

2023/24

ANNUAL REPORT





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ABOUT THE CANADIAN PARALYMPIC COMMITTEE

The Canadian Paralympic Committee is a non-profit, private organization in partnership with 28 member sport organizations, dedicated to the power and impact of Paralympic sport. Holding a vision of an inclusive world realized through Paralympic sport, its mission is to deliver the best-prepared teams for Games excellence while modelling and promoting disability inclusion and accessibility. Championing the stories and successes of high-performance athletes with disabilities, CPC inspires Canadians to embrace inclusivity and actively engage in sports. For more insights, visit Paralympic.ca.

VISION

Through Paralympic sport, an inclusive world

MISSION

Together, deliver the best-prepared teams for Games excellence while promoting inclusive communities through the power of Paralympic sport

CPC VALUES



COLLABORATION

Building connections, valuing diverse perspectives, and ensuring transparent communication

BELONGING

Creating environments where everyone can participate as their authentic selves, valuing lived experiences, and fostering a sense of community

ACCOUNTABILITY

Being proactive, prepared, and holding ourselves to the highest standards

JOY

Celebrating achievements, fostering creativity, and finding opportunities where everyone can shine

EXCELLENCE

Valuing the journey and the outcome, continuously learning, and elevating our collective aspirations

MESSAGE FROM PRESIDENT & CEO

The past year was a significant one for all of us at the Canadian Paralympic Committee, with two major focuses – both stewarding the Canadian Parapan Am Team to a successful Games in Santiago and setting the stage for a strong Paris 2024, while also laying down the foundations for an exciting future to come.

We launched our new strategy, the culmination of a substantial collective effort with the sport community to build our vision for the next 10 years and map out the way we will get there – together. We have ambitious goals, all rooted in our belief that Paralympic sport can have a transformative impact on Canadian society, contributing to a more inclusive nation for all people with a disability.

We want to provide an environment where all athletes and team members feel they can perform at their best, as themselves, and be



(L-R) Karen O'Neill, Marc-André Fabien

leaders in fostering inclusivity throughout the sport community.

The first pillar of our objective, best-prepared teams, truly came to life at the Santiago 2023 Parapan Am Games. An important event ahead of Paris 2024, the Parapan Am Games allowed us to both test and enact plans for the upcoming Paralympic Games while also ensuring the best environment for athletes to achieve their goals in Santiago.

And this culminated in a successful Games both on the field of play as well as off, with many strong performances and podium results, while also being a strong showcase to celebrate the athletes and their stories with some of the best Parapan Am coverage yet across Canada.

A significant example of the power of inclusion, our second strategic pillar, was the launch of

our Paralympic Performance Recognition program. One of the biggest and most important steps towards equity for Paralympic athletes in this country, Paralympians will now receive a very deserved financial reward for winning medals at the Games like their Olympic counterparts. This milestone was a long time coming and is proof of how much Paralympic sport has advanced in recent years.

The above are two major examples of important work that was done throughout 2023-24 with so many other initiatives happening along the way. You will read about many more of these through the pages of this report.

None of this happened alone. Collaboration is one of our values, and all of our work is a shared effort with the entire sport community, including our valued sport members, athletes, corporate partners, media partners, donors, and more. Everyone is doing incredible work in their areas of focus and expertise that combined makes an even bigger impact. We thank all of you for your unwavering dedication, support, and leadership in making

Canada's Paralympic sport system the best it can be.

This report is a celebration of all that we achieved together in 2023-24 and the anticipation of an incredible 10 years to come as we grow the Paralympic Movement to new heights across Canada. We look forward to deepening our work with our entire community to increase and showcase the impact Paralympic sport can have on a more inclusive society.

Marc-André Fabien
President

Karen O'Neill
CEO



ABOUT THE PARALYMPIC FOUNDATION OF CANADA

The Paralympic Foundation of Canada is the registered charitable foundation of the Canadian Paralympic Committee. Our shared vision is through Paralympic sport, an inclusive world. We believe Paralympic sport has the power to ignite transformative change in Canada, contributing to a more inclusive nation where people with disabilities are valued for all their capabilities, differences, and diversity. For more information, visit ParalympicFoundation.ca

WELCOME FROM PARALYMPIC FOUNDATION OF CANADA

2023-2024 was a milestone year for the Paralympic Foundation of Canada. With the launch of the IGNITE campaign we embarked on a \$35 million endeavour to raise more funds than ever before to support Para sport in Canada.

As a part of this campaign, we were proud to introduce the Paralympic Performance Recognition program, thanks in large part to the Malaviya Foundation and the Government of Canada. Through this program, Paralympic medallists will receive financial recognition at the same level as their Olympic counterparts. This has forever changed the Paralympic sport system in Canada and will positively impact Canadians with a disability for generations to come.

As we watch our Canadian Paralympians shine on the international stage and know how much work and dedication they put into their journey, we are truly grateful for the continued support of all donors who played a part in helping them to get there. We know that together we will IGNITE change through sport!

Jim Westlake
Chair

Dean Brokop
Executive Director

YEAR IN REVIEW

TOP HIGHLIGHTS

- Canada captured a total of 52 medals – nine gold, 15 silver, and 28 bronze – at the Santiago 2023 Parapan Am Games, finishing sixth overall in the standings by total medals. More information on the Canadian Parapan Am Team’s performance highlights can be found later in this report.
- At the Santiago 2023 Parapan Am Games, qualification spots were earned for the Paris 2024 Paralympic Games in the sports of Para archery, boccia, and goalball.
- In addition to being an important Paris 2024 qualification opportunity and high-performance competition, the Parapan Am Games was also a successful simulation for Paris 2024, with key lessons to be applied for the Paris 2024 Paralympic Games.
- CPC also leaned into its leadership within the Americas at the Santiago Games, hosting an Americas Paralympic Committee gathering, in addition to participating in the General Assembly of the APC membership.
- Accomplished Paralympians Josh Vander Vies (boccia) and Karolina Wisniewska (Para alpine skiing) were announced as Canada’s co-chefs de mission for both the Santiago 2023 Parapan Am Games and Paris 2024 Paralympic Games, marking the first time the chef de mission role is shared by two individuals. The duo began their role ahead of and during the Santiago Games, providing their valuable expertise as part of CPC’s leadership team, offering support and guidance to athletes, and acting as spokespeople for the Canadian Parapan Am Team.

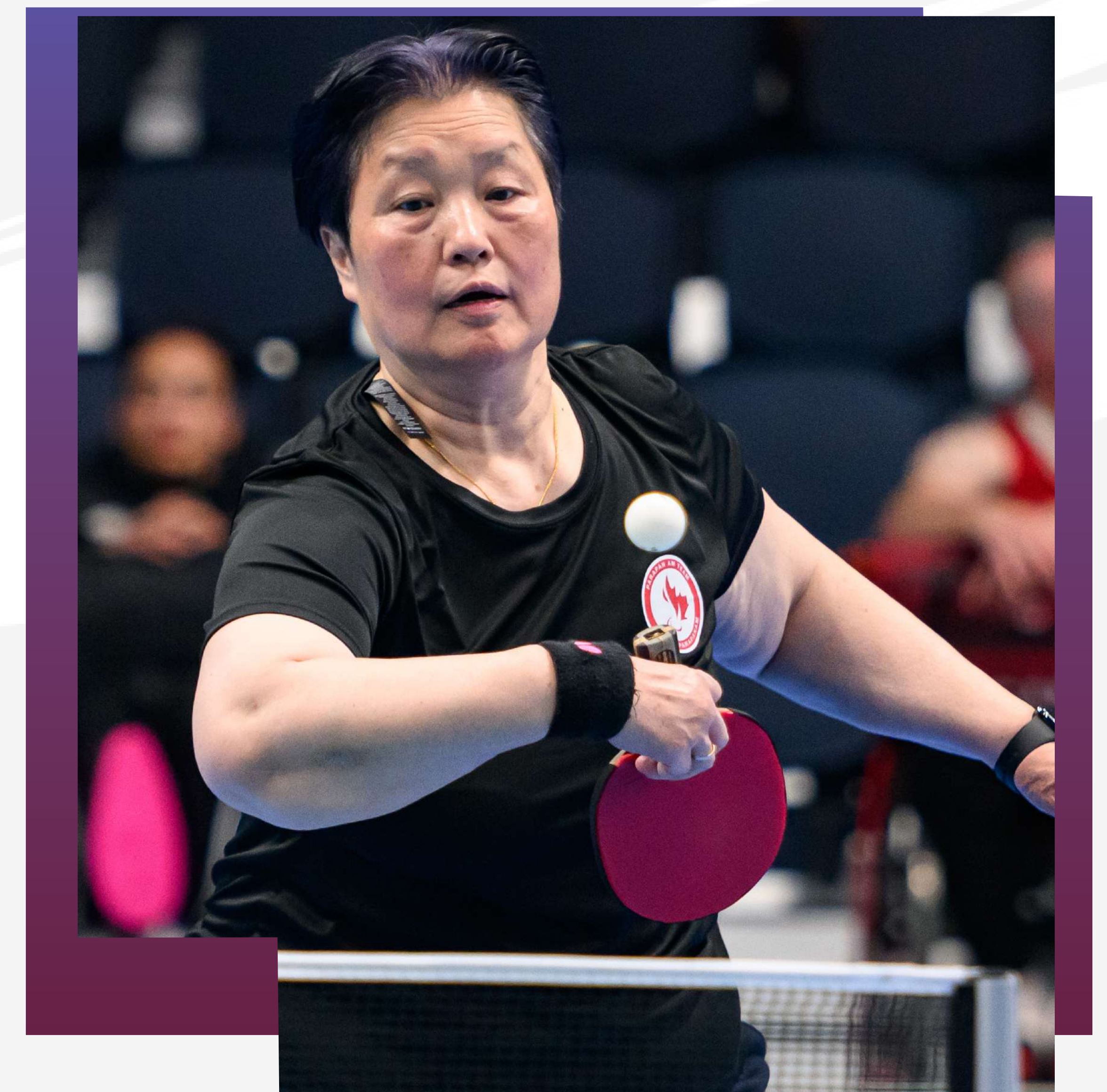


- Coverage of the Santiago 2023 Parapan Am Games across the CPC digital channels, CBC/Radio-Canada streaming, as well as general media coverage, was some of the highest quality yet for a Parapan Am Games. This resulted in strong social media numbers for CPC's platforms, including:
 - Added 2K new followers
 - 2,440 social media posts
 - 3 million impressions
 - 161K engagements
- Partners engaged with the Parapan Am Games which included attending a virtual 'Live from Santiago' event which enabled employees at home in Canada to be integrated into the Games.
- Pfizer Canada demonstrated its commitment to Para sport by having senior leadership attend the CPC's hospitality program at the Parapan Am Games and were title sponsors of the Health Services Team reception. In addition, Pfizer continued its fellowship program which saw a Pfizer employee join

the CPC's Communications team on the ground in Santiago.

- Planning and preparation intensified for the Paris 2024 Paralympic Games, and CPC hosted its final NSO site visit in Paris in January. Early planning and preparation also took place for Milano-Cortina 2026 and Los Angeles 2028.
- CPC provided \$625,000 through 2023-24 to Own the Podium for Enhanced Excellence funding to supplement current Sport Canada support towards Paris. This was part of CPC's plan to give much needed additional support to NSOs for Paris 2024 preparation.
- Several grants were allocated to NSOs to support Games performance planning, classification, and equipment. Investments included:
 - Games Performance Planning – \$138,331 to support 12 projects by 11 NSOs including pre-Games staging camp scouting, familiarization, test event, and Paralympic Games qualification support

- Classification – \$100,200 to support 16 projects by 12 NSOs linked to international and domestic athlete classification, hosting classification, and classifier training
- Equipment – \$47,150 to support nine projects within eight NSOs for equipment enhancements to targeted summer and winter athletes



STEPHANIE CHAN
Para Table Tennis

IMPACT STORY:

NSO SUPPORT HELPS
MAKE DIFFERENCE IN
GAMES PREPARATION

GAMES PERFORMANCE PLANNING

Success at the Paralympic Games is no accident – it’s the result of meticulous planning and preparation. CPC supported several NSOs in the year leading up to the Paris 2024 Games to support planning initiatives. This included providing \$9,750 to Canoe Kayak Canada to support its participation at the 2023 Paris World Cup, a test event for Paris 2024. This was a critical event to attend to understand the nature of the logistics and discover the best setup for the team at the Paralympic Games, all of which was instrumental to its performance in Paris.

CLASSIFICATION

Classification is an integral aspect of Paralympic sport, but can be expensive

and distracting to athletes training for competition and preparing for important events. The classification grants allowed NSOs to prioritize classification where it best fit for athletes.

For example, a total of \$15,000 was granted to Swimming Canada to organize classification at the Ken Demchuk International Invitational, which gave an additional 11 classification spots at a crucial moment in the quad – and most notably allowing Reid Maxwell, Sebastian Massabie, and Hannah Ouellete to be classified properly and become eligible for the Paris



LEANNE TAYLOR
Para Triathlon

2024 Paralympic Games. Meanwhile, \$8,000 was allocated to Athletics Canada to send three athletes, including Cody Fournie, to the Dubai Grand Prix in February to complete classification. Getting this done earlier in the season allowed Fournie to entirely focus on his Paris preparation from there.

EQUIPMENT

Para sport equipment is often extremely individualized and adapted, based on an athlete’s abilities, and thus can be rather expensive. But, proper equipment can make all the difference in an athlete’s performance, and in them feeling their best.

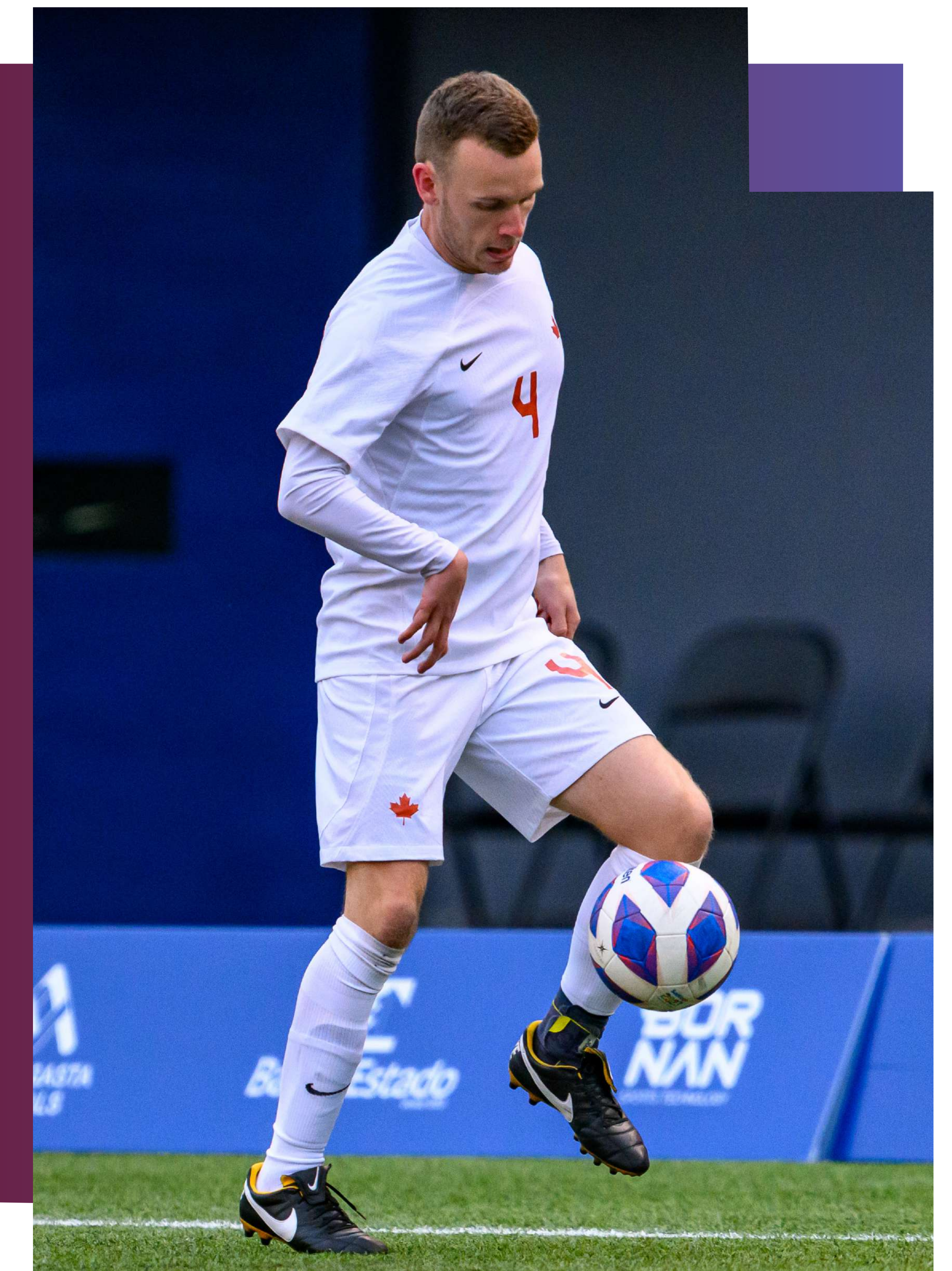
Equipment grants awarded through 2023-24 directly went towards supporting athletes and their performance goals, such as the \$4,000 granted to Cycling Canada to purchase a road time trial bike frame for Alex Hayward or the \$2,900 allocated to Triathlon Canada for a carbon wheelset for Leanne Taylor, enhancing her aerodynamics.

- A total of \$2 million of Next Gen funding, with the matching of Sport Canada, was also provided to 18 NSOs.
- Recognizing the importance of coach and technical leader development, CPC funded the Pursuit program with \$182,789 to support and enhance Canada's high performance coaches and technical leaders in their pursuit of excellence in Paralympic sport.
- CPC promoted the health and wellbeing of its participants by enhancing the role of Chief Medical Officer (CMO) to work on system improvements in addition to leading in the Games environment. Dr. Andrew Marshall, CPC's CMO, has worked to ensure that the Para perspective is considered when discussing and implementing new programming in Canada.
- CPC also continued to support the role of a mental health lead, held by Susan Cockle, not only to ensure that team members were supported for the Parapan Am Games but also to support the development of mental

health resources to enhance the sport system.

- CPC continued to support the Canadian Anti-Doping Program by contributing \$10,000 to ensure that all athletes attending the Parapan Am Games had access to education around anti-doping and to support the testing of athletes before departure for the Games.
- Eighteen organizations across Canada received grants from the 2023-24 Paralympic Sport Development Fund for a total distribution of \$200,000. The funds, provided by the Paralympic Foundation of Canada (PFC), were used for a variety of projects to enhance Para sport development at the local, regional, and provincial levels, including purchasing equipment, building coaching capacities and skill levels, establishing new programming, recruiting new athletes, and providing more competition and training opportunities. The PSDF has now granted more than \$1.3 million to sport

organizations in Canada over the past eight years and remains an important part of CPC's commitment to foster an inclusive Paralympic sport system in Canada.



NICHOLAS HEFFERNAN
CP Football

IMPACT STORY:

PSDF GRANT GROWING WHEELCHAIR FENCING OPPORTUNITIES

Paris 2024 Paralympian Trinity Lowthian is a leader at TRYumph Gymnastics Academy in Ottawa, a 2023-24 Paralympic Sport Development Fund grant recipient for its wheelchair fencing program.

With its \$10,000 grant, the program was able to purchase equipment, including frames for chairs, blades for swords, seat cushions, wheelchair straps, and fencing aprons. Funds also went towards more training opportunities for athletes and coaches at the club.

“These opportunities gave us a lot of knowledge and know-how of how to implement it back in the community,” said Lowthian. “With that and the equipment, we were able to recruit a good group of people to start Para fencing and then go from there.”

Lowthian says the participants are seeing the benefits of being physically active while enjoying a unique sport.

“ Everybody, regardless of ability, deserves an opportunity to have a sport to participate in ”

“Everybody, regardless of ability, deserves the opportunity to have a sport to participate in,” she said. “Not only does it build community, but I find personally sport and staying active, the benefits are beyond anything physical, including the mental and emotional benefits. And there’s also the life skills and beyond that sport provides.”



2023-24 PFC FINANCIAL SNAPSHOT:

- Total Amount Raised: **\$5.86 million**
 - Total Amount Granted to CPC: **\$1.35 million**
 - Amount Contributed to the Paralympic Performance Recognition Endowment Fund: **\$4.04 million**
 - Cost to Raise \$100: **\$21**
-
- PFC launched its IGNITE campaign, aiming to raise \$35 million to empower the Paralympic Movement in Canada. More information about IGNITE is found later in this report.
 - ParaTough Cup, PFC's signature fundraising event, enjoyed its most successful season to date in 2023-24, raising over \$510,000 to support Para sport development in Canada. More than 400 participants came together across the four events to try out Para sports and support the Paralympic Movement:
 - Vancouver (presented by lululemon) – raised more than \$115,000, a new record for the Vancouver edition
 - Montreal (presented by Pfizer Canada) – raised more than \$170,000, a new record for a single ParaTough Cup event



- Calgary (presented by Petro-Canada) – raised more than \$85,000
- Toronto (presented by Canadian Tire Corporation) – raised more than \$140,000
- CPC announced its Paralympic Performance Recognition program, one of the most significant milestones for the Paralympic Movement in Canada ever. Paralympians will now receive financial recognition for podium performances at the Paralympic Games – \$20,000 for gold, \$15,000 for silver, and \$10,000 for bronze. This recognition, made possible through an initial endowment created by the Paralympic Foundation of Canada, will begin at the Paris Games and continue for each Games thereafter, and is equal to the amount Olympic athletes receive for the same achievements. More information can be found later in this report.
- CPC announced the winners of its Canadian Paralympic Sport Awards for the Tokyo 2020 Paralympic Games and Beijing 2022 Paralympic Winter Games:

TOKYO 2020

- Best Paralympic Debut by a Female Athlete: **Kate O’Brien, Para Cycling**
- Best Paralympic Debut by a Male Athlete: **Nate Riech, Para Athletics**
- Best Team Performance: **Women’s Sitting Volleyball**
- Best Male Athlete: **Brent Lakatos, Para Athletics**
- Best Female Athlete: **Aurelie Rivard, Para Swimming**
- Tim Frick Paralympic Coach Excellence Award: **Heather Hennigar, Para Athletics**

BEIJING 2022

- Best Paralympic Debut by a Female Athlete: **Lisa DeJong, Para Snowboard**
- Best Paralympic Debut by a Male Athlete: **Tyler Turner, Para Snowboard**
- Best Team Performance: **Wheelchair Curling**
- Best Male Athlete: **Brian McKeever, Para Nordic Skiing**
- Best Female Athlete:

Natalie Wilkie, Para Nordic Skiing

- Tim Frick Paralympic Coach Excellence Award: **Robin McKeever, Para Nordic Skiing**
- Additionally, Ken Hall (Para athletics) was the recipient of the Canadian Paralympic Sport Award for 2023 Development Coach of the Year.
- Karen O’Neill and CPC received 2024 International Women’s Day Recognition Awards from the International Paralympic Committee, with O’Neill winning the leadership award and CPC presented with the IPC member recognition.
- Canadian wheelchair rugby player Eric Rodrigues was elected to the Americas Paralympic Committee (APC) Athletes’ Council, with voting taking place during the Santiago 2023 Parapan Am Games.

IMPACT STORY:

WORKING TOGETHER WITH ATHLETES

Together with athletes is one of the key accelerators of CPC's new 10-year strategy and athlete leadership is critical to advancing Paralympic sport across Canada. Throughout 2023-24, athlete engagement and involvement was present in many different areas of CPC's work – including as staff, consultants, interns, and volunteers – making a real difference in moving forward key initiatives and ensuring the correct decisions are made to best serve athletes and foster a safer, inclusive sport system where all participants can be at their best.

The Canadian Paralympic Athletes' Council is at the helm of so much significant work and it was very active through the year, focusing on key areas such as representation, AAP funding and greater support for athletes with high support needs as well as safe sport. Members of the council have also been extremely active through

various appointments on many committees and councils within the Canadian sport system in order to represent Paralympic interests. The Athletes' Council includes: chair Erica Gavel, vice-chair Jeremy Hall, Amy Burk, Ina Forrest, Tyler McGregor, Abi Tripp, and Mike Whitehead.



“ I've been having a blast, it's been a revelation to share similarities and differences from my career with other athletes. ”

Athletes, both current and retired, continue to make a difference as leaders on CPC's Board of Directors, including Michelle Stilwell and Cindy Ouellet as well as Chelsey Gotell and Josh Dueck through their position on the IPC Governing Board and IPC Athletes' Council,

respectively, and Erica Gavel and Jeremy Hall through their roles on the Athletes' Council.

Many athletes also have leadership roles within their NSO or other sport organizations, with roles on other athlete councils.

Fresh off his retirement from the Canadian Para alpine skiing team, Paralympian Mac Marcoux also joined CPC's full-time staff in the role of Coordinator, Athlete Engagement in February 2024 where he has already made an impact in work communicating directly with athletes. Paralympians Mike Sametz and Mike Whitehead, who joined CPC as interns in 2022, also continued working with CPC though parts of the year, in their roles on the Foundation and Sport teams, respectively.

CPC's coverage of the Santiago 2023 Parapan Am Games was greatly enhanced by Paralympian Andrea Nelson, who joined CPC's Marketing and Communications team for the Games as a host/interviewer, speaking with athletes post-competition and helping bring the stories of the Canadian Parapan Am Team and atmosphere of the Games back to Canadian audiences.

- CPC officially released its ambitious new 10-year strategy, focusing on two key areas – providing Canadian athletes, coaches, and staff with the best preparation and optimal, healthy environments for Paralympic Games excellence, and showcasing the power of Paralympic sport to impact a more inclusive and accessible society. More information on the strategy can be found later in this report.
- Following the release of the 10-year strategy, work began to build out a power of inclusion and social impact strategy, focusing on how sport can promote and influence inclusive societies, and develop an action plan. This will be launched in early 2025.
- Significant work continued on developing CPC's new brand, which was released later in 2024.
- CPC enhanced its social and digital coverage of several important Para sport events, with staff onsite to cover the 2023 World Para Ice Hockey Championships in Moose Jaw, Sask., 2023 World Para Swimming Championships in Manchester, England, 2023 UCI Cycling

World Championships in Glasgow, Scotland, and the 2024 Para Nordic World Cup Finals in Prince George, B.C.

- CPC's marketing and communications efforts resulted in significant growth across our digital and social platforms:
 - 9.8 million impressions across social channels (24.6% increase over previous period)
 - 373K engagements (53% increase over previous period)
 - Added 6K new followers (95.1% increase over previous period)
- CPC hosted 17 athletes at its Paris 2024 Athlete Content & Media Summit, featuring two days of content capture in Toronto with CPC, CBC/Radio-Canada, media outlets, and corporate and sport partners. The summit is a key opportunity to bring together athletes to meet with media and broadcast stakeholders, as well as gather CPC content to be rolled out through the year.
- CPC piloted the development of bespoke content for partners, which led to greater

promotion of athlete stories and the ability to share collaboratively on CPC and partner channels.

- CPC continued working closely with its commercial partners, who are committed to supporting Paralympic sport and shining a spotlight on Paralympic athletes.

CPC PARTNERS DURING 2023-24 INCLUDED:

- **Premier Partners:** Canadian Tire, lululemon, Petro-Canada, Pfizer Canada
 - **Official Partners:** Air Canada, Bell, Fasken, Groupe Mach, Toyota Canada
 - **Official Suppliers:** Cision, EllisDon, General Mills, Portage, Smith School of Business, Sobeys, Teck, Wayne Gretzky Estates
-

- Within 2023-24, CPC agreed on partnership extensions with Air Canada as an Official Partner and Cision as an Official Supplier. In addition, we were proud to welcome two new partners, General Mills Canada and Smith School of Business.

- Partners demonstrated their commitment to diversity and inclusion, with notable examples including:
 - CPC facilitated a webinar alongside Portage, our Official Supplier, on Digital Accessibility during Disability Employment Awareness Month which aimed to highlight the importance of web accessibility in enhancing inclusivity within the sports domain. The webinar was shared with our Commercial and Sport partners.
 - Partners demonstrated commitment to championing inclusion within their workplace by engaging employees with initiatives such as ParaTough Cup and other Para sport experiences.
 - Pfizer Canada demonstrated our shared value of equity by financially supporting a Paralympian to intern with CPC (Mike Whitehead) and celebrated this initiative during National Disability Employment Awareness month.



PARA SWIMMING ATHLETES AND SUPPORT STAFF
at the Content Summit in February 2024

- Partners integrated athletes into their own internal engagement activities to mark key milestones such as National AccessAbility Week, World Mental Health Day, and International Day of Persons with a Disability.

- Partners continued to evolve their own initiatives which support Paralympic athletes and the CPC vision:
 - lululemon collaborated with Paralympians to introduce new accessible elements into the Paris 2024 Team Canada kit.
 - Petro-Canada maintained its support for the FACE program that gives grants to up-and-coming athletes and their coaches from across Canada.
 - Bell continued its commitment to connecting the country's top athletes via their Bell Athletes Connect program. In addition, they celebrated their program's athletes by hosting them at a Toronto Raptors Game in February 2024
 - Through their ParaTough Cup. fundraising as well as internal campaigns such as 'One Hour at a Time' and 'Fasken Blitz', Fasken donated almost \$150,000 to PFC.

SANTIAGO 2023

The first Games to be held without pandemic restrictions since the last Parapan Am Games four years earlier, Santiago 2023 proved to be a successful event for Canada and an exciting opportunity to experience a full festive Games atmosphere.

Working alongside the competing NSOs and sport partners, CPC was able to successfully simulate plans for Paris 2024 and learn where to adapt while also fostering a healthy high-performance environment which allowed athletes and coaches to focus on their performances.

There were several strong results in Santiago. Led by co-chefs de mission Karolina Wisniewska and Josh Vander Vies, the Canadian Parapan Am Team fielded a roster of 135 athletes including competition partners, competing in 14 sports. The team’s overall medal total was 52. Podiums were achieved in 11 different sports: Para athletics (12), Para cycling (12), Para swimming (10), boccia (6), Para badminton (4), wheelchair basketball (2), goalball (2), Para archery (1), Para table tennis (1), wheelchair rugby (1), wheelchair tennis (1)



9	15	28
GOLD	SILVER	BRONZE

THE TEAM’S OVERALL MEDAL TOTAL WAS 52, SIXTH IN THE NATION’S STANDINGS BY TOTAL MEDALS.

PARAPAN AM TEAM HIGHLIGHTS

PARIS 2024 QUALIFICATIONS WERE SECURED IN THREE SPORTS:

The women's goalball team qualified for the Paris Games with gold, defeating USA in the final for the Parapan Am title and ticket to Paris. Additionally, Canada earned quota spots in boccia BC4 pairs thanks to Alison Levine and Iulian Ciobanu's gold medal, as well as the men's individual compound in Para archery following Kyle Tremblay's bronze medal.

PARA CYCLIST ALEXANDRE HAYWARD WAS CANADA'S MOST SUCCESSFUL INDIVIDUAL ATHLETE with four medals (2-1-1), two on the track and two on the road. He and Levine both led the way for Canada in gold medals, contributing two apiece.

13 ATHLETES WERE MULTI-MEDALLISTS: Hayward (4), Tyson MacDonald (3), Nathan Clement (2), Levine (2), Ciobanu (2), Lance Cryderman (2), Danik Allard (2), Anthony Bouchard (2), Sheriauna Haase (2), Jesse Zesseu (2), Fernando Lu (2), Mel Pemble (2), and Mike Sametz (2).

A grand total of 82 athletes, **MORE THAN HALF THE TEAM, LEFT SANTIAGO WITH A MEDAL.**

THE OLDEST AND YOUNGEST MEMBERS OF THE CANADIAN PARAPAN AM TEAM BOTH WON MEDALS. Stephanie Chan, age 66, won bronze in Para table tennis while Fernando Lu, age 16, captured a silver and bronze in Para swimming.

Wheelchair tennis player Rob Shaw and Para cyclist Shelley Gautier were the Opening Ceremony flag bearers, while Levine was selected as flag bearer for the Closing Ceremony.



THE NEXT CHAPTER IN CANADIAN PARALYMPIC SPORT:

UNVEILING CPC'S 10-YEAR STRATEGIC PLAN

In 2023, CPC launched a new 10-year strategic plan, charting a clear path for growth, resilience, and transformation. Building on a legacy of inclusion and excellence, this plan is designed to strengthen Canada's Paralympic sport system and foster a more accessible and unified environment for all Canadians.

VISION AND MISSION FOR THE NEXT DECADE

At the core of this strategic plan is a bold vision: Through Paralympic sport, an inclusive world. This vision reflects our commitment to using sport as a means to drive social inclusion. Our mission—Together, deliver the best-prepared teams for Games excellence while promoting inclusive communities through the power of Paralympic



BEST PREPARED TEAMS

This priority emphasizes building a performance-focused environment that supports athletes in both their preparation and well-being. By investing in training, resources, and a culture of excellence, CPC aims to ensure that athletes are fully prepared for their journey to the Games, creating an environment where they can thrive and achieve at every stage.

THE POWER OF INCLUSION

CPC seeks to promote disability inclusion, not only in sport but in broader society, by building accessible sport environments and increasing awareness around the capabilities and diversity of people with disabilities. Through this priority, we will highlight how sport can positively impact and influence disability inclusion in communities across the country and focus on ensuring that each athlete and sport participant feels welcomed and supported at every level of their journey.

sport—brings this vision to life, focusing our efforts on excellence and equity across Canadian sport.

COLLABORATIVE PROCESS FOR TRANSFORMATIVE CHANGE

The development of CPC's strategic plan was a rigorous, inclusive process focused on capturing diverse perspectives to build a responsive and sustainable future for Paralympic sport. The planning process unfolded over a 13-month period, with four main stages shaping the strategy:

1. Understanding the Environment

CPC began by analyzing the current sport landscape and identifying the unique challenges and opportunities faced by the Paralympic community. This involved gathering data to highlight gaps in the existing system and making informed decisions on areas needing immediate focus. Community members and partners contributed valuable insights that helped CPC understand Paralympic sport from multiple perspectives.

2. Engagement and Group Discussions

CPC recognized the importance of collaboration and engaged a broad group of community members in structured discussions. By involving athletes, coaches, sport partners, member organizations and leaders from other sectors, CPC ensured the plan reflects the priorities of the entire community. These discussions also helped apply lessons from health, education, and social equity to the complex challenges in sport, further enriching the strategy with perspectives from beyond the field.

3. Identifying Critical Focus Areas

Based on the insights gathered, CPC synthesized key themes to define critical focus areas for the next decade. This phase involved questioning existing practices and challenging assumptions, allowing CPC to pinpoint where innovation or change is needed most. By taking a forward-thinking approach, CPC is better equipped to adapt to emerging needs and trends in Paralympic sport.

4. Reimagining the Paralympic Sport System:

The final phase involved envisioning a sustainable, inclusive future for Paralympic sport in Canada. Through a structured visioning exercise, CPC looked at how the sport system could evolve to better serve athletes and communities. Inspired by the concept of “build back better,” this phase focused on establishing a framework for

JOSH DUECK, Paralympian
hosts ParaTough Cup festivities



a sport system where every Canadian can participate in ways that align with their own aspirations. By setting clear aspirations, CPC has laid the groundwork for transformative change, with a focus on championing accessibility, inclusion, and athletic excellence.

This comprehensive process has set a strong foundation for an inclusive, sustainable Paralympic sport system that can adapt to both current and future challenges.

GUIDING VALUES FOR THE JOURNEY AHEAD

Throughout this journey, CPC’s core values — Collaboration, Belonging, Accountability, Joy, and Excellence— served as guiding principles. These values define how we approach our work, from building connections within the Paralympic community to celebrating the achievements of Canada's athletes. They ensure that each step forward aligns with our vision for a supportive and inclusive sport culture that inspires all Canadians to see themselves as part of this journey.

THE PATH FORWARD: BUILDING TOGETHER WITH OUR COMMUNITY

To achieve our strategic goals, CPC has identified five “Accelerators” that will drive this work forward: Together with Athletes, Innovation, Working Collaboratively, Leadership and Influence, and People and the Environment. These Accelerators are designed to move us closer to a Paralympic sport system that is bold, resilient, inclusive, and purpose-driven, a system that reflects the very best of Canada.

As we look ahead to the next decade, CPC is committed to creating an inclusive, world-leading Paralympic sport system that unites Canadians of all backgrounds and abilities. Together, we are building a future where every athlete can pursue their dreams, reach new heights, and thrive in a sport environment that values excellence, integrity, and joy.

SETTING AMBITIOUS GOALS FOR
CANADIAN PARALYMPIC SPORT:

PFC'S IGNITE CAMPAIGN TO MAKE BIG IMPACT

Looking ahead at the next 10 years of the new strategy and the goals CPC sets out to achieve, it's clear more funding and resources will be needed. And so, in 2023-24 the Paralympic Foundation of Canada (PFC) launched the \$35 million IGNITE campaign - the largest-ever initiative to empower the Paralympic Movement in Canada.

PFC sees a future where Canadians with a disability are offered ample opportunities to experience the transformative power of sport and strives to support diverse champions that inspire belief in the potential for greatness. This will help shape communities across Canada that are healthy and inclusive spaces where every person with a disability feels a sense of belonging and inclusion.



IGNITE focuses on three pillars:

IGNITING INCLUSION

\$13 million

IGNITING OPPORTUNITY

\$12 million

IGNITING BELIEF

\$10 million

IGNITING INCLUSION – \$13 million

Healthy communities are ones in which every person is included and belongs

Paralympic sport uniquely drives societal transformation. With over 6.2 million Canadians living with a disability - approximately one in six - ensuring their inclusion, both within and beyond the realm of sport, enriches the nation immeasurably. The establishment of the Paralympic Performance

Recognition program is part of IGNITE's inclusion pillar, ensuring Paralympic athletes receive the same financial acknowledgement as their Olympic counterparts.

IGNITING OPPORTUNITY - \$12 million

Everyone deserves to experience the power of sport

This pillar will ensure that Canadians with a disability get the support they need to overcome the expense of adaptive sport equipment, gain access to Paralympic sport programs and coaches, and benefit from specialized training and competition opportunities.

IGNITING BELIEF - \$10 million

Creating champions to inspire belief that greatness is possible

Disability should never be a factor that limits the ability to dream or to envision greatness in oneself. This belief is what fuels passion for the Paralympic Games and the work to ensure that Canadians with a disability are best

prepared to achieve their athletic dreams on the world stage.

IGNITE is a collective effort with the sport community in Canada and will be a multi-year campaign that will have hugely significant impacts on a greater Paralympic sport system, supporting current and future Paralympic athletes, and creating a more inclusive Canada that will benefit everyone.

Together, we will IGNITE CHANGE THROUGH SPORT. Create a spark today by donating: Paralympic.ca/Foundation/Donate.

A NEW HIGH FOR EQUITY IN CANADIAN PARALYMPIC SPORT:

LAUNCHING PARALYMPIC PERFORMANCE RECOGNITION

January 24, 2024 was a historic day for the Paralympic Movement in Canada – and a celebration that was a long time coming.

Against the backdrop of the Ottawa River at the Canadian Museum of History in Gatineau, Que., the Canadian Paralympic Committee announced its Paralympic Performance Recognition program to reward Paralympic Games medallists.

In a significant step forward towards equity for Paralympic athletes, Paralympians will now receive \$20,000 per gold medal, \$15,000 per silver, and \$10,000 per bronze won at each Paralympic Games, starting with Paris 2024. This is the same amount earned by Canadian Olympians.

“This is the cumulation of years of work to create a more equitable, inclusive space for Canada’s Paralympians to compete,” said Marc-André Fabien, CPC President. “For many years, CPC has been focused on developing a system



(L-R) MARC-ANDRÉ FABIEN, AURÉLIE RIVARD,
SANJAY MALAVIYA, NICOLAS-GUY TURBIDE
at the Performance Recognition announcement



AURÉLIE RIVARD, Para Swimming

“ This announcement is so much more than sports news. We are making the decision as a country to equally value and support the athletes representing Canada, regardless of their differences. I think that this is a major step towards seeing a Paralympic medal worth the same as an Olympic medal. ”

that is fair and effective by investing in athlete development and strengthening Canada’s Paralympic Movement.

“We have made significant advancements in support of Paralympic sport in recent years, and a performance recognition program was the next major priority to ensure athletes receive both the resources they need to continue competing, and the recognition they deserve for their dedication and accomplishments on the world stage.”

The program was made possible through an initial \$8 million endowment (starting with \$4.04 million with plans to raise the full \$8 million) created by the Paralympic Foundation of Canada, with lead donor Sanjay Malaviya contributing 50 per cent of the funds through the Malaviya Foundation. Malaviya, who has been a leader in supporting the Paralympic and Olympic Movements in recent years, is matching a \$2 million investment from the federal government.



NICOLAS-GUY TURBIDE, Para Swimming

“ During my career I have trained alongside Olympians and Paralympians, and it hasn’t always felt like achievements at the Paralympics held the same value as medaling at the Olympics. The Paralympic Performance Recognition program brings us one step closer to earning the same recognition and respect as our Olympic counterparts ”



PRISCILLA GAGNÉ, Para Judo

“ I am exceedingly excited to learn Paralympic medallists will be receiving prize money for each medal they win. This initiative truly shows us Paralympians that we are valued as much as Olympians are. ”

An additional \$2 million is still to be raised, with Malaviya also committed to matching this amount. The Malaviya Foundation’s total contribution of \$4 million is one of the most significant donations in Canadian Paralympic sport history.

In front of a crowd of Paralympic athletes, members of the sport community, and media, Paris 2024 co-chef de mission Karolina Wisniewska oversaw the proceedings as emcee, which saw Fabien, CPC CEO Karen O’Neill, PFC executive director Dean Brokop, Malaviya, and recent Paralympic medallists

Aurelie Rivard, Priscilla Gagne, and Nicolas-Guy Turbide speak to the initiative and celebrate the monumental moment for Paralympic sport.

The launch of Paralympic Performance Recognition, one of the most significant announcements ever in Canadian Paralympic sport, is an immense acknowledgement of how far Para sport has grown in this country, including an increased dedication to equity and inclusion and a brighter spotlight on the value and quality of Paralympic sport – a testament to the athletes and the work they have done to push Paralympic sport forward.

And athletes were now able to prepare for the Paris 2024 Paralympic Games knowing their winning performances would be valued the same as those of Canadian Olympic medallists.



FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

	2024	2023
ASSETS	\$	\$
Current Assets:		
Cash and cash equivalents	6,232,232	9,427,793
Accounts receivable	2,252,611	448,716
Prepaid expenses	\$1,547,647	406,562
	10,032,490	10,283,071
Tangible capital assets	83,360	111,262
Intangible assets	156,193	174,298
	10,272,043	10,568,631
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts payable and accrued liabilities	1,394,738	985,477
Due to Paralympic Foundation of Canada	2,160	9,161
Current portion of deferred revenue	3,432,465	3,099,251
	4,829,363	4,093,889
Deferred revenue	740,491	1,402,989
Deferred contributions related to tangible capital and intangible assets	239,553	285,560
Lease inducement	15,472	21,649
	5,824,879	5,804,087
Net assets:		
Restricted	200,000	1,000,000
Unrestricted	4,247,164	3,764,544
	4,447,164	4,764,544
	10,272,043	10,568,631





FINANCIAL STATEMENTS

STATEMENT OF OPERATIONS

	2024	2023
	\$	\$
Revenue:		
Government contributions	6,128,335	5,430,581
Sponsorship	3,608,353	3,094,382
Grants – Paralympic Foundation of Canada	1,327,864	1,240,000
In-kind contributions	965,731	298,942
Amortization of deferred contributions related to capital and intangible assets	200,946	275,782
Interest	469,770	236,882
Other	238,886	100,505
	12,939,885	10,677,074
Expenses:		
Salaries and benefits	3,705,857	3,765,676
Games operations and delivery	2,593,076	784,152
Paralympic performance	1,926,366	2,770,627
Paralympic systems and services	1,482,066	-
Business Operations	1,111,158	1,184,245
Utilized value of in-kind contributions	965,731	298,942
Marketing and communications	892,044	914,555
Partnerships	307,307	354,897
Amortization of tangible capital and intangible assets	200,946	275,782
Major Games Canada	72,714	75,599
	13,257,265	10,424,475
Excess (deficiency) of revenue over expenses	(317,380)	252,599



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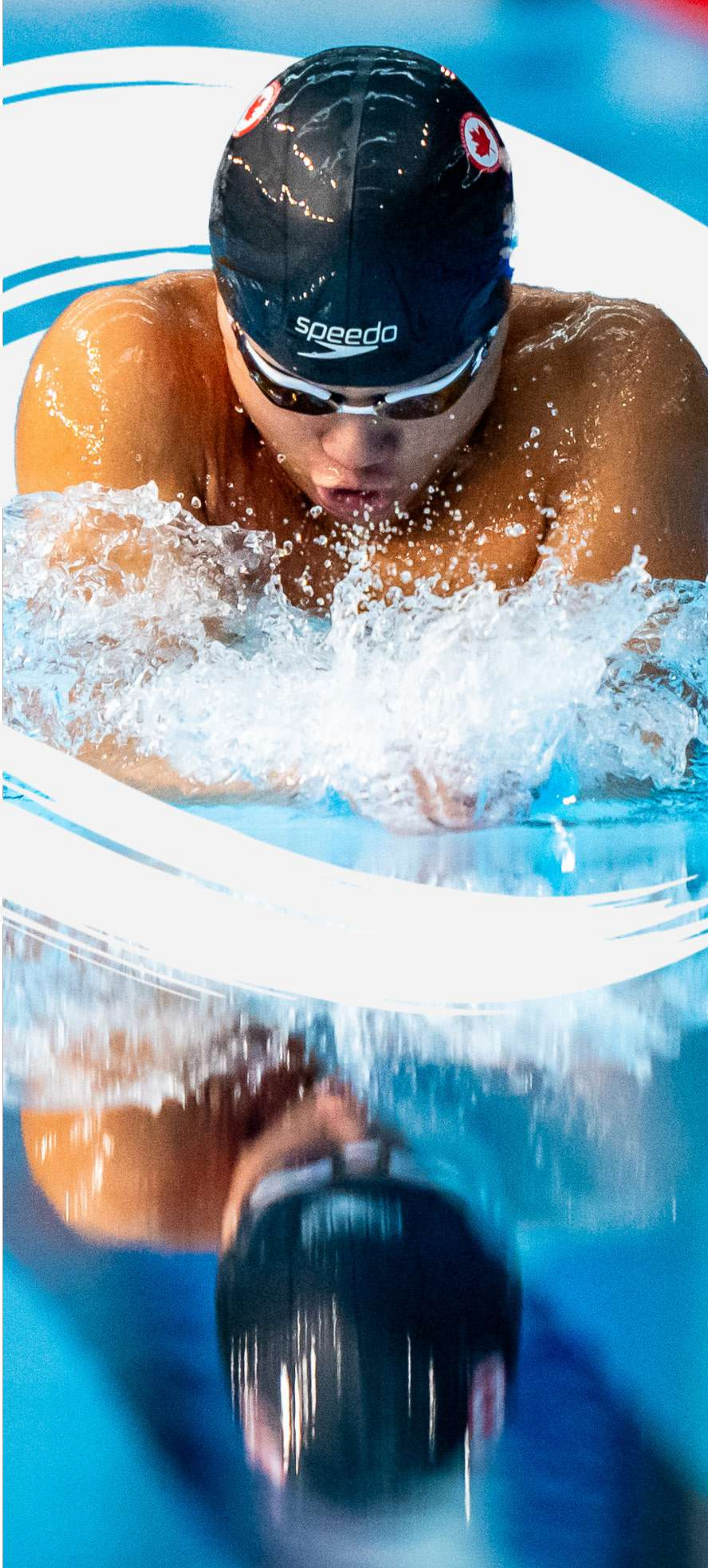
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Thanks to generous donors, PFC is helping to provide more Canadians with a disability the opportunity to be active in sport in their communities and perhaps one day, reach the Paralympic podium. [CLICK HERE](#) to view the complete list of Circle of Champions members, individuals or corporations who have donated \$1,000 or more through their lifetime.

A special thanks to our Hall of Champions members, donors of more than \$100,000.

\$1 MILLION + HALL OF CHAMPIONS

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