

CHILL FOUNDATION



FISCAL
YEAR
2024

ANNUAL REPORT

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



Dear Chill Family,

Fiscal Year 2024 was an important year for Chill, full of breaking new ground, expanding our impact, and of course, riding alongside Chill youth. We are so grateful for you, our donors and partners, that make Chill a reality for thousands of young people across the globe.

Working with over 2,900 young people, we continue to be humbled by the heightened challenges they face as they move through adolescence. This is a uniquely difficult time to grow up, and the resulting high rates of mental health crises among young people today mean Chill's work is more important than ever before.

It's increasingly clear that classroom learning and traditional sports alone cannot provide the well-rounded experiences all young people need to prepare for success in adulthood. Boardsports teach them to prioritize cheering one another on and to appreciate progression as much as victory.

Chill participants speak to the value of this type of learning frequently:

"One word I would use to describe my experience at Chill would be: Influential! I learned so much, not only in snowboarding, but it made me think about how values such as persistence or respect can be applied and are present in everything we do. Overall, being a part of this program was one of the best things I've had the chance to do."

-Chill Participant

In addition to running 185 programs, we also made important progress implementing our strategic plan and laying the foundation for future programming focused on expanding access to careers in the outdoor industry.

2024 also included profound sadness for our team with the tragic loss of our dear friend and colleague Rosetta 'Zetty' Weber, VP of Programs, in April. Zetty was a true uplifter and touched the lives of thousands of young people during her 10+ years at Chill. Her radiant positivity continues to energize us all, and the model she provided for how to lead a purposeful, loving, and fun life influences the work we do each day.

Thank you for your continued partnership in this important mission and for prioritizing the wellbeing of young people.

With great appreciation,

A handwritten signature in black ink, appearing to be "Ben Clark".

Ben Clark
Chill CEO

OUR YEAR BY THE NUMBERS



Total # of Programs:

SNOW: 68

SKATE: 87

SUP: 17

SURF: 13

Total:

PROGRAMS: 185

PROGRAM DAYS: 707

YOUTH: 2,905

**Total programs, days, youth and boardsports are from all global sites.*

Youth Age

Under 11:

<1%

11-13:

24%

14-16:

38%

17-19:

34%

over 19:

4%

Gender Identity

female:

42%

male:


56%

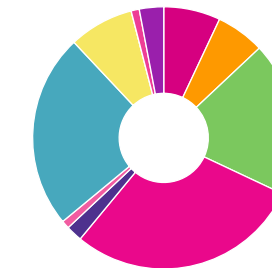
non-binary:

<2%

self-described:

<1%

- 
- 29%** Hispanic or Latino
 - 24%** White, non-Hispanic
 - 19%** Black, African American or Black Canadian
 - 8%** Multi-Racial
 - 7%** Indigenous, Native American, First Nations
 - 6%** East Asian, South Asian, Southwest Asian
 - 3%** Prefer not to Disclose
 - 2%** Arab, Middle Eastern or North African
 - 1%** Native Hawaiian or Other Pacific Islander
 - 1%** Other Race or Ethnicity



Youth Race & Identity

Youth age, race & identity, and gender identity from North American survey participants only.

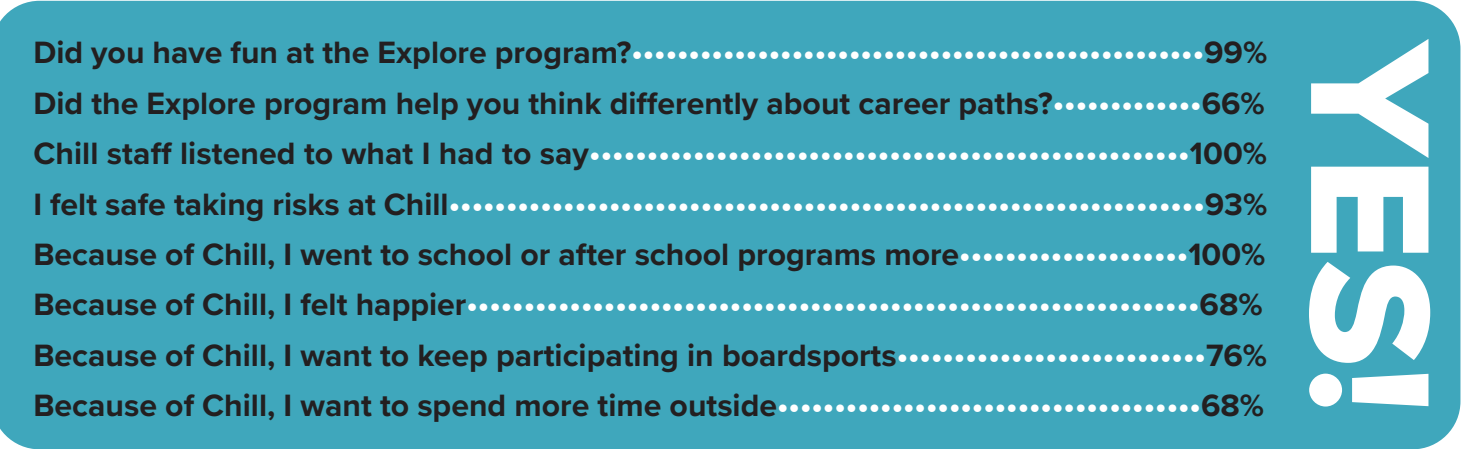
OUR IMPACT

FY24 YOUTH PROGRAMS IMPACT SURVEY



FY24 EXPLORE PROGRAMS IMPACT SURVEY

Explore programs offer Chill’s alumni opportunities to participate in the boardsport community through advanced coaching, outdoor industry career exploration and professional development activities. These experiences also include equipment for participants to keep and offer the chance to continue building connections in their local outdoor community, outside of the traditional core Chill program format.



Alumni Highlight

Cindy Zhou participated in her first snow program in Toronto back in 2007 and was immediately hooked. Growing up in downtown Toronto, she never really had any exposure to mountains or snowboarding until she joined a Chill snowboard program through her local Boys & Girls Club. The feeling of turning and gliding down the hill was thrilling; the ability to explore the mountain and feel free was unlike anything she had ever experienced. After the program ended, she began searching for more ways to recapture that feeling. That journey led her down a long path, ultimately becoming a professional longboarder, marketing activation manager, merchandising manager, and eventually a director of e-commerce. She has worked at a number of respected brands, including Loaded Longboards, Adidas, Stitch Fix, TikTok, OnRunning and most recently, she joined Chill as a Board Member beginning in FY25!



Cindy Zhou

When asked about what she hopes to accomplish in her time as a board member, she said:

“I’d really love to use this opportunity to bridge my personal network with the Chill participants—bringing people from the sports and outdoors industry to talk about their careers and give insights on navigating these really big milestones in life: graduating high school, choosing a college or major, or pursuing a trade or skill that can translate into a profession. The ability to educate young people about the types of jobs available outside of the traditional paths of doctor, lawyer, or engineer is so important because, within the sports industry, there are opportunities to become designers, product developers, merchandisers—roles they may never have heard of.”

GLOBAL PROGRAM



LOCATIONS



Chill Europe Highlight

In 2024, Chill Europe ran 12 snowboarding, skateboarding and surfing programs across Austria, Italy, Switzerland and the Czech Republic. A key focus this year was ensuring repeat participation—encouraging youth to join multiple programs, whether transitioning from snow to skate or returning for multiple seasons. This approach was successful, reinforcing our commitment to creating impact both on and off the board. The continuity in participation helped deepen connections within our community and amplified the personal and social growth that Chill aims to foster for both youth and partners.

This year also saw evolution beyond our regular programming. Chill participants took part in the Burton Mystery Series in Switzerland, a “Technically Doing It” experience in Austria, and a new collaboration with Protect Our Winters (POW), introducing a sustainability and environmental awareness component to our sessions.

AUSTRIA

AUSTRALIA

CZECH REPUBLIC

GERMANY

ITALY

JAPAN

SWITZERLAND

Additionally, we partnered with Avoriaz, France, to offer a special snow discovery day for 15 French youth, bringing together the local snowboarding community and the Afghan snowboard refugee team, making it a truly inclusive and unique experience for everyone involved.

Despite the success in expanding our reach, our programs in Germany faced challenges due to the lack of snow in the mountains where we typically operate. To ensure continuity, we adapted by exploring partnerships with indoor ski resorts, allowing young people to still experience Chill and the joy of learning to snowboard.

“Chill has given me a chance to see how far I can go but also within the boundary of not hurting myself and keeping the safety belt on. So, with Chill, the biggest thing I’d say is that it’s given me a lot of courage to get out of my comfort zone.”

-DiAnte, Chill Denver participant

BALTIMORE/DC

BURLINGTON, VT

DENVER, CO

LOS ANGELES, CA

NEW YORK CITY, NY

PORTLAND, OR

BOSTON/MANCHESTER, MA/NH

RENO/TAHOE, NV/CA

SALT LAKE CITY, UT

SEATTLE, WA

TORONTO, ON, CA

VANCOUVER, BC, CA

WEST MICHIGAN, MI

PROGRAM PARTNERS FY24

MOUNTAIN PARTNERS

Big Bear Mountain Resort
Big SNOW
Blue Mountain Resort
Bolton Valley Resort
Boreal Mountain Resort
Brighton Resort
Cannonsburg Ski Area
Copper Mountain
Liberty Mountain
Loveland Ski Area
McIntyre Ski Area
Mountain Creek Resort
Mountain High Resort
Mt. Hood Skibowl
Mt. Seymour
Mt. Hood Meadows
Powder Mountain
Snow Valley Ski Resort
Stevens Pass Ski Resort
Stowe Mountain Resort
Sugarbush Resort
Timberline Mountain
Wachusett Mountain
Whistler Blackcomb
Woodward Park City

SKATE PARTNERS

Bristol Hub Teen Center and Skatepark
City of Winooski Parks and Recreation
CJ's Skatepark
Crossroads Skatepark & Shop
Curbside Skatepark
Darkside Killington
Essex Junction Recreation & Parks
Evo-All Together Skate
Skate Loft
Skatepark at RFK Stadium
SKATEYOGI
Stronger Skatepark
Talent Skatepark, Inc.
Windells- We Are Camp
Woodward- East
Woodward- Tahoe
Woodward- West
Zumiez

SURF PARTNERS

Action Water Sports
Big Foot Surf School
Colorado River School
Fun Surf LA
Skudin Surf
Sunnyside Watersports
Tofino Adventure Camp
Wildflow Surf Corp

SUP PARTNERS

Baltimore Recreation and Parks
Cascadia SUP & SURF
Charles River Canoe & Kayak
PaddleSurf Champlain
Park City SUP
Small SUP LLC
Tofino Surf Adventures
Toronto Island SUP

NATIONAL PARTNERS

Bombas
Brooklyn Cloth Mfg. Co.
Epic for Everyone
Kelly Clark Snowboarding
Kodiak
LVL Up Academy
NHS Inc.
SkateOne
Techne Skateboards
Ultimate Distro-CAN



JJ Vandette

“It’s incredible to watch these kids get incrementally better and better each week. I get to watch them get off the bus and sometimes have no sense of what snowboarding even is at all, and by week six, after they have gone through all the frustration, persistence, and courage, they know how to snowboard! It’s so rewarding to see that progression.”

JJ Vandette began mentoring for Chill Salt Lake City in 2006 as a sophomore at the University of Utah. In the 19 years since then, he has joined Chill’s snow programs for all but two seasons. JJ describes his draw to the program as a way of redirecting his snowboarding into something



Mentor Highlight

more meaningful and as a “less selfish” pursuit of the sport. Watching the smiles on participants’ faces after that first day convinced him he was in the right place. “As a twenty-year-old college student, I’d been snowboarding for a decade, and was ready to find a way to connect with snowboarding that was less about just me and having fun, and was a small way that I could share that fun and help other people at the same time.” JJ eventually settled in Vermont and was thrilled to be able to pick up right where he left off with Chill, volunteering at Bolton Valley and Stowe Mountain Resort. Since then, mentoring for Chill has been a constant in his life and has been something he has counted on every year as a meaningful way to stay inspired with snowboarding.



Partner Spotlight: BOA®

“Our partnership with Chill extends beyond a shared mission to increase access to the outdoors. Over the years we have tried to develop a collaborative and innovative approach to connecting youth in our community to outdoor industry professionals and career paths. Chill is an organization that our employees are passionate about and excited to volunteer with – whether it be at BOA HQ in Denver or on the mountain.”

Elissa Banker, Director of Community Development & Partnerships

“Chill has made a very large impact in my life for sure. I like having something to look forward to in the week, just kind of having that light at the end of the tunnel. Like, if I make it to this I’ll have Chill tomorrow.”

-Metei, Chill Denver participant

BOA® has been a long-time trusted partner of Chill. What began in 2016 with event sponsorship, has grown to a multi-dimensional partnership including program support, volunteerism, and new opportunities for youth. As an inclusive global team that trusts and cares for each other, their partners, the community, and the environment, BOA’s values align with Chill, with both organizations having a shared passion to create an equitable outdoor industry.

In 2024, Chill, along with Burton and Chill Ambassador, Mark Sollors, were awarded the BOA Pioneer Award for our collaborative efforts in creating a more equitable outdoor community.

Additionally, BOA provided Chill Denver youth an additional week of riding! BOA staff members joined Chill participants at Loveland Ski Area and had the chance to ride together, get to know one another and share insights about careers in the outdoor industry. A smaller group of Chill youth joined the BOA team a month later at their office, strengthening the connection between a passion for the outdoors and a career in the industry. This was a memorable program for youth participants and BOA staff, and we can’t wait to do it again.

Jake Burton Carpenter Circle: \$50k+

Burton Snowboards
Carpenter Family
BOA Technology
Canadian Tire Jumpstart Charities
Toronto
David B. Golub and Lisa Piazza
Charitable Fund
James T. Merrill
Katz Amsterdam Foundation
Merriam Family Fund
Rally 2 Give
Tom Kartsotis

Pride: \$20,000-49,999

Andres & Lauren Santo Domingo
Beyond Sport Foundation
Canadian Tire Jumpstart Charities
Vancouver
Dream Away Foundation
John A. and Carol A. Hubbard
Charitable Foundation
King County Parks
L-X Ranch Fund
One Four Three Four Foundation
R. Shawn & Alexandra Neville
Share Winter Foundation
The Merson Family - Edward Jones
Thee Mustard Seed Foundation

Responsibility: \$10,000-\$19,999

Foley, Inc.
Gather
Jay & Alexandra Graves
Jeff & Margaret Jones
Kwong Lung Enterprises Co.
MassMutual
Mesara Family Foundation
Milk Makeup
New Terrain Brewing Company
Ramsey Family Fund
Shenzhen Fudakin Plastic & Metal Co. Ltd.
The Mistler Family Foundation
Wireless Zone Gives

Persistence: \$7,500-\$9,999

Amalgamated Charitable Foundation Inc.
Bolton Valley Resort
Boreal Play Forever Fund
Dean Thomas Gray, II
General William Mayer Foundation, Inc.
Jay Scambio
JPMorgan Chase
Sebass Foundation
Topher Hamblet
United States Department of
Agriculture Forest Service

Patience: \$5,000-\$7,499

Adswerve
C&S Wholesale Grocers
Chris Noyes
Dale P. Hubbard
Dwight and Mary Lou Long Charitable
Giving Fund
JB Group
Jessica Kaplan
Kelly Clark Foundation, Inc.
Monster Energy Canada Ltd.
New Belgium Brewing
OGK
The Roland and Linda Lindsay
Charitable Fund
The WaterWheel Foundation
TWH Giving Fund
W. L. Gore & Associates, Inc.
Wells Fargo
Wolf Greenfield & Sacks, P.C.

Courage: \$2,500-\$4,999

Alexander Pintair
Alexandre Leviant
Autumn & Eddie Berrang
Canada Summer Jobs
Catamount Financial Advisors of
Raymond James
Catherine and Stuart Logan
Dayforce
Downs Rachlin Martin PLLC
Enterprise Mobility Foundation
Expeditors
Foot Production Services
Four Quarters Brewing
Gayle & Brad Kern
Heidi Manheimer
IMA Financial Group
J.A. Morrissey, Inc.
John Welch
Kunshan Light 7 Sporting Goods Co., Ltd.
Linus and Lillian Cooke
Malletts Bay Wealth Management
Group at Morgan Stanley
Metaline Industrial Limited
Methodology, Inc.
New England Air Systems
NewStore, Inc.
Pindell/Wilkens Family Charitable Fund
PricewaterhouseCoopers, LLP
Red Bull North America
Snow Angel Fund
SnowPartners
Strompolos Family Foundation
The Glavin Family Charitable Fund
The PHFFoundation, Inc.
Tofino Coffee
Tyler Rempe

DONOR PARTNERS

Vectorply Corporation
Willis Towers Watson
Yaletown Mini Storage
Chris & Becky Casanega

Respect: \$1,500-\$2,499

Andrew & Justina McConnell
Bank of the West
BN3TH
Bold Metrics
Brooklyn Cloth
BW Andersons Electric
Chris Cunningham
Cigna
Cinco Drink Co.
Cummings Electric PC
El Furniture Warehouse
Elysa Walk & Dan Fuller
Franklin Philanthropic Foundation
Gallagher, Flynn & Company, LLP
Gibbons Whistler
Google
Gyllenborg Construction LLC
Inntopia
Jay Burrows
Jeff Holce
Jess & Russ Kaulback
Jill Boardman
John & Malitta Lacy
Justin Worthley
Louise Judith & Edgar May Foundation, Inc.
McMorris Foundation
McSoley McCoy
Neon Wave
NoFraud LLC
Pipkin Family Foundation
PNC Bank
Poler
Protect Our Winters
Samuel Mackness
Sebastian Runeare
Skullcandy
Sylvite
Twincraft Skincare
Vast Focus LTD
Whistler Skateboard Club

In-Kind Partners: \$1,000+

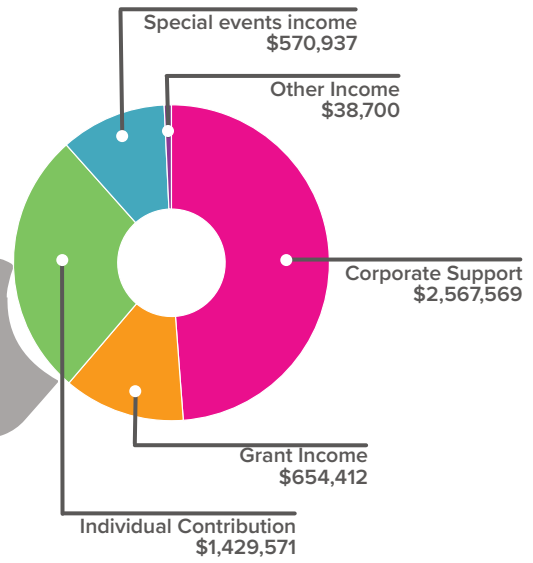
Arnot-Roberts
California Adventures LLC
Restaurant Trokay
Robert Lanctot
Sean Pinder
Shaun & Wendy Clarke
SingleThread Farm
Slowtide
Stowe Living
Stowe Resort Homes, LLC
Wolverine Worldwide Canada ULC

FINANCIALS

Chill's fiscal year 2024 runs from May 1, 2023 through April 30, 2024

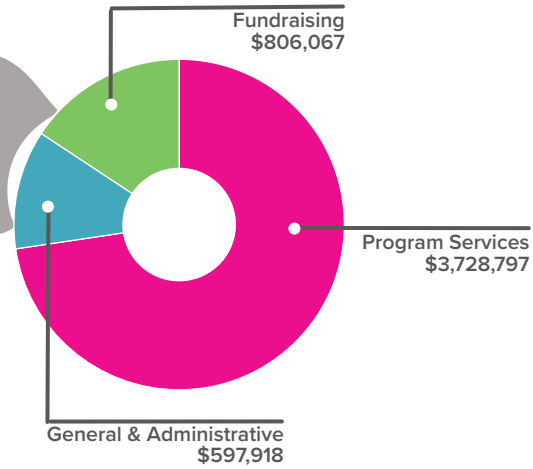


Total Revenue: \$5,261,189



Revenue

Total Expenses: \$5,132,782



Expenses

Chill Board of Directors FY24

- Donna Carpenter – Founder and Co-Chair
- Scott McArdle – Co-Chair
- Josee Larocque – Treasurer until Q2 FY24
- Jordan Jiskra – Treasurer as of Q2 FY24
- Ben Clark – Board Member
- Bo Twiggs – Board Member
- Danielle Black Lyons – Board Member
- Catherine Logan – Board Member
- Hermann Kapferer – Board Member
- Jessica Kaplan – Board Member
- John Lacy – Board Member
- Justin Worthley – Board Member
- Leonardo Rubio – Board Member
- Luis Calderin – Board Member
- Mark Hardie – Board Member
- Mary Hodorowicz – Board Member



In loving memory Rosetta "Zetty" Weber

Chill was deeply saddened by the loss of our dear friend, colleague, and leader, Rosetta "Zetty" Weber, Chill's VP of Global Programs, in April of 2024. Zetty's leadership for over ten years was instrumental in shaping Chill's growth into the world class global organization it is today. Zetty lived her life in the service of others, the environment, and specifically through building opportunities for young people to access the powerful experience of being in community outside in the natural world.

Zetty leaves behind a legacy at Chill and is missed daily. She uplifted and inspired all of us with her massive heart, her soulful wisdom, and her appreciation for the humanity of every single individual she met. We are all so grateful to have been her colleagues and friends and will continue to honor her through our commitment to the youth we serve and building a more equitable outdoor community.

Ride on Zetty!



“Snowboarding is my happy place, it’s like a place where I can go, where I don’t have to worry about reality and I can just step away and go into my own little universe. It doesn’t matter if it’s just me or if I’m with my people. I have my music, I have my board, and I have the mountain. I can just let go for a day.”

-Lili, Chill Denver participant



CHILL

SNOW • SKATE • SURF • SUP