



City of  
**Peterborough**

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**To:** Members of the Accessibility Advisory Committee

**From:** Sadie Norrad, Accessibility and Communication Specialist

**Meeting Date:** March 7, 2018

**Subject:** Report AAC18-012  
“Play Finds A Way” Funding Opportunity

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## **Purpose**

A report introduce a presentation from the City’s Corporate Sponsorship Coordinator on a Canadian Tire Jumpstart Charity funding opportunity.

## **Recommendations**

That the Accessibility Advisory Committee (AAC) approve the recommendations outlined in Report AAC18-012 dated March 7, 2018 of the Accessibility and Communication Specialist as follows:

- a) That a presentation from the City’s Corporate Sponsorship Coordinator, Scott Elliott be received for information; and
- b) That the AAC provide input on projects that could be funded through the Canadian Tire Jumpstart Charity “Play Finds a Way”

## **Budget and Financial Implications**

There are no budgetary or financial implications associated with the recommendation.

## Background

The Canadian Tire Jumpstart Charity is a national charity dedicated to helping children overcome financial and accessible barriers to sport and recreational activities.

Jumpstart has introduced the “Play Finds a Way” program with a focus on removing barriers for sport and recreational activities. The program offers two grant opportunities that the City is interested in applying for; the “Accessibility Enabling Grant” and the “Inclusive Design Innovation Grant.” Canadian Tire has committed an additional \$50,000,000 over five years to support the Jumpstart mandate. Funding for Accessibility Enabling Grants and Inclusive Design Innovation Grants have been identified as follows:

- Accessibility Enabling grants
  - 4 grants of \$50,000 awarded each year
- Inclusive Design Innovation Grant:
  - 4 Grants at \$250,000 each year
  - 2 Grants at \$500,000 each year
  - 2 Grants at \$1,000,000 each year

The Accessibility Enabling Grant is designed to help organizations improve overall accessibility within their facilities. The Inclusive Design Innovation Grant is designed to enhance existing building plans for sport and recreation with unique and innovative projects focused on increased accessibility and inclusivity.

The City’s Corporate Sponsorship Coordinator is looking for direction & feedback on eligible projects within the City.

Submitted by,

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Accessibility and Communication Specialist

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