



# 2019-20

## ANNUAL REPORT

### CANADIAN PARALYMPIC COMMITTEE



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BERNARD LAPOLTE  
& RICHARD PETER  
PARA BADMINTON



# ABOUT THE CANADIAN PARALYMPIC COMMITTEE

The Canadian Paralympic Committee is a non-profit, private organization with 25 member sport organizations dedicated to strengthening the Paralympic Movement.

The Canadian Paralympic Committee's vision is to be the world's leading Paralympic nation. Its mission is to lead the development of a sustainable Paralympic sport system in Canada to enable athletes to reach the podium at the Paralympic Games.

By supporting Canadian high performance athletes with a disability and promoting their success, the Canadian Paralympic Committee inspires all Canadians to get involved in sport through programs delivered by its member organizations.

For more information, visit [Paralympic.ca](http://Paralympic.ca)

**OUR VISION:** TO BE THE WORLD'S LEADING PARALYMPIC NATION

**OUR MISSION:** TO LEAD THE DEVELOPMENT OF A SUSTAINABLE PARALYMPIC SPORT SYSTEM IN CANADA TO ENABLE ATHLETES TO REACH THE PODIUM AT THE PARALYMPIC GAMES

**OUR VALUES:** EXCELLENCE, INTEGRITY, FOCUS, TEAM, INCLUSION



AMY BURK  
GOALBALL

# MESSAGE FROM THE PRESIDENT AND CEO



Throughout 2019-20, our focus has been on strategic initiatives that propelled forward our three primary organizational pillars: driving Games performance, fostering relationships across all sectors of sport, and creating a sustainable sport system that will see Para sport thrive for years to come.

Throughout this report you will see how our pursuits link back to these three primary objectives, making it clear how we are working towards our mission and realizing our goals.

Delivering the Lima 2019 Parapan Am Games and preparing for the Tokyo 2020 Paralympic Games were prominent priorities throughout the year. Our focus has been and continues to be on the creation of a world-class performance environment for all members of the Canadian team. We developed new approaches to best work together as an organization that will continue to evolve as we look to provide the best support.

We qualified spots for the Tokyo Games and saw strong results across both summer and winter sports during 2019-20. We met several objectives at the Lima Games, including winning performances from both our veteran and next generation athletes, and simulating plans for Tokyo 2020. The Canadian public was able to cheer on the team from home with a comprehensive digital coverage plan unlike any Parapan Am Games in the past.

Relationship-building continued to be a critical priority as it is together we will create a stronger present and future. This includes working with our members across all areas of the business, the International Paralympic Committee and local host organizing committees to ensure we put our athletes in the best situation possible, working with our corporate sponsors who are passionate about supporting Canadian Paralympic sport, our valued donors who believe in the power of sport to change lives, and our media partners who help share the incredible stories of our athletes, and more.

Supporting and increasing funds for next generation programs and athletes remains of utmost importance for a healthy, sustainable system. Alongside Next Gen initiatives, we worked with partners on recruiting more people to become involved in Para sport, supported local organizations that provide opportunities for people with a disability to try sport, and worked to showcase Paralympic sport to new audiences.

Other foundational initiatives remained a major priority as well, namely creating a safe, welcoming, and inclusive environment through our work in safe sport and diversity and inclusion. These are so critical to a flourishing sport system whereby all people can bring their whole self to participate and contribute to sport.

So many people have contributed to and shared our successes of 2019-20. Thank you to our Board of Directors, our 25 member sports, performance partners, media partners, corporate and government partners, donors, coaches, volunteers, fans, and athletes.

The Paralympic family in Canada is a close one, and it is powered by the remarkable hard work and abilities of the athletes. Canada's Para athletes are outstanding ambassadors, and through their work on the field of play and sharing their stories, they are huge drivers in growing the Paralympic Movement across the country.

The 2019-20 year came to an end with the start of a global crisis like we have never seen. We put the health and safety of the athletes, coaches, staff, and global community ahead of anything else in being the first country to officially pull out of the Olympic and Paralympic Games. Through this crisis, we saw the community come together, showing the resiliency and adaptability that many of our athletes display on a regular basis.

We know the years ahead will have challenges to overcome for the entire international sport community, but we feel we remain in a strong position, thanks in part to the great collaboration and support of all our partners, members, and entire community.

**Thank you for your support and commitment.  
Only together can we move forward.**



**MARC-ANDRÉ FABIEN**  
**PRESIDENT**



**KAREN O'NEILL**  
**CEO**



## GAMES PERFORMANCE

### LIMA 2019



The goal of the Lima 2019 Parapan Am Games was three-fold: provide Games experience to Next Gen athletes, use it as an opportunity for the simulation and testing of plans for Tokyo, and earn qualification points or spots for Tokyo. The priorities for each sport varied based on their circumstances, but overall the Games were a success on each front.

We chose to establish a maximum team size for Lima to simulate our anticipated Tokyo team size. A total of 151 athletes, including pilots, guides, and sport assistants, participated at the Games.

Overall, Canada captured a total of 60 medals – 17 gold, 21 silver, and 22 bronze. At least one medal was won in 12 of the 13 sports in which Canada competed. Just over one-third of the medals came courtesy of Canada's Next Gen swimming team of 13 athletes.

The Canadian women's and men's basketball teams both secured direct qualification for Tokyo, in what was their last opportunity to do so. The women won gold and the men won silver, both facing off against the USA in the finals.

Stephanie Dixon started her position as chef de mission for the Lima Games and will continue for the Tokyo Paralympics as well. She came to the role with many ideas of how to best engage with the athletes and support the entire team and was an excellent leader. She will continue her great work for Tokyo, building on relationships and expanding her role.

**BLAISE MUTWARE**  
WHEELCHAIR BASKETBALL





## TOKYO QUALIFICATION



Qualification for the Paralympic Games was an important theme throughout the year as well, as many sports were able to secure slots for Tokyo.

Para swimming confirmed its first slots earning five female and two male slots via the World Para Swimming Championships in September. Andrea Nelson's fifth-place finish at the world championships locked up a spot for Canada in Para canoe, Alison Levine – who became the first woman to be ranked world No. 1 in the BC4 category – secured a spot in bocce alongside the BC4 team, and Para equestrian qualified a four-person team. The women's sitting volleyball and goalball teams also earned places for Tokyo, while wheelchair rugby will be heading to the Games thanks to an undefeated performance in its last-chance qualifier hosted in Richmond, BC in March.

Following the postponement of the Tokyo 2020 Paralympic Games to 2021, a number of sports have had their qualification criteria revised to reflect new deadlines. However, there will be no alterations to qualification slots that have already been earned. As of the end of the 2019-20 year, Canada currently has slots representing 89 athletes.

## WINTER SPORT RESULTS



Two years out from the Beijing 2022 Paralympic Winter Games, there were several positive results from the nation's winter athletes. Para alpine skiers Mac Marcoux and Mollie Jepsen both made triumphant returns after taking a season off due to injury and illness. Marcoux and his guide Tristan Rodgers went undefeated to finish with a Crystal Globe in the giant slalom while Jepsen won three gold and two silver medals on the World Cup circuit in January.

Following a year in which it was relegated, Canada's wheelchair curling team won gold at the B-world championships to earn a spot back in the upper echelon of the sport. In the world championships a few months later, Canada was back on the podium, winning a silver medal. Also winning silver at its respective world championships was the Canadian national Para ice hockey team, who faced off against USA in a closely-played gold medal game.

ALISON LEVINE  
BOCCIA



# FOSTERING RELATIONSHIPS

## PLANNING AND PREPARATION

Throughout the year, we focused on working with the national sport organizations in supporting them on developing and finalizing their performance plans, for both the Lima 2019 Parapan Am Games and Tokyo 2020 Paralympic Games.

A two-day planning and preparation session was held in May in Montreal for the Lima Games for all sports to facilitate planning as a group and give each a chance to speak to each functional area.

Debriefs were held following the Lima Games to review lessons learned and identify priority areas to develop for Tokyo.

Several sports had the chance to visit Tokyo through the year for multiple purposes, including determining NSO staging camp locations and plans, attending test events, and continued logistical planning. Special attention was also paid to the sport of cycling due to its challenging operational location well outside of Tokyo.

The year culminated in a successful planning and preparation site visit in Tokyo in February, which was joint with the Canadian Olympic Committee to allow for collaborations where possible. This site visit saw a majority of sports attend and was focused on simulating the Games operational environment and finalizing NSO Games plans.

Members of the CPC's Games Operations team also conducted several of their own site visits, including for the chefs de mission seminar in Tokyo in September 2019. The goals of each trip varied, but several key functional objectives were achieved on each visit to ensure an optimal environment for all Canadian athletes and staff.

Site visits were also conducted to Beijing, as planning and preparation alongside the NSOs for the next winter Games is well underway, deepening in 2019-20. This year also saw the first site visit for Paris 2024.



**ROB SHAW**  
WHEELCHAIR TENNIS



As COVID-19 forced the postponement of the Tokyo Games to 2021 – a decision that was made at the very end of the 2019-20 fiscal year – we started to revamp our plans for each functional area and focus on how we can best support the NSOs and athletes as they manage this monumental shift in their preparation.

## STAKEHOLDER RELATIONS

We continue to work closely with many of our partners on different initiatives.

We collaborate with the Canadian Olympic Committee to create efficiencies for Games planning and to best support our NSOs who attend both the Olympic and Paralympic Games.

We have a close relationship with the Tokyo 2020 organizing committee that we have helped foster through each of our site visits. We have remained engaged with them in meetings and providing feedback on all functional areas. The International Paralympic Committee also enacted an NPC Experts group for Tokyo 2020, with Canada having a seat on this committee, providing guidance to the organizing committee. Canada will also be involved in the NPC Experts group for Beijing 2022.

Work is ongoing alongside Own the Podium on a number of priority initiatives. This includes the Coaching Enhancement Program which continues to see strong support from Para sport coaches and the NSOs. CPC has maintained its investment in this program, which will have two main priorities going forward: focusing on preparation and performance for Tokyo and Beijing, and assisting NSOs in recovering from COVID-19. The work of Canada's great Para coaches continues to be so important to the growth and success of the Paralympic Movement across the country.

GUILLAUME OUELLET  
PARA ATHLETICS





ANDREA NELSON  
PARA CANOE

## GROWING A SUSTAINABLE SYSTEM

### NEXT GEN SUPPORT

Supporting targeted Next Gen athletes and programs continued to be a strong priority throughout the year. A total of \$2 million was distributed to the NSOs as part of our Next Gen funding – \$1.2 million to summer sports and \$800,000 to winter sports – based on their high-performance plans and medal potentials. Funding goes toward support in multiple areas including coaching, competition opportunities, training environments, and sport sciences and medicine. Next Gen funding is critical to help athletes take the next step in their high-performance careers on the way to representing Canada at the Paralympic Games, and hopefully, making it atop the podium.

### PARALYMPIAN SEARCH

Paralympian Search continued to be a key event in discovering new potential athletes to enter the sport system. A total of three events were hosted this year – Gatineau (April), Halifax (May), and Kelowna (November). The final planned Paralympian Search of the year, in Quebec City, was cancelled due to COVID-19.

A total of 38 participants attended throughout the year, with each of them receiving information on how to continue being active. The event continues to net positive results from all participants and be a strong opportunity to engage with the NSOs on their priorities for recruitment. Additionally, a new layer of research was added this year to better understand the athlete experience throughout the day in hopes of learning how to provide a consistently quality sport experience for each attendee.

Of note, Andrea Nelson – a Paralympian Search attendee in 2017 and 2018 – earned a qualification slot for Para canoe at the world championships and could become the first athlete identified at the event to compete at the Paralympic Games. Nelson was also one of three Search athletes who received Petro-Canada Fuelling Athlete and Coaching Excellence (FACE) grants, alongside Para nordic skier Kyle Barber and Para snowboarder Sarah Anne Cormier.



## SPORT CANADA INNOVATION GRANT

While the Paralympian Search program has continued to show good success, it has become clear that not as many women tend to sign up for the event – although those who do often become very successful. In an effort to better understand how to attract and engage more women into recruitment initiatives, the CPC applied for and was successful in achieving a \$200,000 Sport Canada Innovation Grant to support designing more effective recruitment strategies for female athletes, work that will continue into the next fiscal year.

## CLASSIFICATION

A national classification strategy was developed through the year with a goal of launching in 2020-21 alongside additional classification resources. CPC also distributed \$75,000 in classification grants to a number of NSOs to go towards various projects such as international classification, and domestic and international classification training.

## DEVELOPMENT & GRASSROOTS FUNDING

As part of our goal to create a sustainable system for Para sport, we helped support a wide variety of Para sport programs aimed at providing opportunities to athletes with a disability through our two primary granting programs.

The Para Sport Jumpstart Fund, in partnership with Canadian Tire Jumpstart Charities, focuses on grassroots programs giving children and youth sport opportunities. In 2019-20, it distributed \$800,000 between 40 community organizations. Joint planning was also conducted for the future, with a focus on increasing the quality and quantity of applications. A targeted outreach plan was developed to achieve a better geographic representation in 2020 as well as to drive more participation from municipalities and schools.

KADY DANDENEAU  
& ÉLODIE TESSIER  
WHEELCHAIR  
BASKETBALL

The Paralympic Sport Development Fund, which targets development opportunities on the pathway to high performance, granted \$200,000. A total of 25 programs or organizations received funding.

## ATHLETE TRANSFER

The CPC worked with OTP and York University throughout the year on an athlete transfer initiative, with work set to continue into 2020-21. Research via interviews with 50 athletes and coaches from a variety of winter and summer sports was conducted and will be used to develop an athlete transfer framework to better assist athletes to move between sports.



# COMMUNICATIONS AND BRAND



At its core, the primary objectives of the Communications & Brand department are to elevate the profiles of our Paralympic athletes, by sharing their journeys and providing them more opportunities to engage with the public and the media. Through these efforts, we give more Canadians the chance to witness the Games performances of our athletes and hear their stories, we foster relationships with athletes, alumni, and media, and we highlight the successes and needs of the sport system to a greater audience. In addition, as many of our past Paralympic stars have discovered their sport by seeing it on television, increased coverage plays an integral role to the viability and sustainability of our movement.

The 2019-20 year was successful and an important steppingstone towards a major Games window. Our priority outcomes cemented our leadership and readiness in terms of strengthening the CPC brand domestically and internationally. Our innovative approach to the delivery of brand communications increased efficiency, consistency, and most of all quality in our messaging and various outputs. The below is a reflection of some strategic areas of investment that have generated positive impact in our growth.

## GAMES PERFORMANCE

### COVERAGE OF PARALYMPIC SPORT

In order to position CPC as a thought leader in the sport community, this requires an all-team effort cutting across Communications and Brand. With a focus on the athletes, we drive the content, promotion, and celebration of their sport performances and their stories off the field of play.

One of those priorities remains increasing this coverage year-round and a major part of this strategy is the Paralympic Super Series. After launching this alongside CBC/Radio-Canada at the end of the 2018-19 year, it was expanded significantly this year. This provides more exposure of Paralympic sports throughout the year, which will only serve to increase interest when the Paralympic Games occur.

Five events were live streamed throughout the year via the CPC Facebook page as well as CBC/Radio-Canada's digital streaming platforms: 2019 World Para Ice Hockey Championships, 2019 World Para Swimming Championships, 2019 World

Para Athletics Championships, 2020 Para Cycling Track World Championships, and the IWRF Wheelchair Rugby Paralympic Qualification Tournament.

At each of those events, our CPC content ambassador Benoit Huot was onsite to interview the athletes and tell the stories behind the performance, providing in-depth coverage. We executed a comprehensive coverage plan for each event, including broadcast press release, interactive engagement with the live streams, social media promotion, and feature stories and website coverage, and provided additional support to the national sport organizations where needed.

These events saw over two million impressions interact with the live broadcasts and coverage on CPC's digital channels.

At the end of 2019-20, our planning was upended due to the pandemic, and so we also began the process of collectively reframing how we can share the stories of our athletes and pulling together new, creative approaches.



MIKE WHITEHEAD  
WHEELCHAIR RUGBY



## LIMA 2019 PARAPAN AM GAMES

The Lima 2019 Parapan Am Games was a major priority through the first half of the year, and ultimately a great success in gaining more exposure. Compared to a Paralympic Games, overall media attention and interest for a Parapan Am Games is negligible and so we worked very hard to bring the Games back to people in Canada within this environment. We put together a coverage plan more advanced and comprehensive than we have for any Parapan Am Games hosted outside of Canada before. We also aimed to use Lima 2019 as a simulation where possible for how we plan to work as a team and cover Tokyo.

We were the rights holding broadcaster for the Lima 2019 Parapan Am Games and brought live coverage of the Games across Canada alongside our broadcast partners CBC/Radio-Canada.

We aired live streams for five sports – Para athletics, Para badminton, Para swimming, wheelchair basketball, and wheelchair rugby. In some sports where live coverage was not available, we produced our own highlights packages with b-roll taken by our team at the competition and shared with Canadian media. We ventured to have some coverage of each sport.

Our goal is to elevate the impact of the performance and have Canadians celebrate the athletes and their sport experiences, and we had a team onsite to make this happen from a broadcast, social, digital, and PR perspective, as well as additional support back home in Canada. In addition to the broadcast, we also had comprehensive coverage on social media and our website, and a dedicated media attaché team to ensure media back home in Canada was kept up to date on all the Canadian results and top stories and amplifying these stories in their respective communities. One of the strategies employed was ensuring that media in the athletes' hometowns were kept abreast of their participation in the Games and performances, and this resulted in additional coverage.

We hit over 829,000 impressions for these Games from our CPC live streams and digital channels. Website views on [Paralympic.ca](#) reached 80 per cent of what was achieved during the 2018 Paralympic Winter Games, while our metrics on Facebook, Twitter, and Instagram in comparison to PyeongChang actually increased. From a traditional media perspective, our potential reach was approximately 345 million, well beyond the targeted objectives of a non-Paralympic Games event.

Moving forward, Lima 2019 is our new baseline for a Parapan Am Games awareness levels where the Games are hosted outside of Canada.

ARIANNA HUNSICKER  
PARA SWIMMING

**WE HIT OVER 829,000 IMPRESSIONS FOR THESE GAMES FROM OUR CPC LIVE STREAMS AND DIGITAL CHANNELS. WEBSITE VIEWS ON [PARALYMPIC.CA](#) REACHED 80 PER CENT OF WHAT WAS ACHIEVED DURING THE 2018 PARALYMPIC WINTER GAMES, WHILE OUR METRICS ON FACEBOOK, TWITTER, AND INSTAGRAM IN COMPARISON TO PYEONGCHANG ACTUALLY INCREASED.**



# FOSTERING RELATIONSHIPS

## LOOKING AHEAD TO TOKYO

Planning for Tokyo was a priority throughout the year, as we kicked off various activities for the Games and focused on behind-the-scenes planning as well.

We officially announced our chef de mission (Stephanie Dixon) as well as assistant chef de mission (Josh Vander Vies) and athlete ambassadors (Shacarra Orr and Karolina Wisniewska) and initiated many streams of our communications strategy.

Our biggest initiative was successfully hosting a Tokyo 2020 Media Summit in Toronto in January, bringing together 16 prominent Tokyo 2020 hopefuls to do several media interviews with top national outlets such as CBC, The Canadian Press, and Postmedia. This was a perfect opportunity to engage with the athletes and get to know their stories for our own content purposes, and for them to meet with different media outlets and build those relationships as well.

## STRENGTHENING OUR VOICE

As the profile of our athletes grow, requests for them to partake in various speaking and event engagements has increased as well, and we helped coordinate several of these. This includes for corporate partners, as well as CPC or PFC-led events, such as Paralympian Search or ParaTough Cup.

CPC remains a strong voice in the community on a number of issues and has elevated our leadership, including our executive staff and athlete leaders, through the positioning and messaging around several initiatives. We continue to strive to position the Paralympic agenda in terms of hosting and sustainable development through programs and investments.

Most notably, the COVID-19 pandemic hit at the end of the fiscal year. Communication was critical throughout this process, and with the pre-emptive withdrawal of Canada from the Olympic and Paralympic Games this summer and subsequent Games postponement, CPC and Canada was viewed as a strong, ethical leader in the global sport community.



STEPHANIE DIXON  
CHEF DE MISSION,  
LIMA 2019 & TOKYO 2020



PAT ANDERSON  
WHEELCHAIR BASKETBALL  
& CODA THE BEAVER

## SUSTAINABLE SYSTEM

### YOUTH ENGAGEMENT

Efforts were made to develop a more cohesive youth engagement strategy, as we seek to introduce Paralympic sport, inclusive Paralympic values, and Paralympians to more and more children across the country and increase our audience.

Three key elements of our strategy were launched in 2019-20: the official Canadian Paralympic Team mascot, CBC music class challenge, and Team Canada Champion Chats, a partnership with the Canadian Olympic Committee.

We officially launched the process of getting an official mascot in the spring, inviting the public to vote in an online poll as well as schools through colouring pages on their choice between three animals: grolar bear, Arctic fox, and the beaver.

Ultimately, it was the beaver who was the most popular choice. We introduced Coda the beaver to the world in March 2020 with a special reveal at a public school in Ottawa alongside Paralympic stars Patrick Anderson and Karolina Wisniewska. The goal of the mascot is to engage with children, and Coda will be a presence at many events in the future. The plan is for Coda to be part of our school visits strategy, but this has been put on hold due to the COVID-19 pandemic.

Team Canada Champion Chats, which is hosted by Paralympian Benoit Huot and Olympian Tessa Virtue, is a unique partnership with the Canadian Olympic Committee and Classroom Champions. A nationwide education program designed to empower Canadian students focusing on themes like mental health, diversity and inclusion, goal setting, and embracing challenges, it includes live chats each quarter as well as lesson plans that are aligned with Canada's school curriculum.

The first live chat took place in February, giving communities the chance to connect directly with Olympians and Paralympians, asking questions and hearing their stories. Paralympians to take part included Hervé Lord, Camille Bérubé, Priscilla Gagné, and Josh Dueck.

We also launched a new initiative for Tokyo that has a direct link to engaging young people with the Paralympic Movement – an official theme song for the Tokyo 2020 Canadian Paralympic Team called “Shine”. Produced in partnership with CBC/Radio-Canada, the song is performed by Eva Avila in both English and French and was written by Paul DeRosa.

Shine was part of CBC Music’s 2019 Canadian Music Class Challenge which saw hundreds of schools perform their own version of the song and submit it to a contest for the chance to win equipment for their school. In conjunction with our mascot launch, we also visited a school in Ottawa that had performed their own cover of Shine, and Patrick Anderson shared with the students his own journey in music as well. The plan is that we will visit more Shine schools in the future leading into the Tokyo Games, as well as have a formal launch on platforms such as iTunes and Spotify.

# REVENUE GENERATION



## CORPORATE PARTNERSHIPS

### GAMES PERFORMANCE

At the Lima 2019 Parapan Am Games, CPC's health and wellness partner Pfizer played a key role in health services. As presenting partner of Canada's onsite health clinic in the village, a member of the Pfizer family joined the team in Lima to support the operations of the clinic. Pfizer also hosted a reception to recognize the contributions and importance of the health services team.

In addition, Pfizer was part of the VIP Hospitality program in Lima, which provided the Pfizer staff onsite with a unique Games experience, attending competitions, spending a day in the life of a chef de mission with Stephanie Dixon, and experiencing cultural activities like a Peruvian cooking class.

Leading up to the Lima 2019 Games, the Pfizer Health and Wellness Series was launched, offering Pfizer colleagues and the general Paralympic audience an opportunity to get to know Paralympians related to their nutrition, mental skills, and other health considerations.

Among the other partners providing support for Lima was Air Canada for travel purposes, including airport operations such as baggage prioritization, group ticketing, and movement planning. Air Canada is also using guidance from Paralympians to enhance their accessibility practices and employee training development.

Canadian Tire assisted with procurement for village operations for the Lima Games, and an ongoing relationship was developed with Canadian Tire Financial Services to provide expertise around performance data strategy and analytics. CPC also organized and hosted a coaches reception in Lima on behalf of Petro-Canada.



FLAG RAISING CEREMONY  
LIMA 2019



**OLYMPIAN CURT HARNETT AND ED VEAL  
(PILOT FOR PARA CYCLIST LOWELL TAYLOR)  
PARTICIPATED IN THE 'TRY THE TRACK'  
EXPERIENCE WITH PARTNERS**

## FOSTERING RELATIONSHIPS

Our partners are important members of the Paralympic community who support the Paralympic Movement in many different ways. Providing them with unique opportunities to engage with Para sport and Para athletes remains an essential component of growing those relationships.

Several of our partners exhibited their commitment to the Paralympic Movement in Canada by entering teams in the Paralympic Foundation of Canada's ParaTough Cup fuelled by Petro-Canada™ event series in Montreal, Vancouver, Toronto, and Calgary. Participants included Pfizer, Bell, Toyota, Hudson's Bay, Teck, Fasken, Deloitte, Petro-Canada, Canadian Tire, and new CPC partner Proctor & Gamble.

Along the similar idea of providing people the opportunity to try Para sport themselves, CPC executed two employee events at the Hudson's Bay offices in Brampton and Toronto. Over 100 employees came out to demo wheelchair basketball and sitting volleyball and try a guided obstacle course, assisted by Paralympians Kevin Rempel, Melanie Hawkins, and Karl Ludwig. Similar events were hosted with Toyota and Petro-Canada employees as well.

Meanwhile, several partners brought athletes in for speaking engagements with their staff to share their stories or expertise. For example, Stephanie Dixon spoke to Petro-Canada about diversity and inclusion, and OPIN brought in Tony Walby to talk about web accessibility. Canadian Tire also had multiple Paralympians partake in their Jumpstart Games events around the country.

CPC was able to leverage Para sport competitions to engage with partners and showcase the skills of Canada's athletes live in person, hosting a VIP reception at the Para Cycling Track World Championships in Milton, Ontario. Prior to the event starting, a few partners were also able to find out firsthand what it's like racing in a velodrome with Cycling Canada's 'Try the Track' experience at the Mattamy National Cycling Centre. On hand to support the group were Olympian Curt Harnett and Ed Veal, pilot for Para cyclist Lowell Taylor and a Tokyo 2020 hopeful.



In addition, partners were incorporated into two major CPC-led events – co-presenting awards to the inductees at the 2019 Canadian Paralympic Hall of Fame gala in Vancouver, and as guests at a special luncheon during the Tokyo Media Summit in Toronto, where they heard from Tokyo 2020 hopefuls Zak Madell, Tara Llanes, Andrea Nelson, Alison Levine, and Renee Foessel.

In June 2019, Toyota announced its Team Toyota athletes heading into the Tokyo Games, which includes six Paralympians and four Olympians. On the Paralympic side, the athletes are Benoit Huot, Cody Caldwell, Nik Goncin, Cindy Ouellet, Aurélie Rivard, and Stefan Daniel.

A total of 54 Paralympians engaged with the Bell Let's Talk Day initiative, sharing 121 posts on their personal accounts. Bell Let's Talk Day and a commitment to mental health remains a huge priority of Bell, and CPC works closely with Bell to help cross-promote with multiple stakeholders.

## SUSTAINABLE SYSTEM

Corporate partners are also involved in helping to grow the Para sport system and develop athletes across Canada, and provide more opportunities for people with disabilities to access sport.

Of note, Petro-Canada supported 13 Para athletes through its FACE grant, with \$5,000 distributed to the athlete and \$5,000 to their coach. The funds are used for training, equipment, coach education, and competition travel expenses. Canadian Tire Jumpstart Charities also continued to show its support via the Para Sport Jumpstart Fund, aimed at more grassroots organizations who are providing children with a disability the chance to play. Last year, \$800,000 was granted to groups across the country to grow or enhance their Para sport programming.

FROM TOP LEFT, OLYMPIAN MELISSA BISHOP,  
PARALYMPIANS NIK GONCIN, AURÉLIE RIVARD,  
STEFAN DANIEL, OLYMPIAN ELLIE BLACK,  
PARALYMPIANS BENOIT HUOT, CODY CALDWELL,  
AND CINDY OUELLET  
TEAM TOYOTA





PARATOUGH CUP  
CALGARY 2020

## PARALYMPIC FOUNDATION OF CANADA

Contributing to many aspects of the overall CPC strategy, the Paralympic Foundation of Canada (PFC) continues to be a significant contributor to the Paralympic Movement in Canada. Grants provided by the PFC help give athletes the tools to reach the next level and make the podium, the organization fosters relationships with donors and the greater community who want to support Canada's remarkable Para athletes, and funding support grows the system across the country by giving Next Generation athletes more opportunities.

[CLICK HERE](#) to read the complete Paralympic Foundation of Canada 2019 Year in Review, or download it from [Paralympic.ca/Foundation](http://Paralympic.ca/Foundation).



### PARATOUGH CUP

For the second straight year, ParaTough Cup was hosted in four cities, returning to Montreal, Calgary, Vancouver, and Toronto in 2019-20. The signature event of the PFC hit an exciting milestone, crossing \$1 million in total funds raised in its fourth year.

ParaTough Cup continues to be a great success with participants, offering them a unique, fun, and active afternoon, and further illuminating to them the strength and skills of Para athletes and the resources needed to help them be the best in the world.

Between the four events this past year, ParaTough Cup raised \$379,000 towards supporting the Paralympic Movement in Canada.



## Imagination CAMPAIGN

Now nearly 75 per cent of the way through the four-year ImagiNation campaign, in 2019-20 the PFC granted \$1.05 million to the CPC to support early athlete development and Next Gen programs.

In total, ImagiNation has now granted \$3 million towards Next Gen development in Canada, since its inception, unlocking an additional \$3 million in matching funding from the Government of Canada. These funds are directed to five key areas of support: coaching, training environments, equipment, health and wellness initiatives, and sport science.

In June 2019, the PFC celebrated the two-year anniversary of the ImagiNation campaign with a special event hosted at the Senate of Canada in Ottawa. Several members of the Canadian Para sport community were in attendance, including athletes, coaches, donors, national sport organizations, and partners. Wheelchair curler Jon Thurston, a recipient of Next Gen funding, was one of the keynote speakers, with Senator Chantal Petitclerc and The Honourable Carla Qualtrough also sharing how important funding is for Para athletes.

For more information on the impact of the ImagiNation campaign, please [CLICK HERE](#) to read the ImagiNation Year Three Report.

## ADDITIONAL EVENTS

The PFC continues to be supported by third-party events as well – special events hosted by our partners and donors to contribute to the Paralympic Movement in even greater ways. Notably, CPC president Marc-André Fabien dedicated his birthday party to raising funds for Para sport, bringing in nearly \$100,000 while PFC board member Mike Shaikh hosted a Canada Day party and raised over \$25,000.

JON THURSTON  
WHEELCHAIR CURLING



# CORPORATE SERVICES



Throughout 2019-20, Canadian Paralympic Committee Corporate Services continued to focus on the foundation of the organization, including financial management and oversight, capacity building and recruitment, risk management, governance, and strategic planning, while also moving forward on our key organizational objectives.

From a Games perspective, we officially confirmed the legal team, as well as the assistant chef de mission (Josh Vander Vies) and athlete ambassadors (Shacarra Orr and Karolina Wisniewska) for the Tokyo Games. We trialed the athlete ambassador program at the Lima 2019 Parapan Am Games and will expand the program significantly for Tokyo. We were able to conduct an in-person orientation with the athlete leadership team, including chef de mission Stephanie Dixon, in Toronto in January 2020.

We continued to build relationships with our domestic and international partners, including national sport organizations, the International Paralympic Committee, and Americas Paralympic Committee.

Alongside the Canadian Olympic Committee, we hosted the inaugural COC-CPC Leadership Lab in Vancouver in November 2019, with an objective of building a stronger sport community in Canada and examining the leadership priorities and challenges that lay ahead as we aim to become a world-leading sporting nation. The lab was hosted in conjunction with board and committee meetings, as well as a very successful Canadian Paralympic Hall of Fame induction ceremony, where we welcomed five athletes, one coach, and one builder into the Hall of Fame.

We also wrapped up our eight-month Women in Sport Leadership program, focused on developing female leaders within the Americas, with NPC Peru. After hosting the group in Ottawa in early 2019, we co-hosted another workshop in Lima following the Parapan Am Games. This project was made possible with support from the Agitos Foundation.

As we aim to live our values, inclusion was a key priority throughout the year. We launched the first phase of a diversity and inclusion tool on our website, which contains resources for our sport members and partners to learn how to become more inclusive, including a self-assessment tool. On a related note, we continued to make progress on safe sport, implementing changes and creating a working group to ultimately make recommendations. Our long-term commitment is to be leaders in

helping our sport community offer a safe, welcoming, and inclusive environment for people of all backgrounds, so there are no barriers to anyone's participation.

We also continued to advance our technology strategy to enhance the way we work together and adopted a new accounting software system.

Given the spread of COVID-19, the latter part of the fiscal year was focused on moving our day-to-day business to virtual platforms and supporting our staff from a remote work-from-home environment.

We were also able to react quickly and readjust our strategic plans to reflect the postponement of the Tokyo Games and the impact this has on all areas of the organization. We commenced a strategy and budget review focusing on a two-year plan (2020-2022) including the Tokyo and Beijing Games. Our goal is to continue to support the sport community with limited interruption, maintaining focus on our key priorities and goals.



JAMOI ANDERSON  
SITTING VOLLEYBALL

# FINANCIAL STATEMENTS



## STATEMENT OF FINANCIAL POSITION

Year ended March 31, 2020

	2020	2019
	\$	\$
<b>Assets</b>		
Current assets		
Cash and cash equivalents	3,843,725	5,486,996
Accounts receivable	592,109	537,215
Due from PFC	216,923	97,896
Prepaid expenses	1,406,082	579,497
	<b>6,058,839</b>	<b>6,701,604</b>
Capital assets	144,179	162,353
Intangible assets	298,763	199,897
	<b>6,501,781</b>	<b>7,063,854</b>
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities	810,181	1,067,378
Deferred revenue - Current	867,711	2,168,842
	<b>1,677,892</b>	<b>3,236,221</b>
Deferred revenue	2,356,345	1,636,250
Deferred contributions related to capital and intangible assets	442,942	362,250
Lease inducement	40,183	46,880
	<b>4,517,362</b>	<b>5,281,600</b>
Commitment		
<b>Net assets</b>		
Unrestricted	1,984,419	1,782,254
	<b>6,501,781</b>	<b>7,063,854</b>





## STATEMENT OF REVENUE AND EXPENSES

Year ended March 31, 2020

	2020	2019
	\$	\$
<b>Revenue</b>		
Government contributions	5,608,219	4,584,407
Sponsorships	2,569,968	2,661,782
Grants - Paralympic Foundation of Canada	1,200,000	1,050,000
Interest	86,355	64,550
Amortization of deferred contributions related to capital and intangible assets	246,454	180,605
In-kind contributions	565,519	266,496
Other	374,552	45,975
	<b>10,651,067</b>	8,853,815
<b>Expenses</b>		
Corporate Services	1,801,027	1,611,928
Amortization of capital and intangible assets	246,454	180,605
Communications & Brand	1,158,855	1,293,279
Major Games Canada	242,515	215,979
Games Operations and Delivery	2,384,322	1,071,620
Paralympic Performance and Pathways	3,053,908	2,863,030
Partnerships	996,302	928,284
Utilized value, in-kind contributions	565,519	266,496
	<b>10,448,902</b>	8,431,221
<b>Excess of revenue over expenses</b>	<b>202,165</b>	422,594



# PARTNERS AND SUPPLIERS



## PARTNERS & SPONSORS

FUNDING PARTNER

Canada

PREMIER PARTNERS



HUDSON'S BAY

## OFFICIAL PARTNERS & SUPPLIERS

OFFICIAL PARTNERS

FASKEN

Bell



HILLBERG & BERK

Teck

OPIN

BBDO

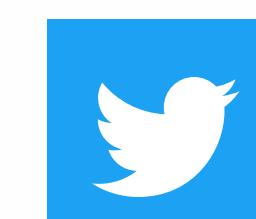
CISION

OFFICIAL SUPPLIERS

## MEDIA CONSORTIUM PARTNERS



AMI



VIDEO GAMING

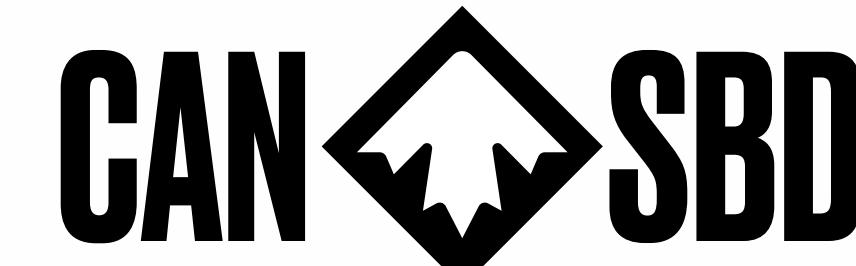


## SPORT PARTNERS



coach.ca  
Coaching Association of Canada  
Association canadienne des entraîneurs

# SPORT MEMBERS



Canadian Blind Sports  
Sports Aveugles Canada



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COMITÉ PARALYMPIQUE CANADIEN

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