

2024

JUMP ALBERTA AGM

Presidents Review



JumpAlberta

LOOKING BACK - 2024

Goals

- Gain New Sponsorships
- Profiles on Athletes Portal
- Advocating for Hunter & Jumper Medals
- Grow Young Horse Program
- AEF Collaboration Wildrose Provincial Circuit
- Grow Awareness / Membership Base

Attainments

- Maintained 11,500.00 Sponsorship towards Athlete Bursaries
- \$6,520.00 Sponsorship Towards YH Grant Program
 - (\$33.27 paid per pointed class to 69 horses for 2024)
 - (2023 - \$31.01 paid per class to 43 horses)
- Upgraded Athletes Portal
- Growth of Young Horse Program
 - 93 participating YH 2024
 - 80 participating YH 2023
- STAL VDW \$8,000 Young Horse Finals RMSJ
 - Hosting event partnership with SIPP Vodka

2024 JUMP ALBERTA SUPPORTING PARTNERS



- Carrera Horses
- Stal VDW
- Compton Equestrian
- Canadian Sport Horse AB
- Delaney Veterinary Services
- Trace Embroidery
- Equiproducts YYC
- SIPP / Phantom Light Vodka
- JA Partnered Photographers
- OC's supporting JA programs
- JA Volunteers
- JA Board Members





- **Athlete Bursaries**
 - Thank you Sponsors! In-province travel and education
 - \$24,068.42 in Bursary paid out in 2024
 - 100% of request paid out to all applicants
 - \$11,500 sponsored; \$12,568.42 from JA earned via Casino.
- **Young Horse Program**
 - 93 unique YHs engaged in 2024 YH Program Dev. &/or Perf.
 - 2022 saw 40 unique YH's
- **Young Horse Grant Program**
 - Thank you Sponsors!
 - Canadian Sport Horse, Delaney Vet Centre and Stal VDW
 - \$6520.92 paid to 69 YH owners with 2024 memberships
- **2024 Symposium**
 - Carleton and Traci Brooks (Nov 30 Dec 1) at Amberlea Meadows Equestrian Centre
 - Increased Attendance with 83 attendees; majority participating both days, for all sections
 - Launch of the Welcome Dinner, Edmonton - The Workshop Eatery
- **2024 Year End Gala in Calgary**
 - Partnered awards presentation with AEF Wildrose Provincial Circuit
 - Jump Alberta Awarded EC Gold Sanctioned Awards

LOOKING AHEAD

Goals for 2025



2025 - THE SEASON AHEAD



- **Board Members, Volunteer Base, Partner Events**
 - Engage community to consider Board Member Roles, and various volunteer opportunities throughout the year
 - Continue efforts to include Spruce Meadows into Jump Alberta Results Data.
- **Young Horse Program**
 - Continue with two separate specifications, implementing more opportunities for young horse development to take place in-province
 - Continue and Encourage growth and Awareness around the Young Horse Grant Program
 - Encourage Organizers to Coordinate both Specifications into their show schedules; separate from other divisions
 - increase awareness and participation for Young Horse Finals
 - Ideally work with Amberlea Meadows to run Finals in conjunction with Regional Medal Finals
- **Sponsorship**
 - Appeal to new perpetual supporters, with upgraded promotion strategies and tangible programs offering direct gratification to members and supporters
 - Increase Young Horse Finals prize monies
 - Work with our Sponsors to provide greater Value towards their Support
 - Encourage Young Horse Registrations
 - Collaborate with Social Media Engagements
- **Programs**
 - 2025 Symposium - Presenters, dates, New ideas (GRIT Program?)
 - 2025 Gala - Continue to iron out details around Partnership Collaboration with Provincial Association

2025 - THE SEASON AHEAD



- **Social Media**

- Re-focus social media efforts and digital strategies around programs, supporting partners, events and other initiatives
- More specifics for Information. Engage Kaden Employees to read minutes or attend meetings and engage with Socials Committee directly for Planning

- **Medals**

- Advocating for North and South Rotation
- Assist with Promotion of various Scholarship Opportunities being offered amongst the community, provincial and national federations

- **Symposium**

- North and South rotation, improved planning and promotion, reassessment of event date and schedule, reassessment of offerings

- **Jump Alberta Points**

- Quarterly updates and promotion, High-Point Rider Spotlights and incentives of up to \$250.00 towards stabling at partnered events.
- Increased exposure for Athletes Portal and engagement with Profiles
- Continue to iron out issues with AEF Membership data, Paramount Eq Result Files and consistency of Entry

- **Awareness**

- Bring into focus Jump Alberta initiatives, member benefits, and visual representation at events for JA and its Supporting Partners
- Assign Social Media Representative to lead Socials Committee

Jump Alberta Society

Financial Statements

December 31, 2024



COMPILATION ENGAGEMENT REPORT

To Management of JUMP ALBERTA SOCIETY

On the basis of information provided by management, we have compiled the Statement of Financial Position of JUMP ALBERTA SOCIETY as at December 31, 2024, the Statement of Operations and Net Assets for the year then ended, and Note 1, which describes the basis of accounting applied in the preparation of the compiled financial information.

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

March 3, 2025
Readers are cautioned that the financial information may not be appropriate for their purposes.
Diamond Valley, Alberta



Lawton & Co, LLP

LAWTON & CO, LLP

Chartered Professional Accountants

128 Main Street PO Box 669 Diamond Valley, Alberta T0L 2A0 Phone 403-933-3348 | Fax 403-933-3348

| Email info@lawtonco.ca

JUMP ALBERTA SOCIETY
Statement of Financial Position As at December 31, 2024

ASSETS

CURRENT

Cash

LIABILITIES

CURRENT

Accounts payable & accrued liabilities

NET ASSETS

	2024			
	General	Total	Casino	2023
Cash	\$ 65,619	71,889	\$ 137,508	63,757
Accounts payable & accrued liabilities	\$ 788	\$ -	\$ 788	\$ 788
NET ASSETS	64,831	71,889	136,720	62,969
	\$ 65,619	\$ 71,889	\$ 137,508	\$ 63,757

JUMP ALBERTA SOCIETY
Statement of Operations and Net Assets For the Year Ended December 31, 2024

	<u>2024</u>			
	General	Total	Casino	
REVENUE				
Casino				
Fundraising	33,779		79,907	23,199
Bursaries	20,000		20,000	15,163
				26,078
Levies	-		-	15
Membership fees	30,228	84,007	79,907	30,228
				26
	163,914	64,440		
EXPENSES				
Accounting & legal	-		788	788
Administration	2,171	2,666	4,837	672
Advertising & promotion	1,000	6,798	7,798	14,795
Bank charges	31		-	31
Programs & services	23,185			48
Education & facility improvements	40,781	9,459	32,644	4,490
Insurance & fees	-	3,284	44,065	73,527
		67,168	22,995	900
	90,163			95,220
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES				
NET ASSETS, beginning of year	16,839	56,912	73,751	(30,780)
	47,992	14,977	62,969	93,749
NET ASSETS, end of year	\$ 64,831	\$ 71,889	\$ 136,720	\$ 62,969

JUMP ALBERTA SOCIETY

Notes to Financial Statements December 31, 2024

1. BASIS OF ACCOUNTING:

The basis of accounting applied in the preparation of the financial information is on the historical cost basis, reflecting cash transactions with the addition of:
- amounts payable and accrued liabilities

2. PURPOSE OF ORGANIZATION:

The Jump Alberta Society is dedicated to the sport of equestrian show jumping in Alberta by providing support for its members, hosting venues and offering opportunities for athlete development through the facilitation of special educational programs, events, development scholarships and travel bursaries.

Appointment of Lawton & Co, LLP as Accountants

Proposed 2025 Jump Alberta Board of Directors

Board Members

Executive

President – Caroline Grant (expiry 2027)

Vice President – Sara Compton (expiry 2026)

Treasurer – Hailey Ciarla (expiry 2026)

Secretary - TBD

General

Jennifer Tims (expiry 2027)

Cody Peach (expiry 2027)

Dyan Leyshon (expiry 2027)

Lynsey Masson (expiry 2027)

Beke Brinkmann (expiry 2027)

Antonia Allegro (expiry 2027)

Shelby Lipinski (expiry 2027)

Andrew More (expiry 2026)

Kimberly Wilson-Vegh (expiry 2026)

Josefina Kaderabek (expiry 2026)

Shannon Matthews (expiry 2026)

Jessica Aldred (expiry 2026)

Nichole Elliott (expiry 2026)

Young Horse Program and Member at Large – Shauna Cook

Other Business

Conclusion of Meeting