



We will participate in building the economic and social well being of our local communities.



Contributing to communities



“I would like to thank you and CMH for choosing myself as one of the bursary recipients this graduating year in 2005! I was overwhelmed with excitement the second I heard my name called along with a peer of mine.”

~ Jordan Kessler, David Thompson Secondary School,
recipient of the 2005 Canadian Mountain Holidays Scholarship

Community giving

CMH is proud to have supported the following organizations over the past two years.

Banff/Canmore: Alberta Alpine, Alberta Ecotrust, Alpine Helicopters, Association of Canadian Mountain Guides, Banff Alpine Racers & Bow Valley Quickies Ski Club, Banff Benefit Ball, Banff Gymnastics Club, Banff Public Library, Banff Rotary Club, Banff Skating Club, Banff Ski Runners, Banff Sports Hall of Fame, Banff/Canmore Speed Skating, Banff/Canmore Squadron, Banff/Lake Louise Tourism, Bow Valley Quickies & Alpine Racers, Bow Valley SPCA, Bow Valley Victim Services, Bow Valley Women’s Hockey, Canmore & Area Health Care Foundation, Canmore Folk Festival, Canmore Gym Club, Canmore Hospital, Canmore Rotary Club, Canmore Skating Club, Dave Irwin Foundation, DayCare Society of Banff, Elizabeth Rummel School, Mineral Springs Hospital, Sunshine Ski Club, The Banff Centre.

Golden and area: Golden & District Search and Rescue, Golden Figure Skating Club, Golden Jr Rockets, Golden Kicking Horse Alpine Team, Golden Light Horse Club, Golden, Nordic Ski Club, Golden Rotary Club, Golden Secondary School, Golden Xtreme Hockey Club, Huckleberry Loppet, Race of the Rockie.

McBride: Ducks Unlimited, McBride & District Chamber of Commerce, McBride Info Centre, McBride Old Timers Hockey, McBride Roundhouse Theatre Society, McBride Search and Rescue, McBride Secondary School, McBride/Valemount Snowboard Team, Prince George Backcountry Recreation Society, Village of McBride

Nakusp and area: Arrow Lakes Conservation Association, Arrow Lakes Ridge Riders, Mountain Beats & Blues, Nakusp and Area Community Foundation, Nakusp Elementary School, Nakusp Gym Club, Nakusp Library, Nakusp Minor Hockey, Nakusp Music Festival, Nakusp Secondary School, New Beginnings, Red Mountain Racers, Village of Nakusp.

Revelstoke and area: BC Freestyle Ski Association, Canadian Avalanche Association, Canadian Avalanche Foundation, City of Revelstoke, Community Connections Society, Friends of Mt. Revelstoke & Glacier National Park, Likely & District Volunteer Fire & Rescue Society, Revelstoke Acrobats, Revelstoke Bear Aware Program, Revelstoke Chamber of Commerce, Revelstoke Grizzly’s Hockey Association, Revelstoke Minor Hockey, Revelstoke Mountain Beats & Blues Festival, Revelstoke Rod and Gun Club, Revelstoke Rotary Club, Revelstoke Skating Club, Revelstoke Ski Club, Revelstoke Snowmobile Society, Revelstoke Trees for Tots, Revelstoke Women’s Shelter, Robson Valley Speed Skaters, Shuswap Mountaineering Club, Trout Lake Community Association, Trout Lake Fishing Derby.

Invermere and area: David Thompson Secondary School, Friends of Bugaboo Park, Panorama, Foundation – Invermere Library Expansion, Team Panorama Ski Club, Windermere Valley Literacy, Windermere Valley Ski Club, Wings Over the Rockies Bird Festival.

Valemount: Robson Valley Home Support Society, Robson Valley Speed Skating Club, Timberline Snow Goers Snowmobile Club, Town of Valemount, Valemount Days, Valemount Hockey Club, Valemount Learning Centre, Valemount Recreation Development Association, Valemount Secondary School, Village of Valemount.

Williams Lake: Quesnel River Watershed Alliance, Williams Lake Stampede Association.

Other: Alberta Lung Association, Alpine Club of Canada, Canadian Cancer Society, Canadian Ski Museum, Council of Tourism Associations of British Columbia, Cross Country Canada, International Snow Science Workshop, Intrawest Foundation, Kids Cancer Care Foundation, National Alpine Training Centre, Run for the Cure, STARS Foundation, Terry Fox Foundation, TIES, Tom Baker Cancer Clinic, University of Calgary, Whistler Blackcomb Foundation.



“Canadian Mountain Holidays has been a dominant force in assisting with the establishment and formation of the Valemount and Area Recreation Development Association, and with local and regional efforts to resolve heli-ski/snowmobile conflicts in our backcountry.”

~ Jeannette Townsend, Mayor, Valemount

New initiative: CMH contributes to Valemount solution

Valemount BC is home to some of the best CMH heli-skiing in the world. With great terrain and easy access, the region is developing a reputation as an excellent snowmobiling and backcountry skiing destination as well. With rising demands on the backcountry, managing stakeholders and safety issues has challenged the provincial government, landlord for all crown land. A group of stakeholders (including CMH) representing heli-skiing, snowmobiling, government, non-motorized backcountry users, came together in a mediated process to develop a homegrown plan to guide interactions between users.

The group spent 12 months addressing many issues that culminated in an agreement signed by all parties. This agreement was then used as the basis for a government-led Sustainable Resource Management Plan (SRMP). As part of this agreement the Valemount Area Recreation Development Association (VARDA) was established as an on-going governance body to implement the SRMP. VARDA brings together community, public and commercial interests to facilitate sustainable development of the winter recreation economy and strives to integrate and balance interests and existing tenure rights, to the benefit of local communities in a manner that promotes safety, quality of experience for all users, and which minimizes risks to wildlife and the environment in general.

CMH has been an active participant in this process and both as a member of the initial negotiating process, the SRMP process and now as a member of VARDA's Board of Directors. CMH employees also provide input and expertise on regulatory, legal, public relations, governance, safety, and environmental issues. Although still in the early stages, VARDA has had a very positive impact on implementing the local area management plan and building community relationships that will improve the sustainability of winter recreation in the region.

Contributing to communities

CMH values the strong relationships we have with the communities where we operate. We are honoured to contribute to their social and economic health through employment, community involvement, philanthropic giving, and open communication.

Goal

10. Maintain existing level of participation in communities through partnerships, community outreach, volunteerism, and employment opportunities and establish one new community relations initiative in Revelstoke, Golden, Invermere, Nakusp, Williams Lake, Valemount and McBride by January 2006.

Progress to date

- CMH employees are involved with many volunteer boards including the Mark Kingsbury Foundation, HeliCat Canada, Friends of Bugaboo Park, Friends of Banff National Park, Canadian Avalanche Centre, and Valemount Area Recreation Development Association.
- \$10,000 donation to fund annual scholarships for students interested in careers in hospitality, adventure tourism, or other related fields. In 2005, CMH also contributed \$5,000 towards the Edward D. Kissane Bursary through the University of Calgary faculty of Tourism..
- **Golden:** In 2004 and 2005 CMH sponsored a Recreational Avalanche Program for high school students in the Tourism Class at Golden Secondary School. The goal of the program is to educate local students about backcountry safety issues. Funding was offered for the 2006 season however the school decided to offer the program every other year.
- **Revelstoke:** Employees at CMH's Revelstoke have been supporting the Community Connections Summer Camp program for over 14 years and are the largest single donor to the program.

Progress and achievements

- **Invermere:** In 2004 and 2005 CMH sponsored the Wings over the Rockies Bird Festival with a focus on environmental education programs for children. In 2006 CMH began working with the Friends of Bugaboo Park through employee Marc Piché, who founded the organization.
- **Nakusp:** In 2005, The Nakusp Foundation was able to leverage a \$5,000 donation by CMH up to \$15,000. This money will support education and safety programs in the area.
- **Williams Lake:** CMH held our first community open house in Williams Lake in summer 2004.
- **Banff:** CMH and Bow Valley Victim Services established a new partnership in 2006 that sees CMH provide annual funding for operating costs and in return, Victim Services provide Critical Incident Stress Debriefing resources and support for staff and guests as required in the event of an emergency. In 2005 alone, CMH responded to approximately 10 emergency rescue calls from public recreationalists and other operators.

Goal

11. Review and refine our corporate donations strategy to enhance our support in local communities on programs that promote: amateur sport, education, safety, environmental stewardship, and community development.

Progress to date

- With the help of a new database we began a process to review our donation strategy and will continue to identify priorities and opportunities to leverage our involvement in local communities in conjunction with the Second Nature committee.
- The CMH main Web site now features a Stewardship section which highlights sustainability initiatives, research results, and our Second Nature program. This site is an important tool to communicate with our stakeholders and will feature more regular updates. Visit www.CanadianMountainHolidays.com/stewardship/.



CMH is proud to assist Jackson Buehler a talented, young cyclist from Nelson, BC, who is quickly establishing himself on the Canadian road-racing scene. Jackson races in both Canada and internationally and regularly sends race reports in to share with our staff. As a sponsor, CMH is committed to helping Jackson pursue excellence both professionally and personally and we continue to wish him all the best with his career.

"Canadian Mountain Holidays (CMH) is a company I owe so much to. Without their support I simply would not have been able to go to as many of the races I did. The financial support was amazing, and I thank you for that. Bike racing is too expensive. If I didn't have CMH as a supporter, I would not be able to do what I do."

~ Jackson Buehler
August 2006