



**CPC VISION**  
"A strong and vibrant Paralympic Movement in Canada"

**CPC MISSION**  
"To grow and promote the Paralympic Movement in Canada"



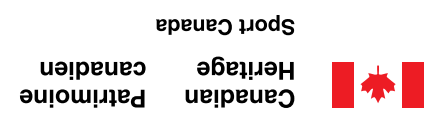
Canadian Paralympic Committee 2008 Highlights

Schenker Stines Logistics  
Canada News Wire Group  
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**Team Sponsors**



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Canadian Paralympic Committee 2008 Highlights

**PRESIDENT'S MESSAGE**

The Paralympic movement in Canada continued to grow and strengthen in 2008. The highlight of 2008 was of course the 143 Canadian athletes who competed at the 2008 Beijing Paralympic Games. Canada placed 7th overall, winning a total of 50 medals. The CPC was pleased to offer an enhanced Friends and Family Program for these Games, as well as hosting numerous Canadian corporate executives in Beijing. There is nothing more magical than experiencing the Paralympic Games firsthand. Congratulations to our athletes and coaches, and our sincere thanks to our mission and professional staff as they made us so proud on the international stage.

A priority for the CPC in 2008 was increased public and media awareness, with the result being the attainment of record levels of awareness. Our 2008 Feel the Rush campaign reached scores of Canadians, encouraging all Canadians with a disability to get involved and dream big. Media awareness increased as a result of a national editorial board tour, and the print media coverage of the 2008 Canadian Paralympic team was greater than ever. Awareness amongst health care professionals was increased with over 900 participants from all 10 provinces in our "Changing Minds, Changing Lives" programs.

The success of the CPC continues to be rooted in the strength of its membership and partnerships. 2008 saw new partnerships forged and existing partnerships strengthened. Existing corporate partners invested a record \$1.6M in sponsorship value in the CPC, while new partners such as WorkSafeBC made future commitments to our organization. Our government relations continued to be strong, as we work with our provincial government partners to address systemic issues in the area of Paralympic sport and athlete development. We were pleased in 2008 to partner with the Province of British Columbia to deliver its inaugural Paralympic Schools Week program.

Strong partnerships and increased awareness are two of the key components of the strong and vibrant Paralympic movement envisioned by the Canadian Paralympic Committee. We will continue to work to ensure that Canadians with a disability have access to an inclusive sport system that allows them to achieve excellence.

With only 15 months until we welcome the world to the 2010 Paralympic Games, the CPC is poised to ensure the long-term viability of both our organization and the Paralympic movement in Canada – to a sustainable future well beyond 2010. In 2008, the CPC secured a 10% share of any operating surplus resulting from the 2010 Winter Games. We continue to work hard to support our members and athletes towards our goal of a "Top 3" finish in 2010. We continue to work in close partnership with VANOC on the delivery of an accessible and world-class Paralympic Games in Vancouver and Whistler. We are only 15 months away from taking our place in history!

I would like to take this opportunity to thank two long standing CPC Board members who left the CPC Board this year, Henry Wohler and Lorette Madore. Their passion and commitment to CPC has helped shape and grow the Paralympic movement in Canada to a new, unprecedented level. Also, thanks to the continued dedication of our volunteers & staff, the passion of our members, and the power of our vision, the years ahead promise to be even better.

Please take a few moments to read this report and celebrate the successes of 2008.

Carla Qualtrough  
President

**FINANCIAL HIGHLIGHTS**

**CANADIAN PARALYMPIC COMMITTEE  
Balance Sheet  
As at March 31, 2008**

	2008	2007
<b>CURRENT ASSETS</b>		
Cash	\$833,729	\$496,587
Investment certificate	\$616,527	\$250,000
Marketable securities (note 4)	\$13,561	\$13,020
Accounts receivable	\$402,411	\$668,565
Inventory	\$31,343	\$31,422
Prepaid expenses	\$1,252	\$1,252
	<b>\$1,897,571</b>	<b>\$1,460,846</b>
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 533,317	\$496,424
VANOC advance payment (note 5)	\$ 500,000	\$500,000
	<b>\$ 1,033,317</b>	<b>\$ 996,424</b>
<b>UNRESTRICTED NET ASSETS</b>		
Balance-beginning of year	\$ 464,422	\$137,995
Net revenue for the year	\$ 399,832	\$326,427
Balance-end of year	\$ 864,254	\$464,422
<b>Approved on behalf of the Board</b>	<b>\$1,897,571</b>	<b>\$1,460,846</b>

**CANADIAN PARALYMPIC COMMITTEE  
STATEMENT OF REVENUE AND EXPENDITURE  
FOR THE YEAR ENDED MARCH 31**

	2008	2007
<b>REVENUE</b>		
Government contributions	\$1,447,119	\$987,961
Sponsorships	\$1,124,767	\$1,369,372
Community programs	\$90,021	\$35,276
	<b>\$2,661,907</b>	<b>\$2,398,644</b>
<b>EXPENDITURE</b>		
Communication	\$268,002	\$325,908
High performance	\$545,801	\$306,687
Leadership	\$279,014	\$92,094
Paralympic development	\$295,584	\$326,141
Resource development	\$873,674	\$1,021,387
	<b>\$2,262,075</b>	<b>\$2,072,217</b>
<b>NET REVENUE FOR THE YEAR</b>	<b>\$399,832</b>	<b>\$326,427</b>





*“It does mean a lot to me. I think Paralympic sport is still fighting for recognition. To have this award from people who know what they are talking about, I think it gives us even more value.”* - Chantal Petitclerc: The Canadian Press female athlete of the year for 2008-

## 2008 Highlights

### LEADERSHIP PORTFOLIO

**Goal: Enhance CPC's role and scope of influence at the national and international level for the benefit of the Canadian and Paralympic sport systems**

#### Programs

- Canadian Paralympic Congress
- Canadian Paralympic Hall of Fame
- Paralympic Advocacy

#### 2008 Highlights

- IPC Hall of Fame inducted Canadian wheelchair racing icon, Andre Viger
- Secured a CPC Representative on the 2015 Panam & Parapanamerican Games Bid Committee Board of Directors
- Recruited a record of 53 national and 22 international Canadian Paralympic “Advocates”, and published 2 newsletters
- Secured a record \$14m in Sport Canada support for Paralympic sport.
- Secured a 10% share of any 2010 Games operating budget surplus

#### 2009 Objectives

- Continue increasing Sport community recognition of Paralympic athlete, coaches and leaders
- Continued growth of the Advocacy Program
- Inductions to Canadian Paralympic Hall of Fame

### COMMUNICATIONS DIVISION

**Goal: Enhance the Canadian public's awareness and recognition of Paralympic athletes and sports**

#### Programs

- www.paralympic.ca website
- Media Relations
- Canadian Paralympic Image Bank
- Paralympic Insider e-newsletter
- Paralympic Heroes
- Petro-Canada Paralympic Schools
- “Feel the Rush”

#### 2008 Highlights

- The 2008 Feel the Rush campaign reached 18,092,142 Canadians and a record 7,000+ average monthly unique visitors to the campaign website.
- Paralympic Heroes program engagements more than doubled to 65, a record.
- The average number of unique visitors to the Petro Canada Schools Program website increased by 11% to 29,791, the participating schools doubled to 213, and partnered to launch the inaugural “Paralympic Schools Week” in BC.
- Conducted a cross Canada Editorial Board Tour to engage with key media partners in major markets.
- Paralympic.ca website's average monthly unique visitors rose to 9,940 (highest visitor during 2009 Summer Beijing Games).

#### 2009 Objectives

- Continued relationship building with Canadian media
- Implement a Games Communications Plan that increases Paralympic brand activation leading up to and at, the 2010 Paralympic Winter Games.
- Create joint branding initiatives with CPC Members.

### HIGH PERFORMANCE DIVISION

**Goal: Achieve podium performances at Paralympic games**

#### Programs

- Canadian Paralympic Teams
- Event Endorsement
- Own the Podium / Road to Excellence (in partnership)

#### 2008 HIGHLIGHTS

- Canada's team of 143 athletes earning a total of 50 medals (including 19 gold) at the Beijing Paralympic Summer Games to finish 7th overall
- Enhanced Paralympic Team preparation support
- Enhanced Paralympic Team Friends & Family program (website, reception, gifting)
- Increased Own the Podium (OTP) & Road to Excellence (RTE) programs Paralympic sport funding to a record \$7.5m

#### 2009 Objectives

- Top 3 finish at the 2010 Paralympic Winter Games

### PARALYMPIC DEVELOPMENT

**Goal: An effective Canadian Paralympic sport development system.**

#### Programs

- Changing Minds, Changing Lives
- Paralympic Equipment Fund
- Membership
- Provincial Development Grants
- Community Partnerships
- Provincial/Territorial Government Relations Strategies

#### 2008 Highlights

- “Changing Minds, Changing Lives” reached a record 900+ healthcare professionals.
- “Paralympic Equipment Fund” provided \$30,000 to 11 local winter sport organizations
- Published the “National Para-sport Audit” resource.
- Welcomed 2 new Members (Field Hockey Canada and Canadian Amateur Dance Sport Association), bringing CPC's membership to a record 43 Members.
- Initiated the Provincial/Territorial (P/T) government relations strategy

#### 2009 Objectives

- Full expansion of CMCL program into all 10 provinces
- Establish formal F-P/T work group to enhance Paralympic Sport
- Establish a CPC Taskforce on the issues of coaching, classification and officials.

### RESOURCE DEVELOPMENT DIVISION

**Goal: Secure and manage human & financial resources for the efficient and effective delivery of the CPC business plan**

#### Programs

- Sponsor Program
- Licensing & Merchandising Program

#### 2008 Highlights

- CPC achieved a record \$1.6m in sponsorship value (cash & budget relief value-in-kind)
- Welcomed WorkSafeBC, BENTALL, Glacier Media, as CPC Program Sponsors
- Achieved a record 55 Paralympic brand activations by CPC sponsors (ads - TV, print, electronic media and community relations with, athlete appearances, etc.) resulting in 1.2 million in media equivalencies
- Staged an enhanced games hospitality program

#### 2009 Objectives

- Over deliver services to CPC sponsors and achieve \$2m in sponsorship value
- Development of an integrated, long term, event hosting marketing strategy
- Create Corporate Advisory Committee

### CPC PAST PRESIDENTS

Oct, 1993 - Sept, 1997 - Helen Manning  
 Sept, 1997 - Jan, 1999 - Laurel Crosby  
 Jan, 1999 - Jan, 2006 - Patrick Jarvis  
 Jan, 2006 - Nov, 2006 - Henry Wohler

### CANADIAN PARALYMPIC HALL OF FAME INDUCTEES:

#### ATHLETES

- Viger, André , Wheelchair Racing, 2005\*
  - Campbell, Duncan, Wheelchair Rugby, 2005\*
  - Berdan, Joanne , Athletics, 2003\*
  - Boldt, Arnold, Athletics, 2001\*
  - Reimer, Eugene, Wheelchair Sports, 2001\*
- \* Year shown denotes the year inducted.

#### BUILDERS

- Jarvis, Patrick, 2007\*
  - Johnston, Jerry, 2003\*
  - Hansen, Rick, 2003\*
  - Jackson, Robert , 2001\*
  - Steadward, Robert , 2000\*
- \* Year shown denotes the year inducted.

### BOARD OF DIRECTORS

#### PRESIDENT

Carla Qualtrough, Vancouver, BC

#### VICE PRESIDENT

David Legg, Calgary, AB

#### FINANCE DIRECTOR

Peter Boronkay, Vancouver, BC

#### ADMINISTRATION DIRECTOR

Gaetan Tardif, Toronto, ON

#### High Performance Director

Debbie Low, Toronto, ON

#### Communications Director

Dale Hooper, Toronto, ON

#### MARKETING AND PARTNER RELATIONS DIRECTOR

Hugues Gibeault, Ottawa, ON

#### PARALYMPIC DEVELOPMENT DIRECTOR

Dean Kozak, Edmonton, AB

#### DIRECTOR AT LARGE

Jim Westlake, Oakville, ON

#### ATHLETES' COUNCIL REPRESENTATIVE

Josh Vander Vies, Sarnia, ON

#### COACHES' COUNCIL REPRESENTATIVE (INTERIM)

Ozzie Sawicki, Calgary, AB

### CPC STAFF:

Brian MacPherson,  
 Chief Operating Officer

Manali Haridas,  
 Coordinator, Office and Leadership Programs

Rob Needham,  
 Rob Needham, Director, High Performance

Jordan Bridal,  
 Manager, Paralympic Teams

Marylène Croteau,  
 Coordinator, Paralympic Teams

Darren Stolz,  
 Coordinator, Paralympic Teams

Helena Constantin,  
 Senior Coordinator, Community and Government Relations

Laura Domenicucci,  
 Coordinator, Development Programs & Member Relations

Joanne Veltri,  
 Chief of Sponsorship

Mark Buzan,  
 Chief of Communications

Norma Reveler,  
 Senior Coordinator, Media Relations

Erin McCauley,  
 Coordinator, Corporate Accounts

Elise Bariteau,  
 Coordinator, Public Relations

Ryland Thiel,  
 Internet Marketing & Publications Specialist

### CPC MEMBERS:

22 ACTIVE

Alpine Canada Alpin  
 Athletics Canada  
 Canadian Blind Sports Association  
 Canadian Cerebral Palsy Sports Association  
 Canadian Curling Association  
 Canadian Cycling Association  
 Canadian Fencing Federation  
 Canadian Soccer Association  
 Table Tennis Canada  
 Canadian Wheelchair Basketball Association  
 Canadian Wheelchair Sports Association  
 Canadian Yachting Association  
 Cross Country Canada  
 Equine Canada Hippique  
 Federation of Canadian Archers  
 Hockey Canada  
 Judo Canada  
 Rowing Canada Aviron  
 Shooting Federation of Canada  
 Swimming Canada  
 Tennis Canada  
 Volleyball Canada

21 AFFILIATE

Active Living Alliance for Canadians with a Disability  
 AlterGo (Defi-Sportif)  
 Badminton Canada  
 BC Disability Sports  
 Bobsleigh Canada Skeleton  
 Canadian Amateur DanceSport Association  
 Canadian Amputee Sports Association  
 Canadian Association for Disabled Skiing  
 Canadian Association of Athletes with Intellectual Disability  
 Canoe Kayak Canada  
 Canadian Forces Personnel and Family Support Services  
 Canadian Snowboard Federation  
 Field Hockey Canada  
 Gymnastics Canada  
 ParaSport Ontario  
 Paralympics PEI  
 Racquetball Canada  
 Synchron Canada  
 Triathlon Canada  
 Taekwondo Canada  
 Waterski and Wakeboard Canada

