

ELEVATING THE *Legacy*



Creating Champions
On and Off the Mountain



BY THE NUMBERS 2024

1,259
ATHLETES

5,427
VOLUNTEER
EVENT HOURS

\$451,806
SCHOLARSHIP
DOLLARS

5X
US
SKI & SNOWBOARD
CLUB OF THE YEAR
1998 - 2004 - 2007 - 2017 - 2023

459
SCHOLARSHIP
RECIPIENTS

296
COACHES

35
NCAA
ATHLETES

18
U.S. SKI &
SNOWBOARD
TEAM ATHLETES

111
WINTER
CARNIVALS

68
COMPETITION
DAYS HOSTED

590
FREE COMMUNITY
PROGRAM
PARTICIPANTS

7
WINTER
SPORT
DISCIPLINES

19
OLYMPIC
MEDALS

100
OLYMPIANS

2,854
EVENT VOLUNTEER
HOURS

10
NCAA
CHAMPIONSHIPS
HOSTED

125
JUNIOR
COACHES

7
YOUTH
OLYMPIANS

1
INCREDIBLE
COMMUNITY



WHO WE ARE

Since 1914, Steamboat Spring Winter Sports Club has nurtured generations of athletes and a passion for winter sports in Steamboat, providing opportunities to excel and dream beyond athletic achievement to personal growth and development. SSWSC alumni have become NCAA champions, collegiate scholars, CEOs, and leaders, including 100 Olympians with 19 Olympic medals.

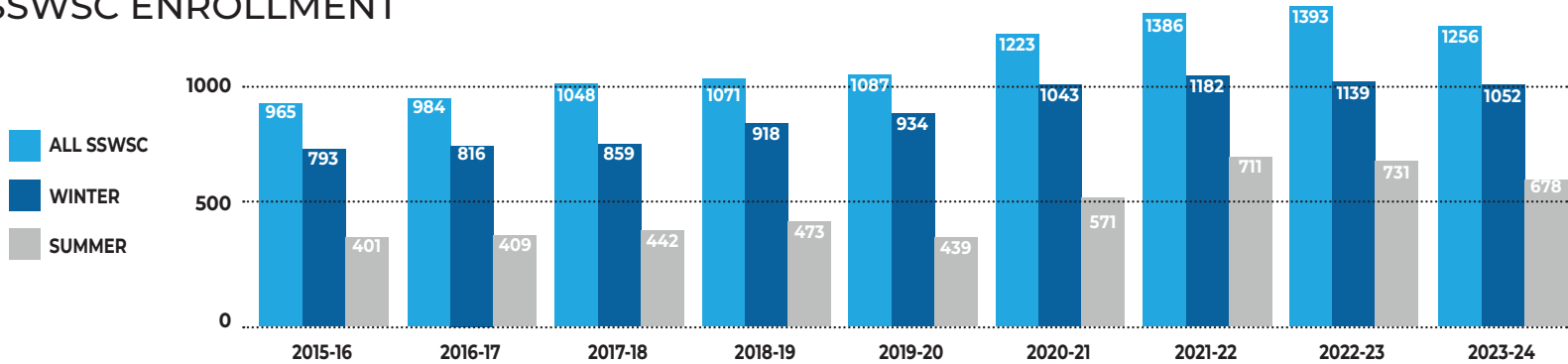


SSWSC has increased its reach in Steamboat to include more school-aged kids than ever before in our programs, over 1,200 kids each year, and even more with our free community programs. Support is needed for programs and operations, enhanced scholarships and access, and long-term sustainability. Your donation will help Elevate the Legacy and SSWSC’s impact on future generations to continue the mission of creating champions on and off the mountain.

Over the last 10 years:

- SSWSC annual program enrollment has grown by 34%
- Program participation has grown to represent over 50% of the school-aged kids in Steamboat

SSWSC ENROLLMENT



Join Steamboat Springs Winter Sports Club and celebrate the achievements of the 2023-2024 season, honor the community that has supported us for over a century, and see how SSWSC is

ELEVATING THE *Legacy*

for the future.



Creating Champions
On and Off the Mountain

**SCAN HERE TO VIEW
THE ANNUAL REPORT**



Mission

To create champions on and off the mountain by developing life skills and personal growth through sports.





Vision

SSWSC is the nation's model community youth sports organization inspiring every individual to achieve their highest level of personal and athletic potential.

Core Values

WELCOMING
FUN
TEAMWORK

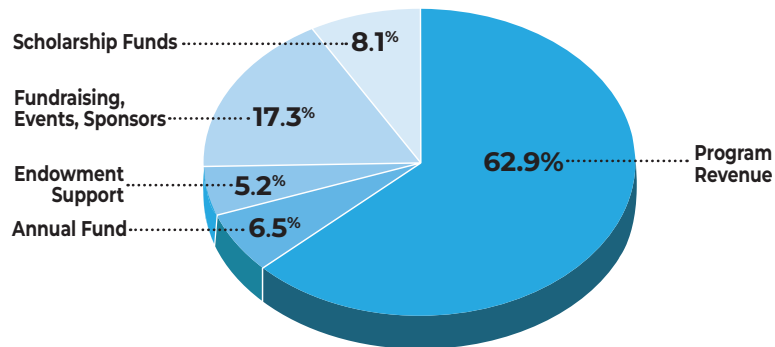
INTEGRITY
ACHIEVE

ANNUAL FUND

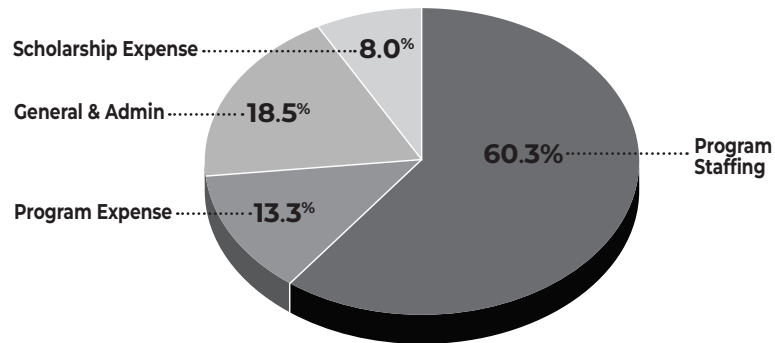


Program fees cover only 63% of Steamboat Springs Winter Sports Club's annual operating budget. Gifts to the Annual Fund close the gap between program fees and program expenses for the current fiscal year.

TOTAL REVENUE: \$7,710,835



TOTAL EXPENSE: \$7,803,740



TOTAL ANNUAL FUND GOAL: \$500,000

DONATIONS AND SUPPORT - \$300,000

+

PROGRAM SPECIFIC RALLIES* - \$200,000

SSWSC continues to invest in staff compensation and benefits to ensure maintaining program quality. Giving to the Annual Fund or a program rally is the most direct way to support SSWSC programming.

Alpine Rally: \$75,000
Freestyle Rally: \$20,000
Freeski Rally: \$20,000
Jumping/Nordic Combined Rally: \$20,000
Cross Country Rally: \$20,000
Snowboard Rally: \$20,000
Youth Programs Rally: \$20,000
Junior Coaching Program Rally: \$5,000

Program rallies will launch in January 2025.

*proportionate to program expense budgets



**DONATE NOW TO THE
ANNUAL FUND**

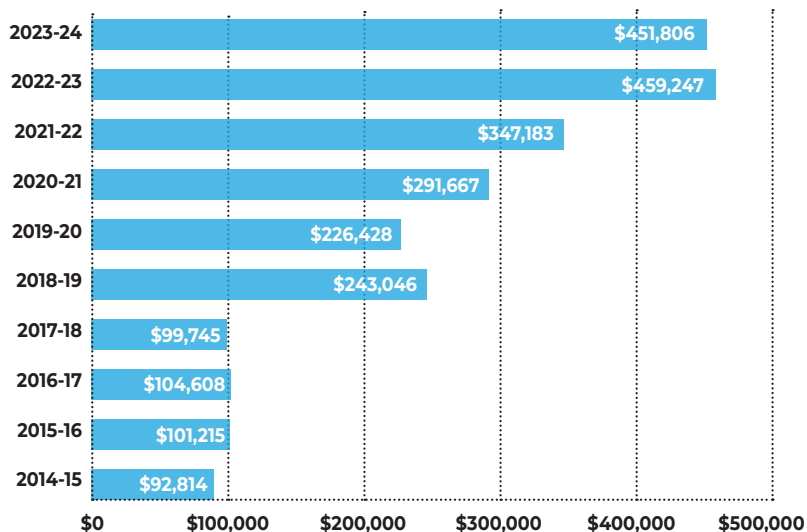


SCHOLARSHIPS



Steamboat Springs Winter Sports Club continues to increase opportunities and access for all local athletes and kids through scholarship programs. **In the last ten years, SSWSC has increased annual scholarship funding by nearly 400%** and is partnering with other community organizations to reach families who are not currently involved in the club. In 2023-2024, SSWSC awarded 459 athletes \$451,806 in scholarship funds.

TOTAL SCHOLARSHIP DISTRIBUTION



NEW EZ COMPETITIVE PROGRAM SCHOLARSHIP

The success of SSWSC's primary need-based scholarship process is evident in the growth of participation at younger ages. The EZ Scholarship has ensured access for a higher percentage of local athletes.

With the introduction of the EZ Competitive Program Scholarship for 2024-2025 SSWSC:

- Recognizes that the cost of participation, equipment, training, and competition travel in year-round competitive programs is significantly greater.
- Uses a different Adjusted Gross Income (AGI) scale compared to the regular EZ Program Scholarship, increasing access and scholarship amounts for families with an AGI up to \$250,000, compared with \$175,000 for the regular EZ Scholarship Program.
- Targets scholarships to the most committed athletes in our high-school-aged, full-time, year-round alpine, cross country, jumping/nordic combined, freestyle moguls, freeski, and snowboard programs.

With the updated EZ scholarship income levels and scholarship percentages and the addition of the NEW EZ competitive scholarships, SSWSC estimates awarding **\$100,000 to \$150,000 in additional scholarships** this year, allowing athletes to stay in the sport and chase their dreams. Total scholarship distribution for 2024-2025 is estimated at \$550,000 - \$600,000.

The total scholarship goal for fiscal year 2024-2025 is \$550,000, including the proceeds from our All In! fundraising event in February 2025.

**DONATE NOW TO THE
SCHOLARSHIP FUND**



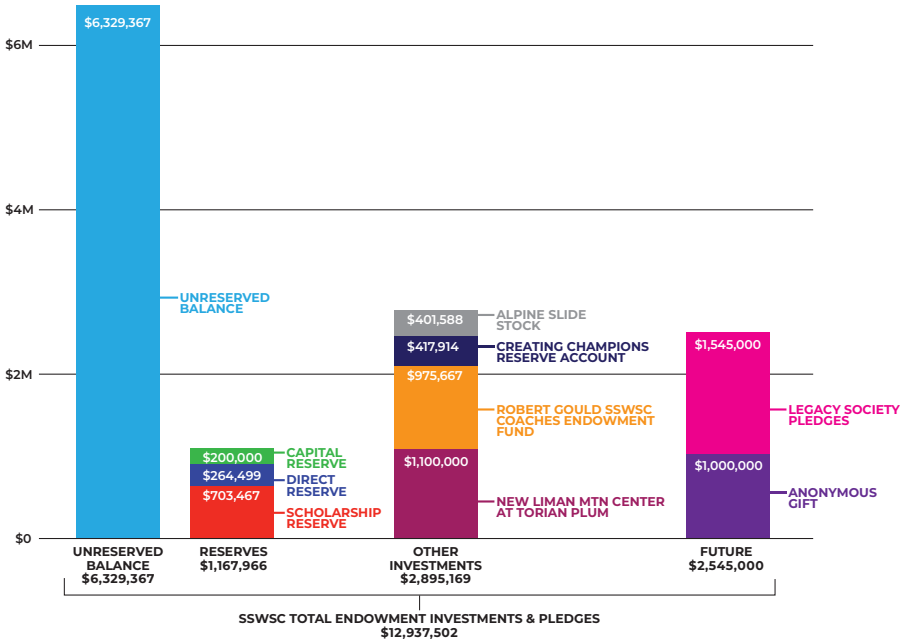
ENDOWMENT

Steamboat Springs Winter Sports Club Foundation holds investments and assets to ensure the future sustainability of SSWSC. The Foundation provides support for enhanced staffing, compensation and benefits, scholarships, and other expenses from reserves. Assets of the Foundation support SSWSC programs and its mission today, while continuing to grow financial resources for the future.



ENDOWMENT & ASSETS FOR THE FUTURE

TOTAL FOUNDATION ASSETS



2024-2025 ENDOWMENT UPDATES:

- SSWSC received an **Anonymous Gift** to the SSWSC Endowment for \$1,000,000 in November 2024.
- **The Berge Family Endowed Scholarship Fund** was established with a \$50,000 gift from long-time supporter and Foundation Board Member Paul Berge and his family, providing scholarships to high-performing alpine athletes.
- SSWSC has been working with family and friends since the passing of the ski legend Moose Barrows to create the **Moose Barrows Memorial Scholarship Fund**, providing sustainable funding along with the Moose's Loose Golf Tournament for Athletic Achievement Scholarships. The family of Moose Barrows has pledged \$50,000 to establish the fund.

TO MAKE AN IMPACT NOW AND FOREVER, DONATE TODAY:

- A gift to the SSWSC Endowment
- A planned gift or pledge, and becoming a member of the Legacy Society
- Establishing a named family fund or memorial fund within the SSWSC Endowment
- A gift to the Moose Barrows Memorial Scholarship Fund or other existing fund



SPONSORSHIPS



Steamboat Winter Sports Club believes that sponsorship is a two-sided partnership. Sponsorships are boundless in their capacity to reach audiences and connect with the community, and that's what makes them so valuable!

Through a variety of sponsorship opportunities our local, regional, and national business sponsors:

- Connect their business, brand, or products with the SSWSC brand of history, heritage, youth, and excellence—creating champions—and support the oldest and largest youth nonprofit in Steamboat Springs.
- Show support for a program or event through a direct connection, supporting something that aligns with personal or business values and for business marketing and promotion.
- Access a targeted demographic and identifiable market in Steamboat Springs and the connected stakeholders for communications and marketing.

SPONSORSHIP OPPORTUNITIES:

- Annual Support Partners (Gold, Silver, and Bronze levels)
- Event Sponsorship
- Special Initiative Sponsorship
- Equipment and Apparel Sponsorship
- Facilities, Venues, and Vehicle Sponsorship
- Sponsor Product Activation



WHAT OUR SUPPORT PARTNERS SAY



"Our mission at SOSI is about keeping the Steamboat community "out there" doing what they love most. We celebrate outdoor adventure, and we're thrilled to support athletes of Steamboat Spring Winter Sports Club who carry these same values to every competition."



"Steamboat Springs Winter Sports Club has been an integral part of our local community for more than a century and is renowned for creating champions. We're thrilled to contribute to the legacy by helping kids of all backgrounds get out on the snow and experience the Steamboat Dream."



"Our partnership with SSWSC allows us to directly contribute to the growth and development of young athletes while also strengthening our community presence. The recognition and benefits have been invaluable."



"Supporting our kids and our community are two reasons why our company loves partnering with SSWSC."

SSWSC MARKETING REACH:

- www.sswsc.org - Average 6,000 total user views per month
- Weekly eNewsletter - 8,745 total email database, 57% open rate
- Event Livestreams - 30,000 total views per year
- YouTube - 684 subscribers
- Event marketing - Radio, event posters, on-site event banners, and announcements
- Social media - Facebook and Instagram

SCAN HERE FOR
**SPONSORSHIP
OPPORTUNITIES**



WAYS TO GIVE

Whether passionate about supporting SSWSC programs TODAY, priority projects for TOMORROW, or endowed funds to ensure that the organization thrives FOREVER, the SSWSC Foundation puts the generosity of donors to work, creating champions on and off the mountain.

ANNUAL SUPPORT

Annual tax-deductible contributions from individual donors are essential to maintain high-quality programs and strengthen the club for future generations.

ANNUAL SUPPORT OPTIONS

- Annual Donation
- Gifts of Stocks and Securities
- Employer Matching Gifts
- Tribute and Memorials

PLANNED GIVING

Planned giving involves contributions to SSWSC pledged in the present and executed at a future date. Planned giving adapts to each donor's goals, offers ways to give beyond current assets, often provides significant estate tax benefits, and is a way to make a philanthropic investment even beyond a donor's lifetime.

PLANNED GIVING OPTIONS

- Charitable Gift Annuity
- Wills, Trusts, and Real Estate

*Legacy
Society*

The SSWSC Legacy Society honors and celebrates donors, alumni, athletes, and friends who commit to support the SSWSC Foundation through a planned gift. A deferred gift of \$50,000 or more qualifies donors for the Legacy Society and guarantees the SSWSC Foundation's continuing excellence, positively impacting future generations of athletes.

*Champions
Circle*

The SSWSC Foundation created a new level of donors who have invested \$50,000 or more over a lifetime of giving. We honor these loyal and generous supporters as members of the Champions Circle. Many donors reach this level with contributions beginning when their athletes participated in SSWSC programs, others have long since retired, yet the cumulative impact is significant.



SEE THE CLUB IN *Action!*

SCHEDULE A TIME to meet the athletes and coaches, see club activities up close, tour our facilities, and get behind the scenes of events and operations.

CONTACT:

Executive Director,
BRIAN KRILL
bkrill@sswsc.org or
435-714-9238



DEC

DEC 7 Moguls
DEC 7-8 Jump/Nordic Combined
DEC 13 Community
DEC 17 Alpine
DEC 18-19 Alpine
DEC 20 Alpine
DEC 21 Alpine

JAN

JAN 4-5 Moguls
JAN 4-5 Alpine
JAN 8 Alpine/Cross Country
JAN 8 Alpine
JAN 8-10 Snowboard
JAN 10-11 Jump/Nordic Combined
JAN 15 Ski Jumping/Moguls
JAN 18-19 Alpine
JAN 22 Alpine
JAN 22 Freeski
JAN 25-26 Freeski
JAN 25-26 Moguls
JAN 29 Ski Jumping
JAN 31- FEB 1 Alpine

FEB

FEB 2-5 Snowboard
FEB 5 Cross Country
FEB 5-9 Community
FEB 12 Ski Jumping
FEB 13-14 Alpine
FEB 15 Snowboard
FEB 16 Snowboard and Freeski
FEB 19 Alpine
FEB 20-22 Alpine
FEB 26 Alpine
FEB 26 Alpine

MAR

MAR 2-5 Alpine
MAR 5 Snowboard/Freeski
MAR 5 Cross Country/Moguls
MAR 5 Alpine
MAR 7-8 Jump/Nordic Combined
MAR 8-9 Snowboard/Freeski
MAR 12 Ski Jumping
MAR 19 Alpine
MAR 21 Community
MAR 22-23 Snowboard
MAR 30 Snowboard/Freeski

Rocky Mountain Freestyle Season Opener
Ski Jumping/Nordic Combined Winter Start
Winter Welcome - SSWSC Season Kickoff Party
Carl's Cup Town Challenge - Individual Giant Slalom
Murphy Roberts Holiday Classic - Giant Slalom Races
Murphy Roberts Holiday Classic - Night Slalom and Festival
Murphy Roberts Holiday Classic - Slalom

Rocky Mountain Freestyle Competitive Series
Age Class Slalom
STEAMBOAT CUP - Alpine Duals and Cross Country Relay
Carl's Cup Town Challenge - Team #1
Race to the Cup & FIS Parallel Giant Slalom
Larry Johnson Memorial Junior National Qualifier
STEAMBOAT CUP - Wednesday Night Jump #1 & Moguls
Rocky Mountain Division Alpine Skills Festival
Carl's Cup Town Challenge - Team #2
STEAMBOAT CUP - Big Mountain
IFSA Big Mountain
Rocky Mountain Freestyle Qualifier Series Devo Moguls
STEAMBOAT CUP - Wednesday Night Jump #2
Alpine Rocky Mountain Masters

Holeshot Tour Snowboard Cross
STEAMBOAT CUP - Cross Country Child-Parent Relay
112th Steamboat Springs Winter Carnival
STEAMBOAT CUP - Wednesday Night Jump #3
Colorado SYNC Cup Giant Slalom
USASA Giant Slalom and Slalom
USASA Rail Jam
Carl's Cup Town Challenge - Team #3
USCSA Regional Championships
Carl's Cup Town Challenge - Team #4
STEAMBOAT CUP - Alpine Duals

Rocky/Central U14/U16 Showdown
Community Rail Jam
STEAMBOAT CUP - Cross Country and Moguls
Carl's Cup Town Challenge - Individual Slalom
Jump/Nordic Combined Western Regional Championship
USASA Slopestyle and Halfpipe
STEAMBOAT CUP - Wednesday Night Jump #4
STEAMBOAT CUP - Alpine
Spring Meltdown - End of Season Party
Slash and Burn Banked Slalom
Easter Egg Pipe Jam

2024-2025 WINTER Events
WWW.SSWSC.ORG



HOWELSON
HILL

STEAMBOAT
SKI RESORT

BOTH

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SSWSC Foundation is a nonprofit 501(c)(3) organization. Federal Tax ID#74-2254732 970-879-0695

