

2024/25

ANNUAL REPORT

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MEN'S WHEELCHAIR BASKETBALL TEAM





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

BRIANNA HENNESSY, Para canoe
NICHOLAS BENNETT, Para swimming
Closing Ceremony flag bearers

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





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 the [Paralympic Foundation of Canada website](#).

2024-25 PFC FINANCIAL SNAPSHOT:

- **Total Amount Raised: \$5 million**
 - **Total Amount Granted to CPC: \$2.1 million**
 - **Amount Contributed to Paralympic Performance Recognition Endowment Fund: \$2.4 million**
-

WELCOME FROM THE CANADIAN PARALYMPIC COMMITTEE

With the Paris 2024 Paralympic Games representing its pinnacle, 2024-25 is a year with many remarkable accomplishments and important advancements to celebrate.

First, there was certainly much anticipation heading into the Games, with its glittery Paris setting, return to capacity crowds, and potential to provide Paralympic sport with its grandest stage in years. And in the end, Paris 2024 definitely delivered.

With 29 medals, it was one of the Canadian Paralympic Team's most successful recent summer Games. It was an absolute joy to be able to witness so many Canadian athletes perform at their best and enjoy career moments in Paris – and know all the preparation that led into those moments, from the athletes themselves, their coaches, support staff, national sport organizations, and everyone at CPC.

We were also thrilled to finally be able to financially reward Canada's Paralympic medallists through the first distribution of the Paralympic Performance Recognition program.

Paris was indeed an incredible opportunity to showcase the importance and value of inclusion, and the efforts of our sport members and partners in this space truly highlighted our collective commitment to a more inclusive world.

With a focus on athlete storytelling, coverage of the Games was beamed into homes across the country through CBC/Radio-Canada, wall-to-wall social media posting, and quality media reporting from international and national news outlets. Audiences rose on our social media platforms, and our partnership with CBC/Radio-Canada remains of utmost importance, with more than 11 million Canadians tuning into the broadcast.

We were also so thrilled to be able to welcome so many supporters on the ground in Paris, including the Governor General of Canada, athlete family and friends, partners, donors, and more. Being able to celebrate the Canadian Paralympic Team together, especially in the festive Canada Paralympic House located in the beautiful Canadian Cultural Centre at the Embassy of Canada to France, was a true highlight.

Of course, while Paris 2024 was a major focus for the year, it was not our only priority. We continued to work closely with winter NSOs to support planning and preparation as significant strides were made towards the Milano Cortina 2026 Paralympic Winter Games.

We continue to be strongly connected to the Canadian Olympic Committee and strengthened our relationships with many of our sport partners.

We deepened many foundational elements of our organization, including launching an exciting new brand, leaning into our strategy work, and supporting new programming. You can read about all of the major projects and initiatives from 2024-25 throughout the pages of this report.

We thank everyone who contributed to this success. Nothing happens alone, and it takes collaboration with the entire Paralympic community – our sport members, athletes, corporate partners, media partners, donors, and many more – to collectively achieve our goals. We are privileged to work with you all and share in your leadership, expertise, dedication, and passion.

As we look ahead to Milano Cortina 2026, LA 2028, and beyond, there is plenty of work to be done to continue to heighten the Paralympic Movement, increase accessibility and inclusion, and best support the athletes. There are also so many things to be excited about – and we cannot wait to do it all together.



MARC-ANDRÉ FABIEN
PRESIDENT



KAREN O'NEILL
CEO



WELCOME FROM THE PARALYMPIC FOUNDATION OF CANADA

As we reflect on a remarkable year, we are filled with both immense pride and gratitude. The IGNITE campaign has made significant strides towards our \$35 million goal, and because of this we have been able to provide funding to new areas such as classification grants and the Enhanced Excellence program which supported athlete preparation for Paris.

And during the Paris 2024 Paralympic Games, our pride was on full display as we watched the Canadian Paralympic Team deliver outstanding performances and demonstrate athletic excellence and unwavering determination.

The inaugural distribution of Paralympic Performance Recognition funding to the medallists at the Paris Games was a historic moment we will never forget. It was a major step towards ensuring that Paralympic athletes receive equal treatment and recognition for their achievements as their Olympic counterparts. This would not have been possible without contributions from the Malaviya Foundation, Government of Canada, and other generous donors who we cannot thank enough.

2025 marks the 10th anniversary of the Paralympic Foundation of Canada and we are grateful to all our supporters who have been part of

our journey since the beginning. A decade ago, we began with a vision to break down barriers and create more opportunities for Canadians with a disability to access sport. Today we are proud of how far we have come. As we look ahead, we are energized by the possibilities that lie before us. With sincere appreciation and excitement for the future.



JIM WESTLAKE
CHAIR



DEAN BROKOP
EXECUTIVE DIRECTOR

YEAR IN REVIEW TOP HIGHLIGHTS



- Canada captured 29 medals (10 gold, nine silver, and 10 bronze) at the Paris 2024 Paralympic Games. This result improves upon the Tokyo 2020 Games, where the team secured 21 podiums, ties its performance from Rio 2016, and is just shy of the 31 podiums from the London 2012 Games. The 10 gold medals in Paris are also the most earned since Beijing 2008. More information on the **Canadian Paralympic Team's performance highlights** can be found later in this report.



KATE O'BRIEN, Para cycling
First Canadian medal of the 2024 Paralympic Games

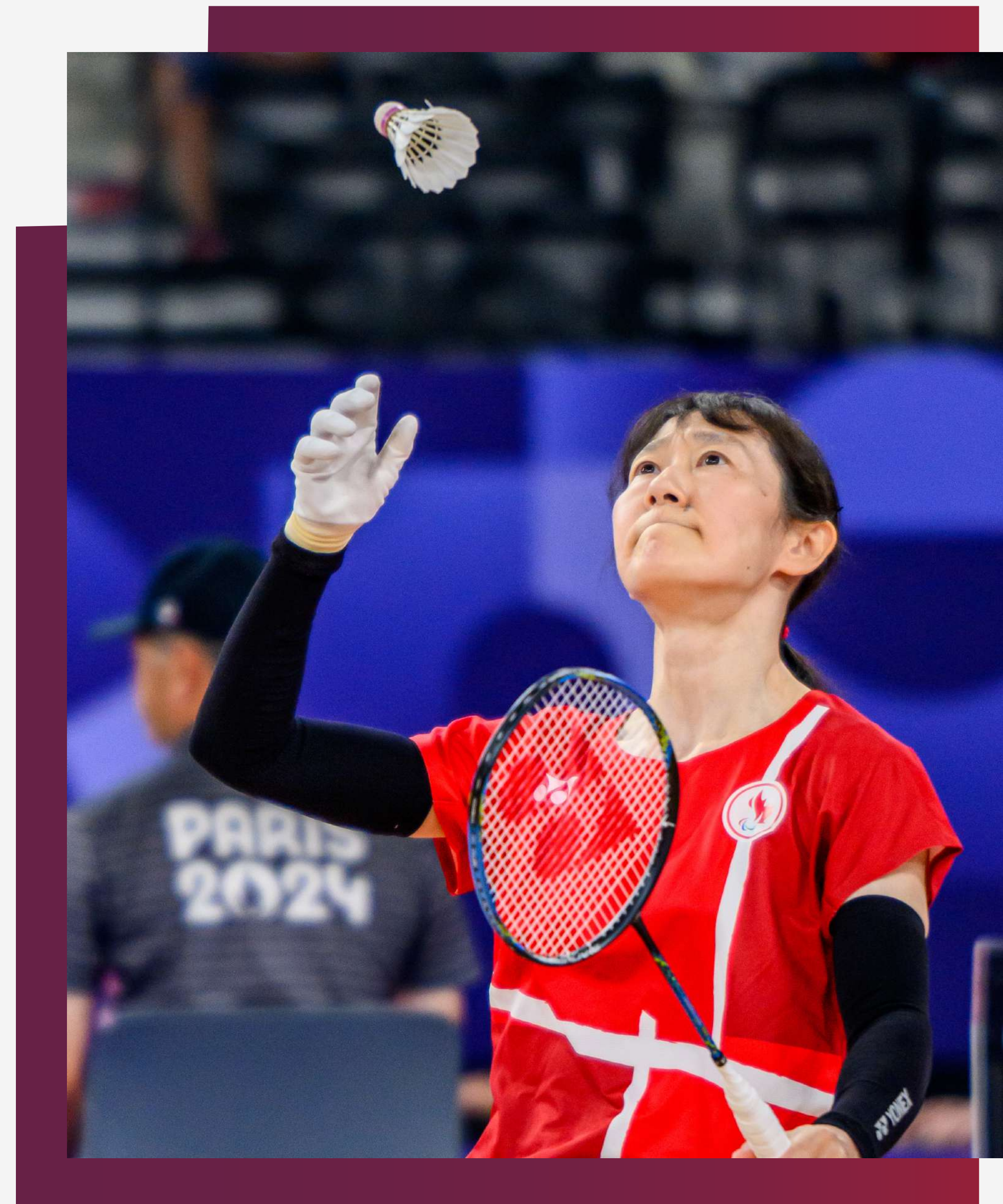
- CPC awarded a total of \$535,000 to Canadian Paralympic medallists for their achievements at Paris 2024 through the inaugural distribution of the Paralympic Performance Recognition program, funded by the Paralympic Foundation of Canada (PFC). Thirty-one team members won medals in Paris, with athletes receiving \$20,000 per gold medal, \$15,000 per silver, and \$10,000 per bronze.
- The Team Canada Podium Awards distributed a further \$195,000 to Paris 2024 Paralympic medallists with a \$5,000 grant per medal. Made possible by the Malaviya Foundation, Team Canada Podium Awards are presented to Paralympic and Olympic medallists and has been in place for the Tokyo 2020, Beijing 2022, and Paris 2024 Games, as well as the upcoming Milano Cortina 2026 Paralympic Winter Games.
- Coverage of the Paris 2024 Paralympic Games hit record numbers as interest in Paralympic sport continues to grow. For more information please read **page 26** in this report.
- CPC launched two major campaigns for the Paralympic Games, "Greatness Moves Us" and "IGNITE The Light", which are discussed in more detail later in this report.
- With the return of crowds for the Paris 2024 Paralympic Games, CPC's onsite programming resumed, including Canada Paralympic House, Family & Friends, and VIP hospitality, creating a vibrant atmosphere of support for the Canadian Paralympic Team. Read more about these initiatives on **page 29**.
- CPC celebrated the one year mark to the Milano Cortina 2026 Paralympic Winter Games on March 6, 2025 as planning and preparation continued for the Winter Games. CPC also helped fund and support all five winter NSOs to be on the ground to familiarize and develop their plans for Games time through the year.
- The Paralympic Foundation of Canada granted a total of \$2.1 million to CPC.

• CPC, with support from the Paralympic Foundation of Canada, invested into NSOs to support Games performance planning, Paris preparation, classification, next generation, and equipment. Investments included:

- \$1 million for Next Generation funding, matched by the Government of Canada
- \$200,000 for Enhanced Excellence to supplement Paris preparation
- \$292,854 for Games performance and planning
- \$144,739 for classification grants
- \$62,173 for equipment grants

• With nearly \$300K in grants distributed for Games performance and planning, NSOs were supported to make the best decisions and environments for their athletes and teams leading into the Games. Funds went towards familiarization, staging camps and staging camp location scouting, and qualification event support. Examples of how grants were used to support performance at the Paris 2024 Paralympic

Games includes: \$30K to Swimming Canada and \$10K to Canoe Kayak Canada for their staging camps in France, as well as \$30K for Athletics Canada and \$12.5K to Triathlon Canada to stage their pre-Games camps in Spain.



YUKA CHOKYU, Para badminton

IMPACT STORY:

CPC GRANTS MAKE A DIFFERENCE FOR GAMES SUCCESS

2024-25 was an important year for both summer and winter sports. For summer NSOs, it was of course the pinnacle of the quadrennial's preparation at the Paris 2024 Paralympic Games. On the winter side, it was the final full season ahead of the Paralympic year.

CPC supported NSOs in their pursuits throughout 2024-25 in various ways, including in two key areas necessary for success in Paralympic sport – equipment and classification. Below are a few examples of projects supported through the over \$200,000 in grants distributed for those two areas this year.

EQUIPMENT

Customized, proper equipment is a critical aspect in Paralympic sport for many athletes, but can be expensive. Equipment grants for 2024-25 supported several NSOs in providing the best

equipment possible for the athletes, helping them to achieve their performance goals.

Para triathlon's Leanne Taylor – a bronze medallist in Paris – received new training/warm-up rollers for her racing wheelchair, enhancing her training and warm-up setup while travelling for major qualifying competitions ahead of the Games. Several wheelchair rugby athletes were also supported with grants towards sport chair equipment to optimize overall training.

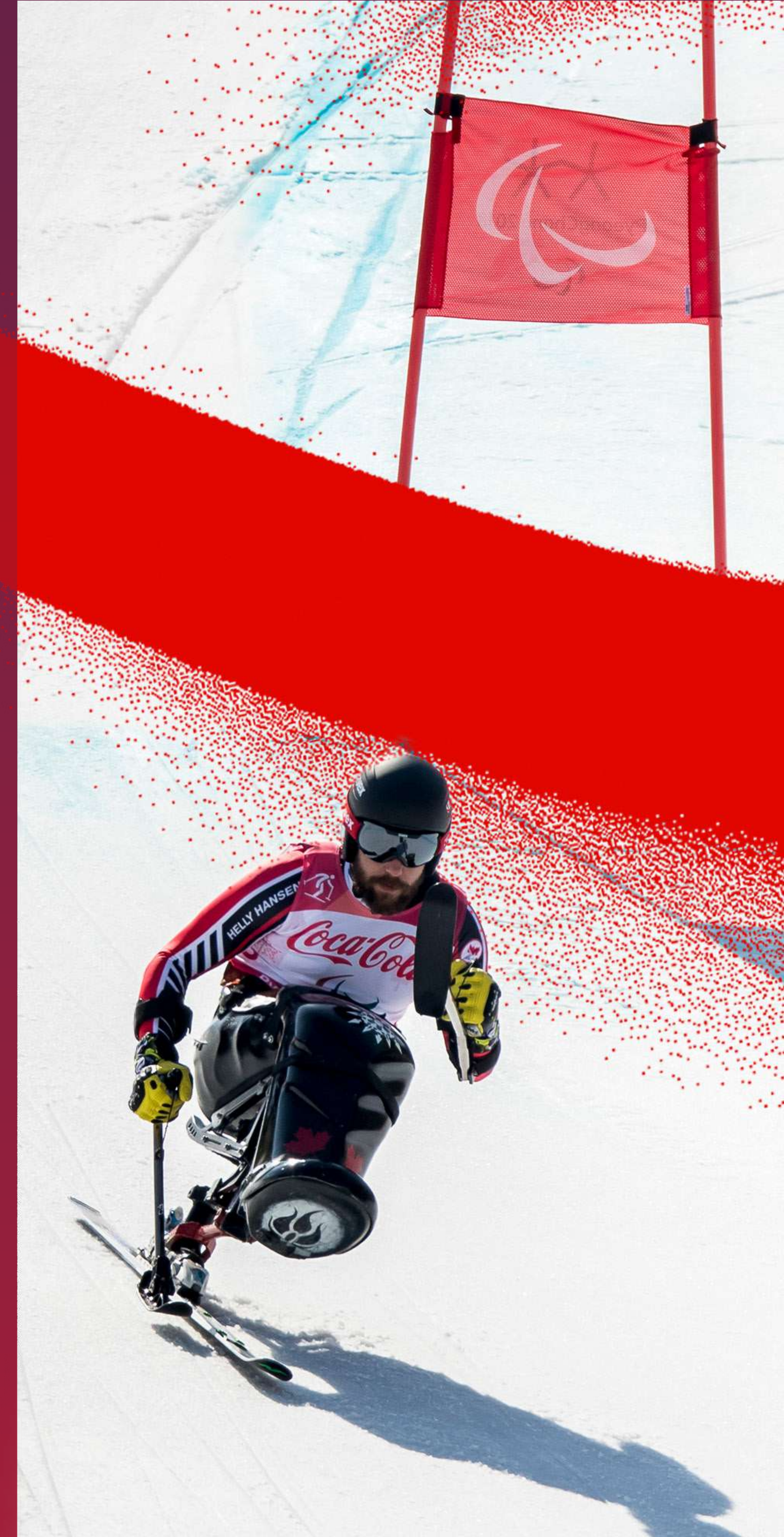
On the winter side, Canada Snowboard benefitted with the purchase of four snowboards, including for up-and-coming racers Philippe Nadreau and Chase Nicklin, as well as a spare set of prosthesis shocks to ensure training and racing continuity in case of broken equipment. Alpine Canada was able to use \$5,000 for a custom carbon seat for Paralympic gold medallist Kurt Oatway's sit ski.

CLASSIFICATION

A unique and integral element of Paralympic sport, classification is an important step for athletes along their journey. Classification

grants helped ensure NSOs could provide athletes with the best situations for classification within their training schedules.

Among the NSOs who received support in 2024-25 was Athletics Canada, with \$25,000 towards the international classification and review of Paris 2024 athletes to ensure their Games eligibility. Alpine Canada and Nordiq Canada were both allotted funds to support four individuals receiving international classifier training, with an additional grant for the classification of both national team and Next Gen athletes in Para alpine skiing. A grant to Canada Snowboard allowed Philippe Nadreau to be classified, making him eligible for the 2025 world championships where he collected valuable Milano Cortina qualification points for Canada.



- With Para climbing set to make its Paralympic Games debut at LA 2028, Climbing Canada officially joined CPC as a member. CPC now works in partnership with 28 member sport organizations, a list of which can be found at the end of this report.
- Jeremy Hall (Para rowing) was selected as the new chair of the Canadian Paralympic Athletes' Council following mid-term elections in early 2025, succeeding outgoing chair Erica Gavel. Three new athletes were also elected to the council, with Heidi Peters (sitting volleyball), Christina Picton (Para nordic skiing), and Amanda Rummery (Para athletics) commencing four-year terms in February.

IMPACT STORY:

ATHLETE LEADERSHIP CENTRAL TO PARALYMPIC MOVEMENT IN CANADA

Athletes are the centre of the Paralympic Movement in Canada and the core of everything CPC does as we seek to create a more inclusive world and greater sport system. Athlete leadership and involvement was prevalent through many aspects of CPC's work in 2024-25, including as staff, volunteers, interns, consultants, and more.

The Canadian Paralympic Athletes' Council is an important and respected leadership voice, and their work is significant as they advocate for the best interests of all Canada's Paralympians. Some of their key areas of focus in 2024-25 were linked to representing Paralympic athlete interests in critical areas including:

- Drafting a submission to the Future of Sport Commission with suggestions as to how sport in Canada should be governed

with athlete centeredness in mind

- Advocating for and successfully getting an increase in Athlete Assistance Program (AAP) funding from the Government of Canada
- Contributing to important discussions around safe sport by having athlete representatives sit on the Interim National Safe Sport working group

Many Canadian athletes, both active and retired, sit on athletes' councils or boards nationally and internationally. Close to home, Michelle Stilwell and Cindy Ouellet were important members of the CPC Board of Directors through 2024-25, while Chelsey Gotell and Josh Dueck continued in their respective roles on the IPC Governing Board and IPC Athletes' Council.

More Paralympians are working directly with CPC, greatly enhancing the day-to-day work of the organization and advancing our strategic priorities with their first-hand experience, valued expertise, and skilled leadership.

Two Paralympians were full-time staff members in 2024-25, with Mac Marcoux (Para alpine skiing, 2014, 2018, 2022) and Darda Sales (Para swimming, 2000, 2004, 2008 and wheelchair basketball, 2016) working in the athlete services & engagement team. Additionally, Whitney Bogart (goalball, 2012, 2016, 2020, 2024) joined the CPC in a part-time capacity in the business operations department.

Dominic Cozzolino (Para ice hockey, 2018) and Trinity Lowthian (Para fencing, 2024) also joined CPC in early 2025 as interns, working with the corporate partnerships and athlete services & engagement teams, respectively. Their internships are supported by Pfizer Canada, with a goal of providing athletes with valuable career development opportunities as they continue to pursue excellence in sport.

Andrea Nelson (Para canoe, 2020) and Parapan Am Games silver medallist Melanie Labelle (wheelchair rugby, 2019) also made an impact on CPC's marketing & communications team during the Paris 2024 Paralympic Games, joining as hosts/interviewers to enhance CPC's coverage of the Canadian Paralympic Team.



WHITNEY BOGART,
Goalball

- CPC's social and digital channels have become a go-to hub for Para sport news, unique stories, and fun content highlighting Canada's Paralympic athletes, resulting in great growth. Key stats for the year include:
 - Reached over 155K total followers across social media
 - Added over 18K followers, representing 13.3% audience growth
 - Over 808K engagements on our content (increase of 116.7% compared to previous year).
 - Over 27.7M impressions on our content (increase of 180.7% compared to previous year)
 - Over 7M video views on our content (increase of 149.4% compared to previous year)
 - Nearly 42K shares of our content (increase of 228.5% compared to previous year)
 - Posted 378 website articles (increase of 60.2% compared to previous year)
 - Over 1.44M website page views.
- CPC also enhanced its coverage of several Para sport competitions with staff onsite to cover the 2024 World Para Ice Hockey Championships in Calgary, 2024 Swimming Trials in Scarborough, Ont., 2024 Track and Field Trials in Montreal, 2024 World Triathlon Para Series event in Montreal, 2024 Canadian Boccia Championships in Ottawa, 2024 Para Hockey Cup in Charlottetown, 2025 Para Climbing National Championships in La Prairie, Que., and 2025 Para Snowboard World Championships in Kelowna, B.C.
- CPC launched its exciting, revitalized brand alongside a new website, focusing on accessibility and inclusion, and showcasing Canada's vibrant Paralympic community. Features of the new brand include a custom font called Para Movement, designed to prioritize accessibility, ensuring clear and easy readability for all users, as well as eight unique Para sport signatures representing the dynamic movements of Canadian Para athletes across different sports.
- CAN Crew, CPC's first fan-facing newsletter was launched in June, providing a new avenue for Para sport fans to stay in the know of all the latest news and receive unique, exclusive content about Canadian Paralympic athletes and the Paralympic Games. Join CAN Crew [HERE](#).
- CPC, lululemon, and the Canadian Olympic Committee hosted the Team Canada kit reveal for Paris 2024 in Toronto, showcasing the first-ever lululemon summer Games athlete kit. Paralympic athletes Priscilla Gagne, Jesse Zesseu, Zak Madell, Danielle Ellis, Nicolas-Guy Turbide, Alison Levine, and Kamylle Frenette participated in the kit reveal special event. Adaptability was an important focus of the new kit, created to support more bodies and abilities and included seated-fit items for the first time, designed for wheelchair users.

IMPACT STORY:

FOCUS ON ADAPTABILITY LEADS TO MOST INCLUSIVE GAMES KIT YET

With a goal of redefining what inclusive outfitting could look like on the global stage, lululemon and CPC worked together to deliver a team kit designed to respond directly to the needs of Para athletes – addressing performance, accessibility, and representation.

Athlete involvement was crucial to the process, with more than 30 Para athletes engaged through interviews, focus groups, fittings, and prototype testing. This meticulous approach ensured the athletic gear was created to meet the unique needs of athletes with disabilities.

For Paralympian Zak Madell, being involved in the process allowed the lululemon ambassador and wheelchair rugby star to help design a kit that he and his teammates had always dreamed.

adaptive solutions to develop the final kit,” Madell said. “I couldn’t imagine a better way to do it.”

As a result, the team gear featured innovative features such as braille, magnetic-close

zippers, and pull-on loops. The kit also included styles specifically crafted to cater to sitting bodies, which was the first time any company had offered this type of seated apparel.

These adaptive styles, which were seamlessly integrated throughout the collection, were also available for the public to purchase online, showcasing the value and importance of creating inclusive styles – and making the Paris 2024 team kit the most adaptive and inclusive yet.



CANADIAN PARALYMPIC AND OLYMPIC ATHLETES,
lululemon Team Canada kit launch

“The biggest takeaway from being involved in the process has been seeing the genuine care from lululemon in finding accessible and

- Paris 2024 Paralympians and Olympians were celebrated in Ottawa at the Team Canada Celebration in December, including a luncheon with Parliamentarians and a visit to the House of Commons.
- ParaTough Cup, PFC's signature fundraising event, continues to raise the bar and enjoyed another record-breaking season in 2024-25 by raising more than \$600,000. Over 450 participants came together across the four events to try out Para sports and support the Paralympic Movement:
 - Vancouver – raised more than \$72,000
 - Montreal (presented by Pfizer Canada) – raised more than \$211,000, a new record for a single ParaTough Cup event
 - Calgary (presented by Petro-Canada) – raised more than \$135,000, the most ever for the Calgary edition
 - Toronto (presented by Canadian Tire Corporation) – raised more than \$194,000, a Toronto event record



GREG STEWART, Para athletics
with Prime Minister Justin Trudeau

- ParaTough Cup also officially crossed the \$2 million mark in total fundraising in 2024-25. Since its inception in 2017, ParaTough Cup has now raised \$2.5 million towards the growth and development of Para sport in Canada.
- PFC started its 10th anniversary year in January 2025, kicking off 12 months of celebrating the many ways it has impacted Paralympic sport and sharing stories of

the athletes and supporters who have collectively made a difference.

- A total of \$100,000 was distributed across 10 organizations through the 2024-25 Paralympic Sport Development Fund. Grants ranging from \$5,000 to \$15,000, with funds provided by the Paralympic Foundation of Canada, were used to support different initiatives focused on enhancing Para sport programming in areas such as education, knowledge transfer, athlete development, and expanding coach expertise.

IMPACT STORY:

PSDF BRINGS PARA SPORT TO THE FOREFRONT IN NEWFOUNDLAND

At its annual summit in November 2024, Sport Newfoundland and Labrador (SportNL) put a spotlight on Para sport thanks to support from the Paralympic Sport Development Fund.

A 2024-25 grant recipient, SportNL expanded its summit to provide information sessions, keynote speakers, and workshops centered around the growth and education of Para sport.

Among the guests were homegrown stars Katarina Roxon, a five-time Paralympian in Para swimming and gold medallist in 2016, and Liam Hickey of the Para ice hockey national team, a two-time silver medallist at the Paralympic Winter Games and a member of the 2016 wheelchair basketball team in Rio.

“We felt that there wasn’t enough exposure out there for Para athletes and I really wanted to try to open up people’s minds to creating more opportunities,” said Mark Marshall, SportNL’s Sport Development Director. “We wanted to open the conversation that it’s not something difficult; it’s something we can all do.”

The summit attracted 50 different provincial sport organizations as well as physical education teachers from all over the province.

“Our hope from this summit is to create an overall interest and have our sport community dedicate more time to how they can get more people with a disability involved in sport,” said Marshall. “Once you get that mind shift then things will start to happen a lot more.”



- 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 2024-25 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, OLG, Portage, Smith School of Business, Sobeys, Teck, Wayne Gretzky Estates
-

- CPC officially announced three new partnerships with Smith School of Business, General Mills Canada, and OLG.
- Significant partnership renewals were inked with longtime partners Air Canada, Petro-Canada, and Bell.
- CPC partners activated significantly for Paris 2024, amplifying the Paralympic

Movement and showcasing our athletes through their own brand campaigns and in partnership with the CPC. By the numbers:

- 16 partners activated during Games-time
- Nine partners launched integrated, multi-channel campaigns (TV, social, and digital)
- Nine partners had partnerships with CBC/Radio-Canada to extend campaign reach during the Paralympic Games
- 12 partners featured content on CPC's owned channels and worked with us to promote our athletes and sports
- Partner campaign themes consistently reflected values that resonate with Canadians: wellness, Canadian pride, family and friendship, and pursuing your dreams. CPC worked with our partners to ensure strong, bold, and unifying representation of our athletes and key messages.
- Standout Paris 2024 campaigns included:
 - lululemon's "Outshine Gold" campaign, which spotlighted Cindy Ouellet and Zak Madell in a bold celebration of

Paralympic excellence and what it means to be successful on and off the field of play.

- Bell Canada featured wheelchair rugby star Patrice Dagenais in a commercial highlighting Bell's commitment to the Canadian sport system and their Bell for Better strategy. This commercial was promoted pre, during and post-Games and had a huge reach increasing Bell's aided and unaided visibility, and greatly enhanced the profile of both Dagenais and wheelchair rugby.
- Toyota Canada's 'Team Toyota' – a group of athletes headed to Paris 2024 – featured equal representation of Paralympic and Olympic athletes. Toyota also featured Marissa Papaconstantinou in their 'Keep Marissa Running' campaign that reignited their global 'Start your Impossible' campaign.



PARIS 2024



PARIS 2024 PERFORMANCE HIGHLIGHTS

The first Paralympic Games in six years to be held without pandemic restrictions, Paris 2024 was a return to cheering crowds and a buzzing atmosphere, resulting in a joyous celebration of sport that placed a true global spotlight on Paralympic athletes.

With a goal of leading a high performance environment focused on excellence and grounded in wellness and care, CPC worked with each NSO closely in the lead-up to the Games in order to provide the best possible support to the athletes to feel and perform at their best.

The result was one of Canada's strongest summer Games in years. Led by co-chefs de mission Josh Vander Vies and Karolina Wisniewska, the Canadian Paralympic

Team fielded a roster of 126 athletes, including competition partners. Canada's 29 medals improved on the Tokyo 2020 Games, where the team secured 21 podiums (5-10-6), tied its performance from Rio 2016 (8-10-11), and was just shy of the 31 podiums from the London 2012 Games (7-15-9). The 10 gold medals in Paris was also the most earned since Beijing 2008. Canada finished 12th on the medal table by gold medals.

10	9	10
GOLD	SILVER	BRONZE

CANADA WON MEDALS IN SIX SPORTS:
PARA SWIMMING (13), PARA ATHLETICS (9), PARA
CYCLING (4), PARA TRIATHLON (1), PARA CANOE (1),
SITTING VOLLEYBALL (1)

TOP HIGHLIGHTS INCLUDE:

31 athletes went home with a medal from Paris

Para swimmers Nicholas Bennett (two gold, one silver) and Aurélie Rivard (one gold, one silver, one bronze) captured the most medals for Canada with three each

Bennett and wheelchair racer Cody Fournie tied for most gold medals for Canada with two apiece

Six athletes were multi-medallists: Bennett (3), Rivard (3), Fournie (2), Austin Smeenk (one gold, one bronze), Brent Lakatos (one gold, one silver), and Tess Routliffe (one silver, one bronze)

22 athletes won their first-ever Paralympic medals in Paris; 10 of those athletes were competing at their first Paralympic Games

Seven medallists from the Tokyo Games also claimed medals in Paris

At 44 years and four months old, sitting volleyball's Felicia Voss-Shafiq was Canada's oldest medallist

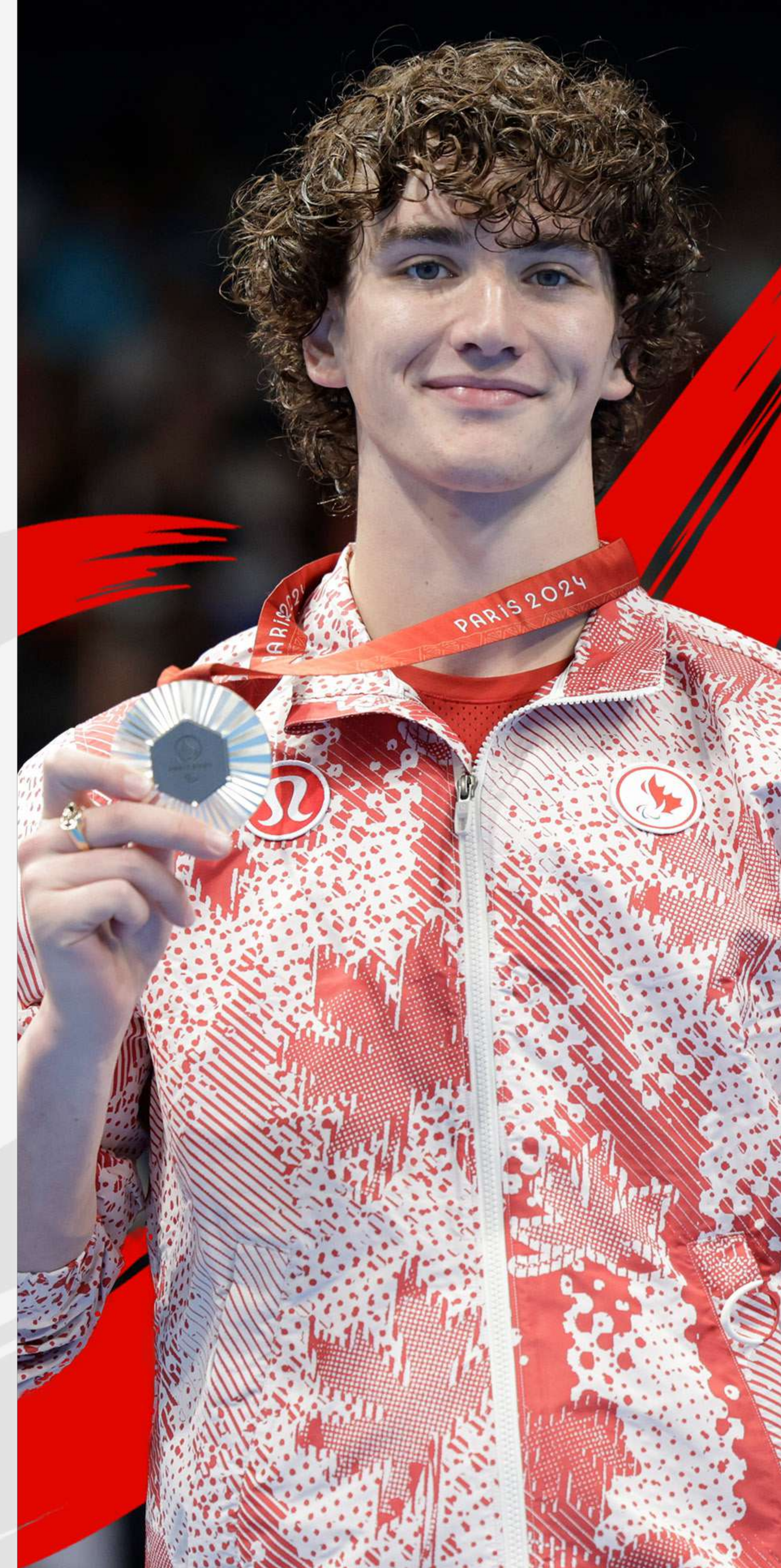
The youngest member of the Canadian Paralympic Team, Reid Maxwell (who turned 17 years old during the Games), won a silver medal

Brianna Hennessy won Canada's first-ever medal in the sport of Para canoe, which joined the Paralympic program at Rio 2016

Canada's women's sitting volleyball team won the nation's first-ever medal in the sport with a bronze. It was also Canada's first medal in a team sport since London 2012

With 13 medals, Canada's Para swimming team surpassed its total from the Tokyo 2020 and Rio 2016 Games

Canada's Para athletics team enjoyed its best Games since Beijing 2008 with nine medals



REID MAXWELL,
Para swimming



FLAG BEARERS

OPENING

Patrick Anderson, wheelchair basketball & Katarina Roxon, Para swimming

Anderson, one of the best athletes to ever play the game of wheelchair basketball, competed in his sixth and final Paralympic Games in Paris (2000, 2004, 2008, 2012, 2020, 2024). The 45-year-old has four Paralympic podiums, winning gold with the men's wheelchair basketball team in 2000, 2004, and 2012 as well as silver in 2008.

Roxon made history in Paris as the first Canadian female Para swimmer to compete at five Paralympic Games. She was the youngest swimmer on the team at Beijing 2008, before winning gold in the women's SB8 100m breaststroke at Rio 2016 and bronze as part of the women's 4x100m freestyle relay team at Tokyo 2020.

KATARINA ROXON, Para swimming
PAT ANDERSON, wheelchair basketball
Opening Ceremony flag bearers

CLOSING

Nicholas Bennett, Para swimming & Brianna Hennessy, Para canoe

Bennett captured three medals – two gold and one silver – including a new Paralympic record in the 200m individual medley SM14. Just 20 years old, he was the first Canadian male swimmer to win multiple gold medals at a single Paralympic Games since 2004 and the first to claim three medals since 2012.

Hennessy created history in Paris by becoming the first Canadian to win a medal in the sport of Para canoe, taking silver in the women's va'a single 200m VL2.

PARIS 2024

“GREATNESS MOVES US” CELEBRATES VIBRANT ENERGY OF THE PARALYMPIC MOVEMENT

Bold. Relentless. Vibrant. CPC brought to life its new brand tenets through its Paris 2024 Paralympic Games campaign: “Greatness Moves Us”.

Launched in collaboration with CBC/Radio-Canada, “Greatness Moves Us” exemplified how Canadians can help foster an inclusive world through the transformative power of Paralympic sport. The campaign celebrated the pursuit of greatness in its many forms, tracing the journey of athletes from their earliest dreams to the pinnacle of the world stage. By showcasing these stories, “Greatness Moves Us” highlighted the universal drive for excellence and united athletes, fans, supporters, and all Canadians, illustrating how the momentum of greatness moves us all forward.

CREATIVE EXCELLENCE & ATHLETE REPRESENTATION

The campaign spot, which featured an electrifying musical track by Montreal-born, Toronto-based bilingual artist Aiza, known as the “Afro-bop Queen,” was a fun, energetic celebration showcasing the immense athletic skills and dynamic personalities of Paralympic athletes.

A diverse group of Canadian Para athletes was included, including Amy Burk (goalball), Priscilla Gagne (Para judo), Sheriauna Haase (Para athletics), Travis Murao (wheelchair rugby), Eric Rodrigues (wheelchair rugby), Tamara Steeves (wheelchair basketball), and Noah Vucsics (Para athletics). In addition, it featured footage from significant moments in Canadian Para sport history, shining a spotlight on athletes including Marissa

Papaconstantinou, Aurélie Rivard, Nate Riech, Brent Lakatos, and more.

BRAND VISIBILITY

“Greatness Moves Us” contributed to greater exposure for Paralympic athletes through the Games broadcast on CBC/Radio-Canada and CPC social media platforms. It also established CPC as a leader in Paralympic storytelling while laying the groundwork for future campaigns. The success of this initiative directly informed the development of the campaign for the Milano Cortina 2026 Paralympic Winter Games, demonstrating CPC’s commitment to building sustained momentum in the Paralympic Movement across Canada.

GREATNESS MOVES US.

LA GRANDEUR NOUS GUIDE.



PARALYMPIC.CA
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PARIS 2024 SHARING WITH CANADIANS BACK HOME

Through CPC's website, social and digital platforms, its partnership with CBC/Radio-Canada, and extensive media coverage, the Paris 2024 Paralympic Games shined a radiant spotlight on the Canadian Paralympic Team – producing stellar results and positive impacts for the Paralympic Movement across the country.

RECORD BROADCAST NUMBERS

Over 11 million Canadians tuned into CBC/Radio-Canada's Paralympic Games broadcast coverage, representing a 119 per cent increase in viewership from Tokyo 2020. Digital engagement also soared, with 614,000 hours of content consumed on CBC/Radio-Canada's streaming platforms – a 153 per cent increase over the previous Games.

This incredible rise reflects expanding interest in Paralympic sport and CBC/Radio-Canada's commitment to elevating their Games coverage.

CPC continues to work closely with Canada's Paralympic Network year-round to tell the stories of the nation's Paralympians and provide viewers with the best quality broadcast. Paris 2024 represented an evolution in CPC's valued and deep partnership with CBC/Radio-Canada, introducing a new broadcast model whereby CBC/Radio-Canada took on the primary role in all areas of broadcast operations.

This resulted in a streamlined approach, with CBC/Radio-Canada using their expertise to produce a world-class Games viewing experience for Canadian audiences, and allowing CPC to focus on telling as many athlete stories as possible.

MORE FOLLOWERS, MORE CONTENT

With a strong and dedicated team on the ground, CPC concentrated on quality storytelling, utilizing unique editorial stories, bold graphics, social trends, and robust video content to celebrate the athletes'

performances and take Canadians behind-the-scenes of the Games experience.

Across the Games period (August 20 – September 15, 2024) CPC's social media platforms saw great growth, with 13.6 million impressions, more than 451,000 engagements, and over 3 million video views. We added 9,000 new followers, while Paralympic.ca attracted over 738,000 pageviews on Games-related content.

All of the excellent work produced across broadcast and social platforms was enhanced by quality media coverage of the Games in national and local outlets across Canada.

There were over 38,500 mentions of the Paralympic Games and Canadian Paralympic Team through the Games period. With 94 per cent of articles having positive or neutral sentiment, media coverage contributed to greater exposure of the Paralympic Movement and Canada's athletes, also delivering more credibility and weight to CPC's voice as a leader in the sport community.

The momentum from Paris 2024 will serve CPC well as we look ahead to Milano Cortina 2026 and beyond.



PARIS 2024

PFC'S BIGGEST FUNDRAISER IGNITES SUPPORT FOR PARALYMPIC SPORT

With more than \$375,000 raised, the Paralympic Foundation of Canada's groundbreaking IGNITE The Light fundraising campaign sparked immense support for Para sport development across the country.

IGNITE The Light invited Canadians to purchase a "virtual seat" lighting up a virtual stadium in a symbolic show of support for the 126 Canadian Paralympic Team members competing on the world stage at the Paris 2024 Paralympic Games.

Thanks to the donations of over 5,500 individuals and corporate partners, the more than \$375,000 raised is the largest single fundraising effort through a public campaign towards Para sport in Canada. More than 15,021 virtual seats were sold, representing

the size of Bercy Arena, where wheelchair basketball was contested at the Paris Games.

The funds raised through IGNITE The Light directly supports removing barriers that many Canadians with a disability face to participate in sport. This includes access to adaptive sports equipment, Para sport specific coaching, and specialized training programs that are often financially out of reach.

On July 9, the campaign officially kicked off with a special initiative – IGNITE the Lights Across Canada, marking 50 days from the start of the Games. More than 50 buildings from coast-to-coast-to-coast, including iconic landmarks like the CN Tower, Niagara Falls, Calgary Tower, BC Place, and La Grande Roue de Montreal illuminated in red, white, gold,

and purple, with the vibrant display inspiring a nationwide movement in support of the Canadian Paralympic Team.

IGNITE The Light was the first signature initiative under the larger IGNITE campaign, which aims to raise \$35 million for Para sport development in Canada. Through the funds raised, this campaign will help shape a sustainable future for Para sport, providing resources for athletes at every level, from community Para sport organizations through to high performance programs.

“IGNITE The Light showed the incredible power of community and support for the athletes representing the Canadian Paralympic Team,” said Marc-André Fabien, president, CPC. “To see donations from generous Canadians from across the country come together to support the athletes in Paris was truly inspiring. This campaign has proven that Canadians believe in the potential of Para sport and are ready to help spark a bright future for the Paralympic Movement.”





PARIS 2024

ENHANCING THE ONSITE EXPERIENCE

Paris 2024 was the first Paralympic Games since 2018 to feature full crowds and no pandemic restrictions – and that meant the Canadian Paralympic Team had lots of cheering fans on the ground.

As such, CPC bolstered its onsite programming in Paris to provide guests and supporters with the best possible experience. Many initiatives returned from the six-year hiatus, including Canada Paralympic House (CPH), family and friends, and VIP hospitality.

With Paris a desirable and accessible travel destination from Canada, a significant contingent of family and friends travelled to the Games to watch their athletes compete.

In order to aid in this support, CPC developed a Family & Friends program to help support and inform this group. A key feature of the program was the Family & Friends Fund fueled by Petro-Canada – a \$400 contribution to each athlete's designated Family & Friends member that totaled over \$50,000. These funds could be used for purchasing tickets to competitions, to enhance their attendance at the Games, or any other means of supporting their experience of cheering on their athlete for Paris 2024.

A HOME FOR CONNECTION AND CELEBRATION

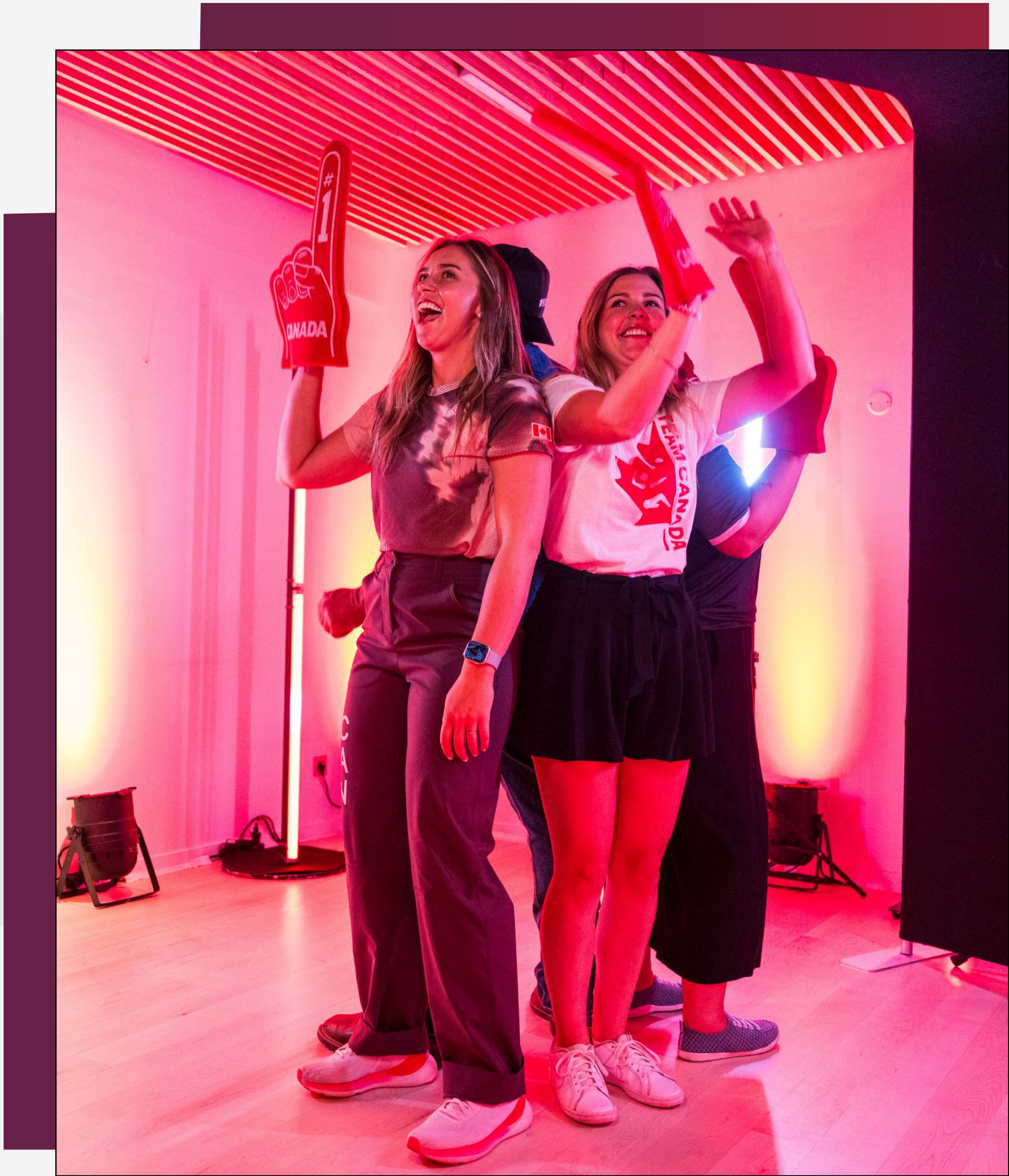
On the ground in Paris, CPC opened the doors of Canada Paralympic House for the first time since 2018. We hosted four CPH evenings at the Canadian Cultural Centre at the Embassy of Canada to France. Across the event nights, we welcomed over 1,000 guests including the athletes, their family and friends, members of



the Canadian Paralympic Team, CPC partners and donors, media members, and special guests from the Canadian government, including the Governor General. With a true Canadian look-and-feel, it was a home-away-from-home and a great space to connect with the athletes and other Canadians who travelled for the Games.

Each of the four CPH nights featured an Athletes Celebration presented by Canadian Tire, special presentations to honour the accomplishments of the Canadian Paralympic Team. Hosted by three-time Paralympian Camille Bérubé, each celebration featured different sport teams and athletes, and was a unique opportunity to hear about the athletes' experiences at the Games.

Many of CPC's corporate partners activated at CPH, positively impacting the guests' experience, contributing to the joyful and spirited atmosphere, and underscoring their commitment to the Paralympic community and celebrating the accomplishments of Canadian Paralympians. This included:



- Canadian Tire's support helped create memorable moments for athletes, showcasing their achievements on the world stage through the Athlete Celebrations. From post-competition gatherings to medal celebrations, these events highlighted the athletes' journeys and fostered a strong sense of national pride and community support.

- Petro-Canada hosted the Let's Go Lounge, a welcoming and interactive space for Canadian Paralympians to connect with their families, friends, and fans during this incredible moment in their sporting journeys. Central to the Let's Go Lounge was a unique 360-degree camera activation, which allowed CPH guests to film personalized messages of support for the team.
- Air Canada treated guests to a Poutine & Prosecco happy hour to bring a little taste of home to the athletes and their family and friends. Plus, on the final evening they surprised attendees with a performance from disability dance troupe 'Ill-Abilities' and a DJ set to see out the Games in style.

SHOWCASING THE SPIRIT OF THE PARALYMPIC GAMES

In addition to Canada Paralympic House, CPC hosted four signature events at the official residence of the Canadian Ambassador to France. These included a dedicated reception honouring Canada's health services team for their vital contributions, two exclusive

gatherings for VIP hospitality guests, and an Open House presented by Toyota. The Open House provided a meaningful opportunity for athletes' families and friends to experience this historic venue and connect with one another in the heart of Paris.

sports, cultural activities, and special events. Highlights included witnessing Canadian world records, gold medals, and team victories, as well as receiving Athletes' Village tours and attending Canada Paralympic House nights.

“ The entire experience was amazing - it was such a memorable week, with truly unique experiences and I felt so well taken care of the whole time. I absolutely loved every moment, and it further deepened my appreciation for Para sport. This was definitely one of the best travel experiences I have ever had. I was incredibly proud to be part of the group cheering on Canada at every sport. ”

CHRISTINA ANTONIOU,
Director External Communications,
Corporate Affairs at Pfizer Canada

CPC's VIP hospitality program also returned in Paris, with a goal of increasing understanding and passion for the Paralympic Movement, and offering a quality opportunity to strengthen relationships with important partners. A total of 35 guests attended the Games from CPC's corporate partners and PFC's major donors and had the opportunity to attend a variety of

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

	2025	2024
ASSETS	\$	\$
Current Assets:		
Cash and cash equivalents	6,410,164	6,232,232
Accounts receivable	934,506	2,252,611
Prepaid expenses	106,406	1,547,647
	7,451,076	10,032,490
Tangible capital assets	67,191	83,360
Intangible assets	47,030	156,193
	7,565,297	10,272,043
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts payable and accrued liabilities	863,222	1,394,738
Due to Paralympic Foundation of Canada	40,428	2,160
Current portion of deferred revenue	2,203,031	3,432,465
	3,106,679	4,829,363
Deferred revenue	37,549	740,491
Deferred contributions related to tangible capital and intangible assets	114,221	239,553
Lease inducement	9,809	15,472
	3,268,260	5,824,879
Net assets:		
Internally Restricted	-	200,000
Unrestricted	4,297,037	4,247,164
	4,297,037	4,447,164
	7,565,297	10,272,043



FINANCIAL STATEMENTS

STATEMENT OF OPERATIONS

	2025	2024
	\$	\$
Revenue:		
Government contributions	7,979,188	6,128,335
Sponsorship	4,518,350	3,608,353
In-kind contributions	2,127,043	965,731
Grants – Paralympic Foundation of Canada	2,119,287	1,327,864
Interest	245,306	469,770
Amortization of deferred contributions related to capital and intangible assets	169,948	200,946
Other	356,251	238,886
	17,515,373	12,939,885
Expenses:		
Games operations and delivery	4,638,662	2,593,076
Salaries and benefits	4,019,673	3,705,857
Paralympic performance	2,826,244	1,926,366
Utilized value of in-kind contributions	2,127,043	965,731
Business Operations	1,276,167	1,111,158
Partnerships and business development	999,506	307,307
Marketing and communications	926,135	892,044
Paralympic systems	605,877	1,482,066
Amortization of tangible capital and intangible assets	169,948	200,946
Major Games Canada	76,245	72,714
	17,665,500	13,257,265
Excess (deficiency) of revenue over expenses	(150,127)	(317,380)



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Canada

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OFFICIAL SUPPLIERS



SPORT PARTNERS



SPORT MEMBERS



TABLE TENNIS
CANADA
TENNIS DE TABLE



CIRCLE OF CHAMPIONS

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 \$5,000 or more through their lifetime.

A special thanks to our donors of more than \$25,000



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