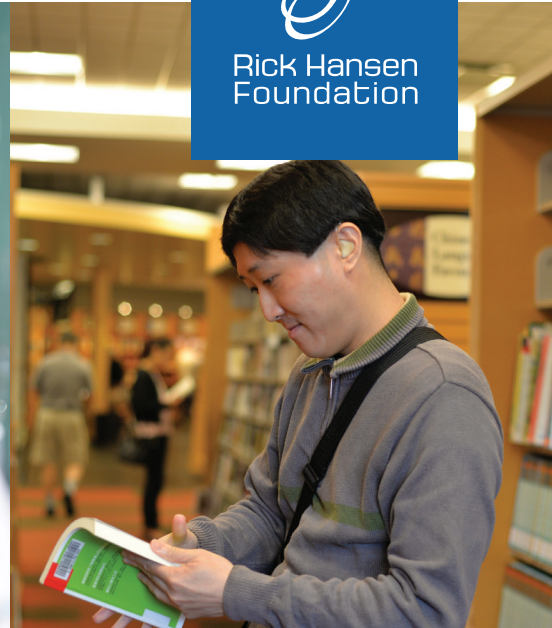




Rick Hansen
Foundation



STRATEGIC PLAN 2015-2018

raising awareness
changing attitudes
breaking down barriers

Mission

To inspire leaders, influencers and the public to join Rick Hansen in creating a global movement to remove barriers in the built environment, and thereby liberate the potential of people living with disabilities.

Vision

An inclusive world where people with disabilities are living to their full potential.



DISABILITY AFFECTS US ALL...

According to Statistics Canada, 3.8 million Canadian adults have a disability, which represents 13.7% (or approximately one in seven) of the adult population. They also estimate that by 2036, the proportion of people with disabilities could be as high as one in five.

Globally, people with disabilities are the largest minority group in the world, representing over a billion people, or 15% of the world's population, and one that any of us can become a member of at any time. Disabilities can result from an accident, a degenerative illness, a medical condition, or the natural outcome of growing older.

People with disabilities still face many visible and invisible barriers today: attitudinal, physical accessibility, employment, lack of information, transportation, housing, health, and education. One of the most significant barriers is the built environment.

At the Rick Hansen Foundation, we believe that when barriers within the built environment are removed and people with disabilities can live, work, and play to their full potential, the entire community and economy benefits. Accessibility is the key to unleashing the economic potential of people with disabilities. This includes increased employment opportunities, greater disposable income, and lower societal costs.

The time to bring accessibility into the forefront of Canadian consciousness is now.





A LEGACY OF IMPACT: AWARENESS, ATTITUDES, AND QUALITY OF LIFE

For three decades, the Rick Hansen Foundation has forged partnerships and created programs that support people with disabilities while engaging leaders to raise awareness, remove barriers, and accelerate spinal cord injury research and care.

Having raised more than \$325-million and achieved a critical mass of people, programs, and resources to address care and cure for spinal cord injury (SCI) and other related disabilities, we are now uniquely positioned to tackle another significant barrier: the built environment.

Our vision remains the same. We have evolved our mission to focus on accessibility in the built environment, because of its importance as a foundational pillar to removing barriers for people with SCI and other disabilities. While great progress has been made, there is still a long way to go – and the Rick Hansen Foundation intends to create a global movement to remove barriers in the built environment and thereby liberate the potential of people living with disabilities.



OUR STRATEGIC IMPERATIVES 2015-2018

The Rick Hansen Foundation 2015-2018 Strategic Plan sets out a roadmap to increase awareness, change attitudes, and be a catalyst for removing barriers in the built environment.

The plan was developed by Foundation management in consultation with our Board of Directors, the people who receive and benefit from our work, and key stakeholders who share in our vision of an inclusive world.

The following four strategic imperatives will guide the Foundation in creating the conditions for a more accessible and inclusive world where people with disabilities are able to live, play, and work to their full potential.

Strategic Imperatives

- 1. Develop initiatives that increase accessibility** in the built environment.
- 2. Increase awareness and change attitudes** about the potential of people with disabilities, becoming a catalyst for removal of physical barriers to accessibility.
- 3. Transform how we do business** to ensure long-term sustainability required to maximize our impact.
- 4. Engage, align and empower** our team to make a difference.

Develop initiatives that increase accessibility in the built environment

We will develop a suite of programs to influence and directly improve accessibility of the built environment – both new construction and retrofits. The main components are:

- **The Accessibility Grants Program** (formerly known as the Quality of Life Grants Program) – will continue to provide funding to improve the built environment.
- **Accessibility services** – we will conduct design reviews and accessibility audits of existing facilities for corporate and public partners.
- **Training and Accreditation of accessibility assessors** – will ensure buildings are assessed using a consistent methodology based on global best practices, and that the assessors are well trained. Employment opportunities are also anticipated to be created by training people with disabilities to become accredited assessors.
- **A Certification program** – this rating system (similar to Leadership in Energy and Environmental Design, or LEED, which rates green buildings) will help building owners and operators understand accessibility requirements and encourage incentives to upgrade or build to higher standards.

Increase awareness and change attitudes about the potential of people with disabilities, becoming a catalyst for the removal of physical barriers to accessibility

- Together with our partners, we will invest in research to gain a better understanding of the attitudinal barriers for people with physical disabilities, establish benchmarks, analyze the economic opportunity for people with disabilities, and measure progress.
- We will amplify Rick Hansen's convening power through robust social media outreach that leverages his unique ability to connect people and organizations, and bring them together to create a more powerful cohesive voice for global accessibility and inclusion.
- Utilizing multiple communication platforms, we will invest in stakeholder communications, as well as public campaigns, events, and thought leadership forums to raise awareness, generate dialogue, and challenge and change attitudes.
- We will leverage the Man In Motion World Tour 30th anniversary in 2017 to reinvigorate and amplify the conversation about the potential of people with disabilities (aligned with, and contributing to, Canada's 150th celebrations).
- We will expand the Rick Hansen School Program and the Rick Hansen Ambassador Program for broader reach across Canada, and develop a curriculum that delivers on the mission of inclusiveness and accessibility.
- We will create an online global platform for information sharing and two-way dialogue, connecting influencers, global thought leaders, and others who are working to find solutions for people with disabilities.

Transform how we do business to ensure long-term sustainability required to maximize our impact

- We will build a viable long-term financial model to ensure the sustainability of the Foundation and its people, to continue to deliver impact.
- We will develop and implement comprehensive public and corporate fundraising programs that result in diversified revenue streams, enabling funds to be directed to areas of greatest need.
- We will engage in meaningful corporate, government, and key stakeholder partnerships to secure funding, advance the accessibility conversation, and accelerate implementation of key programs and policies that enable people with disabilities to fully contribute to society.

Engage, align, and empower our team to make a difference

- We will support and empower our staff and Board to deliver against our organizational objectives while providing an environment that fosters learning and development.
- We will be a model for others in ensuring that our work spaces are fully accessible and our workforce is fully inclusive.



OUTCOMES & PRIORITIES

Long Term Goals

By 2050, we want to see the built environment in Canada fully accessible for people with disabilities as defined by the buildings and places where we all live, work, and play. Our measures of success include:

- 100% of the Canadian built environment meets Rick Hansen Certification Silver Standard (exceeds minimum current code for accessibility).
- 100% of people with disabilities in Canada surveyed believe that their built environment is accessible.
- 100% of Canadians surveyed believe that the built environment in Canada is accessible for people with disabilities.

Outcomes by 2018

- There is a measurable shift in levels of awareness and attitudes about the potential of people with disabilities and the barriers they face within the built environment.
- People with disabilities themselves are engaged in the development, implementation, and evaluation of initiatives, and see measureable improvement in opportunities.
- We have an actively engaged and deeply committed community of key influencers, leaders, partners, and donors who are collectively advancing the mission.
- Accessibility certification pilot programs are complete, with a fully operationalized accreditation and certification program implemented.
- Public and private partnerships have been established to advance infrastructure improvements related to accessibility and inclusion.



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