

ALPINE CANADA ALPIN

PODIUM CLUB

2018-2019



KELSEY SERWA
2018 Olympic gold medalist in Ski Cross.

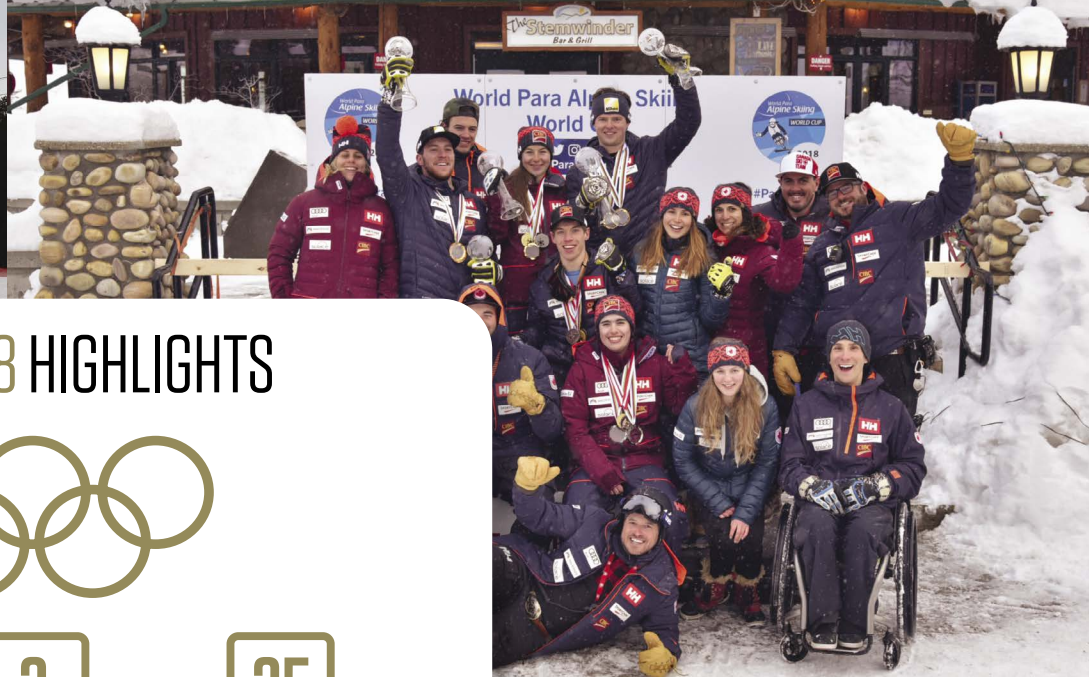
Paving the way for Canadian Pride
and Ski Racing Excellence.



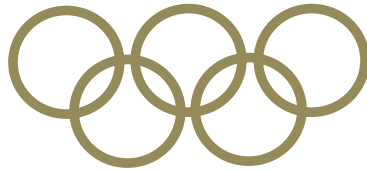
ABOUT ALPINE CANADA

Alpine Canada is the governing body for alpine, para-alpine and Ski Cross racing in Canada, as well as for Canadian ski coaches, providing education, certification, insurance and compliance with the coaching code of conduct. With the support of valued corporate partners and donors, along with the Government of Canada, Own the Podium, the Canadian Olympic Committee and the Coaching Association of Canada, Alpine Canada develops Olympic, Paralympic, World Championship and World Cup athletes to stimulate visibility, inspiration and growth in the ski community. In 2020, Alpine Canada will celebrate 100 years of rich tradition in competitive skiing in Canada.





2017-2018 HIGHLIGHTS



10

Paralympic Medals

3

Olympic Medals

35

World Cup Podiums

2

World Junior Championships Medals

1

Nations Cup Title for Canada SX

3

Overall Nor-Am Titles

7

Discipline Nor-Am Titles



Dear ski racing fans and supporters,

It's an honour for me to be leading Alpine Canada as we prepare to celebrate 100 years of rich Canadian ski racing history in 2020, and as we enter a new Olympic and Paralympic quadrennial en route to Beijing 2022.

As a Canadian National Ski Team alumna, I am passionate about our sport and extremely committed to setting the bar high for our athletes as well as for our organization as a whole. We aim to do everything we can to meet our stakeholders' high expectations, and I am convinced that, together, we can make Canada the world's leading ski racing nation!

During the first months of my tenure as chief executive officer, I have enjoyed getting to know many supporters such as yourself, learning how you are connected to ski racing and why you are so dedicated to supporting our athletes. The stories are impressive and inspiring!

Developing the world's fastest para, Ski Cross and alpine ski racers requires substantial resources. Each year, ACA hires the circuit's best coaches, sends our athletes to the globe's top training venues, accesses cutting-edge equipment technologies, and invests in developing leading racing programs across Canada. To do all of this, we rely on a mix of government funding and corporate sponsors. Government funding covers less than half of our total budget. Valued corporate sponsors contribute additional funds to help us reach 90% of our annual program costs.

To close the gap and ensure our organization's sustainability, we've relied on the generous support of Podium Club members, who have been making a direct impact on our athletes and programs, both locally and internationally. This year, we have an ambitious stretch goal to raise \$1.5 million to fulfill our team's needs.

We are grateful to everyone who has supported our athletes' goals in the past, and we invite all who wish to make a difference in our sport to join the Podium Club today. The road to the Beijing 2022 Olympic and Paralympic Winter Games has already begun, and together, we can reach the top of the podium!

Thanks again to all of our past and present supporters. We look forward to welcoming new friends to our fan base!


Vania Grandi
President and CEO, Alpine Canada



THE PODIUM CLUB IN NUMBERS 2017-2018



\$978,000 Dollars contributed by Podium Club members to our athletic programs

10% Podium Club member contributions covered just over 10% of our high-performance programs

57 Individual and corporate Podium Club donors across Canada

51 Athletes that were covered are supported by Podium Club funding



BRITTANY PHELAN
Silver medalist in Ski Cross at the 2018 Winter Olympics.

GIVING WITH AN IMPACT

This year, Alpine Canada is counting on the Podium Club to deliver \$1.5 million in essential financial resources to support our athletic programs. Every dollar contributed to this fundraising initiative is invested in the development of our sports and in the success of our national team athletes so they can stay focused on one thing: skiing fast.

The funds you contribute to the Podium Club in support of Alpine Canada are allocated to strategic initiatives and services that strive to increase our athletes' chances of success on the world stage.



This season, our complete team rosters will be led by more than 55 coaches and support staff. Our coaches and staff come from Canada and all the around the globe. Alpine Canada's annual investment in coach salaries and travel represents an excess of \$2.4 million.



This coming season, Alpine Canada will commit more than \$1.75 million to collaborate with and cover travel expenses for close to 75 experts in the fields of physical preparation, equipment preparation, sports medicine, physiotherapy, sports nutrition and sports psychology to ensure our athletes' complete needs are met.



ACA remains committed to ensuring our athletes can be competitive on the global stage. That means sustaining a high-quality volume of training year-round. This year, our athletes will once again be chasing snow in North America, Latin America, Europe and the Southern Hemisphere.



This year, Alpine Canada will invest \$1.4 million in travel expenses to have our athletes go around the globe to train and compete on the world stage.



GIVING WITH AN IMPACT



In ski racing and Ski Cross, the difference between first place and sitting at the edge of the podium can be just fractions of seconds. That's why it's critical for our Canadian para-alpine, alpine and Ski Cross teams to look for winning advantages everywhere possible, including in our athletes' training equipment and racing gear. This year, ACA will continue to invest in cutting-edge equipment to stay ahead of the innovation curve and ensure our athletes remain competitive in our highly competitive and split-second sports.



For the 2018–2019 season, the ACA Domestic department will be launching a new long-term athlete development digital platform that will allow ACA to communicate the best skier development practices across Canada to coaches, parents and athletes. The intent of this platform is to increase cooperation and knowledge sharing between national and provincial organizations to support club and skier development at the grassroots levels.



Please get in touch with us if you'd like to supplement your Podium Club membership contribution to support additional ACA programs and initiatives, such as Canada's development team, Safety in Sports, Women in Ski Racing, and Paralympic athletes.





“Donor support helps me pursue my dream of being the best that I can be, both in sport and in life. It allows me to focus on training and competition when it matters most!”

Mollie Jepsen

- MOLLIE JEPSEN

2018 Paralympic gold in super combined,
silver in slalom, bronze in downhill and
bronze in giant slalom.

CONTRIBUTING TO ALPINE CANADA

Contributing to Alpine Canada's Podium Club can take on many forms. Our donation programs are varied to offer you a wide range of ways to support our organization, athletes and programs. All contributions have an impact on advancing Canadian ski racers closer to the top of the podium. Individual and corporate donors are invited to consider multi-year commitments to support the organization's long term sustainability.

Benefits	Olympic Journey \$50,000 +	Gold Medallist \$25,000	Silver Medallist \$10,000	Bronze Medallist \$5,500	Supporter \$5,499 & less
Helly Hansen Podium Club Apparel	Up to 10 jackets or mid-layers (custom Branding)	Up to 5 jackets or mid-layers (custom Branding)	Up to two official Helly Hansen Podium Club apparel	One Official Helly Hansen PodiumClub apparel	
Podium Club Updates	✓	✓	✓	✓	✓
Invitation To Exclusive Alpine Canada Events	✓	✓	✓	✓	✓
Maximum Eligible Donation Tax Receipt	Matching donation amount	\$25,000	\$10,000	5,500	Matching donation amount

Payment Methods

Alpine Canada accepts Podium Club contributions in the form of cheques, credit cards, wire-transfer, e-transfers and stock or investments. Stock and investment assets can be transferred to Alpine Canada's investment portfolio to support our organization's long-term sustainability. Donations in this form are valued at the net asset value on the day of the transfer and are eligible for equivalent Podium Club-level benefits.

Other Giving Options: Bequest and Planned Gifts

In addition to joining the Podium Club, it is also possible for you to make a bequest, which is a gift from your estate in the form of a transfer of cash, securities or other property made through your estate plans. You can make a bequest to Alpine Canada by including language in your will or living trust that outlines leaving a portion of your estate to the organization. A life insurance policy that you may no longer have a need for would also make an excellent gifting asset. You can make Alpine Canada the owner and beneficiary of an existing policy.

All donations to Alpine Canada's Podium Club are up to 100 per cent tax-deductible, as we are a registered charitable organization. (10016 4995 RR 0001).



WHY WE GIVE



JOE SHLESINGER

"Years ago, the men's speed team was training in Colorado and we took the entire team (athletes, coaches, physios) out for a nice dinner. They were incredibly humble, down to earth and friendly, especially to our children. Our alpine skiers – on all three teams – are role models for us and our children. In an increasingly self-centred, economically driven sports world, they stand out as a throwback to the old days of amateur sport. They are pushing themselves athletically simply because they love it, and certainly not for the money or recognition that may come with success. Our skiers are as down to earth and humble as athletes can be. As a family, we love the simplicity of skiing; we can spend a day outside, in the mountains, together, just having fun. While of course it's not fun every day for our athletes, we are thrilled to be able to contribute, knowing that our dollars go directly to their pursuit of success."



SARAH ELLWOOD AND RUSSELL GOODMAN

"We are passionate about skiing and ski racing and all of the positive lasting impacts they have on Canadian families. Our annual Podium Club contribution directly funds the travel, accommodation and remuneration costs for the coaches of Canada's U-16 contingent at an annual international competition in Europe. This European racing experience for U-16 kids, coaches and accompanying parents has been of transformative value for the kids, and ACA's Podium Club has made this possible. We are thrilled to see how many "graduates" of this U-16 Podium Club initiative are now on Canada's development and senior teams."



KAREN & TIM ANDERSON

"We are incredibly inspired by the amazing athletes we have met who are supported by Alpine Canada. Whether rookies or vets, these young women and men are fantastic mentors to up-and-coming ski racers, and their dedication and discipline to their sport is unrivaled. Canada has the talent, but we recognize the need to support our athletes if we want to get our skiers on the podium."



CHRIS SLUBICKI

"As a winter nation, winter sports are a national calling. When our para-alpine, Ski Cross and alpine athletes stand on the podium, the entire country shares in the pride. Skiing and ski racing have been part of my life since I was 13. It has and continues to be part of my family's life and passion to this day. We are very proud to support our Alpine Canada athletes as they represent Canada on the global stage of elite sports. Join the ACA team by becoming a Podium Club member!"

“Competing on the world stage in ski racing is extremely difficult. As Canadians, we need to travel more to get the training needed to be competitive, and all of this comes with a very high cost. I know personally that I have had many supporters over the years that have stepped up and helped to financially support me to cover some of the costs associated with team fees or training costs. This allowed me to focus more on training, without the worry of how I am going to fund my season.”



- Brady Leman
2018 Olympic gold medallist in Ski Cross.





2018-2019 PARA-ALPINE, ALPINE, SKI CROSS EVENTS TO WATCH

Nov 24 - 25

Nov 28 - 30

Nov 30 - Dec 2

Dec 3 - 7

Dec 10 - 16

Jan 2 - 6

Jan 3 - 7

Jan 21 - Feb 2

Jan 25 - 26

Jan 27

Feb 1 - 10

Feb 5 - 17

Feb 18 - 27

Feb 24 - Mar 2

Mar 12 - 21

Mar 23 - 28

Mar 27 - 31

Apr / TBD

Lake Louise Audi FIS Ski World Cup – Men’s Alpine, Lake Louise (CAN)

WPAS Para Alpine Skiing Race - Panorama (CAN)

Lake Louise Audi FIS Ski World Cup – Ladies’ Alpine, Lake Louise (CAN)

Alpine Nor-Am Cup Speed Series, Lake Louise (CAN)

Alpine Nor-Am Cup Speed and Technical Series, Panorama Mountain Resort, (CAN)

Ladies’ Alpine Technical Nor-Am Cup Series, The Georgian Peaks Club, Alpine Ski Club and Osler Bluff Ski Club (CAN)

Men’s Alpine Technical Nor-Am Cup Series, Camp Fortune and Mont Ste-Marie (CAN)

Para-Alpine World Championships, Kranjska Gora (SLO) and Sella Nevea (ITA)

Audi FIS Ski Cross World Cup, Blue Mountain (CAN)

National Ski & Snowboard Day (CAN)

FIS World Championships (SX), Park City (USA)

FIS Alpine World Ski Championships 2019, Are (SWE)

FIS Junior World Ski Championships, Val di Fassa (ITA)

U16 National Championships, Nakiska and Canyon Ski Resort (CAN)

Nor Am Finals, Burke Mountain, Stowe, Sugarloaf (USA)


2019 Alpine National Championships, Mont Edouard (CAN)

2019 Para-Alpine National Championships, Winter Park (USA)

2019 Ski Cross National Championships, Sunshine Village (CAN)



BRITTANY PHELAN, KELSEY SERWA
& GEORGIA SIMMERLING

 **ERIK GUAY**
Three-time Olympian and two-time World Champion.



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For full Podium Club information, please visit us at

alpinecanada.org/Donate

 Kristian Bogner • Matt Campbell • Canadian Paralympic Committee • Malcolm Carmichael • Lesley Chisholm
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