



**ACTIVE
LIVING
ALLIANCE**
FOR CANADIANS
WITH A DISABILITY

2017-2018 Annual Report

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Report from the Chair of ALACD

Governance

It has indeed been my pleasure to serve the Active Living Alliance for Canadians with a Disability since reopening our doors in 2016. Our National Coordinating Committee is a small, very hard-working team of volunteers that I would like to acknowledge.

- Andrea Carey, Director of Strategic Relationships
- Christa Costas Bradstreet, Director of Membership and Partnership
- Doug Branscombe, P/T & Membership Team
- Dr. Kelly Abour-Nicitopoulos, Director of Research
- Greg Cutler, P/T & Membership Team
- Karin Pasqua, Director of Communications
- Marco Pasqua, Director at Large
- Rick Turnbull, Treasurer

*Biographies available on ALACD [website](#).

Our Accomplishments

While the vast number of accomplishments are outlined in my colleagues' reports, overall the ALACD is filling a unique space in the sport and recreation community in Canada. We are dedicated to the broad spectrum of all disabilities (physical, sensory, intellectual, learning, communication and mental health) and to individuals of all ages and all levels of ability. We are committed to encouraging and supporting individuals to get active whether to achieve health and social benefits or to embark on their journey to the podium.

On our cross-country series of meetings held over the past year, we heard numerous times that inclusion for people with a disability in sport and recreation is becoming a priority. This is only going to become more important given Bill C-81 – the Accessible Canada Act. My team and I will build tools and provide services that will help organizations, communities and facilities to be welcoming and inclusive for all.

Our Challenges

ALACD has made tremendous progress on a very small budget. Like many organizations, it is very difficult to engage in multi-year planning on modest short-term funding. We are very grateful for the partnerships we have established that are providing in-kind support to the Alliance. We are also seeking multi-year funding from the Office for Disability Issues, ESDC.

We are creative! We have;

- Engaged in 2 strategic relationships that will produce a revenue stream in 2019
- Secured in-kind administrative and project support valued at \$15,000
- Developed a contributory membership model
- A virtual office with no overhead or administration costs
- A part time Executive Director

Our Future

ALACD is committed to serving our partners. Over the next year and beyond we will be facilitating networking opportunities and training assistance. We always are interested to hear from you about emerging priorities, new programs and opportunities.

Respectfully Submitted,
Doug Nutting
ALACD Chair



ALACD Financial Statement
2017-2018
Balance Sheet as of March 31, 2018

Assets		
Cash - Scotiabank		5,718.68
Accounts Receivable		3,650.00
HST Rebate (GST Portion)	0.00	
HST Rebate (PST Portion)	0.00	
Accounts Receivable		0.00
Prepays		0.00
Prepaid		66.89
TOTAL ASSET		9,435.57
Liabilities		
Accounts Payable		7,493.03
Accrued Liabilities		0.00
HST Charged on Sales		0.00
Deferred Revenue		66.89
Total Liabilities		7,559.92
EQUITY		
Surplus		
Surplus - Previous Year: Other	2,761.55	-
Surplus - Previous Year: Integration	2,000.00	
Surplus - Previous: EDSC	0.30	-
Surplus - Previous Year		-761.85
Current Earnings		2,637.50
Total Surplus		1,875.65
TOTAL EQUITY		1,875.65
LIABILITIES AND EQUITY		9,435.57



ALACD Comparative Income Statement
2017-2018
As of March 31, 2018

REVENUE	<u>ESDC Grant</u>	<u>Integration</u>	<u>Other</u>	<u>Total</u>
Grants- ESDC	69,730.02	0.00	0.00	69,730.02
Membership	0.00	0.00	3,400.00	3,400.00
Other Revenue	0.00	0.00	180.05	180.05
Total Revenue	69,730.02	0.00	3,580.05	73,310.07
TOTAL REVENUE	69,730.02	0.00	3,580.05	73,310.07
EXPENSE				
Grants	0.00	0.00	0.00	0.00
Bank & Interest Charges	47.70	0.00	0.00	47.70
Insurance	779.06	0.00	0.00	779.06
IT Hardware & Software	211.33	0.00	0.00	211.33
Courier	335.93	0.00	0.00	335.93
Meals	2,649.81	0.00	0.00	2,649.81
Membership	117.85	0.00	0.00	117.85
Office Supplies	328.28	0.00	0.00	328.28
Printing & Copying	0.00	0.00	0.00	0.00
Consulting Fees	50,864.09	1,643.75	-700.58	51,807.26
Cell Phones	784.01	0.00	0.00	784.01
Conference Calls	0.00	0.00	0.00	0.00
Internet/Cable	6.08	0.00	0.00	6.08
Travel: Accommodations	4,235.57	0.00	0.00	4,235.57
Travel; Airfare	5,583.37	0.00	0.00	5,583.37
Travel; Ground	3,685.90	0.00	0.00	3,685.90
Travel; Luggage Fees	100.42	0.00	0.00	100.42
Travel; Per Diems	0.00	0.00	0.00	0.00
TOTAL EXPENSE	69,729.40	1,643.75	-700.58	70,672.57
NET INCOME	0.62	-1,643.75	4,280.63	2,637.50

Respectfully Submitted,
Rick Turnbull
ALACD Treasurer



Membership and Partnerships

Membership

Since 2016, the Active Living Alliance for Canadians with a Disability has developed a contributory membership model. Organizations who are interested in and/or committed to social inclusion through sport, recreation for individuals with a disability are welcome to join. The minimum membership fee is \$50/year, but organizations can contribute a larger amount if they are able.

Currently ALACD has approximately 25 members which brings in a revenue stream of close to \$4,000. Our members are multi-disability and multi-sectoral. They are representative of;

- Research
- Rehabilitation
- Sport organizations for disabled
- National sport organizations
- Community sports councils and clubs
- Education
- Older adults
- Fitness facilities
- Community living
- Outdoor pursuits
- Chronic disease

Over the past year, ALACD has met with over 100 organizations to determine their needs relative to access and inclusion for individuals with a disability. There were many commonalities. The priorities that we heard and will focus future member services in the 2018-2019 year. They are;

- Inclusion Advocacy (small 'a')
- Inclusion audit
- Inclusion training
- Data base of available programs and adapted equipment
- Networking & Story Telling
- Policy development
- Research, Facts and Stats

Partnership

ALACD has established some incredible partnerships over the past 2 years. We truly work in the spirit of an alliance and would like to acknowledge the following organizations for their ongoing support.

- Canadian Paralympic Committee – ALACD Financial Administration
- Recreation Integration Victoria – Website Administration
- Canadian Disability Participation Project – Research Assistance
- Faculty of Kinesiology and Physical Education, University of Toronto – Connection Grant – Social Sciences and Humanities Research Council (SSHRC)

Provincial/Territorial Affiliates

Over the past year, ALACD has established partnerships with 11 out of 13 provincial/territorial affiliates of the Canadian Parks and Recreation Association (CPRA). This will be a win-win relationship. CPRA is implementing its National Recreation Framework, with a goal dedicated to Inclusion and Access, and ALACD will have a reach to over 12,000 municipalities across Canada. We are so pleased to be working with:

- Alberta Recreation and Parks Association
- BC Recreation and Parks Association
- Parks and Recreation Ontario
- Recreation Connections Manitoba
- Recreation and Parks Association of Nunavut
- Recreation and Parks Association of the Yukon
- Recreation New Brunswick
- Recreation Newfoundland and Labrador
- Recreation Nova Scotia
- Recreation PEI
- Saskatchewan Parks and Recreation Association



ALACD is currently pursuing discussions with AQLPH (Association québécoise du Loisir pour personnes handicapées) in Quebec. In 2018-19, ALACD will also be in the process of identifying and pursuing a partner in Northwest Territories as NWTRPA is currently unable to act as the ALACD's affiliate organization. They have, however, requested to be kept up-to-date of the work of ALACD.

In November 2018, in partnership with the University of Toronto, ALACD will host a planning meeting with representatives of the above organizations. From that, we will establish a multi-year engagement plan.

Respectfully Submitted,
Christa Costas Bradstreet
Greg Cutler
Doug Branscombe

ALACD Partnership and Membership Team



Active Living Alliance Research Report

Dr. Kelly Arbour-Nicitopoulos, an Assistant Professor within the Faculty of Kinesiology and Physical Education and one of the co-investigators of the Canadian Disability Participation Project (CDPP) took on the role of Director of Research for the ALACD in November 2017

Last year the CDPP was established as the official research partner of the ALACD. The CDPP is an initiative (funded through a 7-year Partnership Grant from the Social Sciences and Humanities Research Council of Canada) that aims to develop, test, and disseminate evidence-informed tools that will help Canadians living with physical disabilities achieve full community participation (i.e., community mobility, employment, and sport and exercise). The CDPP is made up of 50 researchers and community partners across Canada. ALACD has been a community partner for several years and helps connect researchers with programs and services in the community.

In July 2018, ALACD and the University of Toronto received funding from the Social Sciences and Humanities Research Council of Canada to support a workshop on November 27th, 2018. It will bring together the Executive Director of Canadian Parks and Recreation Association (CPRA), the Provincial and Territorial representatives of CPRA, the Director of the Canadian Fitness and Lifestyle Research Institute, and researchers from the Canadian Disability Participation Project. Our goal is to develop a strategic 3-year plan for advancing the Inclusion and Access goals and priorities of the *National Framework for Recreation in Canada* related to persons with a disability. As part of this project, our team will;

- (a) develop a supplementary addendum that outlines **indicators and metrics** associated with *The Framework's* Inclusion and Access goals and priorities,
- (b) establish a **coordinated system for tracking progress** across the 13 provinces and territories in each action step of the strategic plan,
- (c) published an **open-access report** of the proceedings; and
- (d) develop a **casebook** profiling current Canadian practices and supports for addressing Inclusion and Access for persons with a disability in recreation.

ALACD is hoping to work with CDPP to analyze Bill C-81 (Accessible Canada Act) under a sport and recreation lens. We have reached out Dr. Mary Ann McColl, Queen's University, Director, Canadian Disability Policy Alliance to help undertake this work.

It is my pleasure to serve ALACD as Director of Research and looking forward to our work in the future.

Respectfully Submitted,
Kelly Arbour- Nicitopoulos
ALACD Director of Research





Communications Report

Marketing & Communication Objectives

1. Educate the public about ALA's mission, resources and membership benefits
2. Strengthen our relationships with existing community partners, members, legislators and funders
3. Attract new community partners across Canada and encourage past program participants to become ala.ca members
4. Educate and influence the public on the importance of physical literacy for Canadians of all abilities and inclusion of people of all abilities in physical activities
5. Highlight success in inclusive physical activities from regions across Canada including indigenous communities.
6. Provide appropriate language and talking points for members to include when influencing the public, educators, coaches and policy-makers.

Target Audiences

1. **Community Partners and Members:** This includes organizations who provide physical activities to Canadians who may or may not be currently offering adaptive programming.
2. **Provincial and Territory Partners: Each of the 13 provinces and territories are to be engaged with and provided training on inclusion.**
3. **ALACD Former Program Participants:** This includes both members and non-members and past ambassadors.
4. **Government Employees (Provincial and Federal)**

Channels

Our communication strategy has focused primarily on Twitter, Facebook and LinkedIn with the most engagement being on Twitter. We have sought to engage with members, partners, government policy makers and like-minded accounts by sharing, commenting and engaging with physical activity-related content.

The primary focus of the content we've engaged with online includes adaptive sport, Canadian sport association activities, para-sport, legislative changes, inclusion in education and physical literacy. Examples of hashtags we've used include: #inclusion, #parasport, #accessible etc.

Statistics

Twitter @ALA_CD follower demographics:

- 58% female, 42% male,
- 82% Canadian, 40% from Ontario and 15% from British Columbia with the remainder of the provinces averaging between 3% and 5%

Outcomes

Twitter:

- Over 42,000 Tweet impressions
- Grown out following from 327 to 451 in the last year
- Top followers include not-for-profits for persons with disabilities, parks and recreation municipal reamendments and government representatives

Examples of top tweets:

- Vancouver Island is majestic. Here is a list of accessible trails on the island. [#VancouverIsland #hike #trails ow.ly/dGEY30IxEQW](#)
- The [@CityofSurrey](#) partnered with [@Canucksautism](#) to put on an inclusive birthday festival. How fun is this? They even created a sensory-friendly space for those who needed it. [ow.ly/uPAg30I9tk4](#)
- Join the movement! Become a member of the Active Living Alliance and join a network of organizations striving to make each Canadian community inclusive of people with disabilities and help build better programs, campaigns and policies. [ala.ca/becoming-a-mem...](#)

Facebook:

- Page likes and followers slowly growing, currently the page has 203 followers
- Posts have reached thousands



Plan for 2018-2019

- Continue to grow audiences on all platforms
- Further engage with government partners and partners around the Bill C-81 and promotion of inclusion of Canadians with disabilities
- Spotlight members through sharing and featuring relevant research, programs and information

Respectfully Submitted,
Karin Pasqua

ALACD Director of Communications





Strategic Relationships

Over the past year, ALACD has been reviewing their strategy and re-building the organization. It has been an exciting year with establishing memberships; signing Provincial/Territorial partnerships and pursuing opportunities to raise the profile and impact of the organization.

Active Living Alliance had many assets and the past year has been an opportunity to review how we **activate** those assets in increase the **impact** we can have across the sectors and to **connect** the partners and members we have developed.

Activate - Two of our training resources are being activated in the system:

Moving to Inclusion which was a 20-hour workshop, has been re-developed and the content is being built into an elearning by Canadian Tire Jumpstart Charities as part of their leader training initiative under Play Finds A Way. We are one of three organizations that are developing the first elearnings with Jumpstart, and we look forward to the launch of these resources in fall 2018!

All Abilities Welcome which has been a presentation that we had been doing on occasion is being re-developed into a workshop that will be delivered to Boys and Girls Clubs Canada as part of a larger training initiative that Sport for Life Society is doing with them each year for the next five years and begins in October.

Impact - Looking forward and drawing on our history:

Active Living Alliance is uniquely positioned in being the only organization that works across disability in the physical activity and sport space. We have demonstrated our reach through the development of affiliate agreements with 11 provinces and territories which gives us a reach of 12,000 communities and facilities across the country and we are respected as experts in the disability space. We have worked hard to rebuild our website and to develop our social media presence. This gives us a platform to speak to an audience who both seek information about how to better plan for an include persons with a disability in physical activity and sport programming and also to share what is evolving in that space.

We presented at the Sport for Life Canadian Summit in January 2018; the Canadian Parks and Recreation Forum in May 2018; and are scheduled to speak at the Ever After Schools conference in October.

Bill C-81 the *Accessible Canada Act* will be a gamechanger in the Canadian landscape. When it was unveiled in June, Minister Duncan described it as "Accessibility in Canada is about creating communities, workplaces and services that enable everyone to participate fully in society without barriers." ALA is positioned well to support what this means across physical activity and sport and is actively planning for the tools and trainings that can assist with this implementation.

Connect – Listening to the needs of our members and partners and connecting them with what they need:

Active Living Alliance has been meeting with the provincial and territorial affiliates and reaching out to our members to understand what their needs and gaps are. Given their unique knowledge across the disability space, ALA has been a connector to bring solutions forward that support these needs and seek solutions to the gaps. In the near future ALACD will unveil some new member benefits such as webinar training and network engagement.

Respectfully Submitted,
Andrea Carey

ALACD Director of Strategic Relationships



2017-2018 Members

- Active Aging Canada
- Brock Niagara Penguins
- Canadian Blind Hockey Association
- Canadian Cerebral Palsy Sports Association
- Canadian Parks and Recreation Association
- Canadian Society for Exercise Physiology
- Canadian Sport for Life Society
- City of Surrey
- Community Living Parry Sound
- Dovercourt Recreation Association
- Easter Seals Nova Scotia
- Ever Active Schools
- Lethbridge Sports Council
- MS Society of Canada (BC & Yukon Division)
- ParaSport Ontario
- ParticipAction
- PHE Canada
- Physical Activity Coalition of Manitoba
- Recreation Facilities Association of Nova Scotia
- Recreation Integration Victoria
- Rocky Mountain Adaptive
- Steadward Centre, University of Alberta
- Top Shape Fitness Studio
- Variety Village

2017-2018 Partners

CPRA Provincial/Territorial Affiliates

- Alberta Recreation and Parks Association
- BC Recreation and Parks Association
- Parks and Recreation Ontario
- Recreation Connections Manitoba
- Recreation and Parks Association of Nunavut
- Recreation and Parks Association of the Yukon
- Recreation New Brunswick
- Recreation Newfoundland and Labrador
- Recreation Nova Scotia
- Recreation PEI
- Saskatchewan Parks and Recreation Association

ALACD Service Providers

- Canadian Disability Participation Project, UBCO
- Canadian Paralympic Committee
- Faculty of Kinesiology and Physical Education, University of Toronto
- Recreation Integration Victoria

