Annual Report
2010 – 2011

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info@avalanchefoundation.ca
www.avalanchefoundation.ca
About the Canadian Avalanche Foundation

Vision
To minimize public risk in avalanche terrain

Mission
To help reduce the number of avalanche related injuries and fatalities in Canada

Strategy
To provide funding for public avalanche information, public education and research to improve avalanche safety

Activities of the Canadian Avalanche Foundation
The activities of the Foundation include fundraising and granting of funds in support of public safety initiatives. The Foundation does not engage in any operational activities other than those related to fundraising, granting, and the required administration.
Message from the President

I am pleased to report on another successful year with the Canadian Avalanche Foundation.

Our mission is straightforward – to reduce the number of avalanche-related injuries and fatalities in Canada. What’s our strategy? To provide needed funding for public avalanche bulletins, public education, and research to improve avalanche safety.

The Canadian Avalanche Foundation is making a difference! The Board of Directors at our spring meeting approved funding for much needed work to improve avalanche safety. For the upcoming 2011-2012 winter, the Foundation will:

- Fund a new Public Avalanche Bulletin specific to the Purcell Mountains. That’s in addition to our ongoing funding of bulletins produced by the Canadian Avalanche Centre.

- Fund new research into the effectiveness of the Centre’s Public Avalanche Bulletins. And that is in addition to our ongoing support of the Research Chair in Avalanche Risk Control at the University of Calgary.

- Continue support of the Haute-Gaspésie Avalanche Centre in Quebec as well as support of avalanche education programs in Newfoundland.

Our youth-targeted website www.behindthelines.com is now accessible on Facebook and allows users to post items relating to managing avalanche risk in uncontrolled terrain.

If you would like to know more about the Canadian Avalanche Foundation, visit our website at www.avalanchefoundation.ca and subscribe to our electronic news service at our News & Events. Alternatively, please feel free to contact us at (403) 678-1235 or info@avalanchefoundation.ca.

Sincerely,

Gordon Ritchie
President
Operating Activities

Fundraising & Donation Highlights

The Fundraising activities during the year generated over $73,000 in net proceeds for the Foundation. The annual Calgary Gala Fundraiser once again proved to be our most strongly supported event.

<table>
<thead>
<tr>
<th>Event</th>
<th>Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calgary Gala</td>
<td>$62,500</td>
</tr>
<tr>
<td>Banff Rose &amp; Crown fundraiser</td>
<td>$1,350</td>
</tr>
<tr>
<td>Gaspé Fundraiser</td>
<td>$2,900</td>
</tr>
<tr>
<td>Newfoundland Fundraiser</td>
<td>$700</td>
</tr>
<tr>
<td>Merchandise Sales</td>
<td>$5,600</td>
</tr>
</tbody>
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In addition, the Foundation benefited from a number of “partner” initiatives that generated proceeds of over $25,000. The sixth annual Hugh/Helen Hincks & Linda Putnam Memorial Golf Tournament at Greywolf, Panorama proved to be another resounding success. The Foundation extends its appreciation to all of the organizers and participants of these fundraisers.

<table>
<thead>
<tr>
<th>Event</th>
<th>Proceeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hugh/Helen Hincks &amp; Linda Putnam Memorial Golf Tournament</td>
<td>$19,540</td>
</tr>
<tr>
<td>First Annual Canuck Splitboard Festival</td>
<td>$2,185</td>
</tr>
<tr>
<td>Michel Trudeau ‘Memorial Rose’ sales</td>
<td>$2,247</td>
</tr>
<tr>
<td>Stantec Engineering screening of the ‘Fine Line’ DVD</td>
<td>$1,350</td>
</tr>
<tr>
<td>Blackfoot Midget Warriors</td>
<td>$2,050</td>
</tr>
<tr>
<td>Tony Daffern Book Sales</td>
<td>$300</td>
</tr>
</tbody>
</table>

The Foundation extends a special thank you to all our major sponsors and supporters:
- Canadian Pacific
- BMO Capital Markets
- Chatter Creek Mountain Lodges
- CHM Heli-Skiing
- First Energy
- Gibson Energy
- Gowlings
- McDaniel & Associates Consultants
- Resorts of the Canadian Rockies
- Royal Canadian Pacific
- Ski Cellar Snowboard, Calgary
- Stantec Consulting Limited
- Techno Sports, Calgary
Major donations were received this past year from the following:
- Alberta Community Spirit Grant
- Blackfoot Midget Warriors
- Canadian Pacific
- Cenovus
- Donald Morrison
- Dunvegan Snowmobile Club
- Fred Green
- Polar Capital
- The John and Sandy Read Family Fund
- Rocky Mountain Section, Alpine Club of Canada
- Tanya & Brad Zumwalt

Grants for Avalanche Safety Initiatives

Twice annually the Board of Directors meets to approve funding to avalanche safety initiatives. For the year ending March 31, 2011 the Foundation granted $103,715 for avalanche safety initiatives.

Public Safety & Education (direct grants)
This year, the Foundation granted $83,715 for public safety & education initiatives. In accordance with existing multi-year commitments, the bulk of these grants went to support Public Avalanche Bulletin programs in Canada. The Foundation was also pleased to continue its support of outreach initiatives in Newfoundland.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canadian Avalanche Centre, Revelstoke</td>
<td>$68,000</td>
</tr>
<tr>
<td>Centre d’avalanche de la Haute-Gaspésie</td>
<td>$10,000</td>
</tr>
<tr>
<td>Newfoundland Education Project</td>
<td>$5,715</td>
</tr>
</tbody>
</table>

Grants to the Canadian Avalanche Centre and to the Centre d’ avalanche de la Haute-Gaspésie provided much needed funding for public avalanche warning bulletins.

Research (granted via Canadian Avalanche Association)
This year, the Foundation granted $20,000 towards research into avalanches.

<table>
<thead>
<tr>
<th>Organization</th>
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<tbody>
<tr>
<td>Applied Snow &amp; Avalanche Research Centre at Calgary</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

Although several promising grant applications were received, the Foundation was unable to fund research beyond its existing multi-year commitment to this year’s recipient.
Financial Review

Revenues

For the year ending March 31, 2011, revenues totalled $133,714. These included fundraising revenues of $63,939, individual and corporate donations of $44,492, government donations of $8,906 (Alberta Community Spirit Grant), interest income of $10,810 and merchandise sales of $5,567.

From time-to-time the Foundation receives donations which are allocated to specific purposes (e.g. education scholarships, youth initiatives, etc.). These are shown as “deferred contributions” on the balance sheet and are recognized as revenue in the year that they are used. There were no deferred contributions recognized in the year ending March 31, 2011.

Compared to revenues of $162,355 in the year ending March 31, 2010, revenues declined due primarily to the absence of deferred contributions and lower government donations.

Expenditures

Expenditures totalled $134,129 for the year ended March 31, 2011. These included $103,715 of funding for public education and safety initiatives. Fundraising expenditures of $3,436 reflect the costs associated with the Calgary Gala.

The remaining expenditures reflect administrative costs of the Foundation including salary and wages for a part-time administrator, office costs, merchandise costs and accounting fees.

Assets and Liabilities

At year end, March 31, 2011, the Foundation’s assets consisted primarily of cash, short-term deposits and long-term investments totalling $616,253. The short-term deposits and long-term investments are comprised of guaranteed investment certificates issued by member institutions of the Canada Deposit Insurance Corporation. Liabilities included deferred contributions of $256,107 which will be used to fund designated public safety initiatives in the future.

Financial Statements

The Foundation’s complete financial statements for the year ended March 31, 2011 are available at the Foundation’s website under ‘Reports” in the ‘about’ section of www.avalanche.foundation.ca.
Members of the Board of Directors of the Canadian Avalanche Foundation (May 2011):

President, Gordon Ritchie
Gordon is a life member of the Canadian Ski Patrol System (CSPS) and its past National Avalanche Advisor. The CSPS is a national volunteer organization which provides rescue services at ski areas across Canada. Gordon has worked in the petroleum and natural gas industry for 30 years. He holds a B.Sc. in engineering and a M.Sc. in economics.

Vice President, Jack Bennetto
Jack has been involved in the delivery of avalanche safety programs on a full time basis for more than 25 years, including helicopter ski operations and managing the program for the BC provincial highway network. Jack is Past President of the Canadian Avalanche Association.

Secretary/Treasurer, Ken Little
Ken's association with the snow avalanche community dates back to the 1980s, when his duties as an Environment Canada meteorologist included mountain weather forecasting. Ken enjoys a variety of outdoor pursuits, and is also a volunteer member of his local Ground Search & Rescue team. He currently resides in Kelowna.

Director, Colin Johnston
Colin is Professor Emeritus of Civil Engineering and an Affiliate Member of the Canadian Avalanche Association. He directed the ongoing avalanche research program at the University of Calgary from its inception in 1986 until he retired in 1998.

Director, David G. Thompson
David received a B.Comm. (1979) and LLB (1983) from the University of British Columbia. He is a governor of the Canadian Tax Foundation. David is also a member of the Planned Giving Committee of the BC Children’s Hospital Foundation and the Vice President of the Deep Cove Action Committee.

Director, Morgan Hincks
Morgan became involved with the CAF as a result of a tragic avalanche accident that killed her parents in Austria on January 22, 2005. She, along with her brothers Teddy and Daniel Hincks, established the Hugh & Helen Hincks Memorial Fund in their parents’ honour to further public avalanche safety initiatives, research and education. Morgan is the President of Morgan Lee Events, a Calgary-based event planning company, and holds a B.A. in Economics from the University of Victoria.

Director, John Tweedy
John has been involved in the avalanche industry for 35 years as a working forecaster in the transportation and ski resort sectors of the industry, as well as an educator in avalanche safety. He is a charter member of the Canadian Avalanche Association (CAA) and has served as a past director, secretary-treasurer, explosives committee chair and on the technical committee of the CAA. He looks forward, in his pending retirement, to assisting the CAF in their mandate.

Director, John Hetherington
John is a long-time resident of Whistler, British Columbia. He has been a Whistler Mountain ski patrolman, a member of Whistler’s first town council, a former part-owner of Whistler Heli-Skiing, a heli ski guide for twenty-three years, and has just finished a six-year term on the Board of Directors of the Canadian Avalanche Association and Canadian Avalanche Centre.
Members of the Board of Directors of the Canadian Avalanche Foundation (May 2011):

**Director, Kevin Williams**  
A passionate backcountry skier and ski mountaineer, Kevin has been involved in avalanche science, rescue and education since the early 1980’s. As a member of the Canadian Ski Patrol System, he patrolled and was involved in avalanche work at Lake Louise, Fernie and Whistler. He was instrumental in the early development of the Avalanche Skills Training (AST) education program. Kevin holds a B.Eng and M.Sc (Geophysics) from McGill University and was a PhD candidate in avalanche research at UBC. He works in oil and gas exploration and is based in Calgary.

**Director, Keenan Cannady**  
Keenan is the Vice President of Land at Wrangler West Energy Corporation in Calgary. In addition to his work, he has devoted much of his personal time to non-profit, charitable organizations. Keenan is a keen skier, a devoted cyclist and enjoys climbing in the mountains.

**Director, Samantha Stuart**  
Ms. Stuart has a Bachelor of Commerce from the University of Alberta (Finance) and an MBA (Finance and Economics) from the University of Chicago, and is engaged as a strategic advisor in the energy industry for Athabasca Oil Sands Corporation. Ms. Stuart is an avid backcountry skier, cyclist and hiker based in Calgary, Alberta.

For more information on the Canadian Avalanche Foundation and its activities visit [www.avalanchefoundation.ca](http://www.avalanchefoundation.ca)

**Relationship to the Canadian Avalanche Association and Canadian Avalanche Centre**

The Canadian Avalanche Foundation is a separate entity from the Canadian Avalanche Association and the Canadian Avalanche Centre.

The [Canadian Avalanche Association](http://www.avalancheassociation.ca) serves and supports the diverse community of avalanche professionals in Canada.

The [Canadian Avalanche Centre](http://wwwavalanchecentre.ca) serves as Canada’s national public avalanche safety organization. It coordinates the delivery of public avalanche warnings and programs.

The [Canadian Avalanche Foundation](http://www.avalanchefoundation.ca) is a charitable foundation formed to provide a tax-deductible fundraising mechanism for the support of public avalanche safety initiatives.