



CANADIAN PARALYMPIC COMMITTEE



2012 - 2013 CORPORATE ANNUAL REPORT



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About the Canadian Paralympic Committee

The Canadian Paralympic Committee is a non-profit, private organization with 46 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 Paralympic athletes 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.

Message from the President

The year 2012 will be remembered as when the Paralympic Movement truly entered mainstream sport. The London 2012 Paralympic Games were enjoyed by more fans than ever before, with a record number of countries participating and the bar raised athletically. Amid this backdrop, Canadian athletes produced some brilliant performances, bolstering our drive to become the world's leading Paralympic nation.

The climb to get there, as we have seen, is steep. Indeed, our vision is measured not only in medal count, but in corporate professionalism and best practices with domestic parasport development, increased public and media visibility, and enhanced partnerships.

The Canadian Paralympic movement is continuing to evolve and has faced the inevitable, and perhaps expected, challenges for any organization as it matures. We have expanded our reach, attempted to address perceived shortcomings, and focused on programs and services that will have the greatest impact. Certainly we have not hit every target, but I am confident that years from now, we will see dramatic and sustained benefits from our investments and efforts.

We recognize that being the world's best is not our natural right and is something we have to pursue with passion, patience and wisdom. It goes without saying that this cannot be achieved without the support of members, partners, Canadians – and, in fact, all who touch the Paralympic movement. We want to be challenged and pushed to being the world's best in all we do, and will hold those same high standards, rights and responsibilities to our members and partners. The achievements of our athletes and coaches are the result of our collective pursuit.

As I reflect on the achievements and growth this movement has seen over the past few years, I cannot help but be excited about the future. We are surrounded by passionate, determined individuals who continuously aim for excellence. It is with great pride and gratitude that I end my three-year term as president and as a board member since 1999.

Looking ahead, I know that 2013-14 will be similarly memorable and productive as we prepare to win medal after medal in Sochi, Toronto and Rio. I look forward to sharing the celebrations in years to come.

David Legg,
President




A photograph of two female swimmers in a pool. The swimmer on the left is wearing a black one-piece swimsuit and a red swim cap. The swimmer on the right is wearing a blue one-piece swimsuit and a purple swim cap, and is using a blue prosthetic arm. They are both smiling and looking at each other. The background shows the interior of a swimming pool with concrete walls and overhead lights.

Build a World Class Paralympic System

Developing Awareness and Opportunities

CPC's development programs and services continued in 2012-13 to focus on increasing the number of new participants recruited in to parasport and aligning the parasport development system to provide a clear pathway for participants to progress from stage to stage.

It's More Than Sport

CPC's first-ever recruitment campaign, "It's more than Sport," was featured in television and online coverage of the London 2012 Paralympic Games and then officially launched in December. The campaign will remain a key priority as CPC continues our commitment to generate new participants in the grassroots programs of our members.



Get Involved Website

CPC's "Get Involved" website was enhanced, featuring updated content and a series of videos illustrating how everyone can get involved in parasport, whether as a participant, coach, official or volunteer.

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.



Classification

CPC allocated a series of Classification grants to CPC members, supporting the ongoing education and professional development of national and international level Canadian classifiers across nine Paralympic sports.

Coaching

CPC partnered with the Coaching Association of Canada in order to support Paralympic coach education and certification resources across seven Paralympic sports. These grants enhance the Paralympic knowledge and expertise of coaches currently working with Paralympic athletes, while also developing the pathway for future coaches to become involved in working effectively with athletes with a disability.

Parasport Festivals

Reflecting the growth across Canada in parasport capacity, all Parasport Festivals this year were successful community-hosted and CPC-supported ventures. Festivals were held in Victoria, B.C.; St. John's, Nfld.; Ottawa, Ont. (one on Canada Day and a second one at Carleton University); and Moncton, N.B. A sincere thank you to our community and sport partners for their great efforts in hosting these amazing Festivals!





Soldier On Partnership

CPC's long-term partnership with Soldier On achieved a meaningful new milestone in 2012-13, with the hosting of the Canadian Paralympic Committee Soldier On 2013 Allied Winter Parasport Camp in Whistler, B.C. in March 2013. The camp involved ill and injured military personnel - 20 Canadian and 20 from the United Kingdom, USA and Australia – with every participant receiving an introduction to all six Paralympic winter sports from qualified instructors.

In addition to being a tremendous opportunity to raise awareness and promote the benefits of participating in Paralympic sport, many of the Canadian participants are likely to meet classification requirements and would be eligible to compete in Paralympic competition.

Paralympic Schools Program

CPC significantly expanded the visibility and scope of our Paralympic Schools Program through an innovative new partnership with Physical and Health Education (PHE) Canada. The partnership will increase the number of schools utilizing CPC's online school program and will also support the development of a Paralympic Fundamental Movement Skills program.

Paralympic Schools Week

Paralympic Schools Week in February 2013 expanded beyond all expectations, as athletes with a disability shared their stories across Canada with a total of 100 schools taking part, involving some 50,000 students and staff. That's up from last year's 43 schools and reach of 14,000.



"I JUST WANTED TO THANK YOU AND YOUR COMMITTEE FOR THE WONDERFUL RESOURCE KIT YOU'VE SENT OUR SCHOOL. THE RESOURCES SPARKED SOME GREAT CONVERSATIONS AMONGST OUR GRADE K-4 STUDENTS. THEY WERE SO INTRIGUED AND INSPIRED BY VIDEOS AND THE WONDERFUL PICTURES IN THE BOOKS. THANKS EVER SO MUCH!"

- KELLY FRASER, PHYS. ED. TEACHER, SALISBURY ELEMENTARY SCHOOL, SALISBURY, N.B.



Photo: Richard Peter, London 2012 gold medallist in wheelchair basketball, brought Paralympic Schools Week to Iqaluit, Nunavut, with presentations to Inuit elders, youth and athletes – a first for the program.

Ontario Parasport Summit

The Canadian Paralympic Committee, in partnership with the Accessibility Directorate of Ontario (ADO), the TORONTO 2015 Pan Am and Parapan Am Games Organizing Committee (TO2015) and Parasport Ontario, hosted the inaugural Ontario Parasport Summit in Whitby from December 3 to 5, 2012.

The Summit was a key component of a strong partnership formed with the ADO and brought together Ontario provincial sport and disability stakeholders to work together to align the athlete and coach development system and establish a meaningful Paralympic legacy from the Toronto 2015 Parapan American Games.



Photo: Ontario Parasport Summit launch attendees, Abilities Centre, Whitby, Ont., December 3, 2012

CPC also partnered this year with member NSOs to deliver successful sport-specific summits in Para-Triathlon, Wheelchair Curling, and Para-Cycling.

Equipment and Recruitment Program Grants

CPC continued to boost capacity and remove barriers to participation at the grassroots level through the allocation of CPC Para-Equipment Fund and Recruitment Program Fund grants. In 2012-13, CPC provided over \$450,000 in grassroots funding (including \$135,000 that was matched by community partners) to 20 sports from eight provinces at the local, provincial and national levels.

Strong partnerships with both Invacare and Jumpstart (Canadian Tire) will expand the impact of these CPC programs and ensure even more Canadians with disabilities are introduced to the benefits of sport.



Photo: Honourable David C. Onley, Lieutenant Governor of Ontario, addressing the delegates of the Ontario Parasport Summit at the Abilities Centre in Whitby, Ont., Dec. 3, 2012.

"I'M HONOURED TO TAKE PART IN THE OPENING OF THE ONTARIO PARASPORT SUMMIT ON THE INTERNATIONAL DAY OF PERSONS WITH DISABILITIES. THIS SUMMIT'S COMMITMENT TO BRINGING PEOPLE TOGETHER TO DEVELOP A PARASPORT SYSTEM IN ONTARIO THAT IS ROBUST, INCLUSIVE, AND COMMITTED TO EXCELLENCE SENDS AN UPLIFTING MESSAGE TO ATHLETES AND ONTARIANS OF ALL ABILITIES."

- HONOURABLE DAVID C. ONLEY, LIEUTENANT GOVERNOR OF ONTARIO



Photo: Ian Troop (CEO, TO2015), Honourable David C. Onley (Lieutenant Governor of Ontario), Eric Cartlidge (Executive Director, ParaSport Ontario), Honourable Michael Chan (Minister Responsible for the 2015 Pan/Parapan Am Games), and Henry Storgaard (CEO, Canadian Paralympic Committee) at the launch of the Ontario Parasport Summit, Whitby ON, Dec. 3, 2012.

Enhance Podium Performance at Paralympic Games

From London to Sochi, Toronto, Rio and beyond

While Team Canada's preparations began to intensify for Sochi 2014 and were initiated for Toronto 2015, the highlight of the past year was unquestionably the London 2012 Paralympic Summer Games.

Team Canada

Team Canada was comprised of 145 athletes competing in 15 sports, who earned 31 medals: seven gold, 15 silver and nine bronze. Key performance highlights included:

- The men's wheelchair basketball team's undefeated run to claim gold;
- Summer Mortimer's four medals, including two gold; and Valerie Grand'Maison's three medals, including one gold, in the pool
- Michelle Stilwell's gold and silver medals and Brent Lakatos' three silver medals, on the athletics track;
- Cyclists Robbi Weldon and pilot Lyne Besette earning gold on the final day of the Games in the cycling women's road race.

Pre and Post-London: Key Initiatives

CPC worked closely with our performance partners heading in to London 2012, to ensure Team Canada was our best-supported Paralympic Team to date. Key initiatives included:

- Expanding the number of accredited NSO technical officials and coaches;
- Funding a pre-Games NSO technical delegate site visit;
- Expanding support services provided to out-of-Village technical staff;
- Supporting NSO pre-Games staging camps;
- Providing equipment grants to podium potential athletes;
- Addressing potential distractions with a comprehensive Friends & Family program;
- Providing improved video capture and analysis services onsite at the Games.





London Sets a New Standard

The international Paralympic movement reached a new standard at the London 2012 Paralympic Games, with a record number of countries competing, 251 world records broken and 52 different countries earning a Paralympic gold medal.

While CPC is extremely proud of the achievements of all Canadian Paralympians in London, the international performance landscape has changed. In London, Canada did not achieve our Top 8 performance target, and in order to restore Canada's standing as an elite summer sport nation, CPC recognizes that our future is dependent on addressing the structural challenges in consistently identifying, recruiting and developing the next generation of Paralympic athletes and coaches.

Looking to Sochi and beyond

Once the London chapter was closed, preparations for Sochi 2014 continued to intensify, with the selection of Ozzie Sawicki as Chef de Mission and two site visits to Sochi, bringing back extensive information to guide Games preparation for both CPC and our member NSOs.

- The majority of Sochi podium potential athletes have already had the chance to compete at Sochi test events this past year or complete a Sochi familiarization trip;
- With CPC support, four winter NSO team leaders have conducted their own site visits to Sochi, ensuring their planning will be optimized to support athlete performance in 2014;

CPC dedicated additional funds to support targeted Paralympic winter sport NSOs in reaching the podium in Sochi. CPC's Top-3 performance target for Sochi is ambitious, and will require all Paralympic performance partners to continue to work together effectively in pursuit of our common goal.

Looking even further ahead, this year CPC initiated preparations to support the best-ever Canadian Team at the upcoming Toronto 2015 Parapan American Games.



London 2012 Medallists

GOLD Benoît Huot of Longueuil QC in Men's 200m Individual Medley (Swimming), Summer Mortimer of Ancaster ON in Women's 50m Freestyle (Swimming), Michelle Stilwell of Nanoose Bay BC in Women's 200m (Athletics), Summer Mortimer of Ancaster ON in Women's 100m Backstroke (Swimming), Valérie Grand'Maison of Montréal QC in Women's 200m Individual Medley (Swimming), Robbi Weldon and (Pilot) Lyne Bessette of Thunder Bay ON in Women's Individual Road Race (Cycling), Men's Wheelchair Basketball Team: Yvon Rouillard of Montréal QC, Tyler Miller of Kitchener, ON, Robert Hedges of Charlie Lake ON, Richard Peter of Vancouver BC, Patrick Anderson of Fergus ON, Joey Johnson of Lorette MB, David Eng of Montréal QC, David Durepos of Charters Settlement NB, Chad Jassman Calgary AB, Brandon Wagner of Burlington ON, Adam Lancia of Scarborough ON, Abdi Fatah Dini of Toronto ON.

SILVER Summer Mortimer of Ancaster ON in Women's 200m Individual Medley (Swimming), Brianna Nelson of Calgary AB in Women's 50m Butterfly (Swimming), Nathan Stein of Maple Ridge BC in Men's 50m Freestyle (Swimming), Valérie Grand'Maison of Fleurimont QC in Women's 50m Freestyle (Swimming), Brianna Nelson of Calgary AB in Women's 200m Individual Medley (Swimming), Valérie Grand'maison of Fleurimont QC in Women's Women's 100m Freestyle (Swimming), Brent Lakatos of Dorval QC in Men's 400m and 800m (Athletics), Aurélie Rivard of Saint-Jean-sur-Richelieu QC in Women's 400m Freestyle (Swimming), Michelle Stilwell of Nanoose Bay BC in Women's 100m (Athletics), Brent Lakatos of Dorval QC in Men's 200m (Athletics), Amber Thomas of Drayton Valley ON in Women's 400m Freestyle (Swimming), Jason Dunkerley with (Guide) Joshua Karanja of Ottawa ON in Men's 5000m (Athletics), and Men's Wheelchair Rugby Team: Zachary Madell of Okotos AB, Trevor Hirschfield of Vancouver BC, Travis Murao of Richmond BC, Patrice Simard of Québec QC, Patrice Dagenais of Embrun ON, Michael Whitehead of Harrow ON, Jason Crone of Owen Sound ON, Jared Funk of Niverville MB, Ian Chan of Richmond BC, Garrett Hickling of Kelowna BC, Fabien Lavoie of Québec QC, David Willsie of Dorchester ON.

BRONZE Norbert Murphy of Vaudreuil-Dorion QC in Men's Individual Compound (Archery), Jason Dunkerley with (Guide) Joshua Karanja of Ottawa ON in Men's 1500m (Athletics), Virginia McLachlan of Windsor ON in Women's 200m (Athletics), Joshua Vander Vies of Sarnia ON with Marco Dispartro of St-Jérôme QC in BC4 Pairs (Boccia), Benoît Huot of Montréal QC in Men's 100m Backstroke (Swimming), Marie-Claude Molnar of Ste-Adele QC in Women's Individual Time Trial (Cycling), Summer Mortimer of Ancaster ON in Women's 100m Freestyle (Swimming), Virginia McLachlan of Windsor ON in Women's 100m (Athletics), Amber Thomas of Drayton Valley ON in Women's 200m Individual Medley (Swimming)





Photo: Closing Ceremony flag bearer Benoît Huot earned a complete set of swimming medals - gold, silver and bronze – in London, while wheelchair racer Michelle Stilwell won gold and silver on the track.



Photo: Cyclists Robbi Weldon and pilot Lyne Bessette won gold on the final day of the Games in the cycling women's road race.





Photo: Canadian athletes conducted themselves with pride and honour throughout the Games and were tremendous ambassadors, led by Opening Ceremony flag bearer Garrett Hickling, whose wheelchair rugby team went on to win silver following a heart-stopping semi-final victory over the U.S.



Photo: Several Swim Team medallists received London 2012 medal recognition gifts at a mid-Games ceremony with Head Coach Craig McCord (right).



Photo: Thank you to Team Canada's Chef de Mission Gaétan Tardif, Assistant Chef de Mission Elisabeth Walker-Young and all the Mission Staff members and Home Team who contributed to Team Canada's success in London



Photo: In January 2013, Ozzie Sawicki was named Team Canada's Chef de Mission for the Sochi 2014 Paralympic Winter Games and attended the Sochi Chef de Mission Seminar in Sochi in March. Sawicki's vision for the team: "Perform in the Moment, Take Pride in the Journey."

Targeted Investments in High Performance

CPC significantly enhanced its high performance investments in 2012-13, both in order to provide optimal support to Canadian athletes with podium potential in London 2012 and Sochi 2014, and to align with CPC's development initiatives to develop a true podium pathway to support the achievement of future performance targets.

Talent Identification is a key priority for CPC's high performance investment. The need to enhance targeted athlete recruitment efforts was a key conclusion of both CPC's London debrief and the NSO submissions to Own the Podium review panel. Therefore, in addition to CPC's ongoing development programs and initiatives designed to increase the number of people with a disability participating in sport, CPC is working closely with Own the Podium to identify the most effective methods to increase Canada's pool of potential Paralympians.

Priorities include supporting member NSOs in developing their podium pathways and gold medal profile, and enhancing our collective capacity to identify and recruit potential athletes across the country. Implementation of these plans will begin in 2013-14.

CPC also continues to work closely with performance partners including Sport Canada, Own the Podium, and Canadian Sport Institutes/Centres, in order to enhance high performance support to Canadian Paralympians and ensure Paralympic sport is embedded in the Canadian sport system.

Finally, CPC completed an extensive consultation process to develop a legacy strategy for the Toronto 2015 Parapan American Games and will continue working with Paralympic community partners and stakeholders to maximize the long-term impact of these Games on the Paralympic system.



Create a Sustainable Business Model

Advancing our Governance and Administration

A comprehensive governance review was conducted and the first phase of our By-law amendments were presented and approved.

In 2013-14, we will implement the second phase, which includes compliance with the new Not-for-profit Act.

Building renovations, technology upgrades and a staff performance management system are additional areas of progress. Human Resource policies and procedures were revised, approved and implemented as well.

Looking ahead to 2013-14, the CPC welcomes incoming CEO Karen O'Neill, effective June 7, 2013.

Establish and nurture corporate partnerships

The 2012-2013 fiscal year was an important and productive one for the Partnership team at the CPC. With the London 2012 Summer Paralympic Games in the spotlight, we worked diligently with our key partners to create high impact in-market activation programs to fully leverage the momentum of the Games.

We also focused on renewing and increasing our multi-year partnerships with our key corporate supporters, along with adding several new ones to our team.

In addition, our Partnership team hosted more than 30 stakeholders and corporate clients at the London 2012 Paralympic Games, providing our guests with unforgettable experiences and further showcasing the power of the Paralympic Games through the opportunity to interact with our athletes and hear their remarkable stories first-hand.



Photo: The Athlete Village tour was a highlight of our London 2012 Paralympic Games Hosting Program for key clients and stakeholders, who also enjoyed Opening and Closing Ceremonies, sporting events, cultural tours and a Paralympic athlete presentation by former swimmer Stephanie Dixon.



Existing Partnerships Renewed and Increased

With existing key partnership contracts set to expire December 2012, we were successful in renewing four key partners to long-term commitments at the new Premier Partner level: - Petro-Canada (four years), Hudson’s Bay Company (eight years), Bell Canada (four years), and Air Canada (four years).



We were also pleased to renew three partners at the Official Supplier level: Flight Centre (four years), Adecco (four years), and CNW Group (one year).



The total investment of these renewals over the terms of the contracts is \$7.62 million.

New Partners Welcomed

We were thrilled to welcome three new corporate partners to CPC’s team this fiscal year as well: Canadian Tire (Premier Partner level), Invacare (Official Supplier level) and Power Corporation of Canada (Official Supplier Level).



These three new partnerships together total \$2.3 million in revenue over the next four years.

A sincere thank you to all our corporate partners for their investment in the Canadian Paralympic Committee!

Key Partner Activations

"THIS RELATIONSHIP WILL ALLOW US TO WORK TOWARDS OUR GOAL OF MAKING LIFE'S EXPERIENCES POSSIBLE - WHETHER PROVIDING OPPORTUNITIES FOR YOUNG PEOPLE WITH DISABILITIES TO ENJOY A HEALTHY LIFESTYLE OR SUPPORTING THE ACHIEVEMENTS OF OUR OUTSTANDING GROUP OF ELITE CANADIAN PARALYMPIC ATHLETES COMPETING AT MULTI-SPORT GAMES."

- VINCE MORELLI, GENERAL MANAGER, INVACARE

CANADA



Photo: Air Canada hosted "Welcome Home" receptions at all major airports for our Paralympians upon their return from London. Air Canada also featured four "Super Athlete" vignettes on their in-flight entertainment and worked with wheelchair racer Michelle Stilwell on a national awareness campaign.



Photo: In a bid to make sports more accessible for Canadians with a disability, the CPC was pleased to announce a new, four-year corporate partnership in November 2012 with Invacare Canada, a leading manufacturer of wheelchairs for both everyday use and competitive sports. Josh Vander Vies, a London 2012 Paralympic bronze medallist in boccia, joined Invacare and CPC for the announcement at Variety Village in Toronto.



Photo: HBC created and sold a CPC energy band in stores and online, generating significant sales and paving the way for the launch of more items at future Games.



Photo: Pfizer created the dynamic "Kids of Action" children's book which was showcased in libraries across Canada, where Paralympic athletes read the book to children's groups.

“At CANADIAN TIRE, WE BELIEVE IN THE POWER OF SPORT TO INSPIRE GREATNESS AND CHANGE THE LIVES OF ALL CANADIANS. FROM PLAYGROUND TO PODIUM, WE WILL PLAY A ROLE IN HELPING CANADIAN FAMILIES AND AMATEUR ATHLETES SUCCEED AND ARE PLEASED TO WORK WITH THE CANADIAN PARALYMPIC COMMITTEE IN COMMUNITIES ACROSS CANADA TO PROMOTE PARTICIPATION IN SPORT AND ACTIVE LIVING.”

-DUNCAN FULTON, SENIOR VICE PRESIDENT, CORPORATE AFFAIRS, CANADIAN TIRE CORPORATION



Photo: In January 2013, the Canadian Paralympic Committee and Canadian Tire Corporation, Limited announced a multi-year Premier partnership supporting Paralympic athletes across Canada, through to 2016.



Photo: In June, Suncor Energy and the CPC announced the renewed sponsorship as well as the launch of the Petro-Canada Paralympic Fuel Savings card featuring wheelchair racer Michelle Stilwell. Over 1,100 Petro-Canada stations participated, raising \$45,000.

“CONTRIBUTING TO THE DEVELOPMENT OF ATHLETES AT THE EARLIEST STAGES, HELPING THEIR DREAMS BECOME REALITY IS VERY IMPORTANT TO US. WE CELEBRATE THE ACHIEVEMENTS OF HIGH POTENTIAL ATHLETES AND SUPPORT THE DEVELOPMENT OF THESE ‘UP AND COMERS’ INTO CANADA’S FUTURE ELITE ATHLETES.”

- DEBORAH GULLAHER, VICE PRESIDENT OF MARKETING,

SUNCOR

Expand Awareness and Build the Brand





Paralympians Move into the Mainstream

The 2012-2013 fiscal year was a landmark year for the CPC's communications and marketing efforts supporting the organization's key strategic priorities. The Paralympic movement has broken new ground in visibility and awareness, and London 2012 was the catalyst.

Media outlets showcased athletes for their sports achievements and talents, and record numbers of supporters on all platforms elevated the Paralympic brand to a new and exciting level.

London 2012 Paralympic Games

The success of CPC's London communication and marketing efforts was due to the ongoing initiatives pre, during and post Games. Strategies were put in place to ensure brand recognition heading in to London, to showcase and celebrate the performances at London and to finish off with a heroes' welcome celebration tour where our athletes connected with Canadians and media across the country to share their stories.

Earned Media

CPC's media presence continued to mature in 2012-13, with total media impressions for the year exceeding 1.5 billion (1,509,495,676). This represents four times the year's target of 375 million. For context: 2011-12 media impressions were 317 million and 2010-11 were 75 million.

Coverage of Canadian athletes pre, during and post-Games totalled 5,118 print/internet articles or broadcast items, representing 1.17 billion of the year's total media impressions.

In addition to the Games, record amounts of media coverage was earned for Development initiatives including Paralympic Schools Week, Parasport Festivals and the "It's More Than Sport" campaign launch; for Partnership activity including new partnership announcements, existing partnership renewals and partnership activations; and Corporate news such as Diamond Jubilee Medals recipients, airport arrivals and athlete recognition events.



Super Athletes

On April 27, in partnership with Défi Sportif, CPC launched the Summer Super Athletes campaign in Montreal.

The campaign created a surge of attention in Canada around the London 2012 Paralympic Games, supporting our media relations efforts in profiling our heroes and creating strong momentum heading in to London.

Important partnerships were made with NSOs to promote the Super Athletes campaign through their social media platforms.

JAYE MILLEY
Paralympic Cycling

Canadian Paralympic Committee / Comité paralympique canadien

HE'S KNOWN AS THE ICEMAN.

IN THE HEAT OF THE RACE, HE SHUTS HIS MIND OFF AND REFUSES TO LET HIS DISABILITY GET IN THE WAY.

DISCOVER MORE about Jaye Milley and other Canadian Paralympic Super Athletes!




paralympic.ca/superathletes   

Photo: Print Ad as part of the Super Athletes Campaign

It's More Than Sport

Becoming a world-leading Paralympic nation is a by-product of a strong, vibrant parasport system. With CPC's on-going charge in growing its base, the multi-platform recruitment campaign, "It's More Than Sport," was launched on Dec. 3, coinciding with the UN's International Day for Persons with a Disability.

A nation-wide activation primarily focused on digital platforms attracted a record audience to CPC's "Get Involved" portal: 67,635 clicks, 104,661 video views and 96 million ad impressions.



Photo: Print Ad as part of the It's More Than Sport Campaign





Website and Social Media

CPC’s website and social media channels experienced tremendous growth this year. Events including the Super Athletes launch, Super Fan contest, London 2012 Paralympic Games, It’s More Than Sport campaign launch, Paralympic Schools Week and One Year to Sochi helped increase our fan base on Facebook to 21,750, up from 8,069 – an increase of 270%.

CPC’s website page views increased by 127% this year, growing to 691,000 from 304,223. By contrast, last year’s increase was 19%.

The London 2012 Paralympic Games were a great catalyst in growing our @CDNParalympics Twitter account, which increased by 40%, from 3,986 followers to 5,472; while the CPC’s London website received 85,709 visitors and 323,752 page views – the highest Games-related traffic ever for the CPC.

Heroes and Alumni

Athletes are our greatest assets and our Heroes speaker’s bureau continues to be integrated in to our overall marketing, sponsor and government relations.

Initiatives spearheaded by CPC this year included the post-London Heroes tour in September, the Diamond Jubilee Medal portfolio and Paralympic Schools Week.

This year the popular program facilitated 160 placements for over 540 athletes across Canada, while increasing the program’s fulfillment rate to 92% from 88%.

Partnerships

CPC worked closely with partners such as NSOs, Sport Canada, the Canadian Olympic Committee, TO2015, Own The Podium, CTV Olympic Consortium, CBC, AMI, as well as corporate partners to create numerous opportunities to showcase and celebrate our Paralympic athletes.





By the Numbers

Total CPC social media impressions (Facebook, Twitter, YouTube) were 2,929,470 this year, up from 1,835,246 in 2011-12.

Average daily visitors to the CPC website increased to an average of 600/day from 240/day last year.

Total Canadian broadcast coverage for the London 2012 Paralympic Games reached over 1.2 million viewers in both official languages. TSN2, Sportsnet One, RDS, RDS2, CTV, CityTV and AMI aired 58 hours of the Games.

The Super Athletes PSAs aired during CTV's coverage of the Olympic and Paralympic Games over 300 times and on additional networks including CBC, SRC, TVA, Rogers Media and AMI 1,533 times.

The CPC's and the Canadian Olympic Committee's collaboration on post-Games athlete recognition events featured 65 school visits, four hospital visits, government receptions and a parade in downtown Toronto in front of 100,000 spectators.

Financial Statements





Financial Statement

Balance Sheet as at March 31, 2013, March 31, 2012 and April 1, 2011

	2013	2012	2011
CURRENT ASSETS			
Cash and cash equivalents	\$2,523,251	\$3,034,950	\$1,544,028
Investments	-	-	14,761
Accounts receivable	528,951	439,755	2,122,840
In-kind contributions receivable	362,580	390,694	260,849
Prepaid expenses	13,810	105,337	18,709
	3,428,592	3,970,736	3,961,187
CAPITAL ASSETS	150,113	165,293	194,014
INTANGIBLE ASSETS	265,851	250,394	292,423
	\$3,844,556	\$4,386,423	\$4,447,624
CURRENT LIABILITIES			
Accounts payable and accrued liabilities	\$1,182,898	\$1,175,037	\$2,263,739
Deferred contributions	436,775	1,083,303	611,115
Deferred in-kind contributions	362,580	390,694	260,849
	1,982,253	2,649,034	3,135,703
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL AND INTANGIBLE ASSETS	415,964	415,687	486,437
	2,398,217	3,064,721	3,622,140
NET ASSETS			
Unrestricted net assets	1,446,339	1,321,702	825,484
	\$3,844,556	\$4,386,423	\$4,447,624

Financial Statement

Statement of Revenue and Expenses year Ended March 31, 2013

	2013	2012
REVENUE		
Government contributions	\$6,382,928	\$5,356,211
Grant from Canadian Paralympic Foundation	-	108,253
Sponsorships	1,364,520	896,033
Other	488,481	18,564
Interest	28,662	31,888
Amortization of deferred contributors related to capital and intangible assets	219,284	161,665
In-kind contributions	823,114	8,128
	9,306,989	6,580,742
EXPENSES		
Administration and leadership	1,386,969	1,165,309
Amortization of capital and intangible assets	219,284	161,665
Communications	1,564,364	1,085,568
Franchise Holders Working Group	206,473	228,893
Games	1,531,144	826,819
High performance	1,004,997	927,592
Paralympic development	1,543,510	1,233,949
Partnership	902,497	446,601
Utilized value, in-kind contributions	823,114	8,128
	9,182,352	6,084,524
EXCESS OF REVENUE OVER EXPENSES	\$124,637	\$496,218

Premier Partners and Official Suppliers

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



Canadian Heritage

Patrimoine canadien

Sport Canada



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

