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TRU Department of Tourism Students Develop Crowdfunding Campaign for Adaptive Sports at Sun Peaks



Students in TRU's EVNT 2170 class meet with Anne Nicholson and Pat McKimmon (in red, from left) from Adaptive Sports at Sun Peaks



Participants in the Adaptive Sports at Sun Peaks Program with Instructors

Students in the TRU Tourism Department's Event Management 2170 class (Fundraising in Non-profits) are getting hands-on experience with fundraising for the ever-needing charitable sector in the Kamloops region.

The class is partnering with Adaptive Sports at Sun Peaks (ASSP), which provides personalized skiing and snowboarding instruction to people with mobility and cognitive challenges such as spinal cord injury and autism. The class is developing a crowdfunding campaign, which seeks to "move both heart and mind" in convincing people to donate even small amounts to important causes, through online platforms like Kickstarter or Causevox. Donations can be as little as \$20, and all funds go directly to ASSP, with a special focus on individuals facing financial difficulties and cannot afford the program costs.

"We are delighted that this campaign will allow us to offer lessons to all interested students, including those facing the additional barrier of financial hardship," says Pat McKimmon, President of ASSP. "This partnership provides opportunities for students to experience the freedom and fun of snow sports. Our volunteer instructors tell us they get back as much, or more, than they give. The smiles and laughter shared by students and instructors are priceless."

This year, students chose ASSP as the focus of their fundraising efforts, being compelled by the organization's laudable message of hope for people with significant challenges, their successes in achieving incredible results on a shoestring budget, and their ongoing fundraising needs.

In 2016 the prior cohort of students in the course raised almost \$2,000 for the Ashes to Dust Mountain Bike Camp for at-risk youth, in partnership with the Phoenix Centre and the Kamloops Bike Riders' Association (KBRA).

“As governments cut programs and services in order to balance budgets, the first casualties are often our most disadvantaged and vulnerable in society,” says Peter Larose, the course Instructor. “Non-profits like Adaptive Sports at Sun Peaks are the ones that pick up the slack and provide much-needed services to those who need it, such as the right for *everyone* to experience the exhilaration of our province’s amazing recreation opportunities.”

This year the class is seeking to raise \$2,500 for ASSP, which would cover the participant fees, equipment, and clothing for at least five participants. The already heavily-subsidized program, which relies on support from organizations like Sun Peak Resort, costs approximately \$100 for five days of lessons, plus equipment costs if needed. New participants are required to provide their own equipment and clothing. Lessons are staffed with a minimum of two certified instructors – all volunteers – and more instructors will be placed with particular students, such as those with visual impairment or spinal cord injury, as needed.

To make a tax-deductible donation to this very important cause, please visit the student fundraising website at www.adaptivesports.causevox.com.

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