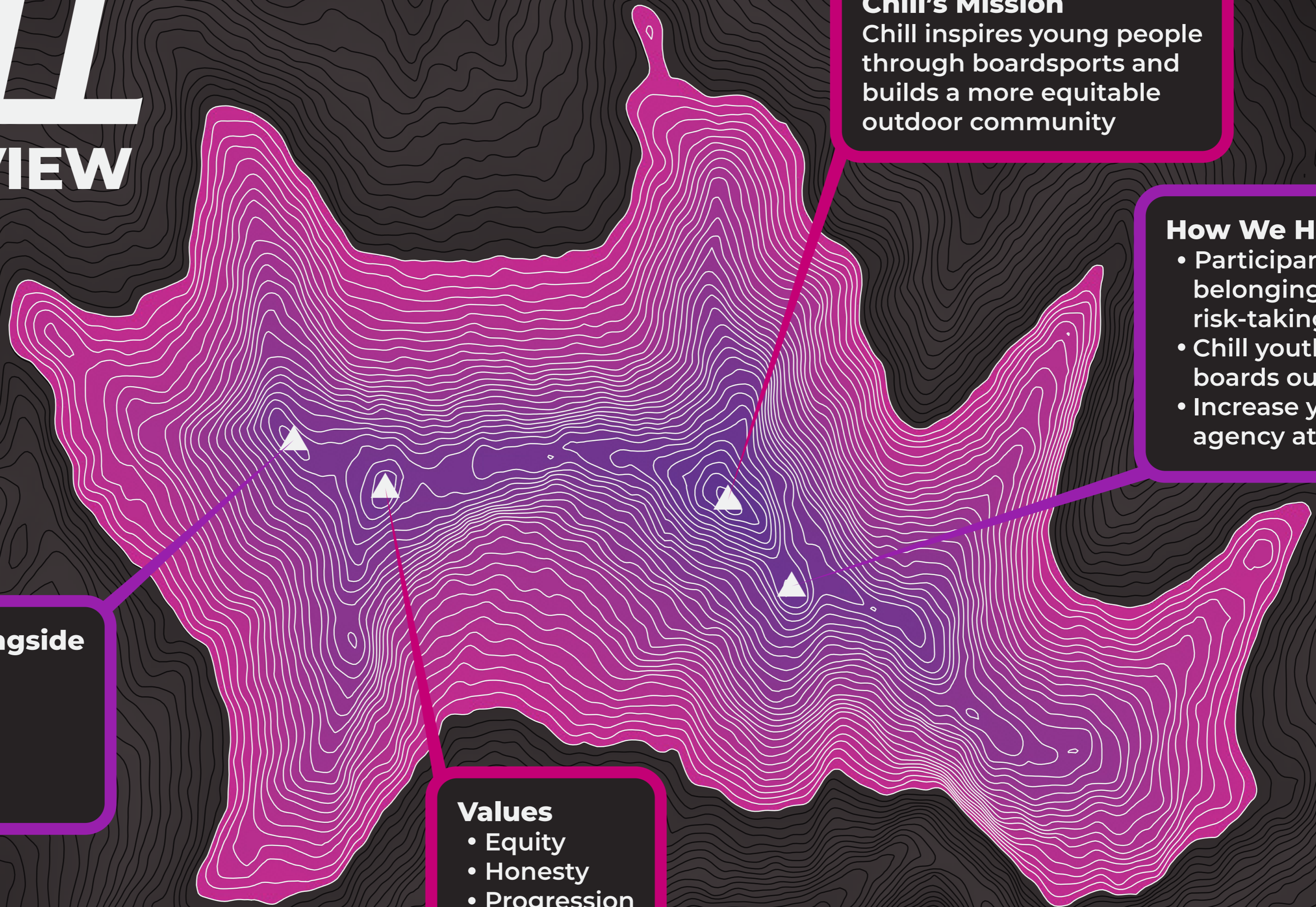
Chill youth have increased attendance at local out-of-school programs

Boardsports Beyond Chill

Chill youth participate in the boardsports community beyond Chill

CHILL

SUMMIT VIEW



Chill's Mission

Chill inspires young people through boardsports and builds a more equitable outdoor community

How We Have Impact

- Participants experience belonging and positive risk-taking
- Chill youth are riding boards outside of Chill
- Increase youth agency attendance

Who We Ride Alongside

- Young people of diverse identities
- Local schools and youth programs
- Industry leaders

Values

- Equity
- Honesty
- Progression
- Fun

PRIORITIES

What we must do

**Deepen agency
partnerships**

**Grow Evolution
through Explore & Chill
Fellows**

**Build alignment and
sustainability globally**



PILLARS

How we strengthen Chill

**Embed DEI priorities
across Chill**

**Increase fundraising
through diversification**

Invest in Chill's people