



# 2017-2018

## CORPORATE ANNUAL REPORT

CANADIAN PARALYMPIC COMMITTEE







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## 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 with a disability to get involved in sport through programs delivered by its member organizations.

For more information, visit [www.paralympic.ca](http://www.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





# A MESSAGE FROM THE PRESIDENT

It is a great privilege for me to celebrate the achievements of the Canadian Paralympic Committee over the past year, which was capped off by the phenomenal performances of our athletes at the PyeongChang 2018 Paralympic Winter Games in March.



*We have so many passionate people involved in our community, and we are grateful for your support.*

**Marc-André Fabien**

These results do not happen overnight, and are thanks to a strong commitment to high performance but also developing the Paralympic sport system and enhancing the resources available to our athletes and coaches from the ground up. This requires refined strategy and focus, specialized expertise, greater funding, and robust partnerships.

As such, we have made great strides at furthering our relationships with our key stakeholders and expanding our community. This includes closer bonds with our national sport organization partners, who are key to our future and do great work every day. Our relationship with the Canadian Olympic Committee has never been stronger. We are cultivating connections with our current and potential donors. We are working with our corporate, broadcast, and government partners.

To continue our momentum, partnerships will be central to our strategy going forward. Working with our NSO and sport partners here in Canada, our partners at the international level, and our partners in the business world, we will be able to reach new heights.

I personally am thrilled and honoured to represent the Paralympic Movement and do everything I can to promote the CPC and parasport in Canada and internationally. We have so many passionate people involved in our community, and we are grateful for your support. A huge thank you to our Board of Directors, member sports, performance partners, and corporate and government partners for your valuable contributions to our success in 2017-18 and beyond.

Let's look back on the past year with pride, while committing to work together as we look ahead to the future and seek to further advance the Paralympic Movement in Canada.

**Marc-André Fabien**  
**President, Canadian Paralympic Committee**



# A MESSAGE FROM THE CEO

Coming off a year with many positive results to celebrate, it is our collective leadership that has been the driving force behind our success. It is the combined efforts and investments made by our national sport members and partners, the athletes themselves, corporate partners, and donors that have helped us advance in 2017-18.

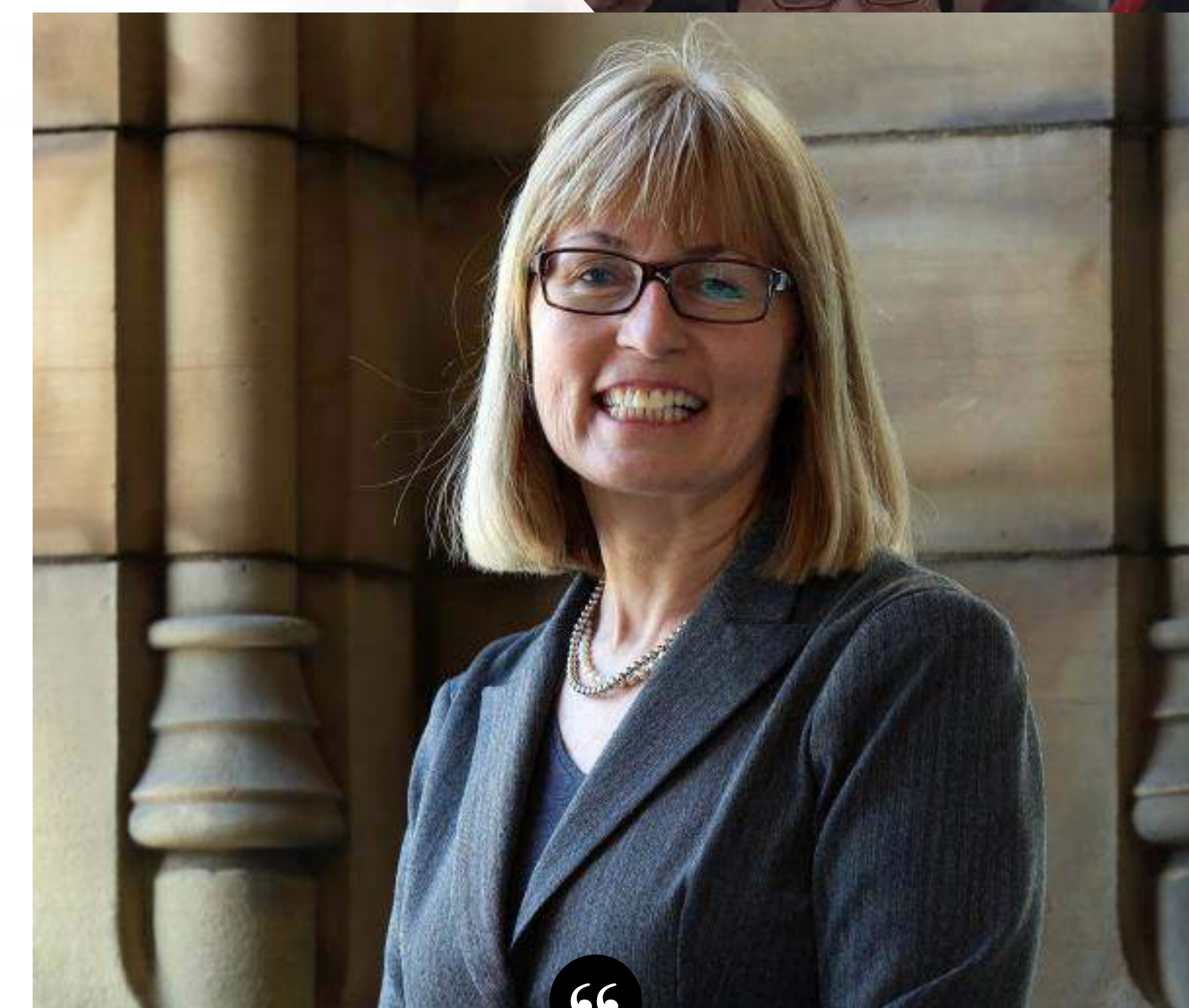
As you will read in this report, we moved forward in several key areas this past year. With PyeongChang 2018 a great focus for many, the top results achieved at these Games are a reflection of strong planning and preparation, and a first-rate execution of strategy.

PyeongChang was our best Paralympic Winter Games yet, and illustrates that Canada is a world leader in winter sports. We saw impressive results with record performances from both our veteran and up-and-coming athletes. This paints a bright future, but it will need to be nurtured to maintain momentum.

Working with our national sport organizations and sport partners, we are aiming to provide our athletes and coaches with the best possible conditions to succeed. The next generation of athletes and coaches is a targeted focus, and we are developing these pools with recruitment, programming, and funding. We have secured sustainable funding, and made some significant targeted investments.

We expanded our coverage and capacity to tell the stories of our athletes this year, and through aligned efforts we are inspiring more Canadians and providing more opportunities than ever to connect with our athletes. This culminated in record results for PyeongChang viewership, media impressions, and engagement.

Our partnerships in the corporate and government worlds continue to be of utmost importance to us, and we are very appreciative of the support. Immense strides have also been taken in fundraising, with the launch of the ImagiNation campaign and an ambitious goal of raising \$6 million in four years for parasport development.



*We are committed to advancing our national priorities, including diversity and inclusion, women in sport, and youth development.*

**Karen O'Neill**

We are committed to advancing our national priorities, including diversity and inclusion, women in sport, and youth development. Looking ahead at the next four years, we are poised to continue our ongoing growth and success, and we look forward to working with all of our partners to accomplish greatness together.

Karen O'Neill  
CEO, Canadian Paralympic Committee





## SPORT: GAMES OPERATIONS AND DELIVERY & PARALYMPIC PERFORMANCE AND PATHWAY

**PYEONGCHANG 2018**

### **A record-breaking Games for Canada**

The Canadian Paralympic Team engineered its **GREATEST PARALYMPIC WINTER GAMES IN HISTORY IN PYEONGCHANG, WINNING 28 TOTAL MEDALS** (eight gold, four silver, and 16 bronze) to **FINISH SECOND OVERALL IN THE TOTAL MEDAL COUNT.**

Led by Chef de Mission Todd Nicholson, Canada sent a team of 55 athletes (including three guides) competing in all five sports to PyeongChang.

“

*To all our athletes, thank you very much for providing great performances on the fields of play. Each and every one of our athletes should be proud of their journey, their performance and their successes. Some came home from these Games with hardware around their necks and I hope others realize that when it comes to success it can be measured in so many ways.*

*We did this as a team. From all of the athletes, the coaches and support staff both on the ground in PyeongChang and back home, to our family and friends cheering us on, to our sport partners, corporate partners, and broadcast partners. Everyone played a part in making these Games the **MOST SUCCESSFUL Paralympic Winter Games in Canadian history!***

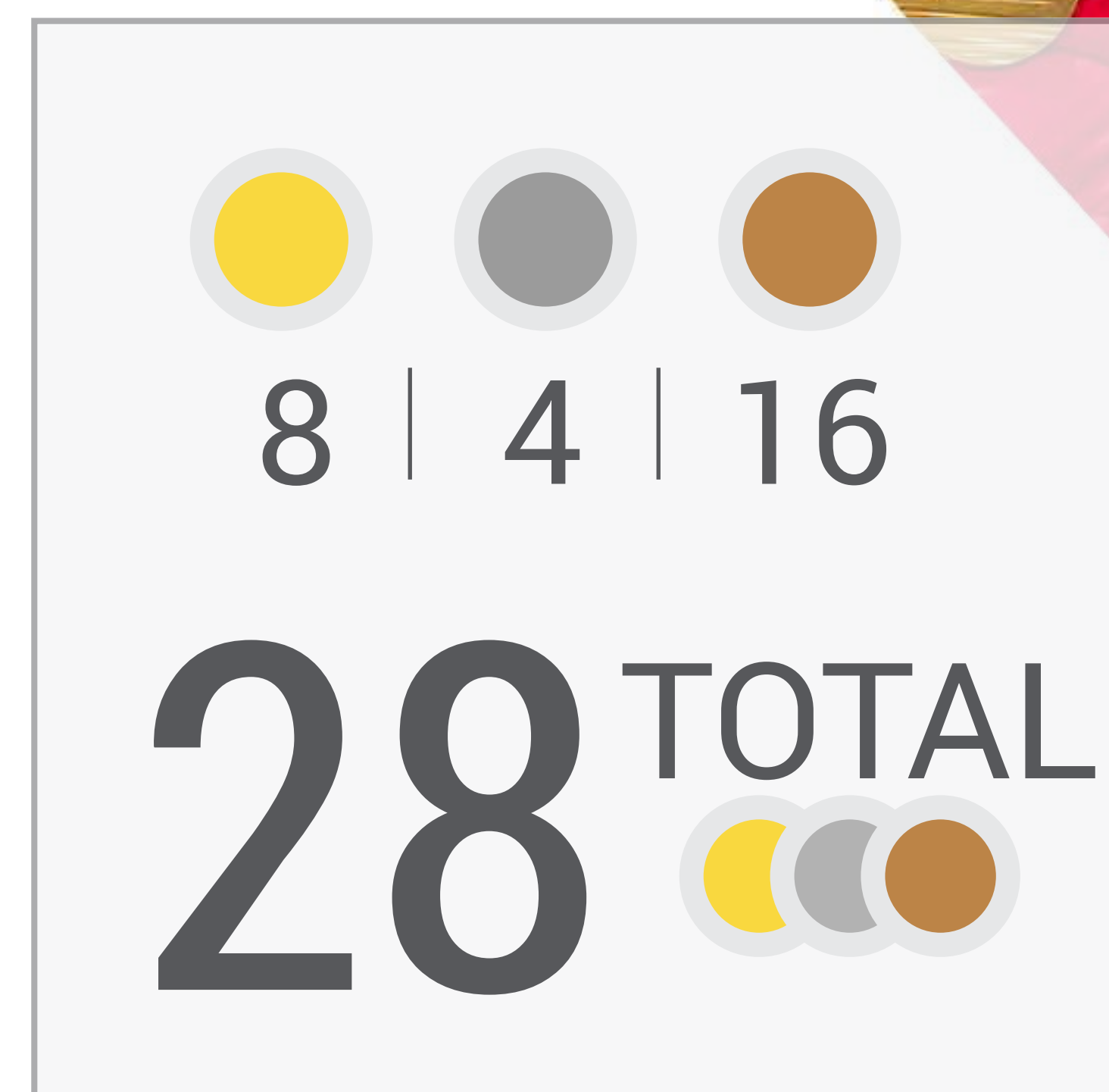
Todd Nicholson, Chef de Mission





## Performance Highlights

- **Mark Arendz** won the most medals by a Canadian in a single Paralympic Winter Games ever with **six medals** across biathlon and cross-country – one gold, two silver, and three bronze.
- **Mollie Jepsen** was the most prolific female medallist for Canada, as the 18-year-old won four in Para alpine skiing – one gold (super combined), one silver (slalom), and two bronze (downhill and giant slalom).
- **Brian McKeever** became **Canada's most decorated Winter Paralympian of all-time** with his gold medal in the 20KM cross-country race to hit 14 Paralympic medals. He added to his total with two golds in the 1.5KM sprint and 10KM race, and a bronze in the 4x2.5KM Open Relay. He now holds 17 Paralympic medals, 13 of which are gold.
- **Canada's Para ice hockey team** won **silver**, besting its result from the past two Paralympic Games. They lost a heartbreaking final 2-1 to the United States in overtime.
- **Canada's youngest athlete in PyeongChang Natalie Wilkie** won **three medals** – a gold, silver, and bronze in cross-country skiing – at the age of 17 years and two months old.
- **11 athletes won multiple medals** at these Games (including three guides): Mac Marcoux and guide Jack Leitch, Brian McKeever and guides Graham Nishikawa and Russell Kennedy, Mollie Jepsen, Alana Ramsay, Mark Arendz, Collin Cameron, Natalie Wilkie, and Emily Young.
- **Canada kept its podium streak alive in wheelchair curling for the fourth straight Games**, since the sport debuted at the Paralympics in 2006. The team won bronze.
- **Alexis Guimond** became the first Canadian male standing alpine skier to medal in 20 years. The 18-year-old rebounded from two fourth-place finishes to win bronze in the men's standing giant slalom event.
- **Collin Cameron** became the first Canadian sit skier ever to medal in biathlon with his bronze in the 7.5KM race. He added a second bronze medal later in the 15KM race and again in the 4x2.5KM Open Relay in cross-country.







## RESULTS ANALYSIS

**PYEONGCHANG 2018 IS CANADA'S BEST-EVER MEDAL TOTAL and placing at a Paralympic Winter Games.**

**With 28 total medals, Canada crushed its previous best Paralympic Winter Games, 19 medals won at Vancouver 2010.** The goal entering competition at PyeongChang had been to improve upon the 16 medals won four years ago in Sochi. The **Vancouver Games** still marks **the most gold medals won by Canada with 10.**

In the standings, **Canada finished second in both total medal count and total gold medals,** behind the United States who won 36 medals, including 13 gold. This is an improvement on Sochi where Canada finished fourth in total medals and third in gold medals.

**Canada also had a massive increase in Top 5 and Top 8 results outside the podium in PyeongChang with 14 fourth and fifth-place finishes and 25 sixth to eighth-place finishes.** Some of these strong performances could translate to podium results four years from now. Additionally, it was encouraging how many young athletes put forth medal performances. A total of 14 athletes aged 24 and under contributed to 13 of the total 28 medals. If you look only at individual medals, six athletes won 11 medals.

It should be noted the **Russian Paralympic Committee, a strong winter nation, was banned from PyeongChang 2018** and only a small number of Russian athletes were allowed to compete under the name of Neutral Paralympic Athletes.

## LOOKING AHEAD

### Tokyo 2020 / Lima 2019



**As we transitioned into the Tokyo 2020 quadrennial, our focus has been to strengthen our partnership with the National Sport Organizations and prepare Canada's key Paralympic sport leaders to set the framework for building a successful Canadian Paralympic Team for 2020.** Activities were centered on supporting the plans of the NSOs and developing strong relationships with key Games stakeholders involved in Games delivery. Many visits were hosted throughout the year with NSO members and Paralympic Performance and Games staff. The planning and preparation includes Lima as a stepping stone for Tokyo 2020, and an official first visit was completed in Lima in 2017-18.

### Beijing 2022



**The planning for the Beijing 2022 Paralympic Winter Games officially began,** and though we were still in the early stages of developing the plan and calendar, the CPC Sport Department was able to officially launch the Beijing 2022 Games to the NSOs at the CPC PyeongChang 2018 debrief.





## PARALYMPIC PERFORMANCE

### CPC/OTP Summer Paralympic Excellence Summit

Held in October, this summit had a **focus on reviewing and discussing the current state of Paralympic summer sport in Canada and identifying some strategies on how to improve Canada's performance at the Paralympic Games moving forward.** The participants included NSO delegates, provincial representatives, Institutes representatives, and OTP and CPC staff. Specific initiatives coming out of the summit that CPC will be spearheading with OTP include increased investment in the Coaching Enhancement Program, keeping the investment in I4G grants, hiring a few key roles to support some of the key gap areas such as Sport Sciences and Sport Medicine, High Performance Athlete Development and developing an athlete transfer framework.

### New Next Generation Funding

**All sports received an opportunity to provide a high performance plan to OTP to receive new Next Gen funding.** Agreements were developed and sent to all NSOs who were approved for the funding. The total funding commitment for Paralympic summer sports is \$1,200,000 and \$800,000 for winter sports. The Paralympic Foundation of Canada raised the funds to support them in this first official year of the program, and this support is a different maker for the future of Paralympic sport in Canada by filling major technical gaps in the Paralympic high performance systems.

### Coaching Enhancement Program (CEP)

The CPC, along with the COC, OTP and CAC, has been working collaboratively to **elevate the quality of Canada's high performance coaches.** This has led to the development of the Coaching Enhancement Program (CEP). CPC provides a small financial commitment to the program, along with the COC, and sits on both the management group and advisory committee to help direct the program.

The CEP focuses on four main strategies:

- **Retain Canada's best coaches**
- **Recruit best coaches**
- **Train/mentor Canada's current and future coaches**
- **Re-integrate top Olympic and Paralympic coaches into system**

One of the key pillars of the CEP is Canada Coach, a foundational coaching development program that provides a focused, dynamic and safe environment for coaches to confirm and renew values while investing time in further developing their strengths and specific competencies. This program is aimed at senior coaches working with podium potential athletes within targeted winter and summer sports. Three Paralympic coaches participated in 17-18, with a number of other Paralympic coaches having either completed or been identified to participate in the assessment phase of the program.

### VISTA Conference

A partnership between the **CPC, International Paralympic Committee, and Canadian Sport Institute Ontario, the bi-annual VISTA Conference was hosted in Toronto in September, bringing more than 300 attendees from 41 countries together to exchange information and learn more about sport sciences and research in Paralympic sport.**

The world's leading sport science conference focusing on parasport, the event was presented by Pfizer Canada Inc. with a theme of "Opportunities and challenges in Paralympic sport science and medicine support."







## PARALYMPIC PATHWAYS

### PARALYMPIAN SEARCH

Three Paralympian Search events were held in 2017-2018, in Montréal, Toronto, and Vancouver. The trend over the past year of this program has been lower numbers of athletes attending, but a **higher calibre of sporting experience and ability** – leading to increasing numbers of athletes offered a variety of opportunities in sport. Sport opportunities potentially available to Search athletes can include invitations to national or provincial development camps, trials, or teams.

**A total of 55 athletes participated in Paralympian Search through the year, with a total of 52 offered opportunities following the event.** This number includes several athletes who registered for Toronto but did not attend, however were identified from their previous experience as having potential.

Highlights from the recent Searches include an athlete from the Montreal 2017 event invited to the national Para ice hockey development team in February and two Toronto 2017 Search athletes named to the paracanoe national team in June 2018.

### YOUTH PARTICIPATION

#### Parasport Jumpstart Fund

A joint program between the **Canadian Paralympic Committee and Canadian Tire Jumpstart Charities**, the goal of the Parasport Jumpstart Fund is to create greater opportunities for accessible sport and play. All community and sport organizations were encouraged to apply for the opportunity to receive grants for parasport programming aimed at removing barriers for children and youth with disabilities to participate in physical activity and sport.

Last year, a total of \$527,911 was distributed to 35 organizations across Canada for programs focused on fundamentals, developing new parasport programming, and expanding existing parasport programs.

#### Paralympic FUNdamentals Resource

The Paralympic FUNdamentals resource continues to be a **dynamic, flexible physical literacy tool** with close to 2,000 online users.

#### Paralympic Schools Week

A total of 108 schools registered for Paralympic Schools Week in April 2017, with 16 Paralympic athletes visiting 30 schools across the country.

LAST YEAR, A TOTAL OF **\$527,911** WAS DISTRIBUTED TO 35 ORGANIZATIONS ACROSS CANADA FOR PROGRAMS FOCUSED ON FUNDAMENTALS, DEVELOPING NEW PARASPORT PROGRAMMING, AND EXPANDING EXISTING PARASPORT PROGRAMS.





## SUSTAINABLE PATHWAY

### Para Research Network

The Pathways team works with a variety of researchers across an assortment of academic fields to guide priority development, decision-making, and impact assessment across department initiatives. In June 2017, **nine researchers from across the country and beyond, as well as government and corporate stakeholders, came together at the CPC for a day of cross-department, multi-disciplinary discussion and planning to help shape and guide the development of a sustainable para research strategy.**

### Provincial Progress on Parasport Development

Targeted support within the provincial landscape was ongoing in 2017-18 starting off with a provincial meeting hosted as part of the CPC AGM and Congress. **Representatives from seven provinces shared what is happening in their provinces as well as discussions on the common areas of collaboration, current strengths and challenges within the provincial parasport system.** These fruitful partnerships are also enriching specific initiatives in certain provinces, for example:

- Significant progress has been made with the Ontario Parasport Collective who received a \$2.4M investment over five years from the Ontario Trillium Foundation to support the implementation of the Ontario Parasport Strategy.
- In Québec, the Ministère de l'Éducation et de l'Enseignement supérieur provided logistical and promotional support for a Paralympian Search in Montréal.

Support in other provinces is also underway in British Columbia, Nova Scotia and Alberta.

## ATHLETE AND COACH DEVELOPMENT

### Paralympic Sport Development Fund

The **Paralympic Sport Development Fund supports initiatives and programs that contribute to the development of athletes and coaches on a Paralympic pathway.** This means supporting developing athletes and programming at entry-level competition stages

and provincial levels. For the 2017-18 year, a total of \$154,400 was distributed with 16 organizations across the country receiving between \$5K and \$15K of funding.

### Coaching

The CPC collaborated with the **Coaching Association of Canada (CAC)** and a variety of **other stakeholders to develop a National Coaching Certification Program (NCCP) eLearning module to support coaches to deliver quality, positive sport experiences for athletes,** specifically with behavioural, intellectual, physical, and sensory disabilities. Since the module's launch in September 2017, 4,365 coaches have taken the online module.







## COMMUNICATIONS AND BRAND

### PYEONGCHANG 2018

**PyeongChang 2018 was not only the most successful Games for Canada on the field of play, it was the best-ever Games for overall awareness and positive public interest towards the Paralympic Games and our athletes with Canadians!**

Each area under the Communications and Brand portfolio was strategically designed to work together to achieve top results and our internal efforts were bolstered by our Media Consortium partners and sport partners.

Our market study post-Games showed that interest from the Canadian public to follow and engage with the Paralympic Games and its Canadian team prior to the start of the Games reached 66 per cent. Overall, **final survey results indicate that 53 per cent of all Canadians engaged with Paralympic content between March 1 and 18.**

Our broadcast and digital coverage was core to the overall content strategy's success, providing high quality footage and featuring stories of our athletes in a variety of forms. Ultimately, **viewership reached almost 10 million Canadians surpassing Sochi numbers by one million.** Globally, Canada led the way in delivering the most comprehensive coverage of any country, including host South Korea.

We increased the number of original hours of coverage on all platforms and consistently offered higher quality content, with **no Canadian performances left out of the live broadcast.** Our corporate partners supported the production of first-rate co-branded content sharing the stories of our athletes. Paralympians joined our content team and increased the level of conversation around the nuances of the sports and their current stars.

**We re-launched the Paralympic.ca Games-time website just before action started in PyeongChang, providing relevant information with a new look and increased functionality.** From January to March 2018, including the Paralympic Games, our reach surpassed the prior year's total audience. In conjunction, **social coverage across Twitter, Instagram, and Facebook was enhanced with on-the-ground posts including athlete interviews captured just as they've come off the field of play, live coverage of special events, and more.**

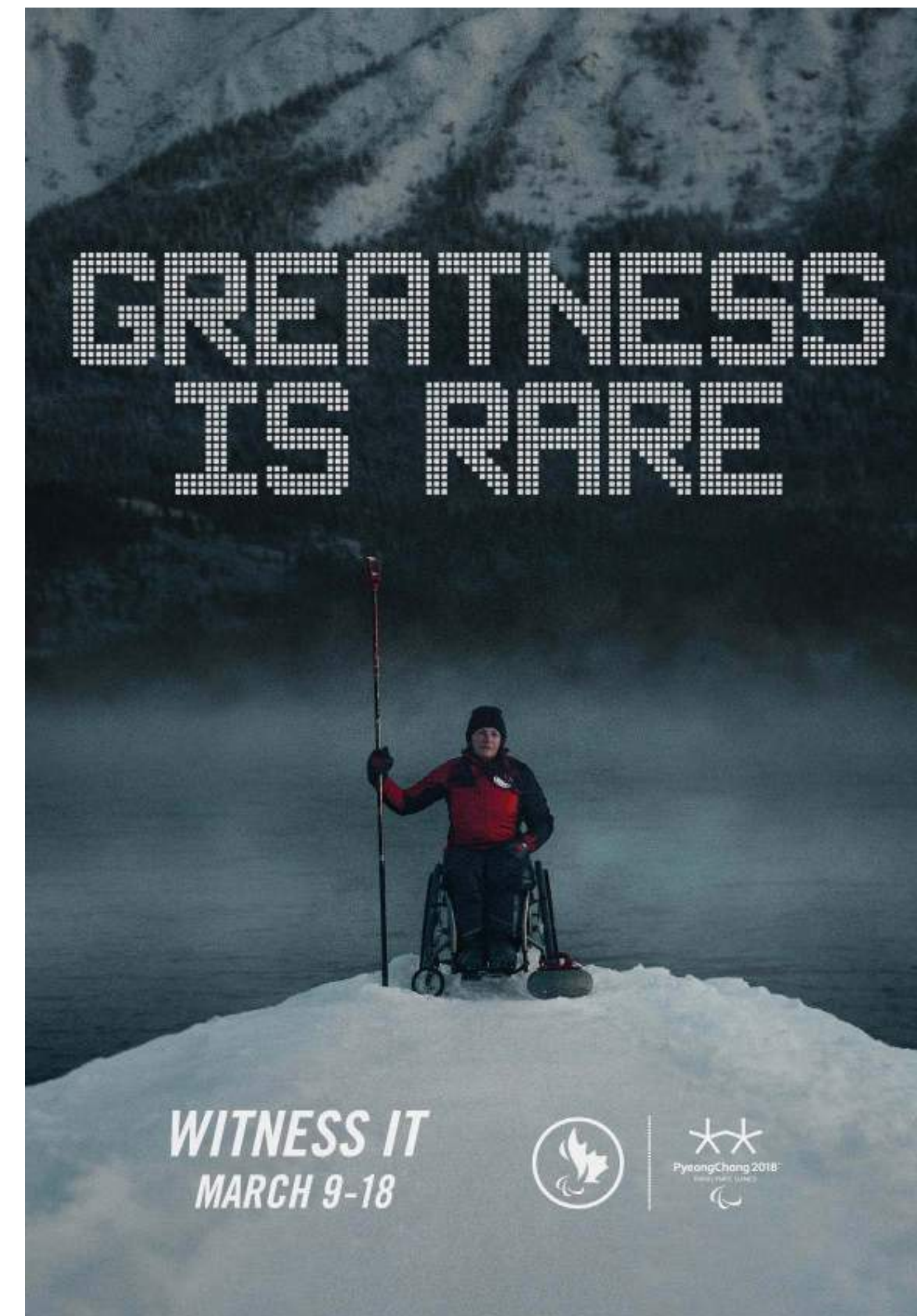
**The launch and activation of our brand campaign entitled *Greatness is Rare* prior to the start of the Olympic Games provided a larger window to garner interest towards our athletes and the upcoming competitions.** The campaign included an innovative digital crowd-sourcing platform *Broadcast it!* for Facebook and Twitter, which elevated how we engage with our fans and converted them into ambassadors of our brand to their respective audiences.





The *Greatness is Rare* campaign, created in partnership with our media partner BBDO Toronto, was recognized for its marketing ingenuity, taking home the Silver Lion at Cannes award for Content for User Engagement, Mobile Lions.

The campaign had two goals: to draw more viewers to the 2018 Paralympic Winter Games and to celebrate the incredible achievements of its participants.



And even with a challenging time zone shift and limited on-site journalists, our efforts in generating earned media reached an all-time record for the CPC – 3.7 billion potential reach. This was achieved via many avenues, including a new press release strategy focusing on the big moments, the great work of the sport media attachés onsite to connect the athletes with media, and engaging with media back home in Canada.

Throughout our content strategy, we celebrated our athletes and their performances. Onsite, we also led the Medallist Celebration events at Canada Paralympic House, giving the athletes a welcome chance to be feted in front of their family and friends as well. Our work branding and decorating CPH and the Athletes Village made the athletes feel at home in a very Canadian environment.

In addition to the Paralympians involved with the broadcast and content team in PyeongChang, alumni were engaged back home in Canada with events held in Ottawa and Vancouver for the Opening and Closing Ceremonies.

### SHOWCASING PARALYMPIC SPORT 365 DAYS A YEAR

Throughout the year, an effort was made to enhance coverage of our sports outside of the Games window. The media consortium broadcasted several events via live streaming, including the World Para Athletics Championships, Para Nordic World Cup in Canmore, World Sledge Hockey Challenge, and several Para Alpine Skiing World Cups. These events were also supported with additional coverage on our social media channels and website. This was central to consistently delivering multi-platform coverage to our fan base and ensuring that sport and athlete stories remain the primary focus throughout the year.



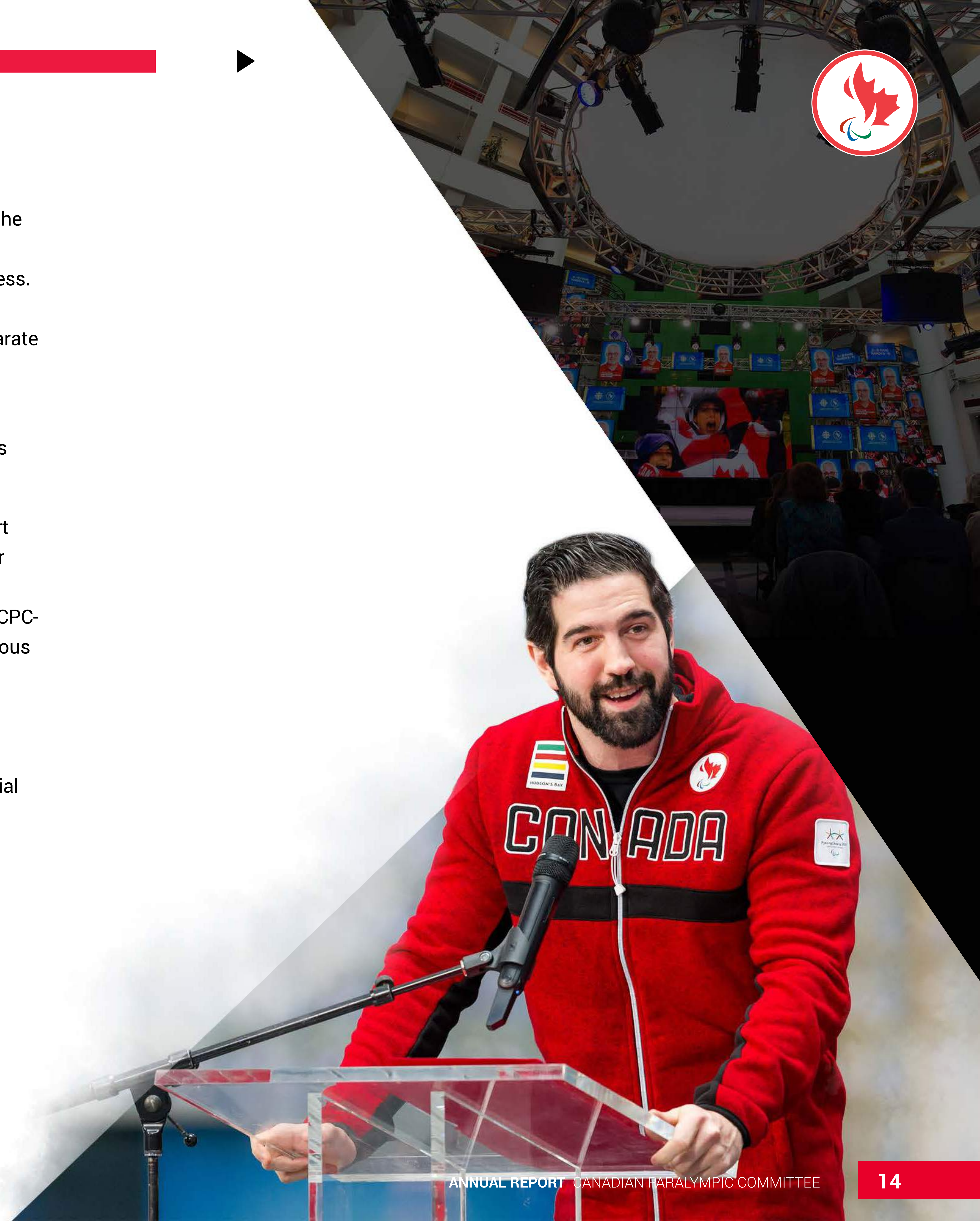


The media summit for PyeongChang was held in June 2017 in Calgary, with 16 of the top athletes from four sports attending. Content and interviews were captured by several media outlets at the day-long summit, including CBC and The Canadian Press. It was also a great opportunity for CPC to gather content as well as our corporate partners. Because our Para nordic skiers were unable to attend the summit, a separate media tour was planned for them in Toronto.

The team nomination announcements for PyeongChang leading into the Games were highlighted by Para ice hockey, whose event at the CBC atrium in Toronto was broadcast live during the Olympics, a first for a Paralympic team announcement.

We engaged with athletes, both alumni and current competitors, in order to support and provide them with opportunities, and promote the Paralympic Movement. Over 60 activations saw more than 160 athletes make special appearances at various events, including with corporate sponsors, the Paralympic Foundation of Canada, CPC-related events, and many others. Paralympic athletes are widely requested for various speaking and appearance opportunities.

Communications support through all our pillars including branding and graphics, digital and social, media and public relations, and athlete marketing was provided throughout the year to all areas of CPC. This included, but was not limited to, special events and initiatives like Paralympian Search, Para Flip Flops, VISTA Conference, ImagiNation launch, and more.







# REVENUE GENERATION

## PYEONGCHANG 2018

### Hospitality Program

Two waves of guests joined us in South Korea for a VIP Games experience. Corporate partners Bell Canada, HBC, Pfizer, Petro-Canada, and Air Canada, along with Paralympic Foundation of Canada donors, participated in the program. The experience started with a tour of Seoul's attractions, giving the opportunity to our guests to learn about Korean history and culture. After a few days in Seoul, guests made their way to PyeongChang to witness Canada's most memorable moments from the Games.

### Canadian Tire at Games

Canadian Tire made a significant investment in the Games this year, using PyeongChang as a hosting opportunity. They brought a private group of 40 people, 30 of which were corporate employees who had won an internal contest, to the Paralympic Games. Guests were treated to executive treatment, flying first class, staying at a 5-star hotel and receiving VIP access to the IPC Family lounges. They enthusiastically cheered on Canada at a variety of events, and had a chance to meet and greet many athletes. A tour of the Athletes Village and the Ottobock repair facility was a highlight for many.

Canadian Tire also was behind a popular activation at Canada Paralympic House, the **Canadian Tire Red Door**. The Red Door connected Paralympians with loved ones and fans back home in Canada. Featured athletes were Brittany Hudak, John Leslie, Greg Westlake and Dominic Cozzolino. Each session was attended by many friends and family at CPH. John Leslie's Red Door experience with the community in Arnprior, Ont. was reported to be the most successful of all on Canadian Tire's part, Olympic and Paralympic Games combined.







CPH was also host to several special events, including the Opening and Closing Ceremony flag bearer announcements, the NPC Reception, the Pre-Closing Ceremony Reception, and the Closing Ceremony Party sponsored by Canadian Tire.

On March 15 in PyeongChang, Petro-Canada, in conjunction with its partners, the Canadian Paralympic Committee and the Coaching Association of Canada, hosted a Family & Friends Reception in celebration and in honour of Canadian athletes, coaches and their family and friends.

Petro-Canada also continued its Canadian Athlete Family Program – paying for two tickets to each event in which an athlete competes for use by their families or friends.

Toyota set up a social media screen at CPH, encouraging Canadians back home and in PyeongChang to post pictures of them celebrating Canadian achievements at the Games.

### Broadcast partners

The PyeongChang Paralympic Games broadcast program is made possible through support from our partners. Toyota, Canadian Tire (SportChek), CIBC, Bell Canada, Petro-Canada, McDonalds, and the Department of National Defense came on board to support the initiative. Partners received visibility on our platforms as well as via the broadcast consortium through the form of branding overlay, advertising spots, and sponsored video features.

### CIBC Welcome Home at airports

In partnership with CIBC, Welcome Home events were organized in three airports across Canada in order to give fans the opportunity to celebrate the nation's athletes upon their arrival back in Canada. Celebrations took place on March 19 and 20 in Toronto, Calgary and Vancouver and were attended by media, fans, family, and CIBC employees. The athletes received a very warm and festive welcome, and it was the best Welcome Home airport celebration yet.

In addition, CIBC and CPC collaborated to welcome athletes home in their respective communities. Athletes were contacted directly by the local CIBC branch manager and invited to attend a reception at their local branch. Over **35 events took place across Canada.**

### Canada Paralympic House

Canada Paralympic House was the hub of activity for the Family & Friends program in PyeongChang. Located in the AM Hotel, where the majority of the Canadian Paralympic Team's family and friends were staying, it was also within walking distance from Medals Plaza in Olympic Park, making it convenient for corporate partners, friends, and family to gather after each medal ceremony.

During most evenings, medallists from the day or previous day were celebrated at CPH with a special presentation, which provided a unique opportunity for partners to meet and greet the athletes.





## CORPORATE PARTNERSHIPS

The Corporate Partnerships team works with our partners throughout the year to support our athletes, mutually grow our brands, develop strong relationships, and create engaging programs and activations. These are just a few of the campaigns from the 2017-18 year.

### HBC Paralympic Collection Launch



In October, Canada's iconic retailer, Hudson's Bay Company, unveiled the Team Canada Collection that Canadian athletes would wear at the PyeongChang 2018 Olympic and Paralympic Winter Games. Fifteen Canadian PyeongChang 2018 hopefuls, including five Paralympic athletes, showcased the collection, including looks for the opening and closing ceremonies, at a live public event at Eaton Centre in Toronto, giving fans and media a first look at the new kit.

### Petro-Points Fuel Savings Card



An innovative loyalty program with a fundraising element, the program is designed to make it easy for Canadians to support our Canadian athletes, coaches, and programs while saving on fuel. Members of the program receive instant savings of 3 cents per litre for one year. They also earn Petro-Points, which are then matched and donated to the sport organization selected by the member. The program rolled out in early 2018.

### Pfizer Partnership



CPC was pleased to renew its partnership agreement with Pfizer Canada Inc. for more than \$1 million through 2019. A special event was hosted to celebrate over 20 years of partnership between the two organizations, as Pfizer continues to be a passionate supporter of Paralympic sport. In the lead-up to the PyeongChang Games, Pfizer promoted our brand campaign with a billboard visible from the highway in Montreal. It also contributed to our digital content with a seven-video series to talk about health and wellness with our Paralympians, presented by Pfizer to reinforce its commitment to helping Canadians lead healthier lives.

### SportChek campaign



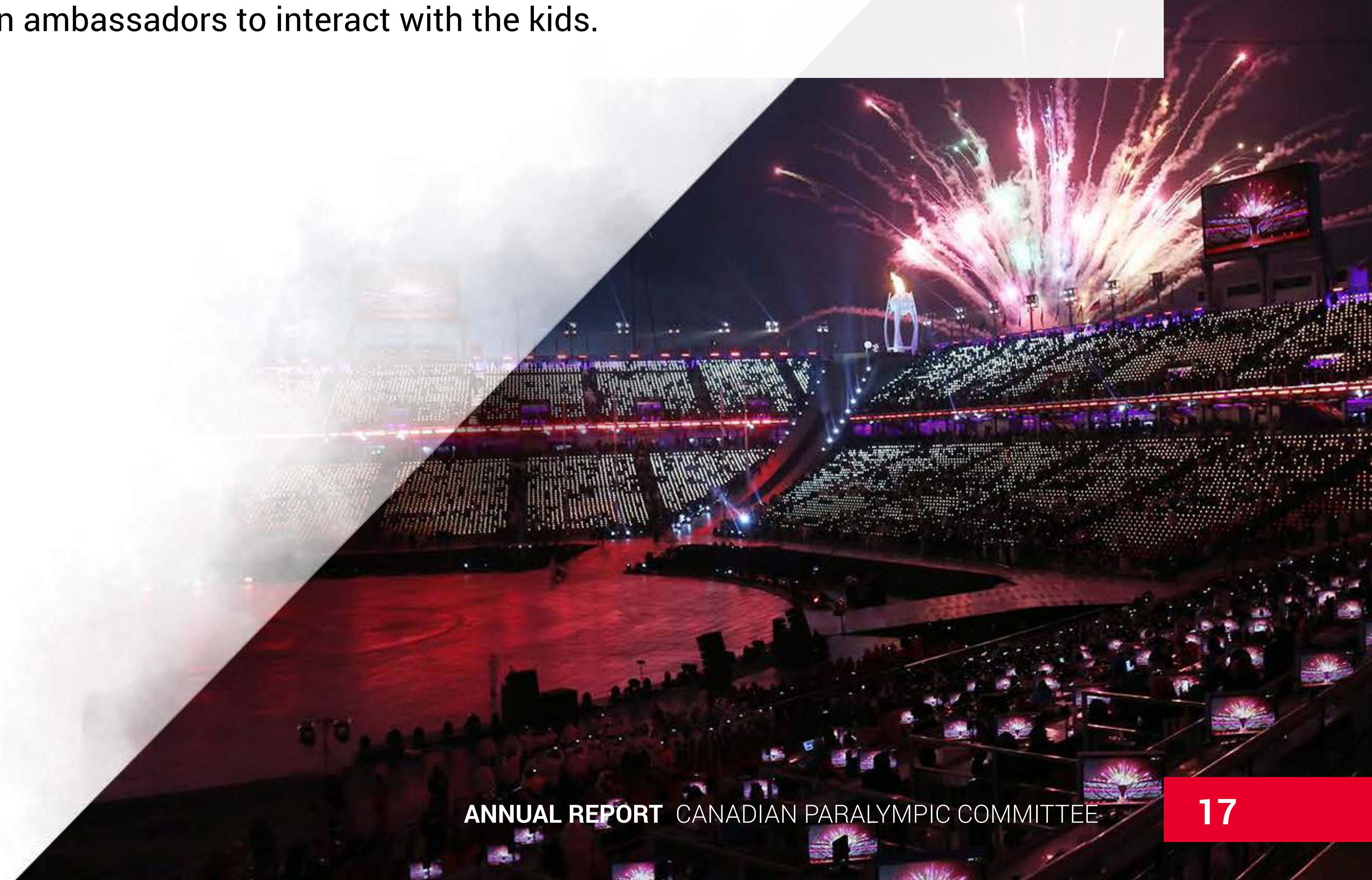
To promote the Paralympic Movement and Paralympic Games, SportChek ran a campaign with Para snowboarder Michelle Salt. The campaign was called #WhatItTakes and included a subway domination in Toronto, TV spots during both the Olympic and Paralympic Games, and several social media posts.

### Canadian Tire athlete appearances



Canadian Tire actively engaged with our athletes through 2017-18, with 19 Paralympian appearances to support various campaigns and activations. Events included a leadership conference, campaign launch, employee skate night, and charity walk.

Jumpstart Games was a significant athlete activation, giving children the opportunity to have a life-changing fun day of physical activity. Taking place in various cities across the country, Team Canada athletes are brought in to participate with the children and inspire them to be active. CPC supported four Jumpstart Games events in September and October in different markets, by bringing along a total of 12 Paralympian ambassadors to interact with the kids.







## PARALYMPIC FOUNDATION OF CANADA

The Paralympic Foundation of Canada continues to grow each year, and is a considerable source of funding and awareness-building for the Paralympic Movement in Canada.

### Para Flip Flops

The summer of 2017 was the second year Canadians could purchase Para Flip Flops in partnership with Hudson's Bay Company. A new edition of the flip flops were released, with 30 per cent of the sale of each \$15 pair donated to the Paralympic Foundation of Canada. Over 17,600 pairs were sold, raising more than \$70,000 for Canada's Paralympic athletes.



### ImagiNation campaign *Imagination*

January 2018 saw the public launch of ImagiNation, the Foundation's ambitious new fundraising initiative aimed at ensuring Canadians with a disability are given the opportunity to choose sport and become athletes who excel on the international stage. ImagiNation seeks to raise \$6 million over four years, unlocking \$4 million in matching government funds for an unprecedented \$10 million investment in sport for people with disabilities.

Canadian Tire Jumpstart Charities and Pfizer Canada came on board as the first two lead campaign partners, with donations of \$1 million and \$500,000 respectively. Combined with philanthropic support from other businesses and individuals, ImagiNation has raised more than \$2 million of its \$6 million target in the first year.

### ParaTough Cup



After being launched at the end of the 2016-17 fiscal in Toronto, ParaTough Cup expanded this year to include Montreal as a key market.

The signature fundraising event of the Paralympic Foundation of Canada, ParaTough Cup is an exciting, fun-filled afternoon bringing together corporate teams to compete against one another in Paralympic sport-inspired challenges. The event also gives the corporate community a chance to interact with Paralympic athletes.

The first-ever ParaTough Cup in Montreal was held in November 2017 and saw 12 teams face off for the trophy. The event raised \$93,000 in support of the Foundation.

ParaTough Cup was then held for a second time in Toronto in February 2018. Expanding on the first edition, 19 teams competed and a total of \$130,000 was raised for Canada's Paralympic athletes.





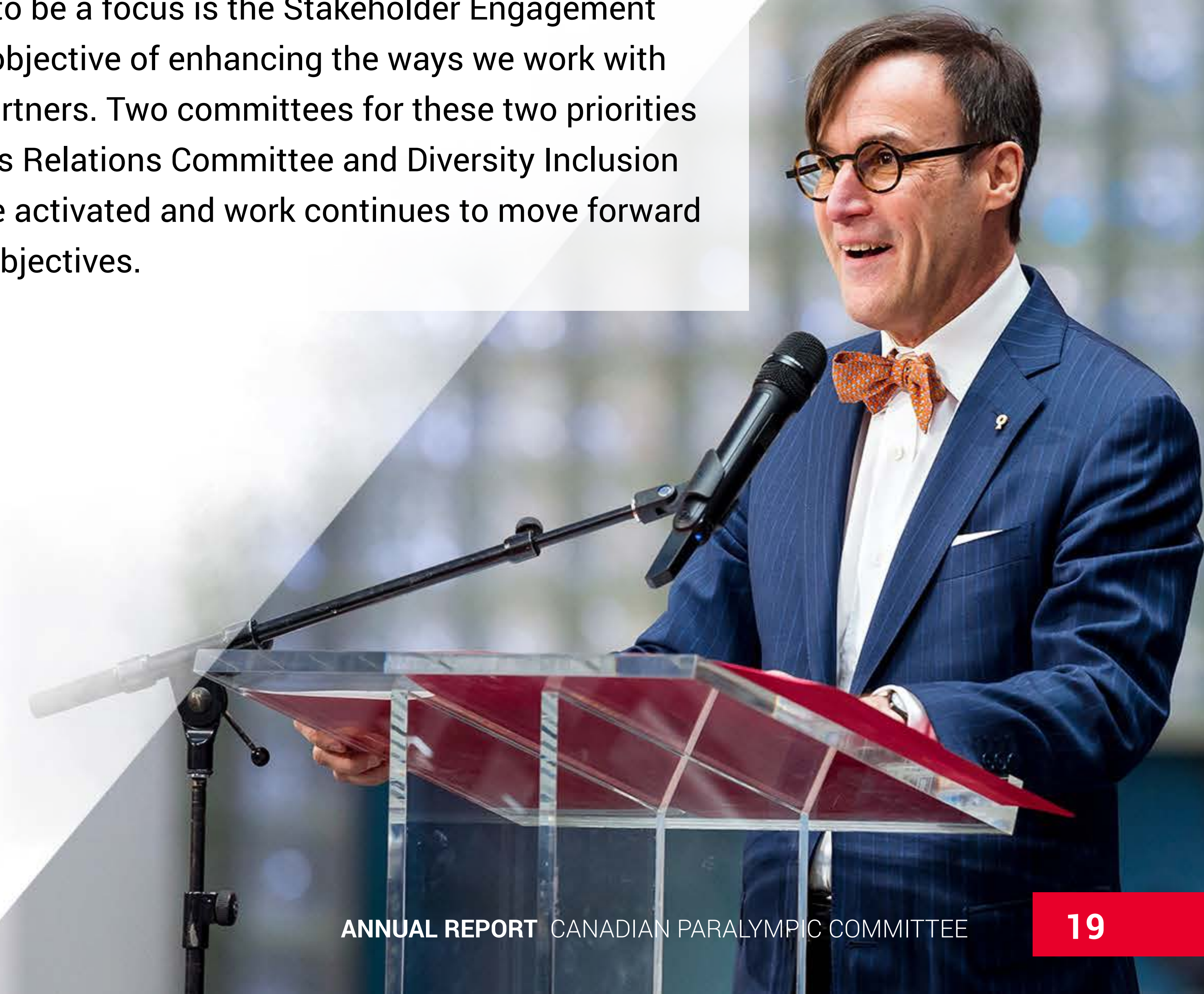


## CORPORATE SERVICES

Canadian Paralympic Committee corporate services continued to advance the organization through ensuring financial management and oversight, capacity building and recruitment, risk management, governance and strategic planning.

The year began with a newly elected Board, with Marc-André Fabien incoming as president and Gail Hamamoto as vice-president. Our focus over the year has been to continue to strengthen our relationships with our 25 member sports, the APC and the IPC. We continue to have a strong Canadian representation with the IPC, with 12 Canadians on IPC Standing and Technical Committees.

The CPC remains steadfastly committed to a safe, welcoming, and inclusive environment for everyone in parasport and as such one of the major strategic priorities for 2017-18 (which will remain so as we move forward) is the CPC's Diversity and Inclusion Strategy. A second major strategic priority that was enacted this year and will continue to be a focus is the Stakeholder Engagement Strategy, with an objective of enhancing the ways we work with all of our major partners. Two committees for these two priorities – the Stakeholders Relations Committee and Diversity Inclusion Committee – were activated and work continues to move forward against their set objectives.





# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

Year ended March 31, 2018

	2018	2017
	\$	\$
<b>Assets</b>		
Current assets		
Cash and cash equivalents	1,870,959	2,103,308
Accounts receivable	3,044,801	1,398,465
Due from PFC	200,036	280,482
Prepaid expenses	44,984	176,832
	5,160,780	3,959,087
Capital assets	156,427	177,573
Intangible assets	135,443	75,751
	5,452,650	4,212,411
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities	2,331,840	660,234
Deferred revenue - Current	1,089,933	1,082,090
	3,421,773	1,742,324
Deferred revenue	325,770	750,860
Deferred contributions related to capital and intangible assets	291,870	253,324
Lease inducement	53,577	60,274
	4,092,990	2,806,782
Commitment		
<b>Net assets</b>		
Unrestricted	1,359,660	1,405,629
	5,452,650	4,212,411







## STATEMENT OF REVENUE AND EXPENSES

Year ended March 31, 2018

	2018 \$	2017 \$
<b>Revenue</b>		
Government contributions	5,825,051	6,095,163
Sponsorships	5,191,425	4,151,754
Grants - Paralympic Foundation of Canada	800,000	250,000
Interest	33,851	13,687
Amortization of deferred contributions related to capital and intangible assets	125,811	116,618
In-kind contributions	2,718,459	2,932,539
Other	137,846	311,550
	14,832,443	13,871,311
<b>Expenses</b>		
Corporate Services	1,519,462	1,176,350
Amortization of capital and intangible assets	125,811	116,618
Communications & Brand	3,644,096	3,338,288
Franchise Holders Working Group	213,280	223,309
Games Operations and Delivery	3,015,126	2,953,248
Paralympic Performance and Pathways	2,264,081	2,074,661
Revenue Generation	1,378,097	1,301,357
Utilized value, in-kind contributions	2,718,459	2,932,539
	14,878,412	14,116,370
<b>Deficiency of revenue over expenses</b>	<b>(45,969)</b>	<b>(245,059)</b>





# PARTNERS AND SUPPLIERS

## PARTNERS & SPONSORS

SPORT PARTNERS

PREMIER PARTNERS

## OFFICIAL PARTNERS & SUPPLIERS

OFFICIAL PARTNERS

OFFICIAL SUPPLIERS







# SPORT MEMBERS







## CANADIAN PARALYMPIC COMMITTEE

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