



Rick Hansen  
Foundation

# A WORLD WITHOUT BARRIERS

**ANNUAL REPORT**  
2014 – 2015







## THANK YOU

The Rick Hansen Foundation is working to ensure that Canadians with disabilities are included in all aspects of life. It is our vision to raise the critical public awareness and understanding that is necessary to build an inclusive society, regardless of an individual's disability or mobility challenge, starting in Canada and ultimately creating a global movement for change.

As the population in Canada ages, by 2030 it is expected that one in five individuals will experience some form of disability. A disability can be visible or invisible, temporary or permanent. For many, it will be a natural outcome of growing older. Addressing broader disability challenges can only be accomplished with a community of people dedicated to making the world a better place.

To our generous donors  
and partners – **we are  
deeply grateful for your  
continued support.**

The positive impact we show in this report could only have happened with partners like you – partners that include individuals, corporations, governments, charities and non-profits, research institutions, and health care facilities. Your commitment helped achieve real change for people with disabilities. Thank you!





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When we work together,  
**anything is possible!**

## Message from the CEO

**Dear Friends,**

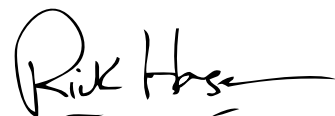
On behalf of the Foundation, I wish to thank you for your continued support and commitment throughout our journey to improve the lives of people with disabilities. We have accomplished so much this year: our programs, partnerships and initiatives continue to break down barriers by changing attitudes, creating accessible spaces and inspiring an inclusive society. Also, we are incredibly proud to be one of 150 accredited non-profits recognized by Imagine Canada's Standards Program.

This year, we celebrated the 30th anniversary of the beginning of the Man In Motion World Tour, a milestone that prompted us to reflect on our impact over three decades and plan for the future of our organization.

The Rick Hansen Foundation has achieved real change for people with disabilities through collaboration and teamwork thanks to the support of generous donors and partners like you. While we've made great strides towards our vision, our work is not yet done; we must continue our journey to liberate the amazing potential of people with disabilities. With this in mind, the Foundation's Board and senior leadership team undertook a comprehensive strategic planning process during this fiscal year to reflect on our organization's past and future direction. This critical work helped us build on our strengths in order to raise the bar in a number of key program areas. The resulting strategic priorities will be used to guide us on the next phase of our journey.

We can now focus on transforming the level of global awareness about the incredible potential of people with disabilities and the physical barriers they face – resulting in greater inclusiveness while inspiring others to remove barriers, starting in Canada.

While we continue to honour our existing commitments as we pivot to our broader mandate, I passionately believe that we will be able to achieve transformational change for people with disabilities, first in Canada and then around the world.

A handwritten signature in black ink, reading "Rick Hansen". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

**Rick Hansen, C.C., O.B.C.**  
CEO, Rick Hansen Foundation







## Message from Board Co-Chairs

It has been a highly productive year at the Rick Hansen Foundation, with the completion of a strategic planning process that remains true to our original vision of creating an accessible and inclusive world.

For three decades, we have forged partnerships and created programs and initiatives that provide support to people with disabilities, engaging leaders on the important issues of spinal cord injury research and patient care. With these initiatives firmly established through the Rick Hansen Institute and our partners thanks to continued government support, now is the time for us to raise awareness and understanding of the existing physical barriers that prevent an inclusive society.

Last year, the Foundation was one of 150 organizations in Canada to be accredited by Imagine Canada's Standards Program, a distinction held by fewer than 1% of charities and non-profits. Accreditation is renewed on a yearly basis and the Foundation successfully completed its first annual review demonstrating its ongoing adherence to best practices in board governance, financial accountability and transparency, fundraising, staff management and volunteer involvement. We look forward to strengthening our organization in all these areas to support our continued work to create solutions to address the following key barriers for people with physical disabilities including: awareness, attitudes and accessibility.

We would like to thank our Board of Directors and the Foundation staff for their hard work this year. Also, we would like to acknowledge our generous funders, donors and partners as they continue to support our efforts to build a world without barriers – our shared commitment to this cause is crucial to our current and future success.

**Together, we are stronger.**



**Lyall Knott, Q.C.**  
Co-Chair, Board of Directors  
Rick Hansen Foundation



**George Gaffney**  
Co-Chair, Board of Directors  
Rick Hansen Foundation

# Message from the Treasurer

The Rick Hansen Foundation Board of Directors and staff places accountability at the forefront of our work. We hold ourselves accountable to our generous partners, donors, sponsors, the disability community and most importantly, people with disabilities.

Recognizing the need to drive transformational change for people with disabilities, the Board of Directors of the Foundation approved a continued investment in fundraising and awareness activities this fiscal year. While these activities resulted in an anticipated deficit, funded by specifically designated reserve funds, they were deemed critical to continue to grow our Major Gift, Corporate and Community Giving fundraising programs to increase our impact and ensure the sustainability of the organization. We expect to see the benefit of this investment over the next two to five years.

Thanks to the generous support of government and donors, we take great pride in our thirty year history of creating real change for people with disabilities. We have raised \$319 million in that time, and the chart on page 10 illustrates where our funding has come from and how it has been applied since 1986.

Revenue this fiscal year shows a 37% increase over the prior year due to new and increased contributions from the Federal and Provincial governments. The Foundation engages the services of an investment management firm to invest those funds not immediately required for execution against our mission, under defined investment policies, to generate income and capital gains.

Charitable program activities increased in line with the associated contributions and an increase in strategic activities around creating a global movement to remove barriers for people with disabilities. The Foundation is committed to managing costs, and has a reciprocal service agreement with the Rick Hansen Institute whereby fundraising, finance, human resources, communications and other costs are shared. Our operating budget is approved annually by the Board of Directors, staff compensation is regularly benchmarked against comparable organizations, and annual performance is evaluated against strategic objectives.

Looking forward, the Board of Directors of the Foundation approved further investment in the renewed strategy over the course of the next fiscal year to ensure that we are able to achieve our vision and mission.



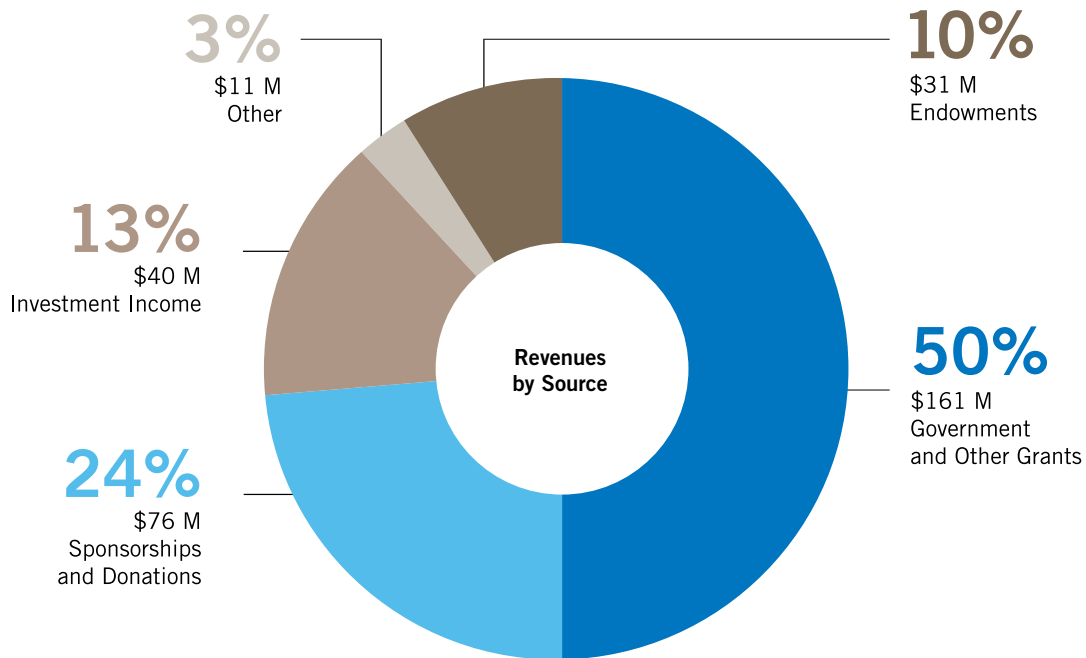
**Eric Watt , CPA, CA**  
Treasurer, Board of Directors  
Rick Hansen Foundation



## Cumulative Revenues since the Man In Motion World Tour in 1986

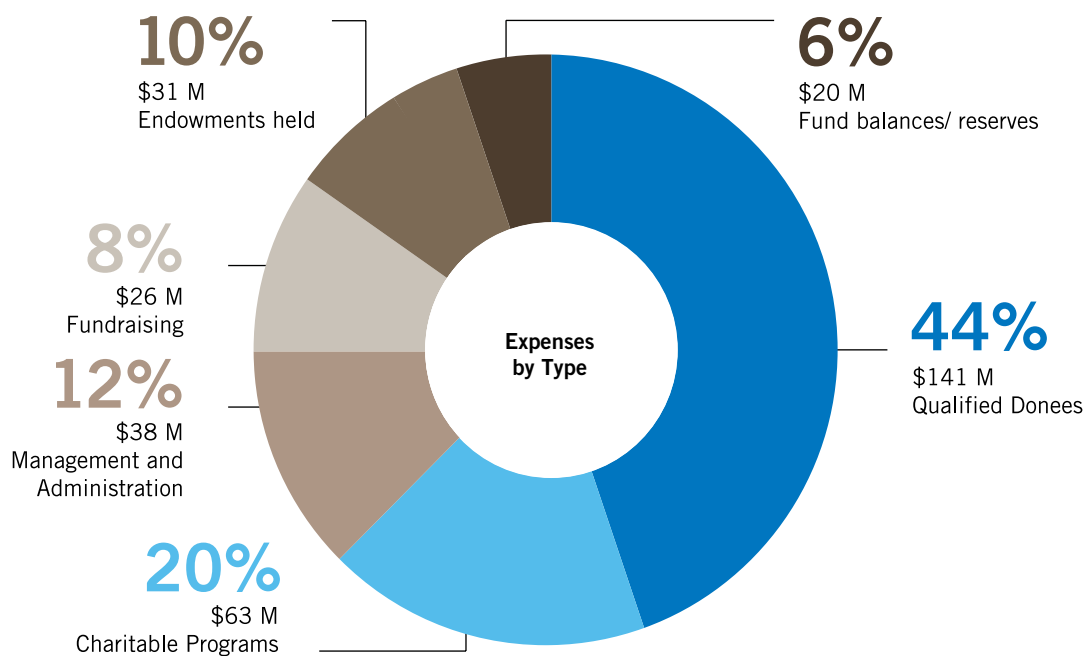
See our Financial Statement Summaries FY 2015 on page 69.

*Where has our funding come from?*



## Cumulative Expenses since the Man In Motion World Tour in 1986

*How we apply our funds*



# OUR VISION

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

# OUR MISSION

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









# **INVESTING IN INNOVATION**

**Health and quality of life for people with disabilities have always been an important aspect of the Foundation's work.**

With your support, those living with spinal cord injury, and other related medical conditions, are benefiting every day from new treatments and technologies pioneered by the Rick Hansen Institute and other partners at the Blusson Spinal Cord Centre including the International Collaboration on Repair Discoveries. This continued investment in research and best practices is helping to remove barriers to healthcare and improve quality of life, reducing the long-term financial impact on the healthcare system.

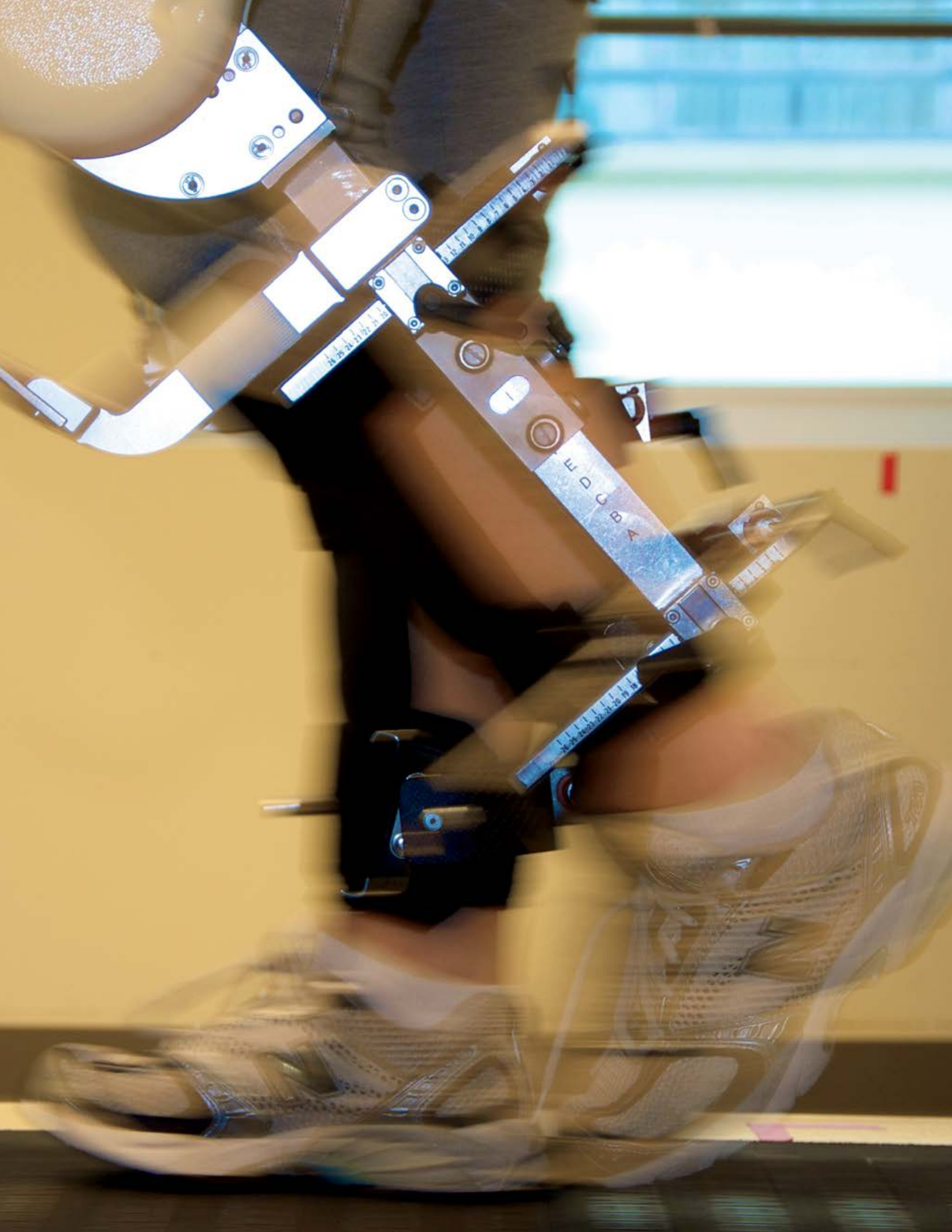


## Rick Hansen Institute

Established by the Foundation, the Rick Hansen Institute (RHI) is a Canadian registered charity committed to accelerating the translation of discoveries and best practices into improved treatments for people with spinal cord injuries. The Institute has facilitated one of the largest interdisciplinary spinal cord injury research programs in the world, having collaborated with over 1,800 people through projects and initiatives since 2007. Thanks to the tremendous collaboration of partners, the Institute is truly affecting change to improve the health and quality of life of those living with a spinal cord injury in Canada and abroad!

This year, the Rick Hansen Institute:

- Successfully completed the second year, and is in the midst of an independent midterm review, of a five-year \$35 million partnership agreement with the Government of Canada, through Western Economic Diversification.
- Successfully completed the first year of a three-year \$15 million partnership agreement with the Ontario Ministry of Research and Innovation to advance spinal cord injury research and best practice initiatives, in partnership with the Ontario Neurotrauma Foundation.
- Successfully completed the first year of a five-year \$3.05 million partnership with the Manitoba Ministry of Health, Ministry of Jobs and the Economy and Manitoba Public Insurance and the Canadian Paraplegic Association of Manitoba.
- CEO Bill Barrable participated in the 4th Canada-China Policy Dialogue on Health hosted by the China National Health and Family Planning Commission and Public Health Agency of Canada.
- Continued to operate Canada's foremost repository of data on people with spinal cord injury. The Rick Hansen Spinal Cord Injury Registry currently has 4,800 Canadians enrolled and a newly established international pilot site at Burwood Hospital in New Zealand.
- Continued to implement its solutions-focused model, Praxis, to shorten the average 17 years it takes for health-related scientific discoveries to enter into everyday medical practice.





- Engaged more than 20,000 people with spinal cord injury from Canada and around the world.
- Awarded funding to 18 new projects selected in response to four open-funding competitions.
- Continued to improve the standard of care and treatment for people with spinal cord injury across Canada by working with four Rick Hansen Spinal Cord Injury Registry sites to achieve accreditation under Accreditation Canada. An additional seven sites are scheduled for accreditation this upcoming fiscal year.
- Improved care for more than 1,700 Canadians through implementation of best practices to assess and manage pressure ulcers, and improve a person's ability to move from one place to another. In addition, the Registry and Spinal Cord Injury Knowledge Mobilization network teams implemented the Spinal Cord Injury Independence Measure (SCIM) which creates a benchmark for the ability of people with spinal cord injury to perform basic activities of daily living independently such as self-care, mobility, etc.

Please see the Rick Hansen Institute Annual Report 2014-2015 for a full list of accomplishments.



#### **WHAT DOES “A WORLD WITHOUT BARRIERS” MEAN TO ME?**

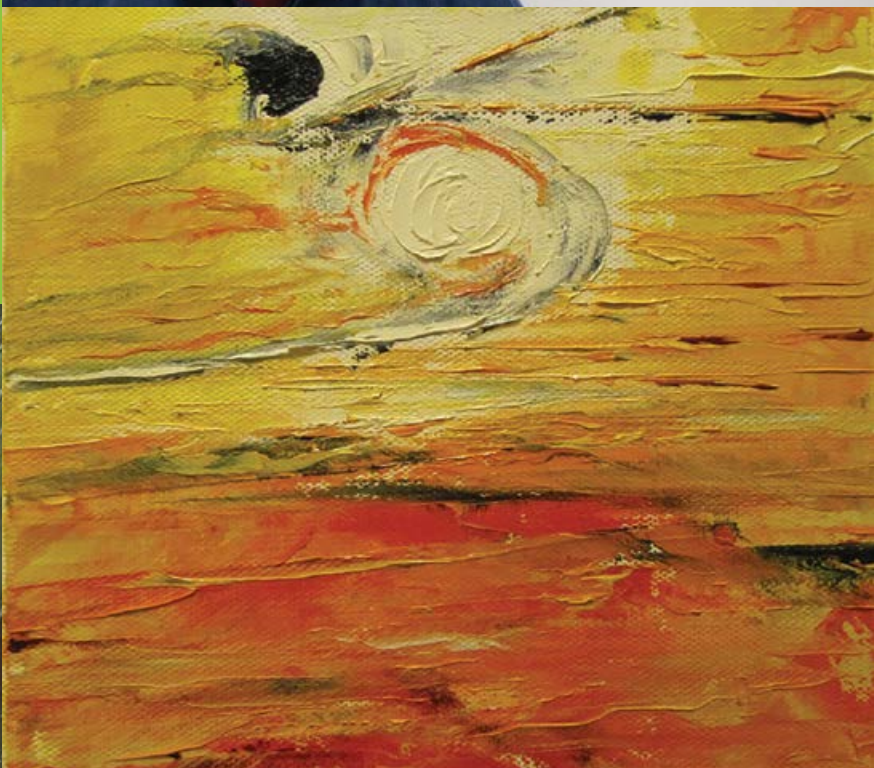
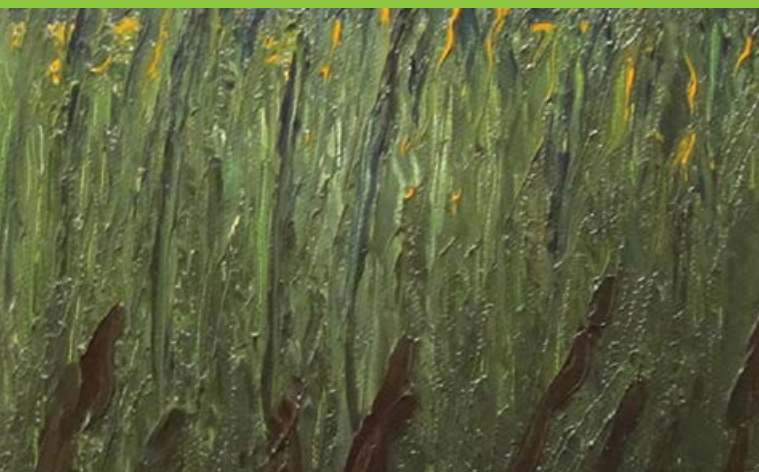
“A world without barriers is one where EVERYONE has equal access to employment, transportation, entertainment, necessary services etc. In other words a world where no matter your (dis)ability you have access without limitations or special asks/back doors to all you need and WANT to live, work & play where ever you wish to go. For this equality to be provided without judgement or bad attitude.” — **Carol-Ann Chafe**

Left: Research participant at ICORD using specialized equipment that provides valuable data on functional locomotion. Photo courtesy of ICORD.



“I have always been attracted by science as well as by art. If my publications help someone else to push their research forward, or if someone is inspired by one of my paintings, it will be mission accomplished.”

**Frédéric Dumont,**  
**Centre for Interdisciplinary**  
**Research in Rehabilitation**  
**and Social Integration,**  
**Quebec City, Quebec**





## ■ Frédéric Dumont: A Researcher and His Art

**Rick Hansen Institute (RHI) Network Member and spinal cord injury researcher Frédéric Dumont is passionate about two things in life – his research and his art.**

After completing his Bachelor's degree in Microbiology, Dumont switched to Neurobiology for his Master's and PhD programs at Laval University.

"Looking back at the period after my Bachelor's degree, I think I changed the research focus for neurobiology because I wanted my research to have an impact on those living with long lasting disabilities."

His education led him to the Centre for Interdisciplinary Research in Rehabilitation and Social Integration (CIRRIS) in Quebec City, an organization committed to the development and transfer of new knowledge in the field of rehabilitation and support for social integration of individuals living with physical disabilities. It is at CIRRIS where he would work closely with Dr. Luc Noreau. Noreau's research focuses on understanding the barriers and facilitators that exist for people with a spinal cord injury (SCI). Noreau is also the principal investigator on the

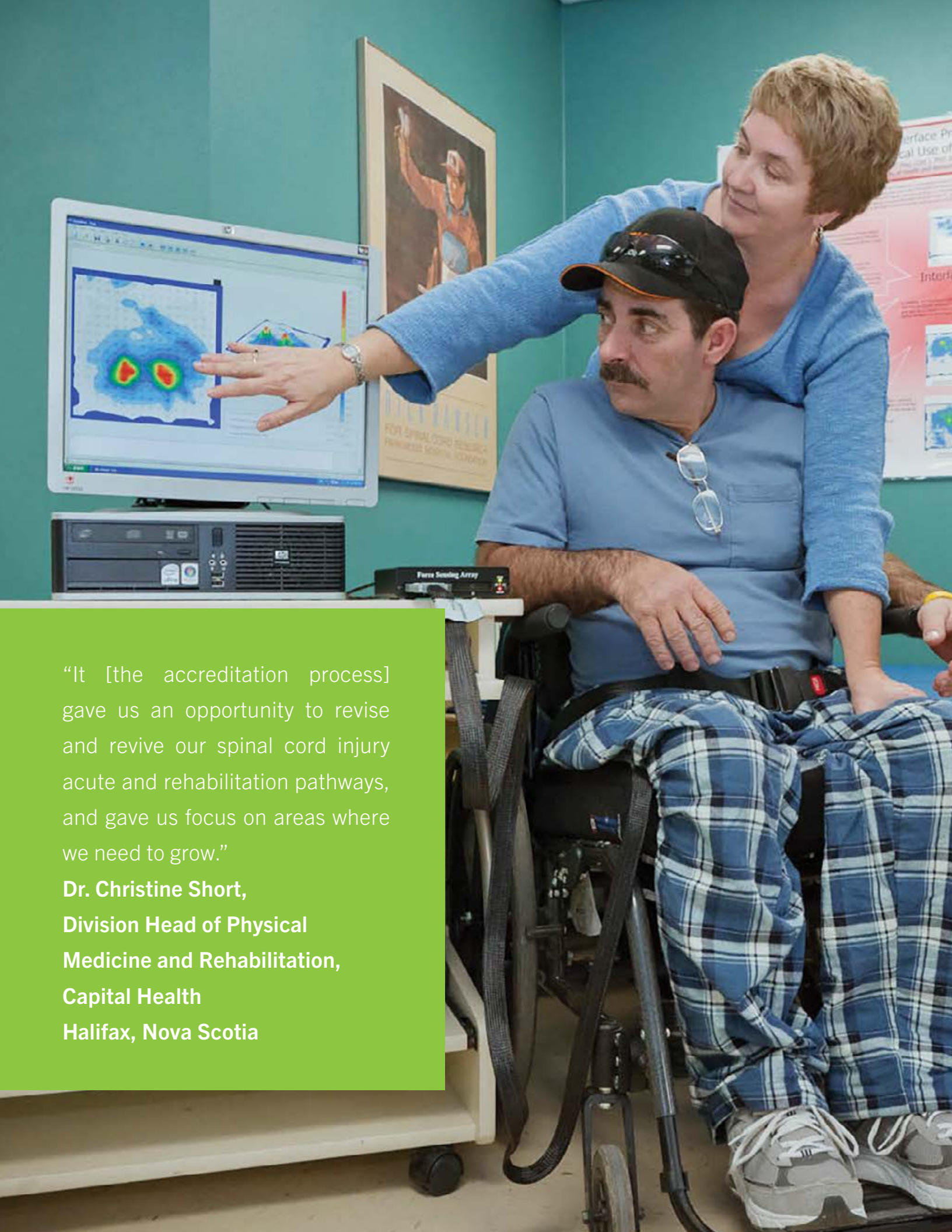
Spinal Cord Injury Community Survey – a RHI-supported survey that was the largest study of its kind to ever be done in Canada among people with SCI.

"I found myself lucky because I was a part of the project from the beginning. This survey identified the real needs and important aspects of life for people with a SCI across Canada."

More than 1,500 people were recruited to participate in the survey, which resulted in nine international scientific papers and 15 scientific presentations.

In addition, crucial partnerships were created between the research study team, funders Rick Hansen Institute and Ontario Neurotrauma Foundation and community partners SCI Canada and Moelle épinière et motricité Québec (MEMO-Qc). The study team is also working with RHI to look into ways its research data can be shared so that others can pursue their own research questions.





“It [the accreditation process] gave us an opportunity to revise and revive our spinal cord injury acute and rehabilitation pathways, and gave us focus on areas where we need to grow.”

**Dr. Christine Short,**  
**Division Head of Physical**  
**Medicine and Rehabilitation,**  
**Capital Health**  
**Halifax, Nova Scotia**

## Bringing Best Practices in Spinal Cord Injury Care across Canada and the World

**The concept of accreditation is not only relevant in the charitable sector, but equally critical in the provision of healthcare for people with spinal cord injury.**

In 2011, the Rick Hansen Institute partnered with Accreditation Canada to develop comprehensive and evidence-based standards for spinal cord injury care in acute and rehabilitation settings. The Spinal Cord Injury (SCI) Standards are part of the range of service excellence standards that are available for organizations to use when they participate in the organization's Qmentum Accreditation Program. Like all other service excellence standards, they focus on the essential components of safe and effective healthcare, based on five attributes of excellence—clinical leadership, people, processes, information and performance.

To date, four facilities have received site accreditation: London Health Sciences – Victoria Hospital; Capital Health – Queen

Elizabeth II Health Sciences Centre; and University Health Network – Toronto Rehab-Lyndhurst Centre. Another seven facilities are on track for being accredited by the end of this fiscal year and international Rick Hansen SCI Registry sites in China are beginning to participate in the process.

The SCI Standards allow sites to showcase specialized services for which they are already recognized as centres of expertise – shining a spotlight on high-functioning teams that may not otherwise have a chance to be featured during the site visit. Teams at Halifax's Capital Health and Toronto Rehab contributed to the early development of the SCI Standards. Going through this process enabled both teams to see the value in becoming an accredited site.

Left: A clinician with her patient at Toronto Rehab-Lyndhurst Centre, one of four newly accredited facilities in Canada.

## Blusson Spinal Cord Centre Partners

The Foundation has forged partnerships and created programs and initiatives that provide support to people with disabilities, and engage leaders on the important issues of spinal cord injury (SCI) research and patient care. Our continued investment in innovation and research have firmly established the Rick Hansen Institute (RHI) and supported the important work of our partners, such as UBC's International Collaboration on Repair Discoveries (ICORD).

The Foundation made a \$20 million commitment over 10 years to the partnership between RHI and ICORD, marking a new phase of this relationship. Known as the Blusson Integrated Cures Partnership (BICP), this collaborative effort enables both organizations to work together with the goal of making the Blusson Centre a destination for innovation and collaboration in SCI research and establishing its reputation as a global leader in the field.

To ensure full integration of efforts in the field, RHI Advisory Committees include several ICORD researchers, including Dr. Brian Kwon, Chair of RHI's Cure Advisory Committee, Dr. Wolfram Tetzlaff, Director of ICORD, who sits on the RHI Cure Committee, and Dr. Janice Eng, who sits on the Care Committee.

“Spinal cord injury is one of the most devastating experiences a person can have; it is also one of the most survivable. The economic burden of SCI is catastrophic; it is the second most expensive condition to care for (after infant respiratory distress syndrome) and estimated to cost \$2.7 billion per year for new cases of traumatic SCI alone. Because of this, it is vital that we make the most out of our investments and work together to find the best possible solutions for the 86,000 Canadians living with a spinal cord injury today.”

**Bill Barrable,**  
**CEO, Rick Hansen Institute**

Right: Blusson Spinal Cord Centre, a state-of-the-art facility in Vancouver that is home to RHI, ICORD and the David and Brenda McLean Integrated Spine Clinic.





This year, Foundation research grants:

- Enabled RHI, ICORD, Vancouver Coastal Health, GF Strong Rehabilitation Centre, Vancouver Coastal Health Research Institute, the Djavad Mowafaghian Centre for Brain Health and the University of British Columbia's Faculty of Medicine to form the Blusson Spinal Cord Centre Partnership (BSCCP) to accelerate progress in the cure of and care for spinal cord injuries through proactive collaboration.
- Implemented new solutions and clinical best practices to relieve pain for those with spinal cord injury by rolling out the Pain Module on the Rick Hansen Spinal Cord Registry.
- Leveraged additional funds through projects such as Dr. Brian Kwon's three-year study, "Biomarkers for Crossing the Translational Divide in Acute Spinal Cord Injury", which received \$3 million in funding from Brain Canada as a Multi-Investigator Research Initiative (MIRI).
- Supported the development of a small wireless device (HOME-SCI Project), roughly the size of a credit card, which uses light to monitor the health of a bladder and can prevent painful secondary complications such as bladder infections for people with spinal cord injury.
- Enabled Canadian researchers to engage international colleagues in 16 countries via the Best and Brightest Awards and through participation and sponsorship of international conferences in Australia, China, Germany, Iran, Ireland, Italy, Japan, Saudi Arabia, South Korea, Spain, Switzerland, the Netherlands, Turkey, United Arab Emirates, United Kingdom, and the USA.
- Supported the training of 33 of the best and brightest scientists and researchers in the field of spinal cord injury and related medical conditions promoting excellence at the Blusson Spinal Cord Centre.



**WHAT DOES "A WORLD WITHOUT BARRIERS" MEAN TO ME?**

**"Freedom, respect & a genuine feeling of Inclusiveness!" – Jacqueline Scott**



## Home Bladder Management

### What if you or a family member had to travel a long distance to meet with a specialist?

People living with a spinal cord injury (SCI) see a number of specialists on a regular basis. If their appointments are delayed, it can cause life-threatening complications. But what if all you needed to make your appointment was access to the internet and a device the size of a credit card?

Thanks to you, top researchers including Drs. Mark Nigro, Lynn Stothers and Babak Shadgan at the Blusson Spinal Cord Centre, and Dr. Blayne Welk at St. Joseph's Healthcare, London, Ontario are studying the impact of telehealth technology in bladder management for individuals with SCI.

Instead of a catheter, participating patients are using a small wireless device originally developed by Dr. Andrew Macnab, which

is taped to the skin over their bladder. The device is roughly the size of a credit card and uses light to monitor blood flow and oxygenation.

This work allows patients and doctors to conduct visits online from any location. Telehealth technology is saving valuable time and money, and helps to prevent painful secondary complications, such as bladder infections, from escalating.

“Providing solutions for people with SCI to better manage their own health is imperative if we want to increase opportunities for these individuals to regain independence and live healthy and fulfilling lives,” says Dr. Lynn Stothers, Principal Investigator, HOME-SCI Study, Vancouver, BC.



Illustration provided by ICORD.

A person wearing sunglasses and a striped shirt is sitting in a wheelchair outdoors. The background shows trees and a car. The entire image has a blue overlay.

# CREATING ACCESSIBILITY

**Nine million Canadians will face some form of disability by 2030.** Our aging population means more and more people will face physical barriers. Rick and the Foundation are working hard to ensure that these individuals have every opportunity to live healthy, independent lives.

Since 1988, the Foundation has invested in accessibility solutions for people with disabilities. These include accessible playgrounds, assistive devices and wheelchair ramps, which have provided greater independence and increased the self-esteem of thousands of people living with disabilities.



## Quality of Life Program

This year, the Foundation granted \$255,132 for specialized equipment and community programs and grants to eligible recipients. We continue to work with current and potential donors to raise more support to enable Canadians to participate in and contribute to their communities.

The Quality of Life Program:

- Partnered with Farm Credit Canada and the Canadian Agricultural Safety Association to launch the Back to Ag Program, which provides adaptive technology and equipment for farmers and agricultural workers with disabilities.
- Provided funding for equipment such as the free wheel wheelchair attachment, allowing the user to wheel on uneven outdoor terrains, a power wheelchair, a pressure-relieving mattress that decreases the occurrence of pressure ulcers, a ceiling track lift, and the installation of an automatic door opener.
- Made home bathrooms, kitchens or bedrooms accessible for residents in Newmarket and London (Ontario), Langley and Maple Ridge (BC) and Gjoa Haven (Nunavut).
- Supported Toronto-based Stop Gap Foundation's Mississauga Community Ramp Project, which uses material donations from community hardware stores and volunteer labour from inspired community members to work with businesses with single stepped storefronts to have a custom ramp made at no cost.
- Provided peer support programming through the Victoria Brain Injury Society and the Okanagan Active Living & Peer Support Program.
- Supported the PowerChair Soccer Program run by the Paralympics Sports Association, for the Alberta Soccer Association, making soccer accessible for people of all abilities in Edmonton.
- Provided adaptive sports equipment for the Muscular Dystrophy Canada Equipment Program and Active for Life in Parallel Sport & Recreation, an equipment loan program run by Ability New Brunswick.
- Provided new iPads and computers equipped with AUMI, or Adapted Use Musical Instrument, a software interface that uses a computer's webcam to translate movement and gestures into music.

## ■ Go Play with Jooay

### Members of McGill University's School of Physical and Occupational Therapy created a free mobile application to help children with disabilities and their families find fun community activities.

The application is called Jooay – a reference to *jouer*, which means “to play” in French. Families can use it to find information about local leisure activities including physical play, and music and art classes that are tailored to suit children of all abilities.

The creators of the application, including Associate Dean Annette Majnemer and faculty member Keiko Shikako-Thomas, received funding support from the Foundation Quality of Life Program, as well as other partners. They were

inspired to create Jooay when research revealed that children with disabilities have a lower rate of participation in leisure activities, in part because families didn't have good information about various programs in their communities.

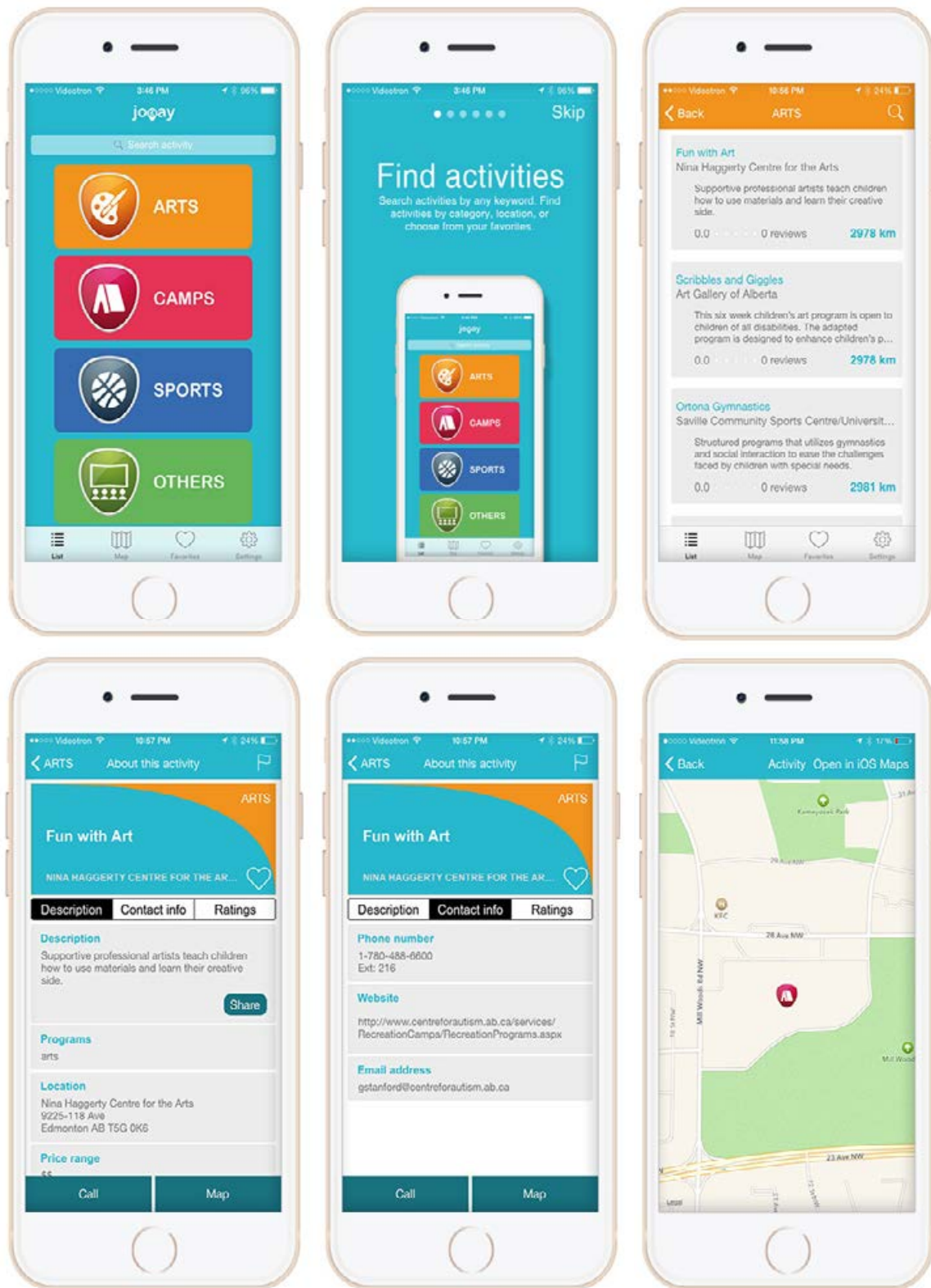
Developers for Jooay are collaborating with Planat, the Foundation's online tool that allows users to submit and obtain reviews on the accessibility of buildings and public spaces.

Visit [www.jooay.com](http://www.jooay.com) for more information about the free app!




#### WHAT DOES “A WORLD WITHOUT BARRIERS” MEAN TO ME?

“It means nothing should stand in your way of achieving your dreams and goals.” — Neil Earl





A photograph of a floating dock on a pond. The dock is made of wood and metal railings. Three people are on the dock: one person is taking a photo with a camera, another person is standing nearby, and a third person is further back. The dock is surrounded by water, and there are trees and a fence in the background. A wooden railing is visible in the foreground.

“We really appreciate the support from the Rick Hansen Foundation! The group said they had never been on a floating dock before! They loved it! So great!”

**Carol Dahlquist,**  
**WindReach Farm Foundation,**  
**Ontario**



## ■ Floating Accessible Dock at WindReach Farm

**A new accessible floating dock is giving thousands of people with disabilities the chance to experience the pleasure of being on the water and the sensation of buoyancy.**

Connecting with nature is good for the body and for the soul. For almost 30 years, WindReach Farm in Ontario has been giving visitors of all abilities the chance to experience the sights, sounds, and smells of a working farm and enjoy close interaction with nature.

Designed to meet the needs of individuals with a variety of disabilities, the Farm includes fully accessible pathways, trails, buildings, barns and stables. Every year, WindReach Farm welcomes more than 20,000 visitors and one of the Farm's most popular facilities – an accessible floating dock – just got a significant upgrade, with help from the Quality of Life Program.

The dock has been a popular feature since 1997 and a great platform for visitors to learn about pond ecology and the importance of wetlands through direct interaction with the natural environment. But over time, the dock became unsafe, and it had to be closed to people with disabilities, a real loss for visitors.

Grant funds were used to complete the rebuilding of the dock and ramp, along with upgrades such as a periscope, dipping hatches, plexiglass windows and solar lights to enrich the experience of visiting the dock and making it more interactive and fun.



## ■ Back to Ag

### **This year, the Foundation partnered with Farm Credit Canada and the Canadian Agricultural Safety Association to launch the Back to Ag program.**

The Back to Ag program was envisioned to help farmers get back to the work they love – farming. André Veilleux, a maple syrup producer from Quebec, is doing just that thanks to his new stand-up wheelchair.

In 2008, André's life drastically changed when a maple tree he was felling crushed him, severing his spinal cord, and resulting in paraplegia.

His drive and focus have seen him recover in many ways, but he still found some work difficult. "It took two years for my rehabilitation", he says. "And I began to move forward, but every time I wanted to do something, I still needed help." Through some research, André discovered exactly what he needed – a wheelchair that would help him to stand.

Using his regular wheelchair, André was not easily able to perform the necessary maintenance of his equipment or even boil his maple sap – a key step in the production of maple syrup. A stand-up wheelchair gave André the ability to be more independent and perform important farm work by himself.

The stand-up wheelchair has not only given André more independence, but it also has the potential to improve his health. Increased standing using this type of wheelchair can significantly help reduce involuntary muscle spasms. "Already my quality of life has improved, especially in my health," he says. Using the stand-up wheelchair will increase blood circulation and help reduce the impact of osteoporosis.

André's story highlights what the Back to Ag program was intended to achieve: support traumatically injured farmers and agricultural workers through adaptive technology.

"Thanks to Back to Ag, I could get the stand-up wheelchair," André says. "It allows me to work in my workshop and handle tools and repair equipment properly. It will be useful during the sugaring season to monitor the syrup and make cleaning easier."

**André Veilleux, Quebec**





# Planat

In order to participate in all aspects of life in their community, people with disabilities need to be informed about the accessibility of public spaces, businesses, and services. Planat will help people find and share accessibility reviews of businesses and public venues.

With your support, Planat was redesigned to ensure simple to use functionality, integrated mapping with review and rating scores, 360-degree views of venues, and on-the-go access. Planat offers businesses and venues a starting point on the journey to becoming fully inclusive. As a result, people of all abilities can confidently make informed decisions on where to eat, shop, play and stay.

This year, Planat:

- Partnered with the Government of Ontario and the Ontario Restaurant and Hotel Management Association to assess over 800 venues in Toronto to ensure that the thousands of Toronto 2015 PanAm and ParaPan Am Games spectators, many facing mobility and other disabilities, have access to accessibility ratings.
- Partnered with the Government of Ontario on other business out-reach projects, such as the “Are You Ready? Challenge” focusing on local business in Toronto and other cities hosting PanAm and ParaPan Am Games events, and engaged with Business Improvement Associations to continue to pave the way for greater accessibility in Toronto and cities across Canada.
- Captured the accessibility survey data provided by individual contributors and made it available in detail to local and visiting guests seeking reliable information online through a real-time integration with the national hotel book website “Check in Canada”.
- Was used by the Rick Hansen Accessibility Team to assess the accessibility of public venues and businesses in the Lower Mainland, in partnership with the BC Job Creation Program.

Right: Laetitia Mfamobani, a member of the Rick Hansen Accessibility Team, uses a gauge to measure the weight of the door and assess its accessibility.

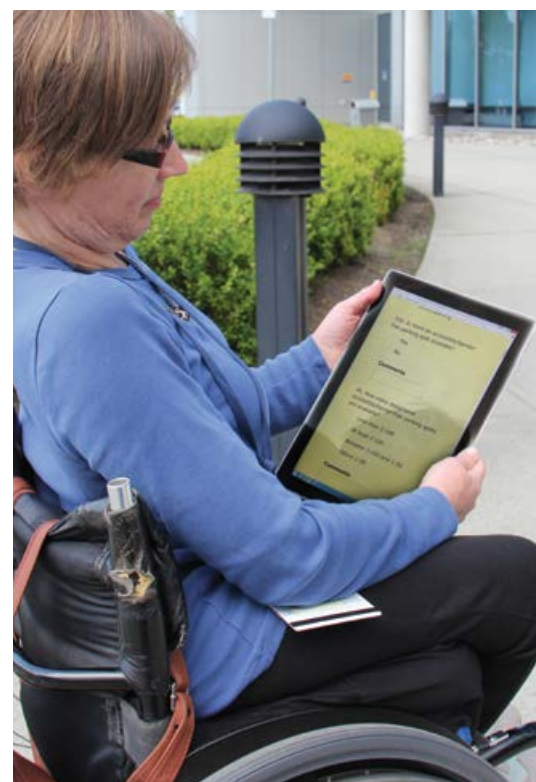




AUTOMATIC  
CAUTION  
DOOR







## ■ Introducing the Rick Hansen Accessibility Team

### **We welcomed six Accessibility Specialists to help make venues more accessible in BC.**

Thanks to a partnership between the Foundation and the Job Creation Program of British Columbia (funded by the Government of Canada and the Province of British Columbia), a team of Accessibility Specialists joined the Foundation this Fall.

Using Planat, the team is working with venues and businesses in BC's Lower Mainland, making recommendations for future improvements from a physical, sight and hearing perspective, and raise awareness about the importance of accessibility within the community.

To date, the team has conducted over 65 free accessibility assessments. The Specialists are helping businesses showcase their accessible features and also creating awareness about the importance of barrier free design.

Each of the teams' members bring a wealth of experience and knowledge in other fields including information technology, sales, translation and interpretation, life coaching, journalism, engineering, and communications. The initiative has proven so successful that it has been extended until December 2015.

"I especially value the diversity in the group. The diversity is not only in the different physical challenges manifested in the group, but also in the different talents the team brings in together while working towards a common goal using different sets of skills."

**Mallaz,  
Rick Hansen  
Accessibility Specialist,  
Richmond, BC**

Top left: The Accessibility Team includes, back row, left to right: Rachel Finlay, Karen Marzocco, Laetitia Mfamobani, Phillip Bligh. In the front row, left to right: Marika Van Dommelen, Ellen Eaton, Mallaz Khalil (with assistance dog Daisy), Stan Leyenhorst.





# INSPIRING AWARENESS AND CHANGING ATTITUDES

Inspiring awareness about the everyday barriers that prevent people with disabilities from fully participating in every aspect of their lives is the first step towards making an inclusive society possible. The Foundation's programs continue to inform and engage a community of people who care and want to contribute to an inclusive world.



# The Rick Hansen School Program



Rick and the Foundation team believe that inspiring and engaging new generations of Canadians to make a difference is the key to real change. Thanks to donors like you, the Rick Hansen School Program is empowering and engaging youth to make a difference in their communities and supporting educators in creating inclusive and accessible schools.

With pro bono support from Deloitte LLP, this year the Foundation commissioned a comprehensive review of the impact of the School Program, including a survey of educators using the Program.

Thanks to your support, the School Program was used in 2,500 schools across Canada reaching over 500,000 students, inspiring them to help build a global community of people committed to making a difference and forging a path towards a truly accessible world!

This year, the Rick Hansen School Program:

- Created 12 new elementary and secondary school lessons that connect to provincial curricula, including a lesson on the Disability Rights Movement to coincide with the UN International Day of Persons with Disabilities.
- Began building an online repository of tools to support the use of Universal Design Learning (UDL), an educational framework based on research in the learning sciences that guides the development of flexible learning environments to accommodate individuals with learning differences within a classroom. UDL helps teachers ensure students of all abilities are best placed to learn and succeed.
- Developed and delivered 12 professional development sessions to educators about inclusive education in BC and delivered a workshop about UDL at the Quebec Provincial Association of Teachers Conference.
- Introduced Rick Hansen Ambassador visits to schools and youth organizations in Toronto, Vancouver and Regina, delivering 97 presentations in 56 schools. 100% of educators reported that the presentations made students feel more comfortable and confident about including people with disabilities in activities and social circumstances. Based on this initial success, the pilot will be expanded to Alberta in 2015, Quebec in 2016 and other provinces with additional donor support.

**RICK HANSEN  
SCHOOL PROGRAM  
REVIEW 2014 (DELOITTE LLP)**

**100%**

of respondents saw positive change in student perceptions of, and willingness to interact with, people with disabilities after introduction to the School Program.

**90%**

of principals agreed that empowering students to create positive changes in their communities is a top priority for their schools.

**85%**

of respondents noticed an improvement in student attitudes and perceptions of people with disabilities as a result of the School Program

**MORE THAN  
70%**

of teachers agreed that participation in the School Program resulted in:

- Willingness to help others, e.g., peers with disabilities or when working in groups
- Decreased bullying in the classroom
- Student initiatives to improve the classroom, school and/or community, and increased volunteerism.



- Successfully completed a pilot project with RCMP Officers in Richmond, BC to teach 250 students key skills and inspire them to make a positive difference through hands-on projects in local communities. 94% of students said the School Program inspired them and taught them skills that will help make a difference, including teamwork and leadership. The project was featured as an example of best practice in youth engagement and crime prevention in a cover story published by an international policing magazine in the summer of 2015.
- Strengthened relationships with participating schools by offering support and information through regular and tailored communications by phone and email. The team added new resources to the Program website, and improved the registration system.

The School Program is made possible by our Presenting Partner, Boston Pizza Foundation Future Prospects and the generous support of PIC Investment Group Inc., the Richardson Foundation, and the Gordon and Ruth Gooder Charitable Foundation.



Above: RCMP officers taking part in the Rick Hansen School Program Difference Maker Project with students from Lord Byng Elementary in Richmond, BC.



## Abilities in Motion

### at Richard McBride Elementary School

## What is life like for a person with a disability? What's it like to be blind, or use a wheelchair, or use sign language to communicate?

Over the course of a week, all the kids in all the grades at Richard McBride Elementary School in New Westminster, BC, made the effort to learn about people with disabilities and the particular challenges in their lives. Students participated in a number of activities, learning how to overcome these challenges and remove barriers for people with disabilities.

The “Abilities In Motion” program or AIM for short, was developed by the Rick Hansen School Program to help students learn about people with disabilities; it's an effective method to raise awareness and build empathy. The week began with a visit from Teri Thorson, a Rick Hansen Ambassador. Teri is a mom, a designer, a Paralympic athlete and a person with a disability – she became a quadriplegic after a car accident. Her presentations help people to understand that individuals with disabilities can have wonderful family lives, and pursue their interests and ambitions.

During the week, the intermediate classes researched the challenges faced by people with disabilities, and how these challenges can be overcome. The primary classes

had a chance to try some of the lessons in the Rick Hansen School AIM program. Voluntary lunch time activities during the week included learning sign language, doing a scavenger hunt in braille, painting a mural with your feet, and – most popular of all – a visit from some working guide dogs. The students then participated in a riotous Abilities Afternoon, which featured different stations, including an obstacle course, a sign language race, a silent dance, and something called a “human knot”.

The stations simulated the experience of having a disability while completing ordinary tasks. The students began with simple challenges, such as writing their names while blindfolded; if they found that task easy, their teacher would expand the challenge by asking students to imagine having to navigate through the school, while blindfolded, to return a book. In this way, she was able to build upon student learning and encourage students to think of the accessibility of their school or life so they could empathize with the challenges faced by people with disabilities.



“It’s important for kids to experience this earlier in life so they grow up to be more inclusive and mindful.”

**Janis Bridger, Teacher,  
New Westminster, BC**

“My students loved the activities I pulled from the “Roll On” lesson plans. The activities were very interactive and had the students working as teams to overcome challenges. Instead of sitting in desks talking about how to work as a team, they were up and actively taking part in problem solving.”

**Teacher, Alberta**

Students participating in the Rick Hansen School Program's Abilities In Motion activities.









RIDE



GOD SAVE OUR QUEEN  
GOD SAVE OUR QUEEN  
LONG LIVE OUR QUEEN  
GOD SAVE  
SEND HER  
HAPPY ANN  
LONG TO REIG  
GOD SAVE TH





## Rick Hansen Ambassador Program

Inspired by the work of the Foundation, Rick Hansen Ambassadors are based across Canada and are often invited to share their personal stories and experiences of overcoming challenges with a range of public audiences. Promoting accessibility and the removal of barriers, the Ambassador Program engages volunteers representing a range of abilities in order to alter attitudes about the potential of people with disabilities.

Ambassadors have thrived in the face of adversity and are role models for making a positive difference in the world through their personal and professional lives. This year, our team of 175 volunteer Ambassadors made 125 presentations in 21 cities across three provinces.

The Rick Hansen Ambassador Program:

- Represented the Foundation at more than 75 special events across the country, including government funding announcements, cheque acceptance presentations, Rick Hansen's speaking engagements, photo shoots, media interviews and research conferences.
- Worked with the Rick Hansen School Program to implement a one day training workshop in Regina for nine Ambassadors. These Ambassadors went on to deliver 11 presentations in local schools in and around Regina.
- Partnered with the Canadian Institute for the Blind and Canadian Association for the Deaf, to increase the number of participating Ambassadors with a range of disabilities delivering presentations through the Rick Hansen School Program.

"I had many positive outcomes from my presentations. The kids loved it. They were quiet, listened attentively, and were fascinated by what I had to say. They asked great questions at the end which helped me know that they understood the messages I was trying to impart. One girl said that the school's playground was not accessible and she thought they should make it accessible. This was touching to hear."

### Rick Hansen Ambassador

Left: Rick Hansen Ambassador Teri Thorson speaks to students at Richard McBride Secondary School.





## Rick Hansen Ambassador – Bryce Clarke

### An Ambassador since 2007, Bryce Clarke shows us how to keep a positive attitude.

Bryce Clarke has been a police officer with the Edmonton Police Service since 1998. On August 26, 2001 he sustained a spinal cord injury when he dove into a swimming pool. After lengthy rehab, he began trying to return to work in 2004 and eventually returned to work full-time in 2009.

“Going back to work has been the single biggest challenge I’ve had to overcome,” said Clarke. It took officially 7.5 years to actually get back full time, but once I got back many other doors opened for me and now nothing can stop me. The Edmonton Police Service has supported me throughout, and together we were able to come up with a plan, schedule and positions to make it work. The most important thing I had to do was keep a positive attitude and not accept “no” as an answer. Although I had great support, not everyone could see the benefits of having me around or believing I could still do the job. However, after great persistence, many people can now see that I can do the job, and also do it at a high level.”

Bryce is currently an Acting Detective in the Historical Homicide Section and one of only two quadriplegic police officers working in Canada. He is also a member of the Alberta Premier’s Council on the Status of Persons with Disabilities. This council provides advice and information to the Alberta government on all issues that affect and relate to persons with disabilities. Members of the council are in constant contact with both the Alberta government and the disability community throughout the entire province. Bryce has spoken about issues facing people with disabilities at many different conferences and events throughout Alberta.



#### **WHAT DOES “A WORLD WITHOUT BARRIERS” MEAN TO ME?**

“The ability to do what you want to do when you want to do it without anything getting in the way. This applies to physical barriers and societal barriers.” – **Judy Carver**

# WHO'S FOLLOWING US?

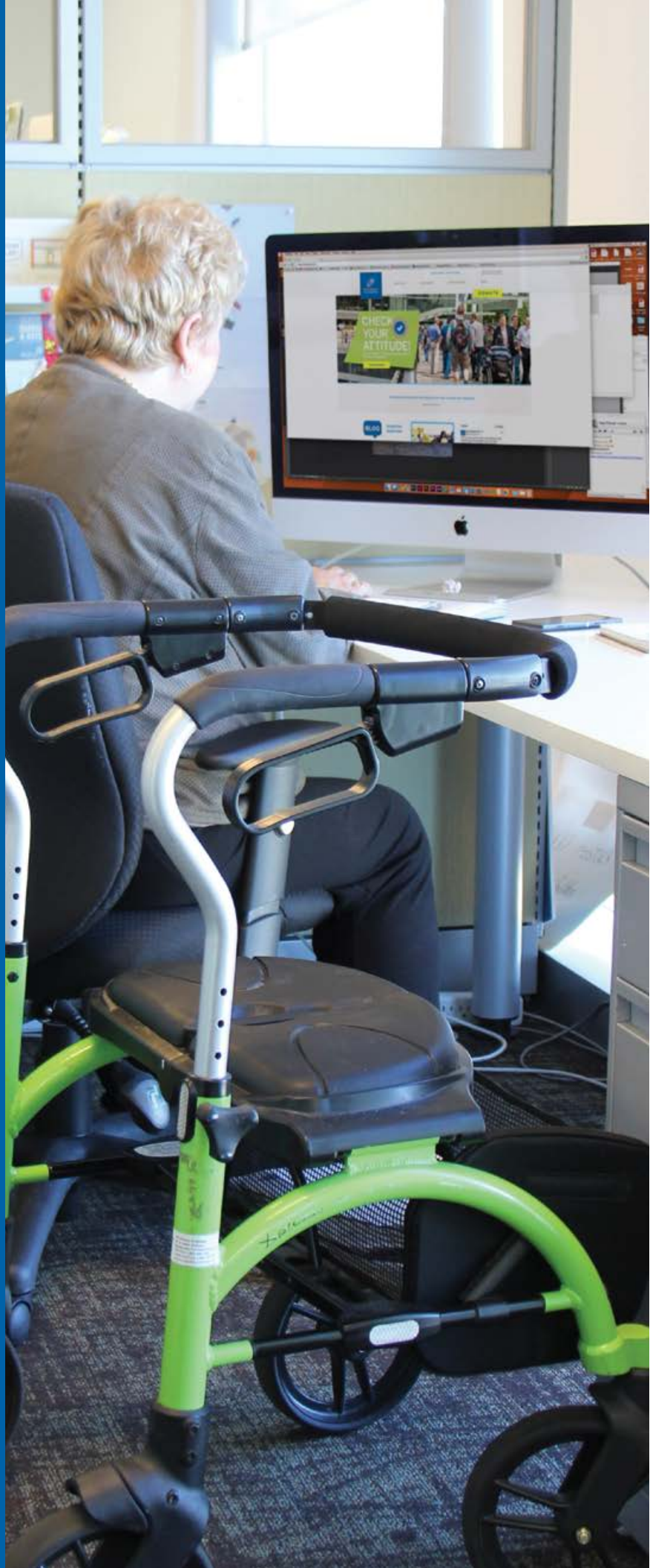
**87%**  
CANADA

**4%**  
USA

**9%**  
ELSEWHERE

**63%**  
OF OUR FANS  
ARE WOMEN

**35%**  
OF OUR FANS  
ARE MEN



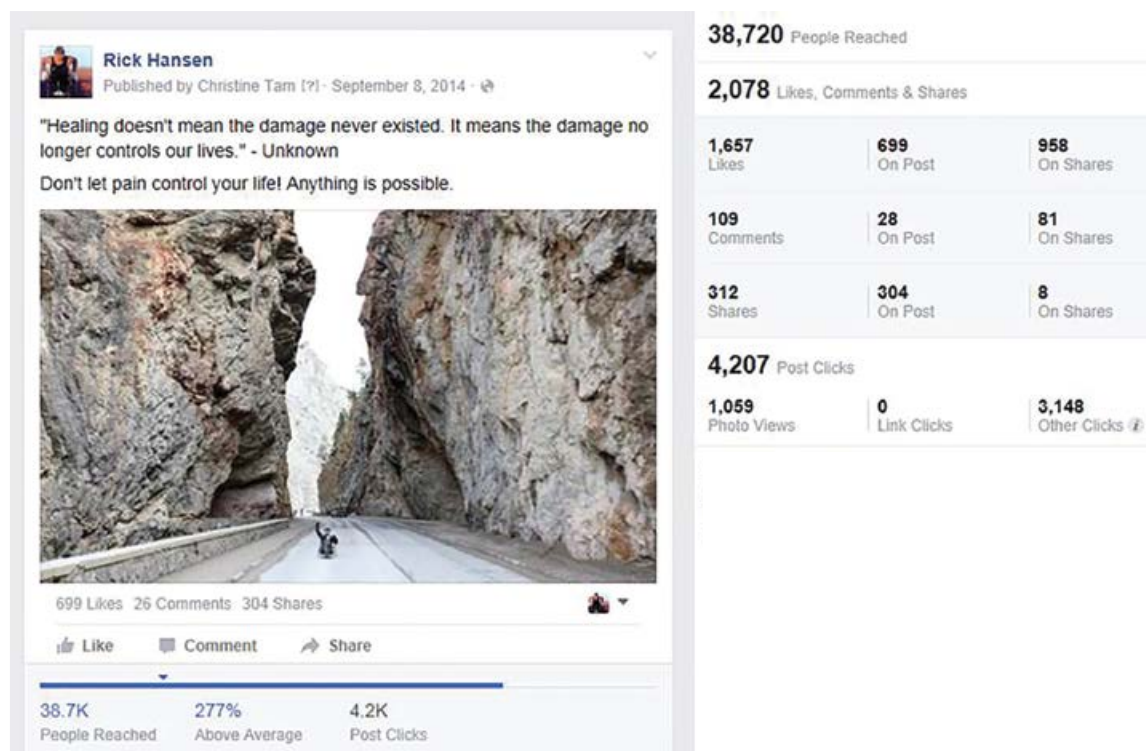


## Social Media: Engaging Our Community

Social media is one of the key ways that the Foundation engages with the public to raise awareness, share stories about people with disabilities and cultivate a community of people who care. An increasingly powerful tool to raise awareness about barriers faced by people with disabilities, social media and other online platforms help us to connect with people who are equally interested and inspired by our work.

This year, the team:

- Refreshed the Foundation website resulting in a 3,000% increase in page views.
- Launched a new Foundation blog, which published 75 stories of inspiration and profiles of people of all abilities doing amazing things, shared the impact of our programs thanks to our donors and valuable disability-related topics.
- Ramped up social media to include Instagram and LinkedIn, giving followers a chance to connect with Rick Hansen and the Foundation in new ways.
- Grew our social media followers from 35,000 to 50,000 across all platforms including Facebook, Twitter, Instagram, and LinkedIn, raising awareness about barriers while sharing hope and inspiration.



The background is a dense collage of blue sticky notes of various shades. Some notes have handwritten text, and others feature icons like gears, a lightbulb, and a key. A prominent yellow vertical bar is on the left side of the title.

# THANK YOU TO OUR PARTNERS AND DONORS

We gratefully acknowledge the generosity of our funders and donors for their support of the Foundation. Thank you also to the Rick Hansen Institute and over 55 community partners across Canada that are working hard to advance research and care for people with spinal cord injury. Your incredible support is helping to make Canada accessible and inclusive for people with disabilities.



## Thank You to our Government and Community Funders and Partners

Our government and community funders and partners support Foundation programs and initiatives that help people with spinal cord injuries and related medical conditions overcome barriers for improved healthcare while minimizing associated healthcare costs. Ongoing investment also ensures that Canadian scientists and clinicians are at the forefront of their fields of research in the care and treatment of spinal cord injury. Funds provided also support the creation of employment opportunities for people with disabilities, increase physical accessibility, and help people overcome mobility challenges.

This year, the Foundation:

- Continued to partner with the Government of Canada, through Western Economic Diversification, to support the Rick Hansen Institute.
- Continued to partner with the Ontario Ministry of Research and Innovation to advance spinal cord injury research and best practice initiatives, in partnership with the Ontario Neurotrauma Foundation.
- Continued to partner with the Manitoba Ministry of Health, Ministry of Jobs and the Economy and Manitoba Public Insurance to support Manitoba-based research and community supports through RHI and the Canadian Paraplegic Association of Manitoba.
- Worked in partnership with the Job Creation Partnership Program of British Columbia funded by the Government of Canada and the Province of British Columbia. The Program offers employment opportunities specifically for British Columbians with disabilities who have traditionally been underemployed.
- For a second year, partnered with the Nunavummi Disabilities Makinnasauqtiit Society to address the unmet needs of Nunavut residents with mobility challenges.



### WHAT DOES “A WORLD WITHOUT BARRIERS” MEAN TO ME?

“A world without barriers means seeing the person first. It's about providing for the functional reality and needs of people over the course of an entire lifetime.” – **Thea Kurdi**



## **Federal Funder**

Government of Canada,  
Western Economic Diversification

## **British Columbia Funders**

Government of BC,  
Ministry of Health,  
Ministry of Justice,  
Ministry of Social  
Development and  
Social Innovation

### **PARTNERS**

BC Wheelchair  
Basketball Society,  
BC Wheelchair Sports  
Association, ICORD,  
Neil Squire Society,  
Sam Sullivan Disability  
Foundation, Spinal Cord  
Injury BC, University  
of British Columbia,  
Vancouver Coastal  
Health Authority

## **Yukon Funder**

Government of Yukon,  
Department of Health  
and Social Services

### **PARTNERS**

Yukon Council on  
disABILITY

## **Alberta Funder**

Government  
of Alberta,  
Ministry of Innovation  
& Advanced Education

### **PARTNERS**

Alberta Paraplegic  
Foundation,  
Spinal Cord Injury  
Alberta

## **Saskatchewan Funders**

Government of  
Saskatchewan,  
Ministry of Health,  
Ministry of Social Services,  
Ministry of Parks, Culture  
and Sport  
Office of the Provincial  
Secretary

### **PARTNERS**

Canadian Paraplegic  
Association (Saskatchewan),  
Saskatchewan Health  
Research Foundation,  
Saskatchewan Wheelchair  
Sports Association



## Thank You for Working to Create Solutions

The Foundation works with the following list of government funders, the Rick Hansen Institute and over 55 community partners across Canada to create solutions for Canadians with disabilities.



### Nunavut Funder

Government of Nunavut,  
Department of Family Services

#### PARTNERS

Nunavummi Disabilities  
Makinnasuaqtiit Society

### Manitoba Funders

Government of Manitoba,  
Department of Jobs and the  
Economy, Manitoba Public  
Insurance Corporation,

Department  
of Health, Healthy  
Living, and Seniors

#### PARTNERS

Canadian Paraplegic  
Association (Manitoba)

### New Brunswick Funder

Government of New Brunswick,  
Department of Healthy and Inclusive  
Communities

#### PARTNERS

Ability New Brunswick,  
Stan Cassidy Centre for  
Rehabilitation

### Ontario Funder

Government of Ontario,  
Ministry of Research  
and Innovation

#### PARTNERS

Ontario  
Neurotrauma  
Foundation

## Major Gift Donors

Our major gift donors support both our programs and strategic leadership in the spinal cord injury and disability communities. The Foundation is incredibly honoured by their strong support this fiscal year towards our vision of an inclusive and accessible society.

### Donors \$50K+

Anonymous (1)  
Farm Credit Canada  
George and Sylvia Melville Charitable Foundation  
Gordon and Ruth Gooder Charitable Foundation  
Richardson Foundation  
The Keay Family & Ocean Trailer  
The Yuel Family & PIC Investment Group Inc.

### Donors \$10K - \$49,999

Acklands-Grainger  
Ambleside Tiddlycove Lions Club  
Bernard and Norton Wolf Family Foundation  
DC Anderson Family Foundation  
Adele Deegan  
George and Annabelle Gaffney  
International Forest Products Ltd.  
Tod and Tara Leiweke  
Larry N. Maguire  
Marmon Highway Technologies  
Mott Electric GP  
Pacific Salmon Foundation  
Sinclair Secondary School

## Corporate Partners

We are equally grateful to our corporate partners for their generous contributions towards the success of our programs and events this fiscal year.

BC Sport Fishing Group  
Boston Pizza Foundation Future Prospects  
Deloitte Inc.  
Duncanby Lodge & Marina Inc.  
Langara Fishing Adventures  
McWatters Collection Estate Wines  
River Rock Casino Resort

## ■ Philanthropy at Work

**On the first Friday of December, the staff and leadership at sister companies Mott Electric, 4th Utility and MTI take part in their unique “Day of Giving” campaign.**

Employees commit to donating one hour of pay (some donate an entire day or two!) to support individuals, non-profits and charities that staff recommend to their charitable committee. The companies then match the dollar value of each employee's donation of work hours – which doubles the impact.

In 2014, employees from the three companies donated 1,039 hours – a 30% increase from 2013. With the companies' match, they raised a total of \$97,697, helping 25 charities and non-profits and many local individuals and families.

The Foundation was honoured to be one of the charities selected for the 2014 Day of Giving proceeds. Designated to the Quality of Life Program, the donation helped a 15 year old boy with cerebral palsy who requires 24/7 care. With grants from other funders, his family was able to renovate his bedroom, creating a multi-purpose room for sleeping and physical therapy including a special bed, ceiling lift and therapy table. The family is deeply grateful. From all of us at the Foundation, thank you Mott Electric, 4th Utility and MTI!



Above: Jeff Lewis, General Manager at 4th Utility, Rob Brett, CA, Chief Finance Officer and Graham Trafford, General Manager, at Mott Electric presenting a cheque to Rick Hansen.





25th Anniversary | Relays | Relais Rick Hansen



Gordon

034

Diapane un esprit



## A Commitment to Kids:

### The Gordon and Ruth Gooder Charitable Foundation

**The Gooder Charitable Foundation's incredible support of the Rick Hansen School Program in Ontario is helping educate youth about the important values of inclusion, social responsibility and leadership.**

Thanks to their generous gifts, nearly 800 elementary and secondary schools in the province were given the tools and resources needed to teach an appreciation for diversity and inclusion while building self-esteem and social responsibility.

"Mr. Gooder was my mentor, business partner, and best friend. I established the Gooder Charitable Foundation in keeping with Mr. and Mrs. Gooder's commitment to working with at-risk children in Ontario. These children need an extra leg up to have the same opportunities as others their age – building confidence is the key," says Gordon Sproule, President of the Gooder Charitable Foundation.

"We have proudly supported the Rick Hansen School Program for three years. We've seen the results and we know that School Program participants learn that whatever path they take in life, they can make a difference."

Sproule is a long-time friend of the Foundation. With his involvement, what

started as a fishing trip became an annual tournament-fundraiser, known as the Rick Hansen Fishing Challenge, which ran successfully for over 15 years.

"I so enjoyed being in one of the most special places in all of Canada – up at the Langara Fishing Lodge – meeting like-minded people, all of whom are committed to Rick and the Foundation's vision of creating an accessible and inclusive society. I'm proud to have played a small part in that work," says Sproule.

Sproule has shown his support by participating in numerous events, including the 25th Anniversary and the Rick Hansen Leadership Summit.

"It takes an incredible amount of tenacity and commitment to make real change in the world. The day I watched Rick Hansen bring in the torch at the opening ceremonies of the Vancouver Olympics, I was never more proud to be a friend of his and supporter of his Foundation."

Left: Gordon Sproule, President of the Gooder Charitable Foundation, participating as a medal bearer in the Rick Hansen 25th Anniversary Relay.

# Community Giving

Individuals and organizations across Canada support people with disabilities in so many ways. Monthly giving, annual gifts, employee donation matching programs, community and online fundraisers, bequests, gifts of stock, or sharing a Facebook post are just some of the ways that you show your support.

For this annual report, we are highlighting two unique community fundraisers that showcase the organizers' creativity and commitment, and the different ways the public could get involved. Thank you for all that you do!

## Bequests & Planned Gifts

Anonymous (1)  
Reg Banga Trust Foundation  
Hildegund Brueckmann Charitable Foundation  
Estate of Irina Jauksch  
Estate of Kenneth Nore  
Estate of Kenneth Petrie

Kathleen Taylor and Neil Harris  
Joan Kelter  
Hugo Keys  
Lyll and Susan Knott  
Laverna Larrivee  
Legacy Lodge at Rivers Inlet  
Donald G. Lockhart  
Paul and Anne Mahon

## Donors \$500 - \$9,999

Anonymous (1)  
Aqueduct Foundation  
John Bodley  
Barbara Broadbent  
Brown Public School  
Katrina Bushell  
Iona Campagnolo  
Canadian Tire Corporation  
Bob Clark  
Chesley F. Crosbie  
Donald Doherty  
Daniel J. Edwards  
Bunny Ferguson  
Gail Forrest  
Kane and Cara Fraser  
Fraternal Order of Eagles, BC Provincial Auxiliary  
Ann B. Gillen  
Jim Gray  
Willimin Griffiths

David Maki  
Marjorie Fountain  
Michael Medline  
Mentor College  
Gregory Mulvihill  
Greg M. Pallone  
Rick Hansen Secondary School (Abbotsford, BC)  
Ross Rigby  
Stephanie Schmidt  
Cameron Schulz  
Scotiabank BC & Yukon Regional Office  
Soprema  
Southridge School  
Sperling Hansen Associates Inc.  
Colin Stewart  
United Parcel Service Canada Ltd.  
Victoria Foundation  
Florence A. Wall  
George D. Watt  
Arthur D. Williams  
4th Utility Inc.



## Monthly Donors

Anonymous (4)  
James Alton  
Joan B Anderson  
Deborah Apps  
Marjorie Becker  
Graham Beer  
Mildred Beggs  
Franceen Berrigan  
Philip Boorman  
Yuliya Chalaya  
Domenic Colati  
Murray Creller  
Belinda Dean  
Renee Eaton  
Allan Eaves  
Colin Ewart  
Frank Goodman  
Katie Grieve  
Cherise Griffin  
Neil Hamilton  
Muting He  
Diane Hunt  
Gail Junnila  
Jeanette Kneider  
Katharine R Knox  
Karri-Mae LaJeunesse  
Marie-Pierre Lavoie  
Ronald Lichtenwald  
Mary Lindsey  
George Marlatte  
Lawrence Mascarenhas  
Edith Matous  
Doreen Melling  
Elyann Periard-Fournier  
Larry Peterson  
Bruce Raber  
Barbara Rae  
Chris Reaume

Isabel Ruttle  
Patricia Silen  
Joanne Smith  
Gerhard Sommer  
Ashley Swain  
Donald Titus  
Helen Tripp  
Lawrence Whyte

## Community Fundraisers

China Disabled Performing Arts Troupe/Stardust  
International Productions  
Elnora Pioneer Club Fundraiser  
Henley Fundraiser  
Hooves in Motion  
Karen Atkinson Online Fundraiser  
Steveston Village World Cup Fever Fundraiser  
Victoria Motor Sports Club Autocross Fundraiser

The Foundation team has made every effort to list all supporters who gave permission to be recognized. Please let us know if your name is missing from our recognition pages by emailing Renee Eaton at [reaton@rickhansen.com](mailto:reaton@rickhansen.com) or phoning 1-800-213-2131 ext 1550. Thank you!



## ■ The Foundation Catches World Cup Fever!

**Historic Steveston Village in Richmond, BC became a World Cup village over the summer of 2014, with local businesses adopting World Cup nations and hosting festivities.**

An authentic replica of the FIFA World Cup Trophy travelled to each pavilion, and visitors could get their pictures taken with the cup by making a donation to the Foundation.

Rick's passion for sport and his ability to unite people of all nationalities, backgrounds, and beliefs has been core to Rick's life journey, so we were thrilled to be involved in this big event happening in our backyard!

Over the course of the 6 week event, Foundation volunteer staff helped at the various pavilions and together, we raised \$3,915 to make the Steveston Park community playground more accessible.

We are grateful to the businesses and residents of Steveston Village for their time, effort and ingenuity. And a special thank you to the local organizers, Davood Khatami and Dominique Jarry, for your vision and commitment.

## ■ China Disabled Performing Arts Troupe Fundraiser

**Arts and entertainment is another arena to showcase the abilities of each of us.**

The world renowned China Disabled People's Performing Art Troupe performed in Vancouver in early October 2014 at River Rock Casino Theatre.

Rick and the Foundation team were deeply honoured to be selected as the Troupe's charity of choice. During an 8-minute intermission at each performance, the audience raised over \$11,000 in total for the Foundation!

We were inspired by the genuine and generous response from audiences who were clearly passionate about supporting people with disabilities.

Congratulations to Stardust International Productions and a special thank you to the members of the China Disabled People's Performing Art Troupe and their benefactor Kwok Chung Tam for raising awareness about the abilities of all people.

Left: Foundation volunteer staff standing with the authentic replica FIFA World Cup Trophy in Steveston Village.



A blue-tinted photograph of a man in a wheelchair addressing a seated audience at a podium. The man is on the right, facing left towards the audience. The audience is seated in rows of white chairs, mostly men in business attire. A clear podium is on the left. The background shows more people and a large hall.

# **FINANCIAL STATEMENT SUMMARY**

April 1, 2014 – March 31, 2015

## Independent Auditor's Report

### To the Board of Directors of Rick Hansen Foundation

We have audited the accompanying financial statements of Rick Hansen Foundation, which comprise the statement of financial position as at March 31, 2015 and the statements of operations, changes in fund balances and cash flows for the year then ended, and the related notes, which comprise a summary of significant accounting policies and other explanatory information.

#### Management's responsibility for the financial statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Rick Hansen Foundation as at March 31, 2015 and the results of their operations and their cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

*PricewaterhouseCoopers LLP*

#### Chartered Professional Accountants

PricewaterhouseCoopers LLP  
PricewaterhouseCoopers Place, 250 Howe Street, Suite 700, Vancouver, British Columbia, Canada V6C 3S7  
T: +1 604 806 7000, F: +1 604 806 7806

\*PwC refers to PricewaterhouseCoopers LLP, an Ontario limited liability partnership







# Statement of Financial Position

as at March 31, 2015

Assets	2015 \$	2014 \$
<b>Current Assets</b>		
Cash and Cash Equivalents	894,329	1,172,276
Accounts Receivable	165,867	37,844
Interest Receivable	88,147	172,312
Due from Related Parties	-	176,764
Short-term Investments - at market value	455,611	1,895,945
Prepaid Expenses and Deposits	96,221	127,349
	1,700,175	3,582,490
UBC Endowment Rights	462,478	542,910
Capital Assets	244,052	223,750
Long-term Investments	12,863,710	11,845,530
Intellectual Property Rights	1,800,000	1,800,000
	17,070,415	17,994,680
<b>Liabilities</b>	<b>2015 \$</b>	<b>2014 \$</b>
<b>Current Liabilities</b>		
Accounts Payable and Accrued Liabilities	337,369	294,901
Due to Related Parties	4,421	14,236
Deferred Contributions	1,309,429	763,775
	1,651,219	1,072,912
<b>Fund Balances</b>		
Endowed	102,555	101,555
Internally Restricted	12,887,110	12,877,243
Unrestricted	2,429,531	3,942,970
	15,419,196	16,921,768
	17,070,415	17,994,680

Please refer to the full set of audited financial statements on the Rick Hansen Foundation website at [www.rickhansen.com](http://www.rickhansen.com).

# Statement of Operations

for the year ended March 31, 2015

Revenues	2015 \$	2014 \$
Government and Other Grants	12,920,458	8,622,151
Sponsorships and Donations	1,531,992	1,632,767
Investment Income	1,912,780	1,667,808
Events	171,965	20,000
Other	209,699	214,157
Value-in-Kind	42,948	67,882
	<u>16,789,842</u>	<u>12,224,765</u>

Expenses	2015 \$	2014 \$
Research Program	12,421,044	8,962,492
Schools Program	920,509	829,226
Awareness Program	753,212	332,447
Accessibility Program	1,120,627	602,075
Other Programs	369,493	269,643
Total Programs	<u>15,584,885</u>	<u>10,995,883</u>
Fundraising	1,461,930	1,085,634
Management and administration	1,245,312	1,100,460
	<u>18,292,127</u>	<u>13,181,977</u>
<b>Deficiency of revenues over expenses before the following</b>	<b>(1,502,285)</b>	<b>(957,212)</b>
Loss on disposal of capital assets	(1,287)	(8,156)
<b>Deficiency of revenues over expenses for the year</b>	<b><u>(1,503,572)</u></b>	<b><u>(965,368)</u></b>

The Rick Hansen Foundation is managed by a team working in our head office under the direction of CEO Rick Hansen. In addition to providing philanthropic services and managing the donations and grants of the organization, our staff manage and oversee national programs.

Revenue has increased from the prior year based on the Western Economic Diversification agreement and new contributions from provincial governments for Research and Accessibility Programs.

Research Program expenditures increased, including grants to the Rick Hansen Institute and ICORD from the prior year in line with government contributions.

The Rick Hansen School Program expenditure increases were enabled by new donations and sponsorships. Broad Awareness Program expenditures, including Rick Hansen Ambassadors and public engagement, increased due to expansion of activities associated with creating a movement to remove attitudinal and physical barriers for people with disabilities.

Accessibility Program expenditures increased due to a ramp up of activities associated with Planat, a new partnership with the BC Job Creation Partnership and the relaunch of Quality of Life grants. The Back to Ag initiative was made possible thanks to generous contributions from new donors and partners.

Investment in fundraising increased to generate resources now and in the future for programs dedicated to the removal of barriers for people with disabilities.

Management and administration expenditures include costs associated with securing and stewarding contributions from government, governance, accountability, management and compliance including our staff, legal, audit, insurance and other infrastructure costs.

The deficiency of revenues over expenses was Board approved and funded by reserve funds as part of our long-term strategic plan.

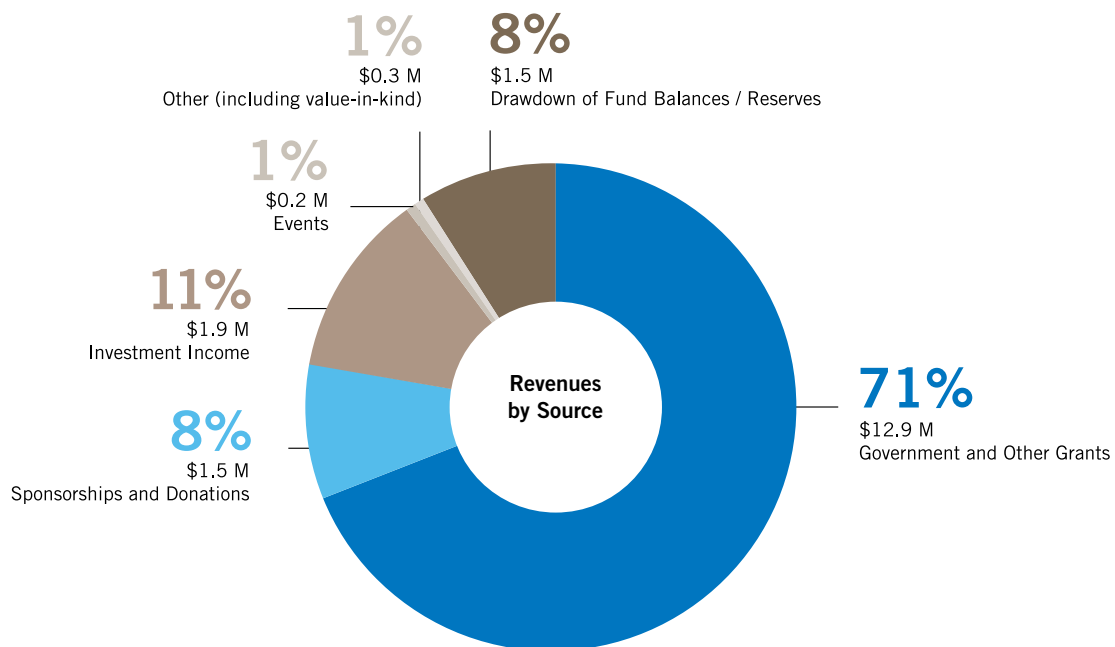


## Revenues

for the year ended March 31, 2015

*Where does our funding come from?*

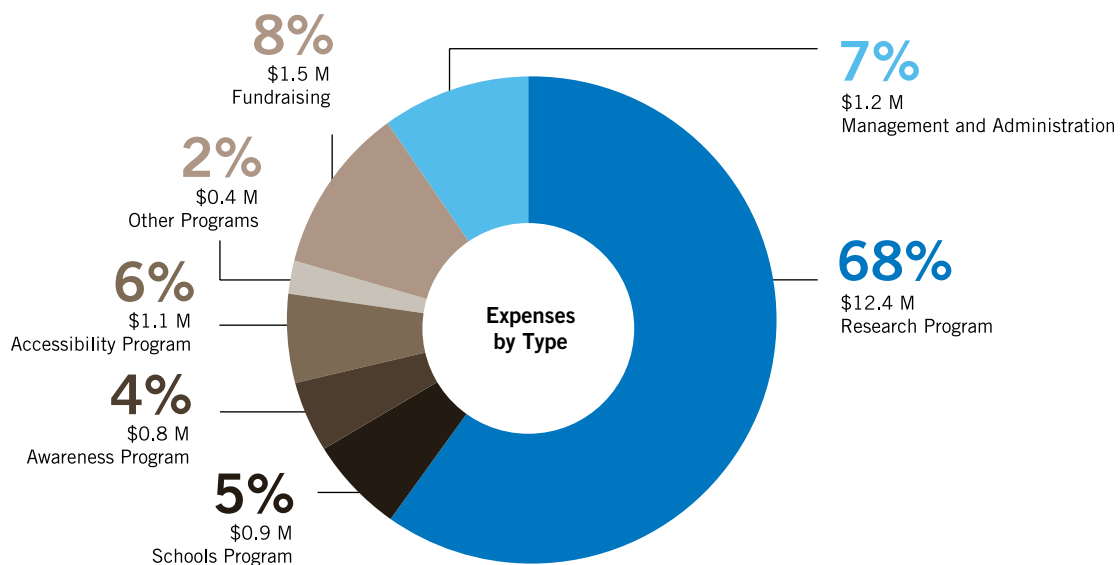
The Rick Hansen Foundation earns income on endowments and investments, receives contributions from federal and provincial governments and donations and sponsorship from a wide range of individuals and organizations who support our mission and vision.



## Expenses

for the year ended March 31, 2015

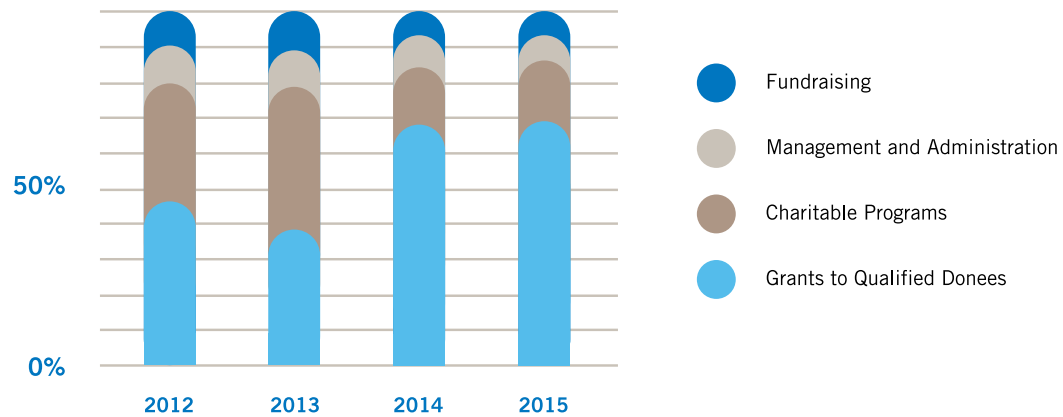
*How we apply our funds*





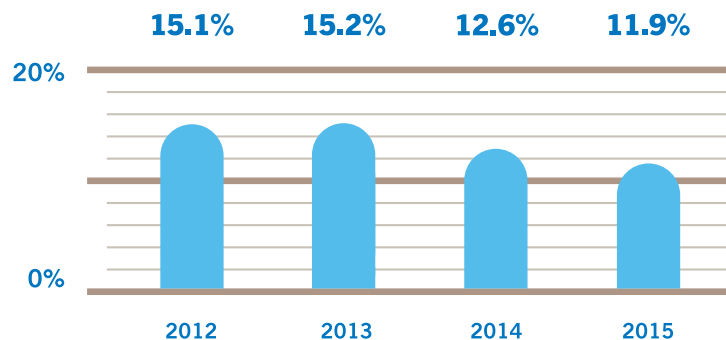
## Trend of Expenditures by Type

*How our spending allocation has changed over the last four years*



## The Cost of Raising \$1

*How have our fundraising ratios changed over the last four years?*



Fundraising to help finance programs is a critical part of our work.

The Foundation is continuing to make a strategic investment in Major Gifts, Corporate and Community fundraising over the next three to five years to raise essential resources needed to create solutions that address the following key barriers for people with physical disabilities: awareness, attitudes and accessibility.

The Foundation's cost of fundraising ratio, which compares fundraising costs to fundraising revenue, for fiscal year 2015 is 11.9%. The ratio includes the fundraising costs and revenues associated with government and registered charities, which make up 70% to 80% of our total funding annually.









## Board of Directors

**Lyll Knott, Q.C. – Co-Chair**

Senior Partner, Clark Wilson LLP

**George Gaffney – Co-Chair**

Former Executive VP, Royal Bank of Canada

**Eric Watt, CPA, CA – Treasurer**

Former Senior Audit Partner, KPMG LLP

**Perry Goldsmith – Secretary**

Founder, Contemporary Communications Ltd.

**Deborah Apps**

President & CEO, Trans Canada Trail

**Ida Chong**

Member of the BC Legislative Assembly  
(1996-2013)

**Sally Douglas**

Founder, Kaldor Brand Strategy & Design

**Amanda Hansen**

Physiotherapist, Richmond Lions Manor

**Brian Hesje**

Former Board Chair, Fountain Tire

**Kimberly Kuntz**

Partner, Bull, Houser & Tupper LLP

**Tod Leiweke**

Chief Operating Officer, National Football League

**Colleen Nelson**

Founding Executive Director, Australian Prostate  
Cancer Research Centre

**Suki Sekhon**

President & CEO, CRS Group of Companies

**Louise Turner**

President, Premier's Technology Council (BC)

## Management Team

**Rick Hansen, C.C., O.B.C.**

Chief Executive Officer

**Doramy Ehling**

Chief Operating Officer

**Catherine Ruby**

Chief Financial Officer

**Mike Reid**

Vice President of Resource Development

**Colin Ewart**

Vice President of Strategic Partnerships

**Jo-Anne Nykilchuk**

Senior Director of Resource Development

**Renee Eaton**

Director of Community Giving

**Marianne Lowe**

Director of Human Resources

**Deena Stigas**

Director of Special Projects

**Ewa Holender**

Director of Rick Hansen School Program

Left: The Rick Hansen Foundation Board  
Directors and Foundation team celebrating our  
30th Anniversary!



Join our community of  
#DifferenceMakers



RickHansenFdn  
[www.rickhansen.com](http://www.rickhansen.com)

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## Vision for a Better Future

Canada has a proud history and commitment to inclusivity. However, people with disabilities continue to face multiple barriers including awareness, attitudes and accessibility.

Rick Hansen has demonstrated success as a **leader, collaborator and facilitator**. Inspired by his leadership, the Rick Hansen Foundation is dedicated to making the world a better place for people with disabilities by **removing barriers** and changing attitudes, creating accessible spaces and inspiring an inclusive society on a global scale.



**JOIN THE RICK HANSEN FOUNDATION TO  
HELP LIBERATE THE POTENTIAL OF PEOPLE  
WITH DISABILITIES.**





## LEADERSHIP

“Today, Canada is a world leader in spinal cord injury research due in significant part to Rick Hansen’s relentless commitment. He and the Foundation have made this area of research a priority regardless of province, country or even sector. They have spearheaded a national, and increasingly, international strategy to ensure that people with spinal cord injuries are living healthy lives.”

**Dr. Michael Fehlings, Head, Spinal Program & Senior Scientist, McEwen Centre for Regenerative Medicine, Toronto Western Hospital, University Health Network**

## AWARENESS

“Rick has been an inspiration to all of us as Canadians, and has already created a legacy that will continue to inspire and engage the current generation of young people, and many others to come, to be the change they want to see in the world.”

**Marc Kielburger, Co-Founder,  
Free The Children and Me to We**



A young girl with long brown hair, wearing a light blue jacket and jeans, is sitting in a black wheelchair on a red running track. In the background, there is a green field and a cluster of red and white balloons. The image is split into two main sections: a dark blue section on the left for 'COLLABORATION' and a lighter blue section on the right for 'INCLUSION'.

# COLLABORATION

“Collaboration is the key to making a real impact. Working with the Rick Hansen Foundation, we were able to maximize government support of our initiatives to develop and implement an action strategy to address some of the gaps in service and community barriers that prevent Albertans with spinal cord injury and other physical disabilities from full economic and social participation, enhancing their quality of life and participation in their communities.”

**Teren Clarke, Executive Director,  
Spinal Cord Injury Alberta**

# INCLUSION

“Over 70% of Canadian teachers agreed that participation in the Rick Hansen School Program resulted in the following among students: decreased bullying; greater initiative to improve accessibility; increased volunteerism; and a willingness to help peers with disabilities. It also instilled in students the belief that they can make a difference.”

**Deloitte LLP**

**Rick Hansen Foundation School Program Review**





**Rick Hansen Foundation**

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