

# Cariboo Ski –Touring Club

Established 1975



# Cariboo Ski-Touring Club – Quesnel BC

## Hallis Lake Venue

- 10km from Quesnel on paved road
- Large parking lot with lighting
- Day lodge open every day with refreshments, indoor washrooms
- Fully stocked rental shop, 120 pr skis, boots, poles and snowshoes, open 7 days per week
- 75 km of trails from beginner to advanced, 9000 acres available
- 4 km of lighted trails
- 2 k-9 trails
- 3 snowshoe trails
- Excellent biathlon range. Olympic and world cup competitors developed
- Equipment shop to house PB 100, 3 Alpine 11, 1 Bearcat, Ginzu, etc

# CARIBOO SKI TOURING CLUB

ESTABLISHED IN QUESNEL IN 1975

'THE MONEY GETTERS'

CLUB FUNDRAISING FOR GROWTH AND SUSTAINABILITY

CSTC raised:

Nearly 1 million dollars in the 1990's to build the Hallis Lake Ski  
Venue

\$300,000 raised in the last 5 years to grow programs, improve  
trails and purchase equipment.

**A STRONG CLUB MEMBERSHIP WITH A  
STEADY FLOW OF EXTERNAL FUNDING  
IS KEY TO OUR SUCCESS AS A CLUB**



**CARIBOO**

**SKI-TOURING CLUB**

# Community Programs: Elementary School Races





# **KEY STRENGTHS WHICH CONTRIBUTE TO OUR SUCCESSFUL FUNDRAISING**

- **Community Support**
- **Community Engagement and Accessibility**
- **Strong Working Board and Committed Volunteers**
- **Grant Writing Committee**
- **Understanding Funders**
- **Successful Projects**

# COMMUNITY SUPPORT

- POSITION THE CLUB AS A COMMUNITY BOOSTER by putting on or supporting community events: CSTC volunteers bring skis to the Winter Carnival each year for the community to try skiing in the park. CSTC volunteers work hard to hold an annual Open House / Pancake Breakfast with free ski rentals, lessons and tours. Over 300 people attend each year.
- Strong youth programs and a successful Ski S'kool program engages many in the community and promotes strong support.
- We support fellow community organizations with donations of gift certificates etc for community auctions and events.
- We have presented information (president and another volunteer) using PP to bring the club to the attention of the local City Council, Chamber of Commerce, Community Futures, Regional District and others.
- We get to know the key people in the community infrastructure and local government and make sure they know our club and its strengths. We have developed contacts within local government, city grant writers, NDIT Managers etc

# Community programs: Open House





# COMMUNITY ENGAGEMENT AND ACCESSIBILITY

- We work to avoid a perception of Elitism. The club does not want to be perceived as a club for self serving spandex clad racers that is not accessible to the greater community.
- Hallis Lake Venue has a great mix of easy trails, childrens ski play areas, dog trails as well as longer more serious trails. We have 3 snowshoe trails and stock snowshoes in the rental shop.
- Promote an attitude amongst employees and volunteers that welcomes people who are just trying it out, beginners, recreational skiers as well as more serious skiers and racers.
- We offer a mixture of events to our membership and community from our friendly Loppet, Elementary school races, guided night ski tours for all abilities to BC Cup Biathlon events.
- We promote our venue, programs and events through traditional ads, social media and community event sites.

# Recreation for all generations



# **STRONG WORKING BOARD & COMMITTED VOLUNTEERS**

- CSTC has a strong working board. Directors are committed to the club, its vision and are good at following through on their roles in the committees and work hard to complete projects.
- CSTC through its membership has a very active volunteer base that committed?? of volunteer time last year. This is essential to the club's ability to successfully execute the projects it commits to and receives funding for.
- CSTC identifies key skills in directors and volunteers so that the club can use those skill sets where they are most needed.

# GRANT WRITING COMMITTEE

- CSTC grant writing committee is the President Brian Black and a director Marilyn van Leusden with support from the treasurer and manager. The grant writing committee is a good mix of skill sets. Big picture project management and community networking as well as detail oriented word-smith skills combine to produce cohesive project building and strong explanations and requests
- Consistently having the same people grant writing makes the process go smoother as you begin to write more grants. The verbiage is similar for many grants. Grant writers get to know the club, its stats and history well.
- CSTC plans **one project per year** and focuses on that until completed. We leave no stone unturned! We are obsessive! CSTC applies for any grants which may fit a current project.
- It becomes easier to write the grants as the committee gains experience.
- COMMITMENT! Grantwriters must be available to respond to funders at all times when actively applying for grants. Our grant writing committee takes their laptop on holidays to respond when actively applying!

# UNDERSTANDING POTENTIAL FUNDERS

- CSTC grantwriting committee makes sure we understand the funding organization, we know their mission and what their needs are as funders. It is about meeting their needs to make it easy for them to be positive about our application.
- We develop a strong rationale for the project and ensure that the rationale meets the funder's needs. We tweak our verbiage for the same project for each different funder so that it aligns well with their mission.
- Leave NO STONE UNTURNED! That is our motto. We look for local as well as provincial or federal funding. We make sure key people in the community know about a project and they have sent us info and applications that were relevant for current projects. ie. MLA, MP, city grant writers, NDIT board people etc.
- We acknowledge and thank the key people who support our applications.



# CLUB RESOURCES AND SUCCESSFUL PROJECTS

- We don't plan or apply for funding for anything that we are not sure we can complete.
- We always make sure we have some 'skin in the game'.
- Our projects always have both a monetary commitment from our own revenue and significant volunteer time commitment. We make sure funders see both of those contributions.
- We ask for in-kind donations from the community and make sure that is evident on grant applications. We want funders to recognize that our community supports us.
- Projects are clearly laid out so that funders feel confident that it will be successful.
- CSTC follow through on projects and completes what we say we will do. Reporting happens on time. This has resulted in a very good reputation and we have had repeat funding from several organizations.



# DO

- Apply for all grants that fit your project
- Approach local service clubs
- Keep grants in plain language that non skiers can understand.
- Continue to apply until a project is fully funded
- Ask funders questions about what they need in your submission if you must.
- Make sure your clubs commitment to the project is clear. 'skin in the game'
- Make sure applications are professional looking. Proof them, check your numbers, wordsmith etc. make them perfect!

Develop skills at grant writing.

Spend time and energy to position your club as a community minded organization that gives back to its community.

Develop contacts in your community.

Ask for support letters from key people in the community. CRD directors, Mayor etc

Do what you say you will do: complete projects, maintain scope and budget, report back and earn funders respect.

Spend time developing an effective grant writing committee

# DO NOT

- Do not over use funders- spread the apps around!
- Do not use ski jargon. Make sure you are communicating to non-skiers.
- Come across as an elitist, spandex clad, self serving group.

Do not focus on club needs. Instead, understand the funders needs and write you grant to align with them.

Do not give up. If you are not successful ask the funders for feedback and use it to improve the next app.

# SOURCES OF FUNDING

- Regional districts
- Sport Orgs such as Via Sport, Recreation Foundation BC
- MEC
- Northern Development Initiative Trust
- Local Service Clubs
- Community Futures, Community Foundation
- Provincial Ministries like the Ministry of Forests Lands and Natural Resource Operations, Ministry of Community, Sport and Cultural Development
- BC GAMING: Apps are very difficult but this is the only source of operating funds. Ask local grant writers for help if you are just beginning.





**GOOD LUCK GRANT WRITERS!**