

ASPEN SNOWMASS®

\$2.3 Million Annually (cash and product)  
\$1.5 Million to the Environment in 13 Years  
\$100,000 for Partners in Health Haiti  
Earthquake Recovery Efforts in 2010  
730 Volunteer Hours in 2010

Heath Calhoun, Aspen Paralympic Development Program PHOTO: Tyler Stableford

ASPEN SKIING COMPANY

PHILANTHROPY

Aspen Skiing Company (ASC) philanthropy strengthens the Roaring Fork Valley community. We focus on healthcare, childcare for all, public education, and the local environment. In the last year ASC donated \$2.3 million (cash and product) to 243 organizations in the Roaring Fork Valley. Notable contributions include:

- Challenge Aspen \$970,000. [www.challengeaspen.org](http://www.challengeaspen.org)
- Aspen Valley Ski Club \$300,000. [www.teamavsc.org](http://www.teamavsc.org)
- Habitat for Humanity of the Roaring Fork Valley \$80,000. [www.habitatroaringfork.org](http://www.habitatroaringfork.org)
- Aspen Valley Land Trust through The Little Nell \$20,000. [www.avlt.org](http://www.avlt.org)
- Local Schools \$80,000.
- Komen Ride for the Cure \$20,000 raised by employees with ASC monetary support. [www.komenaspen.org](http://www.komenaspen.org)
- Lift Up and Advocate Safehouse Project \$15,000 raised at The Little Nell 20th Anniversary. [www.liftup.org](http://www.liftup.org) and [www.advocatesafehouse.org](http://www.advocatesafehouse.org)
- Shining Stars \$40,000. [www.shiningstarsfoundation.org](http://www.shiningstarsfoundation.org)



Aspen Valley Ski Club



Challenge Aspen



Over 13 years, The Environment Foundation, with support from 1,800 employees, Aspen Community Foundation, Aspen Skiing Company Family Fund, Green Mountain Coffee Roasters and Smith Optics donated more than \$1.5 million to 306 projects. In the last 12 months, the foundation donated \$183,000. Projects include:

- Rehabilitation of local trails by Roaring Fork Outdoor Volunteers
- Advocacy efforts to reduce the local impact of natural gas drilling
- A 300,000 acre Colorado wilderness bill
- Renewable energy systems on local schools

For a complete list of grants made over the past 13 years visit [www.theenvironmentfoundation.org](http://www.theenvironmentfoundation.org).



**Environment Foundation**  
founded by employees of Aspen Skiing Company







Aspen Center for Environmental Studies

**GIVE  
MORE  
THAN YOU  
TAKE**

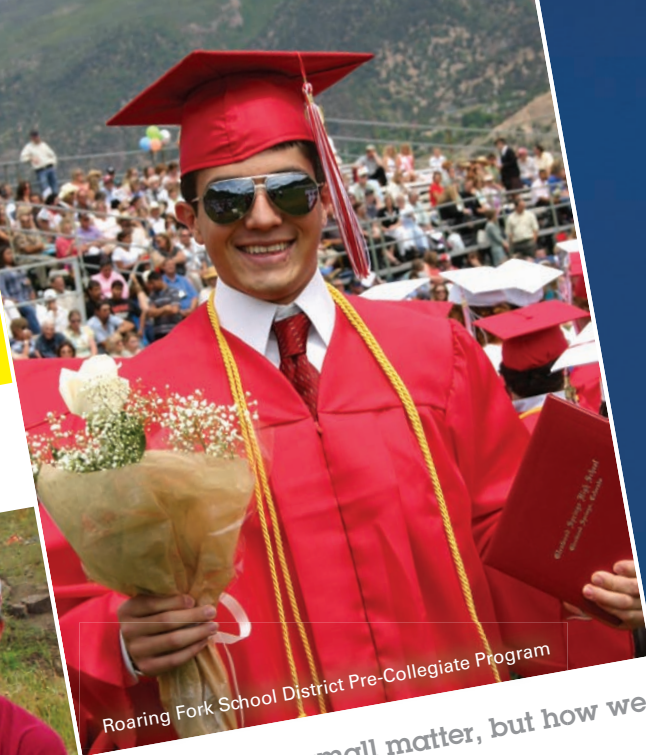
In collaboration with the Aspen Art Museum, artist Jim Hodges developed a lift ticket image that expressed our guiding principles.

PHOTO: Lindsey Fortner

**We cannot always build the future for our youth, but we can build our youth for the future. – FRANKLIN DELANO ROOSEVELT**



Aspen Skiing Company volunteers on Government Trail



Roaring Fork School District Pre-Collegiate Program

**We are discussing no small matter, but how we ought to live. – SOCRATES**



Aspen Skiing Company volunteers on Smuggler Mountain

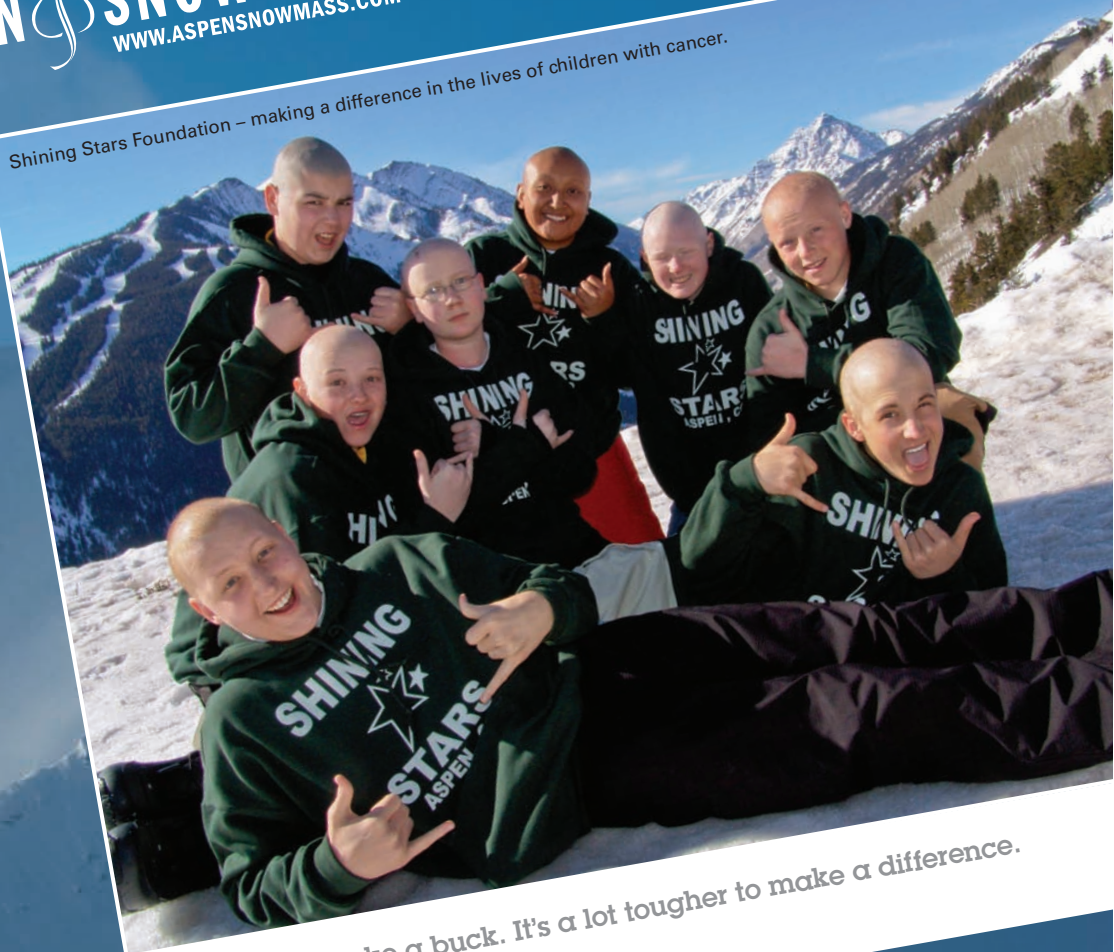


**ASC employees donate their time to community projects. In addition, many company divisions support specific charities or respond to communities in need. Recent efforts include:**

- \$100,000 donated by Aspen Skiing Company, its employees and the Crown Family Philanthropies to Partners in Health Haiti Earthquake Recovery Efforts
- Buttermilk Mountain Operations collected non-essential items to make the lives of troops serving in Afghanistan a little bit easier
- Employees adopted seven families by buying and wrapping gifts at the holidays
- 120 employees volunteered 730 hours to improve trails, build housing and clean up a local highway



Shining Stars Foundation – making a difference in the lives of children with cancer.



It's easy to make a buck. It's a lot tougher to make a difference.  
– TOM BROKAW