



Our Vision

Transforming the lives of wounded, injured and sick service personnel and veteran Athletes through providing world leading adaptive snowsport programmes.

Our Mission

To help our Athletes rebuild their confidence, rediscover purpose and accelerate recovery through the combined power of snowsport and the community of the AFPST snow family.

Our Values

- **Performance:** World class on and off the snow.
- **Family:** One team, one family that lift each other up.
- **Integrity:** Always doing the right thing.
- **Respect:** Inclusive, tolerant and united.

Strategic Objectives

To achieve Our Vision, AFPST will focus on achieving six key strategic objectives:

1. **Pathway to Excellence.** From first turns to the podium, we tailor snowsport to each Athletes recovery journey and beyond.
2. **Partnership Power.** Work nationally and internationally with other charities, rehabilitation programmes and global partners to share knowledge, extend our reach and maximise the impact of our resources.
3. **Trust and Transparency.** Lead the sector in governance, safeguarding and assurance to ensure that every activity we undertake is safe and accountable.
4. **Sustainable Growth.** Build long-term financial strength to secure AFPST for generations.
5. **Innovation for Impact.** Pioneer adaptive equipment, use data to make decisions and embrace sustainability to future proof the charity.
6. **Lifelong Community.** Create a snow family that supports Athletes over the long-term, not just for a season.

Operational Focus

Vision 2030 will be implemented along three operational lines of action:

- **Community:** A values-driven snow family of athletes, coaches and staff to provide support and belonging on and off the snow.
- **Foundation:** The backbone to our on-snow activities enabling physical and mental recovery.
- **Performance:** High-level competitive opportunities that reignite identity, restore pride, and accelerate recovery.

Measuring Success

We will be judged not only by medals won but by lives changed across four measures:

- **Recovery:** Supporting physical and mental recovery of our Athletes forging stronger bodies and healthier minds.
- **Purpose:** Reigniting drive, discipline, resilience and life goals through snowsport.
- **Community and Belonging:** Through the snow family create a lifelong family that strengthens identity and recovery
- **Partnerships for Greater Impact:** By forging purposeful partnerships, we unlock collective resources and expertise to ensure that every athlete with the potential to thrive in adaptive snowsport, has the opportunity to do so.

Commitment

AFPST will deliver Vision 2030 with bold leadership, transparent governance, sustainable funding and a relentless focus on the needs of our Athletes. By 2030, AFPST will stand as the global leader in adaptive snowsport recovery – measured not just by medals won, but by the pride, purpose and lives of those we serve. **We invite you to join us on this transformative journey.**