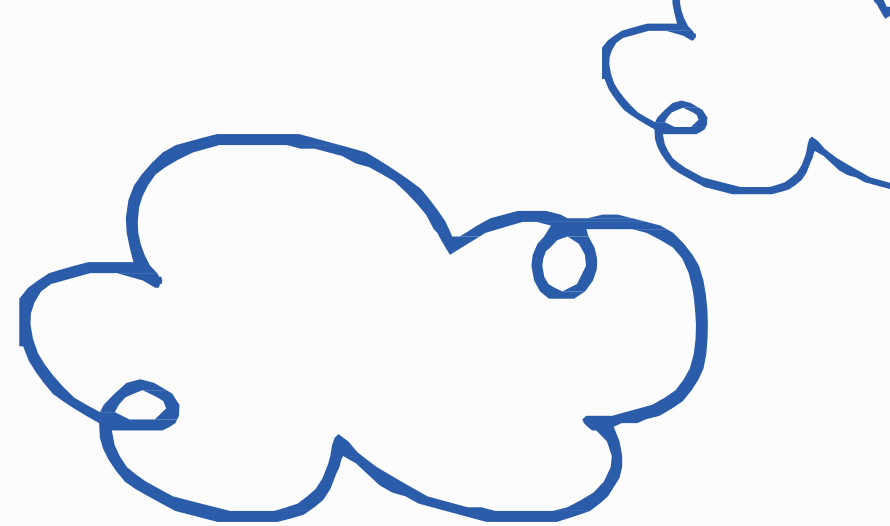




Helping kids focus on their
~~dis~~ABILITIES since 1983





**we
care**



WHO WE ARE and Why We Matter



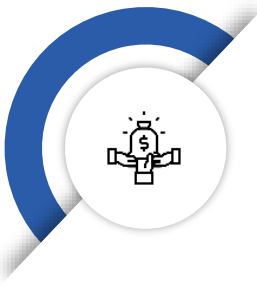
\$1.4 Million

Donated annually to the Easter Seals accessible camping program



5,600 Days

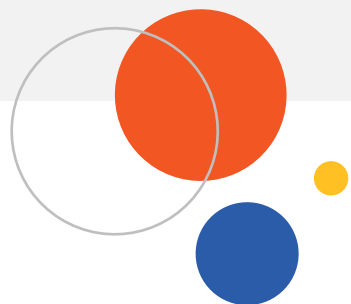
At camp fully funded every year



100% of Money Raised

Goes directly to the cause





\$25.5 MILLION

Donated to Easter Seals
since 1983



We Care was born in 1983 when Gary Wright, a member of the Foodservice industry, began raising money to help his son and other kids with disabilities have the same access to experiences as every other child.

Today, We Care has become the Foodservice & Hospitality Industry's Charity of Choice.

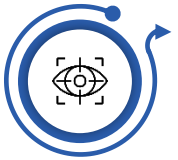
We Care is the only charity that unites the entire industry towards a common goal, offering unique networking and team building opportunities.





MISSION

Sending kids with disabilities to camp through the collaborative efforts of the Foodservice and Hospitality community.



VISION

Enabling kids with disabilities to realize their full potential.



**Helping kids focus on
their ~~dis~~ABILITIES**



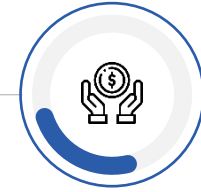
OUR MEMBERS



75+ companies pay annual Membership fees to be a part of our We Care family.



These fees cover **100%** of our administrative costs, enabling us to use every dollar raised and donated to help fund the Easter Seals accessible camping program.



In **2019**, a new 'Platinum Member' category was introduced to bring special recognition to companies that make significant financial contributions to We Care.



OUR MEMBERS



Platinum Members



Member Sponsors



OUR TEAM



We are a small but mighty team of 4.5 staff



- We work with an 18-member Board and dozens of volunteers to help us organize and execute our fundraising events and initiatives.
- This ensures that we minimize our expenses and **MAXIMIZE** our impact on the kids we support.



OUR IMPACT



In 2019, We Care contributed over **\$1.4** Million to fund camp experiences. In 2020, \$600,000 was donated despite substantial economic challenges.



We Care is Easter Seals Canada's largest annual contributor.



We Care funds over **5,600** days at camp every summer for kids attending **16** specialized camps across Canada.

DISABILITY



1 in 6 Canadians live with a disability.



Despite their prevalence, many disabilities are hidden. This makes fundraising for disability-related causes more difficult as many people do not relate to disability in the same way they do other causes.



Access to barrier-free services is often cost-prohibitive. Attending an accessible summer camp can cost upwards of **\$250 per day** for a child with a disability. That's **2.5 times** the national average of a Canadian summer camp.



The background image shows a camp scene. A girl in a wheelchair is on the right, wearing a blue jacket and a helmet. A boy is on the ground in the center, wearing a white t-shirt and a helmet, holding a hockey stick. A girl in a blue and yellow jersey is leaning over him. The scene is outdoors with a white wall and a building in the background.

“

Camp is a place where for 10 days kids with disabilities can do what other people can do everyday.”

- Camper Chad





FUND ALLOCATION

Where the Money Goes

EASTER SEALS CAMPS



There are **16** Easter Seals camps across Canada.

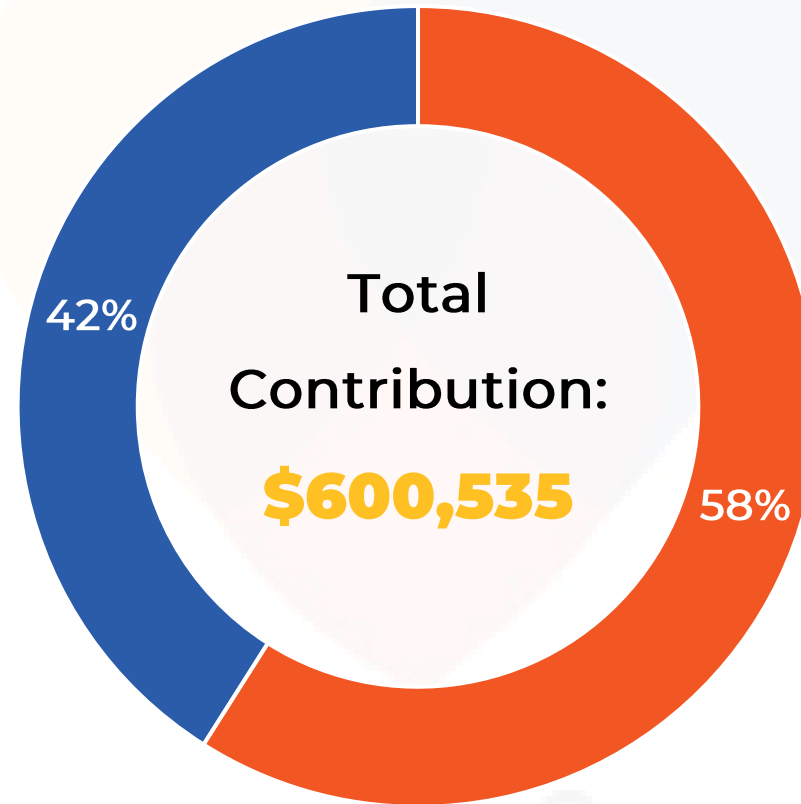
These camps provide **100%** barrier-free facilities, where kids can do everything, no matter their abilities.



WE CARE'S 2020 ANNUAL CONTRIBUTION

National Allocations \$251,820

Money raised at provincial events or donated by province-specific companies stays in that province to support local kids.



Special Provincial Allocation \$348,715

Money raised during national events or in partnership with national companies/brands is divided amongst all provinces, based on the number of camper nights provided.



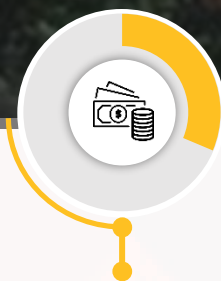
HOW TO GET INVOLVED

Options that suit every type of company!



PARTICIPATE

- Become a Member Sponsor
- Participate in an Event



FUNDRAISE

- Fundraise to send a kid to camp (eg. Corporate Matching, Pay Deductions, Office Raffles)
- Incorporate We Care into an existing event or initiative



VOLUNTEER

- Join a We Care event volunteer committee
- Volunteer your time to help set up or run one of our initiatives

MEMBER SPONSORSHIP

What's Included

- Company logo on We Care marketing materials including the websites, banners, and letterhead
- Company profile page on the We Care website
- Complimentary table of 8 at the We Care Gala (or equivalent virtual event substitute)
- Logo displayed during the CBC TV broadcast of the Easter Seals ON Telethon
- Appointment of a voting member to the Members Board
- Invitation to join and get involved with an Event Committee

\$6,950



“

We became a We Care Member a year ago and couldn't be happier. Not only do we get the personal reward of making a difference in children's lives, it has helped us expand our network tremendously.

”

- We Care Member



WE CARE INTERNAL EVENTS

- 7 x Bowling Challenge
- 4 x Golf Tournament
- 2 x Camp Day
- 1 x 3-Pitch Softball
- 1 x Drive-In
- 1 x Gala
- 1 x Holiday Silent Auction
- 1 x National Games Month
- 1 x Winterfest



Add a charitable component
to an existing event



Hold a 'We Care Day' and donate
proceeds from the sale of a featured item





**we
care**



SUMMARY

Why We Care

We Care is the Foodservice & Hospitality Industry's Charity of Choice.



Our 4.5 staff work with dozens of volunteers to ensure we keep our operating costs low and our impact high.

100% of our administrative costs are covered by our membership program, ensuring that every dollar fundraised and donated goes directly to supporting kids.





We Care raises over \$1.4 million annually

At \$250/day, We Care provides funding for more than 5,600 days at camp every summer and continues to be Easter Seals' largest annual financial contributor.

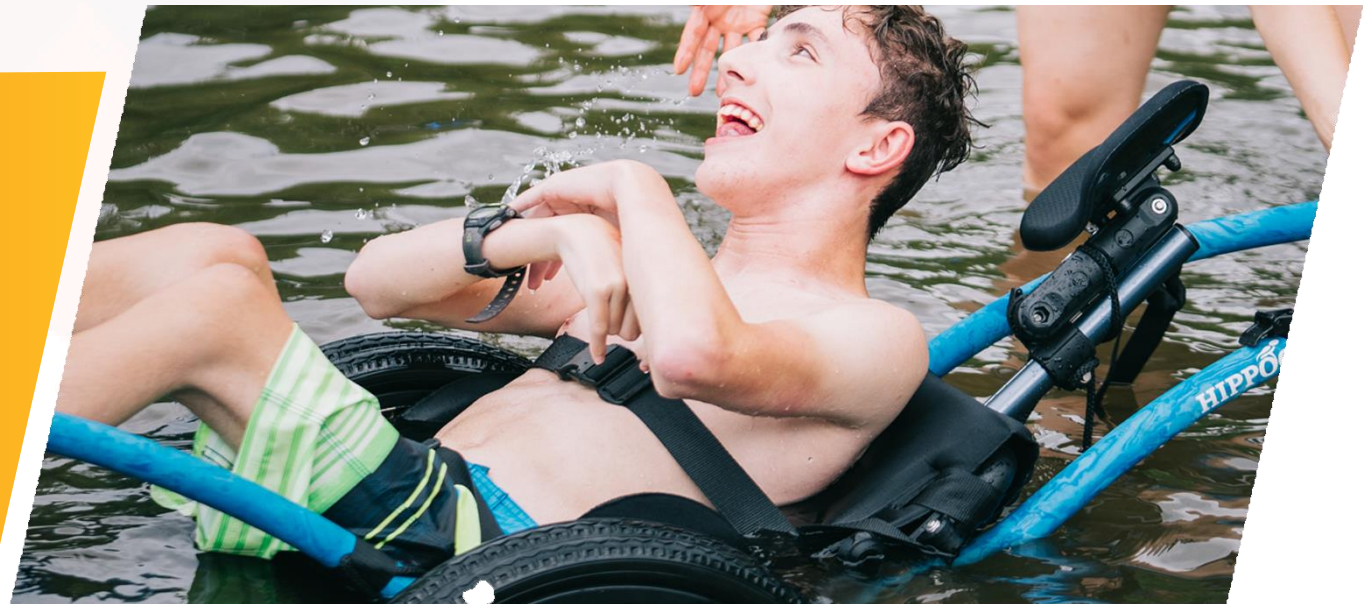
This funding supports more than **560** families, providing parents with a much-needed respite from the demanding day-to-day responsibilities of caring for a child with a disability.



We Care provides a great platform for companies to fulfill their corporate social responsibility mandate and grow employee engagement.

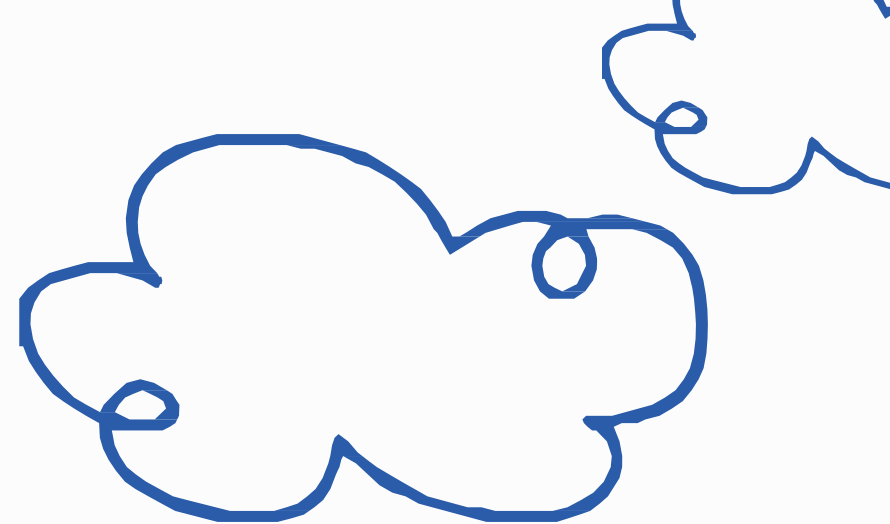


Our various events and initiatives provide unique opportunities for companies to network and strengthen existing relationships and build new ones, all while supporting a great cause.





**We Invite You To Join
Our We Care Family!**



trodrigue@wecare-canada.org



www.wecare-canada.org



905.841.1223



@WeCareCan