



Franconia, NH
SecretSockSociety.org
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Dear Friends,

Happy Autumn! As the days grow cooler and shorter the Secret Sock Society gears up to launch our winter programs. The SSS will always prioritize our Snow Angel Program, which meets a student's basic need for warm winter outerwear and snow boots. Our flagship Sock Program also provides warmth and comfort to student athletes at local ski areas.

This winter we are also celebrating the success of the Snowsports Sponsorship Program. That program invites local students to participate in their 6-week school-based Winter Program at local ski areas. Our initial approach to providing this 6-week opportunity was to fund a student's fees in those pay-to-play programs. We had not anticipated the additional obstacle to student participation, which was transportation. At some schools, families had to provide the students a ride to the ski area. That obstacle eliminated so many families, including working parents, single parent families and families in which grandparents are raising grandchildren. Undaunted by that challenge, the Secret Sock Society funded bus transportation at three participating schools last year and participation increased by 15-27%. This unanticipated secondary benefit of providing the buses allowed the SSS to provide more students with access to learning a snowsport. Grant support from the Neil and Louise Tillotson Fund will help fund our increased transportation costs.

Your donation to the Secret Sock Society will provide a student winter outerwear or a chance to learn a snowsport with their classmates at Cannon Mt. or Bretton Woods. Please help us realize our mission of providing North Country students with increased opportunities to participate in winter sports and activities. Our donors have enriched the lives of over one thousand local students in the past nine years and with your support we plan to continue that work. Please see the reverse to review the statistics of our success helping local students enjoy winter. Thank you in advance for your anticipated generous response to our annual appeal.

Sincerely,

Nancy Annunziato
President, Secret Sock Society