# 2018

# YEAR IN REVIEW

## PARALYMPIC FOUNDATION OF CANADA

PARALYMPIC FOUNDATION
FONDATION PARALYMPIQUE

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# MESSAGE FROM THE CHAIR AND DIRECTOR

The Canadian Paralympic Team enters the stadium for the Opening Ceremony of the PyeongChang 2018 Paralympic Winter Games.

By all accounts, 2018 was a great year for the Paralympic Movement in Canada.

At the 2018 Paralympic Winter Games in PyeongChang, South Korea, our athletes brought home an impressive 28 medals, including eight gold – a new record for Canada at the Paralympics.

Canadians watched with pride as opening ceremony flag bearer and Para nordic star Brian McKeever became the country's most decorated Winter Paralympian after winning his 14th career medal at the Games. He finished the Games with three gold medals and a bronze medal, for a career total 17 medals — 13 of those gold — making him also the most decorated Paralympic cross-country skier ever.

Mark Arendz, another Para nordic skier, set a Canadian single Winter Games record, winning six medals – five in individual pursuits and one team relay medal.

Closer to home and at the community level, we're seeing great strides in the knowledge and understanding of the Paralympic Movement. Though our Foundation is relatively new – established in 2015 – the support from Canadians across the country has been strong.

The fact remains, however, that for many of the estimated one in five Canadians with a disability, sport is still not accessible and available.  Barriers still exist where they should not. But with your help, we are confident that can change so that Canadians with a disability can clearly see themselves at the start line.

By creating more opportunities for Canadians with a disability to be active in sport in their communities and empowering those with the drive and talent to compete on the world stage, we can inspire a nation. Together, we can ensure that there are truly no limits.

As Christopher Reeve once said, "So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable."

Thank you for your continued support.

**Jim Westlake**
BOARD CHAIR

**Dean Brokop**
DIRECTOR

# YEAR AT A GLANCE

Para athletics' Marissa Papaconstantinou (left) and Elodie Tessier of wheelchair basketball are joined by Paralympic Foundation of Canada board member Marc-André Fabien (right) and CBC Sports' Scott Russell.

## ImagiNation launch in Toronto

JANUARY 25

Celebrating the launch of ImagiNation, a historic $10 million initiative supporting Para sport, we invited guests to join us for an official launch. Special guests Canadian Tire Jumpstart Charities and Pfizer Canada came on board as the first two lead cappaign partners, adding to their longstanding commitments to the Paralympic Movement.

The Canadian Paralympic Team enters the stadium for the Opening Ceremony of the PyeongChang 2018 Paralympic Winter Games.

## Opening Ceremony

MARCH 9

The PyeongChang 2018 Paralympic Winter Games kicked off! We didn't know it then, but Canadian athletes were on their way to history at these Games.

## Chubb Insurance Party With a Para-Purpose

SEPTEMBER 12

In Vancouver, Chubb Insurance's end-of-summer soiree celebrated all things Para sport – and raised money for the Foundation in the process.

The second ParaTough Cup was held at the University of Toronto Athletic Centre.

## 2nd annual Toronto ParaTough Cup

FEBRUARY 21

The Hon. Kirsty Duncan, Minister of Science and Sport, was among those celebrating the first year of the ImagiNation initiative on Parliament Hill.

## ImagiNation Year One celebration on Parliament Hill

JUNE 6

As a way to thank our supporters and celebrate $2.1 million pledged to date – plus a $1 million match from the Government of Canada, we took to Parliament Hill to recognize how the ImagiNation campaign is making a difference in the future of Para sports.

# YEAR AT A GLANCE - CONTINUED

Current and former Paralympians joined W. Brett Wilson in Banff.

## Paralympic spotlight at YPO event in Banff

SEPTEMBER 13

Known for his investing and entrepreneurial prowess (not to mention his time spent as a Dragon on CBC's Dragons' Den), W. Brett Wilson showed off his passion for Para sport, inviting eight Paralympians to the YPO Conference which brings together young chief executives. Joining Brett was Michelle Salt, Viviane Forest, Brian McKeever, Carrie Anton, Ross Wilson, Alister McQueen, Mark Arendz and Lauren Woolstencroft.

ParaTough Cup was held at the Richmond Olympic Oval, with eight teams competing for the trophy.

## Inaugural Vancouver ParaTough Cup

NOVEMBER 23

## President's Reception

AUGUST 29

Canadian Paralympic Committee President and Paralympic Foundation of Canada board member Marc-André Fabien celebrated the summer and Para sport by hosting an intimate gathering at his home. We're grateful for the support with nearly $50,000 raised to support the Foundation!

## Fall Campaign

NOVEMBER 1

We launched our Fall fundraising campaign, urging people across the country to help Canadians with a disability to get in the game. The response was overwhelming as we received hundreds of messages of support and financial donations from Canadians in each province.

ParaTough Cup was held at McGill University, with 14 corporate teams competing for the prize.

## 2nd annual Montreal ParaTough Cup

NOVEMBER 15

Paralympic veterans Cindy Ouellet and Caroline Viau welcomed 14 teams to Montreal's second ParaTough Cup. As emcees, the pair shared many stories of sport and perseverance with the participants. Thanks to donors, supporters and sponsors, more than $93,000 was raised to support Para sport across Canada!

# NEXT GENERATION IMPACT STUDY

## WITH ATHLETES KEELY SHAW AND SANDRINE HAMEL

While many Canadians turn their attention every four years to the Paralympic Games, the road to the podium begins much earlier for Canadian Para athletes. Through grants to the Canadian Paralympic Committee (CPC), the Paralympic Foundation of Canada is committed to supporting the development of a sustainable Paralympic sport system so that Canadians with a disability are given the opportunity to choose sport and to become athletes.

After all: winning the race begins with ensuring that every single Canadian can imagine themselves at the start line, regardless of ability.

Sanrdine Hamel competes in Para snowboard at the 2018 Paralympic Games in PyeongChang.

Throughout the 2017-2018 fiscal year, the Paralympic Foundation of Canada granted $800,000 to the Canadian Paralympic Committee to support Next Generation grants to National Sport Organizations, strengthening the Paralympic Movement from communities all the way to the Paralympic podium.

These grants helped “NextGen” athletes like Sandrine Hamel and Keely Shaw.

Sandrine was born with a double major scoliosis. During corrective surgery, her right leg was paralyzed. Determined to not let her disability stop her, Sandrine competed in sports with her able-bodied peers for years. “The first time I learned about Para sport was when I started competing in Para snowboarding three years ago,” she said. “I didn’t even know that snowboarding was a Para sport.”

NextGen program funding helped Sandrine’s snowboarding reach a new level – and quickly. At just age 21, she made her Paralympic debut at the PyeongChang 2018 Paralympic Winter Games.

“Because of funding, we got to have a NextGen coach,” Sandrine said. “Because of that, the coach we had is the one who recruited me. It’s because of him that I got to the Games. He was at the top of the course with me at the race.”

Keely first became interested in road cycling as a hobby while spending a summer in London, Ontario. When she returned to her home province of Saskatchewan, Keely took her cycling to the track and began working with Bruce Craven, a local Sport Physiotherapist and Strength and Conditioning Coach. With access to high performance equipment and specialist coaching she was soon ready to compete on the world stage with a Team Canada jersey on.

“It was absolutely unreal,” Keely told a Weyburn, Sask. newspaper. “It took a long time to realize it wasn’t just a dream, it was actually happening.”

In her first full year in Cycling Canada’s Para Cycling Next Generation program, Keely, who acquired her injury after falling off a horse, has exceeded expectations. In her international race debut at the 2018 track world championships in Rio de Janeiro, she placed fifth in the Individual pursuit and beat her previous personal best.  A few months later, at a World Cup in the Netherlands, she earned a silver medal.

In March, Keely Shaw competed in her first ever international event: the Para Cycling Track World Championships in Rio De Janeiro.

She may be one of the national team’s newest members, but she already shows great potential and is ready to take her Para cycling career as far as it will go.

“I’ve earned that maple leaf on my jersey,” she said.

# ASSOCIATION QUÉBÉCOISE DE SPORTS POUR PARALYTIQUES CÉRÉBRAUX

## MONTREAL, QUEBEC

Eric Bussiere competes in the mixed boccia event against Korea at the 2016 Paralympic Games in Rio.

**Boccia, a sport of focus and precision, was originally designed for people with cerebral palsy but has expanded and now welcomes players with a wide variety of disabilities.**

As Quebec's governing body for boccia, the Association Québécoise de sports pour paralytiques cérébraux (AQSPC) has a keen interest in ensuring up-and-coming boccia players of all ability levels are ready for action.

It's not always easy to develop talent, says José Malo, Executive Director, AQSPC.

"We know that for parents who have kids with physical disabilities, it's expensive. The bottom line is sport is more expensive," she says. "We try to balance that."

Through funding received in 2018, the AQSPC focused on growing the game, especially for young children. Teams from the AQSPC traveled to schools, rehabilitation centres and recreational facilities to introduce boccia to new players – and their families – through camps and demonstrations.

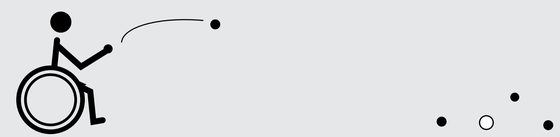
"The camps had two goals," says Malo. "One: show the kids what they can achieve with this sport and at the same time educate the person in charge of them, whether it's a parent or educator so they can learn how to use boccia in their activities to help them develop."

## ABOUT BOCCIA

Boccia is played indoors on a flat, smooth surface. The players propel leather balls (six per competitor) as close as possible to a white target ball (called the "jack") on a long, narrow field of play.

A match has four ends. At the end of the game players receive one point for each ball closer than their opponents' to the jack.

- Introduced at the New York 1984 Paralympic Games
- One of only two Paralympic sports that do not have an Olympic counterpart (the other is goalball)



**When I was young, Nancy Greene was the top and I wanted to be Nancy Greene," she said, recalling Canada's champion alpine skier.**

**"At the ski centre, there was one run called 'Nancy Greene.' My goal was to be able to do that run. When you have a disability, it can be harder to imagine a dream like that."**

**JOSÉ MALO,** Executive Director, AQSPC.

**Samuel Lafleur and his mom and his sports assistant Nathalie Laflamme. Because Samuel won the challenges of the junior camp he was invited to join the senior camp in 2018.**

The next goal was to promote the sport.

"We want to show the kids that boccia is a real sport. You can go far with this sport," Malo adds. "Our goal is to promote boccia as an open door on the world."

An introductory style camp was held in April for kids as young as six and their parents at two re-adaptation centres in the Montreal area.

A second camp for juniors was held at the Institut national du sport du Québec located at Olympic Stadium. That's where the national boccia team trains as well as national team athletes in several Olympic and Paralympic sports such as judo and swimming.

The AQSPC said the goal of these camps is knowledge sharing and obtaining the widest possible reach.

"We cannot do all the camps without that money," Malo said. "Quebec is big and we try to never say no. If kids want to try a camp in St. Jean or Saguenay - if there are kids anywhere who want to play - we're going."

**Boccia participants are joined by their families following the 2018 Junior Camp at the Institut National du Sport du Québec in Montreal.**

For Malo, the dream of sport is relatable and very personal.

"When I was young, Nancy Greene was the top and I wanted to be Nancy Greene," she said, recalling Canada's champion alpine skier.

"At the ski centre, there was one run called 'Nancy Greene.' My goal was to be able to do that run. When you have a disability, it can be harder to imagine a dream like that."

# THE STEADWARD BEARS PARA ATHLETIC PROGRAM

## EDMONTON, ALBERTA

The acquisition of new wheelchairs increases the Steadward Centre's capacity, especially for newcomers to Para athletics.

A leader in adapted physical activity and Para sport development, The Steadward Centre for Personal & Physical Achievement works with more than 1,000 children and adults with disabilities and trains more than 250 students every year.

It was founded in 1978 by Dr. Robert Steadward, the first president of the International Paralympic Committee and a pioneer in the advancement of Para sport in Canada and globally. In 2016, The Steadward Centre opened a brand new facility, extending space from 4,000 to 17,000 square feet for adapted physical activity and Para sport programs.

The Steadward Bears Para Athletic program is affiliated with the University of Alberta's Green and Gold Track and Field Club, affording Para athletes the opportunity to compete at sanctioned events under the club and offering some shared track and field equipment.

This has been a good foundation for the Para athletics program, but it needed a bit of a boost in order to grow.

"Previously there wasn't a specific Para track and field program in Edmonton," says Maegan Ciesielski, Steadward Centre Para coach. "People had to join a non-Para track club and see if they could accommodate them. They'd have to bring their own equipment and train on their own."

The equipment costs, plus the cost of training facilities and coaching often seemed out of reach for the athletes with disabilities.

### ABOUT PARA ATHLETICS

Para athletics, also known as track and field, is the largest competition at the Paralympic Games. Events are available for physical disabilities – both wheelchair and standing – and athletes with visual impairments. Contested events are held in track racing, throwing, jumping and there is also a marathon and pentathlon.

- Canada has a rich history in Para athletics and its athletes have reached the podium at every Paralympic Games since 1968.

- Wheelchair racer Chantal Petitclerc is the most successful Canadian track Paralympian with 21 medals earned at the Games.

"Para sport is more expensive because there are fewer people doing it," Ciesielski says. "You need specialized equipment. You might need to travel farther for meets. It's harder to train indoors for certain events. A racing chair costs $4,000. You can't do the sport without a chair. Imagine if you had to spend $4,000 on running shoes?"

A boost came from the purchase of new wheelchairs, paid for in part from grant money from the Paralympic Foundation of Canada and the Canadian Paralympic Committee.

Ciesielski says the new chairs significantly increases the program's capacity, especially for newcomers to the sport.

"Having these chairs helps us meet our demand, especially that we were able to purchase chairs that are more accommodating," she says. "The ones we had access to were more geared towards a specific type of build."

Fostering burgeoning talent is of particular interest for the Steadward Bears Para Athletic Program.

**"Para sport is more expensive because there are fewer people doing it. You need specialized equipment. You might need to travel farther for meets. It's harder to train indoors for certain events. A racing chair costs $4,000. You can't do the sport without a chair. Imagine if you had to spend $4,000 on running shoes.**

**MAEGAN CIESIELSKI,** Para coach, Steadward Centre.

"We're really interested in pathways for athletes and coaches," says Jessica Ferguson, the Steadward Centre's Athlete Development Coordinator. "How can we create settings where they can come in, learn competitive skills, engage with the sport and start to explore it even more? How do we create those pathways for them to grow into some of those more high-performance streams and support that continuum of learning? How can we grow the program or the sport to the point where coaches and athletes feel there are these resources and programs out there for them to be engaging with?"

In addition to the new chairs, the program has expanded its camps and is able to incorporate guest coaches. This year, they've brought in nutrition coaches, sports psychologists, and strength and conditioning specialists to run sessions.

"Athletes are getting high-level training that's affordable in a Para sport context," Ferguson says.

While the Steadward Centre continues to develop high-performance Para athletes and coaches, their programs have great benefits for athletes of all abilities.

"Para sport programs like ours are an opportunity to get an appreciation for physical activity, learn the value of commitment and hard work," says Ciesielski. "All those things anyone can learn from sport but there are just fewer opportunities in Para sport.

"That's why we're here."

**Recent camps have included sessions run by nutrition coaches, sports psychologists, and strength and conditioning specialists.**

# PARATOUGH CUP

ParaTough Cup has quickly become a can't-miss event across Canada – and for good reason: Teams of six work together to tackle a series of Para sports like wheelchair basketball, Para ice hockey and sitting volleyball while raising funds to support the Paralympic Foundation of Canada. Since it launched in 2017, the series has raised more than $470,000 for the Paralympic Foundation of Canada.

The guided run is one of six Para sport events included at the ParaTough Cup.

**It is a pleasure to continue our participation with the ParaTough Cup again this year. Our employees appreciate the opportunity to try Para sports and gain a better understanding of what Canadian Paralympians do on the court, on the field and on the ice every day. Having had the experience, they recognize the skill, determination and pure Canadian spirit that it takes to strive for that podium – and they truly become supportive champions of Para sport themselves.**

**KRISTINA SCHAEFER,** Petro-Canada director, brand development, Suncor.

**Congratulations to the winners of the 2018-19 ParaTough Cup series!**

| MONTREAL<br>NOVEMBER 15, 2018 | VANCOUVER<br>NOVEMBER 23, 2018 | TORONTO<br>FEBRUARY 22, 2019 | CALGARY<br>MARCH 6, 2019 |
|---|---|---|---|
| 1ST UPT CrossFit | 1ST RBC | 1ST Toronto Blue Jays | 1ST Hudson's Bay Company |

SPECIAL THANK YOU TO GOLD SPONSORS PFIZER CANADA AND PETRO-CANADA FOR THEIR SUPPORT.

# THANK YOU!

Thank you! With your gifts, the Paralympic Foundation of Canada is working to ensure that the programs, equipment and people are in place to propel more Canadians with a disability all the way from their communities to the Paralympic podium.

**Meet the Circle of Champions**

Circle of Champions members are donors who made a donation of at least $4,000 or a multi-year pledge of $1,000 per year for four years.

## *Imagination* LEAD DONORS

**Canadian Tire Jumpstart Charities**

**Pfizer Canada**

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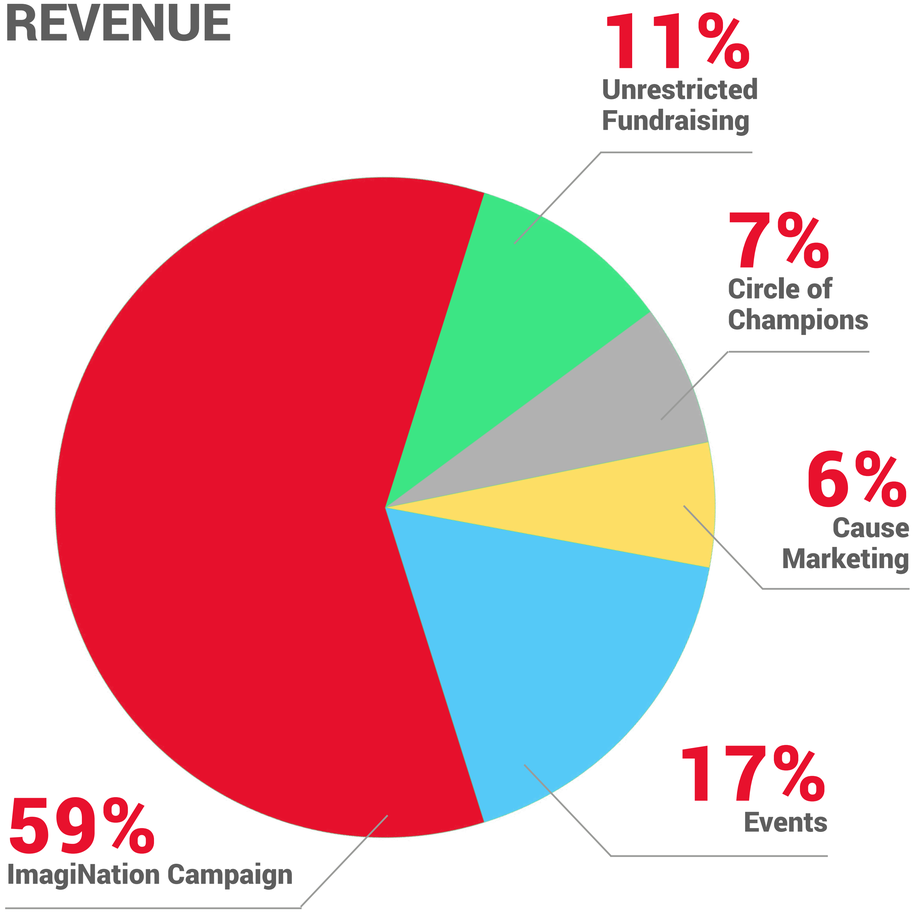
# FINANCIAL SNAPSHOT

## SOURCES OF REVENUE




** 2017-18 Audited Financial Statement*

**The Paralympic Foundation of Canada is greatly supported through financial donations from individuals and corporate partners. This year we received revenues totaling $1,324,465 from the following initiatives:**

**Unrestricted fundraising** includes donations made to our annual campaign and unsolicited donations that help ensure programs, equipment and people are in place to propel more Canadians with a disability all the way from their communities to the Paralympic podium.

**Circle of Champions** donors that have pledged their multi-year support to ensure sport is accessible and available to all.

**Cause Marketing** is derived from our Para Flip Flops sales at the Hudson's Bay Company. Thanks for being with us every step of the way!

**Events** includes the ParaTough Cup series and fundraisers held in our honour, that engage and entertain participants while shining a spotlight on Para sport in Canada.

**ImagiNation Campaign** In 2017, the Government of Canada announced a $1-million annual funding commitment to support Canada's "next generation" athletes, with the provision that these funds be matched by private donations. The Paralympic Foundation of Canada proudly took up the challenge and launched our **ImagiNation Campaign.**

**$10.32**

the amount it cost the Foundation to raise $100.

* CRA calculation

**$800,000**

Granted to the Canadian Paralympic Committee to support NextGen grants to National Sport Organizations. These funds were in turn matched by the Government of Canada.

# MEET THE TEAM

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The Paralympic Foundation of Canada's charitable registration number is 813904190RR0001