



Imagination



PARALYMPIC FOUNDATION
FONDATION PARALYMPIQUE

MESSAGE FROM CAMPAIGN CHAIR

It has been an incredible first year as Chair of the ImagiNation Campaign. I am excited that through ImagiNation, we have increased funding for the next generation of Paralympians, as well as investing in early athlete development so that more Canadians with a disability can choose sport and become athletes.

I would like to thank the Government of Canada for this unprecedented opportunity and for the leadership in providing \$4 Million in match funding.

In this first year, the ImagiNation campaign has proven that we are ready to rise to the challenge of raising \$6 Million in donations by 2021.

We were delighted to welcome Canadian Tire Jumpstart and Pfizer Canada as

our first Lead Campaign Partners. Their leadership gifts, along with the support of donors across Canada, brings our campaign total to date to a little more than \$2 Million.

This is a fantastic start - but there is still much work to be done. We will need the support of more Canadian organizations and individuals to ensure we raise the remaining \$4 Million required to achieve our campaign goal and get the matching grant from the Government of Canada.

Thank you for your generosity and for making an incredible impact on people with a disability to access and choose sport.



MIKE SHAIKH
CAMPAIGN CHAIR

\$ 2,000,000

TOTAL INVESTED IN NEXT
GENERATION PARA
ATHLETES



**HON.
KIRSTY DUNCAN**
P.C., M.P.



**IMAGINATION
DONATIONS**

**GOVERNMENT
MATCH
FUNDING**

MESSAGE FROM MINISTER OF SPORT & PERSONS WITH DISABILITIES

I am so pleased to recognize the successful first year of the Paralympic Foundation of Canada's ImagiNation campaign, which, through the combined efforts of generous Canadians and the Government of Canada, has led to \$2 Million of new funding for the next generation of Paralympic champions.

This support for athletes with a disability is providing the fuel to turn dreams into reality. With more access to world class coaching, better training and competition opportunities, state of the art equipment and leading edge sport science, aspiring Paralympians will have the tools they need to be their best.

The Government of Canada is honoured to work with the Paralympic Foundation of Canada and the Canadian Paralympic Committee to ensure that Canadians with a disability have every opportunity to make sport a part of their lives. Whether that be on a community playground or a Paralympic podium, we are committed to a healthy, accessible and inclusive Canada.

Congratulations on a successful first year of ImagiNation! I look forward to our continued collaboration.

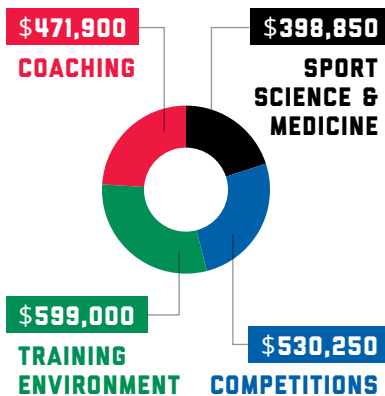


IMAGINATION

Canadian athletes with a disability demonstrate at every level what is truly possible through sport. They are the finest examples, that with support – there are no limits. Through the development of sport for people with a disability and the success of future Paralympians, Canadians will collectively benefit as our nation continues to become more inclusive and accessible.

The Paralympic Foundation of Canada launched **IMAGINATION** in 2017, a four-year initiative to raise \$10 Million to ensure that more Canadians with a disability are given the opportunity to choose sport and to become athletes that excel on the world stage.

ImagiNation will increase access to coaching, equipment and training environments for thousands of Canadians with a disability, as well as invest in individuals with the drive and talent to compete on the world stage.



PROGRAM SPENDING
BY ACTIVITY



ÉRIC BUSSIÈRE – BOCCIA

BOCCIA

When Éric Bussière discovered boccia in 2011, he soon dedicated himself to the sport and made it his goal to compete at the Paralympic Games.

“I was searching for something to do with my life, and when I found boccia, it changed my life totally. I found something to do with my life,” said Bussière, who has muscular dystrophy.

Boccia is unique to the Paralympic arena and provides people with a significant disability the opportunity to play a sport. Boccia players are supported on the field of play by a competition partner, who are critical to the success of the athletes. Bussière’s partner is his mother Francine. In the past two decades

that Head Coach Mario Delisle has been involved, boccia has grown vastly and Canada now has more than 20 athletes in the NextGen and national program.

ImagiNation funding has presented the athletes access to more coaching, access to a world class facility for training and the opportunity to compete in more events and attend training camps. The funding also helped to develop an iPad app that allows athletes to record and use data to analyze their own performances and those of their opponents.

“The athletes have told me they get the most out of the quality of the coaching, and also the people who are around us, different specialists like sports psychologists, nutritionists, and physiotherapists,”

said Delisle about the training camps, held at the Institut national du sport du Quebec in Montreal.

“And most important is them being together with the other athletes. They can evaluate where they are, compare themselves, establish goals, and just the synergy of being together in one place has the most impact.”

“I have more support, more coaching, and we don’t have the stress to think of money,” said Bussière. “We can focus on the performance and we can improve ourselves.”

Thank you for your generosity and for making an incredible impact on people with a disability to access and choose sport.

NATALIE WILKIE

At the mere age of 17, Natalie Wilkie – the youngest member of the Canadian Paralympic Team – stood atop the podium at the PyeongChang 2018 Paralympic Winter Games.

“That was pretty crazy. I didn’t believe it at first, I was only 17 and this is my first Paralympics. I just went into the race determined to do my best and see what happens. It was pretty emotional winning gold just 18 months after my accident.”

Wilkie had been skiing since she was a small child in Salmon Arm, B.C., but after she lost four fingers in a shop class accident she had to learn to ski with one pole. She attended her first Para nordic training camp in November 2016.

“A lot of the camps have been paid for by NextGen (funding) and that’s been really important,” she said. “It’s been paying for a lot of camps and races and equipment, new boots, skis, poles, so that’s been really good. Most of the camps are in Canmore so I have to drive there or fly there and that can get pretty expensive.”

Wilkie attributes her success to team support. The fact she was able to train alongside her experienced teammates during her short transition to para sport before the Paralympic Games made a huge difference.

“My coaches and fellow athletes have been so supportive of me. Just being able to go to these camps and ski with these amazing athletes has been an amazing experience.”



190

TOTAL NUMBER OF
ATHLETES IMPACTED

WOMEN'S SITTING VOLLEYBALL TEAM

Canada's Women's Sitting Volleyball team is unique in that the entire team is made up of Next Generation athletes. The team is young in both age and experience - 80% of the players have joined the team in the last 2-3 years - but their determination and heart is driving them forward.



74 FEMALE

116 MALE

"It wasn't that long ago that we had a couple of Rubbermaid bins and moved from gym to gym. Now we have a permanent home, full time coaches and an integrated support team," said Ian Halliday, Director of High Performance for Sitting Volleyball.

Investment in that integrated support for athletes has been made possible through ImagiNation funding. This included bringing a mental performance specialist on board to work with the team as a collective, as well as supporting individual athletes in training and - for the first time ever - at competitions.

The team trains in Edmonton with players travelling from across Canada to train together once a month. ImagiNation funding will

allow the team to lengthen their concentrated pre-competition training camp to four weeks in the lead up to the World Championships, which take place in the Netherlands this July.

The team is focused on their goal of qualifying for the Paralympic Games in Tokyo in 2020 against a strong field of international teams, including the USA and several dominant European countries.

SITTING VOLLEYBALL



TRINITY TRATCH

Last winter, promising paracanoe athlete Trinity Tratch was working three jobs to try and pay for his sport.

Funding, including through the ImagiNation campaign, has allowed the 19-year-old to quit his jobs and focus more on training.

"It's not just the money itself, there are a lot of programs offered to the athletes. But if it wasn't for funding, there is no way I would still be in the sport," said Tratch, who is a double-leg amputee, about the impact of the support.

A talented multi-sport athlete who once competed in Para alpine skiing, Tratch first began canoeing as summer training. This past season,

he chose to focus on canoe and he now is one of the top NextGen athletes on the Canadian paracanoe team. A developing sport, paracanoe made its Paralympic debut at Rio 2106.

Tratch has goals of making his first Paralympic Games at Tokyo 2020 where he hopes to advance to his event's final.

"With the extra resources that we have, it really feels like it's a career you can pursue that you're not just doing for a short period of time, something you can really see yourself doing and enjoy yourself."



PARACANOE

WHEELCHAIR BASKETBALL ACADEMY

Mike Frogley doesn't mince words about the importance of NextGen funding for Wheelchair Basketball Canada's National Academy, which provides a centralized training location for both the national teams and developmental squads.

"If we didn't have the Academy, these up-and-coming athletes wouldn't have opportunity to train in a centralized program," said Frogley, the National Academy Director and Head Coach for WBC. "If not for the Academy program we would not have a women's team. And that team will be a serious

medal contender at the world championships this year."

The Wheelchair Basketball Canada National Academy, located at the Toronto Pan Am Sports Centre, is a ground-breaking program designed to accelerate the development of the next generation of elite Canadian wheelchair basketball athletes and fuel Canada's ongoing podium success at future World Championships and Paralympic Games.

Frogley says the NextGen funding brings four major benefits to the players: time on the court, access to quality coaching, competition opportunities in Canada and the U.S., and access to services such as sport science, nutritionists, athletic therapists and much more.

"We can see the impact of long-term funding already after four years," Frogley said. "That will be re-enforced when we announce the squad for the 2020 Paralympic Games."

WHEELCHAIR BASKETBALL



PARA SNOWBOARD

Only added to the Paralympic program in 2014, Para snowboard is still very much in its early stages internationally. But with help from the ImagiNation campaign, a solid program in Canada is now instilled for development.

The presence of a dedicated coach at competitions and training camps for Canada's developmental team in Para snowboard is one key component of NextGen funding.

"The impact of the NextGen funding has been massive," confirmed Dave Balne, Canada Snowboard's NextGen coach since 2016.

As a relatively new sport in

the parasport world, the Para Snowboard development program has welcomed a wide range of athletes.

"We have a few athletes coming down the pipeline," he said. "Some are young and will need time to gain knowledge with the tactics of the sport which generally comes after years of training. Others had been riding for years before their accident. They were inspired by seeing our National team para athletes, and came to try out."

"Just being able to say there's a coach present that can work with the athletes is a huge incentive," added Balne.

Results from the program were already evident this past March as NextGen athletes Colton Liddle and



PARA SNOWBOARD

Sandrine Hamel were selected to the 2018 Paralympic Winter Games team on the strength of their early performances.

Balne is confident Canada will be a major player in the sport for years to come.



DONOR ACTIVITIES

The Paralympic Foundation of Canada has been delighted to have the opportunity to share the ImagiNation campaign with so many Canadians in the past year. Following the campaign announcement in June 2017 with the Government of Canada, we have held meetings and events

in Vancouver, Calgary, Toronto, Ottawa and Montreal to bring together athletes and donors. Thank you to all who have attended an ImagiNation event and a special thanks to those who were inspired to donate to the campaign.



OTTAWA



CALGARY



TORONTO

PFIZER CANADA

Pfizer Canada is committed to ensuring that more Canadians with a disability can access the health benefits of sport. They began this commitment 22 years ago in 1996 and are one of the longest-standing corporate partners of the Canadian Paralympic Committee.

In January 2018, Pfizer Canada became a lead partner of the ImagiNation campaign with a donation of \$500,000.

“Our Paralympic athletes are far more than elite competitors. They are superb role models for Pfizer colleagues, as well as for all Canadians. Our Paralympians inspire us at Pfizer in the work we do every day to help Canadians overcome serious health challenges

and to find treatments for areas of unmet medical need,” said John Helou, President, Pfizer Canada Inc.

“Our organizations share the same values of collaboration, integrity, quality, leadership, respect for people, diversity and, most certainly, performance. It is a vital part of Pfizer’s corporate culture to support the community, and this is our premier partnership.”

A key feature of the ImagiNation campaign is the Federal

Government’s commitment to matching up to \$1 Million per year of funds raised for Next Generation sport programs. It is important to Pfizer that both the public and private sector support the Paralympic movement in Canada.

“We’re proud of this support for ImagiNation because far too many of the five million Canadians living with a disability are not accessing the health benefits of participating in sport.”

PFIZER CANADA PRESENTS IMAGINATION DONATION



INTELLIWARE DEVELOPMENT INC.

Being involved in sport was nothing new for Intelliware Development Inc. The software company had strong associations with community and youth sports groups in the Toronto area before they made their Paralympic commitment.

Intelliware's involvement with the Paralympic Foundation of Canada started in 2016. The company committed a \$40,000 donation, providing additional funds to support high performance programming and becoming a Silver Level member of the Circle of Champions.

When the Paralympic Foundation of Canada launched the ImagiNation initiative, Intelliware found an even stronger bond with the Paralympic movement.

"ImagiNation is about developing future athletes and that really resonated with us," said Greg McKenzie, Senior Vice President of Operations for Intelliware. "It was not only about helping people get to the podium but making a long-term investment in individuals who are trying to reach their goals in life."

One of the joys for McKenzie is that Intelliware's participation in the Foundation's ParaTough Cup allows his colleagues and clients to gain a better understanding and experience more closely Paralympic sport.

"A lot of people have no idea what kind of adversity some of these athletes have gone through," he said.

"Now being just one degree removed from it you get a chance to experience that unbelievable drive people can tap into to find an outlet they can be passionate about."

McKenzie says Intelliware clients and employees can now hold a sense of pride that they contributed to the Canadian Paralympic Team's success at the Games.

"It's a really neat feeling."

ANNE BARNES

As a former member of Canada's national swimming team, Anne Barnes knows the dedication and financial requirements that are needed to compete with the best in the world whether it's the Olympic or Paralympic Games.

Barnes is among the generous Canadians who have made a four-year donation pledge of at least \$1,000 per year to become members of the Paralympic Foundation of Canada's Circle of Champions.

She trained alongside Para athletes and has kept contact with people involved in the movement including Foundation board member Danny Buntain.

"I recently met (wheelchair racer) Michelle Stilwell," said Barnes. "She was particularly inspiring because she does so much. She is a politician, a mom and is one of our top Paralympic athletes. What struck me more is that she became paralyzed in her later teenage years and still accomplished all this."

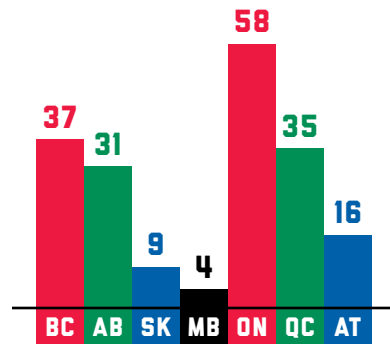
Barnes, who is currently senior vice-president and branch manager for Chubb Insurance in Vancouver, feels there is still an uneven balance in the support for Paralympians.

"It's been eye-opening to learn about the Paralympics in Canada," she said. "There's so much success going on with Canadian Paralympics and we need to celebrate that. Right now we are a bit apathetic."



10

IMAGINATION
FUNDED ATHLETES
COMPETED AT THE
2018 PARALYMPIC
WINTER GAMES



ATHLETES BY PROVINCE

CIRCLE OF CHAMPIONS

DONOR LIST AS OF
MARCH 31, 2018



LEAD CAMPAIGN PARTNERS



GOLD

Power Corporation
of Canada
Mike & Linda
Shaikh
Jim & Deborah
Westlake

SILVER

Adler & Lipkus
Foundation
Barney River
Investments Ltd
Cambia Development
Foundation

CIBC
Marc-André Fabien
Louise Fernandes
Rob & Tracy Hain
Hillberg & Berk
Intelliware
Development Inc

BRONZE

Rick Baker
Anne Barnes
Roy Boettger
Lindsay Bradley
Dean Brokop
Calgary Rotary
Challenger Park
Laurent Després
George Edgson
Michael Edgson

Hugues Gibeault
Monique Giroux
Dale Hooper
Patrick Jarvis
Rem Langan
Bill Lister
Julie Magner
Marie-France Moquin
Tyler Mosher
Mosaic Sales Solutions
Near North Customs

Brokers Inc
Darren Noseworthy
Karen O'Neill
David Rattray
François Robert
Starratt Family
Foundation
Gaétan Tardif
Michael Urquhart
Ellen Waxman
W. Brett Wilson



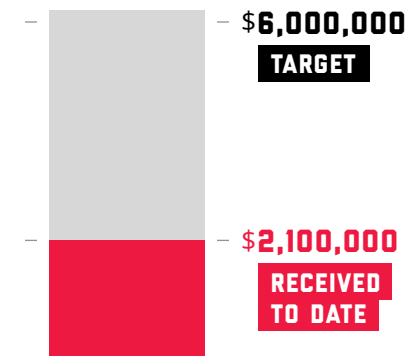
LOOKING FORWARD

We hope that you are inspired by the athletes, coaches and programs highlighted in this report. Thanks to generous Canadians across the country the ImagiNation campaign has raised \$2 Million. But there is still much work ahead if we are going to reach our \$6 Million campaign target and unlock \$4 Million in Government of Canada match funding.

In 2018/19 the Paralympic Foundation of Canada is reaching out to businesses and individuals who believe in the power of sport and share our vision of a future

where every single Canadian can imagine themselves at the start line, regardless of ability.

Pledge your support to ImagiNation by contacting Danielle Porteous on **(613) 569-4333 ext 245** or **dporteous@paralympic.ca**.



DONATIONS AND PLEDGES

SPENDING BY SPORT (%)

