

# AS Management Council

## Supplemental Funding Proposal Guidelines

The purpose of supplemental funding is to supplement the cost of programs or events for AS Programs. Money from supplemental funding may be given as a grant, loan, or underwrite. Supplemental funding use must meet the following conditions:

- a. The program primary sponsor must be an AS program.
- b. The program must fall within the mission objective of the AS program.
- c. Supplemental funding is to be used either to hind unique opportunities, unforeseeable events, and/or unexpected costs that are beyond the scope of the office's allocated budget.

In order for AS Management Council to be able to hear and vote on your request for funds, we must have a full written proposal sent to the AS Vice-President for Business & Operations at least two business days prior to a council meeting. The proposal should include the following:

### 1. Program Overview

- a. Title of program: *The Ride for Jake & Susie Green Avalanche Safety Package*
- b. Possible dates of program: Beginning Fall 2014
- c. Co-sponsoring offices/organizations: ABS Avalanche Rescue Devices Inc., Osprey Packs
- d. Funds requested: *An underwrite of \$1,812.93*
- e. Detailed description of program, type of event, performer/speaker, etc.

- *We are hoping to install an Avalanche Safety Package for the WWU community in the name and memory of former AS employee Jake Merrill. Throughout his time at Western, Jake held multiple AS positions within the Outdoor Center. Sadly, Jake passed away in an avalanche this winter while working as a backcountry guide.*

*We at the Outdoor Center hope to dedicate this safety package in the memory of Jake for multiple reasons: encourage and incentivize avalanche safety and knowledge, provide another margin of safety for the backcountry community, and provide the community served by the Outdoor Center with the highest possible standard of safety gear.*

*The package will be a **free rental** for those who are able to provide a certificate of completion of an ALARE Level 1 Avalanche Safety course. We are making this free because we believe in the importance of promoting safety knowledge and certification, and want to incentivize and encourage people to take the course. The safety package we are offering will include: an avalanche beacon, avalanche probe, snow shovel, snow safety measuring kit, and an Avalanche ABS Backpack. The **only** thing we need to purchase is the actual ABS technology system that goes inside the backpack - all other gear we already have. The Susie Green Avalanche beacons, which is currently a free rental for certified customers, will be included as part of this package.*

*We are incredibly grateful and lucky that two companies so far have agreed to work with us inputting together this package. ABS, the maker of the air bag system, has agreed to give us a great deal on the technology, and Osprey Packs has agreed to donate **three ABS compatible backpacks free of***

*charge for the package. These backpacks are top of the line, brand new, and will be coming out in September -just in time for next ski season, when we hope to have this package assembled and ready. These companies are giving us deals for top-of-the-line new gear because they support and appreciate the efforts we are making to not only supply avalanche safety gear, but to incentivize certification and dedicate a program in the name of an important figure in the Outdoor Center, WWU, and outdoor community.*

*These packages would be under strict control by the staff and shop coordinators to ensure they stay in good shape and are only rented out to those who have taken the effort to become avalanche Level i certified - that is, of course, a major part of our motivation: to encourage the safety knowledge of avalanches.*

*Realistically, we understand that this program won't be in place before the end of this ski season - we want to approach it the right way, work with the right companies, and get the right gear. The Osprey backpacks being donated are coming out in September, and will be in place for the beginning of next ski season. In addition to providing the ABS system at a reduced cost, ABS has offered to provide proper instruction of the use and maintenance of the equipment to Jason Davis (Outdoor Center Assistant Excursions Coordinator) and Brian Bates (Outdoor Center Equipment and Bike Shop Coordinator) at no extra charge.*

■ **ABS Airbag System Details:**

- The Vario Base Unit is purely an avalanche airbag system, which requires a zip-on outer pack cover (available in volumes ranging from 8 to 55 liters) to hold tons of gear or stay light-and-fast. The pack covers are easily swappable and replaceable, so you can always have the right size for your adventure and can update a worn-out pack without having to replace the expensive airbag system.
- Two independent, reusable 85L airbags with fill/outlet valves and piercing unit
- Included full nitrogen canister, activation handle with release protection, and internal trigger capsule (all must be replaced after use)
- Requires a zip-on pack cover, available in various sizes ( ***Which Osprey Packs has donated free of charge***)
- Padded hip belt, height-adjustable chest strap, and safety leg strap

■ **Osprey Kode 22+1 o Pack Details:**

- *The Kode 22+10 Pack zips on to the ABS Vario Base Unit to create a fully functional backcountry touring airbag backpack that can carry everything needed for a day of backcountry skiing, snowboarding, or snowshoeing including a shovel and probe.*
- *The Kode 22+10 also includes a zip on pack frame allowing the bag to be used as a normal backpack outside of the winter season.*

- f. Past Program Information—have we had similar programs to this in the past? What was the attendance/reception of that?

- *We currently have a fleet of avalanche beacons (separate from our normal stock of beacons) called the “Susie Greens.” These were donated a handful of years ago in a similar purpose - a free avalanche beacon rental for those who can supply a certificate of Level i course completion. The Susie Greens do a great job incentivizing customers to become certified. We would use this proposed project to expand on the Susie Greens into a safety package that encompasses even more, and gives the user all the safety equipment considered necessary for travelling in avalanche terrain.*

*We currently have a large stock of shovels, snow safety measuring kits, and probes for rental in the shop. We would include one of each with each of the packages we rent out. Our fleets are well stocked, and we don't foresee any inventory issues.*

## 2. Program Vision

### a. Target Audience—who are we reaching out to?

*The Jake Merrill and Susie Green Avalanche Safety Package is available to any Outdoor Center rental customer (students, staff, and alumni association members) who can supply proof of AJARE Level i (or equivalent) avalanche course completion. The package includes a lot of safety gear that is expensive to purchase and own, so we hope to incentivize students/customers to become certified, knowing they will have access to the otherwise-expensive life-saving gear once they are certified.*

### b. Event Goals and Expected Outcomes

- Why are we doing this?

*The passing of Jake Merrill hit home to us. All backcountry enthusiasts are aware of the threat of avalanches, but it doesn't always seem real until someone close to you falls victim. Jake was a huge part of the Outdoor Center over the years, and was known for his dedication to avalanche awareness and safety. We want to both honor Jake's memory and provide the safest gear we can to our community, as well as incentivizing the knowledge and certification in avalanche safety.*

- What do we want people to get out of this?

*Safety. Avalanches can be unpredictable and no one is immune from the threat. But your chances of surviving an avalanche, or (hopefully) avoiding them all together **vastly increase** with two things: certification, and the proper gear.*

*According to a study conducted by the Swiss Avalanche institute, **97% of avalanche victims wearing an ABS airbag survived** compared to a 75% survival rate without any airbag system.*

*We hope to encourage people to become Level 1 safety certified by offering this rental free of charge for those who have completed the course. We also hope to increase safety and survival odds by being able to offer the safest and most efficient gear to our community.*

- What benefit will be given to the student body and how does this fit within the mission statement and goals of the Associated Students?

*The benefit is unbelievably large. Being able to not only supply the fundamental items (beacon, shovel, probe) on itself is incredibly beneficial for students who don't necessarily have the personal budget to purchase this gear. On top of that, we are extremely excited to work with ABS and Osprey to supply the airbag and backpack that could save their life if caught in an avalanche. There is an economic barrier to owning these systems despite their high reputation for safety.*

*The mission statement and goal of the AS Outdoor Center is to “provide a variety of outdoor-related opportunities...emphasis is placed on developing and refining skills...promoting life-long learning. Resources include...equipment rentals and educational services.” The Jake Merrill and Susie Green Avalanche Safety Package fits right in with the mission statement, providing an incentive to learn and complete avalanche safety courses and offering equipment rentals and educating users on how to use the top safety gear available. Every renter would be educated on the proper use of the gear they are renting out.*

*Additionally, the backpacks Osprey is donating for the ABS air bags will be able to convert into normal rental backpacks during the summer and early fall/late spring seasons, when they won't be needed for snow safety rentals. This will further increase their usability to the community the Outdoor Center serves.*

- Logistical goals (ex: expected attendance, logistical preparations)

*We will put in place a rental agreement that includes a small charge for deploying the system, so that we will be able to re-arm the system at no extra cost. This is only charged if the user releases the air bags, and is a miniscule charge in comparison to the package value, especially in the context of a free rental. In the rental agreement, if the user returns the package in non-usable or unsafe condition, they will be **fully liable** for replacing the gear.*

*We hope to have three of these packages in place by next winter. We will continually work with ABS and Osprey throughout this time.*

- c. Current budget and co-sponsorship financial details—why can't your current budget handle this?

- *The current Outdoor Center budget is not equipped to handle such a large expenditure. We have been given an incredible opportunity because of the deals and partnerships offered by ABS and Osprey in order to go through with this package, and we do not want to see their efforts and donations go to waste. Their deals are extremely generous and it is tough to pass up on an opportunity like this. The Outdoor Center budget is looking for as much help as possible to make this program happen, and wants to emphasize that this is **not an all-or-nothing** request: the Outdoor Center would be grateful of any financial funds Management Council can provide; we are dedicated to finding a way to make this program work, and are encouraged by the companies who have offered to help us and believe in what we are doing.*

- d. Publicity and promotion plan

*Once we have the package assembled to completion, it is up to next year's coordinators to schedule the publicity and promotion plan. We will leave a specific and unique Legacy Document for this program in order for the coordinators to be fully instructed and on board with the goals and direction, so that they can carry it out to completion for next winter. Outdoor Center Director Fred Collins will be able to assist and guide the coordinators while doing so.*

*Our recommended publicity and promotion plan includes:*

- Posters
- Banners
- KUGS
- Reaching out to the WWUSki and Snowboard Clubs
- Collaboration with the Communications Office

*Additionally, the Outdoor Center wants to put together a brief “thank-you” video to send to ABS and Osprey Packs. This will be short, but show our appreciation for their generous help, as well as provide a bit of an idea as to how important Jake Merrill was*

*to our community, and how much this package means to us and representing Jake's memory.*

e. Assessment—how will we evaluate the success of this program?

- *We would evaluate this program based on the rental statistics.*
- *We will require*

**3. Detailed itemized budget**, including projected expenses, revenues, and any other sources of funding.