



## EVEREST FOR ALTRUVEST



On May 24, 2006, Rob Follows and his wife Katrina successfully summited Mount Everest as the final stage in their quest to scale the seven great summits of the world.

Everest for Altruvest is a fundraising initiative with the goal of raising over \$1,000,000 as part of the Altruvest Vision Fund. This endowment fund is being created to enable Altruvest to continue its work of helping charities improve their performance by providing them with the tools they need to become stronger and more effective organizations. The purpose of the campaign is to create awareness and to inspire more contributions to Altruvest, all of which will be leveraged to help small and medium sized charities in Canada contribute more to their communities.

Rob Follows, Founder and Chairman of Altruvest Charitable Services and his wife, Katrina Sandling, made the commitment to climb the highest summit on each continent in support of the Everest for Altruvest campaign.

Why Everest for Altruvest? With over 250,000 board volunteers needed annually, most Canadian charities need help to find the skilled and dedicated volunteers to build better governed organizations and deliver more services to their communities. Altruvest is a bridge between new business and professional volunteers who can greatly contribute to the charitable sector and those charities that need and want new board members.

In the same way that Everest inspires people to stretch their performance, so too can Altruvest, through further funding, help charities improve their performance and strengthen their communities. By establishing a growing donor base, Altruvest can generate tools for charities for generations to come. Everest has become a symbol of international inspiration, and Altruvest, as a Canadian best practice charitable organization, will also become an inspiring global leader.



EVEREST FOR ALTRUVEST

This climb marks the seventh of the 'seven summits'. During their trek to Mt. Everest in 2005, poor weather conditions made it too dangerous for them to summit to the top so they turned back at 26,000 feet. The list of peaks summited is as follows:

Kilimanjaro, Tanzania	(19,563 ft.)	Oct. 2003
Aconcagua, Argentina	(22,841 ft.)	Jan. 2004
Elbrus, Russia	(18,481 ft.)	Aug. 2004
Vinson, Antarctica	(16,066 ft.)	Nov. 2004
McKinley, Alaska	(20,320 ft.)	June 2005
Mt. Kosciuszko, Australia	(7,310 ft.)	Dec. 2005
Mt Everest, Nepal/Tibet	(29,035 ft.)	May, 2006

So far, the campaign has reached one-third of the \$1,000,000 goal with pledges made for every foot that they climb. No pledge is too small - whether it is \$.25 or \$25 per foot, any amount will help Altruvest to continue assisting charitable organizations and building capacity within the sector. 100% of donations go directly to charity and Rob and Katrina are covering all of their own costs for the climb.

*Altruvest's mission is to expand the talent pool, and enhance governance skills of charitable sector boards and senior leaders, fostering more effective charities and stronger Canadian communities.*



For more information, or to contribute to this campaign, please contact William Pace, Chief Development Officer at 905-696-5140 or [wpace@altruvest.org](mailto:wpace@altruvest.org) via email or log onto [www.altruvest.org/EverestforAltruvest.html](http://www.altruvest.org/EverestforAltruvest.html).

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*Rob Follows, Founder and Chair - Altruvest Charitable Services*

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