

ANNUAL REPORT 2022-2023

Alaska Avalanche Information Center, Inc

Tax ID #80-0674646





Mission Driven



The Alaska Avalanche Information Center (AAIC) strives to increase public awareness and safety through avalanche education, research, and the networking of avalanche professionals. The AAIC is dedicated to promoting safety in and around avalanche terrain throughout the state of Alaska by providing access to informational resources and educational opportunities.

The organization currently supports four independent regional avalanche forecast centers in Alaska: Valdez, Haines, Fairbanks, and Cordova. Our mission to support and promote avalanche forecasts, education, research, professional development, and networking of practitioners in the pursuit of healthy lifestyles and the reduction of unintentional injury and death is central to all activities and guides our operations.

BOARD OF DIRECTORS & STAFF

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VICE PRESIDENT

Hank Statscewich

SECRETARY

Andy Hedden

TREASURER

Rich Loftin

DIRECTOR

Scott Doddridge

INTERIM DIRECTOR & ADMINISTRATOR

Jeff Moskowitz



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Sarah Carter, Director & Instructor

Gareth Brown, Lead Forecaster

Zadie Carman, Wx Observer

Holly Mooney, Wx Observer

HAINES

Erik Stevens, Director & Forecaster

Jeff Moskowitz, Forecaster & Instructor

Tim Thomas, Forecaster & Instructor

Beth Fenhaus, Forecaster

2023FY

Income & Expenses

Fiscal Year: July 1st, 2022 - June 30th, 2023



Gross Income

\$143,565.16

Gross Expenses

\$136,069.00

Net Income FY23

\$7,496.16

Total Assets

\$92,494.33

Total Liabilities

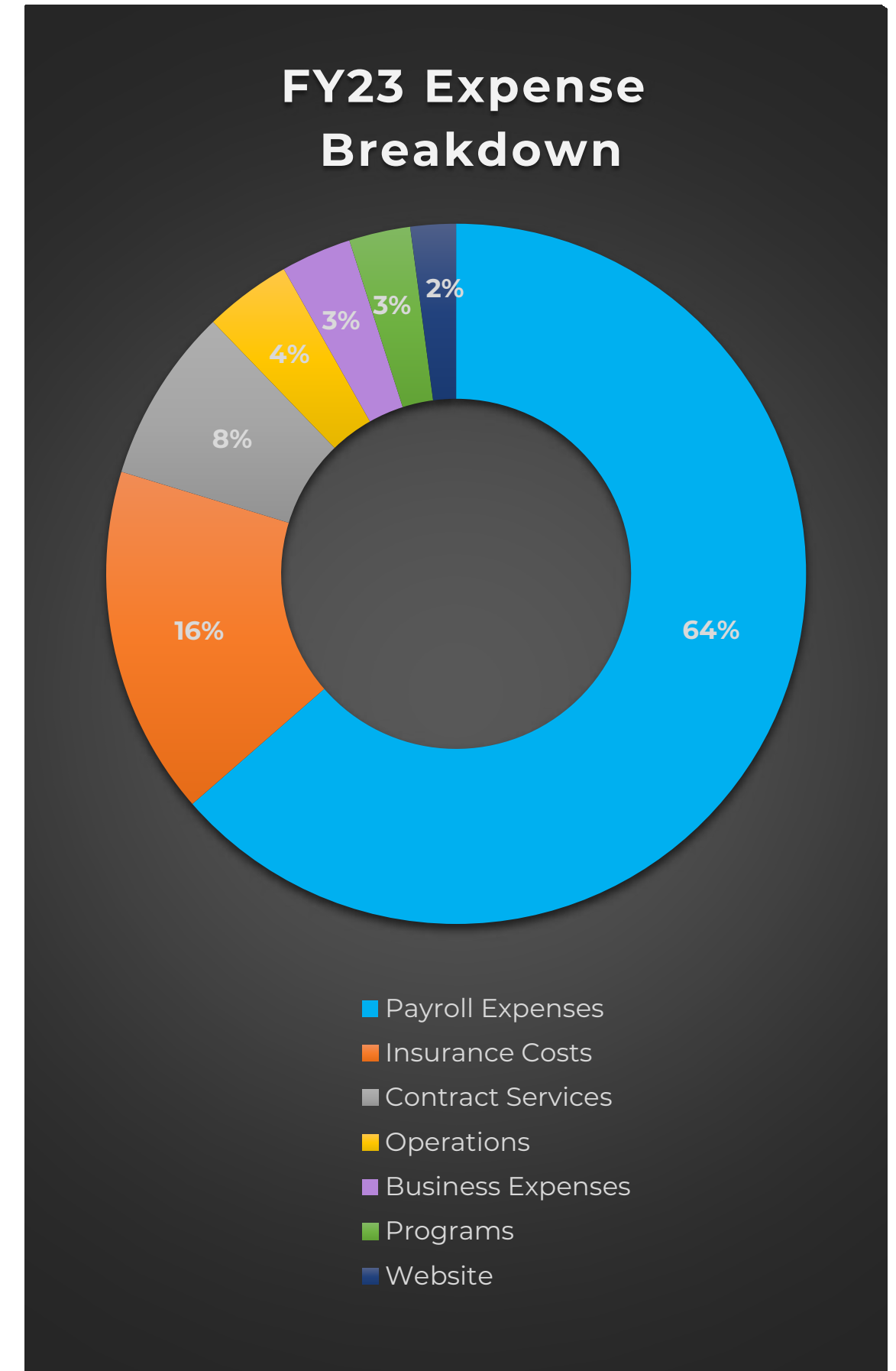
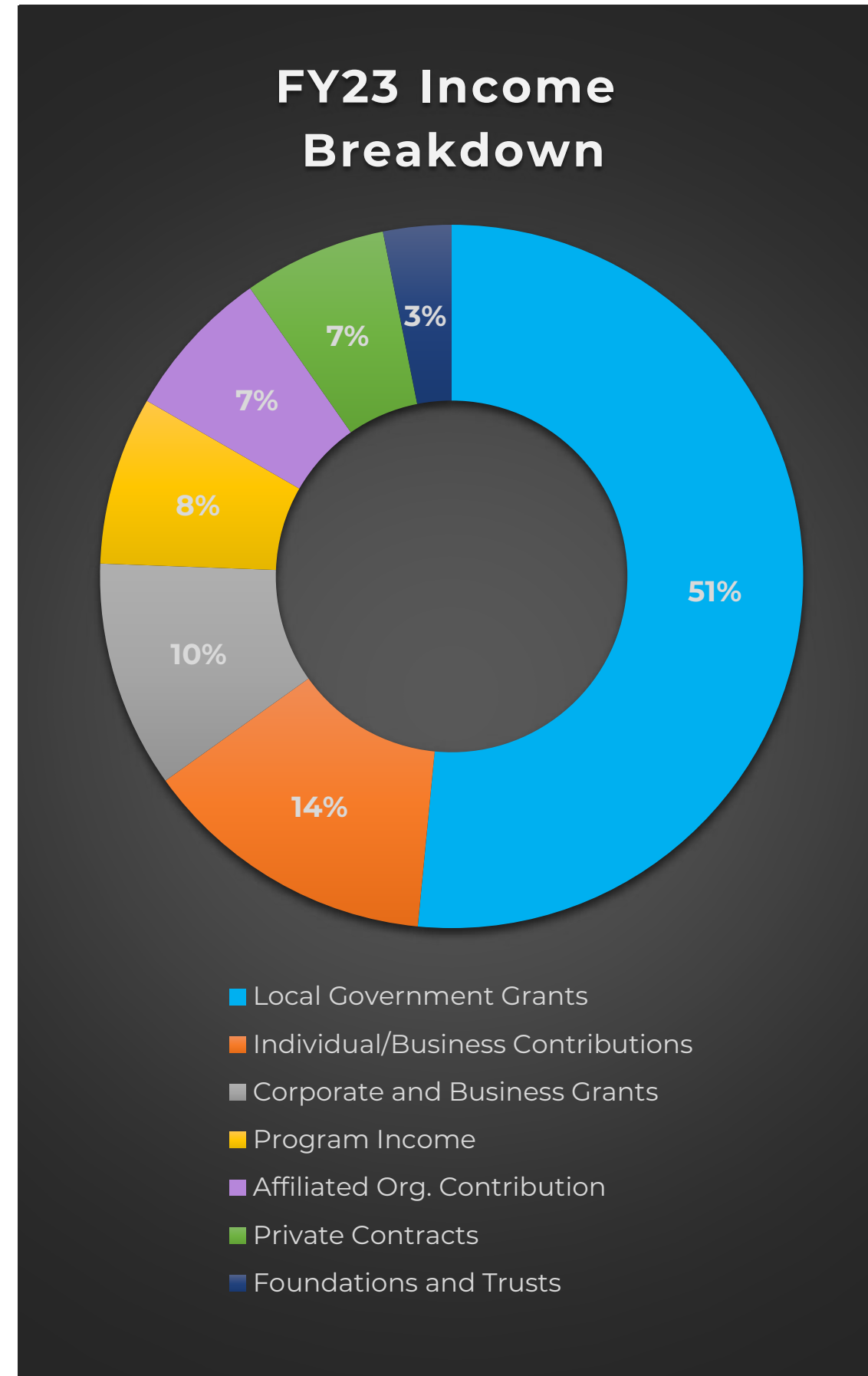
\$699.81

Total Net Equity

\$91,794.52

Income & Expenses

The AAIC and regional centers further support our local economies through employment opportunities such as avalanche forecasters and administrative support. None of this would be possible without funding from individuals and our community through donation, member and sponsor contribution. Additional annual income will be used to grow staff positions and operational capacity.





WHAT WE OFFER

PRODUCT OVERVIEW

FORECASTS: Our professional team of regional forecasters produce detailed and timely avalanche danger bulletins based on conditions and deliver critical winter public safety information.

OBSERVATIONS: An online public user database allows individuals to report their own findings for recent weather, snowpack and avalanche activity and view the reports entered by other users.

EDUCATION: A variety of programs and resources deliver information and training to a range of experience levels and user groups throughout our regional avalanche centers and beyond.

WEATHER STATIONS: We work to maintain and install remote weather stations to data-sparse regions of Alaska and provide an online web tool for regional communities to access and visualize data .

Operational Model

Provide, Strengthen,
Promote

We **provide** an information hub for quality regional forecasts, snow observations, backcountry skills training and weather stations

We **strengthen** relationships between community members, local government, businesses, industry partners and user groups

We **promote** education to meet the increased demand for education and awareness for all ages, users and ability levels through initiatives and programs



The primary goal is to continue to operate in full capacity and provide access to key resources throughout the entire state.

Alaskasnow.org

RESOURCES &
INFORMATION



The AIC's statewide information and resource hub provides direct links and resources to other independent centers in Alaska and beyond.

This season improvements were made to our website, marketing, social media outreach, sponsorship programs, membership growth, community partnerships and expanded educational opportunities.

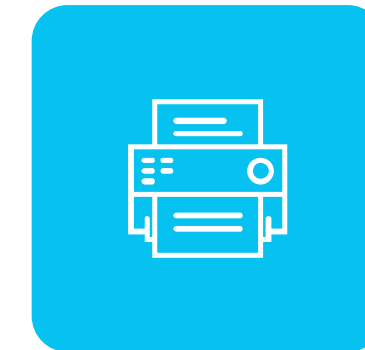
Alaskasnow.org
FY2023
Online Impact



Alaska currently ranks second per capita in the nation for avalanche fatalities. Public education and outreach are the primary tools we have to create a cultural shift towards safety.



Sessions: 43,787 / **Individual Users** 21,845 / **Page Views:** 180,131



Professional Forecasts: 563 / **Public Observations:** 184

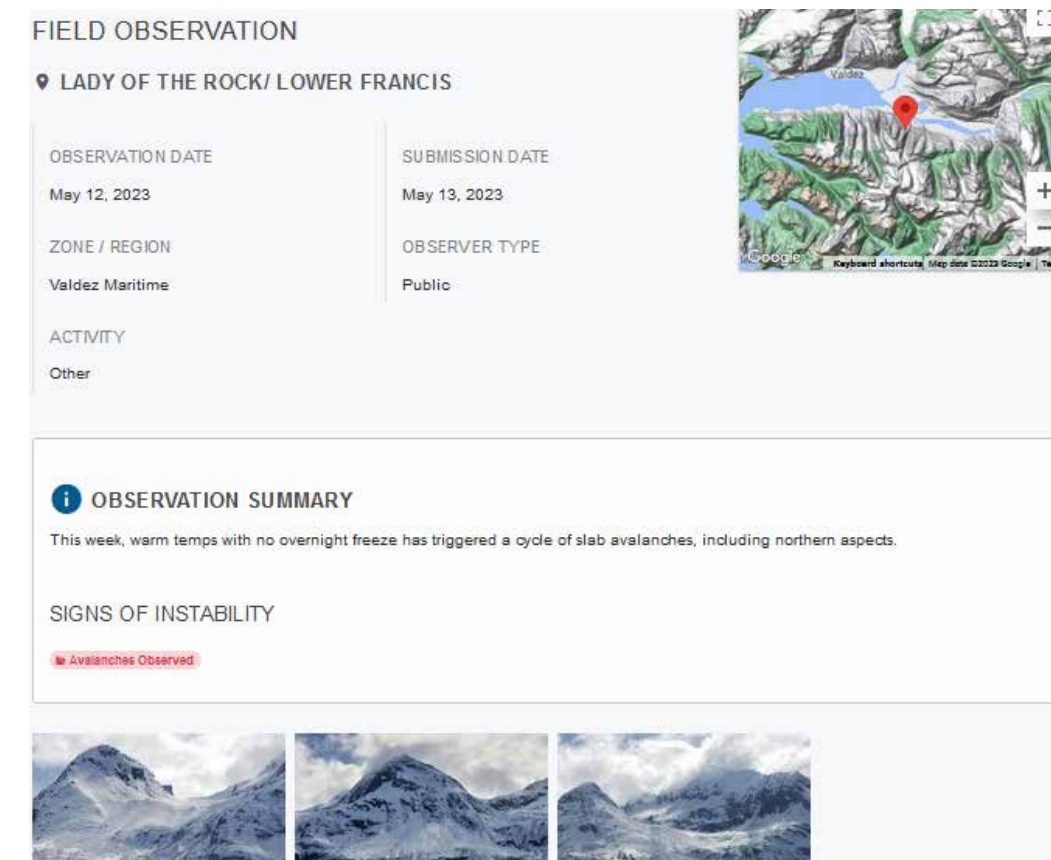


Social Media Followers: 17,500+

Alaska is a world-renowned destination for winter backcountry use and it is essential that visitors and residents alike know how and where to access life saving information to make informed decisions throughout Alaska's mountains. The work being done by the AAIC continues to offer vital resources which reduce avalanche accidents and the associated injuries and fatalities.

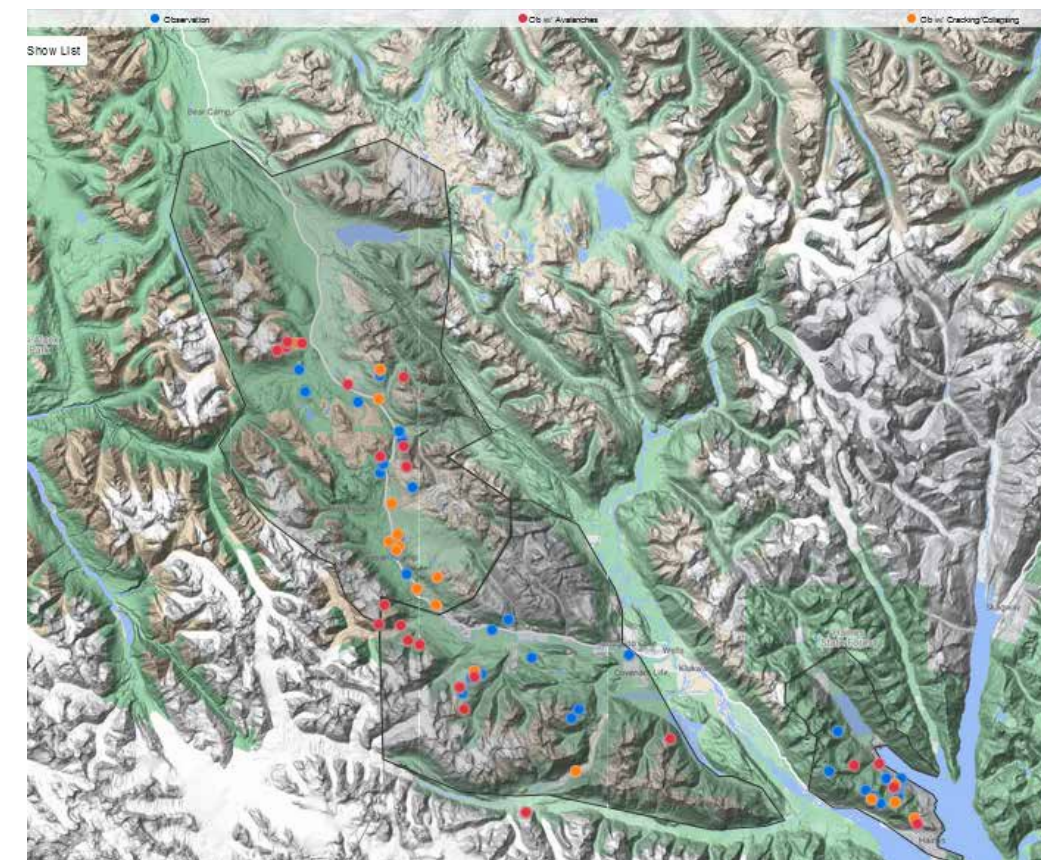
ONLINE UPDATES

New observation and weather station platforms in partnership with the National Avalanche Center (NAC)



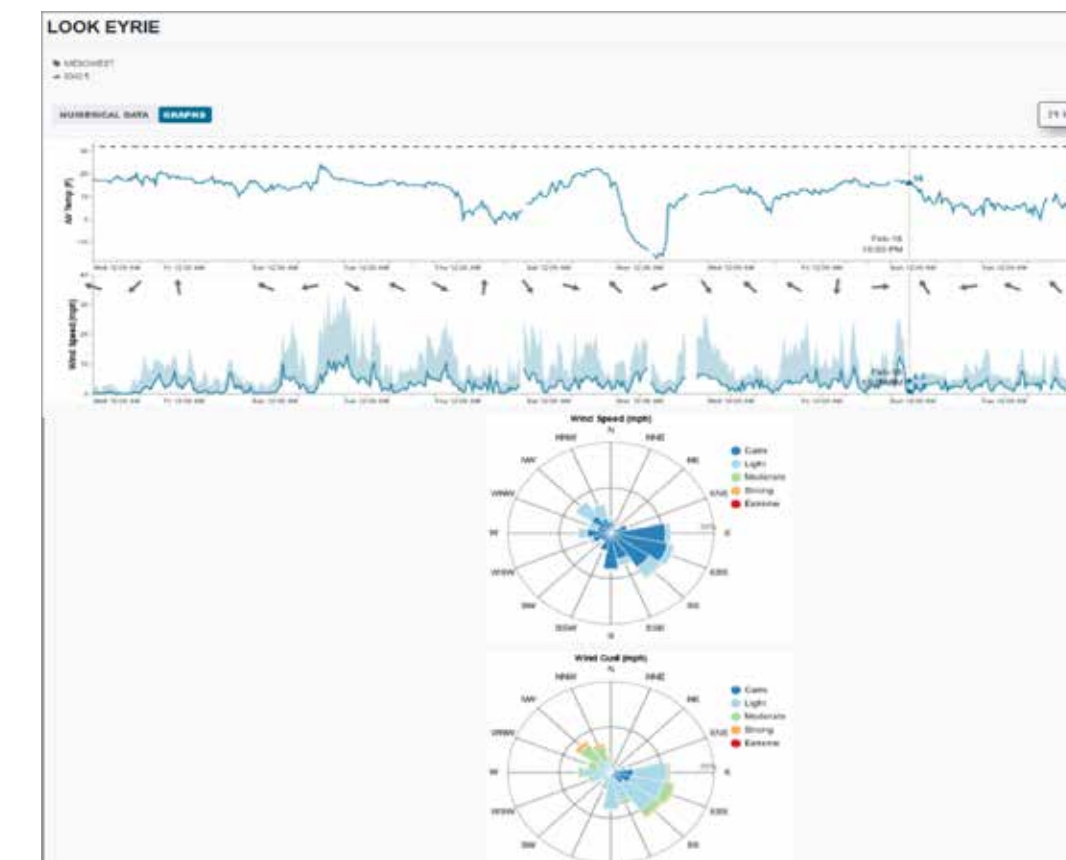
NAC Observation Platform

Standardization of the public observation platform allows users to read, submit and interpret snowpack, weather and avalanche observations consistently from one region to another, across avalanche centers nationwide and in recreational courses.



NAC Observation Map

The public observation widget is user-friendly and can be displayed as either a list, or map-based viewer. Field observations, signs of instability and natural avalanches are represented by different colored symbols making information easy to visualize.



NAC Weather Station

The weather station map and graphs provides a comprehensive list of available weather stations and a uniformed look at regional weather station data. Both novice and advanced users can utilize a streamlined look and custom graphs.

SUPPORT RAFFLE

Observations & Memberships

The AAIC relies on public support and through the support raffle involvement, we saw an increase in regional avalanche center memberships along with more users using the new observation platform. This event encouraged participation for local users to submit snow, weather and avalanche observations to their local avalanche center, or gave them the choice to become a member to be entered into a gear raffle at the end of the season.

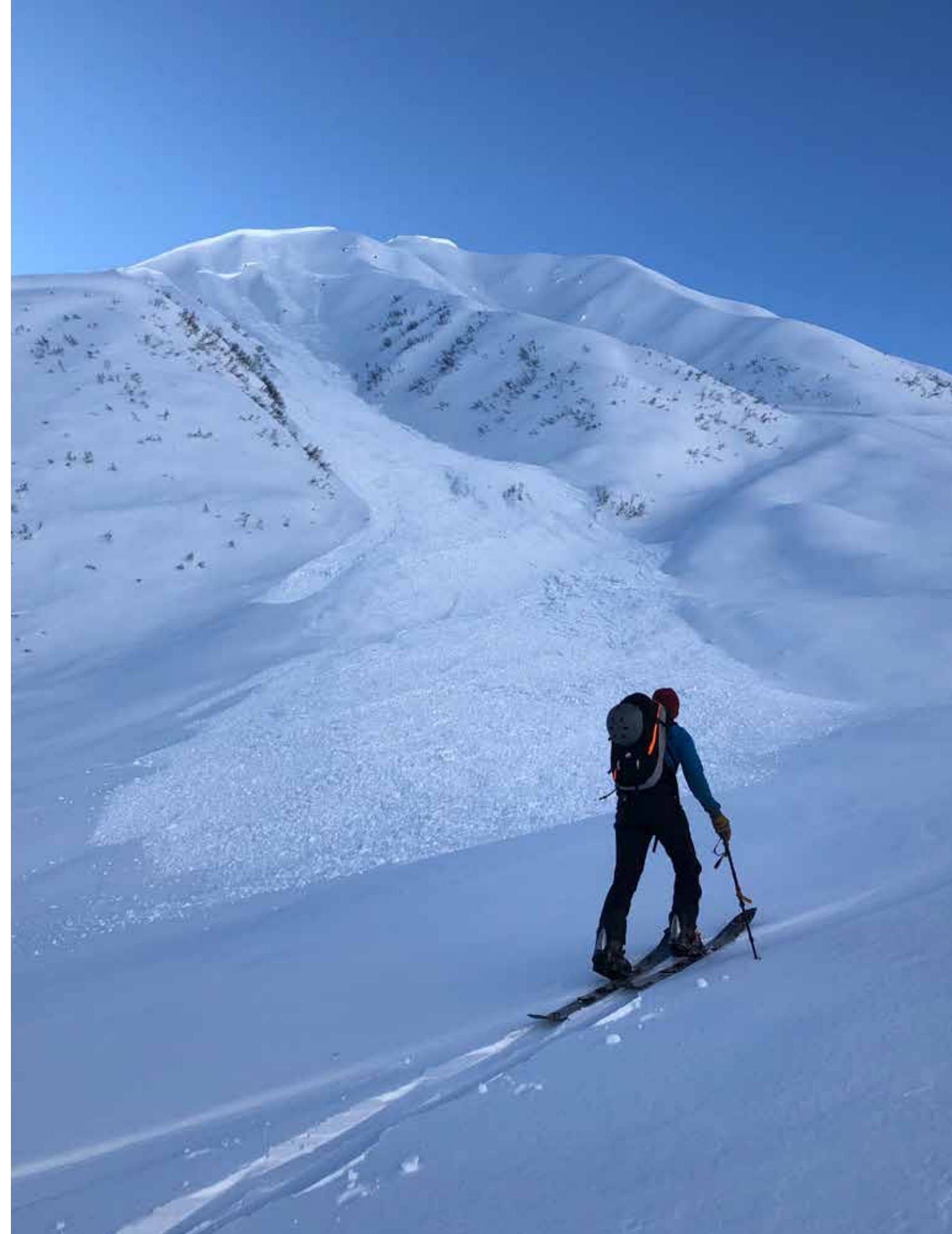
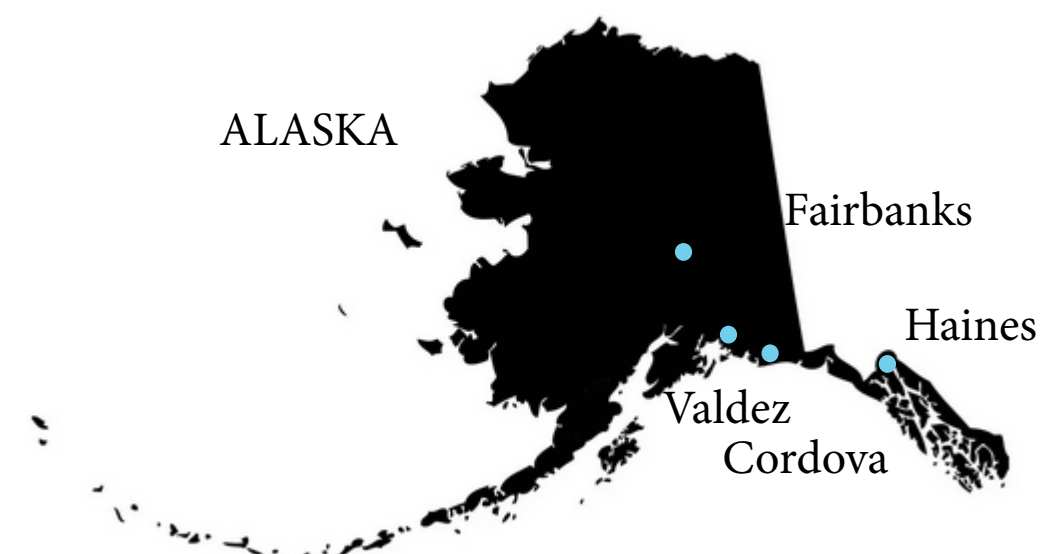
Raffle prizes were awarded to excited participants, and sponsors of the event benefited at the opportunity to receive promotional incentives.



Public Outreach

EVENT & TRAINING PROGRAMS

- Avalanche Awareness Clinics
- Backcountry Movie Nights
- Trip Planning Presentations
- Beacon Rescue Practice
- Snowmachine Safety Fundamentals
- Fundraising Events



GEOGRAPHIC EXTENT

The reach of our resources and programs extend far and wide, spanning a variety of user groups, demographics, ages and ability levels to under-served parts of the state. Visitors from around the world utilize resources annually as they plan their trip of a lifetime to Alaska's mountains.

SCHOLARSHIPS

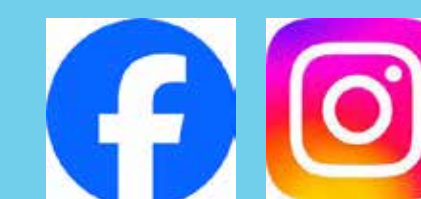
The Erik Peterson Memorial Scholarship Fund received additional contributions from the Peterson family and friends. Three \$400 scholarships for avalanche education were awarded through the Eastern Alaska Range Avalanche Center.

SOCIAL MEDIA

Statewide and Regional social media platforms leverage posts, reels and tagged content to promote regional avalanche center's resources, information, news, events and sponsors. With content that is sharable to a global level.

553,000+

Views from one an avalanche video post of dangerous conditions in the remote Hoodoo Mountains of the Eastern Alaska Range



PARTNERSHIPS

Avalanche education in Alaska spans a wide audience, from elementary students to advanced users. Regional avalanche centers host local programs and team up with other organizations, such as the Alaska Avalanche School and Alaska Safe Riders through valuable partnerships, to promote recreational course offerings.

**E D U C A T I O N
P R O G R A M S**



Awarded Contract

The AAIC in partnership with Alaska Safe Riders was awarded a three year contract with the Alaska Department of Public Safety and Alaska State Troopers to provide a Backcountry Safety program throughout the state.

As an American Institute of Avalanche Research and Education (AIARE) Provider, the AAIC taught recreational Avalanche Rescue, Level 1 and Level 2 training courses through the University of Alaska Anchorage and Prince William Sound Community College



THE FUTURE

- Hire a Development Director to oversee fundraising, grant writing, and social media outreach
- Support the regional and individual needs of our avalanche centers, their community, volunteers and staff
- Increase membership, sponsorship & partnerships within the avalanche industry and across Alaska
- Work towards further standardization with National Avalanche Center to utilize their forecast platform
- Open scholarship programs and opportunities across our regional centers, specifically for motorized users
- Work with the Board of Directors on the strategic, development, and succession plans
- Grow our team of forecasters and provide professional development opportunities
- Develop the online presence including website upgrades and social media

HELP US MEET OUR GOALS

www.alaskasnow.org/donate



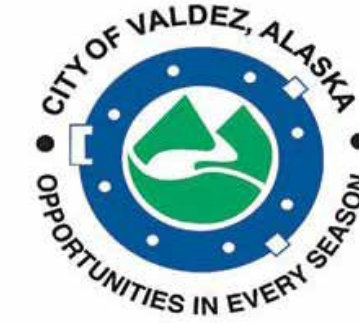
**WE RELY ON YOU AND
YOUR CONTRIBUTION.
THANK YOU.**

OUR SUPPORTEERS



LOCAL GOVERNMENT GRANTS & FOUNDATION AND TRUSTS

\$20,000+



\$2,000+



BUSINESS SPONSORS

\$1,000+



\$500+

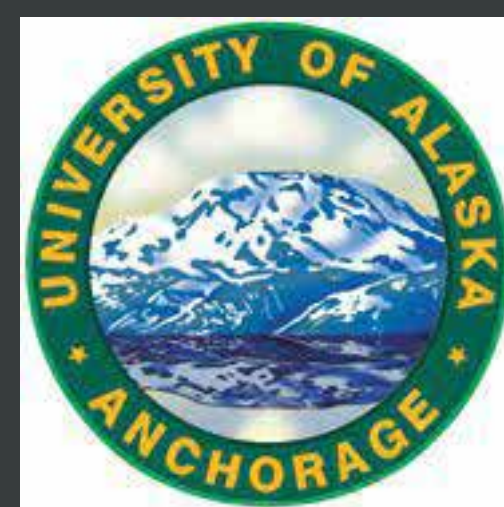


\$200+



SPECIAL THANKS

TO OUR PARTNERS



TO OUR MEMBERS

- | | |
|------------------|------------------|
| Alyssa Enriquez | Levi Rowland |
| Andy Hedden | Eben Sargent |
| Archille Capelli | Hank Statscewich |
| Beth Fenhaus | John Ferree |
| Caleb Metroka | Leigh Lubin |
| Chloe Dobay | Mark Kelly |
| Christopher Hall | Michael Walenta |
| Christopher Muse | Morgan Herbert |
| Emily McMahan | Natalie Dawson |
| Garth Ade | Philip McAfee |
| Gary Kuehn | Rachel Andersen |
| Heather Harms | Rich Loftin |
| Hope Finley | Robert Shefchik |
| Jeff Moskowitz | Russ Bell |
| Jeremy Wood | Scott Doddridge |
| Jeremy Jansen | Shannon Stevens |
| John J. Byrne | Stacie Evans |
| Jonathan Gold | Theodore Purdy |
| Justin Germann | Thomas Ely |
| Kayla Shutes | Travis Eckhoff |
| Klara Maisch | Tyler Andersen |