

CANADIAN PARALYMPIC COMMITTEE

2013 - 2014
CORPORATE ANNUAL REPORT





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From top to bottom, clock wise - Sochi 2014 Paralympians John Leslie (para snowboard), Colette Bourgonje (para-Nordic), Josh Dueck (para-alpine), Billy Bridges (sled hockey).



Canada's Paralympic Team enters Fisht Stadium led by flag bearer Sonja Gaudet during the Opening Ceremony of the Sochi 2014 Paralympic Winter Games in Sochi, Russia. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)



Caroline Bisson competes in Cross Country Skiing Women's 5km Standing at the 2014 Paralympic Winter Games in Sochi, Russia. [Photo: Matthew Murnaghan/Canadian Paralympic Committee]

ABOUT THE CANADIAN PARALYMPIC COMMITTEE

The Canadian Paralympic Committee is a non-profit, private organization with 25 member sports 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

MESSAGE FROM PRESIDENT GAÉTAN TARDIF AND CEO KAREN O'NEILL

As we celebrate our success in Sochi and prepare for our next summer Games in Toronto and Rio and our winter Games in Pyeongchang, Paralympic sport in Canada is at a critical juncture.

The collective work of the Paralympic community has succeeded in making Paralympic sport a priority, with a focus on growing the athlete pool and investing in competition and coaching.

We have witnessed a rapid acceleration in the appreciation of, and appetite for, Paralympic sport— more rapid than anyone could have predicted even a few short years ago. Awareness of Paralympic sport, the Canadian Paralympic Team and the Paralympic brand is flourishing amongst sport partners, corporate leaders, educators, youth, parents, fans and in the media. At the same time, the Paralympic story has shifted dramatically to one that focuses more on athletic achievement: our athletes' stories are now reported in the sports pages, rather than in the lifestyle section.

This exploding interest has raised the level and stakes of Paralympic competition to new heights. Just as it is becoming ever more difficult to win a Paralympic gold medal, the need to very clearly define priorities and determine the best way forward is vital.

What do we aspire to achieve? And what key advantages will characterize a world-class Paralympic sport system in Canada?

Working closely with our members, our performance partners, our Board and staff, we generated answers to these questions. To secure our country's place as the world's leading Paralympic nation by 2022, we must be: **clear** in our aspirations; **focused** in our plan to win; **nimble** in adapting to an ever-changing landscape; and **leaders** in mobilizing and supporting our members and partners.

This plan to win is a focus on the podium – a focus on high performance. We believe Canada can be the world's leading Paralympic nation by 2022.

If the Everest for our athletes – the highest peak they can summit – is a gold medal at the Paralympic Games, then the CPC is the “Sherpa” for the final ascent. We are working closely with member organizations, our performance partners and the broader sport community to identify the next generation of Paralympic athletes and coaches. We are mapping out a clear path to the summit, removing

roadblocks and distractions along the way, and leading the country in celebrating our athletes' achievements.

This strategy is now front and center in our daily work and has become a source of motivation to all committed to achieving our ascent.

Looking towards 2022, our priorities focus on developing a system delivering consistent podium results and increasing our medal count at the Games, through strategic performance partnerships and collaboration with our sports.

Together, as a community, we need to build a strong and aligned Paralympic sport system with a clear pathway starting at first contact and awareness, a system which has strong support for coaching and technical leadership, and world class daily training environments.

Our goal to make Canada the world's leading Paralympic nation by 2022 is not going to be easy to reach, but with our members and partners standing strong beside us, it can be achieved through hard work, focus and determination.

Our strategic plan, “Forward with Purpose,” will take the Canadian Paralympic movement boldly and purposefully in to the future – a future we believe all Canadians will be proud of. We invite all in the sport community to review this exciting plan and to reflect on your potential role, involvement and contribution towards this world-leading journey for Canada.

Yours in sport,

Gaétan Tardif, President

Karen O'Neill, Chief Executive Officer



A handwritten signature in black ink that reads "Karen O'Neill".



A handwritten signature in black ink that reads "G. Tardif".



PODIUM RESULTS

Games Missions

While Team Canada's preparations began to intensify for Toronto 2015 and were initiated for Rio 2016, the highlight of the past year was indeed the Sochi 2014 Paralympic Winter Games. CPC is extremely proud of the achievements of all Canadian Paralympians and coaches in Sochi, who together achieved Canada's performance goal of ranking in the top three nations in the gold medal count.

Team Canada was comprised of 54 athletes and guides, who earned a total of 16 medals (seven gold, two silver, seven bronze) in five sport. Canadian athletes were tremendous ambassadors, led by Opening Ceremony flag bearer Sonja Gaudet, whose gold medal in wheelchair curling makes her the only person in the world to have won three gold medals in that sport.



Brian McKeever and his guide Erik Carleton receive their gold medals for Cross Country Skiing Men's 10km Free Visually Impaired at the 2014 Paralympic Winter Games in Sochi, Russia. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)

Para-Nordic skiing veteran **Brian McKeever** led the way among individual athletes with three gold medals, supported by guides **Erik Carleton** and **Graham Nishikawa**. Our Closing Ceremony flag bearer from the ranks of para-alpine skiing, **Josh Dueck**, won gold and silver medals in Sochi to add to his impressive career accomplishments.

Games rookie **Mac Marcoux with guide Robin Fémy** with their one gold and two bronze medals helped keep Canada near the top of the medal table in para-alpine skiing. And the **sledge hockey** team finished with a hard-fought bronze medal. For a complete list of Sochi medallists, please visit paralympic.ca/medallists.

Pre-Sochi, CPC worked closely to with our performance partners to implement a variety of preparation and performance initiatives to ensure Team Canada was the best supported Canadian team to date. Key enhancements included:

- Expanding the number of accredited NSO coaches and technical officials;
- Funding a pre-Games NSO technical delegate site visit;
- Expanding support services provided to out-of-Village technical staff;
- Expanding the CPC support team onsite at the Games;
- Supporting larger mission staff groups visiting NSO training camps and competition in advance of the Games; and
- Supporting NSO pre-Games staging camps.

Looking to Toronto, Rio and beyond

Through two site visits, CPC established strong working relationships with the Toronto and Rio Organizing Committees, bringing back extensive information to guide the Games preparation for both CPC and our member NSOs. The vast majority of podium potential Canadian summer athletes have already had the opportunity to compete at test events and many NSOs have already completed a Rio familiarization trip. CPC continues to support these trips logistically and financially for key team leads to ensure no stone is left unturned in preparations and to optimize support for athlete performances in upcoming years.

System Excellence

CPC's primary high performance strategic objectives include increasing podium performances at the Paralympic Games and being actively engaged within the Canadian high performance sport system as a key performance partner.

Initiatives included **equipment and classification grants** to podium potential athletes; **increased support within the Canadian Sport Institute networks** to support Paralympic targeted sports and identification of athletes; and working with **Coaches of Canada** on a future strategy for para-coaches.



Canadian Paralympic Team Chef de Mission Ozzie Sawicki played a key role in Team Canada's preparations for Sochi.

Collaboration with key performance partners

Sport Canada, through the Government of Canada, is the single largest contributor to sport in Canada and to the Canadian Paralympic Committee. Together we are committed to promoting a culture of sport and physical activity for all Canadians.

Own the Podium continues to be a key performance partner of the CPC, providing essential support to NSO Paralympic high performance programs. CPC also actively participates in the review process for both winter and summer sports, providing additional Paralympic knowledge and expertise.

The **Canadian Sport Institutes** network, with CPC as a founding partner, launched Game Plan, designed to enhance services and support to Paralympians and Olympians following their retirement from competition. The Para IST (Integrated Support Team) Leads also remain in place in each Centre.

CPC provided funding to support the **Canadian Centre for Ethics in Sport** anti-doping program leading up to Sochi, in which athletes were tested on an ongoing basis to prevent any potential anti-doping incidents at the Games.

Collaboration with the **Canadian Olympic Committee** has been ongoing around Games planning and post-Games transition and we have entered in to dialogue to better align and integrate certain activities to support our member sports more effectively. We look forward to our continued work with the COC leading up to T02015 and Rio 2016.



SUSTAINABLE BUSINESS MODEL

Corporate Services

There were significant updates within **Human Resources and Operations** of the CPC this year, including adjustments in CPC's organizational structure to align with our revised strategic direction and integration of new staff members; updating and implementation of CPC's performance management system; and the transfer of the accounting bookkeeping from an external service provider to in-house.

In June 2013, CPC welcomed new Chief Executive Officer **Karen O'Neill**. In November 2013, **Catherine Gosselin-Després** joined CPC as Executive Director, Sport.

In the **Governance** portfolio, updates included changes to CPC by-laws to establish clear guidelines for membership, as well as updates for compliance with the Not-For-Profit Act. CPC participated in a Risk Management workshop led by the Sport Law & Strategy Group.

In May 2013, CPC membership elected a new Board of Directors including **President Gaétan Tardif**, **Vice-President Debbie Low** and seven Directors to four-year terms. Also elected were **Craig McCord** as Coaches Council Representative; **Tyler Mosher** as Athletes Council Representative; and **Patrick Jarvis** as IPC Governing Board Representative. All bios can be viewed at paralympic.ca/board-directors.

The **External Representation** portfolio had many achievements this year, including IPC Governing Board and Committees nominations, Americas Paralympic Committee Governing Board Nominations and international and domestic representation.

Patrick Jarvis was elected to a third consecutive term on the International Paralympic Committee (IPC) Governing Board, while **Todd Nicholson** will continue as Chair of the IPC Athletes Commission and represents Canada on the IPC Governing Board. He has also been appointed member of the 2018 Winter Olympic and Paralympic Games Coordination Commission. Four Canadians were appointed to the IPC Standing Committees: **David Legg (Sport Science)**, **Carla Qualtrough (Legal & Ethics)**, **James Kissick (Medical)**, **Joseph de Pencier (Anti-Doping)**. **Carla Qualtrough** was also elected Vice-President of the Americas Paralympic Committee.

Domestic appointments included **Dena Coward** to the Whistler Sport Legacy Board, **George Hungerford** to the 2010 Games Operating Trust and CPC Board member **Rem Langan** to the T02015 Legacy Fund Allocations Committee.

Revenue Generation

The fiscal year 2013-14 was an important one for the Partnership team at CPC. We worked with key partners to create impactful in-market activation programs to fully leverage the momentum of the Games. We were successful in building strong programs that enhanced the awareness of our Paralympic athletes and brand through retail activation, athlete appearances, government relations, public relations and employee engagements.



Ottawa's Sochi Paralympians with [all in back row]: Member of Parliament David McGuinty, Ottawa City Councillor Diane Deans, Jim Toman – Branch Manager, CIBC South Keys Banking Centre, Karen O'Neill - CEO of the Canadian Paralympic Committee, Rick Baker - Board member of the Canadian Paralympic Committee, Dean Chapman – CIBC District Vice President, Ottawa District. (Photo: Patrick Doyle/CIBC)



Gearing up for Sochi 2014: the HBC clothing launch in October 2013 in Toronto featured Sochi hopefuls from both the Olympic and Paralympic Teams.

A highlight of the year was the forging of a **new partnership with CIBC** at the Premier Partner level. We also created new supplier relationships with **Conceptum, SendtoNews and Yahoo Sports**.

We were also thrilled to enable CPC's pioneering new broadcast model through non-government revenues, thanks to the commitment and enthusiasm of our **four presenting broadcast funding partners: CIBC, Petro-Canada, Canadian Tire and Air Canada**, along with additional support by Pfizer.

Government relations continued to be a priority as the Federal Government remains our largest funding partner with a recent commitment of \$5 million, for which we are most grateful. We also thank the Accessibility Directorate of Ontario (ADO) for their support over the past two years. As well, we are partners in the Sport Legacy Group with a mandate to enhance the parasport legacy in Ontario following the Toronto 2015 Parapan American Games.

CPC's hosting program was another tremendous highlight this year, as more than 40 corporate clients, sport partners, key community and government representatives joined us in Sochi and experienced the power of the Paralympic Games. We also hosted at several events in Canada, such as the World Sledge Hockey Challenge in Toronto.

Key partner Sochi activations spark the marketplace

Key partner activations surrounding the Sochi 2014 Paralympic Games bolstered national exposure for the Canadian Paralympic Team and the Paralympic brand. Highlights include:

- **CIBC Paralympian Welcome Home events:** CPC partnered with CIBC to host community welcome home events for all of our Paralympians in their respective home branches. The result: 29 events, 50 Paralympians, seven provinces, in a three-week span.
- **HBC retail activation:** HBC created a custom Sochi 2014 Paralympic Games t-shirt which was sold in their key retail outlets leading up to and during the Games. Sales were successful and will lead to similar campaigns for Toronto 2015 and Rio 2016. HBC also hosted an integrated Sochi clothing launch event featuring both Olympians and Paralympians in fall 2013.
- **Air Canada awareness campaign and in-flight video:** Air Canada created a high-profile national awareness campaign featuring para-alpine skier Josh Dueck which included airport signage, luggage tags, and a digital and print campaign. They also featured CPC's "What's There" commercial on their in-flight entertainment. Air Canada went above and beyond to ensure the comfort of the Canadian Paralympic Team traveling to and from the Paralympic Games.



Sonja Gaudet receives the James Worrall Flag Bearer Award at the Petro-Canada Sochi 2014 Family & Friends reception at Canada Paralympic House at the 2014 Paralympic Winter Games in Sochi, Russia.

- **Petro-Canada's Family and Friends program:** Petro-Canada's Canadian Athlete Family Program continued its longstanding support of our athletes, their families and friends, providing athletes with complimentary Games event tickets in Sochi and hosting the popular reception at Canada Paralympic House. Sonja Gaudet and Josh Dueck received the James Worrall Flag Bearer award given to Team Canada's Opening and Closing Ceremony flag bearers.
- **Canadian Tire athlete engagements:** Canadian Tire leveraged multiple athlete engagements to build employee awareness of their sponsorship of the Canadian Paralympic Team. They hosted a sledge hockey clinic for media in Toronto and instituted "Paralympic Fridays" at the head office, where several high-profile Paralympians visited and shared their stories. Paralympians Benoit Huot and Stephanie Dixon provided content from the Sochi Games that was shared on their intranet for employees across the country.

Looking ahead, we will work with partners to host and activate around the Toronto 2015 Parapan American Games and the Rio 2016 Paralympic Games

Preparing for a new fundraising paradigm

The CPC is in the process of creating a new Foundation that will reside within the CPC and report to the Partnerships team.

Adding to our Partnership portfolio

We are focused on revenue acquisition through new partnerships. We currently have seven Premier Partners and are looking to add an eighth. We are also aiming to build the Official Partners category and also add a couple more partners to the Official Supplier level.

PROUD TO SHARE THE SKY.

FIÈRE DE PARTAGER
LES SOMMETS.

Air Canada created a high-profile national awareness campaign featuring para-alpine skier Josh Dueck which included airport signage, luggage tags, and a digital and print campaign.

JOSH DUECK
KIMBERLEY, B.C./C.-B.
PARA-ALPINE
SKI PARA-ALPIN



AIR CANADA 



Mark Ideson, Sonja Gaudet, Dennis Thiessen, Ina Forrest and Jim Armstrong receive their gold medals after defeating Russia in the wheelchair curling final at the 2014 Paralympic Winter Games in Sochi, Russia. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)



SYSTEM DEVELOPMENT AND EDUCATION

CPC's primary strategic objective in system development is to increase the athlete pool and enhance system alignment in parasport. Our development programs this year continued to focus on increasing the number of new participants and to provide a clear pathway for participants to progress.

This year CPC significantly expanded the visibility and scope of **Paralympic Schools Week 2014**, with 307 schools and 80,000 students involved, up from 100 schools and 44,000 students the year before. Events were held at community organizations, hospitals and rehab centres, along with schools, thanks to multiple partnerships.

We also activated our partnership with the and engaged stakeholders from Ontario in the establishment of a Paralympic legacy from the Toronto 2015 Parapan American Games.

CPC and **Soldier On** partnered again this year in the hosting of the Allied Winter Camp in Whistler and Squamish, B.C., offering ill and injured military personnel the chance to try sledge hockey, para-alpine skiing, para-snowboard, para-Nordic skiing, biathlon and wheelchair curling.



Mark Ideson shows of his gold medal during the Celebration of Excellence's visit to Rideau Hall. (Photo: Matthew Murnaghan/ Canadian Paralympic Committee)



Paralympic swimmer Brian Hill visits Inukjuak, Nunavik, in Northern Arctic Quebec for Paralympic Schools Week 2014.

CPC also continued to manage the **Changing Lives, Changing Minds** program, which educates healthcare professionals and students, as well as community groups and others in a position to influence persons with a disability, on the benefits of sport and how to help their clients get involved.

This year, CPC partnered with **Jumpstart** on a joint grant program with each organization contributing \$50,000 towards children with disabilities, for a total of \$100,000 available. Interest in the program has been high.



Equipment and Recruitment Program Grants continue to boost capacity

CPC continued to boost capacity to support participation at the grassroots level through the allocation of CPC **Equipment and Recruitment Program** grants. CPC provided approximately \$350,000 in grants to sport organizations, supplemented with \$60,000 in equipment grants through our **Invacare** partnership.

Parasport LTAD summits successfully delivered

CPC partnered with Sail Canada and Snowboard Canada to deliver successful sport-specific **Long Term Athlete Development** summits. These events brought together national and provincial stakeholders within each sport to develop LTAD plans and clarify roles and responsibilities at each stage of the playground to podium continuum. CPC also provided grants to previous LTAD summit hosts to support the implementation of action plans, including Cycling Canada, Triathlon Canada and Wheelchair Curling.

Get Involved Portal

The listing of clubs in the Get Involved Portal continues to grow and is CPC's primary tool to connect new participants with parasport programs in their local communities. We have also been working on the creation of several web tool enhancements to provide more information and guidance on specific sports opportunities related to specific disability groups/classifications. The goal is to maximize the opportunity for participants to perform to their full potential in sports that are well suited to them.

Parasport Festivals

CPC hosted eight Parasport Festivals in 2013-14 across the country, totalling 3,391 participants and 74 sports featured.



Celebration of Excellence Heroes Tour visits the Alberta Children's Hospital. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)

"FUN"damentals Physical Literacy Resource

CPC collaborated with Physical and Health Education Canada and the sports of boccia, goalball, sitting volleyball and athletics as well as expert writers to finalize the content and design of our new, world-leading Canadian Paralympic "FUN"damentals Physical Literacy Resource. It was piloted in 40 schools and received excellent feedback. The launch is planned for September 2014.

CPC in partnership with the Ontario Partners Legacy Group also host a full day on First Contact and Awareness with all multi-sector legacy partners within Ontario.

Looking ahead, CPC will continue to enhance the alignment between our development and high performance initiatives, recognizing that the establishment of a strong pathway is critical to increasing the participation of individuals with a disability in sport and providing the necessary structure and support to help future generations of athletes achieve their Paralympic goals.



STRONG, ENGAGING CPC BRAND

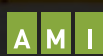
Like our athletes, our ambitions leading in to the Sochi Games year were bold. Our approaches were strategic, innovative, collaborative and focused. Results and metrics surpassed expectations and have paved the way for exciting opportunities ahead to continue to strengthen our brand and enhance awareness as we work towards becoming the world's leading Paralympic nation.

By sharing our athletes' and coaches' stories with Canadians, we have instilled pride, elevated the CPC brand and most importantly, increased the odds of sparking the Paralympic dream in future generations.

8.8 million
television viewers

92 hours
fully accessible content
on television

350 hours
of live digital coverage



Canada wins the bronze medal after defeating Norway in sledge hockey at the 2014 Paralympic Winter Games in Sochi, Russia. [Photo: Matthew Murnaghan/Canadian Paralympic Committee]

Breaking new ground in Broadcast

For the Sochi 2014 Paralympic Games, CPC created a first-of-its-kind Paralympic media consortium (CBC/Radio-Canada, Sportsnet, Yahoo! Sports, AMI and SendtoNews), and led a broadcast strategy that has effectively redefined Paralympic sport coverage in Canada.

On average, **1 out of 4 Canadians**, an audience of 8.8 million, tuned in to the Canadian television coverage of the Sochi 2014 Paralympic Games, a total of 92 hours and all fully accessible. On-air talent included top Paralympians and CBC/Radio-Canada personalities, further enhancing the brand and visuals. In addition, 350 hours of live digital streaming was available on cbc.ca, radio-canada.ca, ca.sports.yahoo.com, Paralympic.ca and Team Canada's mobile app. The Broadcast News Access strategy generated 37 million impressions (Neilson) via SendtoNews.

Another broadcast breakthrough was the **Montreal 2013 IPC World Swimming Championships**, for which the CPC secured and produced seven daily highlights shows on Sportsnet – the first-ever single-sport Paralympic world championship aired in Canada.

Enormous growth in Earned Media

It was an historical year of media coverage for the Canadian Paralympic movement with **2.7 billion media impressions** tracked on its athletes, coaches, special events and leadership – the most ever for CPC.

A combination of clear, impactful messaging, unique media events, proactive outreach, versed spokespeople and strategic timing around activation resulted in a strong build up to the Games and intense attention during the Games. Of the year's total, a record 2 billion media impressions were for coverage of the Sochi 2014 Canadian Paralympic Team.

Dynamic events and announcements included sport-by-sport Sochi 2014 Paralympic Team nominations, the 100 days to Sochi Paralympic Broadcast announcement, HBC Sochi clothing launch, Canadian Tire Jumpstart fund launch, Petro-Canada grants and the CIBC Paralympian Welcome Home events.




Canadian Paralympic Committee Sochi 2014 ad campaign
"It's not what's missing, it's what's there."

Marketing efforts create a surge of attention for Paralympians leading in Sochi

CPC's marketing, branding and advertising efforts created a surge of attention for Paralympians and the Paralympic brand this year. Strategies and campaigns were put in place to ensure brand recognition, to build awareness and excitement and to celebrate Team Canada performances.

The provocative "**What's There**" winter ad campaign in partnership with BBDO Toronto featured television and radio spots, print and web ads that compelled viewers to look past the disabilities of our Sochi 2014 Paralympic athletes and instead fathom their elite, world-class abilities and build excitement around Sochi broadcast and digital coverage. With the tagline, "It's not what's missing, it's what's there," the campaign reached an audience of over 46 million through the Broadcast Consortium - a value-in-kind contribution valued at over \$1 million.

The "**It's More Than Sport**" recruitment campaign promoting the benefits of sport for all was also promoted this year, featured on the Sochi broadcast as well as during world championship broadcasts.



On Twitter, in March 2014 alone, CPC's impressions reached

76.3 million

with the hashtag **#WHATSTHERE** reaching an all-time high for CPC of

5,020

click-throughs.

The **@CDNParalympics** Twitter account also set a record in finishing the year with

12,697

followers, 212%

more than last year.

Caroline Bisson talks to Benoit Huot after Canada's Team Welcome Ceremony prior to the Sochi 2014 Paralympic Winter Games in Sochi, Russia. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)

Digital and social media explode in growth

CPC experienced an exceptionally large growth in digital and social media throughout this past year, highlighted by the keen engagement of our Facebook fans during the Sochi 2014 Paralympic Games for a total of 3.48 million impressions, more than double the target of 1.5 million.

On Twitter, in March 2014 alone, CPC's impressions reached 76.3 million with the hashtag **#WHATSTHERE** reaching an all-time high for CPC of 5,020 click-throughs. The **@CDNParalympics** Twitter account also set a record in finishing the year with 12,697 followers, 212% more than last year.

To stay connected throughout the Sochi 2014 Paralympic Games, CPC launched the first ever **Team Canada mobile app** in the iTunes and Google Play stores. The app featured news, videos, live streaming, schedule, results and medallists.

As well, the websites **Paralympic.ca** and **Paralympique.ca** underwent a redevelopment this year and were visited nearly half a million times in February and March (426,889 page views), an increase of 132% on page views before and during the London 2012 Paralympic Games.

Connecting athletes with Canadians

Paralympic athletes are our greatest ambassadors and CPC continued this year to facilitate high-impact athlete appearances for schools, partners and stakeholders. In 2013-14, we coordinated 167 athlete-centred events featuring over 330 Paralympians across Canada.

Highlights included **Paralympic Schools Week 2014**, held between the Sochi Olympic and Paralympic Games, featuring 307 participating schools, including the community of Inukjuak, in northern Quebec; the **CIBC Paralympian Welcome Home** program, which hosted 29 events in athletes' home branches; and the **2014 Celebration of Excellence** in collaboration with the Canadian Olympic Committee.



Jean St-Onge (Radio-Canada), Karen O'Neill (Canadian Paralympic Committee), Hon. Bal Gosal, Minister of State (Sport), Paralympian Brian McKeever, Brenda Irving (CBC), Team Canada Chef de Mission for Sochi 2014 Ozzie Sawicki celebrate announcement of Paralympic Media Consortium creating unprecedented broadcast coverage of Sochi 2014 Paralympic Winter Games.



Para-Nordic's Erik Carleton poses for some photos with fans during the Celebration of Excellence Parade of Champions. (Photo: Matthew Murnaghan/Canadian Paralympic Committee)



FINANCIAL STATEMENTS

Statement of revenue and expenses year ended March 31, 2014

	2014	2013
Assets	\$	\$
Current assets		
Cash and cash equivalents (Note 3)	2,915,335	2,523,251
Accounts receivable (Note 4)	1,994,446	528,951
In-kind contributions receivable	387,250	362,580
Prepaid expenses	52,306	13,810
	5,349,337	3,428,592
Capital assets (Note 5)	126,307	150,113
Intangible assets (Note 6)	225,132	265,851
	5,700,776	3,844,556
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	2,254,682	1,182,898
Deferred revenue	1,281,929	436,775
Deferred in-kind contributions (Note 8)	387,250	362,580
	3,923,861	1,982,253
Deferred contributions related to capital and intangible assets (Note 9)	351,439	415,964
	4,275,300	2,398,217
Net assets		
Unrestricted net assets	1,425,476	1,446,339
	5,700,776	3,844,556

Statement of revenue and expenses year ended March 31, 2014

	2014	2013
	\$	\$
Revenue		
Government contributions (Note 10)	6,018,930	6,382,928
Sponsorships	2,618,720	1,364,520
Other	188,339	488,481
Interest	23,544	28,662
Amortization of deferred contributions related to capital and intangible assets (Note 9)	222,456	219,284
In-kind contributions (Note 8)	764,838	823,114
	9,836,827	9,306,989
Expenses		
Administration and leadership	1,224,950	1,386,969
Amortization of capital and intangible assets	222,456	219,284
Communications	1,953,651	1,564,364
Franchise Holders Working Group	376,684	206,473
Games	1,704,233	1,531,144
High performance	1,377,261	1,004,997
Paralympic development	1,274,452	1,543,510
Partnership	959,165	902,497
Apports en nature utilisés (note 8)	764,838	823,114
	9,857,690	9,182,352
Excess (deficiency) of revenue over expenses	(20,863)	124,637



PREMIER PARTNERS AND OFFICIAL SUPPLIERS

The CPC would like to acknowledge the support of the following organizations:

FUNDING PARTNER



Patrimoine
canadien
Sport Canada

Canadian
Heritage

SPORT PARTNERS



Coaching
Association
of Canada



Association
canadienne
des entraîneurs



Our Corporate Partners

PREMIER PARTNERS



OFFICIAL SUPPLIERS



BROADCAST AND MEDIA CONSORTIUM



MEMBERS

The CPC would like to recognize the important role of the national sport and disability community in the success of the Paralympic Movement:

PARALYMPIC SPORT MEMBERS



AFFILIATE MEMBERS

