

Year in Review



Aug 2021

Aug 2022



colour the trails

2022

Founder's message:



How do you define success? It could be a number of people. It could be amount of funds raised. It could be personal achievements.

It could be global policy changes. It could be just being able to move freely.

In Maya Angelou words: "Success is liking yourself, liking what you do, and liking how you do it". Our success is continuously measured by the impact we have in our community by building, uplifting and creating new opportunities for those who join Colour the Trails programming across Canada.

We see a lot of value in various introductory events, where folks can try something new. But for sustainability and change we need more BIPOC as guides, leaders, professionals. We strive to support folks in their progress. We tried our best to create opportunities for courses, certifications, and mentorship programs.

While on the front end we mostly do events, we could argue that the hardest work goes behind the scenes. Countless hours spent talking to decision makers in private and government sectors about changing business practices and policies with our community in mind. We are not even sure how to call all our advocacy work as the substance of DEI does not go far these days.

We are proud of extending our work on media creation. Our continuous goal is to have more stories created for us by us. Meaning real people, not models, tell impactful visual stories. And supporting creators of colour in trying to break into the industry of outdoors film-making and photography. There is an untapped opportunity for Black, Indigenous and Racialized folks. But it is very challenging to break through as the space is hugely underrepresented as an extension of outdoor industry in general, with very similar barriers.

Below you will see reports on events, mentorship programs, film festivals, film creation projects. Frankly, when I read this, it sounds like work for a couple dozen people. But really it is just a few of us doing this heavy lifting. So if we have not answered your message, please forgive us. We receive a lot of messages, while having very limited time and capacity.

There is no way we could do the work and create change without support of allies. Through numerous conversations, we are working with our partners to reduce barriers and find solution that are based on community needs.

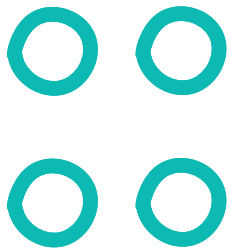
Our biggest collaboration in the 21/22 season was with Parks Canada. With funding from Parks Canada, Colour the Trails reduced barriers to accessing winter sports, and created educational opportunities through AST1 certification for skiers and snowshoers to better understand the avalanche danger as they recreate in the backcountry. We witnessed members coming together to uplift each other, coordinate carpooling, and form a community. The pilot project cultivated a space of inclusivity, bestowed equity, and promoted the normalization of Black and Brown bodies on mountain spaces. Through having autonomy of self-determination we hired BIPOC, LGBTQ2I content creators, coaches and administrators to lead our community.

Colour the Trails and Parks Canada Pilot Project is an important step that organization can take to improve diversity, and to create welcoming environments with policies in place to ensure a greater sense of security and inclusion.

Among our work, we believe in supporting and building leadership from within. This year we launched two chapters: Edmonton and Southern Ontario. Having women of colour leading each chapter, providing mentorship and resources for them to inspire a movement and excitement as leaders from within community. Role models define what is possible. Colour the Trails would not be possible without the amazing community builders in each chapter!

Judith Kasiama
CEO/Founder of Colour the Trails





who we are

We are a collective of BIPoC and LGBTQ2S+ adventure seekers. We are the visionaries, the intersectional environmentalists, the world shakers, and community builders. We are here for the thrill-seekers, community builders, goal-setters, adventurers, the ones who dare to challenge themselves and the system. The ones who commit, the ones who show up willing to learn.

We advocate for inclusive representation in outdoor spaces, working with brand partners, businesses, and organizations to break barriers and create accessibility. We subsidize outdoor adventures, create diverse content, and are actively working with our allies to create the change we want to see in the world.

As a socially conscious business rooted in collective community well-being, we operate a business model that focuses on social change and sharing our successes with our local and global communities.

We strive to create a safe space for the community of BIPoC and LGBTQ2S+ nature seekers. Join us. You belong here. All you need to do is show up with an open heart and mind. We provide what required to participate, and we subsidize the cost of the activities to increase accessibility. Become a member, sign up for an event, and let the adventure begin!

Colour the Trails is founded on the unceded territories of the xʷməθkʷəy̓əm (Musqueam), Sḵwxwú7mesh (Squamish), and Sellwítulh (Tsleil-Waututh) Nations.

Find out more about the **Colour the Trails' Team**



Our **Vision:**

There is a lack of representation in the outdoor world and we aim to radically amplify BIPOC stories and voices. Our work is rooted in social justice. We started Colour the Trails as a form of reclamation, as a way to take up space, where everyone is welcome. We are a bridge of emotional, social, and physical safety between the BIPOC community and the grand outdoors.

We hold allies accountable. We work with businesses and organizations to continue doing the Work in the life-long journey of Anti-Racism.

Colour the Trails is the collaboration between members and allies to create the change we envision for the world.

What, we've done!



- 01** Organizing events to try various activities
- 02** Setting up progression sessions and mentorship programs to support those who want to go further in their passions
- 03** Creating opportunities for various certifications
- 04** Creating our own stories, content and media to show folks what is possible and to inspire to join us
- 05** Producing content for organizations and businesses (hiring BIPoC models, writers, photographers, videographers)
- 06** Breaking barriers, opening dialogues, changing policies
- 07** Creating waves and taking up space
- 08** Making new friends to progress together

Activities we tried:

Hiking
Backpacking
Camping
Mountain biking
Rock Climbing
Bouldering
Skiing/Snowboarding

Ice Climbing
Stand Up Paddling
Kayaking
Kayaking at night
Windsurfing
Ziplining
Ski-Touring/Splitboarding

Trail Running
Rowing
Dragon boating
Rafting
Sailing
Bird Watching
Cross Country Skiing

We hosted some great learning and certification sessions this year:

- Leave No Trace
- Remote Wilderness First Aid
- AST-1 for skiers, snowboarders, snowshoers
- Métis Plant Identification
- Lead Climbing
- Paddle Canada Level 1 Skills Course
- Intro to Camping
- Intro to Backpacking



750+ Total spots in all activities

190+ Various levels of skiing and snowboarding

110+ Variations of climbing

120+ On the water

90+ Snowshoeing



Pilot Project with Parks Canada



During the period of January-March 2022 our team of 5 managed to host a total of 36 events with 362 people in attendance in 3 provinces - BC, AB, ON, with 20 events directly supported by Parks Canada funds

In partnership with Parks Canada, Colour the Trails was able to reduce the cost that is associated with winter activities.

With the funds from Parks Canada, we were able to create content to share with our community to encourage participation and learning. The media is posted on our most engaged platform - Colour the Trails Instagram page where Parks Canada were mentioned as a sponsor of our work in the events announcements and reports.

But what's most important is we opened up a lot of conversations about Parks Canada policies and work with BIPOC communities.

Testimonials

“

“Thank you [Colour the Trails], for such a great event! I spent more time on my butt than on the snowboard but I had a great time!”

“Just wanted to let you know that though I had taken the snowboard lesson (which was definitely not for me, I’m still in physio) but I did take a ski lesson with my son. And we are now skiers! Okay, well he’s already on blue runs after 3 lessons, while I’m still trying to figure out how to get off a chairlift without falling. Thanks for the inspiration and am seeing more and more people of colour out there!”

“I’m blown away and incredibly inspired by CTT. The work you’ve done cultivating relationships with organizations and building a community of BIPOC people you are empowering to venture into territory that’s new for us is incredible! Thank you and more grease to your elbow!”

“Having moved here from the UK Colour the Trails has been essential in connecting me with other black women in Vancouver, 3 of which have become good friends outside of these events. And I connected with another girl from the trip and we went skiing today!”

”



“

It was really great to connect with other fellow BIPoC interested in learning new sports and getting out in the mountains more, especially other women. It was nice to see diversity on the slopes, and everyone was really encouraging. I also really appreciated that the lessons included the ability to keep skiing after the event, which was great to try to put in practice what we learned

Mashallah, I stumbled on your page and i got so excited When i saw pictures and reels of Young Black Muslim women hiking, camping and doing it all!

”



“

Colour the Trails had such a huge impact on me. Since discovering your group I was able to do many outdoor activities for the first time! This also made me more confident and knowledgeable going outdoors with my friends. I was able to meet cool people, make friends, found such a welcoming community. Such a positive impact and a huge difference for Black women like me

”

Black Like Me Outdoor Edition Film Festival

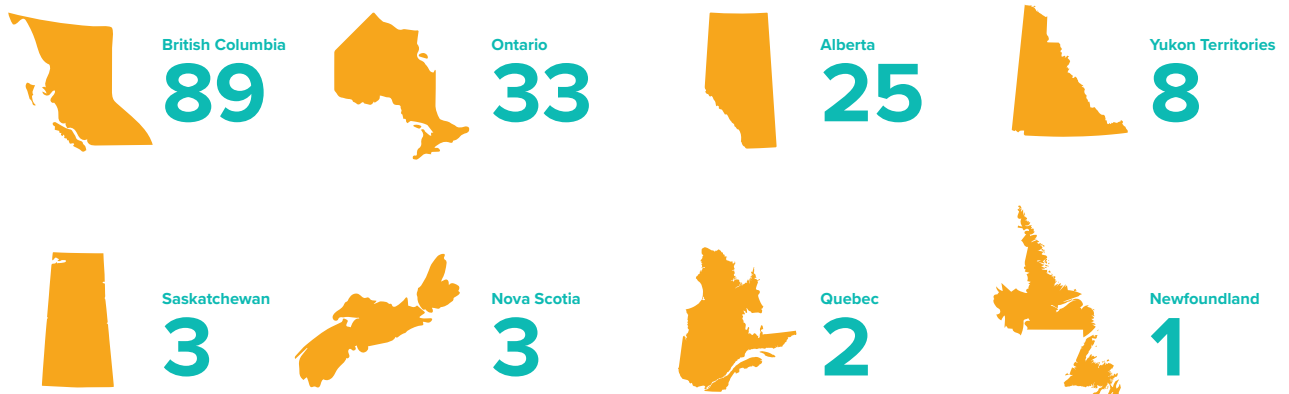
In February 2022 our team hosted the 3rd annual “Black Like Me - Outdoor Edition” mini film festival. This year it was screened online with no in-person events due to pandemic restrictions. Trailer.

According to our stats per recognized IP addresses, we had 164 unique viewers from Canada and 24 viewers from the USA.

Film Festival was supported by Parks Canada and Arc'teryx



Breakdown of recognized Canadian viewers per province:



Blackness in the Environmental Movement

As part of the festival we hosted a fantastic panel discussion “The Water is Troubled - Blackness in the Environmental Movement”. The recording is available on Toronto Public Library platform: www.crowdcast.io/e/tpl-blackness-in-the-environmental-movement

Canadian Wildlife Federation screened our film festival to the youth in their WILD Outside Youth Leadership program.

They shared quotes from event feedback form written by two of the youth in their Edmonton program who watched the film festival:

“

“[I learned that] it’s important for all people to be treated with respect.”

“[I learned that] people from all walks of life need to be treated with equality. It’s good for different people getting together and sharing their ideas and having fun.”

”

Colour the Trails Show at VIMFF

A celebration of diversity in our outdoor community, with five films featuring BIPOC adventurers and filmmakers at Vancouver International Mountain Film Festival. This show included the World Premiere of "Black Foxes" and the North American Premiere of "After the Storm". The show was supported by Liv Cycling with presentation by the incredible Larissa Crawford



Mountain Biking **Mentorship**

Colour the Trails year-round Mountain Biking mentorship program, aims at supporting Black, Indigenous and Racialized folks who are new to MTB by connecting them with experienced riders in our local MTB community. We've partnered up with Essential Cycles and Ozmosis Training to create opportunities for growth through various MTB clinics, subsidize bike rentals, and bike maintenance workshop, while giving back with trails days with our local trail associations.

Mentees receive a starter kit, including helmet, jersey/shorts, protective gear provided by our partner RaceFace. We also have rent- to-own (financing) program to further support mentees who would like to purchase their own bikes. We want to create a space for not only mountain biking skill development, but also to provide opportunity for self-improvement, and self-worth that is not tied to results or achievements rather community support and growth.

Our program is geared towards all riders at all levels, and Colour the Trails is committed to supporting racialized community by making mountain biking more accessible and less intimidating. We've been running this program for three years now and our mentees have become confident mountain bike riders in a safe, inclusive learning environment.

*In partnership with with Essential Cycles, Colour the Trails co-founded Untamed Racing Team, together, our hope to support **BIPoC** folks who might be interested in racing MTB and getting gym and bike training. This year three of Colour the Trails mentees trained and raced for the first time.*



Trail Running Mentorship Program

Sponsored by our On Running our Trail Running Mentorship Program is to support Black, Indigenous and Racialized folks to become confident trail runners by providing them with the knowledge and training required to get started and excel in the sport. This year it was supported by On Running.

This program was led by Safder Raza an experienced trail runner for the second year. The program was designed to support new and experienced runners with the skills and experience you need to be confident in the trails and even support folks to sign up for their first trail race! Through a mixture of online learning sessions and group runs, mentees developed a strong foundation in the sport, and the community members supporting each other. The program ran for 12 weeks in length, with six coach-led group runs and six online learning sessions. On off-weeks, participants will be provided with running routes designed for their goals/ability to complete with their peers.

Sailing with Colour the Trails

Kyuquot Sound is the traditional territory of the Kyuquot/Checleset First Nations, who inhabited this area for thousands of years

Colour the Trails chartered Pacific Encounters SV Porpoise a 58 foot classic sailboat. The crew of six plus Captain John ventured to one of the most magical fjord where warm sun melting the mountain snowpack creates as many as 60 waterfalls cascading down massive granite wall traditionally known swiwelât, by the Indigenous communities, Princess Louisa Inlet has a charm and scenic beauty. During the trip the crew enjoyed kayaking, swimming, hiking and some whale watching. Our hopes to continue to work with Captain John to share more of beautiful BC to our community.



Community Outreach

Colour the Trails partnered up with Black Girl Collective, that cater to self-identifying Black cis gender women, transgender women, non-binary and femme individuals. Blackness is the intersection of our lived experiences, that is why Black Girl Collective understands the nuances of existing as a Black individual. This year we partnered with Black Girls Collective for their summer Black Joy series, with intro to Kayaking. This partnership created a safe for Black women in Vancouver area to come and learn new skills and foster community.



We finally had capacity to create events that involve whole families! Camping, indoor biking and bird-watching with kids was a lot of fun!





I Am, Because You Are - A Colour the Trails Story

Help us Produce a Movie!

Invitation is at the heart of our outdoor exploration. We believe that invitation makes all the difference. "I Am, Because You Are," is a story about how healthy community in the outdoors can help us go further than we ever dreamed of on our own.

Join a six-member crew from the Colour the Trails community as they attend their first ever mountaineering trip. Exploring the traditional lands of the Ktunaxa, Shushwap and Sinixt Nations, also known as the Bugaboos. In a summer with historic levels of snowpack, this crew head out for 5 days to experience a taste of mountaineering. Many of the members have little to no experience ever going backpacking, let alone camping on snow.

This community set out to challenge the traditional narrative of mountaineering conquest through living out the long standing African tradition of Ubuntu, that translates "I am, Because you are"

Ubuntu is that nebulous concept of common humanity, oneness: humanity, you and me and our natural world." While drawing on this notion of interconnectedness of all life. Our goal is to create a video that helps spark healthy conversations and motivates people to participate in both accepting invitations, but also extending them to others in their life.

With this story we are currently moving into post production and are in need of financial partnership to bring it to life. It is currently targeted to be 12-15 minutes in length. Help us bring this film to life!





BC Chapter Recap

Bugaboos Mountaineering Trip

Six members of the CTT community joined their first ever mountaineering trip to Bugaboo Provincial Park. For some of us it was the first time backpacking, sleeping on the snow, traveling with a rope and harness, or carrying an ice axe. While these trips may not seem significant to many experienced people, the Bugaboos challenged us physically and emotionally. But we came out of it with even more curiosity and plans to learn more.

Learn-to-Camp

In July, over 25 new campers (individual adults and families) headed to SMONEĆTEN campground. From learning about gear, wildlife safety and cooking to s'mores around the campfire, there were smiles, laughter and new friends made at this overnight event with Parks Canada. Some folks had camped a few times before but wanted to gain more independence and everyone did just that with their new skills!





AB Chapter Recap



Intro to Lead Climbing

Last Winter folks completed a progression course and this Summer we took it outdoors for an intro to outdoor climbing event followed by an outdoor lead climbing course. The goal has always been to give people an opportunity to feel confident enough to get out independently. Under the guidance of Claire Elick and Sarah Hueniken participants were able to lead climb, set up anchors and clean anchors after a weekend full of learning in community.

Stanley Mitchell Hut Weekend

In July, we went to the Stanley Mitchell hut and were able to explore the beautiful Iceline trail and hike to the highest named lake in Canada. Overnight trips are our favorite since it allows people to connect on a deeper level and that's what building a community is all about. It also gave some folks that attended our intro to backpacking trip earlier this Summer an opportunity to put their new skills to use. Hut trips are a great way to introduce people to the backcountry without the added worry of packing a kitchen, and tent.





ON Chapter Recap

River Rafting

Rafting on the Grand River was such a fun challenge for our small but mighty crew! The river was lower than usual so we had plenty of opportunities to learn how to get your raft unstuck from underwater rocks, especially since our guide was kind enough to give many of us a chance to practice steering. A highlight of the trip was enjoying a drink from a freshwater spring - something I didn't think we could do in Ontario! Looking forward to more time on the water with our Ontario crew next year!

Birdwatching at Riverwood

Birdwatching in partnership with Riverwood Conservancy took place on a beautiful day with clear skies - plenty of opportunities to see birds! Led by our incredible birdwatcher extraordinaire, Joanne Brathwaite, our group learned more about the birdwatching community in Ontario and the ways in which to identify birds, before taking out the binoculars to put it all in action. We were thrilled to see and identify around 10 species of birds. Stay tuned for our follow up birdwatching hike at the end of October!



Media content creation projects:

- Smartwool
- Sunday Afternoons
- On Running
- Parks Canada

Sponsors and Mentions





Sponsorship tiers

FREESTYLE: 25K +

Parks Canada
Backcountry
Whistler Blackcomb ** in-kind gift,
lessons, rentals, lift tickets, etc.**

DOUBLE BLACK DIAMOND: 15K+

Altitude Sports
Arcteryx

BLACK DIAMOND: 10K +

On Running
Merrell
Vancity Bank

BLUE SQUARE: 5K +

Essential Cycles
Ozmosis Training
Race Face
Fox Racing
Salomon
Liv
VIMFF
Grouse Mountain
Riverwood Conservancy
SunPeaks Resort

GREEN CIRCLE: IN-KIND SUPPORT/ADVENTURE SUPPORT 500 +

Arcteryx Vancouver
Arcteryx Calgary
Arcteryx Toronto
Open Mountains Project
TORCA
Athabasca Ice Walks
Patagonia



Your support goes beyond a sponsored event/program. It helps us to be sustainable. When we do not get a sponsorship, but have an opportunity to organize an activity, we use the funds to cover non-sponsored events.

Plans for the future:

We hope to create more programs to help folks further their knowledge in the area they are passionate about and to spread more awareness about opportunities related to outdoors space and industry.



We always need more BIPOC guides, teachers, folks within organizations that can support communities. But it takes time and a lot of work to reach people, information, funding.

It was always the goal of Colour the Trails to create more visual stories about our community and our journey. We are hoping to create more films and would need a lot of support to give back to the community and allies in the form of storytelling.

Colour the Slopes Summit

Colour the Trails, Tourism Revelstoke and Revelstoke Mountain Resort are excited to bring you our first Colour the Slopes Summit in Revelstoke, BC for BIPOC adventure seekers.

We thank our allies for your continued support! At this time the event is for Black, Indigenous and racialized people but should we have spots available, we'll open it up at a later date. Thank you!

From Dec 8-11, participants will gather to develop or hone their outdoor skills, try new activities, and celebrate the BIPOC community with speakers and live music!

Full Send!

Colour the Trails Advocacy Inc.

Join us for:

- Ski or snowboard lesson at Revelstoke Mountain Resort;
- An opportunity to try snowmobiling, nordic skiing, snowshoeing, or ski touring;
- Speakers and presentations;
- Films; and
- An incredible after party!

This event will take place in Revelstoke which is located on the traditional territories of the Sinixt, Secwepemc, Syilx, and Ktunaxa Peoples.



colour the trails