

The background of the entire page is a dark navy blue. Overlaid on this are several diagonal, triangular sections that reveal an aerial photograph of a dense evergreen forest covered in a thick layer of white snow. These sections are separated by sharp, angular lines in a vibrant cyan blue. Additionally, there are several wavy, line-art style shapes in the same cyan blue, some resembling mountain peaks or stylized paths, scattered across the composition.

BRUNDAGE MOUNTAIN RESORT'S

2024 ANNUAL GIVING REPORT

BRUNDAGE



**THE
MOUNTAIN
FIRST**

**THE
MOUNTAIN
ALWAYS**



GIVING BACK TO OUR COMMUNITY IS AT THE HEART OF WHAT WE DO.

Each year, Brundage Mountain proudly supports numerous nonprofit organizations that align with our values and guiding principles to promote recreational opportunities, advance sustainability, and enhance community well-being throughout Valley County, Adams County and our local Idaho region.

ANNUAL DONATIONS

\$75K in cash
and product

donated to

51 organizations



VALUES & GUIDING PRINCIPLES

BRUNDAGE MOUNTAIN IS...

NATURE FORWARD

by true devotion to the natural environment.

FAMILY FORWARD

by being inclusive, providing high value, being down to earth and locally owned.

COMMUNITY FORWARD

by support of our local non-profits, Brundage team and local community.

EMPLOYEE FORWARD

by engaging employees to be part of the future of Brundage and providing support for their overall employee experience and work-life balance.



VALUES & GUIDING PRINCIPLES

These values and guiding principles support Brundage Mountain's Mission to provide a high-value, family friendly experience creating great memories for our guests and employees. They also guide the decision making for our Annual Giving Program.

OUR PLACE

We are committed to supporting a healthy environment and providing a unique opportunity to experience a place where nature is the true inspiration.

OUR PEOPLE

We are committed to creating treasured moments for guests and families by providing a high value experience that is down-to-earth, inclusive and based on a home-grown vision. We are committed to engaging our employees to be part of the future of Brundage by providing a positive work environment and work-life balance.

OUR COMMUNITY

We are committed to supporting community services that help create a vibrant, active, resilient community.

FIRST GRANT FROM THE BRUNDAGE MOUNTAIN COMMUNITY FUND

Established at the end of 2023 through the Idaho Community Foundation, the Brundage Mountain Community Fund (BMcF) proudly awarded its first grant in July 2024. Funds raised from the auction of five carriers from the historic Centennial Triple Chairlift, owners and employees laid the foundation for the fund's first giving cycle. The BMCF proudly donated \$10,000 to the New Meadows Mehen Memorial Skate Park project. The community project honors the late owners of the Hartland Inn in New Meadows, Rory and Sara Mehen.

Rory was a driving force behind the skatepark effort. The Mehen Memorial Skatepark's mission is to "create a space for youth and people of all ages to recreate responsibly, close to home, and increase the quality of life for New Meadows citizens."

That alignment with Brundage Mountain's values made it a natural choice for the fund's first major donation.





LAUNCH OF SUMMER CONCERT SERIES “GOOD MUSIC/GOOD DEEDS” PROGRAM

The Mehen Memorial Skate Park was also the first recipient of funds from a new program established this year to raise awareness of local non-profits during Brundage Mountain’s free summer concert series.

The “Good Music/Good Deeds” program partners with a different local non-profit each week. The nonprofit partner gets the chance to share its mission with the concert crowd and receives 50% of any funds donated during the concert (online or in person). Hundreds of dollars in “suggested donations” were collected

at each free concert, with more than \$3500 distributed among the 2024 partners: Mehen Memorial Skate Park, Roots Forest School, Friends of the Payette Avalanche Center, McCall Winter Sports Club, AWeSoMe! (Adaptive Wilderness Sports of McCall), and the McCall Arts & Humanities Council.



PAID TIME OFF FOR EMPLOYEE VOLUNTEERISM

Brundage Mountain added a new type of paid time off (PTO) as an employee benefit during the summer of 2024. Full-time, year-round employees now receive up to eight hours of paid time off to participate in volunteer activities benefiting local nonprofit organizations. In the first few months of this new program, 12 employees put in nearly 100 hours of paid volunteer work for seven different local organizations.

ANNUAL HIGHLIGHTS

ESTABLISHMENT OF THE BRUNDAGE MOUNTAIN FIRE PROTECTION AGENCY (BMFPA) AND TRANSPORT EMS SERVICE (BMEMS)



Members of the Brundage Mountain Fire Protection Agency respond to a snowmobile fire in the West Face Trailhead parking lot (Nov. 2024).

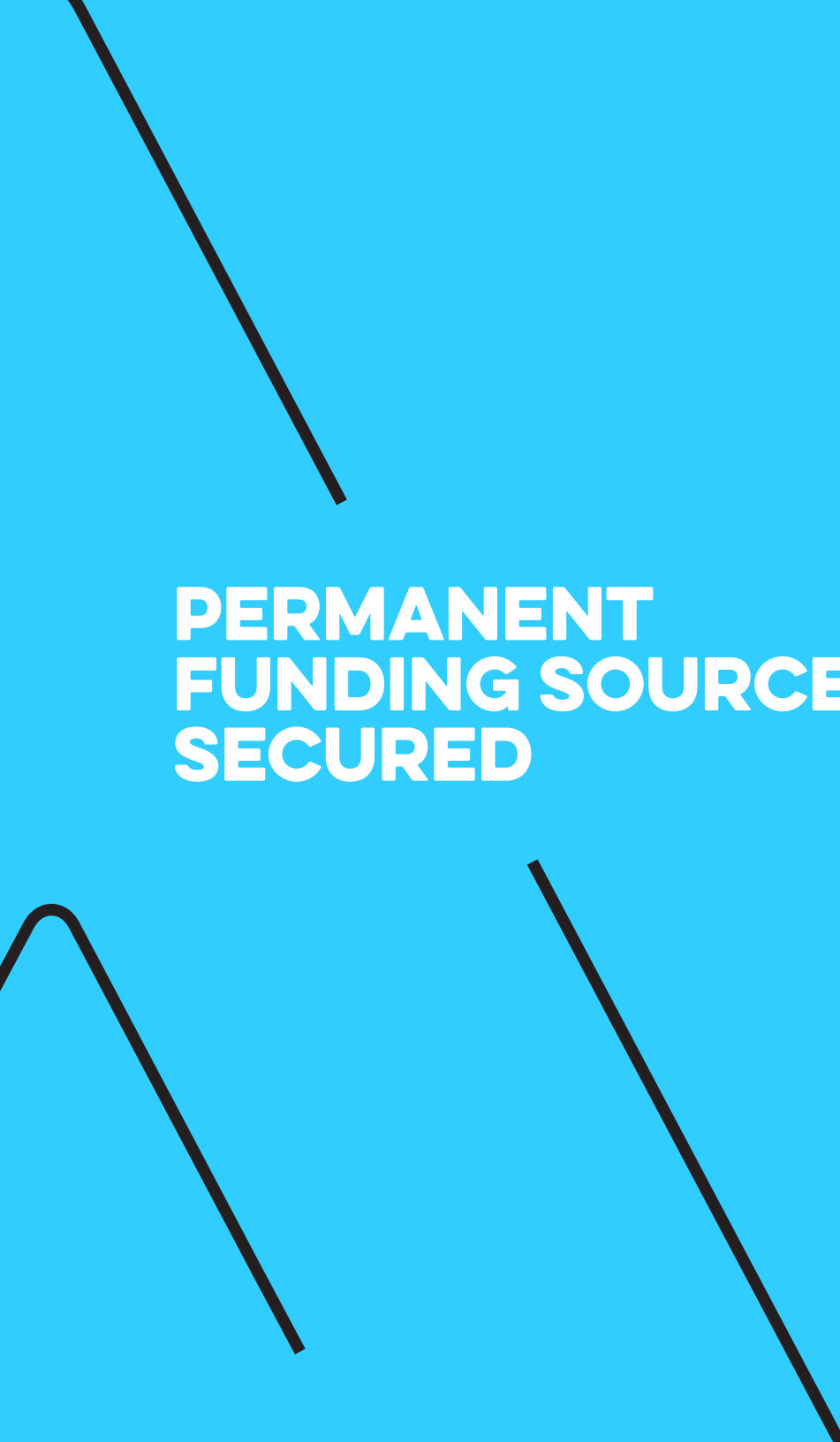
The creation of the new Brundage Fire Protection Association and EMS agencies provide several community benefits. Rather than compete for the limited fire and EMS services in the broader community, the creation of the independent Brundage Fire Protection Association and Brundage EMS boosts regional emergency response capabilities. Through mutual aid agreements, fire departments and EMS agencies coordinate efforts to ensure quick and effective responses to fires, medical crises, and other incidents, even outside an agency's immediate service areas.

These agreements also allow resources, expertise, and personnel to be shared across jurisdictions during emergencies. This collaboration reduces response times, provides access to specialized equipment, and strengthens overall public safety infrastructure. During its first few months of operation the BMFPA has responded to several mutual aid calls.

HOLIDAY “STUFF THE SNOWCAT” FOOD & TOY DRIVE

Brundage Mountain invited its guests to get into the holiday spirit by “stuffing a snowcat” with toys and nonperishable food items. The resort accepted donations for a full week in December. The donations went directly to the New Meadows and Donnelly Food Pantries. Brundage also partnered with the Payette Bicycle Movement to distribute any youth bikes that were donated to children in the local community.





PERMANENT FUNDING SOURCE SECURED

Brundage Mountain Resort approved the ongoing allocation of funds to the Brundage Community Fund from the resort's 2.5% resort fee. 5% of the 2.5% transaction fee will go directly into the Brundage Community Fund to support current and future donation and grant programs.

BENEFICIARIES

ANNUAL HIGHLIGHTS

Below is a list of organizations that Brundage Mountain Resort has donated to this year:

- Bogus Basin Ski Education Foundation
- Boise State Athletics
- Brian Ellis Memorial Golf Tournament
- Centennial Volleyball
- Donnelly Huckleberry Trot
- Donnelly Snowmobile Club
- Friends of Payette Avalanche Center
- Idaho Rivers United
- Idaho Sled Hockey Association
- Jon Reveal Memorial
- Kuna HS Baseball
- Little Ski Hill (Payette Lakes Ski Club)
- McCall Area Chamber of Commerce
- McCall Festival of Trees
- McCall Nordic Team
- McCall Progressive Club
- McCall Rotary Club Student Exchange Program
- McCall Smokejumpers
- McCall Snowmobile Club
- McCall Ultra Sled Dog Challenge
- McCall Women's Hockey Association
- McCall Winter Sports Club
- McCall Youth Hockey Association
- Meridian Canine Rescue
- Mountain Central Association of Realtors
- New Meadows Skatepark Project
- NICA (National Interscholastic Cycling Association)

- Payette Land Trust
- Payette Lakes Ski Club
- Payette River Bicycle Movement
- Roots Forest School
- Sawtooth Valley Rural Fire Department
- University of Idaho McCall Outdoor Science School (MOSS) Bilingual Middle School Program
- University of Idaho Outdoor Program
- Valley County Pathways
- Valley County Pickleball Club
- Valley County Search & Rescue
- Vertigals Ski Club
- Wild Rockies Racing
- Wildland Firefighter Foundation
- Wood Bank—Donnelly Bible Church
- Wood for Life Program (USFS)

Partner organizations receiving funding support from Brundage:

- AWeSOMe (Adaptive Wilderness Sports of McCall)
- Central Idaho Mountain Biking Associations (CIMBA)
- Little Ski Hill (Payette Lakes Ski Club)
- McCall Area Composite Mountain Bike Team
- McCall Donnelly Booster Club
- McCall Donnelly High School Alpine Club
- Payette Avalanche Center
- Ponderosa Center
- West Central Mountains Economic Summit

BENEFICIARIES

ANNUAL HIGHLIGHTS

Additionally, members of the Brundage Mountain Team also support the community by taking on leadership roles in these local organizations:

- **CIMBA**
Ken Rider, Board Member, Member Sponsor
Strategic Partner
- **Friends of the Payette Avalanche Center**
Janna Allen, Board of Directors
- **McCall Area Chamber of Commerce**
Scott Bourne, Board of Directors
- **McCall Ski Heritage Foundation**
Bob Looper & Todd Armstrong, Board of Directors
- **McCall Winter Sports Club**
Ken Rider, Strategic Partner
- **New Meadows Skate Park,**
Dustin Johnson, Board of Directors
- **Payette National Forest Winter Rec Committee**
Ken Rider, Dustin Johnson & Alex Camerino
- **Ponderosa Center**
Todd Armstrong & Bob Looper, Board of Directors
- **St. Luke's McCall Community Board**
Ken Rider, Board Member
- **West Central Mountain Economic Development Council**
Rachel Wessel
- **AWeSoMe**
Lillian Davies, Board of Directors

Regional and national organizations:

- **Idaho Ski Areas Association**
Ken Rider & Bob Looper, Board Members
- **Intermountain Ski Areas Association**
Ken Rider, Board President
- **National Ski Patrol**
Janna Allen, Pro Division Women's Program Advisor
- **Treasure Valley YMCA**
Brandon Hammer, Board Member
& Todd Armstrong, Finance Committee

To learn more about Brundage Mountain Resort's Annual Giving Program or to submit a donation request, please visit www.brundage.com/donations/.