



2022 AGM

Wednesday November 30, 2022

Fernie Brewing Co.





# Welcome

*We would like to begin by acknowledging that we are fortunate to be able to operate Stag Leap, within the territory of the Ktunaxa Nation.*

*We are committed to working in partnership with the Ktunaxa Nation as stewards of Ktunaxa ?amak?is.*

# Agenda

Welcome + Introductions

2021 Recap

2022 Successes

2022 Financials

2023 Operations + Races

2023 Calendar

How to #RunFernieRun

Thanks!





# Who is 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.

2021





# 2021 Cancellations

## Cancelled 2020 + 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.

Sorry folks, but for the safety of our small mountain town, and the community we love, Run Club is (still) taking a break.

Fingers crossed we'll be back up and running together in June, once the curve is more like Montane Green and less like Slunt.

Need some running inspiration in the meantime? Please reach out, and we can give you a little nudge to help you keep on, keepin' on...

#STAYSMART #STAYSAFE #STOPHESPREAD #RUNFERNIERUN

HOW TO ROAM FROM HOME PART TWO

EXPLORE LOCAL.

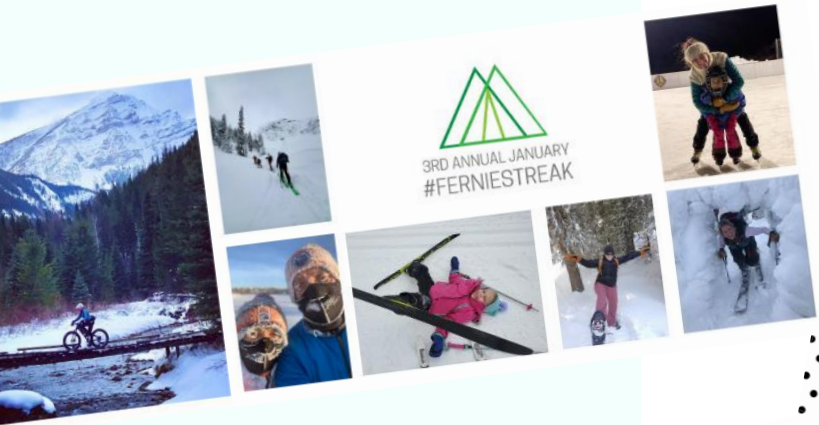
#STAYSMART #STAYSAFE #STOPHESPREAD #RUNFERNIERUN

HOW TO ROAM FROM HOME PART ONE

GOING VIRTUAL.

#STAYSMART #STAYSAFE #STOPHESPREAD #RUNFERNIERUN





3RD ANNUAL JANUARY  
#FERNIESTREAK



# 2021 Successes

3rd Annual #FerneStreak January 2021

- Key organizer, 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
- Offering two groups/speeds thanks to Leisure Athletes Fernie!

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)

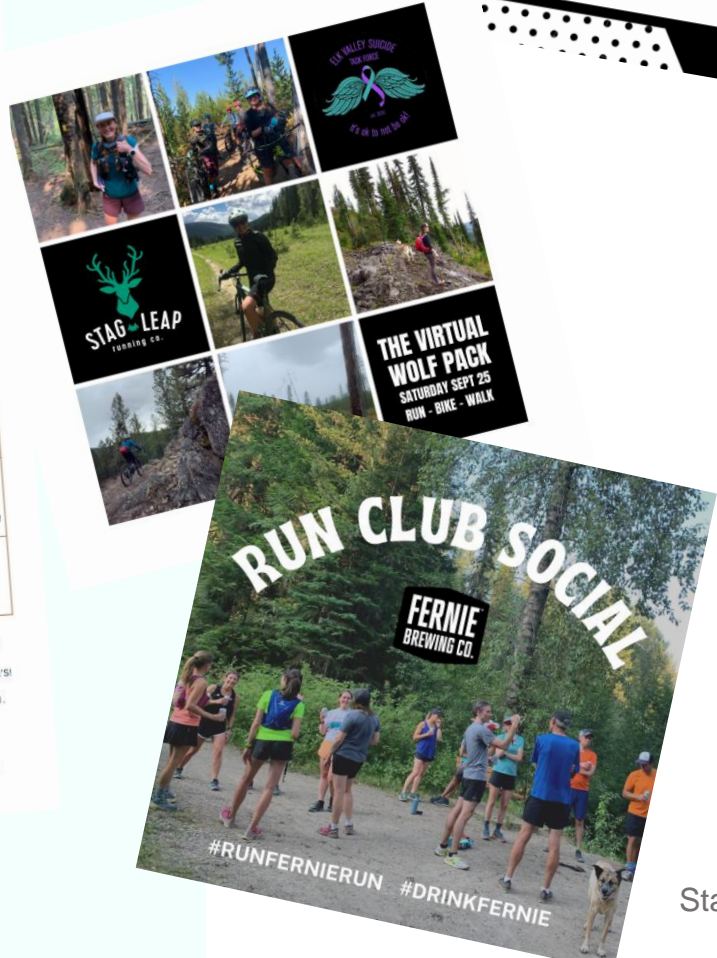
**STAG LEAP** running co. *Spring Break*  
*Stag Leap Bingo*

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	TIDY AWAY YOUR RUNNING SHOES AFTER EVERY RUN	GET INSPIRED BY KILIAN JORNET ON YOUTUBE	TAKE A FRIEND FOR A RUN!

Kindly sponsored by:

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.  
- EMAIL [AS@STAGLEAPRUNNING.COM](mailto:AS@STAGLEAPRUNNING.COM) WITH YOUR TOTAL NUMBER OF LINES, BY MONDAY APRIL 5TH.  
- WINNING FAMILY ANNOUNCED SHORTLY AFTER.  
- OPEN TO KIDS OF ALL AGES (WITH PARENTAL SUPERVISION). PLAY SAFE, PLAY FAIR + HAVE FUN!  
#RUNFERNIERUN @STAGLEAPRUNNINGCO



# 2022







# 2022 Community Successes

## 4<sup>th</sup> Annual #FernieStreak January 2022

- Key organizer, helping to raise \$2,960.81 for Twin Meadows Animal Rescue

## Thursday Run Club – Returned Spring 2022

- Great turnout, lots of new faces and a fantastic summer with Leisure Athletes Fernie

## Kids + Adults Spring Break Bingo – March

- Partnering with Snow Valley Lodging, for chance to win a night away in a Tiny Home + great prizes

## 4x4x48 - April

- Supporting Calvin’s fundraiser for the Foundry East Kootenay

## Personal Peak Running Clinic - May

- Started partnership with Personal Peak, out of Calgary

## 5<sup>th</sup> Annual Dash in the Dark - October



2022 AGM

# 2022 Membership

- Joining our club is FREE, but we ask all runners to...
  - Sign up via our website
  - Fill out a Stag Leap Waiver
  - Purchase a Fernie Trails Pass via the FTA
- Why?
  - We like to know who's in our Club + Emergency Contacts
  - Stag Leap Insurance requirements – new Spring 2023
  - The FTA operates the majority of the trail maintenance in Fernie. Trails Pass funds go directly back into the trails.
- What does Membership get you?
  - Become a part of an awesome, friendly, inspiring + growing group of trail runners in Fernie ❤️



# 2022 Races

4<sup>th</sup> Annual Elk Valley Ultra – July 23<sup>rd</sup>, 2022

*~52km, 2, 898m Ascent*

- 173 Registrations
  - 42% Female, 58% Male
  - 63% AB, 26% BC, 5% MT, 6% Other
- 151 Starters, 139 Finishers - lowest DNF rate (8%)
- New Course, new course record





# 2022 Races

3<sup>rd</sup> Annual The Lone Wolf – September 24<sup>th</sup>/25<sup>th</sup>, 2022

*Last Racer Standing Format – 6.8km loop, 220m Ascent*

- 68 Solo, 37 Teams (of 2) Registered
  - Solo: 49% Female, 51% Male
  - Teams: 16 Female, 8 Male, 10 Mixed, 3 Pups
  - 59% AB, 37% BC, 46% Other
- New course record, with 20 laps (136km)





# 2022 Donations

Fernie Trails Alliance - \$2,201.20

- Elk Valley Ultra 2022
  - Per racer donation: \$415
  - Additional: \$775
- Lone Wolf 2022
  - Per racer donation: \$240
  - Additional: \$580
  - Beer Profits: \$211.20
- Fernie XC Provincials 2022
  - Stag Leap: \$250





# 2022 Sponsors

## Presenting

- Giv'er Shirtworks
- Fernie Brewing Co.

## Other Sponsors + Supporters

- Claris Media
- The Bridge Bistro
- Big Bang Bagels

## Landowners

- Crown Land
- Island Lake Lodge
- East Kootenay Land Corp
- Galloway

## Accommodation

- Snow Valley Lodging
- Park Place Lodge

- Barkside Fernie
- The Vogue Theatre
- Fernie Physio

- The Cedars
- Elk Valley Nordic Centre
- BC Parkts
- Fernie Alpine Resort
- BC Parks



# 2022 Financials

## Stag Leap Running Co. Society

**Profit and Loss**  
November 2021 - October 2022

	<b>TOTAL</b>
▼ INCOME	
▼ Sales	5,512.07
Ultrasignup	16,745.74
<b>Total Sales</b>	<b>22,257.81</b>
<b>Total Income</b>	<b>\$22,257.81</b>
<b>GROSS PROFIT</b>	<b>\$22,257.81</b>
▼ EXPENSES	
Bank charges	16.50
Donation	3,451.20
Dues and Subscriptions	1,189.19
Facility Rental	105.00
Float	-500.00
▶ Insurance	<b>610.69</b>
Meals and entertainment	74.64
▶ Merchandise	<b>5,997.06</b>
Office expenses	172.70
▶ Promotional	<b>885.19</b>
Race Refund	130.00
▶ Supplies	<b>10,091.10</b>
Taxes and Licenses	245.80
Uncategorized Expense	604.49
<b>Total Expenses</b>	<b>\$23,073.56</b>
<b>PROFIT</b>	<b>\$ -815.75</b>



# 2022 Race Costs

Lone Wolf		116 Racers	
Costs		Costs	Notes
Supplies	\$	(1,178.45)	Bibs paid for in 2020
Potties	\$	(802.50)	
Wild Wolves	\$	(918.06)	
EVNC Rental	\$	(105.00)	Paid 2021
Merch	\$	(2,946.12)	
FTA Donations	\$	(1,031.20)	
Insurance	\$	(268.60)	
Raveneye Photography	\$	(400.00)	
Promo (Volunteers)	\$	(435.19)	
Half of Joint Operating Costs	\$	(1,151.66)	
		<b>\$ (9,236.78)</b>	
<b>Cost per racer</b>	<b>\$</b>	<b>(79.63)</b>	
<b>Entry Fee</b>	<b>\$</b>	<b>100.00</b>	
<b>To Stag Leap</b>	<b>\$</b>	<b>96.87</b>	
<b>Profit per racer</b>	<b>\$</b>	<b>17.24</b>	

Elk Valley Ultra		151 Racers	
Costs		Costs	Notes
Supplies	\$	(2,151.95)	Includes bibs
FTA Donations	\$	(1,170.00)	
City of Fernie	\$	(140.47)	Paid in 2020
Fernie Alpine Resort	\$	(2,876.43)	
Insurance	\$	(342.09)	
Wild Wolves	\$	(888.10)	
Potties	\$	(888.48)	
Raveneye Photography	\$	(1,000.00)	
Promo (Volunteers)	\$	(450.00)	
Merch	\$	(2,216.65)	
Half of Joint Operating Costs	\$	(1,151.66)	
		<b>\$ (13,275.83)</b>	
<b>Cost per racer</b>	<b>\$</b>	<b>(87.92)</b>	
<b>Entry Fee</b>	<b>\$</b>	<b>135.00</b>	
<b>To Stag Leap</b>	<b>\$</b>	<b>130.71</b>	
<b>Profit per racer</b>	<b>\$</b>	<b>42.79</b>	

**TOTAL 2022 COSTS \$ (22,512.61)**



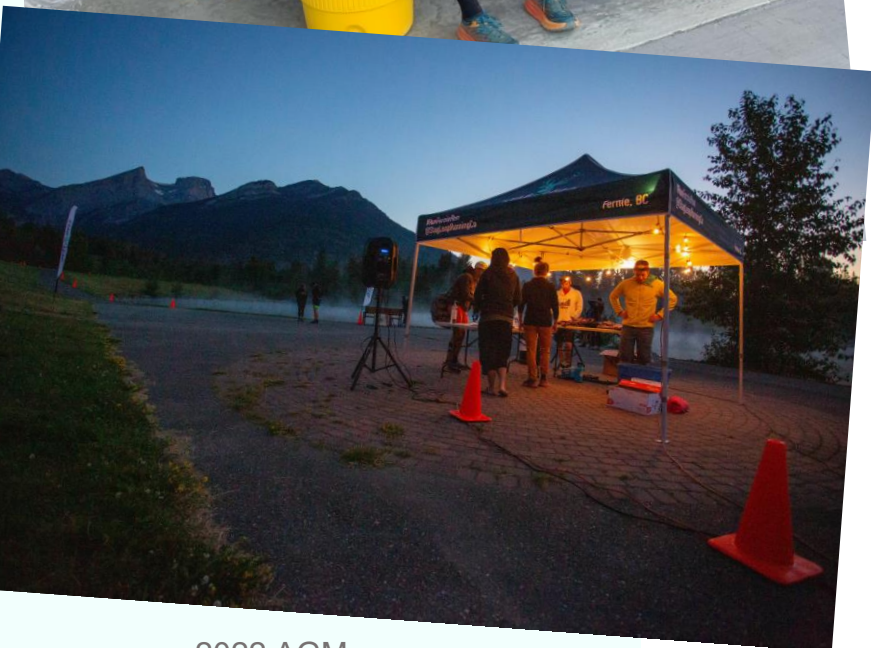
2023



# Stag Leap Operations

Currently a Member-Funded Society

Topic	Member-funded Societies	Other Non-Profit Societies
Distribution of assets on winding up	No restrictions; assets could go to members	Assets can only be distributed to certain entities (e.g. non-member-funded societies, registered charities, or community service cooperatives)
Number of directors	One director is sufficient; no residency requirements	At least three, one of whom is ordinarily resident in BC
Composition of board of directors	No restrictions on number of directors who are employed by or under contract with the non-profit	Majority of directors must not be employed by or be under contract with the non-profit
Financial statements	No public right to copies	Public has right to obtain copies
Disclosure of remuneration	Not required	Financial statements must set out remuneration paid to directors and highly-paid employees and contractors
Conversion to company	Can convert	Cannot convert



# 2023 Races...

Option 1: Elk Valley Ultra – July 22, 2023

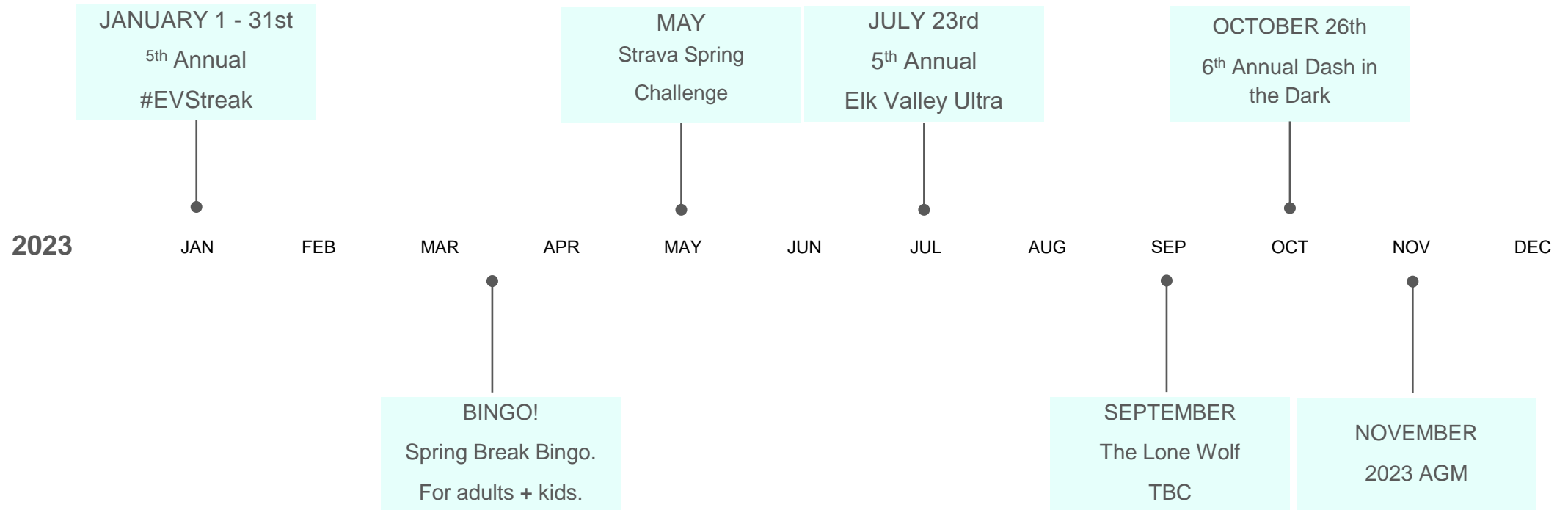
- Same 50km course – subject to landowner approvals
- Add a 25km option

Option 2: Lone Wolf – July 22, 2023

Option 3: Elk Valley Ultra in July; Lone Wolf in September.

- Both races, but with a serious amount of help!

# 2023 Dates Races + Events



# How to #RunFernieRun

As easy as 1, 2, 3...

## Purchase your Trails Pass

Head to  
[www.fernietrailsalliance.com](http://www.fernietrailsalliance.com)  
to purchase your Fernie Trails pass.  
Then you're welcome to join us.

## Join Stag Leap Running Co.

Head to  
[www.stagleaprunning.com](http://www.stagleaprunning.com)  
Click on JOIN US then sign your Stag Leap WAIVER

## Social + WhatsApp

Find us on Facebook + Instagram + join our WhatsApp Group, to stay up to date on all things running, here in Fernie, BC.

@StagLeapRunningCo.



#TeamARUK  
London Marathon  
April 23, 2023



Alzheimer's  
Research  
UK

Make  
breakthroughs  
possible





# Thank you!

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

