



# Stag Leap Running Co.

2021 Virtual AGM  
Saturday November 13, 2021

# Agenda

Welcome + Introductions

2020 Recap

2021 Cancellations + Successes

2021 Financials

2022 Overview

2022 Dates

How to #RunFernieRun

Thanks!





# Welcome to Stag Leap



A non-profit Trail Running resource, based in the mountain town of Fernie, BC. We launched in 2016, with the goal of growing Fernie's trail running community, through group runs, races and events. We look forward to seeing you on the trails.



# 2020 Cancellations

## Cancelled 2020 Races + Events

- May: Trail Running Retreat
- June: The Lone Wolf
- July: Elk Valley Ultra
- Cancelled weekly Run Club

Racers offered 80% refund or rollover to 2021 (now 2022).



# 2020 Successes

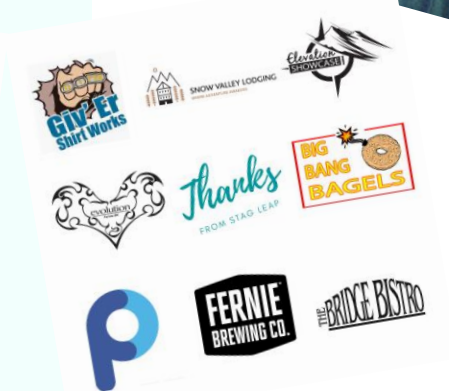
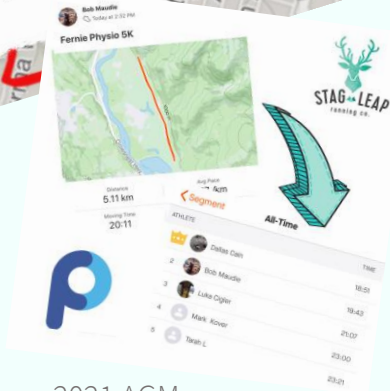
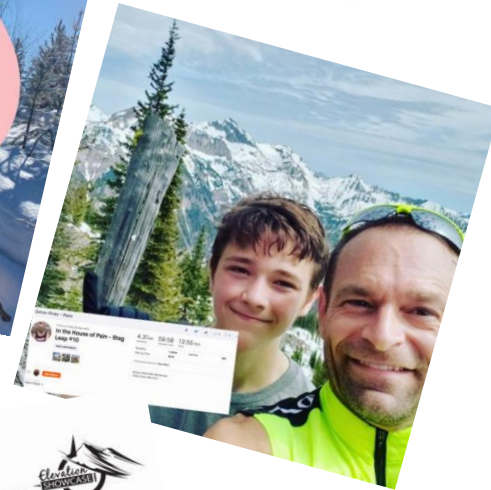
## 2<sup>nd</sup> Annual #FerneStreak January 2020

### Moved Virtual!

- Weekly Challenges
- Partnered with local businesses
- Purchased local prizes
- Kept motivation rolling...

### October 2020

- Learn to Trail Run + Mindfulness
- Partnering with Tyla Charbonneau of Alpine Pathways Psychological Services





# 2021 Cancellations

## Cancelled 2021 Races + Events

- June: The Lone Wolf
- July: Elk Valley Ultra
- Cancelled weekly Run Club (re-started spring 2021)
- Promoted safely roaming from home

Lone Wolf racers offered 80% refund or rollover to 2021 September Race. EVU racers offered 80% discount or rollover to 2022.

## Revised Race Date

- September: The Lone Wolf

Then cancelled (again), so racers offered rollover or ability to sell on entry, to 2022.



HOW TO  
ROAM FROM HOME  
PART ONE

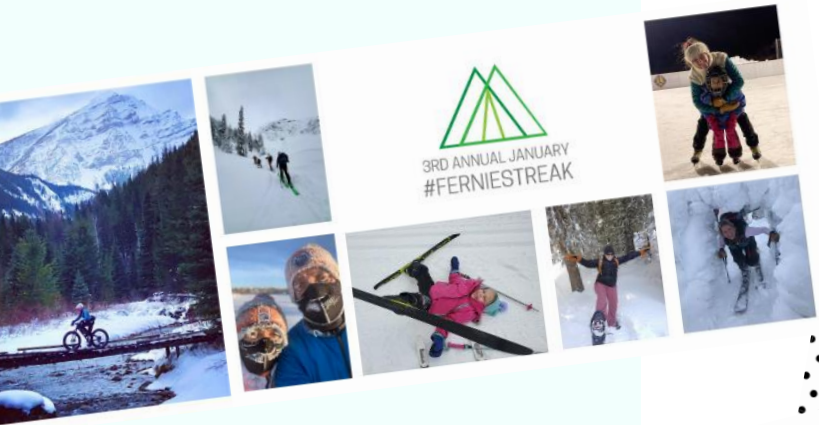
GOING  
VIRTUAL.

#STAYSMART #STAYS SAFE #STOPHESPREAD  
#RUNFERNIERUN

HOW TO  
ROAM FROM HOME  
PART TWO

EXPLORE  
LOCAL.

#STAYSMART #STAYS SAFE #STOPHESPREAD  
#RUNFERNIERUN



3RD ANNUAL JANUARY  
#FERNIESTREAK



# 2021 Successes

## 3rd Annual #FerneStreak January 2021

- One of the organizers, helping to raise \$6,775.22 for Kootenay Foundry Starlight Campaign

## Thursday Run Club returned in the spring

- Amazing turnout, and a fantastic summer 2021

## Spring Break Bingo

- Partnering with Snow Valley Lodging, for kids to win their parents a night away in a Tiny Home + \$100 + g/c of their choosing for themselves.

## The Wolf Pack: EVSTF Fundraiser

- Community raised \$3,798.20 for the EVSTF

REGISTER ONLINE AT: [WWW.STAGLEAPRUNNING.COM](http://WWW.STAGLEAPRUNNING.COM)

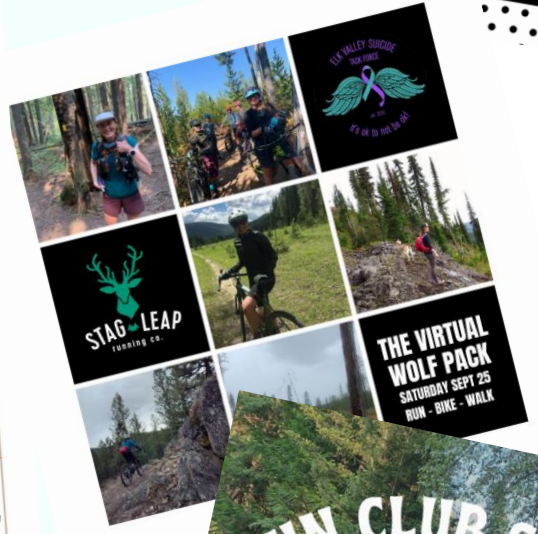
**STAG LEAP** running co. *Spring Break*  
*Stag Leap Bingo*

WIN BIG, FOR THE WHOLE FAMILY!  
KIDS, COMPLETE AS MANY LINES AS YOU CAN, BETWEEN MARCH 20TH - APRIL 4TH, FOR A CHANCE TO WIN YOUR DESERVING PARENTS A NIGHT AWAY IN A TINY HOME W/ DINNER AND BEER DELIVERY. PLUS \$150+ OF SWEET PRIZES FOR YOU TOO!

|   |   |   |  |  |
|---|---|---|--|--|
| 5 PUSHUPS A DAY, 5 DAYS IN A ROW                    | IN A FUNK? GO RUN AROUND THE BLOCK          | 1 MIN PLANK                                     | RUN 3 TIMES IN ONE WEEK                            | TRY OUT A NEW ROUTE OR TRAIL           |
| GO FOR A HEADLAMP RUN OR WALK, WITH A FAMILY MEMBER | ORDER FROM THE VOGUE THEATRE POPCORN FAIRY! | PERFORM A RANDOM ACT OF KINDNESS                | 10 AIR SQUATS A DAY, 5 DAYS IN A ROW               | TAKE A FAMILY MEMBER RUNNING           |
| RUN/WALK THE MONTANE BLUE TRAIL (11KM)              | BAG 250M VERT IN ONE RUN OR HIKE            | #RUN FERNIE RUN                                 | TRY TO RUN AROUND THE BLOCK FASTER THAN LAST TIME! | TAKE A FAMILY MEMBER BREAKFAST IN BED  |
| TRY A 7 DAY RUN STREAK (MINIMUM 10 MINS EACH DAY)   | CREATE SOME STRAVA RUNNING ART              | TAKE A SELFIE WITH YOUR FAVOURITE RUNNING BUDDY | 2 MIN PLANK  | BAKE SOMETHING NUTRITIOUS & DELICIOUS! |
| RUN IN SILENCE, FOCUSING ON YOUR BREATHING          | IT'S GIVER TIME - GO SMASH OUT A PRI        | TIIDY AWAY YOUR RUNNING SHOES AFTER EVERY RUN   | GET INSPIRED BY KILIAN JORNET ON YOUTUBE           | TAKE A FRIEND FOR A RUN!               |

HOW TO BINGO:  
- ENTER FOR FREE AT [WWW.STAGLEAPRUNNING.COM](http://WWW.STAGLEAPRUNNING.COM)  
- PRINT OFF BINGO CARD  
- DOWNLOAD STRAVA, FOR GPS + TO TRACK YOUR PRI'S!  
- 1 LINE = 1 ENTRY. FULL CARD = 20 ENTRIES.  
- BINGO RUNS FROM MARCH 20TH - APRIL 4TH, 2021.  
- BINGO RUNS FROM [WWW.STAGLEAPRUNNING.COM](http://WWW.STAGLEAPRUNNING.COM) WITH YOUR TOTAL NUMBER OF LINES, BY MONDAY APRIL 5TH.  
- EMAIL [ASID@STAGLEAPRUNNING.COM](mailto:ASID@STAGLEAPRUNNING.COM) SHORTLY AFTER.  
- WINNING FAMILY ANNOUNCED SHORTLY AFTER.  
- OPEN TO KIDS OF ALL AGES (WITH PARENTAL SUPERVISION). PLAY SAFE, PLAY FAIR + HAVE FUN!  
#RUNFERNIERUN @STAGLEAPRUNNINGCO

Kindly sponsored by:  
SNOW VALLEY LODGING  
MOUNTAIN SYSTEMS  
FERNIE BREWING CO.





# 2021 Financials

## Stag Leap Running Co. Society

### Profit and Loss

November 2020 - October 2021

|                                      | <u>Total</u>        |
|--------------------------------------|---------------------|
| <b>INCOME</b>                        |                     |
| Ultrasignup                          | 11,497.65           |
| <b>Total Sales</b>                   | <b>\$ 11,497.65</b> |
| Online Merch Sales                   | 1,313.08            |
| <b>Total Sales of Product Income</b> | <b>\$ 1,313.08</b>  |
| <b>Total Income</b>                  | <b>\$ 12,810.73</b> |
| <b>GROSS PROFIT</b>                  | <b>\$ 12,810.73</b> |
| <b>EXPENSES</b>                      |                     |
| Bank charges                         | 56.97               |
| Donation                             | 585.00              |
| Dues and Subscriptions               | 921.66              |
| Merchandise                          | 604.07              |
| Office expenses                      | 513.60              |
| Race Refund                          | 7,660.27            |
| Stationery and printing              | 136.07              |
| Supplies                             | 101.94              |
| Taxes and Licenses                   | 69.92               |
| Uncategorized Expense                | 26.87               |
| <b>Total Expenses</b>                | <b>\$ 10,676.37</b> |
| <b>PROFIT</b>                        | <b>\$ 2,134.36</b>  |





# 2022 Overview

# Expenses

## Payroll

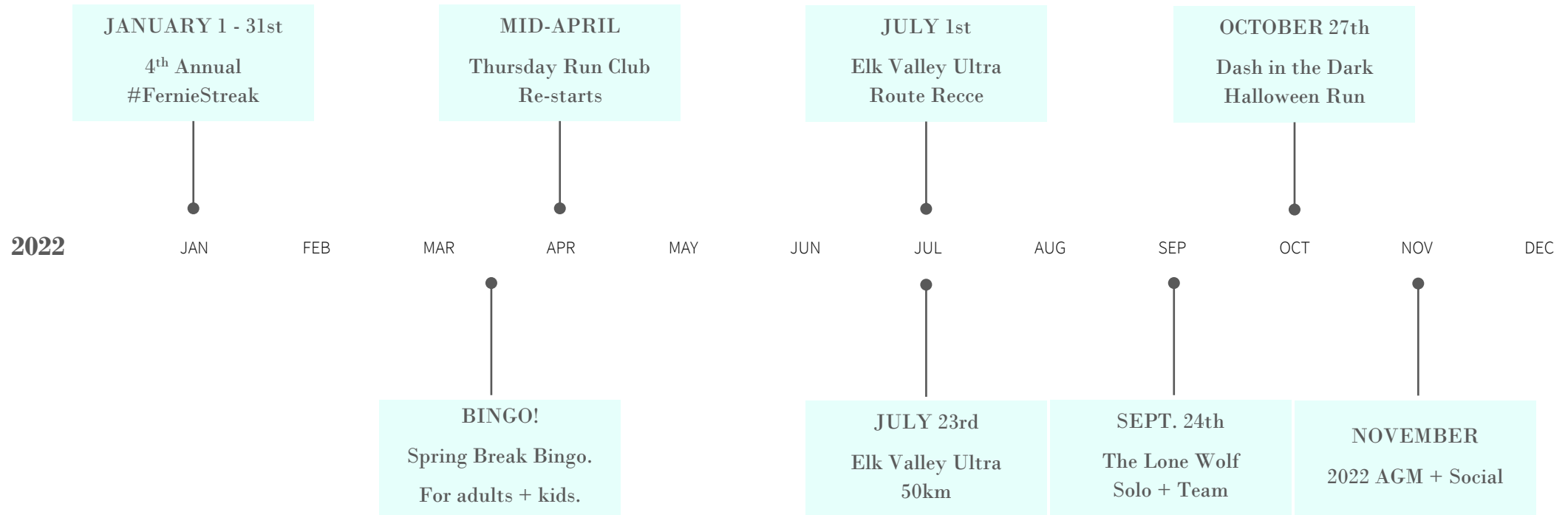
- Payment to 1 staff member, for 1 day a week, ceased in April 2020
- Plans to reinstate January 2022

## Bank Balance

- Nov 1, 2021: \$30,848.61
- Outstanding racers with rolled over entries into 2022 races, (i.e. entry fee already in the above balance):
  - EVU: 105
  - LW: 157
- Max number of additional entries allowed for 2022 races, opening early 2022:
  - EVU: 95 (net \$130 after fees)
  - LW: 50 (net \$95\* after fees)
- Per Racer cost to Stag Leap:
  - EVU: \$90
  - LW: \$65

\*Based on adult entry price

# 2022 Dates Races + Events



# How to #RunFernieRun

## Purchase your Fernie Trails Pass

Head to  
[www.fernietrailsalliance.com](http://www.fernietrailsalliance.com)  
to purchase your pass + sign your  
waiver.

Then you're welcome to  
join us.

## Join Stag Leap Running Co.

While there's no cost to join Stag Leap, we do like to know who's in the Club.

Head to  
[www.stagleaprunning.com](http://www.stagleaprunning.com)  
+ click on JOIN US

## Follow us on Social

Find us on Facebook + Instagram  
[@StagLeapRunningCo](https://www.instagram.com/StagLeapRunningCo).

To stay up to date on all things running, here in Fernie, BC.  
[#RunFernieRun](https://twitter.com/RunFernieRun)



Thank you

Abi Moore

[abi@stagleaprunning.com](mailto:abi@stagleaprunning.com)

[www.stagleaprunning.com](http://www.stagleaprunning.com)

