

# Spread the Love

**SOS**  
OUTREACH





# EVERY CHILD DESERVES THE OPPORTUNITY TO THRIVE



Since 1993, changemakers like you have invested in our mission to transform young lives through the power of **outdoor-based mentorship**.

While our **curriculum** and impact have expanded over the years, our core belief remains unchanged: every child deserves the opportunity to thrive, regardless of social or economic barriers.



Our programs begin on the mountain because there is no better place to teach core values, build character, develop life skills, and **foster belonging**.

Thanks to our supporters, we've connected more than **80,000 young people** to life-changing relationships and opportunities.



Together, we are  
building a future  
to look forward to:  
in the mountains  
and beyond.  
*Join us.*





# WE BELIEVE IN THE TRANSFORMATIVE POWER OF THE OUTDOORS

## OUR STORY

SOS Outreach was founded at Vail Mountain in 1993 when we introduced 15 kids from Denver to snowboarding. Originally named Snowboard Outreach Society, our mission was to bring awareness to the new sport while also giving back to the community. Now, as SOS Outreach, we do so much more than just skiing and riding and, despite having “SOS” in our name, we are not here to “save” anyone. We are using outdoor-based mentorship to teach life skills to kids and teenagers, unearthing their future impact on our world.



**3,000+**  
kids and teenagers  
annually



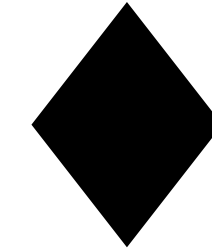
## MENTOR PROGRAM

**5,900** workshop hours  
**70,900** hours outside

**2,750**  
community service  
hours

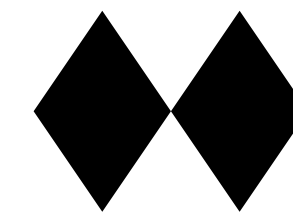
## INTRODUCTORY

**6** core values  
**15** communities  
**10** states



## JUNIOR MENTOR

**104**  
junior mentors  
practicing  
leadership skills



## ALUMNI + CAREER

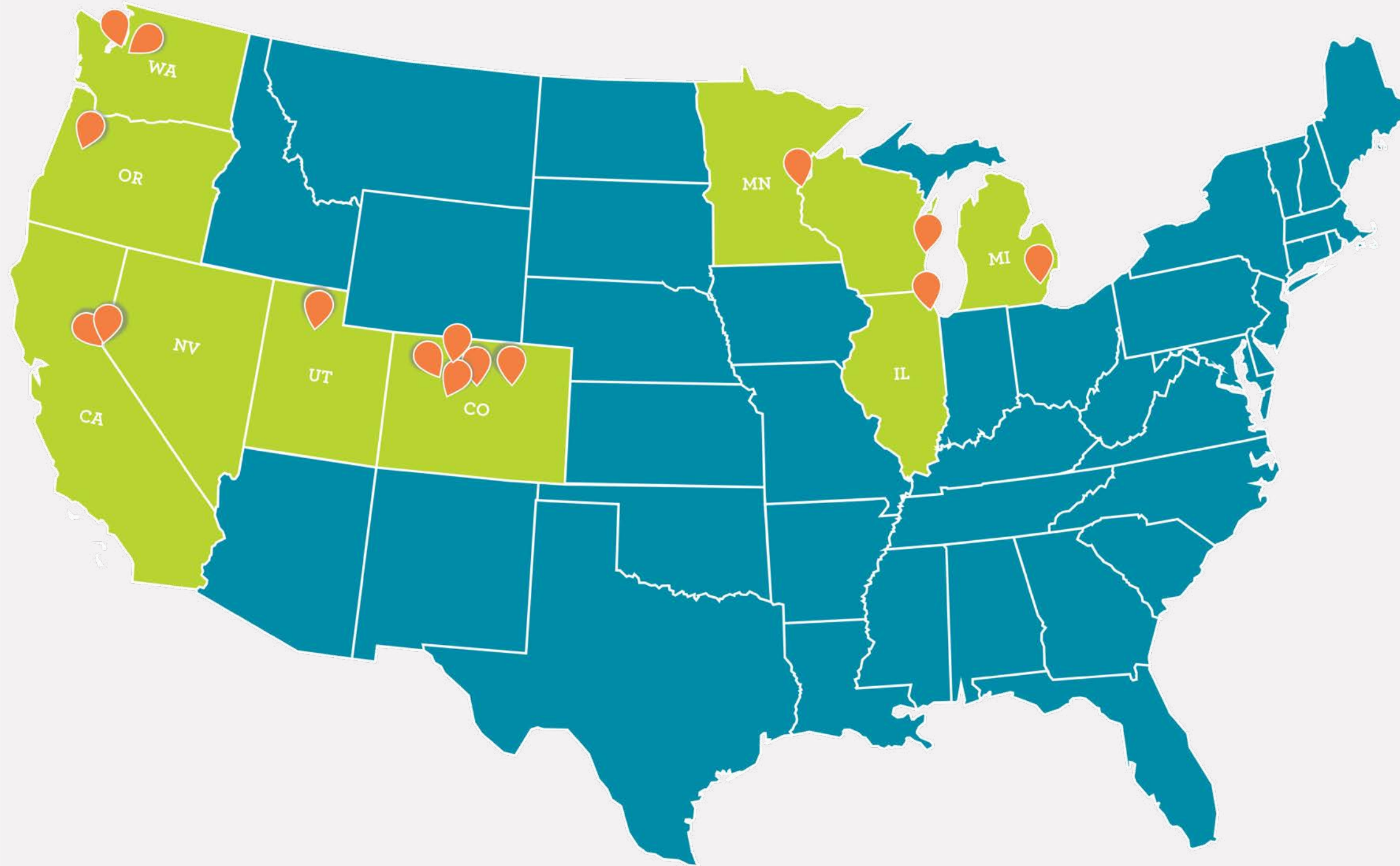
**24**  
career  
development  
participants

**51**  
alumni engaged  
as volunteers,  
mentors, board  
members or staff

**THE IMPACT OF OUR  
PROGRESSIVE CURRICULUM**



# TRANSFORMING YOUNG LIVES ACROSS 15 COMMUNITIES AND 10 STATES

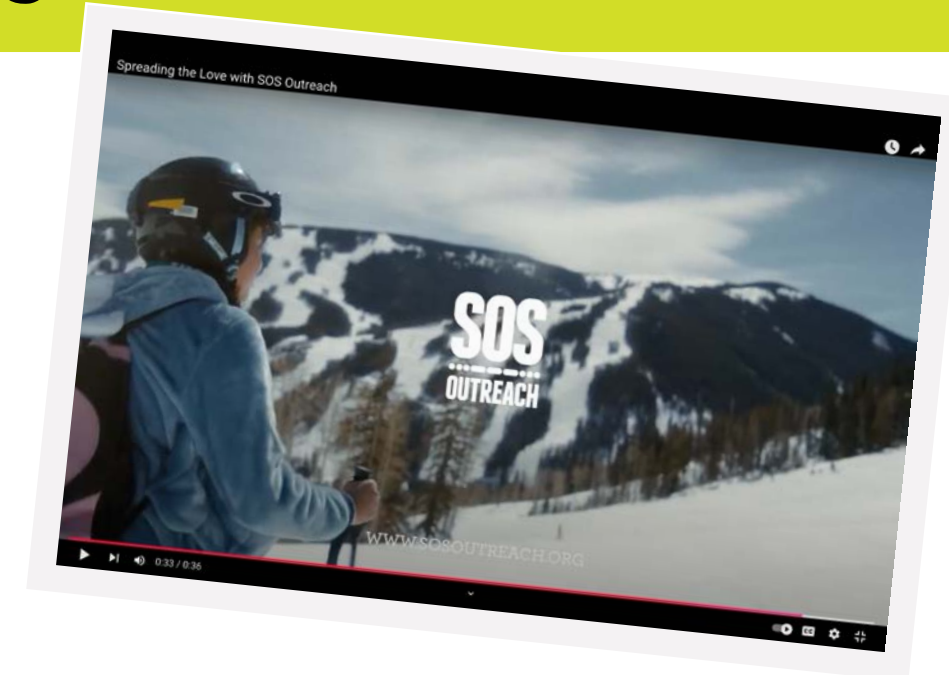


- Eagle County, CO
- Denver, CO
- Summit County, CO
- Leadville, CO
- Steamboat Springs, CO
- Park City, UT
- South Lake Tahoe, CA/NV
- North Lake Tahoe, CA/NV
- Seattle, WA
- Yakima, WA
- Portland, OR
- Detroit, MI
- Kenosha, WI
- Chicago, IL
- Minneapolis, MN



## Spread the Love

[WATCH THIS!](#)



### THE CIRCLE OF LOVE

On each ride day we come together in a 'Circle of Love' to reflect on that day's core value, recognize our peers who demonstrated it on the mountain, and share how we will carry it into our lives off the mountain. The 'Circle of Love' creates a brave space where adults and kids stand as equals, ensuring everyone has the opportunity to be seen and heard. To close, we unite and shout "Spread the Love" to reinforce our commitment to **core values** and positivity in our lives.



# WE STAND FOR INCLUSIVITY

“SOS was like another family for me. Being a first-generation college student, I was nervous to go away for school and my mentor took me out to dinner and helped answer all my questions. I have since graduated from UC Berkeley, participated in Americorps, and am pursuing my Master’s in social work. I can say that SOS pushed me to pursue all of those opportunities.”

-Mitzi Ayala, SOS alumna

## MEET MITZI

Mitzi moved from Mexico to California when she was young, raised by her single mother. Today, she is grateful for the Spanish translator at her school that recommended her for SOS- a decision that helped her connect to her new community.



SKI &  
SNOWBOARD

DEI CHAMPION  
AWARD



COLORADO  
SNOWSPORTS  
MUSEUM  
HALL OF FAME

TOP OF THE HILL AWARD



7 ORGANIZATIONS MAKING SKIING  
MORE INCLUSIVE



ACKNOWLEDGMENT OF  
MENTORING BEST PRACTICES



# TALENT IS EQUALLY DISTRIBUTED, OPPORTUNITY IS NOT

## Imagine...

... attending a school where most of your peers ski on the weekend, an activity your family could never afford. Imagine wanting your first job or being a first-generation college student with so many questions but no one to turn to for guidance. **Our progressive curriculum is designed to help our young people navigate these challenges and more.**



We collaborate with youth agencies and school districts to identify the kids and teenagers who would benefit most from our programs.

## TOP CHALLENGES OUR YOUTH FACE

- LOW INCOME
- NON-NATIVE ENGLISH SPEAKER
- LOW SELF-ESTEEM
- DIFFICULTY FOCUSING IN SCHOOL
- MENTAL HEALTH CHALLENGES

## DEMOGRAPHIC PROFILE



66% IDENTIFY AS ETHNIC MINORITY

46% HAVE HOUSEHOLD INCOME LESS THAN \$40,000



# WE ARE BUILDING POWERFUL SELF-ADVOCATES AND ACTIVE COMMUNITY MEMBERS

Our progressive curriculum was designed for long-term impact with 3 goals in mind:



**1. Develop positive relationships and foster a sense of belonging**

**87%** felt they were an important part of a team



**BELONGING**



**2. Enhance self-regulation through social emotional learning skills.**

**85%** of youth felt they had freedom to develop and use their own ideas



**SKILL BUILDING**



**3. Build strong character through core values and community service.**

**83%** felt they made a contribution to others



**COMMUNITY SERVICE**



# WE ARE MAKING THE OUTDOORS MORE ACCESSIBLE

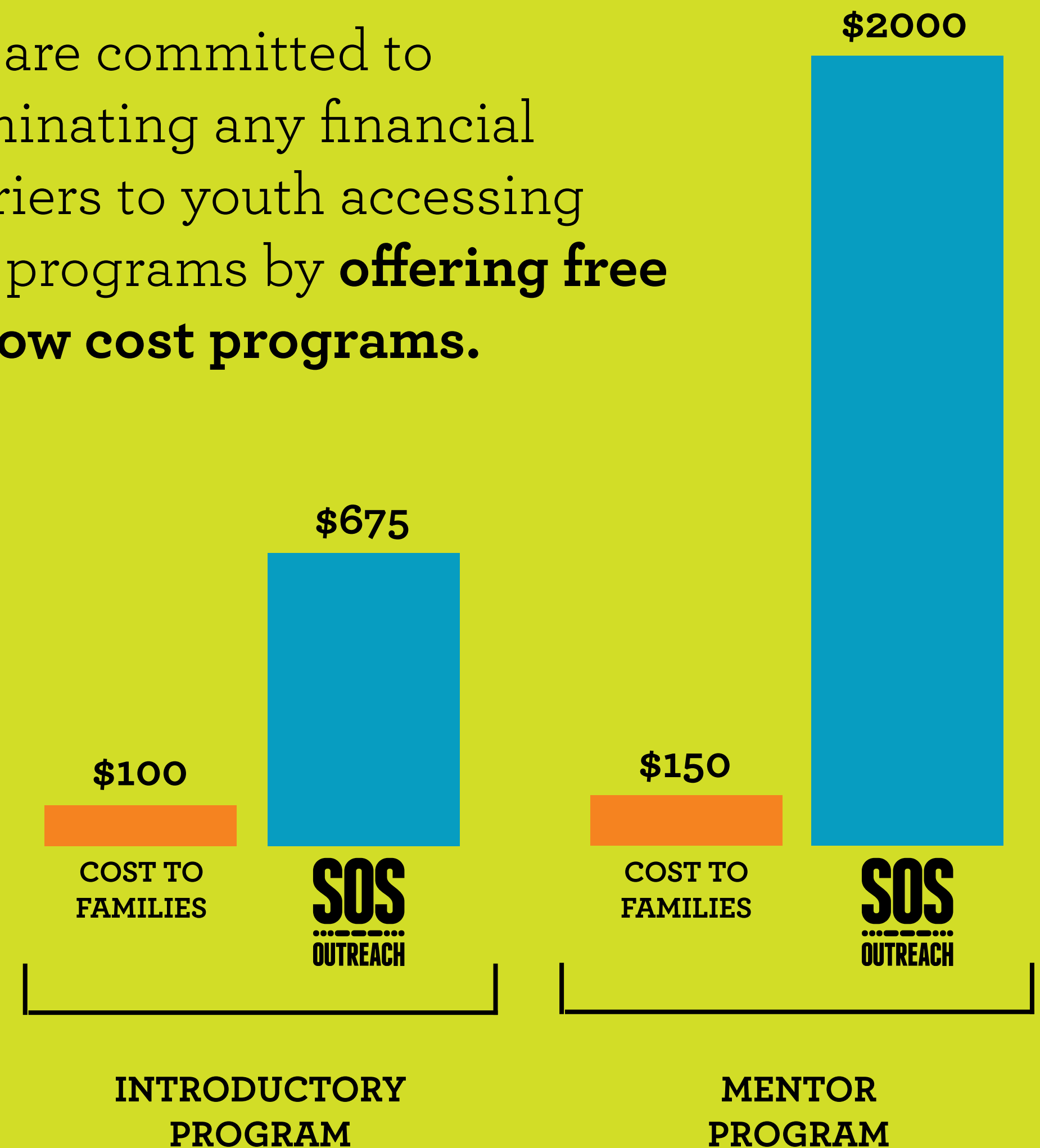
❖ As a national organization, we have the advantage of scaling our programs to maximize our impact and resources. Our centralized leadership team streamlines operations for regional support, allowing us to engage more youth across all locations and offer consistent programming based on our proven approach.

## PROGRAM EXPENSES:

\$8M Annual Expenses (cash & in-kind)

88% program services  
12% management & fundraising

We are committed to eliminating any financial barriers to youth accessing our programs by **offering free or low cost programs.**





## MEET KEVIN

Kevin Garcia Rios spent 10 years in SOS, including 5 as a Junior Mentor. His commitment to academic excellence and community service earned him a scholarship to Vail Mountain School for his academic excellence and community contributions. He then went on to graduate from Williams College as a student athlete. Now at Harvard Medical School, Kevin is pursuing his dream of becoming a doctor, while staying engaged with the SOS Alumni network.

**“SOS impacted me because it gave me a value system that I still hold today and it also inspired me to be involved in the community and give back.”**

**-Kevin Garcia Rios, SOS alumni**





# WE CREATE CONNECTIONS THAT UNCOVER CONFIDENCE AND CULTIVATE BELONGING

❖ Our goal is to build long-term, integrated partnerships with organizations that share our values. Here are some examples of creative collaborations that have made a significant impact.



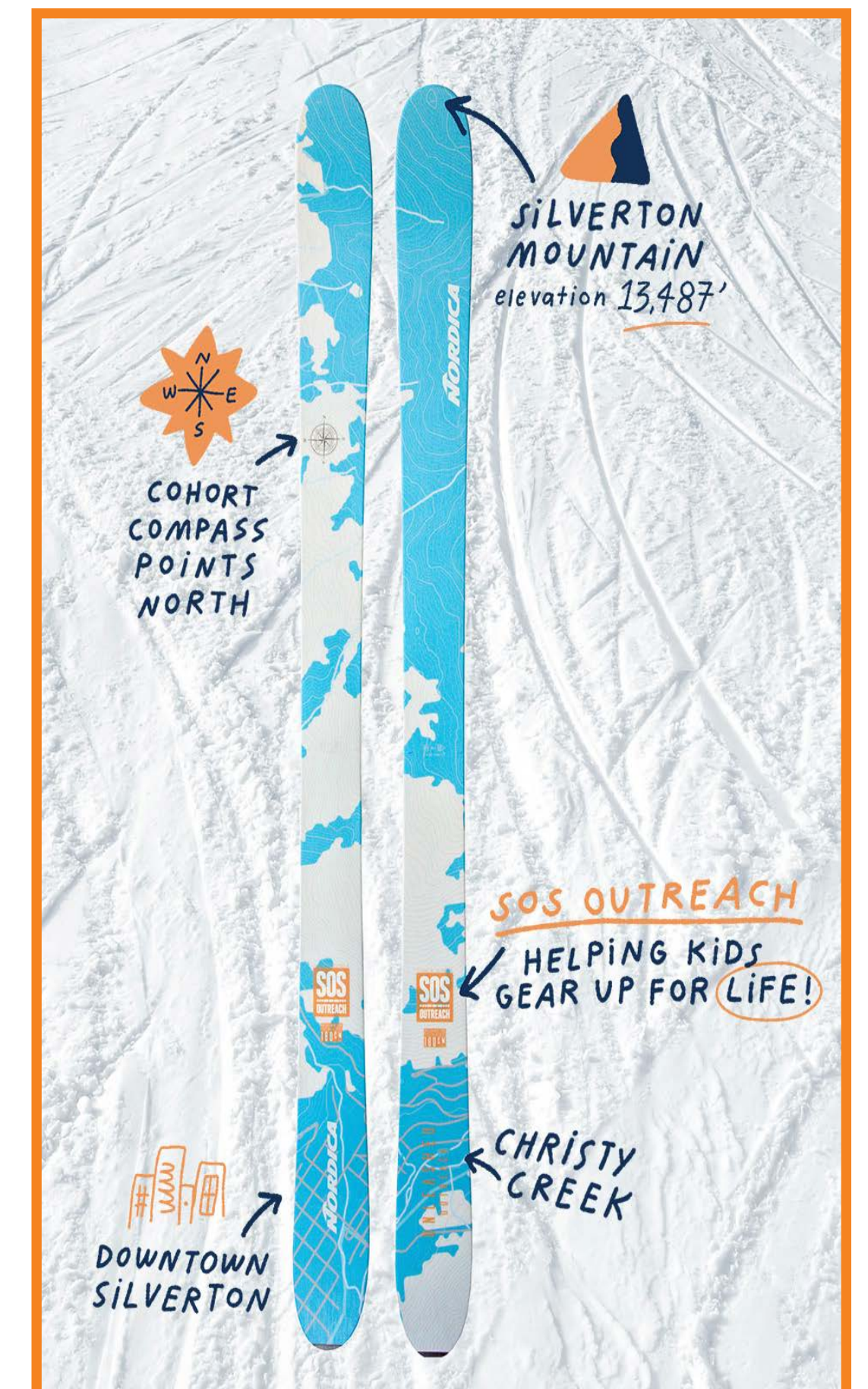
**Zeal:** A custom goggle and sunglass line, designed in partnership with artist Pat Milbery, raised funds and awareness for SOS Outreach.

**Smartwool:** A long-term integrated partner of SOS programs, Smartwool has supported the organization with sponsorship, in-kind product, custom designs, campaign match incentives, volunteering, and shared storytelling.

**Nordica:** Through this partnership, four program alumni had the opportunity to design a custom ski and learn what it takes to bring a product to market. All proceeds directly benefited SOS Outreach youth.



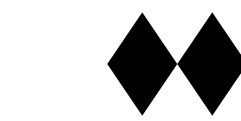
**Jockey:** Headquartered in Wisconsin, Jockey made a multi-year commitment to support the expansion of our mentor program at Wilmot that led to a 50% increase in youth participation.



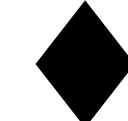


# THIS MISSION-DRIVEN WORK WOULD NOT BE POSSIBLE WITHOUT OUR PARTNERS

## THE PERKS OF PARTNERSHIP



\$50,000



\$25,000



\$10,000



\$5,000

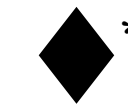


\$2,500

Creative campaign collaboration



Opportunity to create custom content



Invites to Silverton Changemakers Summit

2

1



Logo included in SOS Newsletter



Custom engagement opportunity



Brand integration at signature events



Invites to First Tracks events

4

2

2



Newsletter feature



Social Brand Feature & Collaborations

6x

4x

3x

2x

1x

Featured Logo & Link on Partnership page



Inclusion in Annual Report



Year-long use of SOS approved assets





# ADDITIONAL WAYS TO IMPACT FUTURE GENERATIONS

While financial support is our greatest need, there are a variety of other ways to support our mission:



**IN-KIND  
PRODUCT**



**MARKETING  
AMPLIFICATION**



**PEER-TO-PEER  
FUNDRAISING**



**VOLUNTEERING**



**REGISTER  
ROUND-UP**



**EVENTS**

**Get involved with our events by sponsoring, attending, or donating giveaways!**

[Visit our Events Page online.](#)

## **Community Events**

In partnership with local businesses, we host 35+ events across our locations each year to engage our community and celebrate local impact.

## **Silverton Changemakers Summit**

Our annual 3-day fundraiser over MLK weekend is an exclusive opportunity to experience the rugged San Juan Mountains in Silverton, Colorado.

## **First Tracks**

Experience the joy of untouched powder and crisp corduroy with the SOS community before the lifts open to the public, followed by a brunch featuring SOS alumni speakers.

## **Interconnect Park City**

Our Ski Utah Interconnect Tour is a unique opportunity to ski 6 world class resorts and the backcountry terrain in between – all in one day!





# Spread the Love

LET'S CREATE A  
BRIGHTER FUTURE TOGETHER

## CONTACT

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scan to visit  
our website



[sosoutreach.org](https://sosoutreach.org)