



GTSC Priorities for
LONG-TERM SUSTAINABILITY
ENTERING OUR NEW ERA
2025



JOIN US AS WE
CELEBRATE OUR HERITAGE AND
CHAMPION OUR FUTURE



GTSC STRENGTH BY THE NUMBERS



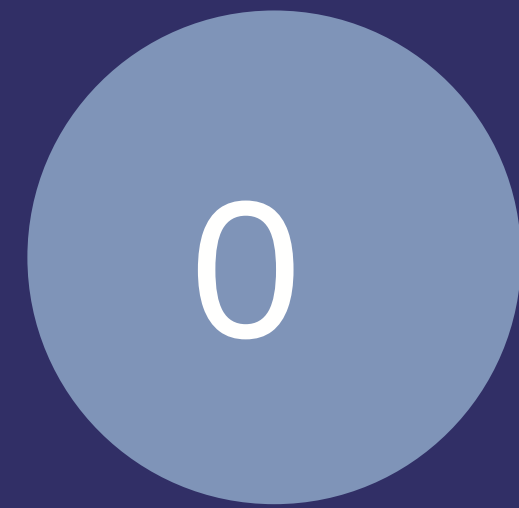
YEARS IN
OPERATION AS A
NONPROFIT



YEARS LED
EXCLUSIVELY WITH
VOLUNTEERS



KIDS ON SKIS IN
2024-2025
(AGES 4-18)



KIDS ON THE GTSC
WAITLIST



GTSC COACHES
NEEDED EACH
SEASON

OUR FUTURE ROLE



Champion

CHAMPION A LIFESTYLE AND WAY OF BEING HEALTHY + OUTDOORS IN THE WINTER

CHAMPION ACCESSIBILITY AND EXPOSURE TO THE SPORT

Connect

CONNECT OUR YOUTH TO RELEVANT PROGRAMMING

CONNECT RISING STARS TO OPPORTUNITIES

Build

BUILD COMMUNITY AROUND A COMMON CAUSE / SHARED PASSION

BRING INDIVIDUALS AND ORGANIZATIONS TOGETHER TO GIVE BACK TO THE COMMUNITY, AND TO OTHERS

OUR VISION

THE FUTURE WORLD WE WANT TO CREATE



To be the leading midwest youth ski club, recognized for honoring our enduring legacy, providing accessible exposure to the magic of the club, and building a skill level and sense of purpose that radiates far beyond our neighborhood hill and the primary years of the children's lives it serves.

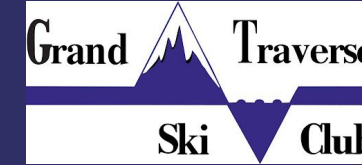
OUR MISSION

OUR IMMEDIATE PATH IN
ACHIEVING OUR VISION



To connect our youth and their families to high-quality, yet accessible, instructional ski & ski racing programming, to be a champion for the sport and our region's role in it, and to build and inspire our community around a shared purpose and passion.

OUR STRATEGIC PILLARS



BUILD A STRONG FINANCIAL FOUNDATION WITH SUSTAINABLE FUNDRAISING / GRANT SECURING EFFORTS

01

ENSURE LONG-TERM FINANCIAL HEALTH THROUGH STRONG OVERSIGHT, TRANSPARENT PRACTICES, AND SHARED UNDERSTANDING OF THE ORGANIZATION'S FINANCIAL OPERATIONS

02

STRENGTHEN OUR ORGANIZATIONAL AND BOARD STRUCTURE THROUGH CLEAR ROLES, THOUGHTFUL DELEGATION, AND CONSISTENT DOCUMENTATION WHILE ALIGNING EFFORTS WITH GOVERNMENT AND ADVISORY COMMITTEE PARTNERS WHOSE WORK INTERSECTS WITH OUR MISSION

03

EMPOWER FAMILIES + VOLUNTEERS, ENERGIZE OUR COMMUNITY, AND STRENGTHEN THE HEART OF OUR CLUB BY NURTURING THE COMMUNITY OF CONTRIBUTORS WHO MAKE OUR MISSION POSSIBLE

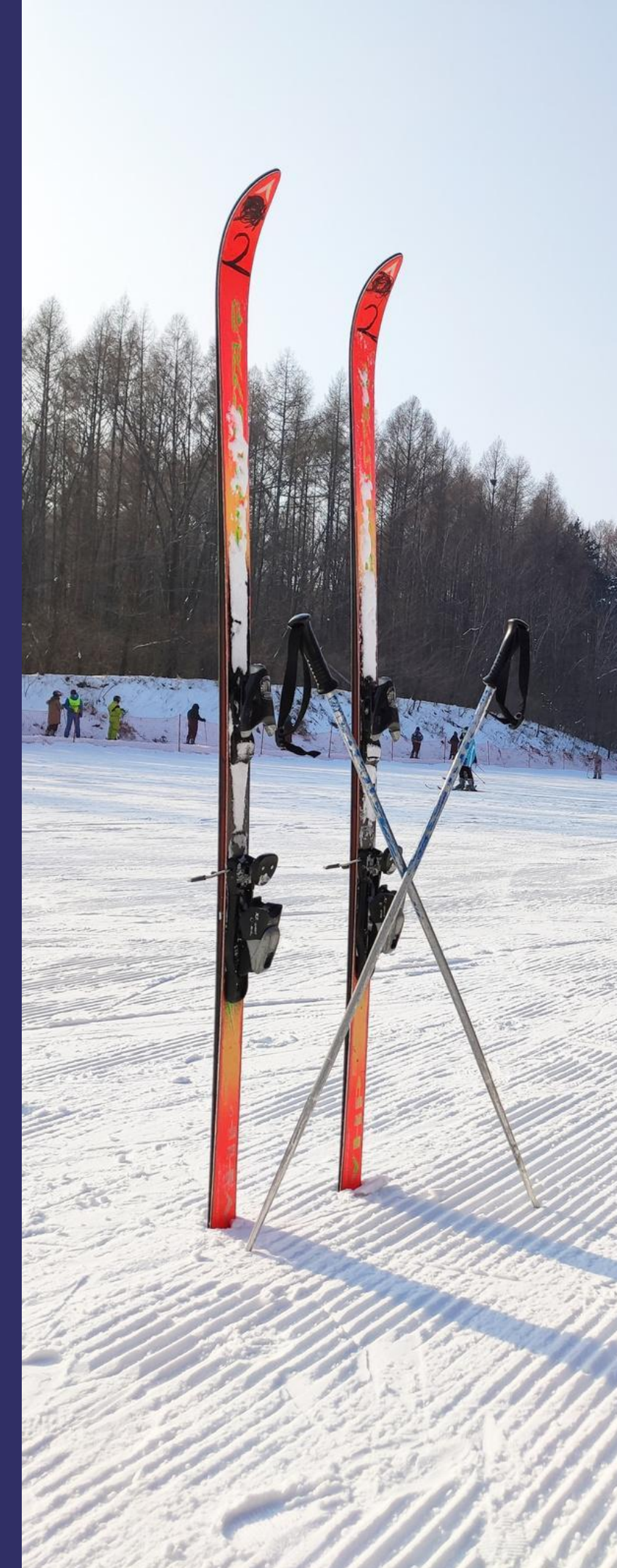
04

BUILD / IMPLEMENT BETTER SYSTEMS, RECORDS, AND TOOLS

05

OPTIMIZE PROGRAMMING + ESTABLISH A ROBUST AND THRIVING FUTURE COACH NETWORK

06



WHAT WE ARE PROVIDING

QUOTES FROM HICKORY 2024 INTERVIEWS

FOR KIDS

“SKIING MAKES ME HAPPY”

“FREE TO TEST LIMITS”

“FRESH AIR”

“INDEPENDENCE”

“FRIENDSHIP”

FOR PARENTS

“TRUST THAT MY KIDS HAVE A SAFE
PLACE TO BE IN WINTER”

“WINTER BLUES TRANSFORMED”

“CONNECTION TO MY FAMILY AND
OTHER FAMILIES”



THE POSITIVE IMPACTS ON HEALTH

OUTDOOR EXPERIENCES

Offering youth a healthy, engaging alternative to screen time and sedentary indoor routines, especially during the long Northern Michigan winters.

MENTAL HEALTH AND STRESS RELIEF

Provides a structured outlet for physical activity, social connection, and emotional resilience - especially critical during winter months when isolation and seasonal depression are more common.





THANK
YOU

