



Gratitude Report



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Olympic Opening Ceremonies
Beijing, China
February 4, 2022



A Letter from the Chief Revenue & Philanthropy Officer

A new era for U.S. Ski & Snowboard filled with exciting changes and opportunities for growth

To our U.S. Ski & Snowboard family,

We are excited to share this third edition of the Foundation Gratitude Report with you. Here at U.S. Ski & Snowboard, the 2021-2022 season was one filled with change, challenges and triumphs for our organization and our athletes.

Last season kicked off with a new round of fundraising for the Jeff Shiffrin Athlete Resiliency Fund. As you'll remember, several generous donors came together in 2020 to create this fund to help stabilize our funding during the pandemic. In the 2021-2022 season, the focus of the fund shifted to raising \$250,000 in support for need-based, direct-to-athlete stipends that could be used to offset any expenses related to our athletes' sports careers. We met that fundraising goal and an application process was opened in January 2022 for athletes to submit their funding requests. Award decisions were based on need, commitment to athletic excellence, and a demonstrated ability to break through to the next elite level of sport. As you will read in this report, we were able to provide significant support to 44 athletes across all sport disciplines and team levels.

We had a very successful fundraising season, including raising support for the Bob Beattie Athlete Travel Fund, selling out our Gold Pass Program again, and raising more funding from our direct marketing appeals than we ever have before.

Altogether, the Foundation raised **more than \$19.6 million** in operating and endowment support! We are deeply grateful to all of our donors whose contributions made this possible.

U.S. Ski & Snowboard has also made some significant changes to its organizational structure and leadership this past season. As many of you know, we have a new President and Chief Executive Officer, Sophie Goldschmidt; a new Chief of Sport, Anouk Patty; and a new Chief Marketing Officer, Guy Slattery. You can read about their impressive backgrounds in the Executive Profiles section of this report. Additionally, Board of Trustees member Dune Delafield Thorne, a Partner at Brown Advisory, is our new Foundation Board President, and we welcome her leadership and guidance in this role.

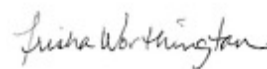
I am also excited to take on a new role as Chief Revenue & Philanthropy Officer, overseeing both the Foundation and our Commercial Partnerships teams. Streamlining our revenue-generating departments in this way will help us maximize funding, and create new opportunities and efficiencies in our approach to securing athlete support.

We are thrilled to embark on this new era of leadership and we welcome both the benefits and challenges that are inevitable with change because it leads to growth.

Despite the challenges we faced during the Olympic Winter Games in Beijing due to the ongoing COVID-19 situation, our athletes and staff demonstrated remarkable grit and determination. They managed the pressure of the Games while balancing a great deal of uncertainty related to logistics, government restrictions, and viral testing. U.S. Ski & Snowboard brings the largest delegation of athletes to the Olympic Winter Games every four years and we consistently win the largest percentage of medals. In 2022, we are proud to say we brought home 60% of the Olympic medals (15), including five gold, seven silver, and three bronze.

The close of the 2021-2022 season marks the end of an Olympic cycle for us, also known as a quad. We look forward with hope as we enter a new quad on the Road to Milano Cortina 2026, and we thank you for embarking on the journey with us.

Appreciatively,



Trisha Worthington
Chief Revenue & Philanthropy Officer





A Warm Welcome to Sophie Goldschmidt!

Our new CEO brings great sports experience and a fresh perspective to the organization

In September of 2021, U.S. Ski & Snowboard announced Sophie's appointment as President & CEO, making her the first woman ever to head the organization. While she may be new to snow sports, she is certainly no stranger to the sports industry in general. Sophie has extensive and impressive experience in commercialization and marketing for some of the most well-known organizations in sports, including the World Surf League (WSL), the National Basketball Association (NBA), the Women's Tennis Association (WTA), and the Rugby Football Union (RFU). She has worked closely with athletes across multiple sports from the grassroots to the elite level, and has a track record of transforming organizations from a business standpoint. She has been at the forefront of globalizing and innovating sports, media, and entertainment properties throughout her career.

During her tenure as CEO of the WSL, Sophie was responsible for transforming both the business capabilities and culture. She successfully negotiated a historic 10-year agreement with the athletes, led the implementation of equal prize money for men and women, secured unprecedented levels of linear and digital distribution, including a first-of-its-kind Facebook partnership, in addition to record revenue performance. She also delivered the first-ever competitive events utilizing wave technology at the WSL's Surf Ranch, relaunched the organization's ocean health advocacy program WSL PURE and significantly raised the WSL's profile globally.

"My priority is to build on the organization's strong foundations. To take the levels of performance to new heights, to grow the number of participants and fans we engage with, in addition to creatively unlocking new value and investment."

As Chief Commercial and Marketing Officer of the RFU, Sophie was responsible for all of the union's revenue-generating areas and commercial programs, in addition to its marketing and digital communications. In her time at the NBA as the Senior Vice President and Managing Director of Europe, the Middle East and Africa, Sophie helped spearhead the NBA's global expansion of its brand. Prior to the NBA, she served as a Vice President of Sales and Marketing for the WTA globally and she began her career at Adidas. Sophie was also one of the first two female Board Members of the PGA European Tour. She has spent much of her career in the U.S. and attended Baylor University on a tennis scholarship.

Sophie's appointment signals a commitment to U.S. Ski & Snowboard athletes, partners, members and fans. "Sophie brings an invaluable level of tacit knowledge gained from her previous roles working with athletes and sports organizations," said U.S. Ski & Snowboard Board of Directors Chair, Kipp Nelson. "Her leadership, commercial and marketing experience, combined with her commitment to the athletes, makes her ideal for this role. Her ability to grow engagement and raise the global profile of athletes, teams and brands will directly benefit all U.S. Ski & Snowboard stakeholders."

From Sophie's perspective, she sees significant opportunities to further develop the profiles of U.S. Ski & Snowboard's seven sports and of the athletes, who are inspirational role models. By telling and promoting their stories and attributes, we are building a strategic plan that strengthens the organization as a whole while expanding visibility for our sports and motivating the next generation of skiers and snowboarders. The future looks bright and we are excited for the road ahead.

U.S. SKI & SNOWBOARD

An Overview

Who we are, what we do, and why it matters

U.S. Ski & Snowboard is an Olympic sports organization dedicated to helping young skiers and snowboarders become world-class competitors.

We have a broad mandate not only to provide the best possible training and coaching, but also to remove as many obstacles as possible on the path towards athletic success for the 180 athletes on the national team.

U.S. Ski & Snowboard is the National Governing Body (NGB) for the seven ski and snowboard sports – Alpine, Cross Country, Freeski, Freestyle, Nordic Combined, Ski Jumping, and Snowboard. NGBs are independent federations that govern specific sports through common consent within the sport and are accountable to the United States Olympic & Paralympic Committee (USOPC). We are the nation's largest winter sports NGB, encompassing a wide variety of sport programs designed to develop athletes to participate at the highest levels of international competition and represent the United States of America. In order to develop and achieve athletic success, U.S. Ski & Snowboard provides a development pipeline, criteria, and a support system for athletes, coaches and officials.

U.S. athletes do not receive any government funding

The national team athletes train and compete to be the best in world, often at significant personal risk. They forego traditional pathways to success for a chance to become the greatest in their sports, which is physically challenging and holds no certainty of success. And unlike their international competitors who benefit from the financial security of government-sponsored programs, our athletes rely solely on the generosity of individual donors, foundations, and corporate sponsorships to fund their sports careers.

The U.S. Ski & Snowboard Foundation raises funds from individuals and foundations to provide continuous, direct support for the national team athletes, including their training camps, coaching, competition fees, travel expenses, and sports medicine and nutritional needs.

We pursue growth for the organization through a long-term strategic plan that values the achievements of the individual athlete and the team as our defining measurement of success. To attain our ambitious goal of being *Best in the World* across all skiing and snowboarding disciplines, we are striving to provide our athletes with the mental, physical and financial tools they need to achieve competitive success.

82% of U.S. Ski & Snowboard's annual budget funds athletic programming



Elite physical training and high performance equipment at the USANA Center of Excellence



Services that directly support our athletes in all skiing and snowboarding disciplines



On-snow camps, training/hill space, coaching, competitions, travel, and technicians



U.S. Nationals, FIS World Cups, U.S. Grand Prix, Deer Valley World Cup, U.S. Cross Country National Championships, U.S. Freestyle Championships



Covers the cost of fundraising events, marketing events, communications, and administrative overhead



College tuition reimbursement and support for travel expenses

FINANCIALS

At A Glance

Annual Operating Revenue: \$41.4 million

Foundation: \$19.6 million

\$15.2 million in operating revenue (37% of total) & \$4.4 million in endowment funds

Programs include annual giving, principal giving, planned giving, hospitality trips, special events, and direct marketing appeals

Marketing: \$9 million (22%)

Marketing utilizes our domestic events as a major platform to sell corporate sponsorships

USOPC Grant: \$6.4 million (15%)

The United States Olympic & Paralympic Committee is our largest single partner

Membership/Comp Fees: \$5.8 million (14%)

Includes participation from athletes, coaches, officials and volunteers in sports programs

PPP Funding: \$2 million (5%)

Endowment Grant: \$1.8 million (4%)

Covers the cost of the USANA Center of Excellence training facility

Other Revenue Sources: \$1.2 million (3%)

Annual Operating Expense: \$41.3 million

Athletic Programs: \$33.8 million (82%)

Elite Teams (A-D, Pro/Rookie): \$19.1 million
 Domestic Programs: \$6.2 million
 Events: \$4.5 million
 Training Facilities & Equipment: \$2.1 million
 Olympics: \$1.4 million
 College Grants: \$500k

Foundation & Marketing: \$4.1 million (10%)

The cost associated with Foundation and Marketing events that raise money

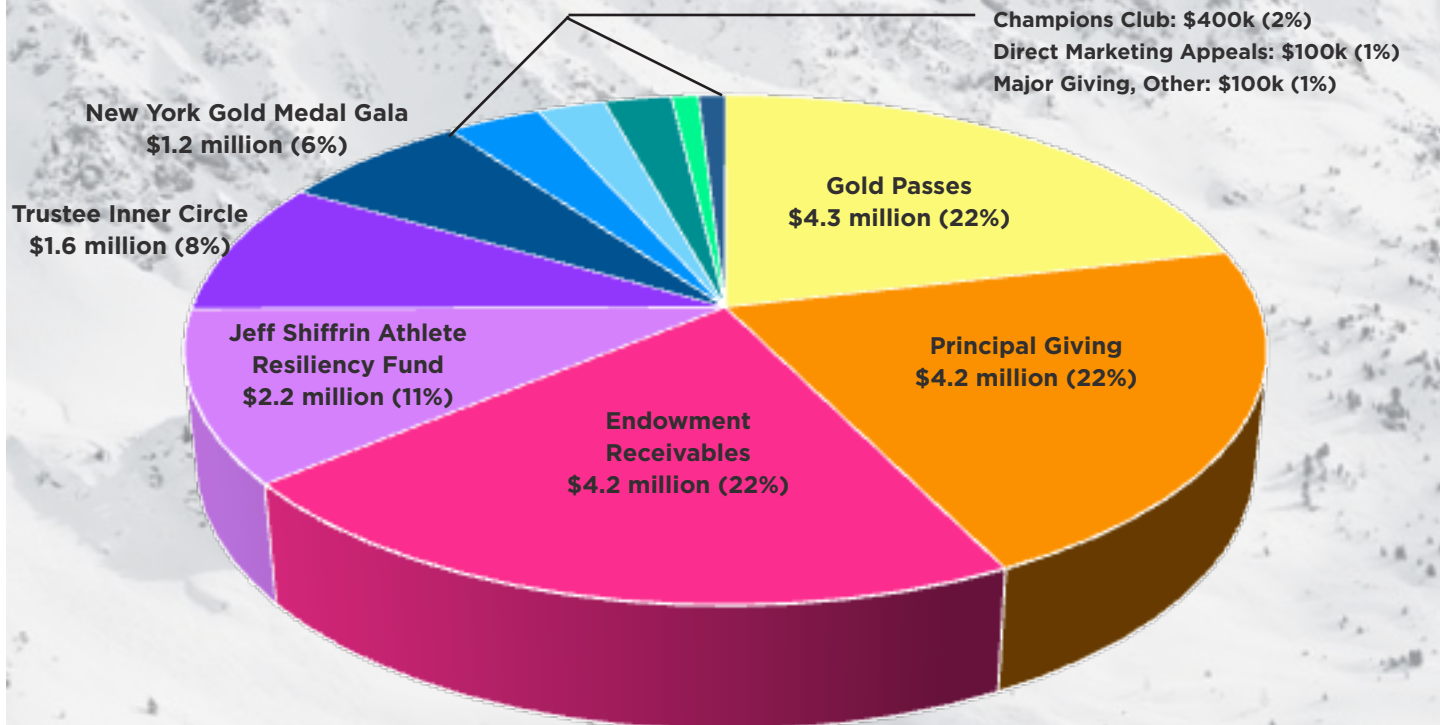
Administration & Communications: \$3.4 million (8%)

The cost associated with communications needs and administrative overhead

Value-In-Kind Support: \$4.1 million+

Medical & Physiology Volunteers: \$1.5 million
 Uniforms, Supplies & Equipment: \$1 million+
 Training Center Partnerships: \$1 million
 EAHI Medical Health Insurance: \$600k

Sport-Specific Fundraisers: \$600k (3%)
 Ambassador Program: \$500k (2%)
 Champions Club: \$400k (2%)
 Direct Marketing Appeals: \$100k (1%)
 Major Giving, Other: \$100k (1%)



The Olympic Winter Games *Beijing 2022*



There is no denying that the 2022 Winter Olympic Games in Beijing was one for the history books. Never before have so many challenges come together to create what can be described as one of the most unusual Olympic experiences of all time. From politics to public health, there was not a week that went by in the lead up to the Games that could be deemed 'business as usual' for our athletes and staff.

Protests against China's human rights violations and internal crackdowns led to mounting pressure to boycott the Games, both politically and athletically. The stringent and ever-changing "zero COVID" protocols created unprecedented logistical problems. Despite an extraordinary level of preparation and precaution on our end, U.S. Ski & Snowboard staff and athletes had to navigate the day-to-day uncertainty of knowing they could test positive for the virus at any time. While there is a level of anticipation and stress that is considered normal for athletes at any Olympics, not knowing if you will be allowed to compete right up until the moment you enter the start gate is typically not part of it.

Despite these challenges and more, we are so proud of the exceptional hard work, dedication and determination displayed by our athletes and staff. Our staff were on the ground weeks before the start of the Games to work on logistics, helping to ensure the athletes had everything they needed to compete. Once everyone arrived in China, the staff worked tirelessly to manage the COVID-19 situation and still provide the level of support our team needed.

It was well worth the effort. Of the 25 Olympic medals won by the United States, 15 of them (60%) were won by U.S. Ski & Snowboard athletes - 5 gold, 7 silver, and 3 bronze. Freeskiing and Snowboarding were the most successful sports for the U.S. We also had a historic achievement in Cross Country skiing with the first-ever U.S. medal won in the individual sprint.

More than half (54%) of our U.S. Ski & Snowboard Olympians were first-timers

"Having the opportunity to represent my country while doing the sport I love is every athlete's dream."



- Jackie Wiles, U.S. Alpine Team

and of that cohort, half of them finished in the top 10! In total, 56% of our team had top 10 results and 23% had top 5 results. Below is an overview of our skiing and snowboarding medalists by sport discipline.


Alpine skiing

Ryan Cochran-Siegle,  super-G

Cross Country skiing

Jessie Diggins,  30km freestyle, and  individual sprint


Freestyle skiing

Ashley Caldwell, Christopher Lillis, and Justin Schoenefeld,  mixed team aerials (inaugural event)

Megan Nick,  aerials

Jaelin Kauf,  moguls

Freeskiing

Alex Hall,  freeski slopestyle


Nick Goepper,  freeski slopestyle


David Wise,  freeski halfpipe

Alex Ferreira,  freeski halfpipe


Colby Stevenson,  freeski big air

Snowboarding

Chloe Kim,  snowboard halfpipe

Julia Marino,  snowboard slopestyle

Lindsey Jacobellis,  snowboardcross

Lindsey Jacobellis and Nick Baumgartner,  mixed team snowboardcross (inaugural event)

Above: The Opening Ceremonies of the Olympic Games

Far left: Lindsey Jacobellis and Nick Baumgartner receive their gold medals in mixed team snowboardcross

Upper left: Colby Stevenson competes in the men's Freeski big air final run

Lower left: Ryan Cochran-Siegle during his silver medal-winning run in the men's Super G

SAYING GOODBYE TO A LEGEND

5-time Olympian, 3 Olympic gold medals, 18 X Games medals. It's been one extraordinary ride for Shaun White.

Everything that has a beginning comes to an end.

- Quintilian

While that's an inescapable truth in life, it doesn't make it any easier to say goodbye. Here is a recap of the extraordinary career of Shaun White, the greatest snowboarder of all time, who has changed the sport forever and for the better.

Shaun's story began in California where he grew up riding with his family in the San Bernardino Mountains, taking up the sport at the age of six. By the following year, he had received his first sponsorship. While pursuing his passion for snowboarding, Shaun also pursued skateboarding and would go on to win five X Games medals in that sport and the overall title of Action Sports Tour Champion.

Shaun's Olympic debut in snowboarding was at the 2006 Winter Games in Turin, Italy. He won a gold medal in the halfpipe competition and that was the beginning of a record-breaking Olympic career. He won his second gold in the halfpipe at the 2010 Winter Games in Vancouver, Canada, and his third at the 2018 Winter Games in PyeongChang, South Korea.

Fiercely competitive and confident, Shaun is an innovator who created tricks and he was the first on several occasions to land combinations in competitions that no one had previously attempted. That new level of accomplishment is something current and future competitors will try to meet and exceed. His worldwide popularity also helped usher snowboarding into the cultural mainstream and made him a household name. Shaun's list of athletic achievements is nothing short of incredible:

- *Holds the record for the highest score ever achieved in the men's halfpipe at the 2018 Winter Olympics - a 97.75 out of 100*
- *The first person in history to compete in and win the Summer and Winter X Games*

- *The first person in history to score a perfect 100 in the men's snowboard SuperPipe at the Winter X Games*
- *The first and only person to win both a Summer and Winter Dew Cup*
- *The first snowboarder ever to land back-to-back double corks (Red Bull SuperPipe)*
- *The first snowboarder to win back-to-back gold medals in the Winter X Games SuperPipe*
- *The first athlete ever to win gold medals four years in a row in the Winter X Games SuperPipe*

Shaun pushed the limits of the sport and set the bar high for the next generation of snowboarders. At his fifth and final Olympics in Beijing, he was competing against athletes who have watched him and idolized him since they were very young children.

In an interview earlier this year, Shaun said he's more than happy to pass the torch to the next generation of snowboarders, adding that he "can't wait to see where this sport goes." Neither can we, Shaun. Thank you for the memories. We look forward to watching you enter the next chapter of your life knowing you gave it your all and held nothing back.

Here's to the G.O.A.T.



Top: Shaun in action during the men's Halfpipe Qualification.

Bottom: Shaun with his coach, JJ Thomas, after his final run at the Games.



Shaun takes a moment to say goodbye after his final run of the Games at the Genting Snow Park in Zhangjiakou, China.

GOLD PASS PROGRAM

Launched in 1973, the Gold Pass Program is U.S. Ski & Snowboard's oldest and most successful annual giving program



Since its inception nearly 50 years ago, the Gold Pass Program has grown from a small, grassroots effort to support U.S. Ski Team athletes into the single largest annual fundraising program in the U.S. Ski & Snowboard Foundation. In the 2021-2022 season, it provided more than \$4.3 million in funding for our athletes. The exceptional growth in the Gold Pass Program over the years is due to the participation, support, and generosity of the National Ski Areas Association (NSAA) member ski areas.

The Gold Pass is the ultimate ski pass that grants access to more than 200 of the country's best resorts for skiing and riding. This unique, fully transferable pass offers the freedom to ski and ride the best terrain while providing a sustainable source of funding for our national team athletes. When you join the Gold Pass Program, you truly become a member of the team behind the Team.

With only 485 Gold Passes available, we completely sold out again in the 2021-2022 season and we have a waiting list of more than 90 supporters who want to secure 130 Gold Passes and become part of the program. With the help and generosity of donors like you, we provided an extraordinary level of support for the U.S. Ski & Snowboard Teams.

Above: Alumni athlete, Olympic gold medalist, and Athlete Gift Officer Hannah Kearney and a Gold Pass member ski together during the season.

Right: Justin Schoenefeld performs during the men's Aerials Final at the 2022 Olympic Winter Games.

Here's why Gold Pass funding is so critical:

- Every dollar raised means more athletes have less out-of-pocket expenses
- More funding allows our athletes to focus solely on their training and performance
- It's direct-to-athlete so every dollar supports them as they pursue their dreams
- Your support makes a big impact on the lives of 180 of the world's best athletes

Without the annual funding from Gold Pass donations, U.S. Ski & Snowboard would not be able to adequately fund our athletes. But it's also about more than money; it's about being a team. The support NSAA, member ski resorts, and donors provide to make the program a success means that you stand behind the athletes, and with them. It's a sign of true solidarity because it takes a nation to send our athletes to compete on the world stage. Our athletes are also powerful role models that future generations look up to and follow. They influence participation from children and families, and serve as a source of national pride that helps unite Americans in their love of sport and the value of team.

"Donor funding is essential for our sport to be successful and every athletes knows what an amazing opportunity we have with the U.S. Ski Team. The support from donors is a huge part of how I reached the top in my sport and became an Olympic gold medalist. Without your support, I wouldn't be able to travel around the world and compete for the United States."

- Justin Schoenefeld, U.S. Aerials Team



DIRECT MARKETING APPEALS

The 2021-2022 season was our most successful season ever for fundraising through direct marketing appeals

The U.S. Ski & Snowboard Foundation had an incredible season of fundraising through our direct marketing appeals. We enhanced our overall efforts in data analytics and added more appeals, which yielded substantial growth. We also developed the Podium Club membership that acknowledges donors who give more than \$1,000 through direct marketing with exclusive digital content and offers.

Additionally, we developed creative direct mail items such as the 2022 U.S. Ski & Snowboard calendar featuring past Olympic athletes who won medals. We had a fantastic response to the calendar campaign and it illustrated how donors from all across the country love to give in support of our winning athletes. All of our direct marketing appeal letters and emails focus on a particular athlete's story, sharing the challenges and triumphs on their journey to try to become the best in the world.

Each appeal is crafted in collaboration with the featured athlete and they have the opportunity to review the work before it goes out to the public. In the 2021-2022 season, we highlighted the following current and alumni athletes who covered a range of topics that were inspiring:

- *Hailey Swirbul and her passion for supporting mental health*
- *Mikaela Shiffrin who continues to share her message of resiliency and support for all national team athletes*
- *Jonny Moseley and his support of our 2022 Olympic Winter Games athletes*
- *Shaun White and his desire to always represent the United States with pride*
- *Red Gerard was featured in our Hometown Heroes appeal for giving back to the snowboarding community*
- *Chloe Kim reflected on the thrill of being an Olympic athlete and how important it is to support our team's travel funding*

Closing out the 2021-2022 season means the end of one Olympic cycle and the beginning of another. Our eyes now turn towards the 2026 Olympic Winter Games in Milano Cortina, Italy, and to the support our athletes need to make it to the Games in four years' time. We will continue to enhance our direct marketing program to gain more supporters and build on the amazing success we have experienced this past season.

Right: Taylor Gold in mid-flight as he competes in the men's Snowboard Halfpipe Finals at the 2022 Olympic Winter Games.

Compared to the previous season, the 2021-2022 season showed strong growth in the program:

- *Overall, the number of gifts increased **105%***
- *We had a **140% increase** in gross revenue*
- *Larger donations in the range of \$1,000-\$10,000 led to the development of the Podium Club*
- *Podium Club membership is currently at **39 members and growing** - our goal is to increase it to more than 100 members within the next two seasons*



“Without donor funding, I wouldn't have been able to rise to an elite level in my sport, come back from injury, or sustain a professional career. It is essential for my travel, training, and competitions. Without this funding, most athletes wouldn't have the financial resources to progress to an Olympic caliber.”

- Taylor Gold, U.S. Snowboard Team

CHAMPIONS CLUB PROGRAM

Now in its 20th year, the Champions Club is our premier hospitality program that provides exclusive experiences at top events around the world

The Champions Club Program began in 2002 at the Olympic Winter Games in Salt Lake City, Utah. Since then, the program has grown to become a pillar of the Foundation's annual fundraising plan, raising tens of millions of dollars in direct-to-athlete funding. Champions Club supporters are treated to spectacular experiences at our key sports events, which we have held in the United States, Europe, and Asia. These trips are all-inclusive with VIP accommodations that include fine dining, exceptional lodging, meet-and-greets with the athletes, and fun cultural activities.

Our most recent Champions Club experience took place March 14-20, 2022 in Meribel-Courchevel, France, for the FIS Alpine Ski World Cup Finals. In addition to VIP access to the competitions and time with the athletes in the finish area, our guests also enjoyed other memorable activities:

- *Behind-the-scenes tours of the women's ski room and the wax room*
- *Plenty of opportunities to ski, both alpine and cross country, including First Tracks with Ski Patrol*
- *Fantastic dining experiences and private VIP encounters such as a private picnic with a Michelin star chef*
- *Après-ski fun and cocktails*

U.S. Ski & Snowboard would like to thank all of our Champions Club members, past and present, for their incredible support.

Here are our upcoming events:

2023 World Ski Championships
Meribel-Courchevel, France (sold out)

2025 Nordic World Championships
Trondheim, Norway (spaces available)

2026 Winter Olympic Games
Milano Cortina, Italy (nearly sold out)



Above, left to right: Paul Raether, John Townsend, Marree Townsend, Wendy Raether, John Arnold, Karen Arnold, and their ski guide at the top of the mountain.



Left to right: U.S. Ski & Snowboard CEO, Sophie Goldschmidt, Chief Revenue & Philanthropy Officer, Trisha Worthington, and Foundation Trustee, Steve Strandberg enjoying the World Cup races.



Left to right: Alumni athlete and Athlete Gift Officer Alice Duran with Alexia Maddock and Molly Vaile, fresh off the slopes and ready for the events.



Above: The entire Meribel-Courchevel group, including U.S. Ski & Snowboard staff and two-time Olympic gold medalist, Mikaela Shiffrin, gathers for cocktails and discussion after the day's races.



Above: Alpine ski racer, River Radamus, shares some behind-the-scenes experiences with our guests.



Above: A few of our guests enjoying some time on the slopes of the French Alps.



Above: Fans get ready to cheer on their favorite athletes at the bottom of the spectacular racecourse.



Above, left to right: Alexa Maddock, Kilian Albrecht, Fernando Maddock, and Eric Resnick enjoy lunch in Courchevel.

TRUSTEE INNER CIRCLE

Our Board of Trustees is a dedicated and passionate group of supporters who are the backbone of the Foundation

U.S. Ski & Snowboard's annual trustee giving program is called the Inner Circle, which is a fitting name for this group of vital supporters who are closest to our organization and our athletes. Their Inner Circle contributions provide critical operating support for all national team athletes, which supports their athletic programming. This includes athlete travel, training camps, competitions, and sport medicine and nutritional support. Simply put, we could not function as an organization without this extraordinary group of individuals. We are deeply grateful for their commitment to us, and proud to call them our supporters and friends.



"The dreams that kept me up at night when I was seven years old are now my goals, and I am so grateful to have the privilege and the opportunity to chase them. When you make it to the top level of sport, the travel increases and the expenses get larger. While you're trying to compete you're also trying to make sure you have the means to keep competing. None of this would be possible to achieve without U.S. Ski & Snowboard donors. Thank you."

- Nick Page, U.S. Moguls Team

2021-2022 Foundation Board of Trustees

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Sydney McNiff Johnson	Tom Wallisch
Mike Kaplan	Thom Weisel
Samir Kaul	Heather McPhie Watanabe
Hannah Kearney	

Above, left: Nick Page competes in his first Olympic Games in the men's Moguls Finals.

2021-2022 Ambassadors

Ray Bingham
John Botti
Tatiana Botton
Leslie Chihuly
Ladd Christensen
Kevin Compton
Todd Crockett
Wade Davis
Laura Gaylord
Mitchell Green
Jamie Greene
Helene Hahn Loyd
Andreas Halvorsen
Jeff Kirwood
Brian Klein
Michael Krupka
Joseph Landy
Wayne Lemley
Jeanne Leviant
Alexa & Fernando Maddock
James Maher
James McCullough
William McKee, Jr.
Craig McKesson
Peter Millett, M.D.
Kaia Moritz
Corinne Nevinny
Joseph Tobin, II
Lannie O'Bannion
Kelly Pawlak
David Porter
Matthew Prince
Marc Prisant & Heidi Heltzel
Dan Richards
Bryan Slotkin
Jason Soules
Michael Stern
William Tyree
Raymond Uritescu
Randy Viola, M.D.
Buddy Wilton
Tim Wolff



AMBASSADOR PROGRAM

U.S. Ski & Snowboard Ambassadors are key supporters of the organization who want to engage with us on a deeper level

The U.S. Ski & Snowboard Ambassador Program is now in its sixth season and more successful than ever. Becoming a member is a great way to make strong connections with our leadership, our trustees, and our athletes. Ambassadors help raise awareness of U.S. Ski & Snowboard by hosting events in their respective areas of the country and taking every opportunity to educate others about the Team. We also invite our Ambassadors to attend our bi-annual Board of Trustees meetings for an insider look at how the organization is run. They also have the opportunity to engage in a meaningful way with our national team athletes.

The Ambassador Program continues to be an important area for growth within the U.S. Ski & Snowboard Foundation, and we look forward to welcoming new members each season. We want to thank our 46 Ambassadors for their commitment to the Team and their steadfast support of our organization!

“Donor funding has had a huge impact on my ski career because it allows me to focus more on my training and performance. With travel and race expenses covered throughout the winter, I don’t have to worry about how I am going to find the money to race so I can put all of my energy into getting better!”

- JC Schoonmaker, U.S. Cross Country Team

Left: JC Schoonmaker competes in the men’s Cross Country Individual Freestyle Sprint at the 2022 Olympic Games.

PRINCIPAL GIVING

The impact of philanthropic investment

Since its inception in 2017, the Principal Giving Program has become an integral part of the Foundation's fundraising efforts. **Principal gifts are transformational for the organization because they cannot be reduced or reallocated, even in the event of a budget shortfall.**

As a non-profit, the ability to guarantee portions of our annual budget is a game-changer for us and for our athletic programming. For the teams that have been touched by this level of giving, it means the sport directors and coaches can plan for the upcoming seasons without the fear of making budget cuts. Stability of resources is key for maintaining an effective training and performance schedule for our athletes. For the programs that have been created as a result of a principal gift, it provides sustainability and flexibility to help ensure growth within our organization.

We believe that the Principal Giving Program's success is tied to its focus on our donors. The Foundation works to align the donors' passion and interests with the organization's greatest needs. It gets to the heart of what philanthropy is all about - the emotional resonance that a cause or a concept has with a donor and how they can affect a greater good. Thus far, the Principal Giving Program has had a significant impact on our Alpine, Cross Country, and Freestyle teams, Sport Education, Athlete Career & Education, Creative & Content teams, and our endowment and planned giving program. We will continue to build on this success as we enter a new Olympic cycle with our focus on the road to Milano Cortina for the 2026 Olympic Winter Games.



Thanks to the support of our generous donors, the Principal Giving Program has raised more than \$20 million in pledges and contributed more than \$8.4 million in operating and endowment gifts in the 2021-2022 season.

Principal Giving Program highlights in the 2021-2022 season

***Alpine Project 2026 // Athlete Travel Gap // Bob Beattie Athlete Travel Fund
Jeff Shiffrin Athlete Resiliency Fund // Prisant-Heltzel Athlete Scholarships***

Shaw Graham Coaches Excellence Initiative // The Content Collective

U.S. Cross Country Team // U.S. Freestyle Team // Winning-At-Every-Level Program

The following pages highlight some of our Principal Giving investments and how they have made an impact on the lives of our athletes.

BOB BEATTIE ATHLETE TRAVEL FUND

The Bob Beattie Athlete Travel Fund is an endowed fund that supports the travel expenses for our A, B, C and Pro Team athletes, in perpetuity. Prior to the inception of the Beattie Fund, athletes named to the national team would receive a letter congratulating them on making the team that included a significant bill to cover their travel costs. The U.S. Ski & Snowboard Foundation is striving to eliminate that issue permanently, and endowing the Beattie Fund is a big step towards achieving that goal.

We launched our fundraising efforts for the Bob Beattie Athlete Travel Fund in 2017 as part of the larger Marolt Athlete Endowment campaign. Today, we are close to reaching our \$20 million goal with less than \$600,000 left to raise. When fully endowed, the Fund will provide nearly \$1 million annually for our athletes' travel expenses.

Who was Bob Beattie?

Bob Beattie was an icon of the sport of alpine ski racing and one of its most passionate pioneers. He was a driving force for ski racing his entire life, counted among the sport's leaders who built it into one of the pillar events of the Olympic Winter Games. He was the founding coach of the U.S. Ski Team and one of the creators of the Alpine Ski World Cup.

Fierce and outspoken, Bob continued to advocate for the sport he loved long after his retirement from coaching. He promoted and fund raised for the team on an unprecedented scale.



Bob Beattie, center, with Billy Kidd (left) and Jimmie Heuga at the 1964 Olympic Winter Games.

Bob was one of the most decorated officials in skiing's history, receiving numerous honors including the U.S. Ski Association's Julius Blegen Award (1964) and he was inducted into the U.S. Ski & Snowboard Hall of Fame (1984). He passed away in April of 2018 at the age of 84.

Bob felt deeply that all national team athletes should have their expenses covered, especially their travel costs, and he was a relentless champion of this cause. The Fund is named to honor his legacy and the indelible mark he left on snow sports.

U.S. Ski & Snowboard wishes to thank the following donors to the Bob Beattie Athlete Travel Fund for their generosity

Alan & Alexandra Airth	Andy & Linda McLane
Karen & John Arnold	Eric Monson
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Erik & Kathy Borgen	Jonny Moseley
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Mike & Laura Kaplan	Steve & Diana Strandberg
Tom & Fafi Karam	Bill & Kathryn Tyree
Jay & Karen Kemmerer	John & Amy Underwood
Elizabeth Larned	Anthony Vinter
Joe LeBeau	Ronald Zapletal
Doug Mackenzie	

We also wish to thank all of the donors who contributed to the Beattie Fund through our public fundraising campaign.

JEFF SHIFFRIN ATHLETE RESILIENCY FUND

One family's journey from tragedy to hope, and how they turned a legacy into a call to action

In the world of snow sports, Mikaela Shiffrin is a household name. She is a two-time Olympic gold medalist and has 74 World Cup wins under her belt already. That's an astonishing feat considering she's only 27 years old. Anyone unfamiliar with Mikaela's story could easily think that she has a charmed life. But if you look a little closer, you'll see a fiercely disciplined competitor who has climbed to the top and suffered terrible loss in the ascent.

On February 2, 2020, following a tragic accident at her family's home, her beloved father, Jeff Shiffrin, passed away with his family at his side. The year that followed was one of unprecedented challenges as the COVID-19 pandemic spread around the world. While the Shiffrin family was in the midst of their own grief and shock, they recognized that everyone was suffering in some way, and the national team athletes were no exception. Thanks to the generosity of several caring donors in collaboration with the Shiffrin family, the Jeff Shiffrin Athlete Resiliency Fund was formed. It enabled U.S. Ski & Snowboard to respond quickly and effectively to the needs of all our athletes across all sport disciplines by stabilizing our funding.

In the 2021-2022 season, the focus of the Jeff Shiffrin Athlete Resiliency Fund shifted to providing need-based, direct-to-athlete stipends to help support all aspects of our athletes' sports careers, from training and travel costs to medical bills and cost-of-living expenses. A steering committee was formed, which included the Shiffrin family, to ensure Jeff's life and legacy were honored by incorporating what he valued in athletes - hard work, grit, and determination - in the application process. Current A-D/Rookie team athletes had to submit applications that provided insight into what was important to Jeff Shiffrin, specifically their demonstrated ability to break through to the next elite level of their sport and their commitment to excellence in athletic performance.

An independent committee reviewed the applications and determined the awardees and the amount of each stipend.

The review process was blind. The committee members did not know the name or gender of the applicants, only their sport discipline and team level.

We want to congratulate the 44 athletes who are Jeff Shiffrin Athlete Resiliency Fund award winners for the 2021-2022 season! They have demonstrated extraordinary commitment to their sport, continuing to push themselves to even greater levels of achievement. A broad range of athletes were impacted by this funding, from all sport disciplines and team levels:

- 44 applicants received up to \$13,000
- 59% of the awardees are women and 41% are men
- The vast majority of award recipients received 50% or more of their total funding request
- Awardees ranged from first-year team members to Olympians

Award recipients by sport discipline:

- U.S. Alpine Team - 32%
- U.S. Cross Country Team - 9%
- U.S. Freeski Team - 23%
- U.S. Freestyle Team - 20%
- U.S. Snowboard Team - 16%

Award recipients by team level:

- A/Pro Teams: 36%
- B Team: 28%
- D/Rookie Teams: 36%



Above: Mikaela competes during the first run of the women's Giant slalom during the 2022 FIS Alpine Ski World Cup Finals.



SHAW GRAHAM COACHES EXCELLENCE INITIATIVE

The U.S. Ski & Snowboard Foundation would like to thank the following donors who have made generous commitments to support this important initiative:

**Ken & Nicki Graham
The Graham Family**

David & Mia Fitzgerald

Phill & Liz Gross

Anne Kubik

Thomas McInerney & Jess Leonard

Andy & Linda McLane

Bill & Kathryn Tyree

The Shaw Graham Coaches Excellence Initiative is a comprehensive, multi-level program created to enhance our coaches' certification curriculum and develop an expert network of coaches across the U.S. that are better trained, universally certified, and connected so they can share best practices and knowledge. To achieve our goals, U.S. Ski & Snowboard has built out a state-of-the-art, user-friendly online platform to host the augmented curriculum, and the organization is requiring universal coaches' certification within the next two seasons. We will also leverage our existing regional High Performance Centers around the country to build our Expert Network of coaches and thought-leaders, host forums, and continuously improve our education system.

By adopting and integrating this approach U.S. Ski & Snowboard will not only elevate coaching by providing a new level of comprehension with a broader knowledge base, we will also improve and strengthen the athlete development pipeline from coast to coast. This is the most ambitious overhaul of the U.S. coaching system that has ever taken place in our snow sports. Our coaches are the catalysts for athlete development so investing in their success drives short-term elite level results as well as long-term development of a deep pool of athletic talent.

We have made significant progress to-date, including the launch of our new online learning platform, the creation and launch of new curriculum for Level 100-400 coaching, and movement towards universal coaches' certification.

*Above: Snowboard coaching in progress.
Right: Freeski coaching at the elite level.*



We have a \$4,000,000 fundraising goal for the Shaw Graham Coaches Excellence Initiative, split between operating support for the program and endowment support to sustain it in perpetuity. **With \$1,500,000 left to raise to reach our goal, we are actively fundraising for this effort in the 2022-2023 season.** If you are interested in learning more or getting involved, please contact any member of the Foundation staff. Contact information is listed in the back of the Gratitude Report.

INVESTMENT IN OUR TEAMS

Secure funding supports performance



Jessie Diggins on the podium to receive her silver medal in the women's 30km at the 2022 Olympic Closing Ceremonies

"Thanks to our donors, we are able to put all of our energy and focus into training as hard as possible and racing as fast as we can. We know what a crucial role your support plays in our ability to compete and we are extremely grateful, and we're working hard to make you proud!"

- Jessie Diggins, U.S. Cross Country Team

The U.S. Cross Country Team is a fantastic example of philanthropic investment directly influencing performance. Thanks to the generous support of the Davis family, the team had secure funding through the 2021-2022 season that supported everything from their training camps and travel costs to their coaching, ski technicians, and medical and nutritional support staff. It allowed our cross country athletes to focus solely on their training and performance without worrying about how their needs would be met. The results speak for themselves over the last few seasons:

- *More top-10 finishes and podiums than ever before*
- *4th in the World Cup Nations Cup - best since 1983*
- *First American to ever win the Tour de Ski*
- *Jessie Diggins has become the most decorated American cross country skier of all time, earning Olympic gold, silver, and bronze medals (gold in the team event in 2018, silver and bronze at the 2022 Games)*
- *Huge performance progress made at the development level, and the largest-ever development pool*



Kai Owens competes in the women's Moguls Finals in Beijing.

The U.S. Moguls Team has also received significant investment in the last two seasons, particularly at the development level, and the future looks bright for these athletes. This funding created and stabilized the Development Team, allowing U.S. Ski & Snowboard to train pipeline athletes faster and with more efficiency. The results have been incredible. **Athletes Cole McDonald and Elizabeth Lemley joined the newly formed Development Team in the 2021-2022 season and heading into the 2022-2023 season, they have now been named to the A Team. From development to elite level in one season!!** The bar is now permanently raised for performance and that pushes the entire sport forward. It also means the United States is in a position to take on athletes from the dominant countries like Canada and France, and win.

Additionally, philanthropic investment has allowed us to augment our coaching staff and enhance the level of training our athletes receive, further strengthening our team. Former U.S. Olympic moguls athlete Bryon Wilson and Josh Kober, a renowned coach who previously worked with the British Columbia Provincial Team, have recently joined our coaching staff. They will help us continue to elevate the team's overall performance and get more moguls athletes on more podiums around the world. As a non-profit organization, U.S. Ski & Snowboard is inherently limited in the resources it can provide across all sports. That's why philanthropy is so important for our athletes. We now have proof-of-concept that investing in our athletes in this way works. We look forward to seeing what they can achieve in the coming seasons with the right support behind them.

THE WINNING- AT-EVERY-LEVEL PROGRAM

Since U.S. athletes do not receive any government funding, we are at a disadvantage against the dominant European nations that can simply overfund their teams in these critical areas of training and performance. The way to create a solid foundation for U.S. growth is to secure philanthropic investments that will guarantee funding for our alpine athletes. Specifically, sustaining the national system includes securing consistent support for the following needs:

- *Additional competitions in Europe and the U.S.*
- *NorAm Assistant Coaches, additional ski technicians, and funding for additional athletes to start at NorAm events*
- *Europa Cup Head Coach (women's team) additional ski technicians, and funding for additional athletes to start at Europa Cup events*
- *World Cup and Europa Cup speed service technicians*
- *Additional Physical Therapists and Athletic Training Coordinators for the Development Team, Europa Cup, and World Cup levels*
- *Funding for additional on-snow training days for the speed and tech teams*
- *Sport psychology support staff*
- *Enhanced Return-To-Performance support for athletes rehabilitating from injury*
- *Travel support for additional athletes and new staff*

Over the last two seasons the U.S. Ski & Snowboard Foundation has received seed funding in WELL to get this program off the ground. We are now in a position to seek long-term investments from passionate alpine supporters and take this game-changing effort to the next level.



Dasha Romanov (above) and Allie Resnick (above, left) compete at the 2022 Toyota U.S. Alpine Championships in Sugarloaf, ME.

Another priority initiative for U.S. Ski & Snowboard is improving and accelerating the Alpine Team's performance on all levels. This winning-at-every-level ("WELL") approach is designed to tackle the biggest challenges we face in this discipline, namely a lack of resources to fully manage and sustain the national system at the NorAm Cup, Europa Cup, and World Cup/World Ski Championships/Olympic Winter Games levels. The WELL program is focused on building out the coaching and tech staff to properly support each level of the alpine program while also transforming the existing project-based development team into a fully managed and funded NorAm Team. It also includes funding for additional athlete starts at the World Cup, Europa Cup, and NorAm levels.

The WELL program represents the natural evolution of years of project-specific work in U.S. alpine skiing to shift from a top-down, elite-level approach to funding and training to a holistic approach that emphasizes crucial support of the athlete development pipeline. We need more alpine athletes to meet the following performance markers:

- *Achieving top-10 and podium results at the NorAm level*
- *Being fully prepared to medal at the World Junior Championships*
- *Moving up the development pipeline to the elite levels (A & B Teams) by achieving objective qualifications at an accelerated rate*

ATHLETE CAREER & EDUCATION

Supporting whole athlete development

We believe our athletes' future contributions in offices and board rooms are just as important as their current contributions standing on podiums

U.S. Ski & Snowboard's Athlete Career & Education (ACE) department is unique among the National Governing Bodies (NGBs). We are the only NGB to offer tuition reimbursement for college courses and career transition services for our athletes who are retiring from sport. As we know, competitive skiing and snowboarding careers are not the kind that last forever. Supporting our athletes' educational pursuits sets them up for success ahead of time. Supporting their career transition needs means they have a clearer path forward once they leave competitive sport behind.

Education

Finances and schedules are the two biggest barriers for athletes who want to earn a college degree. And while we can't fix the issue of time when our athletes are training and competing year-round, we can provide them with financial support to cover their school fees. Our Tuition Reimbursement program provides up to \$6,000 annually for current athletes and alumni who have retired within the last two years. This support is not need-based - we offer it to any athlete working to earn a degree - and it is one of our most highly utilized resources. On average, we give \$390,000 a year to 93 athletes and alumni. They attend a wide variety of schools but the most popular are the University of Utah, Dartmouth College, the University of Colorado at Boulder, and Westminster College.

Support for athlete tuition comes from four main sources:

- **The Borgen Swartz Education Fund**
- **The Davis Education Fund**
- **The George S. & Dolores Doré Eccles Foundation**
- **The Prisant-Heltzel Athlete Scholarship**

Athletes can also apply to the United States Olympic & Paralympic Committee Tuition Grants program for assistance.

We are still only covering about 50% of the expressed need for tuition support, which is \$780,000 a year. Our athletes tell us frequently that if they were able to find more financial support for school they would accelerate their class schedules. The Foundation continues to work to find additional sources of support for their education.

Steven & Mary Ann Read Career & Life Skills Fund

The ACE department offers a wide array of services for our current and alumni athletes, including:

- Guidance and expert knowledge-sharing through career seminars and life skills workshops
- Résumé building
- Financial literacy
- Public speaking and presentation training
- Networking and mentoring opportunities
- Assistance with job searches and interviews
- Internship and employment support
- Career mentorship

In the 2021-2022 season, U.S. Ski & Snowboard formed the ACE Task Force to provide guidance and support for these efforts. Comprised of trustees, alumni athletes, and Foundation staff, the Task Force is working to augment our ACE program with new offerings that will help our athletes identify what they are interested in pursuing when they finish their sports careers. This includes harnessing the broad range of expertise of our trustees and ambassadors who are some of the most successful individuals in business today, and asking them to help mentor athletes and facilitate industry connections.

We are proud to offer these education and career services, which make a big difference in our athletes' lives.





Hannah Faulhaber, Freeski Halfpipe Pro Team, Mammoth Mountain

The New York Gold Medal Gala

Our premier annual fundraising event



U.S. Ski & Snowboard's signature annual event is The New York Gold Medal Gala. Now in its 55th year, the gala is always the focal point of our fundraising season and something that our donors and our athletes look forward to attending. The previous year we had to host the gala virtually.

The 2021 gala theme was Fire & Ice, a reference to both the winter season and the Olympic flame, in celebration of the upcoming 2022 Olympic Winter Games in Beijing, China. The event's keynote speaker was two-time Olympic gold medalist Mikaela Shiffrin, who talked about the power of resiliency and what it means to keep striving for greatness in the face of adversity.

The live auction hosted by our extraordinary auctioneer, Harry Santa-Olalla, is always a highlight of the evening. Harry is hilarious, energetic, and effective. He brings a smile to everyone's faces and he helps us raise a lot of support for our athletic programming. Each year we have fantastic auction items for our guests to bid on and the 2021 gala was no exception. Auction packages included an all-inclusive seven-night stay at a luxury resort in the Maldives, and a fabulous heli-skiing and fly fishing trip in Alaska with accommodations at the Tordrillo Lodge.

We would like to thank our incredible Event Committee Co-Chairs for their dedication and commitment to helping us fundraise in support of our national team athletes:

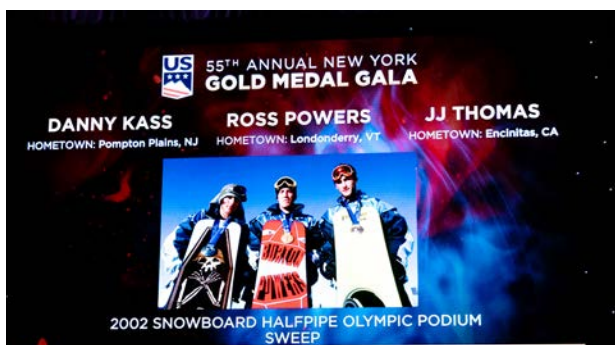
Karen and John Arnold
Ali and Peter Jennison
Kathryn and Bill Tyree

Our co-chairs helped us raise more than \$1.7 million, including \$221,000 during the live auction!

The next New York Gold Medal Gala will be held on Thursday, October 27, 2022 at the Ziegfeld Ballroom in New York City. We hope you will join us for this fun and exciting evening that provides such vital support for our athletes!

"Without donor support, many athletes wouldn't have the ability to compete at all. The funding you provide sustains us throughout our careers, from early development all the way to the Olympic Podium."

- Ashley Caldwell, U.S. Aerials Team



Top: Mikaela Shiffrin delivers her keynote speech.
Center: One of our live auction winners cheered by the guests.
Bottom: Host Jonny Moseley introduces the 2002 Dream Team.

SPECIAL EVENTS

Events across the country help us support our athletes

We hosted the first-ever **Aerials Team Fundraiser** on September 17, 2021. The 30-minute event was hosted by Olympians Trace Worthington and Emily Cook at the Utah Olympic Park in Park City and it was live-streamed on Facebook. Our aerials athletes were in the background flipping and twisting off the ramps. We are thrilled to say that this inaugural event raised \$93,000 for the Aerials Team thanks to a generous matching gift pledge of \$50,000!



As many of you know, three of our aerialists - Ashley Caldwell, Justin Shoeneveld, and Christopher Lillis - won gold medals in the first-ever mixed team competition at the 2022 Olympic Winter Games. We look forward to building on the success of the team in the coming seasons.



The tent was packed with athletes and supporters.



Left to right: Charlie Gnoza, Tristan Feinberg, Alex Hall, Hunter Henderson, Cody LaPlante, coach Dave Euler, and Mac Forehand

Our **Freeski & Snowboard Fundraiser** on October 9, 2021 was hosted by Ray and Ann Marie Forehand, parents of U.S. Freeski Slopestyle athlete Mac Forehand, at their home in Vermont was a huge success! This was the first in-person fundraiser for both teams and several of our athletes were on-hand at the event to meet and greet guests. The event featured delicious food and live music performed by the band The Lustre Kings who are a local favorite in Vermont. The master of ceremonies for the evening was Freeski legend Tom Wallisch and other notable alumni athletes in attendance included snowboarder Kelly Clark, a five-time Olympian and gold medalist, and Ross Powers, also an Olympic gold medalist in snowboarding.

Through ticket purchases, generous donations, a silent auction, and a raffle for VIP tickets to the Mammoth Grand Prix, the event raised \$126,000! These funds helped offset the costs of the 2021-2022 season for both the rookie and pro teams in both sport disciplines. Current team athletes including Alex Hall, Cody LaPlante, Grace Henderson, Hunter Henderson, Caroline Claire, Charlie Gnoza, and Tristan Feinberg were able to attend before they returned to Europe to train for the upcoming competition season.



One of our longstanding and most successful events known as **Ice People** (formerly Ice Men) took place on January 21-23, 2022. The all-inclusive weekend has traditionally been attended by men only, but this year the ladies joined in the fun and everyone had a fantastic time. Eleven “Ice People” attended and enjoyed two full days of hitting the slopes, including First Tracks, with former Olympians Kaylin Richardson and Doug Lewis. On Friday night, Joel Shine and his wife, Lisa, hosted a delicious dinner at their Park City home that was catered by U.S. Ski & Snowboard’s own team chef, Steve Vierk.

On Saturday night, a big crew of Ice People, Foundation staff, and alumni athletes gathered at The Nelson Cottage for signature High West cocktails, hors d’oeuvres, and another fantastic dinner. Ice People is one of our premier special events during the season and it raised over \$50,000 in support for our athletes!



Since 2013, the **Directors Cup** has been proudly raising funds to support the U.S. Ski & Snowboard Foundation. This annual on-mountain fundraiser is attended by ski racing enthusiasts from all across the country who have the opportunity to compete in racing and attend some really fun events. Established in 1969, the Directors’ Cup, formally known as the Directors’ invitational Ski Classic, is the world’s oldest and most prestigious, invitation-only ski pro-am. The event typically takes place in March and raises between \$80,000-\$100,000 each year to support our national team athletes.



Sam Morse competes at the 2022 Toyota U.S. Alpine Championships in Sugarloaf, Maine, his home mountain.



2021 - 2022 Donor List

The U.S. Ski & Snowboard Foundation wishes to thank the 2,645 donors who generously supported our athletes in the 2021-2022 season.

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EXECUTIVE LEADERSHIP



SOPHIE GOLDSCHMIDT
President & Chief Executive Officer

Sophie Goldschmidt has held numerous leadership, commercial and marketing roles with several of the world's most well-known and prestigious organizations. She comes to U.S. Ski & Snowboard most recently as CEO of the World Surf League (WSL). She has also held executive positions at the National Basketball Association (NBA), the Women's Tennis Association (WTA), the Rugby Football Union (RFU), Chime Sports Marketing (CSM), the PGA European Tour, and Adidas. She brings to U.S. Ski & Snowboard a unique experience of working closely with athletes across multiple sports from grassroots to the elite level, with a track record of positively transforming organizations from a business standpoint. Sophie has been at the forefront of globalizing and innovating sports, media, and entertainment properties throughout her career. She has also been honored as one of Forbes Most Powerful Women in Sport, AdWeek's Most Powerful Women in Sport, Sports Business Journal's Forty under Forty, Leaders in Sport Under 40 Award, Marketing Week's Vision Award and Sport360 Most Influential Women in Sport.



TRISHA WORTHINGTON
Chief Revenue & Philanthropy Officer

Trisha Worthington rejoined U.S. Ski & Snowboard in 2014 to oversee fundraising to support athletic programs through the U.S. Ski & Snowboard Team Foundation. She was recently promoted to Chief Revenue & Philanthropy Officer, overseeing both the commercial and foundation revenue areas, responsible for much of the funding generated to support the teams. Prior to returning to the team, Worthington served as executive director of the Park City Community Foundation since its inception. Her leadership of PCCF resulted in developing a community gem that provides ongoing support for Park City's most pressing needs and launched the city's most successful annual fundraising campaign, Live PC Give PC. Her leadership of PCCF resulted in an investment of over \$5 million into the community through grant programs and initiatives, including raising nearly \$1 million in a single day of giving. Worthington and her husband Trace, an Olympian and highly-decorated freestyle skier, live in Park City and have two daughters, Sami and Izzy. Sami was named to the U.S. Moguls Team for the 2022-2023 season.



ANOUK PATTY
Chief of Sport

Anouk Patty has recently joined U.S. Ski & Snowboard as the Chief of Sport to develop and implement our athletic strategic plan. She is working with the elite programs and pipeline development in all disciplines across the U.S. Ski Team, U.S. Snowboard Team and U.S. Freeski Team. Anouk is a decorated alpine skier who has provided visionary leadership at blue-chip corporations throughout her career. Most recently, she was the Director of Business Development and Strategic Partnerships at Dropbox and has held senior roles at Hewlett-Packard, Intuit, Bain & Company, and J.P. Morgan. Anouk competed on the U.S. Alpine Ski Team in the 1980s and raced for Dartmouth College, where she was a three-time All-American and won the NCAA Skiing Championship in 1988. She is on the board of POWDR, the parent company of U.S. Ski & Snowboard event venues including Killington Resort and Copper Mountain, and previously sat on the board of Green Mountain Valley School. She has her MBA from Harvard Business School and an executive education certificate in leadership in innovation from Stanford Business School.



AMANDA RISING BLACK

Senior Director, Philanthropic Giving

Amanda Rising Black joined the U.S. Ski & Snowboard Foundation in 2014 to support fundraising efforts for athletic programming. She was recently promoted to Senior Director, Philanthropic Giving and is responsible for all revenue generated by the Foundation. Prior to joining U.S. Ski & Snowboard, Amanda was the Director of Development for Planned Parenthood of Northern New England in Portland, Maine. She also has tenured experience in snow sports having served in a variety of industry positions, including Director of Sales and Publisher of Ski Racing Magazine (now Ski

Racing Media) for over a decade. Amanda is a graduate of the Holderness School and the University of Vermont. She lives in Sun Valley, Idaho with her son, Harrison.



STEVEN PERELMAN

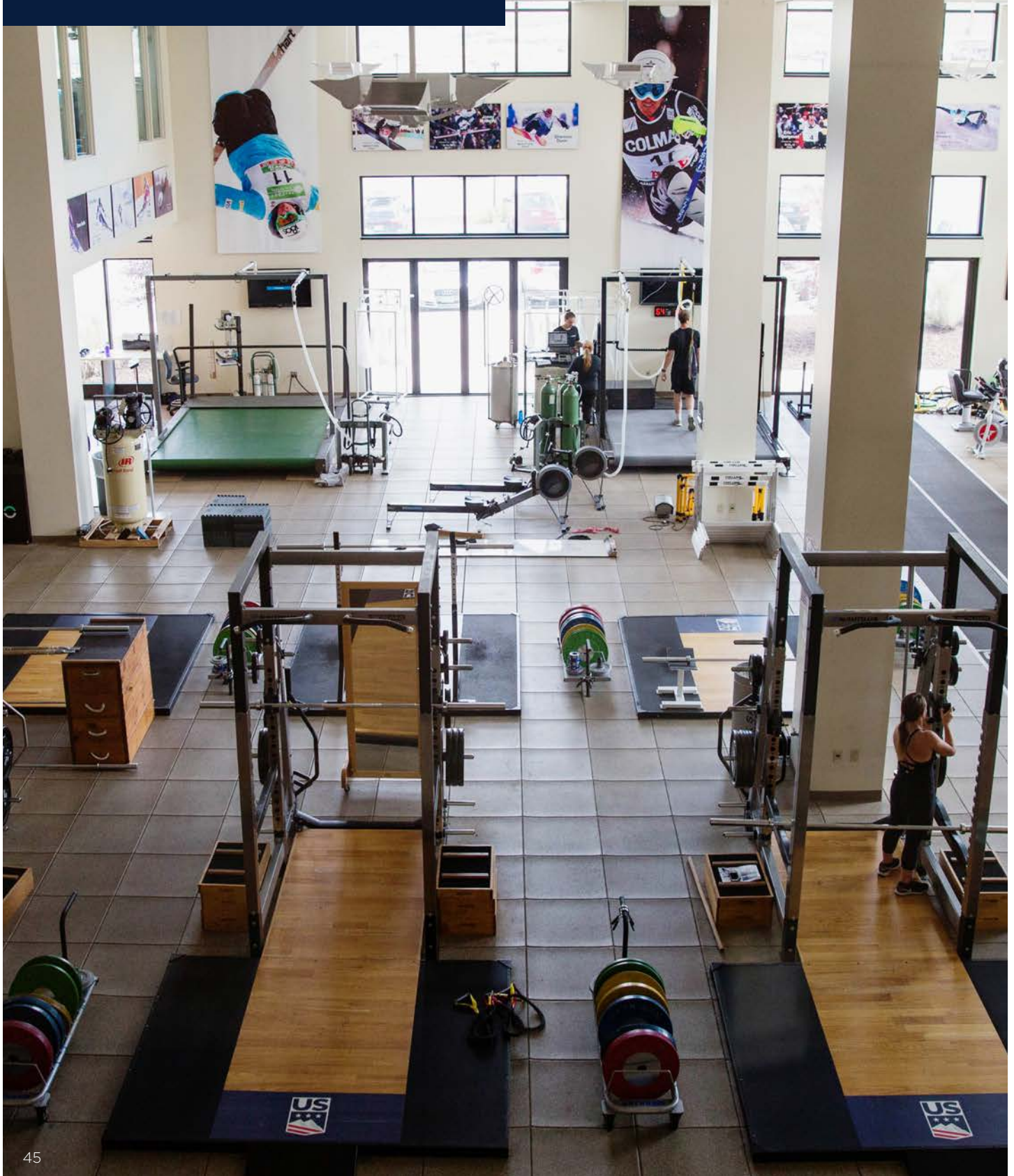
Senior Director, Commercial & Philanthropic Partnerships

Steven Perelman joined the U.S. Ski & Snowboard Foundation in September 2018 and was recently promoted to the position of Senior Director of Commercial and Philanthropic Partnerships. He has more than two decades of experience in the sport and music industries, having spent eleven years with Tony Hawk, Inc. as the Vice President of Business Development. In that role, Steven secured corporate partnerships for Tony Hawk and cultivated donors for the Tony Hawk Foundation. During his tenure with Tony Hawk, Inc., he enjoyed working with clients such as Sony, Mini USA, Quiksilver,

Activision, and the X Games. Prior to this role, he served as the Director of Event Development for ASA Entertainment.

Steven earned a BS in Managerial Economics from the University of California, Davis. He is a passionate skier who lives in Sacramento, California with his wife, Kellie, and their two sons, Austin and Tyler. The family enjoys spending time in Lake Tahoe, the San Francisco Bay area, and Southern California.

USANA CENTER OF EXCELLENCE





The U.S. Ski & Snowboard USANA Center of Excellence is a historical achievement for Olympic sports in America! The Center of Excellence provides world-class training facilities and educational resource center for U.S. Ski & Snowboard athletes, coaches, officials, clubs, parents, volunteers and other stakeholders nationwide. The Center of Excellence is designed to bring all sports together as One Team, and is an international showcase for American skiing and snowboarding. It is the most significant project for athletes in U.S. Ski & Snowboard's more than century-old history.

The U.S. Ski & Snowboard Center of Excellence is a state-of-the-art facility designed to serve today's athletes with world-class facilities and to strengthen the development of tomorrow's Olympic skiers and snowboarders. It was designed to replicate the style and feel of a college campus, inspiring athletes to a higher level of athletic excellence!

The Center of Excellence was funded by private donations from the U.S. Ski & Snowboard Legacy Campaign endowment fund started in 1999, so no money was diverted from athletic programs. In fact, the Legacy Campaign contributes millions of dollars to funding to U.S. Ski & Snowboard athletic programs annually. The Center of Excellence opened May 1, 2009.

The 85,000-square-foot Center of Excellence sits on five acres in Park City, Utah. It blends the best of high-performance athletic facilities including strength-training areas, a gymnasium, ski and snowboarding ramps, trampolines, a nutrition center and recovery/rehabilitation facilities. Plus, it features educational areas for athletes, coaches, and clubs such as a computer lab, multimedia rooms for performance analysis and equipment workshops, as well as a full sports science lab.

All of the educational resources are shared with U.S. Ski & Snowboard's 400 clubs around the country, offering aspiring young athletes with the greatest opportunity ever to achieve success in the sport they love.

In 2020, longtime partner USANA, The Cellular Nutrition Company, gained naming rights to the Center of Excellence through 2023. The USANA Center of Excellence will continue to offer the best of high-performance athletic facilities. USANA will work closely with U.S. Ski & Snowboard's sport science staff and the organization's top skiers and snowboarders on new product research and areas for development.

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