



We're changing the equation

PCEF Donor Spotlight February 2020
Chayse Maxwell – Park City Mountain Resort Employee
PCEF Vail EpicPromise Liaison

1) How did you first learn about PCEF?

I work in Mountain Operations at Park City Mountain Resort, and I learned about it through the EpicPromise program. PCEF is one of the recipients of our EpicPromise Grants every year.

2) Why were you interested in learning more about PCEF?

I am a mother of a 3 year old boy, I was interested in learning more around the schools and how they operate. I wanted to learn more about the programs and things they had to offer for the children in the community as well as the RWE volunteer opportunity that happens in the spring.

3) What did you want out of the relationship you were building with PCEF?

I wanted to be more involved in the community and know what struggles and strengths the teachers and schools go through.

4) How did you first choose to get involved? Why?

I was approached by Emily Zeolla, who was the previous liaison for PCEF. She thought that I would be a good fit for the Epic Promise program and PCEF in particular. PCEF had wanted a parent as their liaison and advocate for the program, and I have a preschool-age child, so it was a great match!

5) What convinced Vail Resorts EpicPromise to make their first donation?

Vail Resorts EpicPromise is all about supporting the health and sustainability of towns like Park City. The work that PCEF does is incredibly important to make sure that our local kids are able to become thoughtful citizens and reach their potential – whatever their background.

6) Why does Park City Mountain Resort and EpicPromise continue to support PCEF?

Our local employees bring EpicPromise to life, and the values and work of PCEF continue to make Park City a great place to live. PCEF does work that is so important to make sure that Park City is a place where local employees can put down roots and create a life.

7) How did you feel at every step of the way? What emotions did you go through at each stage of the process?

When I first met with PCEF I wasn't sure what to expect. I was brand new to the liaison program and was learning on my feet. PCEF was awesome, they came well prepared to our first meeting so I could learn more about what they do. I was so excited to be a part of a program that cared so much for all the children in the community.

8) What has changed for you since establishing your relationship with PCEF? How do you feel now?

I've been able to meet so many new people that I would never have met if it wasn't working with PCEF. I am extremely excited to continue working with PCEF. As a mother of a preschool-age child, I am well aware how important affordable, high quality preschool is to working families like mine. And, I can't wait for the next Running with Ed event that will happen this spring!

9) Do you have a story about a favorite PCEF program?

The Red Apple Gala and Running with Ed are two of the biggest events that PCEF does that require volunteers. Last year both programs exceeded the amount of donations that they have received in years past. It was amazing to hear this from PCEF and how excited they were and grateful that EpicPromise was there every step of the way. Knowing that their donations are going to good use, especially to programs like Preschool, makes me feel good about what I have been able to help them with. And, I'm proud that my company is supporting such an important program like Preschool, that makes a huge difference in children's lives.

WITH GRATITUDE

Vail Resorts EpicPromise is how the Company embodies its foundational value – Do Good. By supporting the health of our communities through local grants and employee volunteering, the wellbeing and development of our employees through the EpicPromise Foundation, and the resilience of our environment and global climate through our bold Commitment to Zero, EpicPromise helps create a more promising future for generations to come.