



2023 AGM

Wednesday Nov 29, 2023

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.

We also are grateful to the Fernie Trails Alliance for working tirelessly to secure the land and maintain the trails we recreate on.



AGENDA

Welcome + Introductions 2023

- The Fun Stuff
- The Financials

2024

- Races & Events
- Calendar
- 2024 Race Costs
- Join Our Club!

Thanks + Q+A





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.”





STAG LEAP OPERATIONS

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





RUN CLUB

THE HEART OF STAG LEAP

- Loads of fun, lots of new faces and consistent turnout
- 117 Members in 2023!
- Amazing partnership with Leisure Athletes Fernie
- New S2023 partnership with The North Face - #TNFSocialRun
- Regular socials sponsored by Fernie Brewing Co.
- Summer Social w/ The Audielles
- BC Parks Foundation 25x25 Run + Social
- 6th Annual Dash in the Dark
- Upcoming Christmas Run + Social – Dec 14...



RUN CLUB





TNF SOCIAL MOVEMENT



Presented by:



Hosted by:



Partnered with:



As part of:



WANT TO RUN?

Head to
stagleaprunning.com
to get your **FREE 2023**
Stag Leap Membership.

FOLLOW US:

@stagleaprunningco



JOIN US!
#TNFsocialrun



COMMUNITY EVENTS

5th Annual Elk Valley Streak – January 2023

- Led the charge helping to raise \$4,557.73 for UPLIFT
- The Streak has now raised over \$14k over the past three years!
- Registration opens Dec 1 for 2024 Streak, raising funds for Elk Valley Suicide Task Force

Kids Spring Break Bingo – March

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

London Marathon 50/50 Fundraiser – March 13 – April 23



ELK VALLEY ULTRA

July 22nd, 2023 – 50km + New! 15km option

- 272 Registrations
- 60+ Legends Category, Open + Masters
- New! Non-Binary Category
- 50km:
 - 170 racers, 69F, 100M, 1X, 19 DNF, 15 DNS
- 15km:
 - 132 racers, no DNF's, 82F, 49M, 1X



ELK VALLEY ULTRA





2023 DONATIONS

Fernie Trails Alliance

- \$2,285 from Elk Valley Ultra
- \$300 Member Club Fee




BC Transplant – Arthur Sombrowski Tennis Tournament

- \$350



Alzheimer's Research UK

- \$1,120 as part of personal London
Marathon fundraiser 





2023 Sponsors

Presenting

- Giv'er Shirtworks
- Fernie Brewing Co.

Accommodation

- Snow Valley Lodging
- Park Place Lodge

Gold

- Fernie Physio
- The North Face





2023 Sponsors

Key Sponsors + Supporters

- Claris Media
- The Bridge Bistro
- Fernie Alpine Resort
- Ski Base
- Edge of the World
- Save on Foods
- Coal Town Goods
- Fernie Mtn Fitness
- Barkside Fernie
- The Vogue Theatre
- Spry (Blairmore)
- Purcell Outdoors (Kimberley)
- Fernie Chiropractic
- Big Bang
- Fernie Nordic Society
- Crowsnest Coffee
- Just Rosie Bookkeeping

Landowners

- Crown Land
- Island Lake Lodge
- East Kootenay Land Corp
- Galloway
- The Cedars
- Elk Valley Nordic Centre
- BC Parks
- Fernie Alpine Resort
- BC Parks



2023 PROFIT/LOSS

Stag Leap Running Co. Society

Profit and Loss
November 2022 - October 2023

	TOTAL
▼ INCOME	
▶ Sales	36,797.10
Sales of Product Income	258.83
Total Income	\$37,055.93
GROSS PROFIT	\$37,055.93
▼ EXPENSES	
Bank charges	28.32
▶ Donation	2,635.00
Dues and Subscriptions	1,204.98
Float	0.00
Insurance	615.30
Interest expense	11.51
Meals and entertainment	31.47
▶ Merchandise	3,242.33
Office expenses	851.21
▶ Payroll Expenses	9,640.48
▶ Promotional	1,000.00
Race Refund	973.00
Stationery and printing	21.80
▶ Supplies	10,621.50
Taxes and Licenses	40.00
Travel	110.14
Total Expenses	\$31,027.04
▶ OTHER EXPENSES	\$2,186.80
PROFIT	\$3,842.09



2022 PROFIT/LOSS

Stag Leap Running Co. Society

Profit and Loss
November 2021 - October 2022

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



2024





2024 STAG LEAP RACES

Elk Valley Ultra – July 27, 2024

- Same 50km + 15km courses
- Registration opening Jan 1, 2024

Lone Wolf – September 21, 2024

- Modified loop, closer to Backyard standard
- Keeping solo + teams
- Registration opening Jan 1, 2024

Both races Trail Sisters Approved...





TRAIL SISTERS APPROVED

Trail Sisters Approved Standards



- Equal Podiums & Awards
- Women's Specific Apparel & Swag
- Menstrual Products at Aid Stations
- Women On the Starting Line
- Pregnancy & Postpartum Policy
(Starting in 2024)

Online
Calendar



2024 STAG LEAP EVENTS

- Elk Valley Streak – Jan 1-31, for EVSTF
- Stag Leap Spring Fling – April-May (6wks)
- The North Face Social Run Movement – July-Sept
- Summer Wrap-Up Social – September 26
- 7th Annual Dash in the Dark – October 30
- AGM – November
- Festive Run + Social (December)

BIGGER THAN THE TRAIL

2024 AMBASSADOR



WHO IS BIGGER THAN THE TRAIL?

A US based non-profit advocating for mental health through trail running.

WHAT DO THEY OFFER?

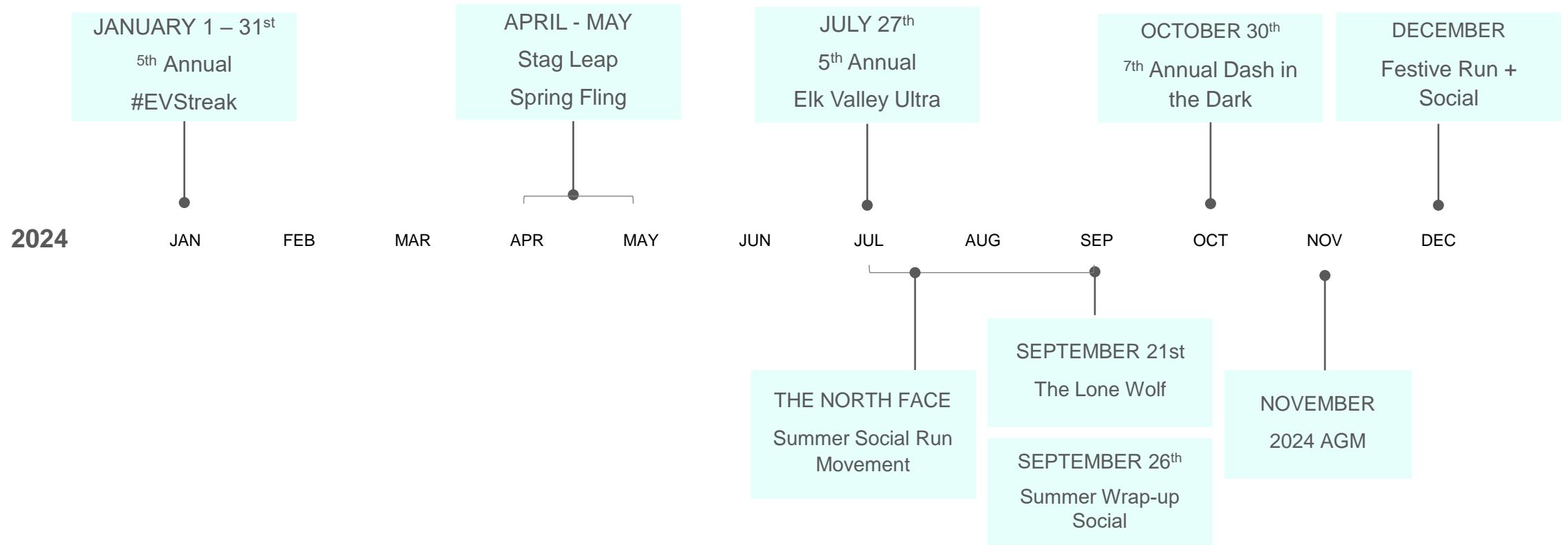
A platform to shine a light on mental health that helps them achieve their mission of enriching the lives of those struggling with mental health.

WHY STAG LEAP?

Aligns with many of Stag Leap values: group runs, community, storytelling, advocacy and self-care 🤍

2024 CALENDAR

Races + Events





2024 RACE COSTS

Elk Valley Ultra

- Increase in fees – cost increase + pro timing
 - 50km to \$175 (\$135) + 15km to \$90 (\$80)
 - USU fees from \$2.50 flat rate to % (\$8)

Lone Wolf

- Keeping things simple
 - Adult \$85 (\$100) + Youth \$35 (\$30)
 - USU fees from \$2.50 flat rate to % (\$4.40)

Spring Fling

- Supporting Club operating costs, potential fundraiser



JOIN OUR CLUB

- It's still FREE, but we ask all runners to...
 - Sign up annually via our website
 - Fill out a Stag Leap Waiver
 - Purchase a Fernie Trails Pass via the FTA
- Why?
 - Know who's in + Emergency Contacts
 - Stag Leap Insurance
- What does Membership get you?
 - Join an awesome, friendly, inspiring + growing group of trail runners in Fernie 🤍



THANK YOU!

abi@stagleaprunning.com www.stagleaprunning.com