

NEW HEIGHTS

**CANADIAN ASSOCIATION OF
INDEPENDENT LIVING CENTRES**



Issue 1

**Summer
2006**

Highlights

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WELCOME TO FIRST EDITION OF "NEW HEIGHTS"

Welcome to the first edition of Canadian Association of Independent Living Centres' "New Heights", a partner communiqué to be published twice a year. The purpose is to keep our corporate and foundation partners and other key stakeholders well informed of new developments. These are exciting times for CAILC and our network of 28 Independent Living Resource Centres (ILRCs). We value our supporters and community partners and want to keep you informed of new developments.

CAILC has entered a new era of growth and expansion that will, over the next three years, tremendously benefit the 4 million people in Canada living with a disability. On the following page we highlight what CAILC, with your continued help, will accomplish by 2009.



For the past twenty years, CAILC has proudly had the distinction of being one of the key national Canadian leaders in the field of disabilities. We work closely with all levels of government as well as national corporations to ensure that the independent living philosophy is entrenched into the social structure of Canadian life. Independent living is a simple concept - every person with a disability has the same rights as an able bodied person to full citizenship.

On behalf of our National Board of Directors and our 28 Centres, I want to express our sincere gratitude to our partners for being socially conscious corporate leaders.

Yours sincerely,

Traci Walters
National Director

"The act of philanthropy is a spiritual act, an expression of caring for one's fellow human beings. It is a belief in the future and that the future can be good. It is investing in that future. It is helping to make the dream come true."

-- Arthur Frantz

CAILC IN 2009 - REACHING NEW HEIGHTS

- ✓ Directly providing up to 20% more jobs in the Independent Living network for people with disabilities;
- ✓ Indirectly supporting thousands more Canadians with disabilities to access jobs, education, training, volunteering and community service;
- ✓ Directly generating \$50 million into Canadian economy through the IL network;
- ✓ Generating \$2.5 million in direct Centre payroll tax contribution and an additional \$5 million in attendant services direct funding payroll tax contributions;
- ✓ Recruiting 2,000 volunteers;
- ✓ Expand into up to five more communities with Centres.



FROM THE DESK OF BRIAN BASANDA GENERAL SALES MANAGER GRAND AND TOY

As a National organization with sales offices in every major Canadian city, we are often presented with opportunities to partner with various organizations. With so many great entities to choose from, it is sometimes difficult to decide on whom to support. With CAILC, the decision was simple.

CAILC is an efficient, business minded organization that presented Grand & Toy with a win / win proposal. If Grand & Toy would look at CAILC as a National entity and present the organization with opportunities for savings, CAILC would promote the partnership internally and hence increase overall sales volume.

As of May 1 2006, both parties have delivered on their promises and Grand & Toy is happy to have helped the regional offices maximize the community directed funds, while minimizing their office supply expenditures. In return, Grand & Toy has increased its business with CAILC, thus completing the cycle on the initial win-win proposal.

At Grand & Toy, we believe that a business is only as strong as the community it belongs to and supports. This is why we are proud to partner with the Canadian Association of Independent Living Centres.

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CAILC WELCOMES NEW CORPORATE PARTNER: WESTMONT HOSPITALITY GROUP

Westmont Hospitality Group, the largest hotel management company with more than 150 hotels in Canada from recognized and respected hospitality brands, has entered into an exciting partnership with CAILC and its 28 Centres that will benefit the close to 250,000 members, as well as their affiliate associations, family and friends traveling on business or leisure.



The partnership involves a preferred corporate rate to anyone who books directly with one of their hotels and simply says: **“I want the CAILC rate”**.

Mike Murphy, Executive Director, ILRC – Kingston, Traci Walters, National Director, CAILC, Fred Bannon, Vice President, Sales and Marketing, Westmont Hospitality Group and Richard Bryan, Sales Manager, Quality Hotel (Ottawa)

As the “Official Hotel Supplier” of CAILC, Westmont will donate a portion of the total room revenues generated back to CAILC to be used to enhance services and programs provided to people with disabilities across Canada.

“We are delighted to be entering this new partnership with CAILC and immediately wanted to help this dynamic organization that serves so many Canadians with disabilities” said Fred Bannon, Vice President, Sales and Marketing for Westmont Hospitality Group.

The partnership has many other mutual benefits that include the distribution of CAILC material and the promotion of CAILC initiatives through their chain of hotels.

CAILC and its Centres will work closely with Westmont Hospitality Group to maximize the many opportunities of the partnership. CAILC is delighted to be providing counsel to Westmont Hospitality Group regarding accessibility issues and by providing sensitivity training for their staff.



THE IMPACT OF INDEPENDENT LIVING ON CANADA

Each year, over a quarter of a million Canadians with disabilities, their families, and their communities utilize the supports and services offered by Centres. CAILC and its network have conducted ground breaking work in the areas such as, employment, crime prevention, technology and much more.

In response to the priorities identified in CAILC's business case. This dynamic and innovative initiative is designed to:

- ✓ build a credible, sustainable pan-Canadian framework for analysis, information gathering;
- ✓ story telling;
- ✓ measurement of public participation related to independent living.

This project will also provide materials and legitimacy to our movement as well as an historical account of our impact in Canada.

The IL Impact project has three main outcomes.

- ✓ The creation of an IL based national information collection system that will have comprehensive data and information collected from all ILRCs. This system will portray the reality for Canadians with disabilities and their quality of life.

"The IL Impact initiative will measure the influence of CAILC and the Independent Living movement on the economic, social, political and cultural aspects of Canadian society."

— Christine Malone
IL Impact Project Manager

- ✓ Improved standards and approaches to core programs within the Centres, which will include principles and strategies and allow for increased constancy and support within our network.

- ✓ The publication of a book that will provide an historical account of the impact of Independent Living in Canada.

With the support and guidance of our advisory committee, and the effort of the teams working on the various components of this project, we will move toward strengthening the infrastructure of CAILC and the Independent Living movement by increasing our accountability.

Building upon the foundation of Independent Living, we envision a future where our impact on Canada's social and fiscal economies is understood, allowing us to continue building strong partnerships.

Through this project we are able to acquire a more comprehensive picture of consumers with disabilities, allowing us to share this information with our corporate partners and increase awareness for all.



Contest

CAILC's 20th Anniversary

In celebration of the Canadian Association of Independent Living Centre's (CAILC) 20th Anniversary, we have created a "Back to the Future" Contest for youth (16-30 years old) with or without disabilities. This contest needs the imagination, creativity and spunkiness of Canada's youth in order to envision the world of disability 100 years from now.

The award categories are the following:

Architecture

Transportation

Assistive or Adaptive Technology

Community Inclusion

Telecommunication

For more information visit www.cailc.ca



STAYING CONNECTED

BOARD OF DIRECTORS MEETING, ST. JOHN'S, NL

CAILC's National Board of Directors meets twice a year for face-to-face meetings. Since our network of Centres and our Board Members are located in various cities and towns across the country, the national office alternates locations across Canada to remain inclusive to our members.



The Independent Living Resource Centre in St. John's hosted a lunch for the CAILC Board and Staff

In April, the Board attended meetings in the city of St.

John's, Newfoundland and we were hosted by the Newfoundland Centre. Executive Director,

Barry Galloway, and his team of friendly staff created a warm and welcoming environment for us, the visiting mainlanders.

Special thanks to our National Board Treasurer and Newfoundland native, Cecilia Carroll and her 15 year old daughter, Cassandra for their outstanding help. The warmth and fun loving nature of our hosts and the wonderful people of Newfoundland more than made up

for the foggy, cold and wet weather.

FACTS: THE ECONOMIC IMPACT OF PERSONS WITH DISABILITIES



✓ Numbers out of the US on persons with disabilities (a demographic with strikingly similar socio-economic indicators as Canada) found that at least ½ of all non-disabled persons has a spouse, parent, child, or friend with a disability, and that companies marketing to persons with disabilities can thus reach as many as 4 out of every 10 consumers through these campaigns.¹

- ✓ It has been suggested that as a group, persons with disabilities make up a larger number than any other cultural, racial, or ethnic group.²
- ✓ In 2001, the conference Board of Canada reported that the combined annual disposable income of working-aged persons with disabilities was 25 billion.³

¹ Digh, P. (1998) America's Largest Untapped Market: who they are, the potential they represent. *Fortune Magazine*. March

² U.S. Department of Justice. *Customers with Disabilities Mean business*.

³ Ibid.

Independent Living Resource Centres (ILRCs)
are local disability organizations that
provide information, peer support,
education and skills development that enable
people, regardless of disability, to participate
in all aspects of their community.

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Available online at www.cailc.ca
under PARTNERSHIPS

Charitable Registration
12933 4082 RR001

UPCOMING EVENTS



CAILC Annual General Meeting

20th Anniversary Luncheon
Richmond, BC
October 20, 2006

With Special Guest Speaker
Mayor Sam Sullivan
Vancouver, BC



United Nations International Day of Disabled Persons

Ottawa, ON
November 30, 2006

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