

DONOR IMPACT REPORT 2019-2020



ALPINE CANADA ALPIN
PODIUM CLUB

2019-2020

GLOBAL FUNDRAISING EFFORTS

In 2019-2020, Alpine Canada leveraged the excitement around the 100th anniversary of ski racing in Canada to raise close to **\$1.7M** through more than **1,300** individual donations, contributions and transactions.

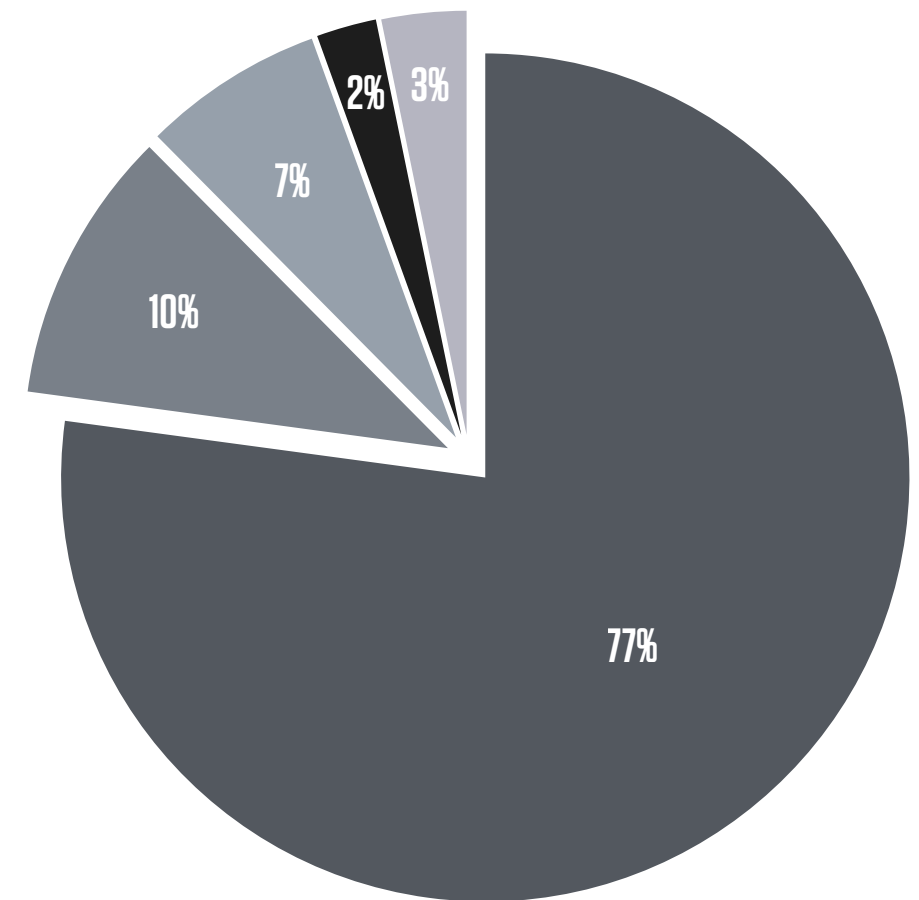
Of these funds, approximately **\$200,000** were re-injected directly into the Canadian ski racing system as processed donations on behalf of provincial sport organizations and ski racing clubs for two distinct projects: the Alberta Alpine Highest Peak Gala and the Mont-Ste-Marie Finish Pavilion capital project.

Of the remaining funds received by ACA, the majority were generated by the **Podium Club** for a total of **\$1.1M**. This includes two exceptional one-time gifts totalling \$590,000. Even as we earmark these special gifts, generous Podium Club member contributions represent more than **75%** of all fundraising income generated for athletes this season.

This year, we also expanded our fundraising efforts by launching an **online auction** program thanks to generous in-kind gifts made from a wide range of ski racing community members. Lastly, 2019-2020 saw the hosting of select fundraising events hosted by generous volunteers with proceeds returned to ACA to support our programs.

We thank all who contributed to these efforts through generous financial donations, time, and in-kind. With your relentless passion and generosity, we are getting closer to our vision of **making Canada one of the best ski nations by 2026!** We look forward to counting on you again next year as we enter **World Championships** and a **pre-Olympic and Paralympic season!**

2019-2020 ALPINE CANADA FUNDRAISING INCOME BY CAMPAIGN
***Excludes \$590,000 in exceptional, one-time gifts**



- Podium Club
- Auctions
- Directed Giving
- Third-Party Fundraisers
- Donations at large



2019-2020

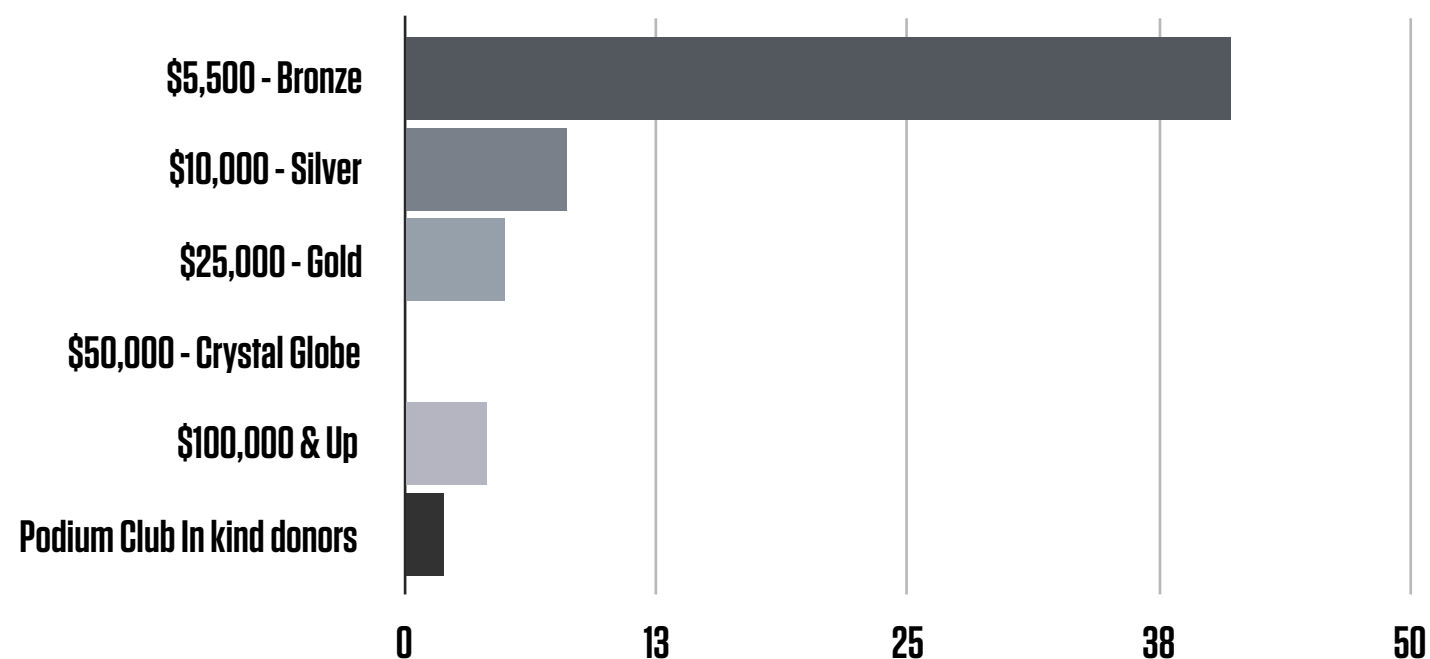
PODIUM CLUB CONTRIBUTIONS

- We received \$1.13M in Podium Club donations.
- This includes two exceptional, one-time gifts totalling \$590,000.
- This year's Podium Club was comprised of 60 members.
- We accounted for 24 new, first-time Podium Club members.

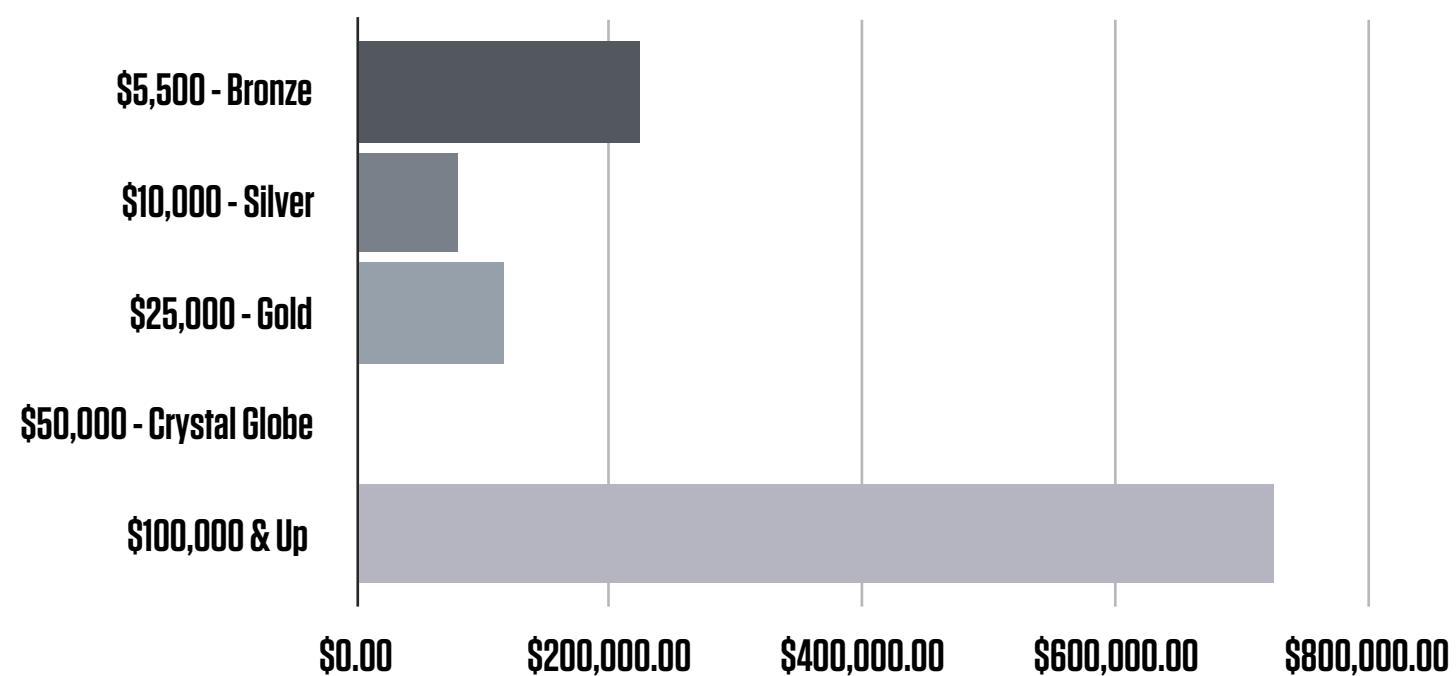


Ski Team alumna Laurie Graham-Flynn with Podium Club member Mike Robbins and his wife Cecilia Spihlmann

2019-2020 PODIUM CLUB MEMBERS BY LEVELS



2019-2020 PODIUM CLUB TOTAL DONATIONS BY LEVEL



2019-2020

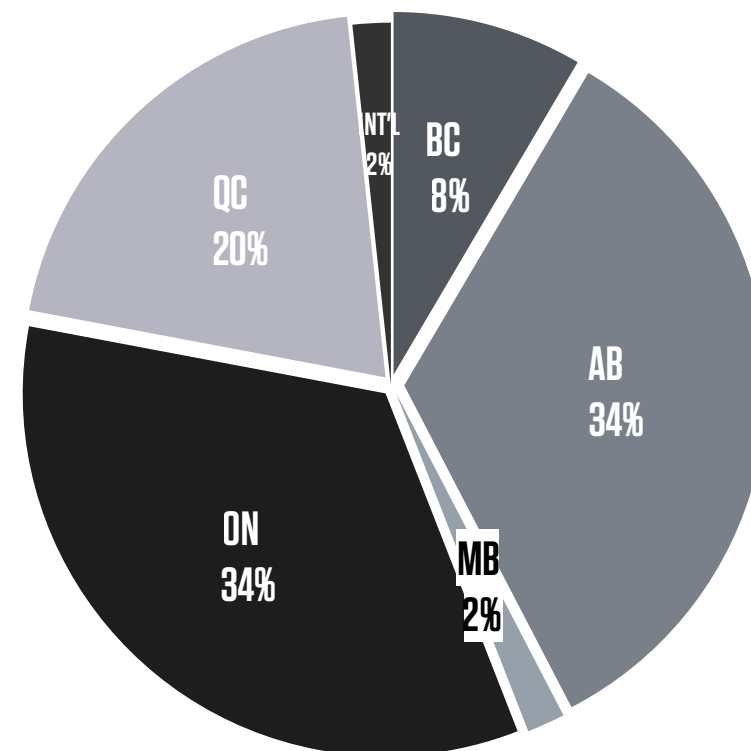
PODIUM CLUB DEVELOPMENTS

- New this year:
 - We hosted two galas in Toronto and Montreal to celebrate the 100th anniversary of ski racing in Canada.
 - We established Podium Club Provincial Chapters in Alberta and Quebec.
 - We launched the “Podium Pursuits” monthly e-newsletter.
 - We implemented a Podium Club member - athlete matching program.



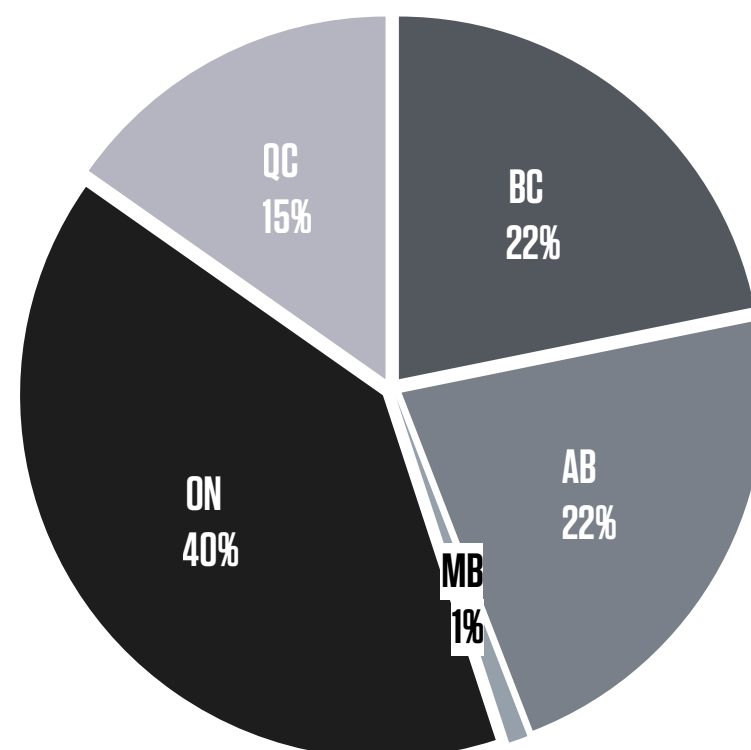
2019-2020 NUMBER OF PODIUM CLUB MEMBERS BY REGION

*Excl. \$590,000 one-time gifts



2019-2020 DONATION AMOUNTS BY PODIUM CLUB MEMBERS BY REGION

* Excl. \$590,000 one-time gifts



2019-2020

DONOR IMPACT

2019-2020 New Board of Directors

- Anne-Marie Boucher
- Barry McInerney
- Blake Hutcheson
- Bruce Chapple
- Darryl White
- Don. R. Lindsay
- Erik Guay
- Kaori Zage
- Mark D. Wiseman
- Paul Desmarais III
- Sarah Evans
- Tim Dattels (Chair)
- Tracey Pearce

100 1920-2020 2019-20 SEASON ALPINE CANADA ALPIN

1.7M
Million Views Of Mackenzie
Helly Hansen, Solace Video Series

1.9M
Views On Facebook Audi
Canada Highlight Series

2.5
Million Skiers

Kevin Drury - Crystal Globe Winner
Mac Marcoux - GS Crystal Globe Winner
Laurence St. Germain - 5th Place in St.Mortiz

4.5M
Total Impressions

195,853
Canadian Viewers Of Audi
FIS World Cup Ski Cross
In Nakiska

2.7M
Mackenzie Better Together
Series Total Impressions

Mac Marcoux
2nd
in Para - Alpine Overall

Marielle Thompson
3rd
in WC Ski Cross Standings

Brady Leman
3rd
in WC Ski Cross Standings

Laurence St-Germain
18th
in Alpine Slalom Standings

YOUR INVESTMENT IN ALPINE CANADA

SUPPORTS CANADIAN SKI RACING EXCELLENCE AT EVERY LEVEL

- Alpine Canada's total budget for 2019-2020 was \$13,890,000.
- With our funding, we supported 54 national team athletes in three high performance programs: Para-Alpine, Ski Cross and Alpine skiing.
- This season, our athletes achieved 46 World Cup podium results.
- Kevin Drury captured Canada's first ever men's Ski Cross crystal globe.
- Mac Marcoux captured the GS crystal globe in Para-Alpine skiing.
- Investments in our domestic programs positively impacted coach education, sport safety, and the advancement of women in ski racing.

"As we reflect on another exciting season of ski racing, we wish to congratulate our athletes and coaches and thank all our staff, sponsors, donors, partners, volunteers, and fans for their relentless passion and dedication. Our organization is grateful for the tremendous resilience and unity of our ski community at home and our ski friends around the globe as we collectively face the new realities that emerged at the end of the ski season. We hope for a safe, healthy and successful season next winter."

Tim Dattels, Alpine Canada Board Chair



CANADIAN SKI CROSS TEAM



“This year, a major contributor to my success was consistency in all aspects of preparing for the season. Having a regular strength coach and physiotherapist over the off-snow months and being able to travel to several ski destinations over the summer helped me make strides with my fitness, as well as build on my technical skiing. Team funding has been essential to making all this possible and supporting me reach my full potential.”

Courtney Hoffos, Canadian Ski Cross Team Athlete

PERFORMANCE HIGHLIGHTS

- 24 World Cup podiums
 - Nine victories
 - Eight 2nd place finishes
 - Seven 3rd place finishes
- World Cup season individual personal best results
 - 1st place - Nakiska, Reece Howden (photo)
 - 1st place - Val Thorens, Kris Mahler
 - 2nd place - Val Thorens, Courtney Hoffos
 - 3rd place - Val Thorens, India Sherret
 - 6th place - Sunny Vally, Abby McEwen
 - 7th place - Val Thorens, Zoe Chore
 - 10th place - Val Thorens, Zach Belczyk
 - 8th place - Val Thorens, Carson Cook
- Team won the Nations' Cup (8th Nation's Cup for Canada since 2009)
- Kevin Drury won Canada's first men's crystal globe
- Courtney Hoffos received FIS Rookie of the year award

PERFORMANCE-LIMITING CHALLENGES

- Lack of Funding for new, optimum program initiatives.
- NorAm competitions lack depth & number of competitors for crucial race experience.
- Missed opportunity to train and race on Chinese snow in preparation for the next Olympics due to COVID-19 race cancellations.



CANADIAN PARA-ALPINE SKI TEAM



“This year, I had a super awesome comeback season after being out last year due to illness and it is all thanks to the team! Because of the generous funding we received we are able to spend all summer together working hard in the gym, go to amazing places for pre-season camps which led to success on the circuit!”

Mollie Jepsen, Canadian Para-Alpine Ski Team Athlete

“Having the opportunity to wear the maple leaf on your back when competing comes with an overwhelming sense of pride. To me there is no feeling like slipping on the Team Canada gear knowing you have a whole country of support standing behind you. I am so grateful to have everything I need to succeed at my disposal allowing me to focus 100 percent of my time to training and racing!”

Mac Marcoux, Canadian Para-Alpine Ski Team Athlete

PERFORMANCE HIGHLIGHTS

- 22 World Cup podium results
 - 12 victories
 - Seven 2nd place finishes
 - Three 3rd place finishes
- Mac Marcoux claimed the GS crystal globe
- World Cup season individual personal best results
 - 1st place - GS Veysonnez, Mollie Jepsen
 - 4th place - GS Veysonnez, Mel Pemble
- Donor funding had a direct impact on:
 - Athlete access to a wind tunnel testing facilities to improve aerodynamic position on snow.
 - Athletes access to high performance ski suits.
 - Team access to sport and administrative support including domestic development, coach education, sport safety, accounting, media relations, sponsor and marketing support.

PERFORMANCE-LIMITING CHALLENGES

- Stagnant or decreased resources from government sources.
- Increasing costs limiting our ability to attend all World Cup races. We did not race in Russia, and due to COVID-19 only ended up with one month of World Cup racing.
- Lack of funding to support NextGen athlete development.
- Limited resources to invest in R&D for our sit ski program.
- Limited domestic capacity to host races.
- Missed opportunity for coaching staff to attend the FIS Beijing test event in February 2020 due to COVID-19 outbreak.



CANADIAN ALPINE SKI TEAM



PERFORMANCE HIGHLIGHTS

- Five athletes qualified for World Cup Finals.
- Strong season for women's technical athletes, posting 14 top 20 World Cup results.
- Breakthrough season for Men's NextGen athletes, with more World Cup exposure than ever before; posting 13 top 30 results including a 10th place finish in Kvitfjell in DH for Cameron Alexander, 12th place finish in Hinterstoder in SG for Jack Crawford and 13th place finish in Beaver Creek in DH for Brodie Seger.
- Men's technical athletes continue to show potential to be fast; Erik Read started the season strong with a 7th place finish in Sölden in GS and Trevor Philp placed 7th in Beaver Creek in GS. Erik had the most consistent season with 10 top 25 World Cup results.
- Successful return to snow for Broderick Thompson and Valerie Grenier following season ending injuries sustained in 2018-19 season.
- Hired Phil McNichol as new high performance director (March 2020).

PERFORMANCE-LIMITING CHALLENGES

- Financial uncertainty throughout the season.
- Underwent significant cuts after planning was completed.
- Lack of staff impacting days on snow, physiotherapy for men's teams during prep period, second serviceman for men's tech program, serviceman for women's program during prep period for two top 15 World Cup slalom skiers.
- Low coach to athlete ratio creating restrictions for discipline-specialized athletes.
- COVID-19 pandemic impacting race cancellations, travel and health.

CANADIAN ALPINE SKI TEAM WOMEN



Laurence St-Germain

“Although the season came to an abrupt and prematured end, I am really proud of the progress and accomplishments that I have made. We had a united team, with our coaches, technicians and athletes. Without you, I couldn’t be surrounded by the best to reach my full potential.”

Laurence St-Germain, Canadian Alpine Ski Team Athlete

WOMEN’S TEAM HIGHLIGHTS (14 Top 20 World Cup Results)

- 5th place - PAR St. Moritz, Laurence St-Germain
- 7th place - AC Crans Montana, Roni Remme
- 7th place - SL Killington, Roni Remme
- 9th place - SL Lienz, Laurence St-Germain
- 10th place - SL Flachau, Laurence St-Germain
- 10th place - SG Crans Montana, Roni Remme
- 11th place - SL Flachau, Laurence St-Germain
- 12th place - AC Altenmarkt-Zauchensee, Roni Remme
- 12th place - SL Lienz, Erin Mielzynski
- 13th place - DH Bansko, Marie Michele Gagnon
- 16th place - SL Flachau, Ali Nullmeyer
- 17th place - SL Zagreb, Amelia Smart



Roni Remme



CANADIAN ALPINE SKI TEAM

MEN



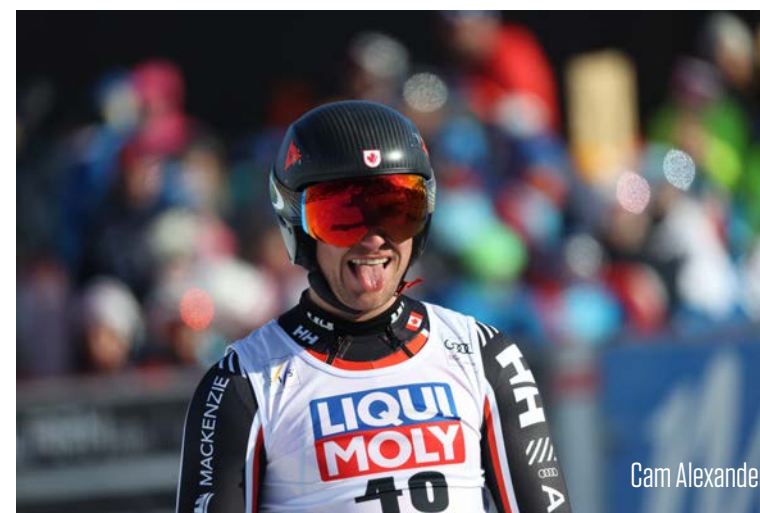
Erik Read

"As Canadians going up against these big ski nations, we're relentlessly looking for that "edge" that will allow us to maximize our training to be competitive on the world stage. Having donor support closes these gaps by providing world class coaching, venues with varied terrain and well-prepared snow conditions, as well as analysis tools to find those hundredths of a second."

Erik Read, Canadian Alpine Ski Team Athlete

MEN'S TEAM HIGHLIGHTS (30 Top 30 World Cup results)

- 7th place - GS Sölden, Erik Read
- 7th place - GS Beaver Creek, Trevor Philp
- 10th place - DH Kvitfjell, Cam Alexander
- 11th place - SL Madonna di Campiglio, Erik Read
- 11th place - SL Adelboden, Erik Read
- 12th place - SG Hinterstoder, Jack Crawford
- 13th place - DH Beaver Creek, Brodie Seger
- 16th place - SG Lake Louise, Brodie Seger
- 17th place - SG Val Gardena, Jack Crawford
- 19th place - DH Wengen, Cam Alexander



Cam Alexander



DOMESTIC SKI RACING DEVELOPMENT



"The support we received for domestic initiatives is impactful. All of our domestic events serve as performance bench markers throughout the development pathway. Athletes from the grassroots through to the national team can push themselves and build on their performance series by series and possibly gain entry into the world cup by winning the NorAm cup. Beyond events, we focus on the development and provision of safe sport environments through education and support services, including providing access to an Independent Third Party for all key stakeholders. Lastly, we are focused on increasing diversity and creating a more inclusive environment domestically by promoting a safer sport environment. Mixing people also with diversified backgrounds allows each member of the organization to learn and grow. When we raise the diversity of influential, confident coaches and sport leaders, it strengthens the sport of skiing in Canada and we all win."

Jenni Stielow, Senior Manager, Coach Education

NATIONAL ATHLETIC DEVELOPMENT

- Several athletes in the national development pipeline were provided CAST interface opportunities including World Cup starts.
- Successfully supported and hosted Canadian NorAm competitions in Canada resulting in four women and five men ranked in the top 15 for the overall NorAm cup.
 - Lake Louise
 - Nakiska
 - Collingwood
 - Mont Edouard
- Completed development of a Ski Cross national training center at Canyon Ski Resort, Red Deer, Alberta where we held the Ski Cross Nationals, a Ski Cross NorAm event and Youth Olympic Games selection event.
- Alpine Canada and the Canadian Olympic Committee were proud to send eight athletes and four coaches to Lausanne to compete in alpine skiing and Ski Cross at the Youth Olympic Winter Games Lausanne 2020 in Switzerland, January 9 – 22.
- Alpine Canada selected 12 athletes: seven women, five men based on NorAm performances and world junior rank to represent Canada at the 2020 FIS Alpine World Junior Championships in Narvik, Norway, March 5 – 14. Five athletes ranked in the top 20 in speed events prior to the cancellation of the series due to COVID-19.



DOMESTIC SKI RACING DEVELOPMENT



COACH EDUCATION

- Launched new coach in training program built around meeting safe sport industry standards while providing an opportunity for athletes to try coaching and remain involved in ski racing.
- Even though the season was cut short by one-third due to COVID-19, we were able to match the number of courses delivered to coaches across Canada by partnering with the Provincial and Territorial Sport Organizations.
- We supported coach interface opportunities with CAST/CPAST and CSX.



SAFETY IN SPORT

- Alpine Canada contracted an independent third party investigator to handle any complaints related to maltreatment, harassment, and abuse in sport.
- Alpine Canada had representation on the Mandatory Safe Sport Training Task Force with Senior Manager of Coach Education.
- We increased the number of licensed coaches in good standing to its highest number resulting in safer sporting environments for all.
- We increased education and awareness around Safe Sport through monthly emails to coaches.



DOMESTIC SKI RACING DEVELOPMENT



WOMEN IN SKI RACING

- Alpine Canada supported several opportunities for female coaches to interface as staff members at the World Cup and World Junior Championships.
- In partnership with Alpine Ontario Alpin the CAST women's team participated in the Fast and Female event, which is a program offered to empower girls with skills for sport and life during the Collingwood NorAms. They inspired the next generation of skiers to find their own excellence.
- Alpine Canada supported and led the development of 18 women coaches through the Alpine Ontario Alpin women's coaching initiative during the Collingwood NorAms which included a CAST coach Q&A session each day.
- Alpine Canada is currently conducting a gender equity review in partnership with Canadian Women & Sport to increase and achieve a more equitable landscape for all in ski racing.

DOMESTIC SKI RACING DEVELOPMENT



PERFORMANCE-LIMITING CHALLENGES

- Lack of funding to support NextGen athlete development to bridge the gap between the provincial teams and the national team.
- Lack of funding to support the NorAm circuit events putting this event series and the ability for CAST to promote athletes to the World Cup at risk.
- An estimated loss of one-third of our domestic alpine calendar including NorAm finals and alpine national championships resulting in the loss of critical end of season races where CAST and domestic programs compete head to head to improve world rankings and earn World Cup starting positions for next season.
- Loss of three top men's NextGen athletes just prior to World Junior Championships due to injuries resulting in missed podiums opportunities for Canada.
- Loss of key technical events at World Junior Championships due to COVID-19 resulting in the loss of potential medals.
- Lack of resources in general in coach education to maintain core curriculum updates.

AUDI 2020 SKI RACING AWARDS



**Alpine Male
Athlete of the Year**
Erik Read



**Alpine Female
Athlete of the Year**
Laurence St-Germain



**Para-Alpine Male
Athlete of the Year**
Mac Marcoux



**Para-Alpine Female
Athlete of the Year**
Mollie Jepsen



**Ski Cross Male
Athlete of the Year**
Kevin Drury



**Ski Cross Female
Athlete of the Year**
Marielle Thompson



**Coach of the Year
(grassroots)**
Conrad Pridy



**Coach of the Year
(high-performance)**
Johnny Kucera



Club of the Year
Georgian Peaks



**Minogue Award of
Excellence**
Cameron Alexander



**Helly Hansen Resort
of the Year**
Bromont, montagne
D'expériences



**Helly Hansen
Volunteer of the Year**
Henry Voss



**Nancy Greene
Builder Award**
Hugh MacNaught

THANK YOU!

2019-2020 PODIUM CLUB MEMBERS

ALBERTA

Arpad Berdin
Ian Griffin
Intergraph Canada Ltd / Hexagon / Leigh Ann Flynn
Alison Keene
Chris and Tegan Killi
Doug & Karen McNeil
Cary Mullen / Vivo Resorts #
PBA Land and Development / Patricia Phillips
Mitch Putnam
Denis Rajotte
John Read
Read Family Foundation / Michael Read *#
Kenneth Renton
Marvin F. Romanow
Robert Rooney #
BMO Capital Markets / Cheryl Sandercock
Monica Sloan #
Perry Spitznagel #
HL Steed Professional Corp / Helen Steed
Viewpoint Foundation / Rob Van Wielingen

BRITISH COLUMBIA

James Family Foundation / Don James
NGR Resort Consultants Inc / Nancy Greene Raine & Al Raine #
Don Lindsay
Tim Dattels
Max Meier

MANITOBA

Kevin Klippenstein

ONTARIO

Anonymous
Birch Hill Equity Partners / Andrew Fortier
Michael Bannock
Peter Bradley
Andy Burgess
Bruce Chapple
Stephen Dattels
Peter Doering
Anton Erdody
Fraser Kearney Capital Corp / John Francis
Gordon and Lorraine Gibson Family Foundation
Jones Brown Insurance Brokers & Consultants / Arthur Gallagher Canada Limited
J. Michael Robbins & Associates Inc.
James & Deborah Johnson #
Stephen Lister and Dr. Molly Rundle
Joe Shlesinger
Hugh Sisley
Stephen J.R. Smith
Eric Tripp
David Williams

QUEBEC

Anonymous
Fond Famille Rocheleau - Côté / Guy Côté and Katerine Rocheleau*
La Fondation Libermont / Jean-Sébastien Monty
Minogue Medical Inc / Danny Minogue #
Telesystem Ltd / François-Charles Sirois
Tim Anderson
Stéphane Côté
Simon Dupéré / CATSIMA
Russell Goodman #
Eric La Flèche
Maxime Ménard & Vanessa Germain
Marie-Michele Gagnon #

INTERNATIONAL

Anonymous
Berry McInerney

* Denotes Provincial Podium Club Chapter Chair

Denotes national ski team athlete or alumni





MARIE-HÉLÈNE THIBEAULT

Alpine Canada

Director, Philanthropy and Alumni Engagement

mthibeault@alpinecanada.org