

Active Living Alliance for Canadians with a Disability

2020-2021 Annual Report





About the Active Living Alliance for Canadians with a Disability

Our Vision

A society where every person in Canada, regardless of background or ability, has the opportunity to be active and healthy across their lifespan.

Our Mission

Leads and support a diverse network of organizations to be more inclusive in their physical activity* programming, policies and social and physical environments. We share best practices, connect stakeholders, and shape attitudes, values and philosophies about inclusion in communities across the country.

*Physical activity is used in its broadest definition to include recreation and sport.

Our Guiding Principles

Since 1986, when the Jasper Talks - a national symposium on physical activity and disability - introduced the five guiding principles, active living partners have used them as a foundation from which to develop goals and activities that promote active living for Canadians with disabilities.

1. Participation in physical activity is a fundamental right that contributes to quality-of-life (UN Convention on the Rights of Persons with Disabilities).
2. Self-empowered individuals and organizations are change-makers, aiming for interdependence, collaboration and respect.
3. Partnerships are an effective and efficient means of collective action.
4. All ALACD supported initiatives are person-centered and community focused.
5. Individuals have the opportunity to choose quality activities that are appropriately challenging, safe, meaningful, inclusive, and provide a sense of belonging.

Benefits of Physical Activity for People with Disabilities include

- Increased community participation
- Improved self esteem
- Increased strength to help cope with the daily stress of a disability
- Reduces likelihood of acquiring a secondary disabling condition
- Improved mental health and reduces isolation and loneliness.

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Chair's Report

It is my pleasure to share the Annual Report of the Active Living Alliance for Canadians with a Disability (ALACD) for the 2020/2021 fiscal year. This has been a year unlike any other we have experienced. The COVID-19 pandemic has affected all of us as individuals, organizations, and as a country. It has impacted our physical, mental, and in many cases our financial health. As challenging as it has been under the various imposed restrictions, being physically active has never been more important and it has been a great coping strategy.

Having operated virtually for the past 5 years has allowed the ALACD to operate with minimal changes. Recognizing that many organizations were struggling, the Coordinating Committee decided early in the pandemic to waive our membership fees. This was not only appreciated by our existing members, but it has also resulted in several new organizations joining the Alliance.

Our success continues to be the result of the efforts of the people we contract with and our volunteer Board. Each of these individual's expertise, focus and hard work continues to move us forward. I want to acknowledge the exemplary leadership of Jane Arkell (Executive Director), Christa Costas-Bradstreet (Director of Partnerships) and Sierra Roth (Youth Leadership Coordinator).

It is a privilege to serve on a Board comprised of such hardworking, dedicated, experts. Joining me on the ALACD Coordinating Committee are:

- Kelly Arbour-Nicitopoulos, Co-Director Knowledge Mobilization
- Greg Cutler, Director, Membership and Strategic Partnerships
- Jason Dunkerley, Vice Chair
- Jen Leo, Co-Director Knowledge Mobilization
- Gillian Lynne-Davies, Director, Communications
- Rick Turnbull, Treasurer
- Jane Arkell, Executive Director, ex officio

You will learn from each of their reports the breadth of work they are leading on our behalf. I want to thank Gillian Lynne-Davies, who is leaving the Coordinating Committee, for her contributions to our leadership team, and sharing her depth of knowledge pertaining to communications, and disability.

I want to thank the Canadian Paralympic Committee for their support during the past fiscal year. I also want to acknowledge our partnership with the Canadian Parks and Recreation Association and their provincial and territorial affiliates which continue to provide an avenue for us to promote best practices in inclusive physical activity across Canada.

ALACD would like to acknowledge the long-time support of the Office for Disability Issues, Employment, and Social Development Canada and Leadership Program, the Sport Canada Innovation Program, and the Gender Equity in Recreational Sport Program, Canadian Parks and Recreation Association.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Doug Nutting".

Doug Nutting
ALACD Chair

Independent Auditor's Report

The Coordinating Committee
Active Living Alliance for Canadians with A Disability
85 rue Plymouth St., Suite 100, Ottawa, Ontario, Canada K1S 3E2

I have audited the accompanying Balance Sheet of The Active Living Alliance for Canadians With A Disability as of March 31, 2021 and the related Statement of Income and Expenses for the year then ended. These financial statements are the responsibility of the Coordinating Committee. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with the General Accepted Accounting Principles and auditing standards in Canada. Those standards require that I plan and perform the audit to obtain reasonable assurance as to whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. I believe that my audit provides a reasonable basis for my opinion. The audit included an examination and verification of 100% of the revenues received and supported by signed contracts by both parties. I have also examined documents, contracts and supporting worksheets supporting 87.4% of all expenses.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Corporation as of March 31, 2021, and the results of its operations for the year then ended in accordance with Generally Accepted Accounting Principles in Canada.



William J. Murrin CMA, CPA
6589 Des Chouettes Lane
Ottawa, Ontario, K1C 6N5

Observations and Recommendations

Books and Records:

Observation:

The books and records were well kept, well organized with a clear audit trail. As mentioned in the audit report, the revenues, and expenses, which I examined, were all supported by appropriate documentation.

Audit Observations and Recommendations:

The following are my personal and professional observations and recommendations based on best practices and Generally Accepted Accounting Principles. The Co-ordinating Committee are not bound to follow and/or adhere to these recommendations, however, they should be discussed and considered as they are in accordance with good accounting and audit practices.

Minutes of Meetings – ALACD Coordinating Committee Of April 2020 – March 2021

All the recommendations mentioned in the previous year's audit report have been addressed. Recommended changes to practices and process have been made and a complete review of Policies was completed.

I have only one comment, observation and recommendation pertaining to the 2020 – 2021 Minutes:

- Observation: The minutes of January 15, 2021 indicated that a Conflict of Interest form would be distributed to all members of the Coordinating Committee (CC) to sign and return confirming whether CC members had any conflicts of interest.
- Recommendation: As a follow up action, once the conflict of interest forms have been received from all CC members, there should be an official minute recorded, stating the results.

Balance Sheet

As of March 31, 2021

	Current Fiscal Year 2020/2021	Previous Fiscal Year 2019/2020
Assets		
Cash – Scotiabank	\$ 79,050	\$ 1,950
Accounts Receivable		
Accounts Receivable	\$ 7,719	\$ 58,172
Accounts Receivable Clearing	\$ 5	
Accrued Receivable	\$ -	\$ -
HST Rebate (GST Portion)	\$ -	\$ -
HST Rebate (PST Portion)	\$ -	\$ -
Total Accounts Receivable	\$ 7,724	\$ 58,172
Prepays	\$ 2,806	\$ 1,401
Total Assets	\$ 89,580	\$ 61,523
Liabilities		
Accounts Payable	\$ 2,792	\$ 28,403
Accrued Liabilities	\$ -	\$ -
Deferred Revenue	\$ -	\$ -
Total Liabilities	\$ 2,792	\$ 28,403
Equity		
Surplus - Previous Year		
Surplus - Previous: EDSC	\$ 8,439	-\$ 4,827
Surplus - Previous: Sport Canada	\$ 5,674	
Surplus - Previous Year: Integration	\$ 356	\$ 356
Surplus - Previous Year: Other	\$ 18,651	\$ 8,681
Surplus - Previous Year Total	\$ 33,121	\$ 4,211
Current Income (Loss)	\$ 53,667	\$ 28,910
Total Equity	\$ 86,788	\$ 33,121
Total Liabilities and Equity	\$ 89,580	\$ 61,523

Statement of Income and Expenses

As of March 31, 2021

Revenues

Grants – ESDC	101,921.00
Grants - Sport Canada	109,825.00
Grants - Canadian Parks and Recreation	12,600.00
Fundraising/Donations	20.28
Membership	2,300.00
Other Revenue	36,397.50
Total Revenues	\$ 263,063.78

Expenses

General Office & Admin Expenses

Grants	-
Gifting	100.00
Registration Fees	-
Facility Rental	-
Media: Design	2,598.50
Media: Content	9,068.75
Bank & Interest Charges	67.50
Training/Professional Development	-
Insurance	2,950.47
IT Hardware & Software	602.24
Membership	193.25
Office Supplies	877.18
Courier	84.41
Printing & Copying	-
Audit Fees	1,000.00
Consulting Fees	183,009.21
Cell Phones	743.20
Conference Calls	-
Internet/Cable	-
Translations	3,974.17
Website Development	4,053.66
Total General Office & Admin Expenses	\$209,322.54

Travel Expenses

Travel: Meals	-
Travel: Accommodations	-

Travel: Airfare	-
Travel: Ground	73.92
Travel: Luggage Fees	-
Travel: Per Diems	-
Total Travel Expenses	\$73.92
Total Expenses	\$209,394.46
Net Income (Loss)	\$53,667.32

ALACD Strategic Area Reports

Partnerships

Our Goal

To build a robust network of organizations that will help ALACD and its stakeholders to achieve individual and collective goals regarding access and inclusion.

Our Progress - ALACD Has

- Continued to liaise with physical activity, recreation, and sport sector organizations to build and strengthen relationships
- Worked to strengthen relationships with organizations in a number of sectors (e.g., education - PHE Canada, Canadian Alliance for Healthy School Communities), older adults (Active Aging Canada), and the research sector (Canadian Disability Participation Project and the Canadian Fitness and Lifestyle Research Institute).
- Continued our work with The Steadward Centre as part of a funding request submitted to support the ALACD Youth Engagement Initiative
- Continued as a member of the ParticipACTION Advisory Network (PAN) and have recently joined the leadership of the their Disability, Research and Accessibility Team, related to inclusion and access
- Continued to work with 12/13 provincial/territorial affiliate organizations of the Canadian Parks and Recreation Association and the AQLPH in Quebec
- Represented ALACD and the disability sector on the leadership team of the CRPA Recreation Framework for Canada
- Represented ALACD and the disability sector on the CPRA Common Vision project focusing on activating neighbourhoods

Looking Ahead - ALACD Will

- Continue its work with the provincial and territorial affiliates of Canadian Parks and Recreation Association (CPRA)
- Continue to implement the joint ALACD/CPRA plan established in November 2018 with recreation partners across Canada
- Build relationships with the following sectors as a priority: Public health, education, universities, parks/trails, transportation, older adults
- Strengthen relationships with government partners, both federal and provincial/territorial
- Strengthen ALACD French capacity

Capacity

Our Goal

To increase stakeholders' capacity to address access and inclusion in physical activity, sport, and recreation in Canada.

Our Progress – ALACD Has

- Grown its membership from 37 to 70 organizations in the past year
- Increased our contract personnel to include a Youth Leadership Coordinator, Social Media Intern and Resource Development Coordinator
- Developed and distributed more regular updates sent to our network
- Completed a full review and update of all ALACD policies
- Continue to host monthly Board Meetings and Executive Committee Meetings
- Identify candidates to fill the Board roles of Fund Development and Government Relations
- Continued to develop the ALACD 2022-2025 Strategic Plan which included
 - Hosting focus groups of people with disabilities

- Convened a meeting of key disability organisations and researchers
- Held discussions with provincial and territorial affiliates of the Canadian Parks and Recreation Association

Looking Ahead – ALACD Will

- Continue to advocate for inclusion of persons with a disability at all tables within the sector
- Develop a government relations and fund development plan
- Apply for increased funding from ESDC Operational Support for 2022-2025 that will allow ALACD to meet the goals of our Strategic Plan.
- Finalize ALACD 2022 – 2025 Strategic Plan.

Leadership

Our Goal

To increase the awareness of ALACD and its value as a recognized leader.

Our Progress - ALACD Has

- Provided support, advice, and information to organizations as requested
- Continued to work on a "common language" document. It will be a glossary terms used in the municipal recreation sector for clarity on access and inclusion
- Presented the joint work of ALACD and its provincial/territorial affiliates to develop Canadian Practices in Inclusive Recreation
- Secured funding through CPRA's Gender Equity initiative to examine experiences of mothers with disabilities and their ability to be active and be a role model for their daughters in physical activity
- Developing a toolkit targeting decision-makers to ensure funding and other support to address access and inclusion for persons with a disability
- As part of our strategic planning, reached out to sector stakeholders through surveys and focus groups to determine their needs related to inclusion and access

Looking Ahead – ALACD Will

- Develop a resource that addresses how and where inclusion can be addressed / achieved related to the actions in the three policy documents (Canadian Sport Policy, the Common Vision and the Framework for Recreation in Canada) and how ALACD can support their efforts
- Seek opportunities to present project findings at conferences and through other channels
- Continue to promote the ALACD/CPRA Casebook using various communications channels

Influence

Our Goal

To advance decision-making, and policy development which supports access to healthy and active living for persons with disabilities in Canada.

Our Progress - ALACD Has

- Advocated to funding partners and other key influencers on the value of physical activity for individuals with a disability
- Met with Minister of Employment, Workforce Development and Disability Inclusion to provide an update on ALACD initiatives and advocate for the importance of active living for persons with disabilities, particularly coming out of the pandemic;
- Continued collaboration through partnership with Sport Canada initiated in 2019-2020;
- Member of the CPRA Recreation Framework Leadership Team
- Member of PHE Canada Equity, Diversity and Inclusion Committee

Looking Ahead – ALACD Will

- Continue to collaborate with ParticipACTION in supporting public awareness campaigns through an accessibility and active living lens;

- Continue advocacy for the vital role of active living as a catalyst to empower persons with disabilities.
- Engaging government and non-traditional funders on the importance of grassroots outreach to remove systemic barriers to active living for persons with disabilities.
- Emphasizing the value of active living among persons with disabilities in parallel with work to advance diversity and inclusion for all equity-seeking groups in Canada.

Communications

Our Goal

To implement and refine the ALACD Communications Plan that will support all aspects of the ALACD Strategic Plan.

Our Progress – ALACD Has

- Continued to strengthen our digital communications, including our website, our e-newsletter and our social media to build our capacity.
- Continued to research, grow and reach out to our national network of almost 850 contacts using our online database. This segmented database enables us to:
 - Reach out to organizations unfamiliar with the *Active Living Alliance for Canadians with a Disability* to let them know who we are and what we do. Ultimately, we are working towards these organizations becoming members and joining us in our important work. Together, we can influence the sport, active living and recreation sector and its engagement with people with disabilities.
 - Kept our government contacts and other grantors informed of the work we are doing, our leadership in the sector and help educate decision-makers on the value of active living and inclusion.
 - Ensured that we are in regular contact with our member organizations. We want to work together to ensure people with disabilities are included and can access physical activity, recreation and sport.
- During the pandemic, it was important to stay connected. Our e-newsletter kept us in touch with our member organizations, government contacts and other community partners. It also provided an opportunity to share information across the sector. Twelve updates were sent out this past year to our network with the following results:
 - Our average open rate was 33.52
 - Our average click-through rate was 58.78% which is up 26% from last year.
 - Our unsubscribe rate is 0.18%. The industry average is 0.1% and the non-profit average is 0.2%.
- We continued to improve our website to support people and organizations wanting to be inclusive of people with disabilities in active living activities. We provided new and relevant content, including the Canadian Practices in Inclusive Recreation Case book, ten infographics, updated disability tip sheets, and 12 new blogs.
- This work resulted in:
 - An average session time of 2.03 minutes. A good average session time is 2-3 minutes.
 - An increase in the number of site users over the past year by 67%
 - An increase in the number of site session over the past year by 72%
- Throughout the year, we have monitored and reacted to social media activities. We hired a social media staff person to promote the resources and activities of the Alliance and of our members. All our social media accounts have increased followers from last year.

Looking Ahead – ALACD Will

- Maintain and update the online database of members, government contacts and community organizations.
- Send out regular updates to our member organizations and stakeholders to help build our national network and membership.

- Continue to develop new and relevant content for the website.
- Engage member organizations and partners in content development.
- Continue to use social media to engage community members, to highlight issues of concern in the sector, and amplify the voice of the Alliance.
- Create an onboarding process/package for potential new members.
- Develop a case for support for meetings with government officials/donors.
- Finalize the branding guidelines.

ALACD Projects at a Glance

Innovation

With the support of the Sport Canada Innovation Program, ALACD has partnered with York University to better understand and improve the attitudes of parents of children with a disability toward sport participation and physical activity.

Youth Leadership

With the support of the ESDC Youth Leadership, the Alliance has partnered with The Steadward Centre, University of Alberta to hire a youth employee. This is a 3 year program that will mobilize youth with a disability in their pursuits to become and stay active.

ESDC Operational

ALACD was fortunate to receive some core support funding that help with the operations of the Alliance. This funding ends in March 2022 and a new application will be submitted for 2022 – 2025.

Gender Equity

With the support of the CPRA Gender Equity Program, ALACD is uncovering the barriers that mothers and daughters (one or both with disabilities) have experienced in their journey to be active.

Decision Makers

Quite often, decision makers are not aware of the value of physical activity for persons with a disability and as a result do not support those programs. ALACD is gathering the evidence on the value of physical activity and developing a tool kit of facts and stats, to help make a convincing case.

ALACD Members

Abilities In Motion – Adaptive Paddling
 Ability Online
 Active Aging Canada
 Ausome Ottawa
 Beyond the Conversation
 Blind Fishing Boat
 Brock Niagara Penguins
 Calgary Adaptive Hub
 Canadian Blind Hockey
 Canadian Cerebral Palsy Sports Association

Canadian Disability Participation Project
 Canadian Fitness and Lifestyle Research Institute
 Canadian Paralympic Committee Canada
 Canadian Parks and Recreation Association
 Canadian Society for Exercise Physiology
 Cerebral Palsy Canada Network
 Change Through Sport
 City of Surrey

Community Living Parry Sound
Dovercourt Recreation (Ottawa)
Easter Seals Nova Scotia
Niagara Children's Centre
Ever Active Schools
Lethbridge Sports Council
Medicine Hat Adaptive Sport and
Recreation
One Ability
The Steadward Centre, U of Alberta
Paddle Canada
Paralympic Sports Association Alberta
ParaSport Ontario
ParticipACTION
Pickering Football Club
Rocky Mountain Adaptive
PHE Canada
RAD Society
Recreation Facility Association of Nova
Scotia

Power to Be
Rowing Canada
Seniors Resource Centre Saint John,
NB
Saskatoon Rowing Club
Special Olympics BC
Spinal Cord Injury Canada
Sportability – CP Sports of BC
Sheppard Public School, Toronto
Astonished – Better Together
Sport for Life
Therapeutic Recreation Ontario
Toronto Accessible Sports Council
Toronto Para Sport Association
University of Fraser Valley
Variety Village
West Island Association for the
Intellectually Handicapped
Western University Health Sciences
ParaWell Play

ALACD Provincial/Territorial Partners

BC Parks and Recreation Association
Alberta Recreation and Parks
Association
Saskatchewan Parks and Recreation
Association
Recreation Manitoba
Parks and Recreation Ontario
Recreation New Brunswick

Recreation Nova Scotia
Recreation PEI
Parks and Recreation Newfoundland
Labrador
Recreation and Parks of Nunavut
Recreation and Parks of NWT
Recreation and Parks of Yuko

ALACD Coordinating Committee

- Doug Nutting, Chair
- Gillian Lynne-Davies, Director, Communications
- Greg Cutler, Director, Membership and Strategic Partnerships
- Jason Dunkerley, Vice Chair
- Jen Leo, Co-Director Knowledge Mobilization
- Kelly Arbour-Nicitopoulos, Co-Director Knowledge Mobilization
- Rick Turnbull, Treasurer

ALACD Personnel

- Jane Arkell, Executive Director
- Christa Costas Bradstreet, Partnerships Director
- Sierra Roth, Youth Development Coordinator

ALACD Funding Partners

- Canadian Parks and Recreation Association – Gender Equity Program
- Employment and Social Development Canada Social Development Partnership Program – Disability

- Employment and Social Development Canada Social Development Youth Employment Program
- Sport Canada Innovation Program