

---

# Report to the Community

---

2020 - 21

---

Canadian Adaptive Snowsports -  
Alberta Association

---



# Report to the Community 2020-21

## **Vision**

Our vision is an inclusive Alberta in which adaptive snowsports are accessible to all.

## **Mission**

CADS Alberta is a volunteer based provincial sport organization whose mission is to provide all Albertans recreational and competitive adaptive snowsport opportunities through a safe, inclusive learning and training environment; supported by strong leadership, advocacy and partnerships.

## **Targets**

- ☐ Individuals with Adaptive Physical, Cognitive and/or Sensory Needs
- ☐ LTAD Learn to Train to Train to Race Competition Stream Alpine Skiing and Snowboard Athletes
- ☐ Volunteers
- ☐ Partners / Stakeholders

## **Goals**

- ☐ Leadership Development
- ☐ Long Term Athlete Development (alpine skiing and snowboarding)
- ☐ Revenue Generation
- ☐ Developing Stakeholder and Partnership Relationships
- ☐ Advocacy and Outreach
- ☐ Governance

## **Key Partners**



## **CADS Alberta – 2020/21 Provincial Board**

**President** Becca Neels  
**Vice President** Chris Holoboff  
**Treasurer** Neil Hepburn  
**Secretary** Angela Schornstein  
**Member at Large** Evan Profit  
**Member at Large** Kirk Schornstein  
**Member at Large** Jorgen Krause  
**Calgary Zone Rep** Chad Hohol  
**Edmonton Zone Rep** Nigel Campbell

## **CADS Alberta – 2020/21 Provincial Staff**

**CADS National Rep.**  
Ozzie Sawicki  
**Program Director (Staff)**  
Ozzie Sawicki  
**Executive Coordinator (Staff)**  
Sharon Veeneman

---

**CADS Alberta**  
11759 Groat Road  
Edmonton, Alberta  
T5M 3K6  
Phone: 780-427- 8104  
[cadsab@cadsalberta.ca](mailto:cadsab@cadsalberta.ca)  
[www.cadsalberta.ca](http://www.cadsalberta.ca)

# CADS Alberta: COVID-19 Impact

---

CADS Alberta made the decision to recommend to its Zones that the 2020-21 season be cancelled, as the risk was considered too great for our adaptive population and for the volunteer instructional group. This was a difficult decision, but one made in consultation with most of the individual Alberta Zone leaders and their Boards. I extend a thank you to our Zones for the ongoing communication, especially in later 2020, in which we truly encouraged a transparent and open series of discussions that ultimately led to our decision on behalf of our CADS Alberta members.

Given that we lost our on-snow season, we were very uplifted to see that 527 members chose to acquire their 2020-21 memberships. We recognize that CADS Alberta is so much more than a sport and recreation program, but a social program and a collective of like-minded participants that love their access to active physical activity. We will be focused on providing our members and those who took a year hiatus, a 2021-22 program that they can look forward to and we will welcome back the depth of our membership, both participants and volunteers, to enjoy winter outdoors once again!

Please continue to stay safe, get vaccinated, and look forward to next year's program!

Sincerely,



Ozzie Sawicki  
Program Director



Becca Neels  
President

# CADS Alberta: Strategic Goals

---

The following goal areas were initially identified and developed at the June 2013 CADS – Alberta Strategic Planning session and became the foundation for the CADS-Alberta 2013-2016 Strategic Plan. The outcome of this directive was the creation of an updated 2016-2019 CADS-Alberta Quadrennial and Strategic Plan that has now been successfully completed.

The 2019-20 season was the first of a new quadrennial cycle and saw the addition of two new Zones, the successful distribution of equipment through the CADS Alberta equipment pool initiative and finally, the delivery of five well received Slide & Ride events. With the 2016-19 long term plan ending in a year focused on competition, with Alberta demonstrating its successful growth securing all four gold medal podium positions at the 2019 Canada Winter Games, our focus for the 2019-20 season was turned to advocacy, awareness, development, and program equipment needs. The 2020-21 season was expected to be a very active one, with numerous Slide & Ride events planned, access to equipment for new members, and volunteer education opportunities, but this was certainly overtaken by the need to keep our membership safe, as we chose to cancel the 2020-21 on-snow season.

But even with the complexity of COVID-19, our goals for the 2021-22 season remain very similar to the previous two seasons.

We continue to follow our core goals which include:

- Leadership Development
- Long Term Athlete Development (alpine skiing and snowboarding)
- Revenue Generation
- Developing Stakeholder and Partnership Relationships
- Advocacy and Outreach
- Governance

These elements are all part of the development of our 2021-2023 quadrennial strategic and operational plan, which will be released in June 2021. As we begin the post-COVID recovery process, recognizing that we will be reestablishing our on-snow programs with many new safety considerations in mind, but our goal will be to continue to deliver excellence in best practices and a community-oriented program across the province through our CADS Alberta Zones.

## **Core Goals and Season Outcomes 2020-21**

Although we did not have the season we had hoped for our members, we continued the planning process, as opportunities continued for our long-term strategies. These strategies continue to reflect the foundation pillars of the organization which includes development, education, equipment access and competition opportunities in both alpine skiing and snowboard, all of which are reflected in our core goals.

These goals remain the focus of our reporting to our CADS Alberta Membership as an indicator of the health and progression of the organization.

- **Leadership Development**

- As mentioned in the introductory statement, the decisions made and the process through which those decisions were discussed and then enacted was the result of many hours of deliberation by the CADS Alberta leadership in collaboration and consultation with our CADS Alberta Zones. I firmly believe that a positive outcome that will result from a difficult season will be recognition of the opportunity to work together towards delivering program excellence in Alberta. New leaders stepped forward and traditional leaders demonstrated empathy and good decision making on behalf of our members.

- **Long Term Athlete Development (Competition)**

- We were unable to deliver on the athlete/participant pathway and competition opportunities for 2020-21, but continue to look forward to planning for 2021-22 to ensure our members have every opportunity available to them moving forward.

- **Revenue Generation**

- While experiencing down time, we did continue to actively seek out new funding options to ensure that CADS Alberta remain fiscally healthy moving beyond the 2020-21 diminished season. We have successfully acquired a Community Initiative Program Grant that will allow us to purchase a significant number of new sit-skis and related equipment that will become part of the CADS Alberta equipment pool. Our goal continues to be one in which every participant who wants to be enjoying winter sport, has access to the equipment they need to do so.
- Traditional access to a CADS Alberta Casino was postponed multiple times due to the pandemic health restrictions, which we fully supported and continue to do so, but we know this opportunity will once again become available to us, as this has been an important aspect of our fund strategy.
- We have not had to utilize any reserve funds coming out of the 2020-21 season, which is a significant positive moving forward to 2021-22.

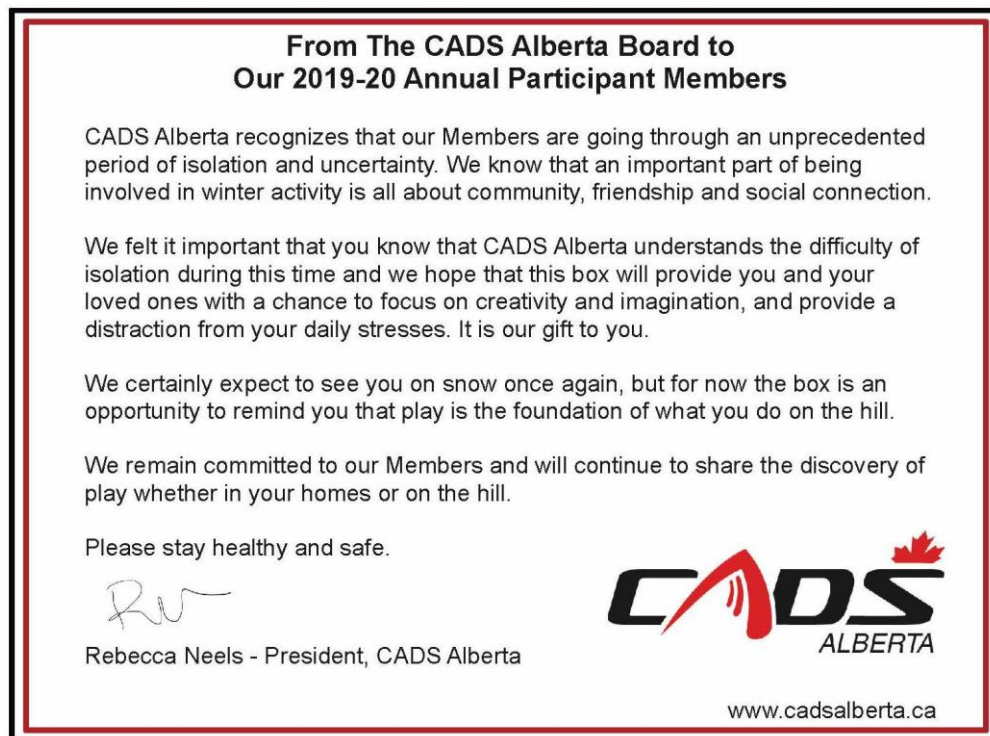
- **Developing Stakeholder and Partnership Relationships**

- CADS Alberta continues to work with partners such as the Alberta Alpine Ski Association, Alberta Snowboard Association, Alpine Canada and Canada Snowboard and CADS National as core partners. The addition of groups such as Tawatinaw Ski Area (Westlock), Hidden Valley (Medicine Hat) and new interest from Lloydminster and Fort MacMurray to create new CADS Alberta Zones is a significant positive moving into the 2021-22 season. This is the type of conversation that continued even though we were unable to be on-snow.
- We were very proud to have nominated Nakiska Ski Resort and Manager Jan Sekerak, a longtime supporter of CADS Alberta, for a CADS National

Award recognition as Sponsor of the Year for 2019-20. We were very excited to see Jan and Nakiska selected as winner of the Award and extend a special thank you for their continued support of CADS Alberta and adaptive snow sport competition and training opportunities. With COVID limiting the chance to create a quality opportunity to present the award, we will be doing so during the spring/summer of 2021 as we create an in-person recognition celebration as soon as health restrictions allow us to do so.

- **Advocacy and Outreach**

- Where we would previously have an extensive series of items to present in this area, I believe that the term “community” truly sums up Advocacy and Outreach for 2020-21. Our community of CADS Alberta Members continues to support one another within their Zones throughout COVID-19 and its impact. This reflects the importance of CADS Alberta as an organization that has a history of bringing people together.
- April 2020, the CADS Alberta Board recognized that during the early stages of the pandemic, our participant members were faced with numerous isolation challenges. The Board made the decision to provide our participant members ISOLOVEPLAY boxes as an outreach in support of them, but also to let them know that CADS Alberta would continue to find ways in which to support the members.



- In the later stages of 2020, CADS Alberta provided masks to our members to ensure that they had access to personal protective equipment, as the threat of COVID-19 continued.
- CADS Alberta continued to make the best of our 2020-21 season by working

behind the scenes to continue to look for opportunists in funding, equipment, new program planning, and the next stages of competition development, as we plan towards the 2023 Canada Winter Games. As we work within a quadrennial planning context, there remain many areas in which CADS Alberta can build towards for the upcoming 2021-22 season.

- A key project that has been undertaken during the 2020-21 season is the writing and publication of the History of CADS Alberta, as 2021 marks the 50<sup>th</sup> anniversary of the organization. We hope to see completion in early fall 2021, as this will become a catalyst to get our membership excited about the 2021-22 season which will kick off the next 50 years of serving the adaptive community in Alberta.

- **Governance**

- CADS Alberta has completed its bylaw and policy review, and all documents are available to membership at: <https://cadsalberta.ca/policies-and-bylaws/>
- The policy package is current as of March 2020, and we continue to consider opportunities to look at new updates as required.
- Working with CADS National, plans have been implemented to introduce all CADS Alberta Members to Safe Sport, a Canadian initiative to ensure a safe and healthy environment in which participants have access to inclusive and safe activity. More information will be circulated in the early fall leading into the 2021-22 season, as this will become an integral part of our organization to become aligned with National standards expected of all sport organizations Canada wide.

- **Membership**

- The Zone programs in Alberta include (as of 2020-21):
  - Alliance (Valley Ski Hill)
  - Calgary (Canada Olympic Park - WinSport)
  - Cold Lake (Kinosoo Ridge)
  - Crowsnest Pass (Pass PowderKeg)
  - Edmonton (Rabbit Hill)
  - Grande Prairie (Nite Hawk)
  - Lethbridge (Castle Mountain)
  - Medicine Hat (Hidden Valley)
  - Red Deer (Canyon Ski Area)
  - Jasper (Marmot Basin) – In Progress for 2021-22
  - Banff (Sunshine Village) – Not a CADS Zone, but an affiliate through RMASC (Rocky Mountain Adaptive Sport Center)
  - Tawatinaw (Westlock)

- CADS Alberta participant membership is made up of people with spinal cord injury; amputees; spina bifida; cerebral palsy; visually impaired; hearing impaired; brain injury; cognitive disabilities and many others.
- With the expected impact of COVID-19, our membership for the 2020-21 season declined. Our focus is on ensuring we provide safe programs that will allow our membership to have a resurgence for the 2021-22 season.
- The 2020-21 membership:
 

▪ <b>Total</b>	<b>527</b>
----------------	------------
- The 2019-20 membership:
 

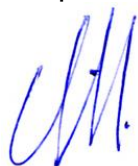
▪ Volunteers	573
▪ Student	325
▪ Coach	135 (coach/instructors – CSIA, CASI, ACA)
▪ Volunteer One Day	37
▪ Student One Day	81
▪ <b>Total</b>	<b>1151</b>

The above work was made possible through a highly innovative and dedicated CADS Alberta Board, without whom the above work and provincial support would not have been possible, and the exceptional support of Sharon Veeneman, the CADS Alberta Executive Coordinator. CADS Alberta continues to have a goal as being a Provincial Sport Organization that expects to be viewed as a leader in sport delivery in Alberta and for all Albertans in an inclusive and safe setting.

Thank you to our many partners, stakeholders, and collaborators, and thank you to our CADS Alberta Zones for their exceptional collaborative spirit that helped in a difficult decision process, which will lead to an even better communication capacity in the future.

Finally, a special thank you to those in the health care community, and the many front line organizations, businesses, and individuals who continue to work diligently to ensure the safety of all Albertans. You don't go unnoticed.

Respectfully submitted,



Ozzie Sawicki  
Program Director, CADS Alberta