



*CANADIAN ADAPTIVE SNOWSPORTS
SPORTS DE GLISSE ADAPTÉS CANADA*

INFORMATION PACKAGE





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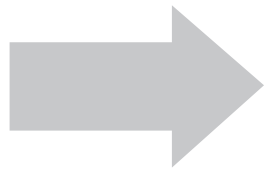
Fun Inclusion Respect

Almost all of our 67 clubs and programs coast-to-coast have significant wait lists and huge under served demand.

The CADS Strategic Framework aims to achieve 1 goal:



**Cut Wait Lists
to Zero**



**Make Snowsports accessible for every
person who wishes to enjoy / improve their
skills towards independence.**

To achieve this goal, CADS has identified 4 strategic priorities:

**Increase the
Number of
Instructors**

Recruitment, Education
& Certification

**Deliver
Quality
Programs**

To individuals and
organizations on snow

**Build
Organizational
Capacity**

From local to
national organizations

**Organizational
Sustainability**

Through a national
Fund Development

Empowerment through Snowsports

CADS provides opportunities for people with disabilities to experience the joy and freedom of **skiing** and **snowboarding** across Canada.



2100

Students
& Athletes



1600

Certified Instructors
& Coaches



1500

Volunteers, Friends, Families
& Caregivers

We value



Fun



Inclusion



Respect

We support people with



**Visual
Impairments**



**Physical
Impairments**



**Autism & Cognitive
Impairments**

Empowerment through Snowsports

What we give

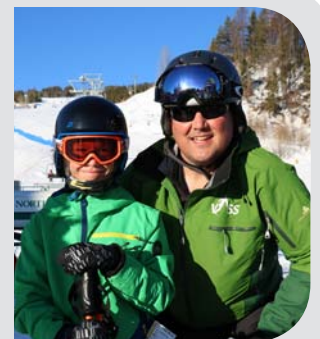
- A powerful, positive accessibility experience
- A visible, tangible and immediate effect on the individual, their family and the community at large
- Opportunities for participants to be active for life or to strive for competitive excellence
- An inclusive environment
- Leadership, education and equipment



“My son Jamie participates in CADS because he needs a little extra help on the hill. CADS has helped him get past the challenges of autism and find freedom and success on the hill. CADS has been a life changer not only for Jamie, but for our whole family!” – *Jamie's Mom*

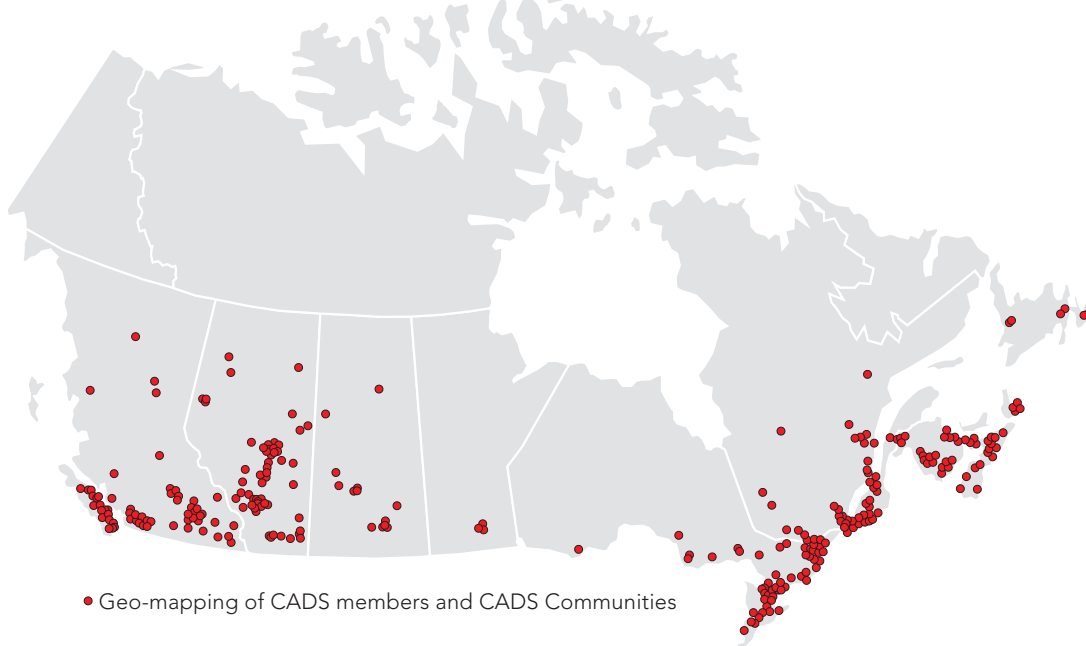
“The “all inclusive nature” of the CADS organization (Instructors, volunteers, athletes and families) are diverse, and we truly felt that all were inclusive. There seemed to be no judgement of others. This is something most groups strive for, but as you know rarely can achieve.”

– *Karen and Brad Benoit*

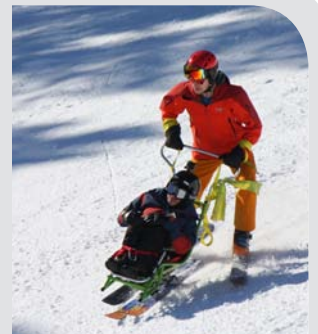


What we need

- Partners to help grow our 67 programs and 10 provincial divisions
- To attract, train and retain volunteers, certified instructors, and certified coaches from coast to coast
- To have at least one CADS trained instructor at every ski & snowboard resort in Canada



"I keep coming back to volunteer for CADS year after year because of the amazing contribution I can make to people's lives. I get to watch the joy on our participants faces cruising down the hill. I get to support caretakers enjoying much needed respite time in the lodge sipping on a hot chocolate and knowing their loved one is having a safe, amazing experience. I watch our participants count down to the next CADS evening, and am humbly reminded that almost any challenge in life could not only be worse, but even more importantly can be overcome." – *Scott, a career volunteer*



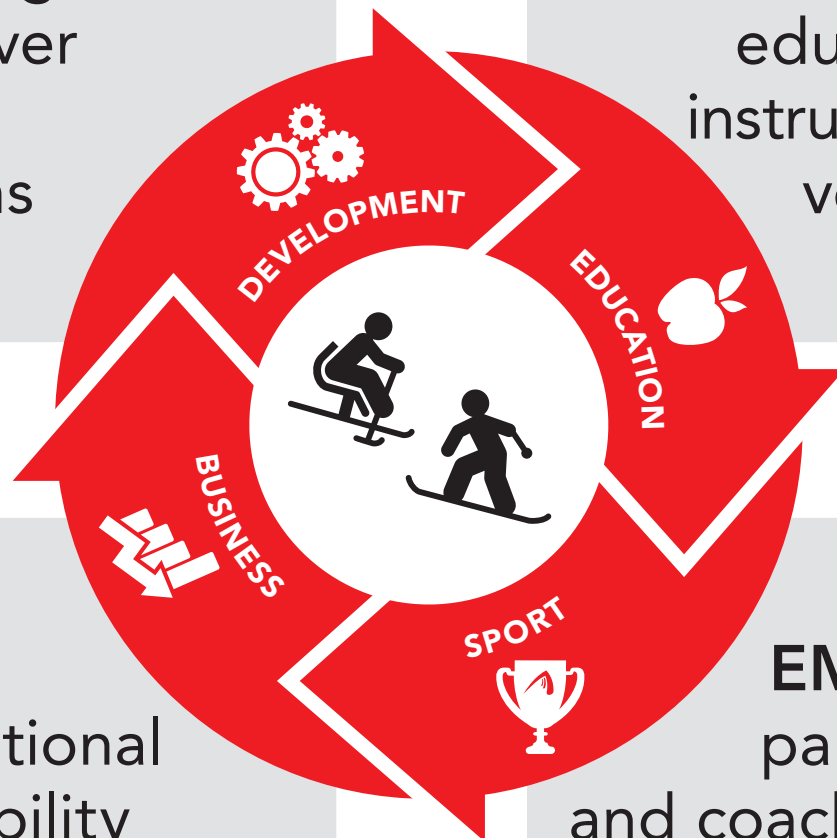
To address our strategic priorities,
CADS has 4 Key Areas of Long-Term focus:

BUILD

organizational
capacity to
operate, grow
and deliver
quality
programs

INCREASE

recruitment to
deliver more world
class training and
education to
instructors and
volunteers



FOSTER

organizational
sustainability
of local, regional,
provincial and
national CADS
organizations

EMPOWER

participants
and coaches to be
active for life and
at any age or stage
along the path to
the Paralympics

KEY AREA OF FOCUS



DEVELOPMENT



EDUCATION



SPORT



BUSINESS

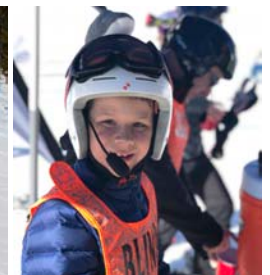
Build organizational capacity to operate, grow and deliver quality programs

Strategies

1. Provide tools and services to support growth of Programs and Divisions
2. Provide operational services and IT infrastructure to streamline and support efficiencies
3. Provide insurance coverages and tools to members and organizations prudent risk management and governance
4. Support volunteer recruitment, identify human resource needs and create retention strategies
5. Provide leadership training, operational infrastructure and sports equipment for delivery of quality programming

Performance Indicators

1. # of active members, per role (certified instructors, volunteers and students/athletes)
2. # of active recreational, competitive programs and member organizations
3. # and \$ value of Development Support Grants and Leadership Bursaries



CADS is delivering unique opportunities for those with special needs.

KEY AREA OF FOCUS



DEVELOPMENT



EDUCATION



SPORT



BUSINESS

Increase recruitment to deliver more world class training and education to instructors and volunteers

Strategies

1. Support recruitment and retention initiatives of CADS Programs
2. Continuous improvement of our world-class training and certification curriculum
3. Increase the number of trainers to train and certify instructors and volunteers
4. Creation of educational resources that are accessible to instructors, volunteers and students
5. Continued collaboration with able bodied instructor organizations and ski resorts

Performance Indicators

1. # of certified Course Conductors and Certified Instructors
2. # of certifications per year by each Course Conductor in each division
3. # of member organizations and snow schools with CADS Certified Instructors



CADS is training leaders with compassion in our communities.

KEY AREA OF FOCUS



DEVELOPMENT



EDUCATION



SPORT



BUSINESS

Empower participants and coaches to be active for life and at any age or competitive stage along the path to the Paralympic games

Strategies

1. Provide local, regional & national events and training camps for participants to be active for life or to strive for competitive excellence
2. Improve accessibility of adaptive snowsport equipment for participants
3. Increase our pool of Certified Coaches, Para-Coaches and Adaptive or Para-athletes for both Alpine & Snowboard
4. Expanded our collaboration with National Sport Organizations in support of our role as a feeder system for Canada's Paralympic snowsport teams
5. Expand our communication reach to communities and disability sport organizations to increase recreational & competitive opportunities

Performance Indicators

1. # or % of participants who are classifiable according to the International Paralympic Committee (IPC)
2. # of Canadian Paralympic team members who progressed thru CADS Programs
3. # of training camps days & quality competitions

CADS is actively engaging those with special needs to reach new heights and confidences.

KEY AREA OF FOCUS



DEVELOPMENT



EDUCATION



SPORT



BUSINESS

Foster organizational sustainability of local, regional, provincial and national CADS organizations

Strategies

1. Raise and direct significant funds to help CADS organizations reach their goals (the Big Need)
2. Establish key long-term partnerships with National sponsorship organizations (the Big Ask)
3. Cultivate partnerships with Disability Organizations and relevant health, charities, foundations and government organizations
4. Establish strategic service agreements with divisions and large programs to ensure alignment of roles and responsibilities so that organisations are financially sustainable and grants/bursaries have an impact on targeted goals
5. Develop stronger relationships within the Snowsport industry to increase awareness, inclusion and accessibility at Resorts

Performance Indicators

1. \$ Funds raised
2. # Partners contributing
3. # and \$ value of all Development Support Grants and leadership, sport or participation bursaries

*CADS is growing to achieve our ultimate goal – **cut wait list times for adaptive students wishing to ski or snowboard.***

Where will we invest?

For Education

- Training the trainers
- Instructor training & certification
- Leadership development



"I am so impressed by the friendliness and welcoming of this organization and the technical abilities of so many skiers from all over. So Good!"

– *Brent Waldo*

For Awareness & Capacity Building

- Communications and promotion
- Recruitment/Retention of volunteers and partner organizations
- Organizational capacity building activities

"I began volunteering for the CADS Board of Directors after being a participant and student for years. While I have a visual impairment, with a bit of extra guidance I can navigate the hill safely. CADS has given me the freedom to explore the hill and enjoy Canada in its snowy glory and develop great connections. Working on the national board has been my way to give back to the organization that has helped me so much." – *National Board Member*

Where will we invest?

For Renewal

- Replacement of our aging fleet of adaptive equipment

"I have witnessed how much joy your program brings to kids and their families." – *Chris Maxemuck*



For Events

- Annual national ski and snowboard family festival (since 1976)
- Recruitment camps
- Participation bursaries
- Athlete development bursaries

"I loved getting to meet all sorts of different people, and getting to know my CADS Ski Instructors at Festival. They were so kind, helpful, and so much fun to be around. Now... let's talk about that award. Canadian Adaptive Skier of the year! Never in a million years did I think I would receive an award like that in my life. I still struggle to wrap my mind around it! It was a great honor, and certainly a huge surprise." – *Kate Gibbs*



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Partner with us



Volunteer with us

Join the CADS family and help incredible people do incredible things

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