

2014-15 Annual Report



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Image: Jonathan Reich



Vision

To eliminate avalanche fatalities and injuries in Canada.

Mission

To minimize public risk in avalanche terrain by providing leadership, development, communication, coordination and delivery of public avalanche safety education, warnings, products and services.

Values

- We are committed to awareness, training and safety for the general public and for all who travel in avalanche terrain.
- We are an inclusive and diverse organization that provides services to all winter recreation activity participants.
- We strive to ensure that all programs, services and materials are based on accurate research and evidence.
- We engage in strategic relationships and alliances to further the reach of our programs and messages.
- We investigate to understand all factors that contribute to human incidents in avalanche terrain and support that investigation by encouraging research.
- We inspire people to safely enjoy recreation and travel in the winter backcountry environment.
- We value our staff and community's collective strength, energy and leadership.
- We create a fun, healthy, professional and sustainable workplace, and provide our staff with opportunities to grow and thrive.
- We anticipate and respond to challenges and changes with creativity, collaboration, courage and bold enthusiasm.

A Message from the President



The 2014/15 season was nothing short of transformational for our organization.

Perhaps the most obvious sign of this was our name and brand change to Avalanche Canada from the Canadian Avalanche Centre. The reasons for making this change were many but it was undertaken primarily to solve the brand confusion that existed between three organizations, which all shared the same basic brand and logo—the Canadian Avalanche Association, the Canadian Avalanche Foundation and the Canadian Avalanche Centre. Simply put, it was difficult and confusing for our partners, sponsors, members and even the industry to tell the organizations apart and understand our respective roles in supporting avalanche safety work. With the launch of Avalanche Canada and our partner, the Avalanche Canada Foundation, under a fresh new brand, we stand clearly apart as Canada's public avalanche safety organization.

Less visibly, but no less important, came important structural changes in our organization related to aligning with Canada's new Not-for-Profit Act which came into effect on October of 2014. To comply with this new regulation we have moved to fully audited financial statements and a new set of bylaws requiring all directors of the corporation to be elected by members. Lastly, to better accommodate our busy winter operational season, we changed our fiscal year end from March 31 to June 30 to allow our teams to focus

on providing service to the public, rather than worrying about budgeting and closing out the financial year-end. This has greatly reduced our workload at a critical time and allowed us to manage our highly compressed business cycle much better. The impact of this, however, was that we needed to have a short, 3-month, "stub" period to allow us to reset for our new fiscal year.

Lastly, I'm very proud to say that this fall we will host our very first, public Annual General Meeting (AGM). Our AGMs have always been open to the public but they generally occurred in the late spring when most folks are more interested in golf than avalanche safety. This year, we are making the inclusion of the public and our members a priority as an important next step to becoming a truly public organization.

As always, we invite your feedback on these changes and welcome the engagement and participation of our community of winter recreationists at large. More great things are in the works for us in the coming season and we sincerely look forward to serving you, our members, sponsors and partners even better in the new season.

Please continue to look to avalanche.ca and our mobile app for the latest information on safe winter backcountry travel.

A handwritten signature in black ink, appearing to read 'Kevin Seel'.

Kevin Seel,
President



Image: Colin Johnson collection

A Message from the Executive Director



How time flies. Seems like summer is already a distant memory and hard to believe that we're merely weeks away from the start of another winter season. Given that our last annual report was 15 months ago, it would be impossible to talk about all that's happened since then, so I will focus on a few things.

Firstly, I want to acknowledge the staff at Avalanche Canada. Without their hard work and dedication none of our accomplishments would be possible; it's a privilege to work with such a great group of people.

Other than changing our name and logo, one of our biggest projects over the past year was the complete re-do of our website. This wasn't just a cosmetic adjustment but a complete makeover from concept and design to architecture and functionality. It remains a work in progress and we are still adding features and making improvements.

One of our main goals was to make it easier to access our most popular products like our forecasts, which are now located on our home page—rather than being hidden and accessed through multiple page “clicks.” Given our particular needs and available resources we decided to handle this project ourselves, with the help of outside experts contracted for specific needs. It was a significant undertaking with a number of ups and downs; if I still had hair it would now all be grey.

Our other major endeavour was the development of the Mountain Information Network (MIN). The MIN combines the technology and features of our website with those of our mobile app that also received major upgrades. The feedback we received from users was invaluable to fix bugs and make improvements. This coming year we will work on Phase II of the MIN which will add a detailed observations component and accident reporting.

The MIN was made possible by funding provided by various partners, including MEC. We also received significant support from TECTERRA for this project. This year also saw the addition of the Mountain Weather Forecast, produced specifically for us by Environment Canada and is now the second most popular page on our website. Looking to the future, it is clear that technology will play an increasingly important role in the delivery of public avalanche safety products and services, which is why we will be increasing our internal information technology capabilities. As we start wrapping our heads around the impacts the “blob” and “Godzilla El Nino” might have, the winter ahead promises to be very interesting. Let's make it a safe one.

A handwritten signature in black ink, appearing to read 'G. Valade'. The signature is stylized and fluid, written in a cursive-like style.

Gilles Valade,
Executive Director

Delivering the Message

At Avalanche Canada we have the privilege and responsibility of sharing knowledge with hundreds of thousands of people throughout the winter. Communications is at the heart of everything we do and we are continually seeking for methods and techniques to reach an even broader audience.

Our communication strategies are focused on providing information, as well as seeking information. We want to persuade, so we need to understand who we're talking to. Above all, we are part of the backcountry community—engaged, accessible and authentic.

Over the winter, our forecasters and spokespeople take time to respond to every media request, last year giving close to 300 interviews to traditional broadcast outlets, newspapers and online news sites. And of course we use our social media channels regularly, with steady growth on both Facebook and Twitter.

In our efforts to realize our vision of eliminating avalanche fatalities, we know we need to effect behaviour change. The key to that is through communication with our users and our partners, finding ways to reach everyone who ventures into avalanche terrain, whether knowingly or not.





Executive Director Gilles Valade demonstrates our Mountain Information Network for a television feature on avalanche safety in Canada, commissioned by the BBC. **Image:** Brandy Yanchyk

Coverage

In early January, an independent documentary filmmaker came to Revelstoke to film a feature on avalanche safety for the BBC Travel Show, which airs on BBC World News TV channel to a global audience of more than 303 million homes, reaching 71 million viewers weekly. The final piece aired in late March and included a great segment with our Executive Director, Gilles Valade, showing how our Mountain Information Network helps Canadian backcountry users.

In early March, CBC Radio's morning show from Kelowna, BC broadcast live from Revelstoke. Executive Director Gilles Valade was interviewed about AvCan's influence on the community and our ten years of service.

The winter issue of *Kootenay Mountain Culture* magazine included an excellent profile on AvCan, with a focus on our forecasting program. *Kootenay Mountain Culture* is an award-winning biannual publication with a distribution of over 40,000 throughout western Canada and Northwestern US.

New Name, New Look

On October 2, 2014, Avalanche Canada unveiled our new name and logo at a small ceremony at the Banff Centre, in which we also celebrated the 10th anniversary of the establishment of a national public avalanche safety organization for Canada.

As a non-profit, non-government organization, we took a very economical approach to our rebranding efforts. The new logo was developed inexpensively from a crowd-sourcing website. And rather than a big-budget advertising campaign, we used our social media profile to communicate the change.

The main purpose behind the rebranding is to differentiate AvCan from the Canadian Avalanche Association (CAA), which is the national organization representing professional avalanche workers. In 2004, when the Canadian Avalanche Centre (CAC) was incorporated, staff members, board members and office space were all shared with the CAA.

A logo and website was shared between our two organizations and the Canadian Avalanche Foundation. While this sharing of resources and expertise made sense at the time of the CAC, the need to differentiate between the public and professional organizations has become increasingly pressing.

With the introduction of Avalanche Canada and the Avalanche Canada Foundation in 2014, we look forward to continuing to provide the same award-winning and internationally recognized programs for national public avalanche safety. We will also continue our long tradition of collaborating with public and private agencies from across Canada and abroad, to develop and deliver services for winter backcountry users of all types.



(L – R): Ron Casey, MLA for Banff-Cochrane and Assistant Deputy Minister of Emergency Management BC Pat Quealey stand with Executive Director Gilles Valade at the official launch of Avalanche Canada’s new name and logo, on Oct 14, 2014, at the Banff Centre. During the launch ceremony, MLA Casey announced an increased commitment from Alberta of \$250,000 for the next fiscal year. Assistant DM Quealey also announced BC’s continued commitment of \$450,000. Support from provincial government partners is vital in continuing the development and delivery of our programs.



Avalanche Canada Foundation

The Avalanche Canada Foundation was established in 1999 as a federally registered charity and its main focus is supporting the work of Avalanche Canada.

We are pleased to share a logo and our new website with the Foundation, further synchronizing our efforts to continue developing and delivering programs and services for public avalanche safety.

The Foundation's annual report for 2014/2015 has been incorporated in this document, starting on page 39.



We were honoured to include a videotaped message of congratulations from the Right Honourable Justin Trudeau, whose brother Michel was killed in an avalanche in 1998. His mother, Margaret Trudeau is a founding member of the Avalanche Canada Foundation and Mr Trudeau served on the board for many years. He was also very generous with his time and energy in Avalanche Canada's early years.

Strategic Planning

In mid-January the Avalanche Canada board of directors gathered in Revelstoke for a weekend strategic planning session; staff members joined them for an afternoon facilitated discussion. This was a very rewarding experience as together, we explored a big-picture view of what's working for the organization, what's not, and where best to focus energies for the future. In broad strokes, here are the three main points that came out of the board's weekend session:

- Organizational capacity—this is multi-faceted and includes increasing the sustainability of our business model, reviewing and improving IT infrastructure, and improving budgeting processes to include a more rigorous method of vetting projects.
- Public engagement—exploring new ways of amplifying our programs with the lofty goal of reaching 100% of backcountry users with 100% of our message.
- Products and services—undertake an assessment of current programs and services and a comprehensive scan of all users, traditional and emerging. The aim is to improve effectiveness and efficiency of our risk communication tactics.



Image: Jonathan Reich

Stakeholder News

Four times a year, we send out an e-newsletter to more than 1500 people with updates on our activities and previews on our projects. Stakeholder News goes out to members, partners, sponsors and donors to both Avalanche Canada and the Avalanche Canada Foundation. This newsletter has proven to be an invaluable method of communicating with our wide array of stakeholders in public avalanche safety. If you would like to be included on this mailing list, please email us at info@avalanche.ca.



Stakeholder News



Newfoundland Communications

In mid-March, our outreach person in Newfoundland & Labrador, Jennifer Hoffman, informed us that the unusually snowy winter was creating hazardous backcountry conditions. Working with our partners in Gros Morne National Park, we issued a news release to media outlets on the west coast of Newfoundland & Labrador.

Public avalanche forecasts don't exist in this province, and avalanche safety training is not available. So our regular message of "get the training and get the forecast" is not applicable. Our priority in this messaging was to communicate how to identify the primary conditions that increase avalanche risk, and provide basic advice on recognizing and safe travel in avalanche terrain. The news release was picked by many outlets and our representative Jennifer Hoffman did a number of very effective interviews.

We also produced an avalanche awareness pamphlet targeted at snowmobilers for this province. Local images were sourced, while the content highlighted the most critical terrain and conditions that result in dangerous avalanches.

Social Media



@avalanche.ca



2015: 5276 followers

2014: 4264 followers



avalanche.ca



2015: 12,778 likes

2014: 9,402 likes

Conferences

Avalanche Canada is involved in a number of conferences each year in support of public avalanche safety. This year, we had the opportunity to share our work in eight conferences around the world:

Canadian Avalanche Association Annual Conference

May 4 – 8, 2014 Penticton, BC

Avalanche Canada's staff regularly attends this annual event for Canada's avalanche industry professionals. This year, two of our forecasters, Ilya Storm and James Floyer, presented during the case studies and research presentations sessions.

International Snowmobile Congress

June 11 – 14, 2014 Keystone, CO

June 10 – 13, 2015 Niagara Falls, NY

Executive Director Gilles Valade attended both the the 2014 and 2015 conferences, along with some 350 representatives from various snowmobiling organizations and manufactures from around the world. Each year the ISC is dedicated to the development of strategies regarding best practices, education and safety of winter recreational users.

International Snow Science Workshop

September 29 – October 3, 2014 Banff, AB

The biennial ISSW 2014 attracted some 800 delegates from 16 countries over the week-long conference. Ten staff members from Avalanche Canada presented research projects, and our programs and services continue to be of great interest (and objects of envy) to our international colleagues. Most generously, the conference organizers dedicated 50% of the proceeds from their fabulous art auction to the Avalanche Canada Foundation, in support of public avalanche safety in Canada.

National Search and Rescue Secretariat SARscene Conference

October 30 – November 3, 2014 Niagara Falls, ON

This is the largest annual search and rescue conference in Canada. Our Executive Director, Gilles Valade attended and took part in the Incident Prevention Working Group meetings to discuss our avalanche safety initiatives.

Outdoor Retailer Winter Market

January 21– 24, 2015 Salt Lake City, UT

The OR Winter Market is North America's largest winter lifestyle and sports industry gathering in the world, which brings in over 22,000 attendees. Being a part of this conference each year allows Avalanche Canada representatives to connect with our longstanding sponsors and create new strategic partnerships.

Canada West Ski Areas Association Spring Conference

April 27 – 29, 2015 Whistler, BC

Gilles Valade attended this year's conference along with 400 leaders from the ski industry in Western Canada, which includes a tradeshow and a variety of seminars and meetings. This is an important venue as we work towards a collaborative approach for out-of-bounds riders.

Conference of the European Avalanche Warning Services

June 4 – 6, 2015 Rome, IT

European countries continue to be very interested in what we do in Canada. Public Avalanche Warning Service Manager Karl Klassen attended along with more than 50 other professional avalanche forecasters to discuss classification standards, snowpack modelling, forecasting software applications, and recreational decision making.





Image: Dominic Boucher

Avalanche Québec

Avalanche Québec is based in the Chic-Choc Mountains of Québec's Gaspé Peninsula. A non-profit organization, its mission is to improve avalanche safety in Québec through public education, professional training, avalanche bulletins and supporting research.

Like Avalanche Canada, Avalanche Québec recently introduced a new name and logo. Formerly the Centre d'avalanche de la Haute-Gaspésie, Avalanche Québec produces a bilingual avalanche forecast for that region every two days throughout the winter.

Our long-standing relationship with Avalanche Québec allows us to collaborate on various initiatives. A portion of the funding we receive from the federal government, through the Meteorological Services of Canada, is earmarked for Québec. We encourage training opportunities for forecasting staff, who have taken part in our forecasters' training and also come to the spring meeting of Canadian avalanche professionals.

Avalanche Québec was established in 1999 and has had a significant impact in improving backcountry safety in that province. Each winter, some 10,000 backcountry travelers use their programs to plan their trips in the Chic-Chocs, and Avalanche Québec has been identified as an important component of the growing tourism market in that region.



AVALANCHE QUÉBEC

Project Partnerships

Premier's Innovation and Excellence Awards

In February, 2014, we shared the exciting news that we were regional finalists for a Premier's Innovation and Excellence Awards, the BC Public Service's most prestigious recognition. We were nominated in the Partnership category with Emergency Management BC and the BC Coroners Service. The winner was announced in September, 2014, and the award was given to a highly deserving group from the Okanagan for streamlining a multi-agency response to domestic abuse cases. It was an honour to be nominated in such company.



Karl Klassen, Manager of the Public Avalanche Warning Service, receiving a certificate commemorating this nomination from BC's Chief Coroner Lisa Lapointe.

Aga Khan Foundation



In the spring of 2014, we were approached by long-time partners Emergency Management BC to assist on a project with the Aga Khan Foundation, focusing on avalanche risk management in northern Afghanistan. This region is highly prone to a multitude of natural hazards, in particular avalanches.

Avalanche Canada's role is to serve as a "sounding board" for the organization to help provide direction. We will also be providing some training for their forecasters. It's an exciting new project and we're happy our expertise can be helpful.

Preventable



Over the season we worked on an interesting project with the Community Against Preventable Injuries (Preventable), a nation-wide, multi-partner organization designed to raise awareness, transform attitudes, and ultimately change behaviour. The design

team at Preventable worked with Avalanche Canada to come up with a series of drink coasters with strong messages about avalanche safety. Preventable paid for the printing of 5,000 coasters and Labatt, one of our long-time Supporting Sponsors, agreed to distribute them in bars featuring Labatt beer throughout communities in southern BC and Alberta. Cheers!



Service Award

Avalanche Canada is proud to continuing a long tradition of recognizing individuals or organizations demonstrating a commitment to public avalanche safety in Canada. In early October, 2014, we presented our inaugural service award during the International Snow Science Workshop, held in Banff, AB.



We were very pleased to present the award to **Grant Statham**.

In the ten years that Grant served as Parks Canada's Mountain Risk Specialist, he had

a profound impact on public avalanche safety through his close involvement or leadership in many significant initiatives. Throughout his tenure, he was always a staunch supporter and strong ally of our work. Today, our partnership with Parks Canada is stronger than ever, thanks to the foundation Grant helped to establish.

Mountain Information Network

Our new Mountain Information Network (MIN) brings online information-sharing to winter backcountry users in Canada. The MIN allows backcountry riders to receive localized, real-time observations from other users. Information on avalanche conditions, snow conditions, riding conditions and weather is easily accessed and just as easily submitted.

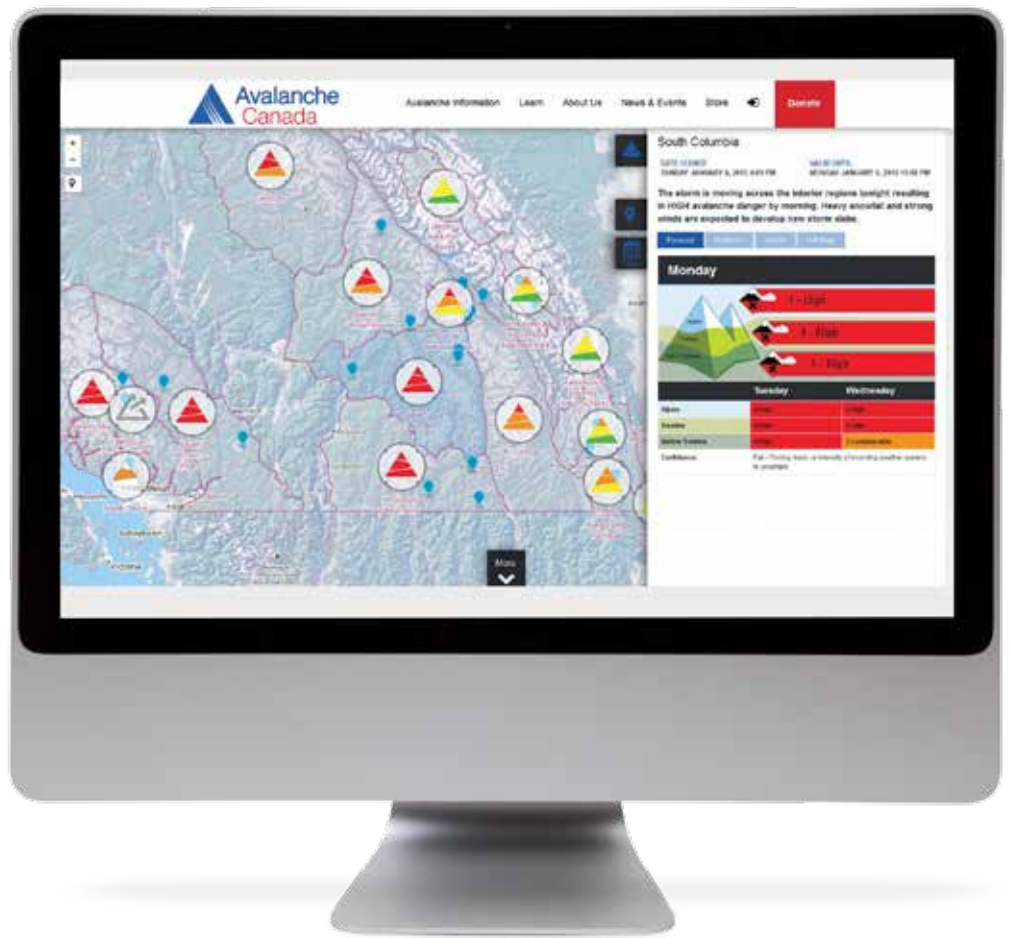
During the first season, users submitted more than 400 observations to the MIN. The submission quality was very impressive, with some fantastic photos and write-ups about avalanche observations, snow quality and snowpack. The MIN has been particularly helpful in data sparse regions like the North Rockies, South Rockies and the Yukon.

Thanks to TECTERRA for sponsoring the MIN. We believe this service will play a significant role in the future of our avalanche safety programs.

Website

In the fall of 2014 we launched our brand new website. Through a completely innovative platform, our homepage is now dedicated to a map of western Canada, providing a central focus on avalanche information. The map allows users to easily compare the danger ratings of all our regions. By clicking on a specific region, the complete avalanche forecast is presented. This ultimately forms the foundation needed for backcountry planning

A new layout was also applied to our news and events sections, with the purpose of making information easier to find. Updates to the website will continue into next season, which aims to further advance our dedication to public avalanche safety.



Mountain Weather Forecast

This season, in partnership with the Meteorological Service of Canada (MSC), we launched the Avalanche Canada Mountain Weather Forecast, a daily weather forecast written by MSC meteorologists that is located on our site at avalanche.ca/weather.

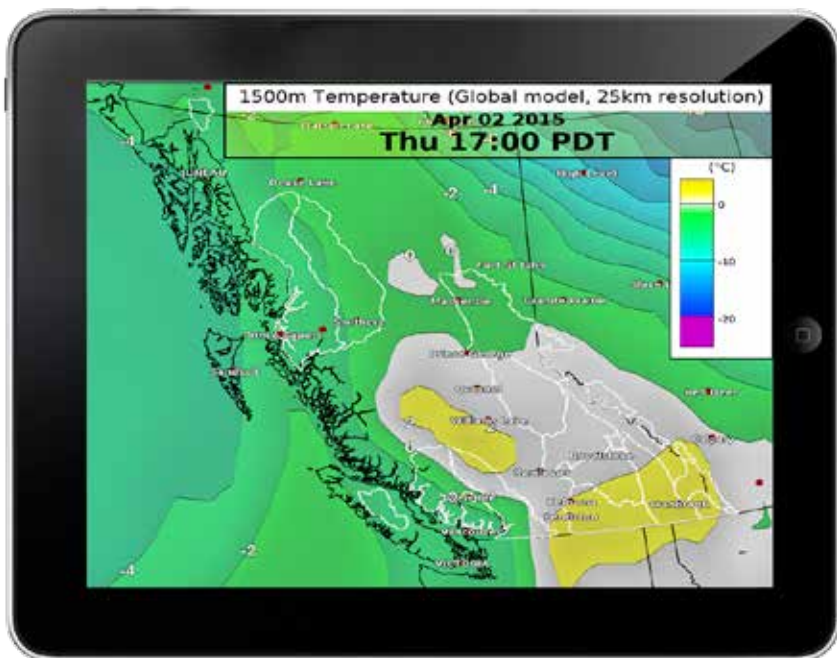
The forecast includes a brief text synopsis describing the general weather pattern, accompanied by graphics that illustrate the key weather factors influencing avalanche danger such as precipitation amounts, freezing levels, and wind speed and direction for the next two days. When significant changes are expected, an outlook is provided that looks farther into the future.

We received very positive feedback from users on the format, which employed simple language and large, clear graphics to deliver a technical product accessible to a wide variety of users. Over the season, it has proved to be one of the most popular pages on our site.

"I am not sure who to send this to but the weather forecasting that Avalanche Canada does is completely top notch and extremely informative."

"We are so much better off thanks to your excellent service. Thanks so much."

"Thank you for this new tool. Amazing to get all this info in one place. I look forward to these forecasts as they will seriously help me round out my own weather reading."

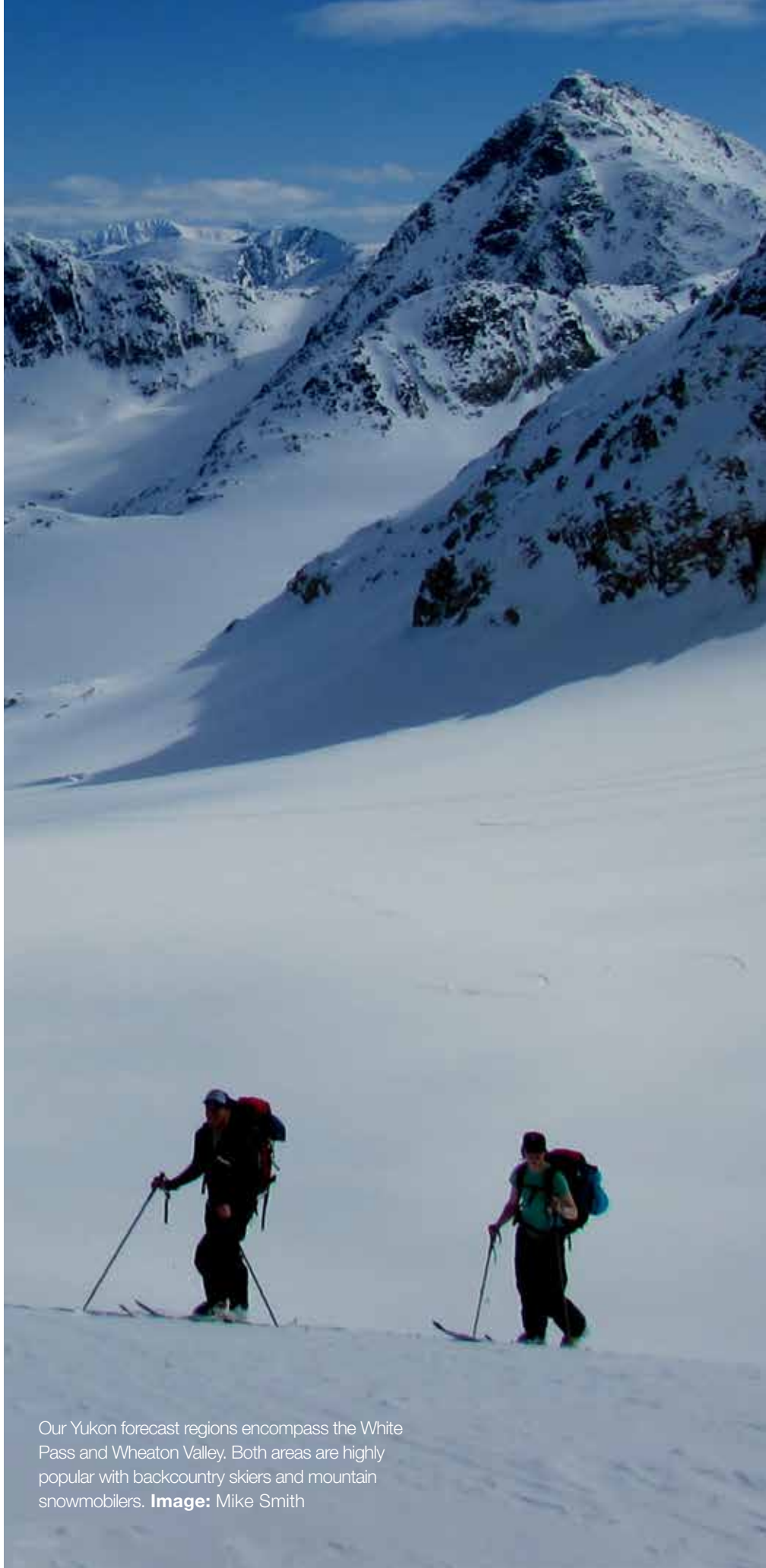


Field Teams

Yukon

Over the past three years, the Yukon Avalanche Association (YAA) has used a federal grant to contract Avalanche Canada to provide an avalanche forecast for backcountry users in the Klondike region. The grant ended in the spring of 2014, which meant the YAA had to find other funds to support this program.

Funding came through in December from the territorial government, which resulted in a late start to the season. Once a field technician was hired, the program ran from February – May, 2015. Future funding is essential to ensure this program continues into the 2015-2016 season.



Our Yukon forecast regions encompass the White Pass and Wheaton Valley. Both areas are highly popular with backcountry skiers and mountain snowmobilers. **Image:** Mike Smith

South Rockies

Our three-person South Rockies field team is based in Fernie, BC. The team travels throughout the region, collecting weather, snowpack and avalanche observation data, which helps our forecasters produce this region's daily forecast. Many of our other data sources in this region were compromised due to the unusually dry winter, making the work of our field team even more important.

Outreach is a top priority and the team hosted two Backcountry Avalanche Workshops in the Elk Valley, speaking to both sledders and skiers. They also hosted a special event for the ski patrol at Fernie Alpine Resort, continued the Elk Valley youth program to schools throughout the forecast area, and delivered a youth-focused AST course over the March break. The team also maintains an excellent blog on AvCan's website.

Most of all, the team enjoys the face-to-face conversations in the field, from parking lots to mountain tops. They are building relationships with local riders and skiers to facilitate the sharing of safety messages, avalanche conditions and incidents.

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Teck

Special Public Avalanche Warnings

On occasion, due to a combination of reasons, our forecasters determine the risk of an avalanche accident is elevated. This decision includes human factors as well as avalanche danger, as we consider factors such as pent-up demand after a long period of poor weather, or a long weekend combined with a tricky snowpack.

When we issue a Special Public Avalanche Warning (SPAW) the objective is to broadcast our concerns as widely as possible. A news release is pushed out to media outlets in the regions affected by the SPAW—which can be throughout western Canada or more specific areas. We also leverage our considerable social media presence as well. Our forecasters are available and prepared for interviews as we aim for as much coverage as possible.

In mid-February, we collaborated with Parks Canada and Alberta's Kananaskis Country to issue an unprecedented multi-agency SPAW. The danger was very widespread and of concern to all forecasting agencies throughout western Canada. By coordinating our messages, we were able to amplify our warning significantly.

In general, SPAWs are aimed at backcountry users who don't have a lot of training or experience and who tend to go into the mountains without doing much in the way of planning, preparation or risk management. The warning is worded clearly and advice on how to mitigate the hazard is always provided.

Thanks to Emergency Management BC, who help fund the extra administrative and staffing costs we incur when we issue a SPAW.

Research

For the past four years Avalanche Canada has been involved in a Snow Profile modelling project with the Applied Snow Avalanche Research group (ASARC) at the University of Calgary. This modelling project uses the Swiss SNOWPACK application as the basis for developing computer generated snow profiles. The Canadian twist is using high resolution weather forecast products to drive the model instead of actual weather data from an on-site automated weather station. This work has garnered international interest and has been identified as a key component of developing public avalanche information products in Canada's numerous data sparse regions.

Three years ago, we began participating in a surface hoar modelling project, which uses much of the same model framework as the snow profiles but is tuned to look in detail at a specific parameter—surface hoar. The output gives the expected size and distribution of current and past (i.e. buried) surface hoar layers on a map. This project included collaboration with industry and the CAA and surface hoar models have been displayed on the InfoEx map since last winter.

Over the winter, the ASARC program began preparing to shut down. The main stakeholders held discussions on how to keep these models running. In the spring of 2015 it was jointly agreed that Avalanche Canada is the logical choice as the new home for these models.

Thanks to Bruce Jamieson, Sascha Bellaire, Michael Schirmer and Simon Horton for many years of work on these projects. Avalanche Canada staff have learned much from our collaboration with ASARC. We look forward to continuing work on these models, and anticipate this data will play an increasingly important role in our forecasting operations.



AvCan Forecaster Grant Helgeson doing some field research in the South Rockies.
Image: Raven Eye Photography



InfoEx

Since the beginning of public avalanche forecasts in Canada, our forecasters rely on the professional information exchange known as InfoEx as our primary source of data.

InfoEx is a subscription service for professional avalanche operations in Canada that allows a daily online exchange of snow, weather and avalanche observations. As a subscriber, Avalanche Canada accesses this reliable stream of high-quality data, which then informs our understanding of the ever-changing snowpack across the vast and remote mountainous regions of western Canada.

InfoEx has been administered by the Canadian Avalanche Association every winter since 1991. The InfoEx system, and its subscribers who provide their data on a daily basis, play an integral role in public avalanche safety.



Avalanche Canada Training Programs

Avalanche Canada’s training programs offer a suite of courses that teach essential skills for anyone using the backcountry in winter. The curriculum is developed by Avalanche Canada; the courses are delivered by independent instructors who are members of the Canadian Avalanche Association.

Over 7200 people took an avalanche safety training course this season—either an AST 1, an AST 2 or Companion Rescue Skills. Overall, numbers were down this season. Course providers reported many cancellations due to the poor snowpack and record low precipitation of the winter. However, we were able to meet last season’s objective of improving enrollment for the companion rescue skills course, which had an 11% increase. We are developing strategies to improve course numbers for next season, including our continuous efforts to reach more snowmobilers.



AST 1 TEACHES THE BASIC FUNDAMENTALS OF AVALANCHES, TRAVELING IN AVALANCHE TERRAIN AND COMPANION RESCUE.

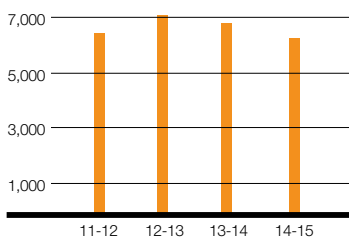


AST 2 INCREASES KNOWLEDGE OF TERRAIN CHOICES, ROUTE FINDING AND DECISION MAKING IN AVALANCHE TERRAIN.

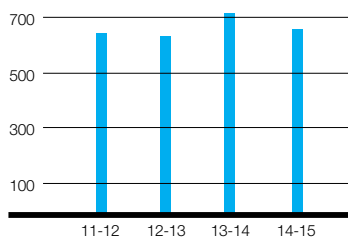


COMPANION RESCUE SKILLS IS A ONE-DAY INTRODUCTION OR REFRESHER FOR THE LATEST AVALANCHE RESCUE TECHNIQUES.

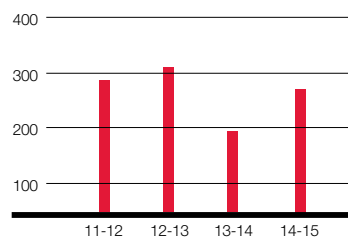
AST 1 Course Participants



AST 2 Course Participants



CRS Course Participants



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AST Provider License Agreement Approval

On May 4, 2014, a new AST Provider License Agreement was ratified. AST providers pay a partnership contribution annually, based on student numbers. Under this new agreement, there will be an incremental annual increase to the amount of this contribution. As well, there will be an increase to the portion of this contribution that is allocated to the training program's intellectual property renewal (IPR). IPR funds are used to keep curriculum current and ensure instructors are up to date with the most recent techniques and tools.

There are 174 licensed AST providers across Western Canada

Companion rescue practice during a snowmobiler-focused AST course. **Image:** Raven Eye Photography

Rescue at Cherry Bowl

In March, 2013, four backcountry skiers were caught in a massive avalanche near Terrace, BC. Three were buried, all of them at least 1.5 m deep. The sole member of the party on the surface lost his pack in the slide, leaving him with no equipment other than his transceiver to conduct a rescue. Statistically, there was very little hope. But another party of four had witnessed the incident and within 20 minutes, these four rescuers had located and dug out all three victims alive.

Recognizing the tremendous educational benefits behind this remarkable rescue, we began the process of bringing a digital version of this story to life. Our vision was a site that would inform and educate the user by leading them through the narrative using various digital elements—video, graphics, images and text. Our goal was to ‘flesh out’ the story line, explore the two groups’ decision-making processes, their interactions with the environment, and understand what went wrong—and what went right.

Working with a production company that had gathered interview footage with each of the individuals involved, we created a short video that told the outline of this story. Released in the fall of 2014, we pushed this video out to stakeholders and potential sponsors, in an effort to raise money for this project. Thanks to the sponsors listed below, we were able to start work in the spring of 2014 and look forward to launching this project in the fall of 2015.

Presenting Sponsor



Sponsors





Backcountry Avalanche Workshops

Every fall for the past several years we have held Backcountry Avalanche Workshops in communities throughout western Canada. The aim of these workshops is introduce any new tools or programs we have, and to help backcountry users prepare for the coming season by highlighting our safety messaging.

This year, we held workshops in seven communities throughout southern BC and Alberta, reaching over 500 people. The workshops were hosted by AvCan forecasters, presenting case studies highlighting human factors and introducing our new Mountain Information Network. Our South Rockies field team also offered two workshops in their region.

Thanks to Labatt for sponsoring the Backcountry Avalanche Workshops.



Labatt

Our backcountry workshops are generally geared to all ages but occasionally we host adult-only sessions, such as this one in Fernie, BC.

Image: Raven Eye Photography

Special Funding



The Columbia Basin Trust gave our youth program a two-year regional grant of \$40,000 to help us deliver youth programs to communities within the Columbia Basin, where we reached over 3500 students.

Avalanche Canada youth educators traveled to over 13 different communities, visiting over 25 schools reaching students from K – 12. These programs included indoor sessions and outdoor hands-on rescue skills. This funding also allowed us to subsidize AST 1 and Companion Rescue training courses in Revelstoke and Fernie.



RBC Foundation®

For the second season in a row, RBC Royal bank has contributed \$5,000 for backcountry awareness outreach in northern Alberta schools. Last season we visited 7 different schools in the Hinton, Edson, Grande Prairie and Grande Cache communities and reached out to over 700 students. We integrated more snowmobile awareness into our curriculum to accommodate the increasing number of snowmobile families in those areas. We were able to visit other schools and promote the awareness sessions for next year by handing out product and materials to help support teachers with their own outreach.

Youth

Avalanche Canada's Youth Program is designed to reach students from K-12 with age-appropriate avalanche awareness programs. Through support from local communities, educators and parents the program helps students better understand snow and avalanche safety, encourages continued learning, and promotes a healthy outdoor lifestyle. This year, our youth education coordinator Shannon Werner visited over 40 schools across BC and Alberta, reaching nearly 4,000 students from K-12.

Youth Program highlights:

- **Avi-Smart** - For a fourth year, we delivered the Parks Canada Avi-Smart program in the Bow and Columbia Valleys, reaching 1420 students in grades 7-10. Towns where youth programs have been running have noticed a shift in youth culture and knowledge.
- **Youth AST** - This winter 340 students were enrolled in an AST course with 38 receiving just in-class sessions.
- **Yukon** - Avalanche outreach programs were delivered to 122 students with indoor and outdoor sessions to grades 7-12 throughout schools in Whitehorse and Carcross.
- **Newfoundland** - An avalanche tool box was used for hands-on avalanche rescue training to 193 students in nine different schools from grades 7-12.

Sled Safety Day

The Revelstoke Snowmobile Club teamed up with us to create a new annual event for youth snowmobilers. Sled Safety Day took place on February 22 at Boulder Mountain, providing information on sled maintenance, safe riding techniques and avalanche safety. The event was funded by the Brandon Ouellette Memorial fund, in memory of a 16-year-old from Sicamous, BC who passed away this winter in a tragic snowmobile accident.

Avalanche Canada was well represented, with our Executive Director Gilles Valade, Snowmobile Outreach Coordinator Brent Strand and Youth Outreach Coordinator Shannon Werner all on hand to lead avalanche safety activities.





Image: Ryan Dunford

Shreducation

In January, we held a two hour “Shreducation: Knowledge is Powder” evening event, geared towards young adults and out-of-bounds riders.

Local guide Marty Schaffer, pro skier Chris Rubens and Avalanche Canada Forecaster Joe Lammers delivered entertaining and informative sessions on avalanche awareness to a large crowd.

Behind The Lines

The Behind the Lines Facebook page had support for a third year through the Hugh & Helen Hincks Memorial Fund.

The page grew to 1038 likes this season, up from 850 last year. We also launched a Behind the Lines Instagram account in December that has gained 651 followers. Using the hashtag #avalancheCanada, we held a monthly contest encouraging users to post photos related to gear, the backcountry and avalanches.



AC.BehindtheLines



@behindbiglines

Avalanche Awareness Days

We had 31 communities throughout Alberta, BC, the Yukon, Quebec and Nunavut involved in Avalanche Awareness Days (AAD) this winter. AAD events promote winter backcountry education and safety through a variety of presentations and training activities. Long-time AAD participants Apex Resort and Fernie Alpine Resort held fundraisers for Avalanche Canada again this winter, while Panorama Mountain Resort contributed their AAD fundraising efforts to the Avalanche Canada Foundation, through the Hugh and Helen Hincks Memorial Fund.

Fundraising this year totaled over \$2500.

Presented by



Newfoundland Outreach

Following the retirement of our long-time representative, Keith Nicol, we were pleased to engage Rocky Harbour resident, Jennifer Hoffman as our new youth education representative for Newfoundland. Jennifer made 9 school visits and one university visit, making a total of 10 presentations to 184 students. Most of the pupils were in grades 7 – 12.

An avalanche toolkit comprising six transceiver/probe/shovel kits (plus some additional shovels and probes) was purchased for use in Newfoundland schools. This resource was used by Jennifer's students during her schools presentations. Schools had the option of requesting the use of the toolkit to assist with lessons focusing on avalanche education. As well, Jennifer organized an avalanche safety booth at "Race on the Rocks," a mountain snowmobiler race held at Marble Mountain ski area.



Jennifer Hoffman in her backyard, overlooking the south rim of Western Brook Pond Gorge, Gros Morne National Park, Newfoundland & Labrador. **Image:** Jennifer Hoffman collection



The Kimberley Search and Rescue team were out all day at Kimberley Alpine Resort, sharing the avalanche awareness message with skiers. **Image:** Ryan McKenzie



BC Park Rangers and Whistler/Blackcomb patrollers reached hundreds of users during this year's event, many with little avalanche training. **Image:** Kendra Wood



North Rockies Billboard

Thanks to funding from the Alberta Snowmobile Association and the Sandman Hotel Group, we rented a billboard for the 2014-2015 winter season, on the west-bound Yellowhead Highway just outside of Hinton, AB. The billboard targets mountain snowmobilers heading into the North Rockies. As this region does not have a daily avalanche forecast, our messaging promotes the importance of avalanche training before going into the backcountry. This full-colour billboard is also lit at night, as many sledders travel at night to reach their weekend destinations. The billboard was up from the first week of December, 2014 to the last week of March, 2015.

Snowmobile Outreach

Long-time employee of Avalanche Canada, Brent Strand was named our new Snowmobile Outreach Coordinator in the fall of 2014. For the previous three years, this position had been funded through a grant from the National Search and Rescue Secretariat's New Initiatives Fund.

Now that we no longer have that funding, the activities of the snowmobile program coordinator have been curtailed, so there was less outreach and less travelling last year.

However, snowmobile outreach remains a high priority for Avalanche Canada, and this position remains focused on liaising and collaborating with snowmobile clubs throughout western Canada. As such, Brent had a busy season, meeting with clubs and attending shows to deliver avalanche safety messaging and guidance. This year, his itinerary included:

- Three snowmobile shows (Edmonton, Saskatoon and Vernon) directly contacting close to 800 people
- World Snowmobile Invasion, Whitecourt, AB
- Club rides with Vernon, Crowfoot and Revelstoke snowmobile clubs
- Northern road trip to meet with sledders in Tumbler Ridge and Grande Prairie
- Touring sled shops and meeting places in the Columbia/Shuswap region

SledCom

Our Snowmobile Committee (SledCom) was first established in December of 2009, when we recognized the need for an advisory group to focus on snowmobile-related issues around public avalanche safety. In 2015, SledCom remains a vibrant and effective voice for this community, providing Avalanche Canada with valuable feedback, networking and suggestions.

Curtis Pawliuk (chair)	Ryan Shelly
Chris Brookes	Jason Smith
Ray Mason	Joel Wasnidge
Debbie Paynton	Donegal Wilson
Tyler Paynton	





Loaner Snowmobiles

Our field teams, avalanche forecasters and our snowmobile outreach coordinator all rely on loaner snowmobiles to move around in the backcountry. Thank you to all four snowmobile manufacturers who each loaned us a 2015 snowmobile this winter.

- Yamaha and Mountain Motorsports in Golden, BC
 - o **Yamaha Viper**
- BRP and Banner Recreational Products in Vernon, BC
 - o **Ski-Doo Summit 800**
- Polaris and Cervus Equipment in Cranbrook, BC
 - o **Polaris Pro RMK 800**
- Arctic Cat and Shuswap Xtreme Recreation, Salmon Arm, BC
 - o **Arctic Cat M8000**

Canadian Fatal Avalanches

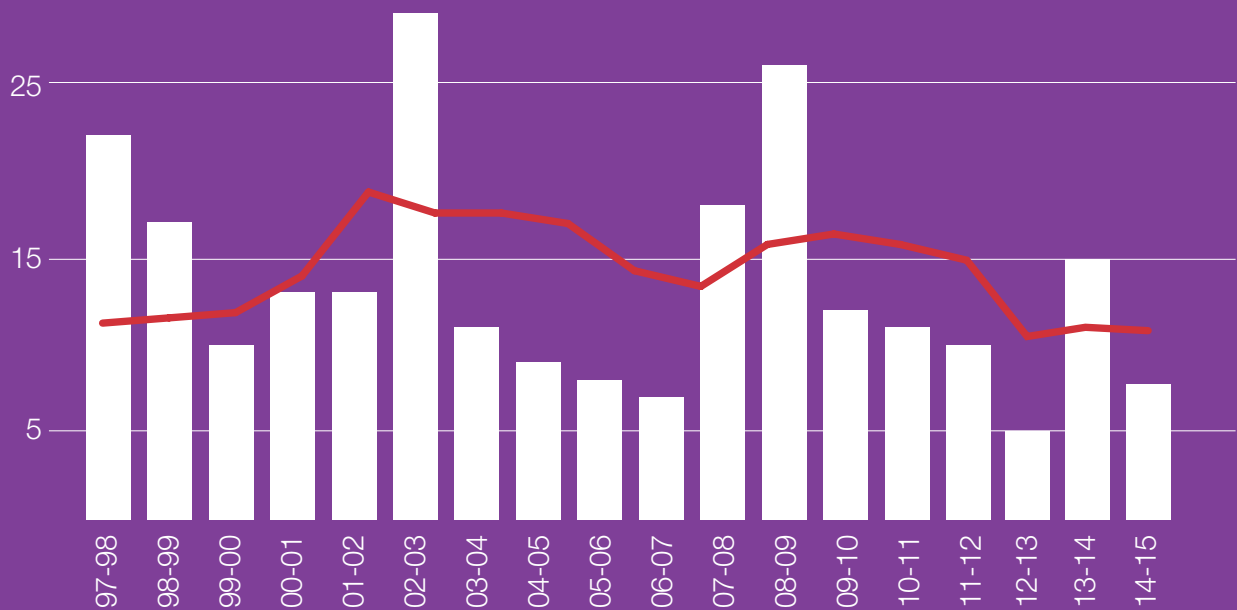
In 2014 – 2015, eight people were killed in seven avalanche accidents.

Eight fatalities is below the ten-year trailing average of 12 avalanche deaths per year. For several years there's been an encouraging trend toward single involvement accidents, which points to good group management in avalanche terrain. However, this year, three of the seven accidents had multiple involvements and burials. Fortunately, through good companion rescue skills, the fatalities were kept relatively low.

Of the eight fatalities, seven were recreational involving two backcountry skiers, three snowmobilers, and two ice climbers. Additionally, there was one workplace incident involving a highly skilled avalanche professional. This marks the second workplace fatality in two years (a workplace avalanche fatality during the 2012-2013 season involved a worker untrained in avalanche safety). One ice climbing incident happened in Quebec, which is quite uncommon. Over the past ten years, there have only been three avalanche fatalities in Quebec. There weren't any out-of bounds incidents during the 2014-2015 winter season.

In terms of location, BC continues to be the province where most fatal avalanche accidents occur. This season four of the seven accidents were in BC (57%).

Annual Avalanche Fatalities in Canada Showing 10 Year Moving Average



Putting it into Perspective

Thoughts on Avalanche Fatality Statistics

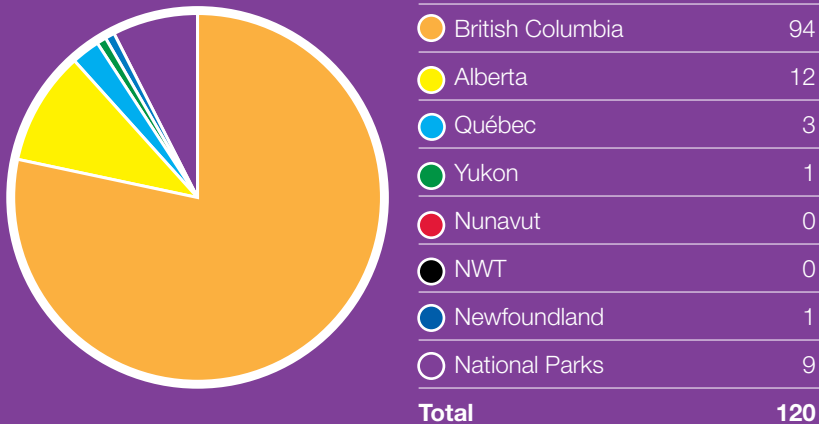
Not everything that counts can be counted

How do we measure the effectiveness of our public avalanche safety programs? While fatality trends may be an obvious metric, those numbers don't tell the whole story because we have no way of knowing the total number of backcountry users. Without that data, we can't know the true accident rate – the number of accidents in comparison with the number of users.

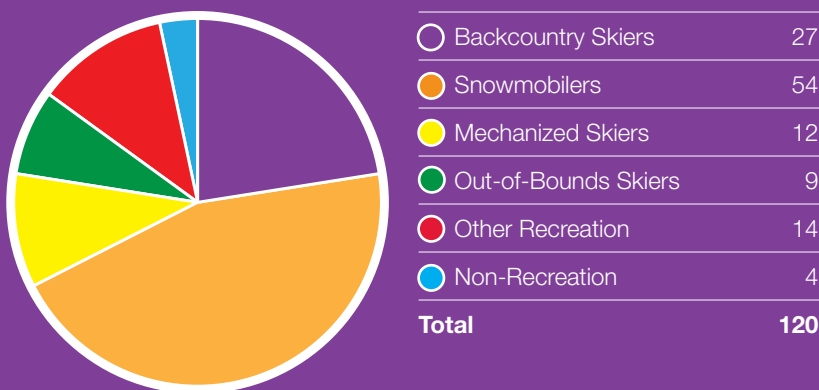
We do know backcountry use is on the rise. The backcountry skiing market, once niche, is now attracting the attention and investment from major ski companies. Mountain snowmobiles are a growth product for manufactures. And there is a noticeable increase in media coverage of backcountry activities, from newspapers to broadcast media to speciality magazines.

Backcountry use is becoming 'normalized' as more people venture into the winter wilderness. In light of this growth in users, the relatively stable trend in avalanche fatalities reflects positively on our efforts. Through awareness and education, we continue to encourage the respectful and responsible use of Canada's magnificent winter mountain terrain.

Avalanche fatalities 2005 – 2015 by location

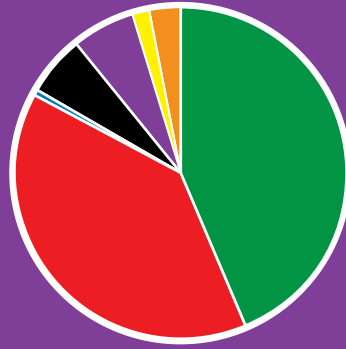


Avalanche fatalities 2005 – 2015 by activity



Financial Summary

This was the first operating year with our new fiscal year-end of June 30. Total revenues for Avalanche Canada were \$1.639 million, which is down from our previous year because two large projects have concluded. Government funding represents a little over 42% of our total revenues. Expenses for the year were \$1.617 million leaving a surplus of \$21,976. Of that, \$10,000 was allocated to the capital fund and \$11,976 to the loss of funding reserve. In addition to the expenses listed herein, \$67,599 was spent on the following items that have been designated as capital: \$45,926 for the website; \$19,387 for the Avalanche Skills Training instructor manual; and \$2,286 for various equipment.

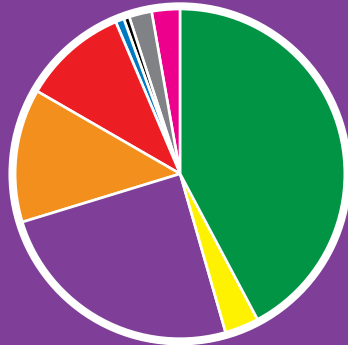


Allocation of Expenses

Support Services*	708,800
Public Avalanche Warning Service	633,764
Projects	6,528
Youth Programs	97,205
Outreach	94,780
ATEs	29,771
Avalanche Skills Training Program	46,553
Total	\$1,617,401

*Administration, Accounting, Communications, Fundraising and Development, IT, Overhead.

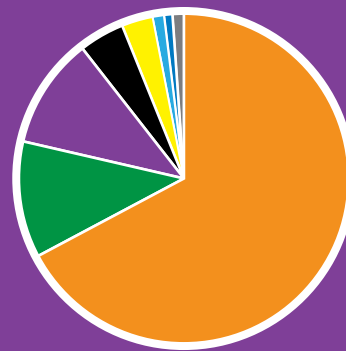
Operating Revenue by Source



Government (Federal, BC and AB)	694,157
Project Revenue	57,120
Sponsorships	404,738
Avalanche Canada Foundation	211,976
Retail Sales	167,142
Donations	15,519
Membership Dues	9,547
AST Contributions	35,179
Other*	43,999
Total	\$1,639,377

*Interest, Contributions, Recovered Costs, Amortization.

Expenses by Category



Payroll	1,090,402
Office & Overhead	182,871
Project Expenses	176,031
Travel	71,341
Transfers	50,000
Insurance	16,090
Research	15,000
Board Expenses	15,666
Total	\$1,617,401

Note: The following expenses are in addition to those listed and are not shown because they were capitalized.

Website	45,926
Small Equipment	2,286
AST 1 Instructor Manual	19,387
Total	\$67,599

Strategic Focus

One of the outcomes of the board/staff strategic planning session this year was a renewed vision to “reach 100% of backcountry users 100% of the time.” Achieving this goal requires us to focus more on the unaware backcountry users—those who may not even know they’re in avalanche terrain or be aware of our services. We are developing strategies with partners such as Parks Canada and looking forward to this new challenge.

Online Avalanche Tutorial

First introduced in 2010, this free tutorial has had countless users over the years. Now, five years later, it’s time for an update. While the main design will remain intact, all the content is being assessed and replaced or reworked if needed. We have received many accolades for this program and we are happy to ensure that it remains relevant to a new audience.

Mountain Information Network

This coming season we will be rolling out some new developments for our online information-sharing program. These include the ability to share more detailed observations, and report any incidents. The user interface will be improved as well, allowing users to view forecasts and MIN reports at the same time. These site-specific, real-time data is highly valuable information to the community of backcountry users, as well as to our forecasters.

Phasing Out Toll-Free Number

Over the past few years, the use of our toll-free number has been declining significantly and we have made a concerted effort to direct users to our website and app. We are in the process of taking the phone number off signs and we will be discontinuing the line for the 2016-2017 season.

Government Stakeholders

Avalanche Canada is thankful for support from the following government ministries and departments:



Government of
British Columbia

**Ministry of Transportation
and Infrastructure**

Ministry of Justice

Emergency Management BC
Coroners Service

**Ministry of Energy, Mines and Natural Gas
and Responsible for Housing**

Gaming Policy and Enforcement

**Ministry of Forests, Lands and
Natural Resource Operations**

Recreation Sites and Trails
GeoBC

Ministry of Environment

BC Parks

Government
of Canada

Environment Canada

Meteorological Service of Canada
Parks Canada

Ministry of National Defense

National Search and Rescue Secretariat

Government of Alberta

**Ministry of Tourism, Parks
and Recreation**

Sponsors

Our sponsors are essential to public avalanche safety in Canada. We rely on sponsor funding for our Public Avalanche Warning Service, public outreach, and many of our education programs.

Program Partners



Premier Sponsors



Funding Partners

Supporters



Contributors



NEVER STOP EXPLORING™



"The Alberta Snowmobile Association enjoys an excellent working partnership with AvCan in our shared pursuit of keeping our back country snowmobilers safe. With so many Alberta sledders hitting the backcountry slopes every year, it is a vital part of our mandate to get them the information they need to make the right decisions in avalanche terrain. Only by working closely with AvCan is this possible."

**Chris Brookes, Executive Director
Alberta Snowmobile Association**

"Labatt's breweries in British Columbia and Alberta are deeply rooted in communities that are defined by active living and the full enjoyment of Canada's alpine environment. Through our sponsorship of Avalanche Canada for more than a decade, we've been proud to play a role in supporting the healthy lifestyles and safety awareness that make our western communities such a great place to live, work and play."

**Jeff Ryan, Sr. Director, Corporate Affairs
Labatt Breweries of Canada**

"The services of Avalanche Canada are essential when it comes to snow safety, both here in the Columbia Basin and elsewhere in the country. We're pleased we can help AvCan continue its work of increasing public safety for winter backcountry users."

**Neil Muth, President and CEO
Columbia Basin Trust**

Membership

A healthy membership list is more than a source of income; it is a demonstration that an organization is both valued and relevant. We have long recognized this fact but have been challenged on a number of fronts to realize any real gains in this area. Our primary hurdle has been technology—we lacked the computer programs that can effectively process, track and help us communicate with a long list of individuals.

In 2013 we purchased the needed software and in 2014 we restructured our membership to just two categories—a \$40 individual and a \$200 organizational. We began last season with about 100 members and over the winter held two membership drives, one in early winter and one mid-season. We promoted the drive through our website and social media and doubled our membership to 200.

Members are considered our stakeholders and receive our regular e-newsletter Stakeholder News. Our current membership is around 220, a number we hope we can continue to grow.



In February, we were thrilled to announce a grant from the Columbia Basin Trust for \$325,000 over the next two years. The Columbia Basin Trust supports efforts to deliver social, economic and environmental benefits to the residents of BC's Columbia River basin. The Trust's commitment includes \$100,000 per year for ongoing activities such as the Public Avalanche Warning Service, Avalanche Canada's training courses and youth-specific initiatives. It also includes a one-time \$125,000 grant to fund continued development of our new website and our Mountain Information Network.

Avalanche Canada Board of Directors

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Kevin Williams

Treasurer

Simon Buckett

Secretary

John Irvine

Directors

Paul Chatterton

Dan Markham

Terry Palechuk

Curtis Pawliuk

Jeremy Vandekerkhove

Lawrence White

Kory Fawcett (appointed)

William Jackson (appointed)

Thanks to Sandra Riches and Christina Tutsch for their service on the board.

Avalanche Canada Staff

Executive Director

Gilles Valade

Public Avalanche Warning Service Manager

Karl Klassen

Communications Director

Mary Clayton

Chief Development Officer

Dale Bayley

Sponsorship and Marketing

Jennifer George

Education and Membership Coordinator

Nancy Geismar

Forecasting Program Supervisors

James Floyer

Ilya Storm

Public Avalanche Forecasters

Ryan Buhler, Cam Campbell, Buck Corrigan, Penny Goddard, Grant Helgeson, Joe Lammers, Peter Marshall, Tom Riley, Eirik Sharp, Shannon Werner

Youth Education Coordinator

Shannon Werner

Social Media Coordinator

Elyse Young

Snowmobile Outreach Coordinator

Brent Strand

Comptroller

Janis Borden

Bookkeeper

Julie Matteau

South Rockies Avalanche Field Technicians

Jen Coulter, Martina Halik, Stephanie Lemieux

Yukon Avalanche Field Technicians

Diana Saly, Matt Holmes

2014-15 Annual Report

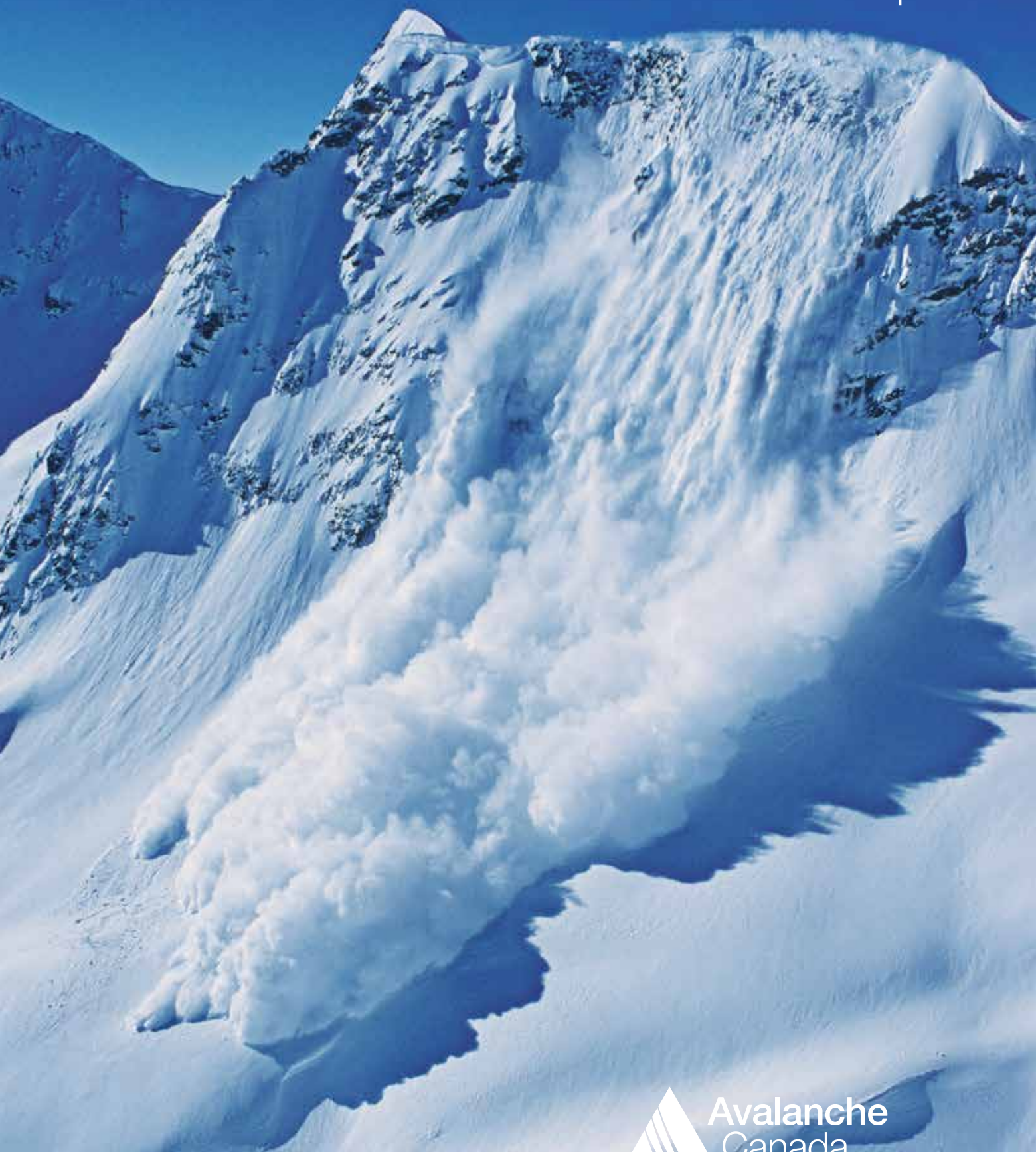


Image: Brad White



A Message from the President



The Avalanche Canada Foundation is dedicated to fundraising in support of Avalanche Canada. Through donations, sponsorships and fundraising events, the

Foundation is united with its supporters by a single, simple passion—to ensure the tragedy of avalanches doesn't touch another family again.

It was an exciting year with the rebrand to Avalanche Canada and the Avalanche Canada Foundation. Along with the rebranding, we have more closely integrated the Foundation's fundraising efforts with Avalanche Canada's programs and services.

In addition to supporting Avalanche Canada, the Foundation administers several funds that promote public avalanche safety. This past year we received a generous contribution of \$170,000 in support of snow safety research from the 2014 International Snow Science Workshop held in Banff. Congratulations and a big "thank you" to the 2014 ISSW committee!

I'd also like to take this opportunity to thank everyone who has supported us this past year. I say to you the donors, to our guests at the fundraisers and to our corporate supporters: we are making a difference. Avalanche fatalities are on the decline despite the explosive growth in backcountry use. Together we're making a difference!



Gordon Ritchie,
President



A sell-out crowd at the Foundation's annual Whistler fundraiser.
Image: Coast Mountain Photography



Fundraising

The Foundation is reaching out to individuals, industry (small business to large corporations) and other foundations to build a solid support base for Avalanche Canada. Our goal is to have these supporters make a multi-year commitment so that we can better plan and deliver our mandate. The board of directors' 100% participation is leading the way. We also have an impressive group of founding friends and corporations who have similarly made multi-year commitments.

Our two largest and most successful fundraisers this past year were held in Whistler and Calgary. Altogether fundraisers generated almost \$100,000 for Avalanche Canada. Thank you to everyone who attended and supported these critical events!

Grants and Awards

\$113,325 was granted to Avalanche Canada to fund public bulletins, research and youth education, which included a \$10,000 donation from the RBC Foundation. \$10,000 was granted to Avalanche Quebec to fund public bulletins.

Craig Kelly Memorial Fund

- four awards were given out totalling \$2,300

Cora Shea Memorial Fund

- two awards were given out totalling \$1,500

Al Hodgson Memorial Fund

- one award for \$500

Hugh & Helen Hincks Memorial Fund

- \$15,000 to Avalanche Canada for youth education

ISSW Fund

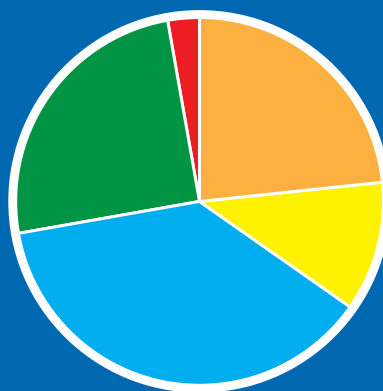
- \$13,861 awarded to 14 presenters to attend ISSW 2014

Financial Summary

The financial position of the Foundation remains solid. Total assets held by the Foundation rose to \$628,991 from \$497,439 a year earlier. Revenues from fundraisers and donations rose from the previous year.

The Foundation provided \$230,000 in grants in support of avalanche safety: \$213,769 in support of Avalanche Canada's programs and services, \$10,000 in support of Avalanche Quebec and \$6,220 in scholarship grants.

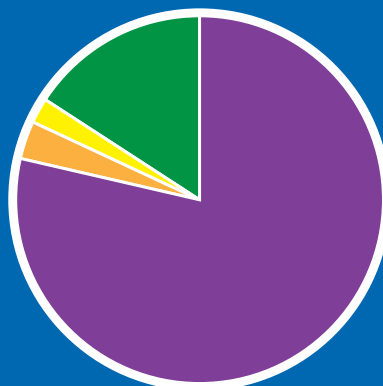
Revenues 2015



Individual Donations	62,009
Corporate Donations	30,834
Net Fundraising*	98,883
Deferred Contributions**	66,406
Other	7,265
Total	\$265,397

*Fundraising revenue less fundraising expenditures.
**Contributions for scholarships and youth education.

Expenditures 2015



Grants to Avalanche Canada	213,769
Grants to Québec	10,000
Scholarships	6,220
Office & Overhead***	44,480
Total	\$274,469

***Includes office, professional fees, travel, merchandise, insurance and bank charges.

Supporters

Organizations and individuals who have made three-year funding commitments are recognized as Founders.

Founding Friends

Contributing over \$5000 annually for three years.



**Brad & Tanya
Zumwalt**

**The Polar
Foundation**

**Gordon & Debbie
Ritchie**

Damon Ockey

Edward Hincks

Founding Contributors

Contributing over \$250 annually for three years.

Dale Bayley

J Bruce Jamieson

Jack Bennetto

Keenan Cannady

Ken Little

Kory Fawcett

Donors

Contributing over \$250 to any of our programs for our current fiscal year.

Noel Rogers

The Bean Pod

Whitney Dueck

Joanne W Reierson

ABCSnow in memory of Al Hodgson

Michael Hayward, Jim Phelan and Team
Thunderstruck Films

Robert Lawrie in memory of Al Hodgson
Mountain Sledder Snowmobile

Magazine

Steve Patten

MSR

Toba Montrose General Partnership

Hemmera Envirochem

Whistler Real Estate

Telus Community Affairs

North West Avalanche Solutions Ltd

Arc'teryx

Bear Foot Bistro

Van Wielingen Family Fund at The
Calgary Foundation

Keith Greenfield and Joanne Cheal

Jonathan Reddish

Lawrence Hildebrand

Alpine Club of Canada—Rocky
Mountain Section

Colin Johnston

Kevin Williams

Alix Nicoll

Roy Gutteridge

Lisa Ochowycz

Encana Cares Foundation

Tetrahedron Outdoor Club

James Thomson

Andrew Stephens

RCR/Fernie Alpine Resort

Panorama Mountain Resort Ski Patrol

Whistler Blackcomb

The Norseman Ski Club

Blackfoot 2 Midget Chiefs (2014-2015
hockey team in memory of Scott
Broshko)

Roy Maxwell

Mirador Corporation

Stephen Fiorini

United Way of Calgary, Donor Choice
Program

Fresh Sports Ltd.

Stantec

Golder and Assoc.

BC Mountaineering Club

Dave Steadman

Kerry Vizbar

Calgary Snowmobile Club

Parkland Ski Club

Ascend Splitboarding Inc.

Event Sponsors

Whistler Fundraiser, November 2014



Calgary Fundraiser, March 2015



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John Hetherington

Ted Hincks

Colin Johnston

Lee Lau

David Thompson

Gilles Valade

Kevin Williams

Office Administration

Pattie Roozendaal



Image: Silas Patterson



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