

Annual Report

2018-2019

Table of Contents

A Word from our President	3
About Us	5
Climbing Activities	7
Fundraising Activities	9
Donors, Funders and Sponsors	11
Promotion and Communication	12



A Word from our President

I'm out of words to describe this past year as President. Thank you all, and hopefully, we will see our Association thrive even more next year!

- Max Parker -

About Us

Our Board 2018-2019

President - Max Parker

Vice-President - Samantha Li

Treasurer - Taylor Eshpeter

Former Treasurer - Gareth Earl

Director - Nina Modeland

Director - Jody Overduin

Director - Alain Dallaire

Director - Eric Hoogstraten

Director - Vincent Laroche

This annual report showcases the main activities that occurred between April 1, 2018 and March 31, 2019. The group held board meetings 6 times throughout the year. The main area of focus for 2018-2019 has been the Climbing Facility Project, Youth Climbing Team, and building a stronger organizational structure to better serve the Yukon climbers. Climb Yukon would also like to thank all the volunteers that supported the Association throughout the year.

“Providing greater opportunities and responding to the community’s ever-growing interest in climbing.”

Our Mission

to promote physical education for youth and the public by encouraging indoor & outdoor climbing to improve one's strength and balance while having fun and enjoying the unique aspect of the sport and social community.



Climbing Activities

Yukon Youth Climbing team

sept. 2018 to apr. 2019

Coaches:

Max Parker (head coach)

Samantha Li

Émeraude Dallaire-Robert

The team was training three times a week at Porter Creek Secondary. They participated to an outside-of-territory competition at the Wilson Climbing Center, Edmonton, in March 2019.

Number of Athletes:

17

Climbing Courses

City of WH female climbing course
Dates: Oct.17 to Nov.21, 2018
Instructor: Alain Dallaire

City of WH female climbing course
Dates: January ?
Instructor: Max Parker

City of WH female climbing course
Dates: Feb.14 to March 14, 2019
Instructor: Émeraude Dallaire-Robert

Number of participants: **10**

Number of participants: **12**

Number of participants: **10**

Climbing Competitions

Whitehorse Annual Competition
Dates: April 8, 2018

Porter Creek For-Fun Climbing Comp
Dates: November 26, 2018

The Wilson Climbing Center Comp
Dates: March 22, 2019

Number of participants: **30**

Number of participants: **30**

Number of participants
from the Yukon: **6**

Fundraising Activities

Secrets to building a crag- A story about Echo Canyon

October 28, 2018

Greg Tos, one of the founders of Echo Canyon and TABVAR, made a presentation and shared his story of the crag and his experience in developing climbing areas.

Gripped Espresso Blend coffee

November 2018

A hundred of bags of Gripped Espresso Blend coffee by Midnight Sun Coffee Roasters were produced and sold as a fundraiser for the Climbing Youth team.



THE NORTH FACE PRESENTS

REEL ROCK 13



Black Diamond

YETI



Climbing



www.reelrocktour.com

Jimmy Chin

Reel Rock is the biggest fundraising event for Climb Yukon. Climb Yukon offered two viewings this year:

Beringia Interpretive Centre
Date: Nov 23, 2018
Sold out event and Silent auction at intermission

Number of attendees: **200**

North of Ordinary
Date: March 28, 2019

Number of attendees: **20**

Event sponsors: Coast Mountain Sports & Winterlong Brewing

Funders and Sponsors



Main Sponsors and Funders

- Coast Mountain Sports
- Midnight Sun Coffee Roasters



Event sponsors and donors

- Flashed Climbing
- Evolv
- Winterlong
Brewing

Promotion and Communication

Media Coverage and Public Relations

Radio and TV coverage

2

Newspaper coverage

4

Online Presence

Facebook - Followers

2017 - 2018

276

2018 - 2019

394

Newsletter audience

2017 - 2018

530

2018 - 2019

552