



2025

Impact Report

Sportsmanship. Integrity. Bravery.



Hello SIB Supporters, Partners, Donors, and Volunteers,

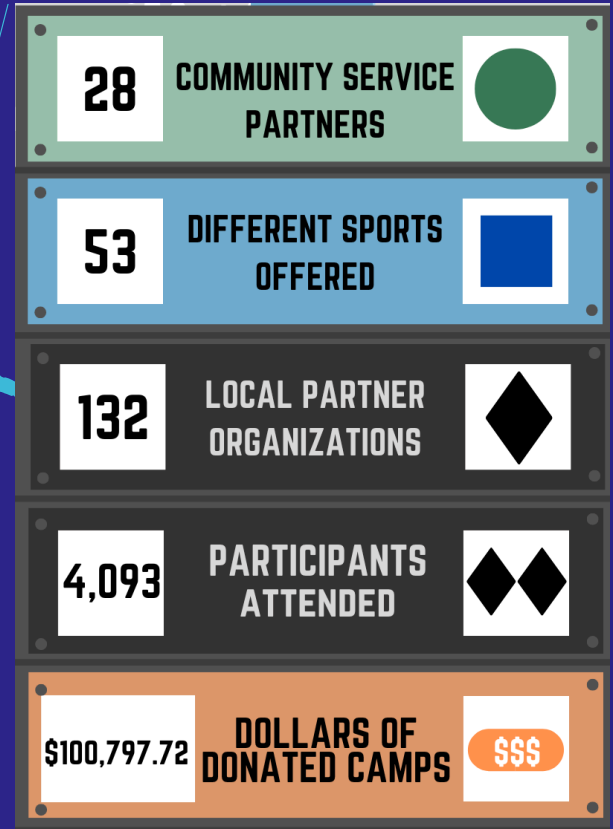
FEB 20, 2026

It is hard to believe, and it took nearly 8 years to get to this point, but our organization is finally on the brink of realizing our biggest aspirations for children in (snow & bike) sports in Reno Tahoe! At the end of 2024, we began the real estate search for our first-ever permanent facility to expand our sport services and our mission effectiveness. Our mission has always centered around my three favorite verbs: promote, support, and access to create and introduce kids, and occasionally adults, to life-changing physical activities and movement to develop important life skills. This facility will allow us to serve more children in camps, offer more after-school programs and at our own location, extend our camp hours, enable more work opportunities for our talented staff, optimize our equipment storage, and save staff hundreds of hours of logistical time. We will also be able to consistently offer access to affordable, year-round skiing and snowboarding on 'The Biggest Little Ski Hill'. All of these changes represent a big jump and growth opportunity for us but one that is needed since we have outgrown our capacity under our current operational model. None of this would be possible without the time, generosity and support of our team, our donors, our board members and volunteers. I am both excited and, admittedly, nervous, which is rare for me as we expand and offer more opportunities to more kids through our four sport services. Thank you all for your ongoing support and belief. May 2026 be our most successful year yet, and the year we finally break through the operational challenges and reach more children with sports!

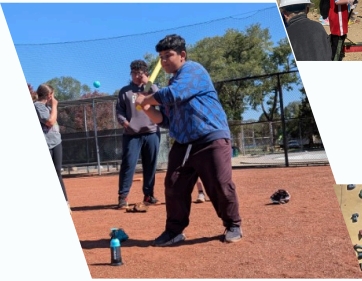
MEGHAN OCHS



Impact



My son and daughter loved the camp programs at SIB. Trying new sports has taught them good sportsmanship and resilience. They also had so much fun, and it is hard to find camps they truly enjoy! I love that there are many different sports to explore and I love that the counselors are so hands-on with the kids, encouraging them every step of the way. My daughter learned not to give up so easily, and my son overcame his fear of climbing the outdoor rock wall at Basecamp! As a single mom of 3, my kids would have never been able to try the sports at SIB without the scholarship program. It's helped my kids explore possibilities & challenge themselves, thank you so much for the experience! - Margie K



I am SO grateful for this program! I am a single grandma (raising my grandchildren), and as a single parent, I am not able to afford programs for my 3 children that they can enjoy! Skiing is Believing program not only has made it affordable and works with me they have given my children the most amazing times on breaks playing different sports, and giving back to the community! And the staff is absolutely incredible! Thank you for making this grandma's life so much easier -Lokilani H.

Overview of our Programs



Multidisciplinary Sport & Fitness Day Camps

These day camps are held during Washoe County School District breaks. They introduce children to a new sport each day, allowing maximum exposure and giving children a chance to fall in love with sports while supporting families during out of school days.

Seasonal Coaching Programs

Our skilled and certified coaches help kids and adults get to the next level of sports they want to actively pursue. These sessions include our flagship sports of skiing, snowboarding, mountain biking, and more!

After School Programs

When a school day ends, the learning doesn't stop! Our team provides healthy, active, and engaging activities for children of public and private schools, local non-profits, and privately organized groups.

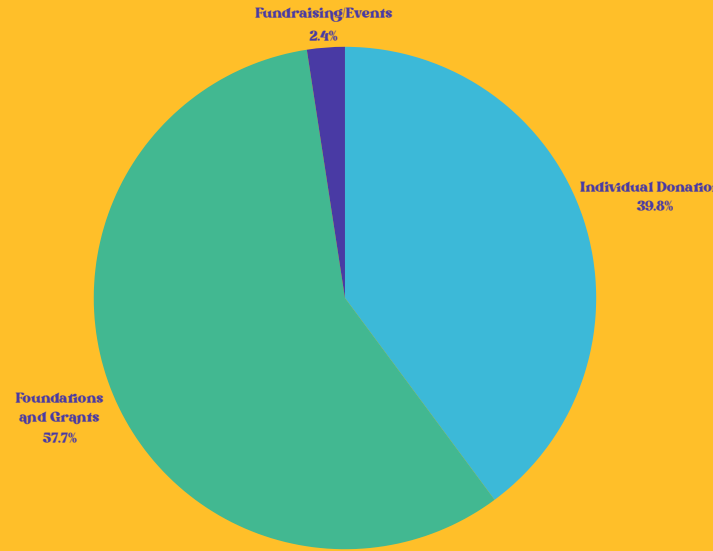
Biggest Little Ski Hill

Year-round access to skiing is accessible to everyone, not only the elite. Skiing is Believing has its own indoor ski machine to encourage access to skiing when the mountains/snow are inaccessible. In 2026, we are adding a second indoor, all-year access ski machine!!!



Financials

Skiing is Believing remains financially strong and stable. We continue to grow a balanced funding model that includes individual donations, grants, and corporate sponsors. Over the past year, we have focused on increasing individual giving while also strengthening relationships with funders and local businesses. This diversified approach helps protect the organization from funding gaps and ensures programs and scholarships can continue without interruption.



Thank You!

A special thank you to our key supporters, including Molina Healthcare, John Ben Snow Foundation, Corwin Ford, Thelma and Thomas Hart Foundation, Aces Foundation, and Gear Hut whose commitment to our mission makes this work possible.





Future Plans

Looking ahead, Skiing is Believing is preparing for its next phase of growth. We are actively pursuing property and plan to move into our first dedicated facility by August 2026. This space will allow us to serve more youth year-round, expand after-school and training programs, and reduce barriers related to weather, transportation, and cost. A permanent facility will strengthen program quality, increase safety and consistency, and help meet the growing demand for scholarships and accessible outdoor sports. This investment will allow Skiing is Believing to reach more children, more often, and with greater impact.

Skiing is Believing Foundation

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