Our Vision and Mission

BC ADAPTIVE SNOWSPORTS

Vision

To provide everyone with the opportunity to experience snowsports.

Mission

To support adaptive snowsports clubs, volunteers, and participants in British Columbia through equitable training, inclusive programming, financial support, and strong advocacy.

Purpose

Removing barriers to ensure mountains are accessible to all.

Values

- Inclusion
- Community
- Respect

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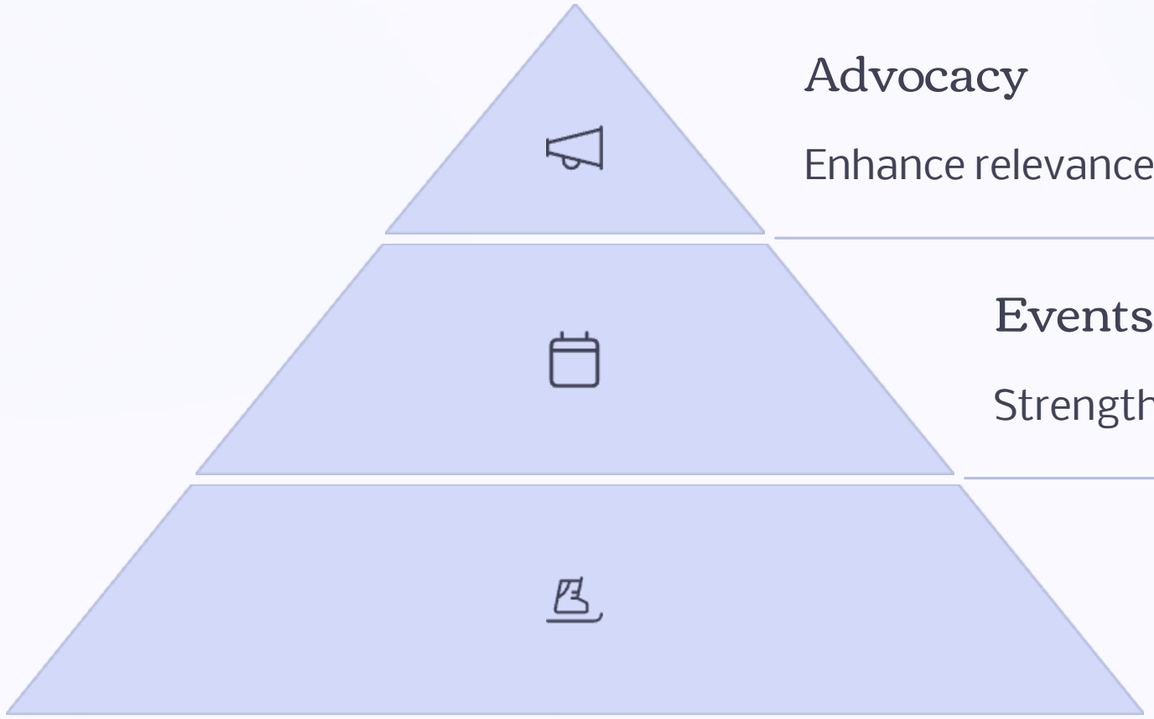
Strategic Pillars Overview

BC ADAPTIVE SNOWSPORTS



Advocacy

Enhance relevance and support

Events

Strengthen our community

Training

Increase instructors and volunteers

Each pillar drives specific initiatives, measured by key performance indicators, and aligns with our annual operational plan.

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Strategic Pillar: Advocacy

Goal: Enhance the relevance, exposure, and support of adaptive snowsports in British Columbia.

Initiatives:

Work Province Wide to Increase Access

KPI: updated promotional deck and website

Storytelling

KPI: 3-5 short videos, BCAS "deck"

Digital Presence

KPI: use scheduled SM posts to increase visibility and engagement

Partnership

KPI: Introduce 1-2 new strategic partners each year (financial or ally)

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Training Pillar

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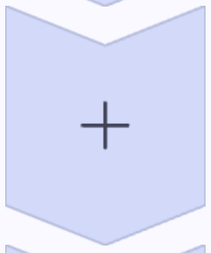
Volunteer Instructors

Year-over-year growth in trained volunteer instructors and improved retention.

Course Conductors

Year-over-year growth in the number of course conductors.



Club Growth and Support

One new club every two years on average.

Athlete Training

Establish annual markers of PSO excellence for targeted athletes.

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Events Pillar

Club Engagement

Bring all clubs together annually to share knowledge and build community.

Annual Events

Display annual growth markers for existing events (AMC, Summit, SheCan).

Fundraiser

Link annual campaign with fundraiser, increase year-over-year.

Recognition

Establish awards program to celebrate achievements.

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BC ADAPTIVE SNOWSPORTS

Measuring Our Success

100%

Accessibility

Goal for mountain access across BC

Instructors

Year-over-year growth

1+

New Partners

Strategic partnerships annually

Our success depends on measurable growth across all three strategic pillars, creating a stronger, more inclusive adaptive snowsports community.

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