



FORD K. SAYRE MEMORIAL SKI COUNCIL

ANNUAL REPORT 2024

Supporting the Future of
Skiing in the Upper Valley



OUR MISSION

FOSTERING A LIFELONG LOVE OF SKIING

For almost 90 years, the Ford K. Sayre Memorial Ski Council has been dedicated to introducing and nurturing young athletes in skiing and snowboarding. Our mission is to make skiing accessible to all children, inspiring a lifelong passion for the sport while promoting physical fitness, teamwork, and personal growth.

As a nonprofit organization, we rely on the support of our community to sustain and grow our programs. Every donation helps ensure that children in the Upper Valley have access to skiing, regardless of their financial situation. Together, we can build the next generation of athletes, keeping the spirit of skiing alive.



KEY ACHIEVEMENTS & HIGHLIGHTS



500+ CHILDREN REACHED ANNUALLY

Through our Alpine, Nordic, Ski Jumping, and SkiMo programs, we offer opportunities for young athletes of all skill levels.



POST-PANDEMIC GROWTH

Participation has increased by 100 skiers in grades K-8 compared to pre-pandemic levels, reflecting the strength of our programs and the enthusiasm of our community.



NENSA CLUB OF THE YEAR (2022)

We were recognized for our excellence and impact on the Nordic skiing community.



ATHLETE SUCCESSES

Our athletes continue to achieve at high levels, with participants qualifying for state, regional, and national competitions across multiple disciplines.



WHY YOUR SUPPORT IS CRITICAL

While participation is growing, so are the costs associated with maintaining and improving our programs. Program fees paid by families only cover a portion of the actual expenses required to run Ford Sayre. That's where you come in. Your financial support helps us provide:

~ SCHOLARSHIPS

Ensuring that every child, regardless of financial ability, has the opportunity to participate in our programs.

~ EQUIPMENT UPGRADES

Keeping our athletes safe and competitive with updated equipment.

~ FACILITIES & TRAINING RESOURCES

Securing venues for both on-snow and dryland training, and providing safe and effective coaching environments.



THIS YEAR, WE ARE FOCUSING OUR FUNDRAISING EFFORTS ON KEY AREAS OF NEED:



ALPINE PROGRAM

Securing indoor training spaces for evening sessions, upgrading team equipment, and supporting athletes competing at higher levels.



NORDIC PROGRAM

Investing in vehicles and essential gear to provide consistent training for our skiers and expand their competitive opportunities.



SKIMO & SKI JUMPING

These exciting programs continue to grow, ensuring all athletes can participate, regardless of financial constraints.

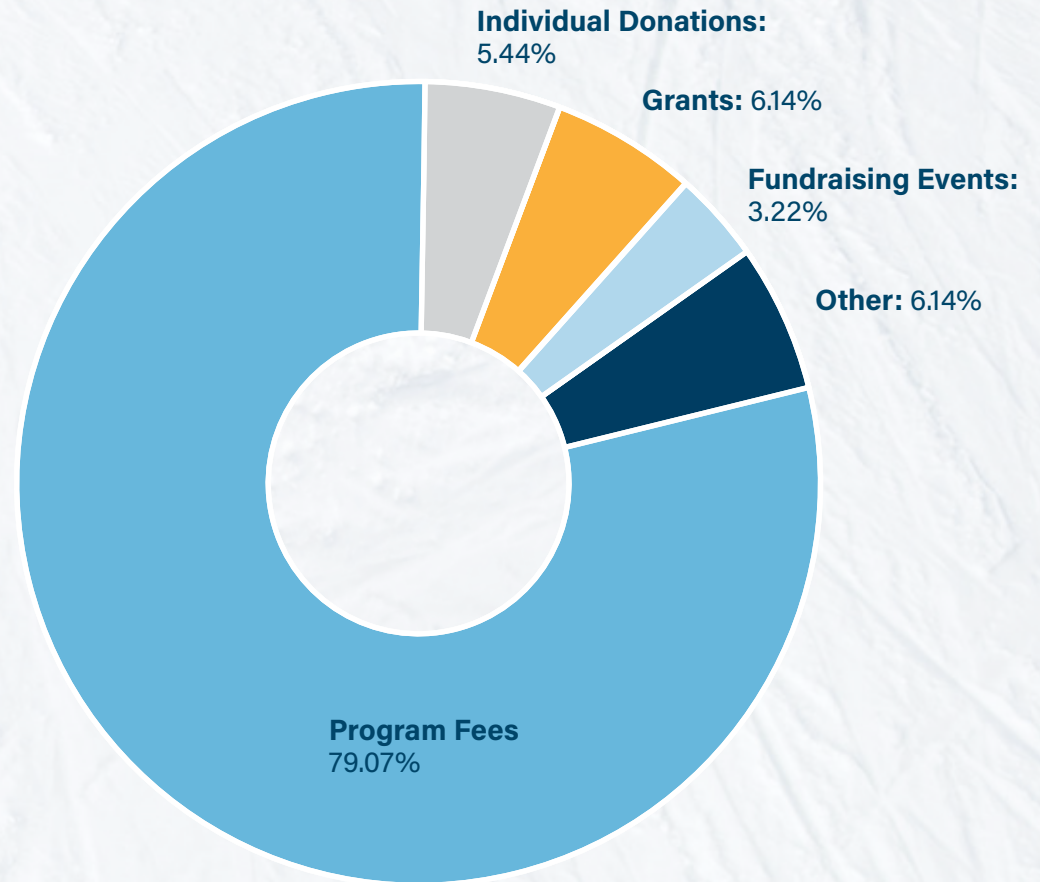
2024 FINANCIAL OVERVIEW

Your donations are put to work where they matter most—directly supporting our programs. Here’s a breakdown of how our funding is distributed:

~ TOTAL INCOME: \$488,852

- **Program Fees:** \$386,511 (79.07%)
- **Individual Donations:** \$26,572 (5.44%)
- **Grants:** \$30,000 (6.14%)
- **Fundraising Events (Ski Sale):** \$15,741 (3.22%)
- **Other (Gear Sales, Rentals, Races):** \$30,028 (6.14%)
- **Corporate Sponsorships:** \$0 (0.00%)

~ TOTAL EXPENSES: \$539,572



Analysis completed by a group from Tuck School of Business

This past season, we had a net loss of \$50,720, a situation largely driven by escalating operational costs, including travel expenses, equipment maintenance, and a strategic decision to invest in professional coaching to enhance our competitiveness and align more closely with other ski clubs. Moreover, we benchmarked our program fees against several peer organizations in our region. We found that Ford Sayre remains significantly more affordable than other clubs competing for young athletes’ participation. For instance, many clubs in our region charge fees that are at least 40% higher, and this analysis was crucial in guiding our decision-making process in setting our program fees this year, yet this still does not cover our expenses.

As we rely heavily on program fees, we also need your help to continue offering high-quality programs while trying to moderate the size of cost increases that we must pass onto families.



ALPINE PROGRAM

A SEASON OF GROWTH AND CHALLENGES

Despite challenging snow conditions, our Alpine program served 164 athletes aged 6-17, fostering personal growth and a love of skiing. Highlights of the season include:

~ DEVELOPMENT (DEVO) PROGRAM

Our youngest age group filled to capacity in less than an hour, demonstrating the high demand for early athlete development. These 57 skiers built confidence on varied terrain, from slush and ice to jumps and bumps. They participated in night races at Storr's Hill and enjoyed Master of the Mountain events at Whaleback and Saskadena Six.

~ THANKSGIVING COLORADO CAMP

Older athletes traveled to Summit County for a high-altitude training camp, reinforcing teamwork and skill development. This camp remains a highlight of the season, providing athletes with an opportunity to bond, develop new skills, and enjoy early-season snow.

~ ATHLETE SUCCESSES

Our U12 and U14 athletes competed in regional qualifiers, with several advancing to state championships and prestigious events like Eastern Championships and CanAms. Congratulations to the athletes who reached these milestones, with special mention to Owen Osterberg (U14) for his qualification to CanAms!



FUNDING NEEDS FOR 2024

Upgrading equipment, securing an indoor training space for evening practices, and supporting our athletes' competitive goals.

Key Expenses: Coach salaries, vehicle rentals, lane fees, and equipment purchases.

The Alpine program faces increasing costs, and with a financial deficit forecasted for this season, we aim to raise \$28,795. Your donations will ensure the program thrives, providing a robust experience for our athletes and their families. Read an expanded message from the Alpine Director, Kate Anderson:

www.fordsayre.org/alpine/



FUNDING NEEDS FOR 2024

Purchasing a 15-passenger van to replace costly rentals, and investing in new equipment, including a mobile warming hut for Garipay and a test ski fleet for Junior Nordic Team skiers.

These investments are vital to maintaining the quality of our Nordic programs and supporting the growing number of skiers, ensuring every participant can thrive.

NORDIC PROGRAM

A RECORD-BREAKING YEAR

Under the leadership of Nordic Head Coach Hilary McNamee, our Nordic program achieved new milestones. Participation remained strong, and our Junior Nordic Team (JNT) saw unprecedented success, including:

~ JUNIOR NATIONAL CHAMPIONSHIPS

Five athletes qualified, with Lea Perreard winning the U16 5km skate race, becoming Ford Sayre's first national champion since 1995.

~ TEAM SUCCESS

19 skiers qualified for U16 or Eastern High School Championship teams, helping Team New Hampshire win the Eastern High School Championships for the first time since 1995.

The new snowmaking loop at Oak Hill Outdoor Center was a game-changer, allowing us to offer consistent training even in a challenging snow year. Thanks to this facility, we hosted the Silver Fox Trot, our home race, in Hanover for the first time in five years.

Learn more about our Nordic Program at www.fordsayre.org/nordic/



SKI JUMPING & SKIMO

EXPANDING OPPORTUNITIES

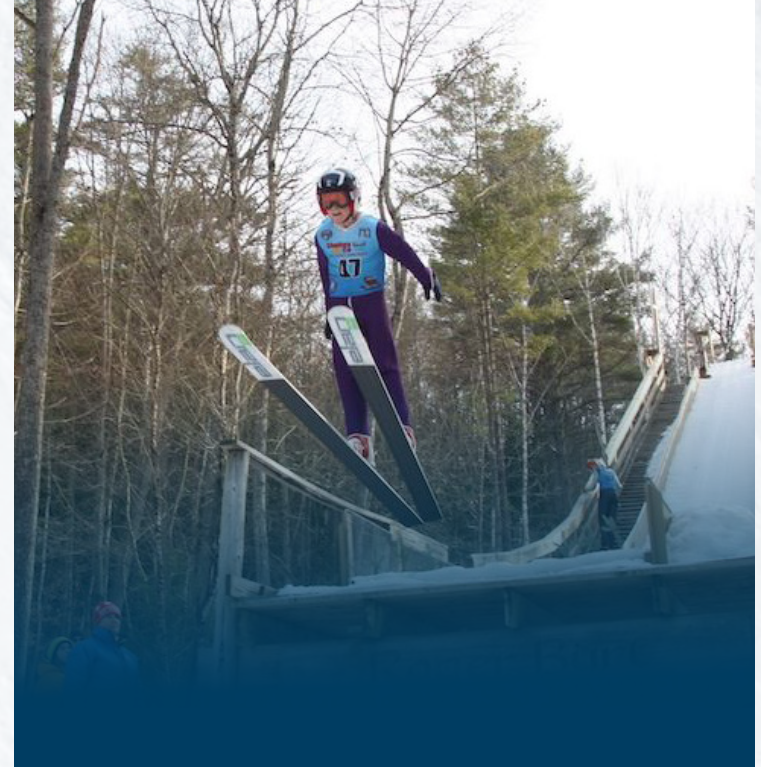
Our Ski Jumping and SkiMo programs are seeing steady growth, attracting athletes from across the region. These programs continue to offer exciting opportunities for young skiers and have seen great success this season.

~ SKI JUMPING

The team grew to 20 jumpers this year, including athletes from the Lebanon Outing Club and Harris Hill Nordic. Four jumpers—Caroline Chor, Celia Osborne, Boyd Shaefer, and Eli Mansur—qualified for the Junior National Team and competed in Anchorage, Alaska. This was a fantastic achievement for our jumpers, reflecting their dedication and skill development throughout the season.

~ SKIMO

Our SkiMo program, founded just three years ago, continues to grow, with participation increasing from 3 to 11 athletes. We are excited to welcome Bryce Ostermiller, a U20 USA SkiMo athlete, who was just accepted to Dartmouth College and will be pursuing his Olympic dreams while training with Ford Sayre.



FUNDING NEEDS FOR 2024

Expanding these programs by providing additional scholarships, securing gear, and increasing accessibility so more athletes can participate with a continued commitment to experienced coaches and staff are the reasons why we are asking you to consider making a tax-deductible donation to Ford Sayre.

These unique programs are critical to diversifying our offerings and allowing all athletes to experience new skiing disciplines.

VOLUNTEER SPOTLIGHT

LIZ HACKETT

At Ford Sayre, volunteers are the backbone of our programs, and this year we proudly recognize Liz Hackett for her extraordinary contributions. Liz's journey with Ford Sayre began when her children joined our alpine program, but her involvement quickly grew. Over two decades, Liz has worn many hats, from organizing races and coordinating the club's first online registration system to serving as Program Director for Alpine Junior Racing and as a Council Member.

Liz's leadership and dedication have been critical to Ford Sayre's success. She has been a driving force behind countless events, ensuring smooth operations and enriching the experiences of young athletes. Her calm, thoughtful approach has earned her the admiration of her peers, while her tireless volunteer work alongside her husband, Charlie, has had a lasting impact on the club.

Liz has been instrumental in modernizing our systems while staying true to the club's traditions. Her work has helped streamline operations and create a welcoming environment for new families. As a result, Ford Sayre remains a vibrant and strong organization. We are incredibly grateful for her contributions and we celebrate Liz for her incredible contribution to Ford Sayre and honor her, along with all the other volunteers who have contributed at any level to Ford Sayre during our nearly 88-year history.

Learn more at www.fordsayre.org/liz-hackett-2023/





ALUMNI ATHLETE HIGHLIGHT

EVAN NICHOLS

Evan Nichols, a recent alumnus of the Ford Sayre Ski Jumping Program, has made remarkable strides in his skiing career. Currently ranked 6th in the country, Evan joined the U.S. National Team in 2021 and placed 7th at the Olympic Trials. In 2023, he earned a bronze medal at the World University Winter Games and secured the first-ever gold for the U.S. in the team event.

Evan credits his time at Ford Sayre for instilling a love of skiing and the joy that motivates him through challenges. Whether splashing through muddy fields during dryland training or flying through the air on a ski jump, Evan's journey reflects the spirit of Ford Sayre—where fun, hard work, and community come together to create lifelong athletes. His story is an inspiration for our younger athletes and a testament to the impact of our programs.



LOOKING AHEAD

BUILDING ON OUR LEGACY

As we reflect on the past season and look forward to the future, our focus remains on growth, accessibility, and community. Ford Sayre is a place where athletes of all abilities can thrive, but we can't do it without your help. Your donations are critical to sustaining our programs, supporting our athletes, and ensuring that Ford Sayre continues to be a pillar of the Upper Valley for generations to come.

Thank you for your continued support of the Ford K. Sayre Memorial Ski Council. Together, we are investing in the future of skiing and building a strong, vibrant community in the Upper Valley.

With gratitude and looking forward to this next season for all,

— The Ford K. Sayre Memorial Ski Council



HELP US REACH OUR GOALS

DONATE TODAY

Your contributions help provide scholarships, fund equipment upgrades, and maintain high-quality training environments. Donate today at:

www.fordsayre.org/donate/

VOLUNTEER

Join our dedicated team and help make a difference in the lives of young athletes.





FORD K. SAYRE MEMORIAL SKI COUNCIL

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