



Request for Proposal for DEI Consultant

July 2025

Chill Foundation – Who We Are:

Chill Foundation was founded in 1995 by Donna and Jake Carpenter – founders and owners of Burton Snowboards – initially as a learn to snowboard program on the hills of Vermont. Today Chill is a global non-profit serving over 3,000 youth annually in over 22 cities, 9 countries (US, Canada, Austria, Switzerland, Germany, Czech Republic, Italy, Japan, Australia) and has had over 30,000 participants in its program. *Chill's mission is to inspire young people through boardsports and build a more equitable outdoor community.* We provide a program consisting of experiential learning in boardsports (snowboard, skateboard, surf, stand-up-paddle and wakeboard), centered on a core values driven curriculum (respect, patience, responsibility, courage, perseverance, pride). These values provide youth with a foundation and framework for learning and growth that can be directly applied to everyday life. We partner with local community organizations who have longstanding relationships with young people and provide programs at no cost to youth, including everything youth need to participate – transportation, passes, gear, and instruction.

Chill envisions a world where any young person can belong and thrive in the boardsports industry and beyond. Yet in order to thrive, Chill recognizes that the outdoor space trails behind other sectors in the economy in diversification its workforce – especially in respect to race and ethnicity. We believe Chill is uniquely positioned to leverage our strong relationships with outdoor industry partners to disrupt systems that prevent many BIPOC professionals from pursuing careers in the outdoors. Our more recent Chill Evolution programming is focused on supporting alumni as they continue to progress on and off the board, and includes advanced boardsport coaching, leadership & development opportunities & career opportunities with outdoor industry partners.

We are seeking a highly experienced DEI consultant who can create, guide and facilitate an engaging DEI learning journey. This will build upon the current foundation of trust, honesty and equity work held within two distinctive groups at Chill: Chill All-Staff (approximately 36 individuals across North America which includes the Chill Senior Leadership Team “SLT”), and the Chill Board of Directors + SLT (approximately 20 individuals). The work done together will align all teammates at Chill with foundational DEI concepts centered around systems of oppression and its repercussions in the outdoors today and serve as a catalyst for all Chill to continue their own personal pursuits and DEI learning.

Scope of Work:

Create, guide, and facilitate an engaging DEI learning experience for Chill staff and Board of Directors that enhances Chill's ongoing equity work and DEI journey. Provide proposed structure, guidance, and resources to enable ongoing self-led learning opportunities at Chill throughout the year.

The following components are expected in this scope of work:

1. Virtual DEI session for Chill North America Staff
 - a. Total participants: 34-37
 - b. Location: Zoom
 - c. Length of time: One 2 hour session, held during the calendar year 2025
 - d. Goals:
 - i. Chill staff develop shared understanding of key concepts and terminology agreed upon during session design. Please reference Chill's DEI Learning Agenda below for likely topics.
 - ii. Chill staff discuss how to apply these concepts to their role at Chill (either in functional teams or other small groups)
 - iii. Chill staff reflect on what this session means for their own learning journey
2. Virtual DEI session for Chill Board of Directors + Senior Leadership Team (SLT)
 - a. Total participants: 20-24
 - b. Location: Zoom
 - c. Length of time: One 90 minute session, held during the calendar year 2025
 - d. Goals:
 - i. Chill Board and SLT develop shared understanding of key concepts and terminology agreed upon during session design.
 - ii. Chill Board and SLT discuss how to apply these concepts to their role work together as Chill leaders.
 - iii. Chill Board and SLT reflect on what this session means for their own learning journey.
3. Provide some proposed structure, guidance and resources to enable Chill staff and Board to continue on our learning journey throughout the year.
 - a. Our hope is to continue offering more informal learning opportunities throughout the year (including the already existing Chill Talks series), and possibly offer another externally facilitated learning opportunity (in person or zoom) the following year.

Chill's DEI Learning Agenda encompasses the following topics. Sessions created with DEI consultant would ideally focus on a few priority areas of learning, to be determined during session creation planning meeting with Chill.

1. Systemic racism & historical context of marginalization in outdoor spaces
2. Internal communication and feedback & restorative practices
 - a. Part 1 - establish group norms, safety, asking questions, raising concerns, giving and receiving feedback,
 - b. Part 2 - addressing incidents of harm amongst each other
3. Key concepts – Strat plan goal
 - a. Tokenization
 - b. Allyship
 - c. Micro and macro aggressions
 - d. Diverse identities and definitions (<https://www.apa.org/about/apa/equity-diversity-inclusion/language-guidelines>)
 - i. BIPOC
 - ii. LGBTQIA+
 - iii. Disabilities (visible and invisible)
 - iv. Intersectionality
 - e. Identifying bias
 - f. Trauma informed practices
 - g. Equity vs. Equality
 - h. Privilege
4. Community integration and meaningful/authentic partnerships

Depending on progress in year 1 and available resources, Chill may request the consultant support Chill in reviewing and updating its DEI strategic initiatives.

DEI Consultant – Who You Are:

Ideally, the DEI consultant for Chill Foundation would meet the following:

- Deep understanding of diversity, equity, and inclusion within the North American context
- Thorough understanding of the history of diversity, equity, and inclusion (or lack there-of) in the outdoor space; understanding of the systems of oppression leading to the current outdoor space and industry as it is today
- Expertise in facilitating a group both in person and virtually with curiosity, empathy, and a “call-in” vs “call-out” approach, who encourages self-reflection and can build a brave space with transformative dialogue with all session participants of diverse identities
- Personal lived experience as an individual identifying as BIPOC
- Alignment with Chill’s mission: inspiring young people through boardsports and building a more equitable outdoors community
- Ability to provide the requested scope of work within Chill’s identified 2025 DEI budget (approximately \$5,000).

RFP Submissions:

- If “Who You Are” above describes you and your DEI work, we would love to hear from you!
- Contact metam@chill.org with interest in response to Chill’s RFP
- Ideally provide a brief background summary of your work and your ability or desire to fulfill all or identify which parts of the outlined scope of work.
- Submissions will be reviewed as they are received, with the intention for engagement to kick off by Fall or Winter of 2025.