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Canadian Abilities Foundation

Accessibility, Inclusion & Opportunity
Changing the Conversation



Who We Are

- The Canadian Abilities Foundation (CAF) is a registered Canadian charity, founded in 1986
- CAF envisions an inclusive, universally accessible society where people of all abilities and ages belong and are valued
- Our mission is to make Canada the most accessible and caring country in the world through advocacy, awareness building and sharing of best practice solutions.



Current Realities

- More than 6 million Canadians (young children, teens, adults, seniors) are living with 1 or more disabilities/medical conditions
- 25% of Canadians (mostly working women) are providing care for a family member or friend at any given time
- Visible and invisible barriers to inclusion, accessibility and equal opportunity still exist everywhere – in our communities, workplaces, schools and health care system
- CAF is committed to driving change to improve the lives of Canadians with disabilities and their caregivers



What We Do

- Support, assist and inform Canadians living with disabilities and frailties through our integrated media network
- Celebrate and support family and professional caregivers through recognition awards, practical gifts and donations
- Provide valuable on-the-job training for youth through our internship program
- Promote increased accessibility and inclusion in all aspects of Canadian society in every way we can



Our National Impact

Dedicated Media Network

Integrated
print/digital/web network
reaching 500,000+
Canadians

Annual Caregiver Recognition Program

700+ caregiver nominations
and 100+ family &
professional caregiver
recognition awards

Covid-19 Back to Work Web Campaign

Expert advice and tips
shared with half a million
Canadians during Covid-19

Annual “*One Wish*” Awards

\$10,000/year awarded
for specific caregiver
needs

Internship Program

On-the-job training
for 80+ students/
job seekers

Make Me Smile Program

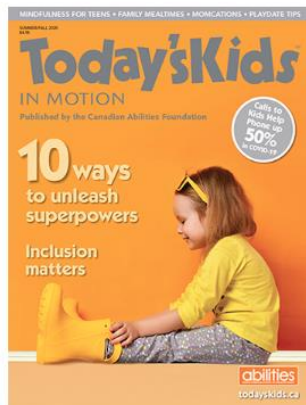
Practical gifts
distributed to 700+
families

Who We Reach Nationally

- Persons with disabilities, health professionals, family members, seniors, key industry stakeholders
- Quarterly print and digital publications/newsletters, web and social media



abilities.ca



todayskids.ca



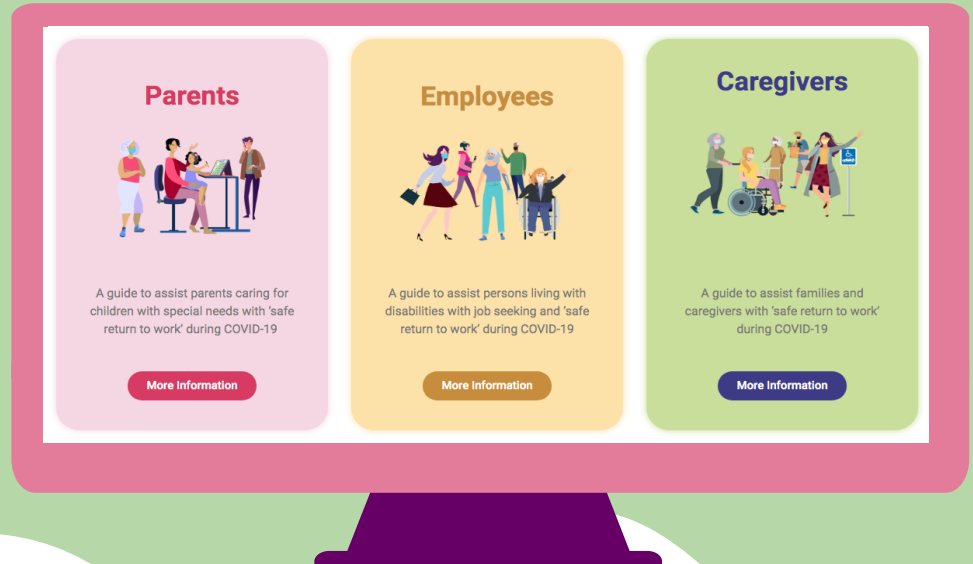
caregiversolutions.ca



rehabmagazine.ca

COVID-19 Education Campaign

- Unique resource to help at risk individuals safely return to/seek work during COVID-19
- Developed by CAF with Federal government funding





- Canada's national caregiver recognition awards, held annually since 2013
- Nominations solicited each spring/summer from families and professionals from coast to coast
- Winners selected by judging panel and awards presented at major fall fundraiser
- Creates significant awareness and media coverage for CAF and the role of caregivers



2019 Caregiver Recognition Award Winners

Our Key Supporters & Partners

- Paul Bronfman Family Foundation
- Jackman Foundation
- Dr. Dan Andreae
- The Estate of Helen Allen Stacey
- Miles Nadal / Peerage Capital
- David Powell
- TD Bank
- HSBC
- Scotiabank
- Sysco Canada
- BCS Group
- Federal & Provincial Governments



How You Can Help

We're asking for your support to:

- Double the size of our media network reach to 1 million+
- Assist 50% more deserving families with practical items
- Create supports for newly disabled COVID-19 long-haulers
- Increase our internship workshops and training programs
- Form stronger alliances to reduce sector duplication

Platinum Sponsorship

\$100,000

50,000/Year for 2 Years OR \$20,000/Year for 5 Years

Named supporter of
our media network
expansion

Lead sponsor
recognition at our
gala fundraising
events



Positions on our
Patrons Council for
senior leadership

Lead sponsor of *Abilities*
online workplace
inclusion day

Naming rights for our
on-the-job
training/internship
program

Fundraising Event Sponsor

\$70,000
\$35,000/event

Naming rights and recognition for 2021 and 2022 events (welcome message, signage, program)



Recognition in *Abilities* magazine and all car rally marketing/publicity

Complimentary tickets to car rally events

Visibility on entrant cars and event prizes

Family Learning Sponsor

\$60,000

\$20,000/year for 3 Years

Named sponsor of our pediatric programs to educate and support parents of young children with disabilities



Sponsor recognition on CAF media platform and at our gala fundraising events

Complimentary tickets to our fundraising events

Canada Cares Award Sponsor

\$20,000/Year

Naming rights for
annual Caregiver
Recognition Awards
campaign and *One
Wish* Award



Recognition at
awards presentation
and on award
certificates

Complimentary tickets
to our fundraising
events and recognition
in event programs

Opportunity for senior
leadership to present
caregiver awards

Education Partner

\$15,000/Year

Publishing and distribution partner
For Abilities Magazine,
Today's Kids and
Caregiver Solutions

Recognition as a
partner in our media
campaigns and
awareness initiatives



Support for promising young
writers to help develop
content

Complimentary tickets
to our fundraising
events and recognition
in event programs

Annual Sponsorship Opportunities



Gold Sponsor - \$15,000/Year



Silver Sponsor - \$10,000/Year



Bronze Sponsor - \$5,000/Year

Includes recognition at fundraising events (event marketing, signage, program) and complimentary tickets commensurate with sponsorship level

CAF Directors

Board

- David Visschedyk, Partner, AMR LLP
- Barbara Kaufman, Owner, Bdot Communications
- Keith Edwards, Senior VP, SCM Insurance Services
- Anthony Milonas, CEO, Canadian Orthodontic Partners
- Jay Rosenfeld, Director, Business Development, Artemis Investment Management
- Alex Mavroudis, VP, National Sales, Sysco Canada
- Daniel Valledor, Web Consultant
- Steven Trumper, Writer, Editor, Professor, Disability Advocate
- Karen Lai, Accessibility & Inclusion Consultant

Executive Director

- Caroline Tapp-McDougall, Executive VP, BCS Group

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