

JS 150 – MASTER FAQ

UPDATED January 2018

1. What is Jumpstart's Play Finds A Way?

Since 2005, Jumpstart has disbursed more than \$135 million to help Canadian families overcome financial barriers to sport and play, with funding for program registration, equipment and transportation. Thanks to an additional five-year \$50 million commitment from Canadian Tire Corporation, Jumpstart has expanded its mandate to help remove barriers for kids with disabilities.

2. How does Jumpstart's Play Finds A Way differ from the current Jumpstart program?

Jumpstart's Play Finds A Way supports selected organizations with the costs associated with infrastructure and programming as they relate to providing inclusive play opportunities for kids with disabilities.

3. What kind of disabilities does Jumpstart's Play Finds A Way address?

Jumpstart's Play Finds A Way movement is an inclusive program designed to support a range of disabilities including physical, sensory and cognitive. We work closely with all our partners to try to accommodate as many types of disabilities as possible based on the needs identified by our Community Partners.

4. What are the three programs funded by Jumpstart's Play Finds A Way?

Jumpstart's Play Finds A Way comprises three distinct programs: Jumpstart Accessibility Grants, the Parasport Jumpstart Fund and the Jumpstart Inclusive Playground Project.

Jumpstart Accessibility Grants are intended to support capital costs of construction and renovations related to improving physical accessibility to, and inclusivity in recreation facilities for children with disabilities in Canadian communities. The Jumpstart Accessibility Grants provide funding for projects that improve accessibility, inclusion and safety for children with disabilities through renovations, retrofits or construction of community facilities and venues so that recreation programs and/or services can be accessed and enjoyed by children of all abilities.

The Parasport Jumpstart Fund is a partnership between Jumpstart and the Canadian Paralympic Committee. Together we help kids with disabilities participate in a variety of exciting parasport activities, by assisting their families with the cost of participation.

The Jumpstart Inclusive Playground Project

Our goal is to create universally accessible playgrounds in each province and territory across Canada where children of all abilities can share in the magic of play. These imaginative and accessible spaces will set the new standard for inclusivity.

Supporting local communities is an important part of everything we do, and we hope these playgrounds will become a gathering place for communities to unite around play.

JS 150 – MASTER FAQ

UPDATED January 2018

5. With the \$50 million commitment over five years, how many playgrounds, community centres and children with disabilities are you hoping to help/impact?

An important component of the Play Finds A Way movement is the research Jumpstart will be supporting with the Canadian Disabilities Participation Project, which will measure and evaluate the impact of our programs over the next five years.

6. How is the \$50 million being disbursed across the country?

Jumpstart's Play Finds A Way funds three distinct programs: Jumpstart Accessibility Grants, the Parasport Jumpstart Fund, and the Jumpstart Inclusive Playground Project, along with supporting awareness campaigns and coaching resources.

7. With \$150 million committed to the overall program, how come children with disabilities are receiving one-third of the funding over five years?

Since 2005, Jumpstart has disbursed more than \$135 million to help Canadian families overcome financial barriers to sport and play, with funding for program registration, equipment and transportation. Now, with an additional five-year \$50 million commitment from Canadian Tire Corporation, Jumpstart is expanding its mandate to help remove barriers for kids with disabilities.

8. Is Jumpstart's Play Finds A Way the only program of its kind?

Play Finds A Way is a ground breaking program that is dedicated to making play inclusive for children of all abilities through accessible infrastructure, integrated programming and financial support that addresses the specific needs of children with disabilities.

9. When will Play Finds A Way programs launch?

Applications for Jumpstart's Play Finds a Way vary by program. Please refer to the [website](#) for updates on timing and availability.

10. Can you tell me more about the projects running in Winnipeg and Nanaimo?

We are very excited about these two projects.

In Winnipeg, the Dakota Community Centre is celebrating 30 years as one of the most prominent sport and recreation facilities in the city, and is where our very own Jumpstart Ambassador, Jonathan Toews, grew up playing hockey. Jumpstart has committed funds to help build a new fully accessible outdoor rink, expected to open in 2018, and we are excited to see the long-term impact that rink will have on kids of all abilities in the local community.

In Nanaimo BC, a mother led her local Parent Advisory Council over the last four years, rallying her community to help build an inclusive play space that allows her daughter to play side -by-side with her friends. When Jumpstart learned about this initiative, we knew we needed to help. Jumpstart provided the funding needed to complete the playground development, and over

JS 150 – MASTER FAQ

UPDATED January 2018

Labour Day weekend in 2017, volunteers from Canadian Tire stores in Nanaimo helped build the city's first fully inclusive playground.

11. What is a “destination playground”?

Jumpstart's vision is to create large-scale, accessible playgrounds in every province and territory across Canada. Leveraging universal design principals, Jumpstart's goal is to ensure that these playgrounds become the standard for inclusivity by creating imaginative and accessible spaces where children of all abilities can share in the magic of play. Jumpstart has always been committed to supporting local communities and it is our hope that these playgrounds will become a destination - a gathering place - for communities to unite around play.

12. How will the location of these new playgrounds be decided?

Jumpstart is working with selected municipalities in every province and territory to design and build inclusive playgrounds for kids of all abilities. Jumpstart's goal is to ensure that these playgrounds become the standard for inclusive play, and create community spaces where kids of all abilities can play side-by-side. At least one playground will be built in every province and territory.

13. Has Play Finds A Way replaced the current Jumpstart program?

Jumpstart continues to support kids from families in financial need across Canada to help them access organized sport and recreation programs. Annually, Jumpstart disburses over \$20 million to individual and community development grants in communities across the country, and we continue to do so in addition to the incremental funding dedicated to Play Finds A Way.

14. Were children with disabilities not considered/ included in the previous Jumpstart program? If not, how come?

Since 2005, Jumpstart has worked with a variety of community partners to help kids of all abilities overcome financial barriers to accessing sport and play. And since 2013, Canadian Tire Jumpstart Charities and the Canadian Paralympic Committee have partnered to create greater access opportunities for children and youth with disabilities between the ages of 4 and 18, and who face barriers to actively participating in organized sports and physical activity. Prior to the launch of Play Finds A Way, the fund had disbursed over \$520,000 towards funding program registration, equipment and registration costs for children with disabilities.

15. Why did Jumpstart expand its mandate to help remove barriers for children with disabilities?

Jumpstart understands that for kids, the opportunity to play is about much more than getting active: sport helps kids reach their full potential. Since 2005, Jumpstart has helped change the lives of more than 1.6 million kids from families in financial need. Jumpstart's partnership with the Canadian Paralympic Committee on the Parasport Jumpstart Fund, and our work with Community Partners across Canada that serve the needs of kids with disabilities, helped us realize that we could help countless more kids reach their full potential through sport by

JS 150 – MASTER FAQ

UPDATED January 2018

removing the barriers to inclusive play. And so, with input from partner organizations across Canada, we developed Play Finds A Way to help kids overcome physical barriers to play.

16. Why introduce Jumpstart’s Play Finds A Way in 2017?

When our nation recently celebrated its 150th birthday and Canadian Tire Corporation (Jumpstart’s largest financial contributor) began contemplating its own 100th year anniversary in 2022, we were inspired to do something more – to lead by example and leave a legacy for this great country. Jumpstart’s partnership with the Canadian Paralympic Committee on the Parasport Jumpstart Fund, and our work with Community Partners across Canada that serve the needs of kids with disabilities, showed us that we could help countless more kids reach their full potential through sport by removing the barriers to inclusive play. And so, with input from partner organizations across Canada, we developed Play Finds A Way to help kids overcome physical barriers to play.

17. What organizations/groups did Jumpstart consult/partner with to design this program?

We developed the Play Finds a Way program with input from partner organizations across Canada. We worked with a number of organizations, including the Canadian Disabilities Participation Project, the Canadian Paralympic Committee, the Rick Hansen Foundation, experts from all three levels of government and academia.

We also leveraged the help of many of our existing Community Partners across the Country, to assess market needs and develop a customized approach to ensure that our programs have the most meaningful impact within the play space.

18. What kind of coaching resources will be provided through Jumpstart’s Play Finds A Way?

Jumpstart is working with a number of organizations, including the Sport for Life Society, Canadian Paralympic Committee, Active Alliance for Canadians with a Disability and Special Olympics, among others, to improve access to an enriched library of resources that will empower youth activity leaders and coaches at all levels to create inclusive environments for kids with varying abilities. More information will be available in the coming months.

19. How is this program funded?

As a registered charity, Canadian Tire Jumpstart Charities receives donations from a wide variety of sources including the Canadian Tire Family of Companies, our network of Canadian Tire Associate Dealers and from our customers. The Play Finds A Way Movement is a new initiative that will receive incremental funding raised through a variety of initiatives.

20. How will Jumpstart select the projects that receive funding?

Funding requests to each of the programs that make up Jumpstart’s Play Finds A Way will be evaluated using a fair and transparent review process.

JS 150 – MASTER FAQ UPDATED January 2018

Jumpstart Accessibility Grants will be reviewed by a Grant Selection Committee comprised of relevant representatives and subject matter experts.

Parasport Jumpstart Fund applications will be reviewed by a panel including representatives from the Canadian Paralympic Committee and Jumpstart.

The Jumpstart Inclusive Playground Project is already working with targeted municipalities to build fully accessible and inclusive playgrounds for children of all abilities.

21. Who makes up the Grant Review Committee? How are they selected?

The Play Finds A Way Grant Review Committee will be comprised of subject matter experts in the field of sports and recreation for children with physical disabilities, as well as subject matter experts in real estate/ construction.

22. Will every dollar raised in the community continue to stay in the community/fund infrastructure and activity in the community?

Our donors now have even more ways to help kids in need across the country. As it currently stands, donations made in-store support local kids in the community in which they were made, while donations made to the Play Finds A Way Movement specifically, will go towards helping kids nationally.

23. Will Jumpstart's Play Finds A Way impact the funding available to the current Jumpstart program?

Since its inception in 2005, Canadian Tire Jumpstart Charities has helped change the lives of more than 1.6 million financially disadvantaged kids across Canada, disbursing more than \$135 million in funding for sport programming, equipment and transportation. We will continue to support kids from families in financial need across Canada to help them access organized sport and recreation programs. Now, with an additional five-year \$50 million commitment from Canadian Tire Corporation, Jumpstart is expanding its mandate to help remove barriers for kids with disabilities.

24. When will applications for Jumpstart Accessibility grants be open?

Applications to Jumpstart Accessibility Grants are open and will be available on an annual basis. Please visit our [Jumpstart Accessibility Grants page](#) for more information.

25. Who can apply for Jumpstart Accessibility grants and Parasport Jumpstart Funding?

Jumpstart Accessibility Grants are open to:

- Municipalities and public recreation centres/ facilities
- Schools with publically accessible facilities
- Community organizations with publicly accessible recreation facilities (for example, the YMCA, Boys and Girls Clubs of Canada, etc.)
- Public recreation spaces owned and operated by private Foundations

JS 150 – MASTER FAQ UPDATED January 2018

There are two funding streams within the Jumpstart Accessibility grants:

1. Accessibility-Enabling Grants: Jumpstart will provide grants up to \$50,000 for projects designed to help organizations enable general accessibility within their facilities. Where possible, applications should demonstrate evidence of matching funds or in-kind support from Federal/Provincial/Territorial and/or municipal governments. Up to 14 Accessibility-Enabling Grants will be awarded annually;
2. Inclusive Design Innovation Grants: Jumpstart will provide grants between \$250,000 and \$1,000,000 for projects designed to enhance existing building plans for sport and recreation spaces with uniquely innovative solutions for inclusion & accessibility for children of different abilities. On an annual basis, Jumpstart will award:
 - I. Up to four grants valued at \$250,000
 - II. Up to two grants valued at \$500,000
 - III. Up to two grants valued at \$1,000,000

The Jumpstart Parasport Fund is a partnership between Jumpstart and the Canadian Paralympic Committee (CPC). Together we grant organizations funds to improve access to grassroots participation for kids with disabilities.

Eligible organizations can access funding for both Paralympic Sports, and parasport activities (i.e. wheel dance, waterski, wakeboard, para golf, para sailing).

26. How can I donate to Jumpstart's Play Finds A Way program?

Secure donations can be made at jumpstart.canadiantire.ca. For donations of \$20 or more, you will receive a charitable tax receipt. See [Tax Receipt Guidelines](#).

27. Are there volunteer opportunities for Jumpstart's Play Finds A Way?

There are many ways to support Jumpstart and the Play Finds A Way Movement. You can make a [donation](#), host a fundraiser, or make a donation in tribute. For volunteer opportunities, Jumpstart supports over 1,000 community programs across the country, many of which are always in need of volunteers. Please connect with your local sport and recreation community centres to find out if there are volunteer opportunities in your region.

28. Does your website meet accessibility standards? If not, will there be upgrades made and when?

We have completed an accessibility audit of our public facing websites and are working to ensure that they meet and/or exceed website accessibility standards.

JS 150 – MASTER FAQ
UPDATED January 2018

29. Are CTR, Mark's and FGL stores and offices fully accessible? If not, what's being done to address that?

Canadian Tire Family of Company stores and offices meet or exceed the legislative accessibility standards. Canadian Tire continues to work with its store operations and real estate teams to identify additional opportunities to improve accessibility across its locations.

30. How does CTC support employees with disabilities – or employees with family members with disabilities?

CTC is a supportive and compassionate employer that works closely with its employees to ensure that equal employment opportunities are available and a positive and inclusive workplace is promoted.