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## **\$25,000 Donation Enhances Adaptive Ski Programs**

November 5, 2020 – Banff, Alberta, Canada

A \$25,000 donation from the Wim & Nancy Pauw Foundation is about to enhance programming for clients of Rocky Mountain Adaptive. They will soon launch an exciting new adaptive ski program for beginner skiers and snowboarders. With funding support from the Wim & Nancy Pauw Foundation, the U CAN TRY-IT Camps are available at no cost to participants who want to try adaptive alpine sit-skiing, skiing or snowboarding for the first time.

Donations and traditional funding streams for not-for-profit organizations across the country have decreased through 2020, while the demand for access to many of their services are on the rise. After being forced to close briefly in the spring, Rocky Mountain Adaptive quickly recognized high demand for the custom guided adaptive services that provide access to outdoor sport and recreation activities in the Bow Valley for their clients.

“Very quickly, we had requests from people wanting to stay mobile, recreate outside, and try new activities,” reports Jamie McCulloch, Executive Director of Rocky Mountain Adaptive.

“Obviously, funding became a quick challenge as our typical fundraising events were cancelled and some traditional donors and granting streams dried up. We worked hard with limited staff and volunteers to make our adaptive services covid-safe so we could continue to create fun and memorable experiences, as people sought ways to get out into the mountains,” he added.

The Wim & Nancy Pauw Foundation stepped forward to fund the new winter program with a \$25,000 donation to cover lift tickets, equipment rental, and guided lessons in a safe, one-to-one environment. A priority for the Foundation is to support active lifestyles in the mountains with a lens of affordability; the alignment in goals with Rocky Mountain Adaptive allows for a natural partnership.

“Rocky Mountain Adaptive offers memorable recreational experiences, focused on inclusion and eliminating barriers. With financial and wellness needs at an all time high, we are thrilled to partner with RMA to make this Try-It Camp program available,” says Wim & Nancy Pauw Foundation Executive Director, Cathy Geisler.

The one- and two-day camps include custom equipment rentals and fitting, lift tickets, and lessons by a certified Rocky Mountain Adaptive instructor. Instructors customize the lessons to the mobility and strength of each participant, and at the end of each camp, new skiers or snowboarders will have the foundational skills to progress into the next level of lesson program offered by Rocky Mountain Adaptive. The camps are offered on select weekends through the winter at Sunshine Village. Visit [www.rockymountainadaptive.com](http://www.rockymountainadaptive.com) for more information.



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“At Rocky Mountain Adaptive, our commitment is to enable all individuals with physical, intellectual, cognitive or developmental challenges to participate, learn, and excel in all sport and recreation activities in the Canadian Rockies,” said McCulloch. “This funding support from the Wim & Nancy Pauw Foundation is brilliant and potentially life changing to some that will join these camps. It allows us to expand our camp programs to introduce snow sports to new participants, building on our dream to promote adaptive sport, create independence and develop opportunities for people with disabilities.”

<IMAGE OF RMA LESSON>

<IMAGE OF CHEQUE PRESENTATION>

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*The Wim & Nancy Pauw Foundation is a private foundation in Banff, Alberta, Canada, funded by the profits of Banff Caribou Properties, Ltd and Banff Lodging Company. The goal of the Wim & Nancy Pauw Foundation is to reinvest in Banff, supporting projects that contribute to a more active, vibrant and happy community of Banff.*

*Rocky Mountain Adaptive is a registered charity providing individuals with disabilities the opportunity to participate, learn and excel at mountain sport and recreation. The Rocky Mountain Adaptive vision is for a world where there are no limits to adaptive mountain sport and recreation.*