

[illegible]A photograph of a person climbing a steep, textured rock face. The climber is wearing a bright yellow jacket, dark pants, and a white helmet with a red maple leaf design. They are equipped with a harness and various climbing gear, including carabiners and ropes. The background shows a clear blue sky. The overall tone is adventurous and active.

**INUK
ROCK**

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April 2024
to March 2025



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A Message from Inukrock's President Joanassie Oweetaluktuk

This year had many developments for our team and our activities. Our team were trained to become rock climbing instructors, as well as cliff developers, which led to the development of many new routes in Inukjuak, as well as a new project in Ivujivik: a climbing site and development of Digges Island safety project.

It was so exciting for us to have our climbing activities in another town, this showed us that it is possible to have rock climbing in all the other towns of Nunavik. Following this, we had collaborated with a film crew to make a short video and a podcast with local egg harvesters in Ivujivik, which we were able to present at the Arc'teryx Winter Film Tour in Montreal. We felt so proud to see our guys on stage to speak and present our videos at this event.

This year was outstanding; the progress our team made to be professional rock climbers made a noticeable difference in our activities and opportunities for teaching others to climb.



About us

Our Story

In September 2019, climbing was introduced to Inukjuak thanks to Audrey Hachey, a social worker and experienced climbing instructor. She gradually brought gear to the community and revived the unused climbing wall at the local community center.

In May 2021, a group of motivated young people in Inukjuak discovered a passion for outdoor rock climbing. Among them, four emerging leaders stood out — their dedication and energy quickly inspired others in the community.

Thanks to their commitment and advocacy, Inukrock officially became a registered non-profit organization in August 2022. Their collective vision, along with a heartfelt request to the mayor, led to our first major project: developing the “[Lagoon Cliff](#)” site in July 2022.

Since then, the voices, ideas, and goals of Inukrock’s youth staff and participants have shaped everything we do. Our growth has been intentional and community-driven — grounded in the rhythm, interests, and needs of the people we work with every day.



Our Commitments

Inukrock is a non-profit organization committed to improving the accessibility of rock climbing in Nunavik. We use rock-climbing as a steppingstone to nurture the overall wellbeing and the professional development of Inuit youth. Our vision is to create a network of Nunavummiut climbers who will become leaders in their community.

Guided by our values **TRUST - TEAMWORK - TEACHING - AUTONOMY**

At Inukrock, our work is guided by the values of **Trust**, **Autonomy**, **Teamwork**, and **Teaching** — principles that define us as a community-based, youth-focused organization. Through authentic relationships and shared learning, we create opportunities for youth to lead, mentor, and grow, strengthening skills, confidence, and collective autonomy within our communities.



Our Team

Board of Directors

SANDY WILLIAMS
Administrator and co-funder

PAULASI QUMALUK
Vice-President

JOANASSIE OWEETALUKTUK
President and co-funder

CHARLES-ELLIOT COTE-LALONDE
Secretary-Treasurer

INUKPUK WEETALUKTUK
Administrator

Coordination team

AUDREY HACHEY
General Manager
and climbing instructor

JULIEN PELLETIER
Project coordinator,
climbing instructor
and head routesetter

MEHDI-BENJAMIN QUITTELIER
Apprentice Inukjuak Coordinator

CHARLOTTE PELLETIER
Administrative Assistant

Field team

SANDY WILLIAMS
Climbing instructor
and routesetter

SAMWILLIE TULLAUGAK
Climbing instructor
and routesetter

JOANASSIE OWEETALUKTUK
Climbing instructor
and routesetter

DANIELI SAMISACK
Climbing animator
and routesetter

QIRNIULAUT POV PADLAYAT
Climbing animator

MALAIYA NOWRA
Climbing animator

DUAMI ACULIAK
Apprentice animator

EVA NASTAPOKA
Apprentice animator

JASMINE KASUDLUAK
Apprentice animator

DAVIDEE TUKALAK
Apprentice animator

Volunteers

ALIX RHULMANN

ALACIE NIVIAIXIE



Our Community Impacts

Improving Physical and Mental Health

Rock climbing is a physically demanding activity that promotes overall health and well-being. By providing access to climbing facilities and equipment, Inukrock encourages community members to engage in regular physical activity, which can reduce the risk of chronic diseases and improve overall fitness levels. Additionally, climbing has been shown to have positive effects on mental health, including reducing stress and anxiety, enhancing mood, and improving self-esteem and confidence.^{1,2}

Fostering Community Engagement and Social Solidarity

Inukrock's activities bring community members together, fostering a sense of belonging and social cohesion. Through organized group outings, events, and training, individuals can connect with one another, build relationships, and support each other in their climbing endeavors. This sense of community solidarity contributes to overall social well-being and creates a supportive environment for individuals to pursue their goals and aspirations.

Promoting Equity and Inclusion

Inukrock prioritizes inclusivity and accessibility, ensuring that all community members, regardless of age, gender, or background, can participate in climbing activities. By offering free access to equipment, training, and events, Inukrock removes financial barriers that may prevent individuals from engaging in recreational activities. Additionally, the organization actively reaches out to youth and families, including those facing socio-economic challenges, to ensure that everyone has the chance to benefit from the positive impacts of climbing.

Empowering Youth Leadership

Inukrock empowers youth to take on leadership roles within the organization, providing them with opportunities for personal growth, skill development, and meaningful engagement in their communities. By involving young leaders in decision-making processes, organizing training, and supporting their development as climbing animators and instructors, Inukrock promotes equity by amplifying the voices and contributions of youth within the community.

¹ Martín-Talavera, L., Gavín-Chocano, Ó., Sanz-Jungk, G., Melera, D., Adsuar, J. C., Palacios Cartagena, R. P., Galán Arroyo, C., Mendoza Muñoz, M., & Martos Martínez A. (2023). Self-concept and self-esteem, determinants of greater life satisfaction in mountain and climbing technicians and athletes. *European Journal of Investigation in Health, Psychology and Education*, 13(7):1188-1201.

² Güreş, H., Aksunar, F., Gäreertoglu, Arslan, S., Aksunar S., Güllü, M., Eken, Ö., Kurtoglu, A., Uku, M., Alotaibi, M. H., & Elkhohi, S. M. (2024). Evaluating the impact of rock climbing on mental health and emotional well-being in adolescents. *Frontiers in Psychology*, 15, Article 1426654.

2024-25 Timeline and Highlights



May

- **Instructor training in Val-David, QC with Passe-Montagne Escalade**
 - 3 youth animators advance to certified instructors

End of June

- **Expansion to Ivujivik**
 - Team travels north to launch activities in a second village

Mid-June

- **Outdoor climbing season begins**
- **Instructor and animator training continues in Inukjuak**
 - 2 new climbing animators
 - 3 new apprentice animators
- **Route development training in Inukjuak with Nicolas Rodrigue**



July

- **Major climbing site development**
 - 100+ anchors installed across 2 villages
 - 15 new routes added at Lagoon Cliff (Inukjuak)
 - 1 new site established: Ivujivik Climbing School



July + August

- **Outdoor activities running simultaneously in 2 villages**
 - 28 outdoor climbing outings

August

- **Continued programming in both villages**
- **Oraquan Media visits Inukjuak and Ivujivik for a CBC feature**

September

- **Outdoor climbing season concludes**

September-March 2025

- **In the Spotlight**
 - Team travels to Montreal to present at the Arc'teryx Winter Film Festival

December

- **Weekly indoor climbing activities continue in Inukjuak**



A Year of Growth and Expansion

Growing the Inukrock Team

During the 2024–2025 year, Inukrock experienced significant team growth as we expanded our activities into a second village. To ensure we could run programs simultaneously in two communities while maintaining the quality and safety of our activities, our staffing structure evolved accordingly.

The administrative team doubled, growing from two to four staff members, strengthening coordination and logistics. At the same time, our field team — composed of youth animators leading activities on the ground — increased from five to ten staff members. This expansion represents a major milestone for Inukrock, reinforcing the stability of our programs and laying a strong foundation for sustainable growth.

Strengthening Skills and Certifications

This year was a big training year for Inukrock, closely connected to our team expansion and long-term goals. As we grew, we made sure our team kept building skills to support activities in both communities.

The first training phase took place in May in Val-David with **Passe-Montagne École d'escalade**. A major highlight was that three of our long-time youth animators — Sandy Williams, Joanassie Oweetaluktuk and Samwillie Tullaugaki — progressed to become climbing instructors. This means they can now not only supervise activities, but also teach rope systems, anchors, and technical climbing skills. Seeing them reach this level was a huge step for Inukrock.

We also welcomed **Paul Laperrière** professional trainer to Inukjuak to formally train our newly recruited animators for the summer season. On top of that, **Nicolas Rodrigue**, another external trainer worked with our more experienced staff — including members of the admin team — on outdoor route development, such as drilling new routes and cleaning cliffs to make them safe.

All of this is part of a long-term learning process. Each year we're building more local expertise so that, over time, Inukrock can become fully autonomous in developing and managing climbing sites in Nunavik.

Developing New Climbing Sites

In **Inukjuak**, we continued developing the Lagoon Cliff, the site we've been using since the beginning of Inukrock. This year, around 15 new routes were added, expanding the variety and progression opportunities for climbers. For the first time, we also drilled and bolted routes specifically designed for lead climbing, marking an important step forward in technical development.

In **Ivujivik**, creating a climbing site was essential in order to launch activities in the community. The team spent time exploring the area, identifying suitable cliffs, and then drilling and cleaning the rock to make it safe and accessible. In a short period of time, we successfully established a new site now known as the Ivujivik Climbing School, creating a strong foundation for climbing activities in the villages.

Reaching a Second Village: Ivujivik

The Ivujivik project began in the summer of 2023, when **Thomassie Mangioik**, Centre Director of Nuvviti School and a respected leader across Nunavik, reached out to Inukrock after seeing the impact of climbing activities in Inukjuak. He shared a clear vision: to bring rock climbing opportunities to the children and youth of Ivujivik.

From the beginning, this initiative was built as a strong partnership between Inukrock and **Nuvviti School**. In summer 2024, we began offering regular activities in the community using the newly developed Climbing School site. A key part of the approach was maintaining a constant presence throughout the summer of youth animators and instructors from Inukjuak living and working in the village. This created a natural youth-to-youth dynamic, making it easier to build trust, connect with participants, and anchor the project within the community.



Subsistence Climbing: the Story of Ivujivimmiut Rock Climbers

In Ivujivik, climbing has long been part of life. Every summer, for over three weeks, Ivujivimmiut travel by boat to a nearby island known as Qikirtasiit or Digges Island to harvest eggs from thick-billed murres nesting high on coastal cliffs. Climbers scale steep, loose rock faces with buckets — without ropes or equipment — collecting eggs that are later shared throughout the community. It is a brave and meaningful tradition that has provided nourishing food for generations, practiced sustainably and with deep respect for the land.

While many people see climbing as a recreational activity focused on challenge and personal growth, in Ivujivik it has historically been a way to feed the community — what we call *subsistence climbing*. Our project therefore has a dual purpose: introducing recreational climbing to youth while also working with the local Hunting and Trapping Association to improve safety at commonly used harvesting sites. This powerful connection between tradition and modern climbing was also featured in a [CBC video](#) and [podcast](#) highlighting the Ivujivik project and egg harvesting practice.

Supporting Climbing Development in Aupaluk

This year, we were excited to see new climbing energy emerging in **Aupaluk**, where the local school began the process of developing a brand-new climbing wall. While the wall was not yet built during this reporting year, important steps were taken to move the project forward. Building a climbing wall in Nunavik is a long-term process that requires careful planning, coordination, and resources.

The school reached out to Inukrock for advice, contacts, and support as they developed their project. We shared our experience and discussed how we could assist in the future — including providing safety training and guidance on equipment

Our Outreach

Regional exposure and engagement

Inukrock's year-long programming continued to strengthen connections both between communities and across generations. Youth from Inukjuak became ambassadors of climbing in Ivujivik, sharing skills and building bridges with local participants. This exchange introduced modern recreational climbing while also highlighting its cultural relevance, connecting contemporary climbing practices with traditional Inuit climbing skills.

As youth staff stepped into teaching and leadership roles, their impact extended beyond instruction. They became visible leaders within their communities, contributing to the development of climbing as both a sport and a meaningful cultural expression. Through site development and technical training, participants gained professional competencies while deepening their connection to the land and their heritage.

Media presence

This year marked an important step in increasing Inukrock's visibility beyond Nunavik. Through media collaborations and public events, youth leaders had the opportunity to share their voices, represent their communities, and strengthen their confidence in public spaces.

Sharing our Story through Media

We had the opportunity to collaborate with a three-person team from **Oraquan Media**, who visited us in both Inukjuak and Ivujivik. In Inukjuak, they provided video training to interested youth team members, equipping them with tools to eventually lead their own projects. It was an inspiring and unique learning experience for the team.



The media team then traveled with a few of our members to Ivujivik, where they documented the climbing project and egg harvesting tradition. Through interviews, video footage, and audio recordings, they created content for CBC, including an [article](#), [video](#), and [podcast](#). This experience gave youth valuable exposure to public speaking and being on camera, strengthening their confidence while sharing the Ivujivik project with a wider audience.



Taking the Stage

Through our partnership with **Arc'teryx**, we were honored to be selected as one of two organizations to receive the proceeds from their annual winter film festival. The event, held in Montreal in December 2024, provided significant visibility within the outdoor community. Before the screening began, three youth staff members stepped onto the stage in front of nearly 500 people to present Inukrock and introduce two videos, including [one created specifically for the event](#).

Seeing three young Inuit leaders confidently represent their community was a powerful continuation of the media exposure and public speaking experience developed earlier in the year. We also brought the entire field team to Montreal for the week, strengthening team bonds while climbing in southern gyms and visiting cultural spaces. Wearing Inukrock gear naturally sparked conversations in climbing gyms and beyond, further increasing our visibility within the southern climbing community.

Promotional Items

As Inukrock grows, strengthening our visual identity has become increasingly important. This year, promotional materials such as branded clothing and other items helped increase our visibility within communities and at events outside Nunavik.

Through our partnership with **Arc'teryx**, field staff were also equipped with official **Arc'teryx** uniforms. Beyond practical benefits, this represented an important step in the professionalization of our team. Wearing consistent, high-quality uniforms reinforced credibility, pride, and a shared sense of responsibility as youth leaders representing their communities.



Website Development

A major milestone this year was the creation of Inukrock's first official website. Establishing an online presence has allowed us to clearly present our mission, our team and share our story.

The website strengthens transparency and accessibility for partners, supporters, and community members while marking an important step in the organization's long-term development. As Inukrock continues to grow, this digital platform will serve as a key tool for communication, outreach, and sustainability.

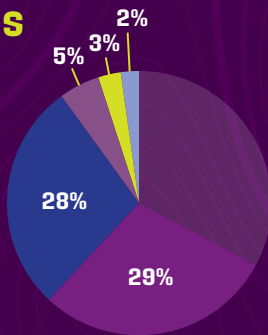
Financial Review

Expenses 2024-2025

TOTAL BUDGET 2024-2025: 559,234\$

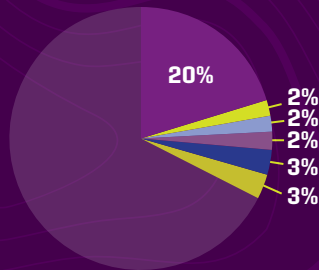
67% Climbing activities

- Salaries and Benefits
- Climbing supplies and shipping
- Transport and accommodation
- Food
- Training



33% Management and administration

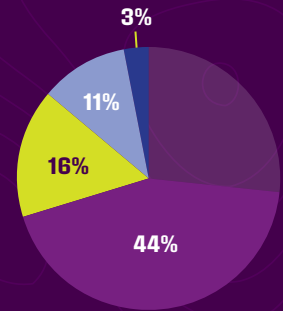
- Salaries and Benefits
- Office supplies
- Professional fees
- Insurance
- Promotion
- Depreciation of fixed assets



Revenues 2024-2025

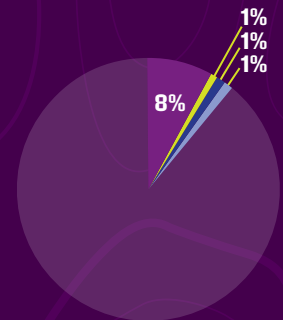
73% Governmental grants

- Nunavik Regional Board of Health and Social Services
- Department of Canadian Heritage
- Kativik Ilisarniliriniq
- Kativik Regional Government



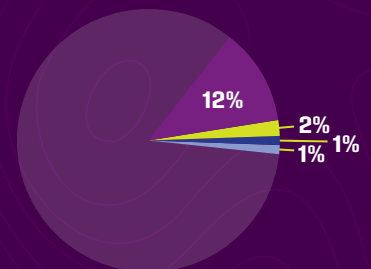
11% Private grants

- M361
- Jumpstart Foundation
- Qarjuut
- Innogec



16% Donations

- Makivvik
- Arc'teryx
- Deferred contributions
- Other donations



What's Done And What's Next



The 2024–2025 year was one of growth, expansion, and strengthened leadership for Inukrock. From team development and instructor progression to launching activities in Ivujivik and increasing our regional visibility, this year marked an important step in building long-term stability and autonomy across communities.

Following the success of our launch in Ivujivik, we look forward to returning next summer to continue developing climbing opportunities in the village. We also aim to further strengthen the connection between youth in Ivujivik and Inukjuak, exploring opportunities for exchanges and shared activities that deepen relationships and continue building a strong network of young climbers across Nunavik.

A Special Thanks

To Our Precious Partners

Our Funders



Our Partners



Our Collaborators



Neegan Sioui, Oraquan Medias

Emmi Nagashima Nagels, Consultant

Bertrand Desrochers, Oraquan Medias

LMG audace et créativité, Communication agency

Brodeur-Tremblay CPA

