

2025



The Hope Truck Impact Report



A PATH FOR RECONCILIATION

THEHOPETRUCK.CA

THE HOPE TRUCK WHERE IT ALL BEGAN

by Marilyn Nelson



Planning

The Hope Truck started as a conversation, an idea after seeing Fort McMurray's "Pink Shovel," we wanted to create something similar, something visible, meaningful, and rooted in community.

Painting a 793-haul truck at Quintette box orange felt right: a colour of reconciliation, sustainability, and youth. Industrial Metalwork & Conuma Resources partnered and from there we reached out to the four surrounding communities: Tumbler Ridge, Chetwynd, Sauleau First Nations, and West Moberly First Nations. Each one fully supported the vision from the very beginning.

Industry partners stepped in quickly as well, helping ensure the Hope Truck entered into full operation with collective support behind it.



Ribbon Cutting Ceremony

The official launch brought sponsors, community members, councillors, leadership, and operators together in one place. Everyone spoke to what this initiative meant to their community unity, visibility, action, and hope.

Shortly after, a formal Hope Truck Board was created, with one representative chosen from each community. Their role was to guide the message, ensure the initiative accurately reflected each Nation and community, and carry the spirit of the project forward throughout the haul season.

The Hope Truck officially began its journey on the haul roads that day.



Half-Way

Reaching the halfway point, we came together again, this time on site, to experience the Hope Truck up close.

We rode along in the haul truck, met operators and Conuma team members, and learned firsthand how the truck moved through the operation each day. It became clear that this project wasn't just symbolic; it was in full swing and supported by everyone involved.

It was a celebration of progress, partnership, and what can happen when people show up together.



The Hope Truck Board

Throughout the six months, the Hope Truck Board met regularly, bringing together a representative from each of the four communities. Their role was to ensure the initiative stayed grounded in community priorities and reflected the voices of the people it was created for.

These meetings focused on how the funds could be brought to life in meaningful, youth-focused ways, expanding cultural programming, strengthening educational opportunities, and creating spaces for young people to learn more about Indigenous identity, history, and traditions. Board members collaborated, shared perspectives, and worked closely with their communities to shape ideas that felt authentic and impactful.

This work has laid the foundation for 2026, where these initiatives will begin to take shape and create real opportunities for youth across all four communities.



Final Load

Watching the Hope Truck deliver its final load was unforgettable. What began as a conversation in mid-2023 had now become something real, something that created relationships that didn't exist before, opened conversations that hadn't been happening, and connected communities, industry, and leadership around a shared purpose.

The final load wasn't the end of a project; it was the moment we knew this initiative had become a movement.



Closing Ceremonies

The Hope Truck End Celebration took place at the Saulteau Cultural Centre, bringing all four communities, their leadership, families, and sponsors under one roof. It was a night filled with culture, community, and recognition of what had been achieved.

There were opening words and reflections from each community, acknowledging how the Hope Truck had strengthened relationships, opened conversations, and created opportunities for youth. Cultural performances, stories, and shared experiences made the evening feel personal and meaningful.

What began as a simple idea had grown into a movement that raised over \$150,000 for youth-focused community initiatives. Each community now has the ability to put its portion of the funds toward programs that matter most: youth sport, culture, education, wellness, leadership, and community-led projects.

The celebration wasn't just the end of a fundraiser. It was a recognition of unity, partnership, and the relationships formed over the past six months. The orange haul truck became a symbol of reconciliation, travelling through the mine every day, and the closing ceremonies honoured what it meant to everyone involved. It marked the completion of the first Hope Truck journey and the beginning of what comes next.

OUR MISSION & VALUES

Mission: To create lasting change by funding local programs dedicated to supporting youth and advancing reconciliation. The Hope Truck directly funds programs and opportunities for local youth, creating a lasting impact.

Values: Compassion • Integrity • Inclusion • Sustainability

Vision: A future where every person has the opportunity to learn from each other to thrive together.



2025 YEAR AT A GLANCE



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4 Communities

The communities of Tumbler Ridge, Chetwynd, Saulteau First Nations, and West Moberly First Nations... more here!



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44 Sponsors

Throughout Northeastern BC, 44 companies, organizations, and more here stepped up to support this worthy cause.



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9285 Loads

From March 2025 to September 2025, the Hope Truck delivered 9285 loads of *hope*.



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5 Initiatives Funded

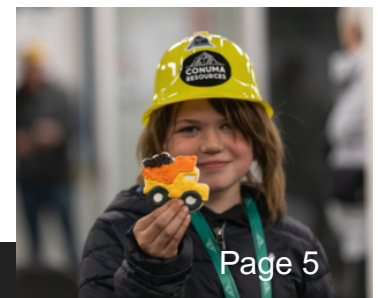
Each participating community brought forward meaningful initiatives.



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Hope Truck 2026

Mark your calendars for this year's events!





West Moberly First Nations

West Moberly First Nations is a proud Treaty 8 Nation in northeastern British Columbia, grounded in cultural preservation, land stewardship, and the well-being of its members. With a focus on language revitalization, youth and family support, and community-led programming, the Nation continues to build a future rooted in culture, health, and self-determination.

[WWW.WESTMO.ORG](http://www.westmo.org)



District of Chetwynd

Chetwynd is a vibrant mountain community known for its world-renowned chainsaw carvings, active recreation culture, and family-friendly environment. The District prioritizes youth sports, outdoor access, and safe, inclusive recreation infrastructure continuing to strengthen its identity as a community where families can grow and stay active year-round.

[WWW.GOCHETWYND.COM](http://www.gochetwynd.com)



Saulteau First Nations

Saulteau First Nations is a culturally resilient and future-focused Treaty 8 Nation recognized for their leadership in wildlife conservation, land stewardship, and community development. SFN prioritizes intergenerational learning, cultural knowledge, education, and long-term community wellness, creating opportunities for both youth and Elders to share, connect, and thrive.

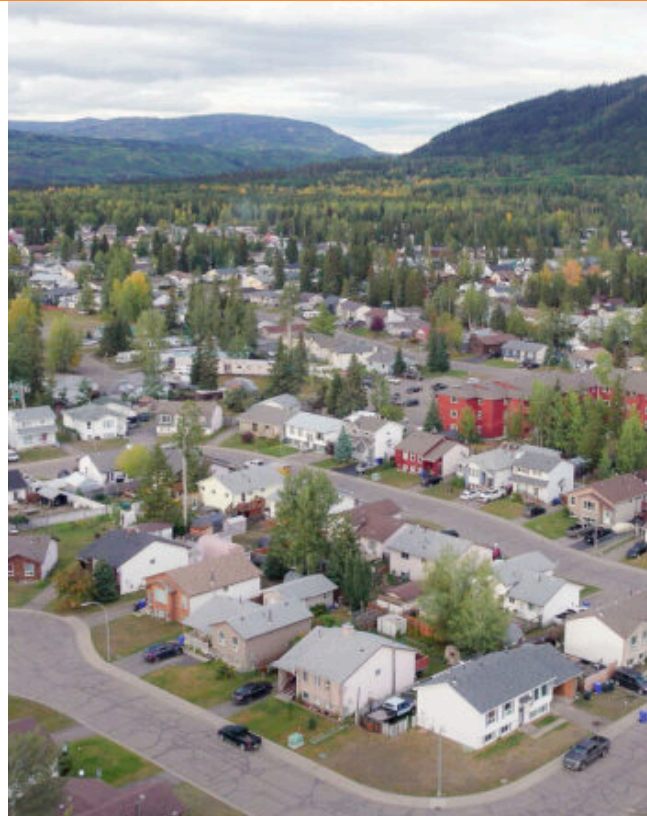
WWW.SAULTEAU.COM

District of Tumbler Ridge



A designated UNESCO Global Geopark, Tumbler Ridge is rich in natural history, culture, and outdoor learning opportunities. With a fast-growing network of trails, cultural programming, and youth-focused initiatives, Tumbler Ridge integrates education, recreation, and community development through unique, experiential, land-based opportunities.

WWW.DISTRICTOFTUMBLERRIDGE.CA



NOTE FROM OUR PLATINUM SPONSORS

INDUSTRIAL METALWORK

To our Partners, Communities, and Supporters,

We are honoured to be a part of The Hope Truck, a reflection of what partnership and community can achieve together. The Hope Truck began as a symbol of reconciliation, ensuring every dollar raised supports youth, families, and community-led initiatives. What has grown from that vision has exceeded all expectations.

This initiative belongs to everyone who contributed, operators, Nations, sponsors, leaders, and the youth who will benefit. Every load hauled represents pride, commitment, and a shared belief in a stronger future. Industrial Metalwork is committed to showing up, listening, and taking meaningful action with our partners. The Hope Truck proves what collaboration can create, and we are just getting started.

Thank you to all who made this possible. We look forward to building on this work together.

— With gratitude,
Steve Gillingham - President
Tanner Olsen - Chief Operating Officer



CONUMA RESOURCES

The Hope Truck is a meaningful partnership between Saulteau First Nations, West Moberly First Nations, the Districts of Tumbler Ridge and Chetwynd, and the business community to provide opportunities and positive experiences for local youth in Treaty 8. It is an example of action-based reconciliation and the power of working together.

— **Lisa Risvold** - Vice President Indigenous, Communities and Land Strategy

FINNING CANADA

The Hope Truck showed what's possible when businesses and communities share values and believe in making a positive impact together. We were honored to rebuild the Cat 793F and have it dedicated to reconciliation efforts with Saulneau First Nations, West Moberly First Nations, and the Districts of Tumbler Ridge and Chetwynd.

— **Allen Kramer**
Regional Mining Manager



WEST MOBERLY CORPORATE ALLIANCE

Reconciliation isn't a checkbox, it's a long-term commitment to action, accountability, and opportunity. We're proud to support initiatives that directly invest in Indigenous youth and community well-being.

— **Rob Diaz**
President



LAPRAIRIE

We are proud to support the Hope Truck Fundraiser. Tumbler Ridge is the place where our company first began in 1982, and we remain committed to this community that has supported us throughout the years. Thank you to Conuma Resources and West Moberly Industrial Metalwork for engaging us as part of this meaningful initiative.

— **Cliff LaPrairie**
Chief Executive Officer





THE HOPE TRUCK HAUL SPONSORS

PLATINUM SPONSORS

LAPRAIRIE

FINNING

CAT



CONUMA RESOURCES



WEST MOBERLY
CORPORATE ALLIANCE



WEST MOBERLY
INDUSTRIAL METALWORK

THE HOPE TRUCK HAUL SPONSORS

GOLD SPONSORS

Wajax is proud to support the Hope Truck, helping strengthen the communities where we live and work.

— Trevor Harrison
Branch Manager



SILVER SPONSORS



THE HOPE TRUCK HAUL SPONSORS

BRONZE SPONSORS



CELEBRATION EVENT SPONSORS



West Moberly
First Nations



POMEROY
inn & suites



Larry Neufeld, MLA
Peace River South



vitreo
MINERALS LTD
BC SAND for BC'S LNG



WM-AFD PETROLEUM
FUEL SUPPLY



AUCTION & IN KIND SPONSORS



9,285 LOADS OF SUPPORT

Thanks to your generosity, The HOPE Truck has surpassed our 2025 goals. We're incredibly grateful for your support. Your kindness and commitment are making a real difference in our community.

\$151,917.44 RAISED TO FUND LOCAL PROGRAMS





2025 FUNDED PROGRAMS OVERVIEW

The Hope Truck is supporting a range of youth-focused, culturally grounded initiatives across the region. West Moberly is launching a Youth Food Security & Cooking Program to strengthen nutrition, skills, and independence. Tumbler Ridge is advancing two youth-led projects, Indigenous trail signage and a community storytelling video series, both designed to celebrate local identity and amplify youth voices. Saulteau is developing a youth music program that builds confidence, creativity, and cultural connection. Chetwynd is creating an accessible Track & Field space with free equipment and a culturally reflective firepit. Together, these initiatives show how Hope Truck funding is inspiring meaningful, community-led impact.

WEST MOBERLY FIRST NATIONS

Youth Food Security & Cooking Program

Description

West Moberly First Nations will allocate Hope Truck funds toward a Youth Food Security Initiative focused on both passive and active food supports.

Passive component: Increasing access to nutritious school lunches to help offset the high cost of groceries in northern communities, particularly fresh and healthy options.

Active Component

Launching a youth cooking program that teaches practical kitchen skills, healthy meal preparation, and independence. Funds will support the purchase of cooking supplies and ingredients, as well as honoraria for community members assisting with instruction. This initiative supports reconciliation by empowering youth with tools for self-determination, health, and long-term self-reliance.

Goals & Community Impact

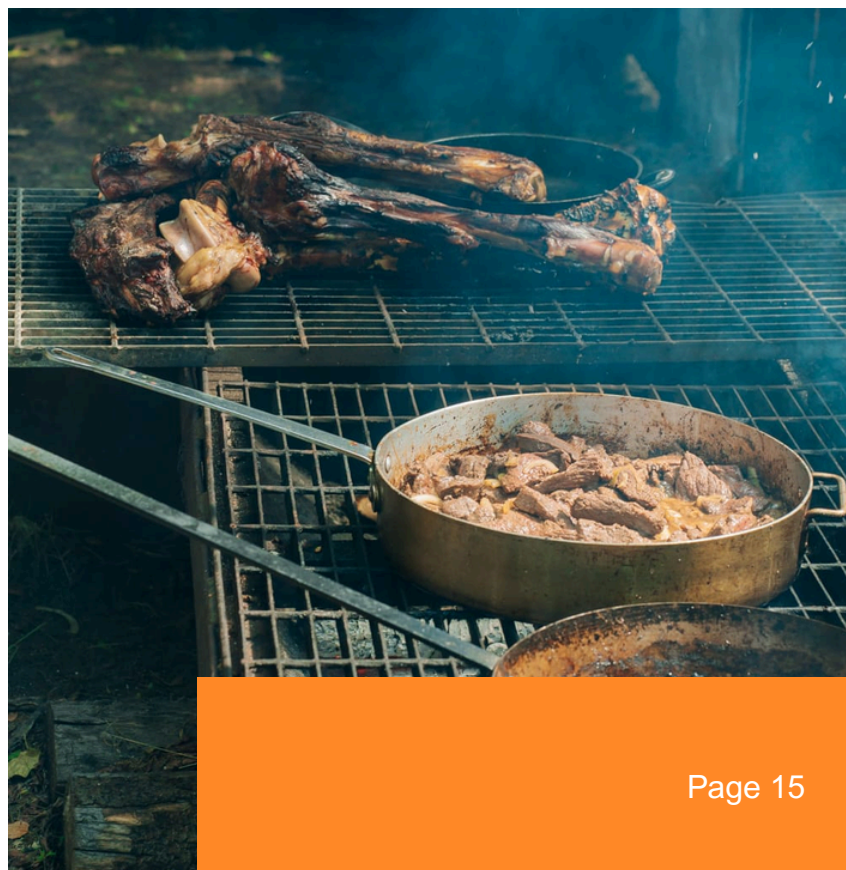
- Prevent youth hunger and improve daily nutrition.
- Instill independence, confidence, and self-responsibility.
- Build a strong foundation of healthy future adults, supporting overall well-being for members both on and off reserve.

Lead Contact

Colin Day, Social Worker,
supported by youth
participants.

Timeline

Program to begin January 2026
ongoing throughout 2026.



**West Moberly
First Nations**

DISTRICT OF TUMBLER RIDGE

Indigenous Trail Signage Project

Description

This project engages youth in designing and creating Indigenous-themed trail signage aligned with the Tumbler Ridge Trails & Destination Management Strategy (TRTDMS). Youth from Indigenous and non-Indigenous backgrounds will collaborate with cultural knowledge holders to create signage featuring Indigenous languages, teachings, land-based knowledge, or artwork.

Partners

Tumbler Ridge Outdoor Recreation Association (TRORA) Youth Division, Indigenous Tourism BC, Indigenous Land Guardians

Goals & Community Impact

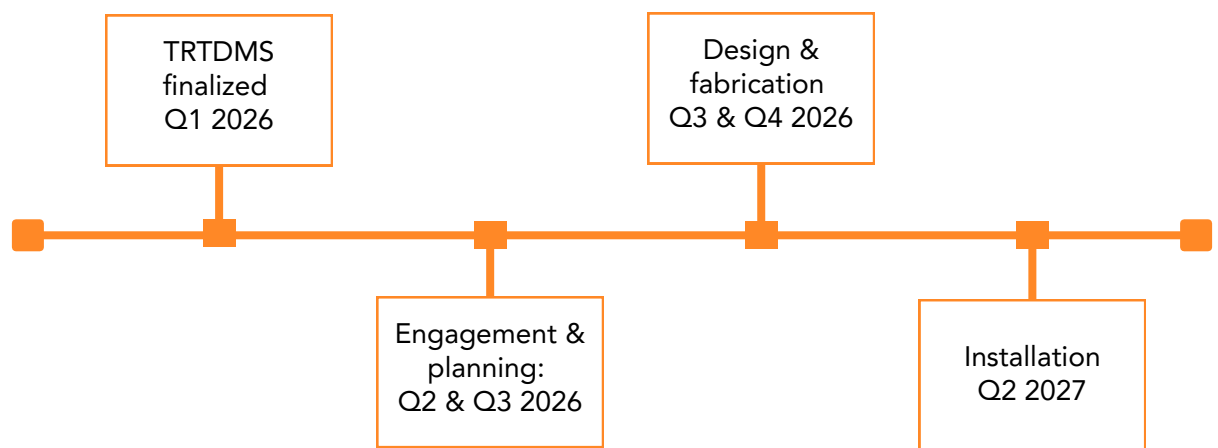
The initiative supports reconciliation through shared stewardship, cultural visibility, and youth-led learning.

- Strengthen cultural understanding and Indigenous representation in the landscape.
- Supporting youth learning, cross-community collaboration, and inclusive trail development.
- Leave a permanent reconciliation-focused imprint within the rapidly growing trail network.

Lead Contact

To be determined.

Project Timeline



DISTRICT OF TUMBLER RIDGE

Our Home, Our Story Youth Video Project

Description

Youth will create a video series featuring local Elders and community members, sharing stories of Indigenous culture, history, and Tumbler Ridge's landscapes.

Partners

Tumbler Ridge UNESCO Global Geopark
Indigenous Advisory Committee

The project provides youth with digital media and storytelling skills while building intergenerational and cross-cultural connections.

Goals & Community Impact

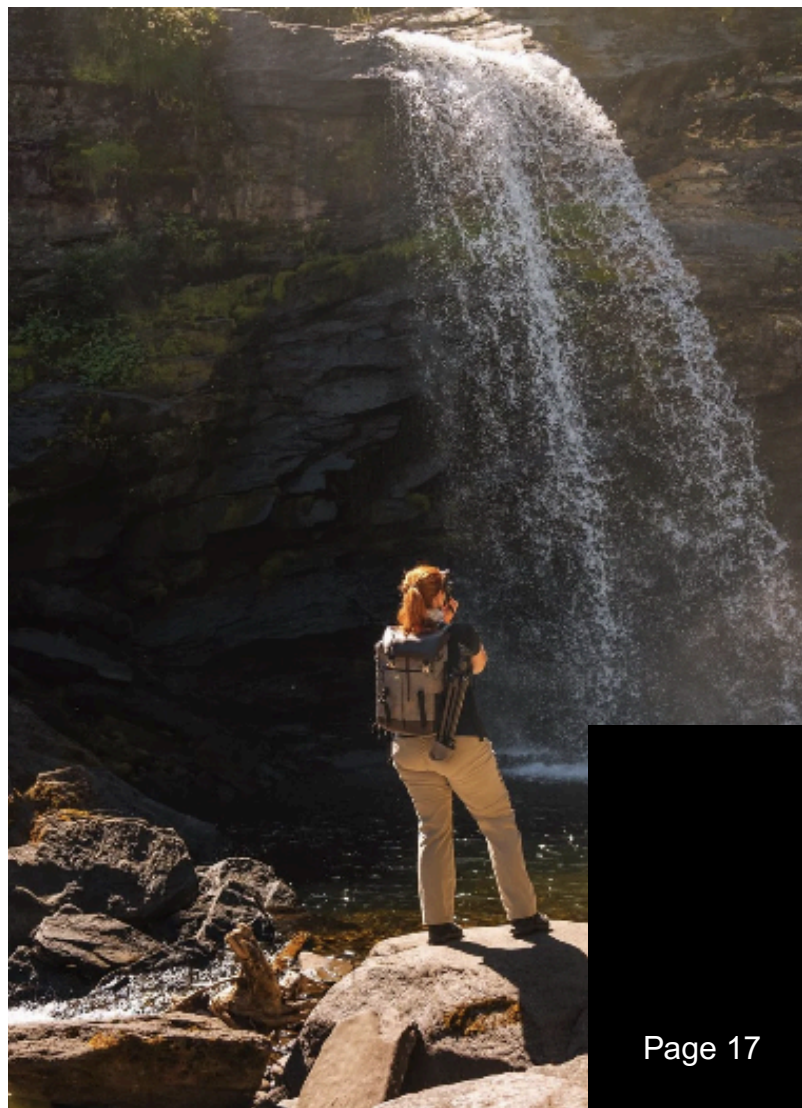
- Amplify Indigenous voices and community stories.
- Create educational and tourism assets rooted in truth, culture, and local identity.
- Provide youth training in media, interviewing, and editing.

Lead Contact

To be determined.

Timeline

Production window: Summer 2026



SAULTEAU FIRST NATIONS

Music Program

Description and Inspiration

This initiative is an introductory music program designed to revitalize cultural connections and provide essential creative outlets for members of the Saulteau First Nations community.

Music is a profound tool for emotional expression and healing. By creating a safe, culturally grounded space for creative expression, the initiative helps community members process historical and intergenerational trauma.

The inspiration for this initiative comes from the recognized need for more relevant programs for youth and for something beyond sports programming. It is fundamentally inspired by the resilience of the Saulteau people and the knowledge that the traditional songs and musical practices are vital links to identity, land, and sovereignty.

What it Involves:

Sessions led by Saulteau Elders and Knowledge Keepers. This includes teaching the protocols, songs, and language associated with the music.

Providing access to a fully equipped modern practice space where youth and community members can learn contemporary music skills (e.g. guitar, drums, singing and songwriting) and blend them with traditional elements.

Hosting an event where participants from all workshops can perform for the wider community, celebrating their learning and achievements.

Lead Contact

Jamie Kristoffy

Manager of Culture and Recreation



SAULTEAU FIRST NATIONS

Music Program- Continued

Goals and Community Impact:

- To successfully teach and document traditional Saulteau songs and their associated stories/protocols within the first year.
- To provide a minimum of 10 participants with practical skills in both traditional music and contemporary music over the year.
- To establish a consistent program that successfully connects Elders/Knowledge Keepers with youth, fostering stronger community bonds and knowledge transfer.
- To successfully equip and maintain a dedicated music space within the Saulteau Cultural and Recreation Centre that is available for all community members.
- To provide a positive, engaging, and culturally relevant activity that fosters self-esteem and belonging.
- To create a safe outlet for emotional expression and contribute to overall community wellness.
- To showcase the talents of members of all ages, strengthening the social fabric of Saulteau First Nations.

Timeline

January 2026 through December 2026.



DISTRICT OF CHETWYND

Track & Field – Youth Recreation & Cultural Space

Description

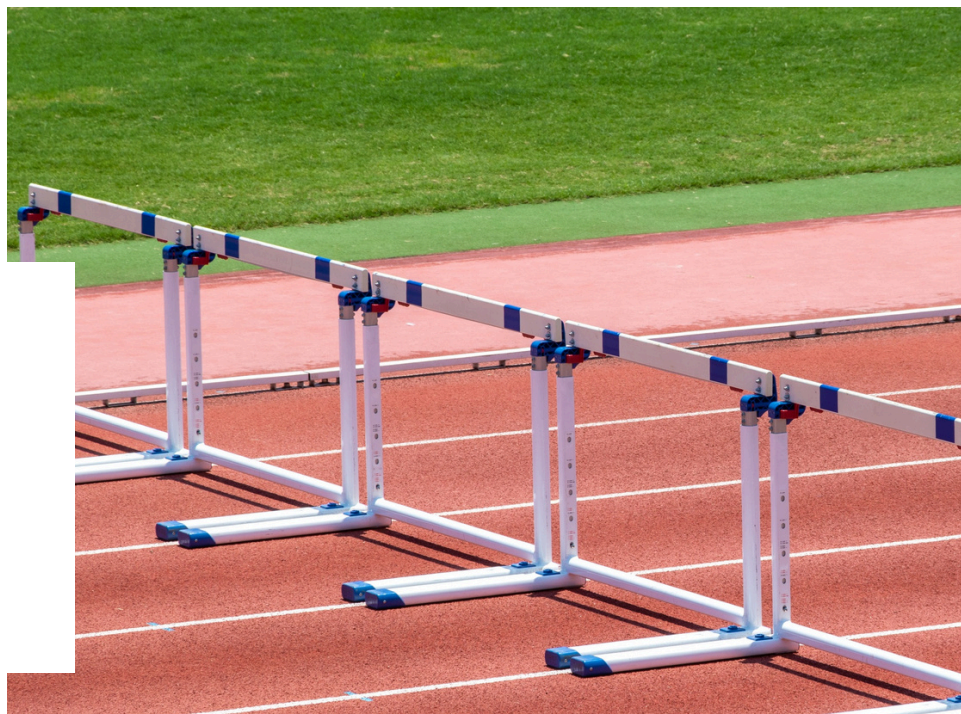
The District of Chetwynd will allocate Hope Truck funds to the development of the new Rotary Track & Field space, which supports accessible and inclusive recreation. The project will provide essential track and field equipment, such as high-jump bags, long-jump pit materials, hurdles, and gear needed for full meets, available free of charge for schools, youth, and families.

What it Involves

A unique cultural feature of this project includes the creation of a custom-designed firepit that reflects the landscape, animals, and visual elements meaningful to local Indigenous Nations and communities. This fire pit will serve as a permanent representation of Indigenous culture within the track area. The site will also include a Hope Truck recognition section that highlights the Hope Truck's purpose, the communities involved, and the sponsors who make these initiatives possible.

This newly developed space will be used for National Indigenous Peoples Day celebrations and will host an opening community BBQ in partnership with the Hope Truck program to welcome families and celebrate the launch.

Once the facility is established, Chetwynd will host an Indigenous Sport and Physical Recreation Council (ISPARC) Provincial Championship or Youth Camp, offering a free, high-impact opportunity for local youth.



DISTRICT OF CHETWYND

Track & Field – Youth Recreation & Cultural Space- Continued

Goals & Community Impact

- Provide a dedicated, free-access track-and-field facility that offers a safe, regulated space for youth and school programming.
- Promote youth development, physical wellness, and active recreation..
- Create a culturally meaningful gathering space featuring a custom, Indigenous-designed fire pit.
- Foster community connection through events such as National Indigenous Peoples Day celebrations and youth camps.

Lead Contact

Ellen McAvany
Economic Development Officer / Parks Manager

Timeline

The project is expected to begin in Spring–Summer 2026.





2026 Hope Truck

BE PART OF THE CHANGE.

The Hope Truck committee is planning the events and key dates for 2026. Mark your calendars!



**Sponsorship
Kick-Off
June 20, 2026**

**Ribbon Cutting
Ceremony
Sep 29th 2026**

**Wrap Up
Celebrations
April 2027**

**Continue your sponsorship for
The Hope Truck 2026!**

Reach out to
marilyn.n@imwgroup.ca