



Imagination



PARALYMPIC FOUNDATION
FONDATION PARALYMPIQUE





MESSAGE FROM CAMPAIGN CHAIR

Whether they're on the track, in the pool or atop the highest peaks, Canadian Para athletes continue to inspire us with their skill, tenacity and determination. Their efforts in sport inspired us to set our own lofty fundraising goals, so when we launched the ImagiNation campaign, we set our sights high: to raise \$6 million by 2021.

Now that the second year of this initiative is complete, I'm proud to announce that we are well on our way. To date, through the generosity of individuals and corporations across Canada, we have raised \$2.5 million.

There is still a lot of work to do to unlock the \$1 million in annual match funding provided by the Government of Canada. I'm confident that with the

continued support from Canadians across the country, we will reach our goal.

These funds will have an immediate impact on the Canadian Paralympic Movement. Sport will become more available and accessible to all Canadians with a disability and the next generation of Paralympians will have greater access to coaching, equipment and enhanced training environments. The impact will be felt for years to come. The funds will help ensure the Para sport system in Canada remains strong and robust, allowing for all Canadians with disabilities the chance to reach their potential, without any barriers to stop them.

Thank you!



MIKE SHAIKH
CAMPAIGN CHAIR

\$ 2.5 MILLION

RAISED THROUGH
IMAGINATION DONATIONS



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

MESSAGE FROM MINISTER OF SCIENCE AND SPORT

“OUR GOVERNMENT BELIEVES THAT SPORT IS FOR EVERYONE. THAT IS WHY WE ARE COMMITTED TO ENSURING ALL CANADIANS, ESPECIALLY GIRLS, WOMEN AND PEOPLE WITH DISABILITIES, ARE ABLE TO ENJOY THE BENEFITS OF SPORT FREE OF BARRIERS.”

Canadians understand how much work and dedication go into every athlete’s performance. That is why our government is committed to working with the Paralympic Foundation of Canada and the Canadian Paralympic Committee to ensure that people with

disabilities can fully participate in sport. Through programs like ImagiNation, we are providing opportunities for Para athletes to pursue their athletic dreams and strive for personal bests.

As Minister of Science and Sport, I would like to thank everyone working to make programs like ImagiNation such an integral part of our sport system. I look forward to continuing to work alongside our partners to make Canada’s sport system fully inclusive to all.



IMAGINATION DONATIONS

GOVERNMENT MATCH FUNDING

*2018-19 FUNDING



IMAGINATION

"MEDALS ARE NOT WON AT THE PARALYMPIC GAMES, THEY'RE WON IN THE FOUR YEARS LEADING UP TO IT."

- BRIAN MCKEEVER

Brian McKeever knows about Paralympic medals. The Para nordic skier is Canada's most decorated Winter Paralympian, having won 17 total medals, including 13 gold, through five Games.

For Canadian Para athletes, the journey to the Paralympic Games begins close to home. Before they can win medals, Canadians with a disability first need the opportunity to choose sport. They need access

to the tools and resources that will allow them to expand their potential in a sport they love.

Through the Paralympic Foundation of Canada's ImagiNation initiative, funds are raised to support five key areas for the "Next Generation" of Para athletes: coaching, training environments, equipment, health and wellness initiatives, and sport science.

ImagiNation will make it possible for thousands of Canadians with a disability to choose sport, be active in their communities and - maybe one day - represent Canada at the Paralympic Games.



**BRIAN MCKEEVER WITH GUIDE
GRAHAM NISHIKAWA**

MEL PEMBLE & FRÉDÉRIQUE TURGEON

PARA ALPINE

There's a lot of young talent hitting the slopes these days, says Matt Hallat, Athletic Director of the Canadian Para alpine ski team, and NextGen funding through ImagiNation has played a critical role in developing a strong Team Canada.

Hallat, a three-time Paralympian himself, points to two shining examples of this Next Gen talent: Mel Pemble and Frédérique Turgeon.

Both women joined the team in 2017 and have already seen success on the world stage.

Victoria, B.C.'s Pemble earned four top-10 finishes in the World Cup Final to secure her spot on the Canadian Para alpine team for the 2018 Paralympic Games. At age 17, she went to PyeongChang with the team and claimed two top-10 results.

At the World Cup Final in March 2019, Turgeon earned her first Crystal Globe award as the overall slalom points leader in the women's standing category. The 19-year-old from Candiac, Quebec finished the season ranked third in the women's overall standings.

Hallat says the support for training environments, coaching and sport science is particularly impactful for

NextGen athletes like Pemble and Turgeon.

"The best way to get good at something is to practice – over and over and over again," he says. "This funding goes to letting people practice what they do, day in and day out. I don't think you can have a bigger impact on an athletic endeavour than that."

Funding the next generation is critical, stresses Hallat.

"It affects the entirety of the rest of the program. You'd have to find money to support the team somewhere," he says.

"But it would be less. You'd be taking from somewhere else like recruitment or World Cup travel to support that development."



JON THURSTON

WHEELCHAIR CURLING

Next Generation funding through the ImagiNation initiative has helped propel a rookie Canadian wheelchair curler into the international spotlight.

At age 34, Jon Thurston is one of Team Canada's newest – and youngest – wheelchair curlers. He earned his spot on the team of veterans following a two-day skills-based shootout in Moose Jaw in January 2019.

But the Dunsford, Ontario resident, who curls out of the nearby Peterborough Curling Club, never

intended to make the wheelchair curling team. In fact, he'd never tried curling before his accident and didn't really know much about the sport.

In 2008, Thurston was left paralyzed from the chest down when a building he was working on collapsed during a storm. When his hometown newspaper ran a story about him and his recovery from injury, Carl Rennick, a local wheelchair curling coach, took notice and invited Thurston to try the sport.

"I said I'd give him a year and go from there," Thurston says.

It was a good move.

"I just fell in love with the sport and have been playing it since."



JON THURSTON

NextGen funding has been key in Thurston's journey from local rink to Team Canada.

"I've been trying to get better and better at curling - trying to learn how to practice better," he says.

“The national program has been huge with the NextGen camps to teach me more about the game.”

By the end of his first year of competition, “it seemed like being on Team Canada was an achievable goal if I worked hard enough,” says Thurston.

Making the team was a “once-in-a-lifetime” experience, he says.

“I don’t know if I can put it in words. It was such an honour to represent Canada,” he said, adding that “there’s so much work that goes into being able to represent your country.”

“It’s all of the things behind the scenes that happen before you get to that level and people see you on TV or on a broadcast stream.”

From scheduling to support staff to the logistics of transporting specialized equipment from one continent to another, there are challenges and considerations to representing your country that can be burdensome to Para athletes like Thurston.

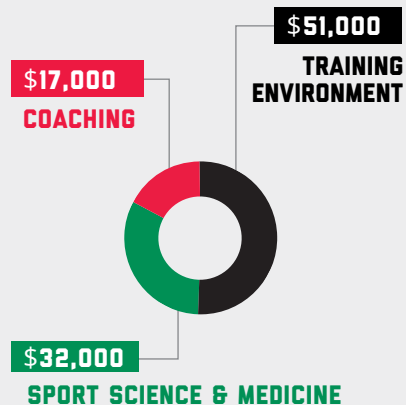
“NextGen funding is important,” he said. “It was unbelievable to have an extra practice time, to have equipment and to be able to travel to more competitions.”

“I don’t know if I’d be at this level without it,” he added.

For the relative newcomer to wheelchair curling, it’s clear the sport will play a large role in his future.

“I want to improve and keep improving as a player and

teammate,” he said. “But the ultimate goal is to be at the Paralympics in 2022.”



CURLING PROGRAM SPENDING BY ACTIVITY



KEELY SHAW

PARA CYCLING

For Para cyclist Keely Shaw, 2018 was “a whirlwind.”

At the UCI Para Cycling Track World Championships in Rio de Janeiro in March 2018, the Saskatoon-based cyclist placed fifth – a personal best – in the individual pursuit race. Just 12 months later, she won her first world championships medal: a silver.

It’s been a quick ascent to the podium: Shaw only started competing in 2017. “I never thought I’d be on the world stage in my first year of competitive racing,” she said.

Her athletic dreams weren’t always about cycling. Growing up, she was

active in volleyball, badminton and motocross racing. She excelled at hockey and planned to pursue it at a high level.

In 2009, while doing farm chores on horseback – something she had done many times before – her horse took off in one direction and she fell hard to the ground.

Everyone assumed the then-15-year-old had a concussion, but tests showed she had broken a blood vessel in her brain. Shaw spent days in a coma in a Regina hospital and months in intensive physical rehabilitation programs. Even with consistent therapy, the left side of her body remained partially paralyzed.

Everything was suddenly different.



KEELY SHAW

\$50,000
COACHING

\$30,000
TRAINING ENVIRONMENT



\$57,700
SPORT SCIENCE & MEDICINE

\$12,300
COMPETITIONS

CYCLING PROGRAM SPENDING BY ACTIVITY



“Being a 15-year-old girl can be pretty challenging at the best of times, let alone when your whole world is flipped,” Shaw said.

During recovery, “I had an identity crisis,” she recalled. “I couldn’t play high-level hockey anymore and I knew that I probably never would since half my body didn’t work quite the way it should.”

Shaw discovered cycling as a way of commuting in 2013 while she was a student at the University of Saskatchewan. She loved it and thought this could become a new competitive sport for her. As a gift to herself for finishing her Bachelor’s degree, she bought herself a decent road bike.

“Once I stepped on that good bike, it’s like a switch went off. Seeing

what your body is capable of, especially when you’ve been in a situation where your body doesn’t really work, was life changing.”

The progression from recreational cyclist to Team Canada Next Generation Team member was also quick – and expensive.

“When I first decided I wanted to chase this dream, I was one year out of university and getting ready to start my Master’s degree. I didn’t have the funds to pay a coach or buy the equipment necessary to train at a high level,” she said. “NextGen funding from the ImagiNation campaign eliminated that barrier and allowed me to pursue cycling while maintaining my education.”

In cycling, equipment doesn’t come cheaply. A competition bike can range from \$4,000 to \$18,000.

“Things tend to get more complicated for Para athletes,” Shaw added. “We need specific alterations in equipment or help from specialized professionals. The funding I have received has allowed me to access the equipment I need to race safely while continuing my education and decreasing my financial stress.”

Shaw’s goals are clear: getting to the Paralympic Games is the first step, and she’s aiming even higher.

“I want to win a gold medal at the Paralympics, and I want to set a world record,” she said confidently.



GREG STEWART

PARA ATHLETICS

Greg Stewart has always just wanted to fit in.

As a child, he became adept at making friends wherever he went, mostly out of necessity. His dad was in the RCMP, so the family moved around a lot, bouncing between communities throughout British Columbia and Alberta.

His friendly demeanour helped build relationships, but as much as he's tried to fit in, Stewart stands out. He was born missing his left arm below the elbow and he's always been tall. He currently stands 7'2".

"What does everyone want in their life? They want to feel connected,

they don't want to feel alone," says Stewart. "They want to have the opportunity to fit in and be part of something. Being a disabled individual, all I want to do is fit in."

When people noticed his height, Stewart says they'd often pepper him with unsolicited advice.

"When you're tall, people say 'Oh, you should play basketball,'" he recounts. "If you want to fit in and you're a disabled person, you listen to what other people tell you to do. I did that."

He did it well. Stewart played high-level basketball on the able-bodied team at Thompson Rivers University in Kamloops, B.C. In his last year of school, Stewart won the title of Canadian Interuniversity Sport basketball defensive player of the year.



While Stewart excelled at basketball, he lost the passion for it somewhere along the line.

"I was doing it for other people, I wasn't doing it for myself," he says. "I didn't feel that connection to the sport that I thought I loved and enjoyed."

A new connection to Para athletics and shot put grew out of a chance encounter with a stranger at a 2016 holiday party. The stranger was Paralympian and coach Rick Reelie who spotted potential in Stewart and encouraged him to consider trying shot put or discus.

“The opportunity is here, what have I got to lose?” Stewart remembers thinking to himself. He went to an identification camp and in 2017, he started focusing on shot put.

“I had a pretty successful first year,” he says modestly.

At his first International Paralympic Committee (IPC)-sanctioned event, he needed to break the 11-metre mark to be considered for the national team. He threw 13.08 metres. Since then, his personal



GREG STEWART WITH COACH DYLAN ARMSTRONG

bests keep creeping higher and higher.

In Kamloops, Stewart has a capable coaching complement. Canadian Olympic shot put medalist Dylan Armstrong is Stewart’s full-time coach. Armstrong himself was coached by famed Soviet hammer thrower Anatoliy Bondarchuk, known to many as “Dr. B.” who also lives in

Kamloops. Access to this high-level coaching has helped Stewart excel in his new sport and find the passion he lost with basketball.

“The results I’m seeing are because of the effort I put into it. It isn’t because of anyone else,” he says. “I’m the one that has to show up. I’m the one that has to compete. It’s been a really fun journey.”



CANADIAN TIRE JUMPSTART CHARITIES

DONOR

Canadian Tire Jumpstart Charities is a national charity dedicated to helping kids overcome financial and accessibility barriers to sport and recreation in an effort to provide inclusive play for kids of all abilities.

Jumpstart understands that for kids, the opportunity to play is about more than getting active: sport helps foster self-esteem, and aids in the development of valuable life skills such as courage, confidence, teamwork, and

resilience. Being part of a team can leave a lasting, positive impact on a kid's life. All kids of all abilities should have this opportunity to learn and grow.

Since 2005, Jumpstart has created opportunities for kids across the country to get in the game, and to date, has helped more than 1.9 million kids and counting.

In 2017, Jumpstart embarked on a mission: to create a more inclusive Canada through a five-year, \$50 million fundraising commitment from Canadian Tire Corporation to help give Canadian kids with disabilities improved access to sport and play. The funding commitment is focused on infrastructure and programming, including the Jumpstart Inclusive

Playground project, Jumpstart Accessibility Grants, and an increased commitment to the Para sport Jumpstart Fund.

In January 2018, Jumpstart came on board as one of the first two lead partners of the ImagiNation campaign with a \$1 million gift, adding to the charity's longstanding commitment to the Paralympic Movement. Since its inception, Jumpstart has disbursed more

206

TOTAL NUMBER OF
ATHLETES IMPACTED BY
IMAGINATION FUNDING

than \$2 million and helped nearly 9,000 kids through the Para sport Jumpstart Fund.

“At Jumpstart, we understand the important role sport plays in the lives of Canadians and are dedicated to helping remove the barriers to play that kids and families face,” said Scott Fraser, President of Canadian Tire Jumpstart Charities. “We are proud to support the ImagiNation campaign and the Paralympic Foundation of Canada’s mandate

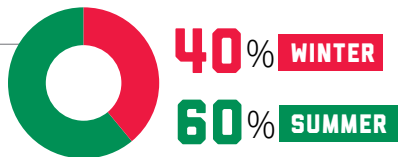
of providing more opportunities for Canadians living with disabilities to get active.”

Whether it’s to build the next generation of Paralympic champions or support a kid who is simply looking to participate alongside his

or her friends, Jumpstart strives to help kids of all abilities get off the sidelines and into the game.



JUMPSTART CAME ON BOARD AS ONE OF THE FIRST IMAGINATION PARTNERS





ADLER & LIPKUS FOUNDATION

DONOR

With their family long-focused on personal volunteering and charity work, it was natural for Montrealers Sandy Lipkus and Ted Adler to extend their reach to help even more people.

The pair launched their own charitable foundation – The Adler & Lipkus Foundation – in 2014 as a way to make a measurable impact on organizations across Canada and abroad. Through their support of the Paralympic Foundation of Canada’s ImagiNation campaign,

they’re helping to ensure that Canadian Para athletes have access to the resources and equipment they need to succeed.

“It’s important for us to help others,” said Lipkus. “We grew up with that sense and we try to pass it along to our children and grandchildren to do the same.”

By investing in causes important to the family, the Foundation is engaging their adult children and 14 grandchildren in their charitable work.

They decided the Paralympic Movement deserved special attention.

“It is an area we thought is not as supported as it should be,” said Adler. “We thought that our

Foundation could make a small difference by supporting it. We’re really happy that we are.”

“We’re also happy to hear that the Canadian government is doing a matching of funds,” added Lipkus. “It doubles the impact of our gift.”

Through their giving, Adler and Lipkus are, as their Foundation’s motto says, “dedicated to making a difference.” In the past, they have supplied equipment to the hockey, cycling and rugby teams and are committed to continue to support the athletes in the upcoming Paralympic Games.

“We’re proud to be making a difference,” said Lipkus. “We make a difference through our Foundation, but we hope in everyday life we do, too.”

CIRCLE OF CHAMPIONS

IMAGINATION DONOR LIST AS OF MARCH 31, 2019



CAMPAIGN PARTNERS



**Jumpstart
Bon départ**



GOLD

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

SILVER

Adler & Lipkus Foundation
Barney River Investments
Cambia Development Fund

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

BRONZE

Rick Baker
Anne Barnes
Roy Boettger
Lindsay Bradley
Brault & Martineau
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
Near North Customs Brokers
Darren Noseworthy
Karen O'Neill

David Rattray
Francois Robert
Starratt Family Foundation
Steinbock Development Corporation
Gaétan Tardif
The Graham Family Foundation
Michael Urquhart
Ellen Waxman
W. Brett Wilson



TABLE OF CONTENTS





LOOKING FORWARD

For the one in five Canadians who has a disability, participating in sport is often out of reach. The Paralympic Foundation of Canada is working hard to make sport accessible and available for all Canadians with a disability.

By supporting the next generation of Canadian Para athletes through the ImagiNation campaign, you're inspiring a positive change in our society.

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.

ImagiNation funding will continue to invest in Para athlete development and support coaching, training environments, equipment, health and wellness initiatives and sport science.

The Government of Canada has generously committed to match donations to the ImagiNation campaign from individuals, businesses and foundations up to \$1 million per year for four years making this campaign a historic \$10 million initiative.

Together, we can eliminate barriers and create more opportunities for Canadians with a disability to participate in sport, from the community level to the world stage.

Pledge your support to ImagiNation by contacting Dean Brokop, Director, Paralympic Foundation of Canada, at dbrokop@paralympic.ca or 613-569-4333 Ext. 249.

MEL PEMBLE (PARA ALPINE)

