

Annual Report 2009

Collectively and resolutely in action

AlterGo's Mission

To support the social inclusion of persons living with a disability on the Island of Montreal by abolishing obstacles to recreational access.

Vision

To contribute, as an organization and rallying force of change, to making the Island of Montreal a model of universal access in leisure.

Members of the AlterGo network

Groups and organizations concerned with disabled persons' access to recreation

- Alpha (Association de loisirs des personnes handicapées physiques)
- West Island Association for the Intellectually Handicapped
- Montreal Association for the Intellectually Handicapped
- Association des services de loisir en institution du Montréal-métropolitain
- Association des sports pour aveugles de Montréal
- Association Dysphasie +
- Association québécoise des enfants avec problèmes auditifs, Montréal régional
- Association québécoise des traumatisés crâniens
- Association québécoise de voile adaptée
- Association régionale du sport étudiant de l'île de Montréal
- Association sportive des sourds du Québec
- Atelier Le Fil d'Ariane
- Autisme et troubles envahissants du développement Montréal
- Centre Action
- Centre communautaire Radisson
- Centre de développement Yaldei

- Centre de loisir des sourds de Montréal
- Constance-Lethbridge Rehabilitation Centre
- West Montreal Readaptation Centre
- Centre de réadaptation Gabrielle-Major
- Centre de réadaptation Lisette-Dupras
- Centre de réadaptation Lucie-Bruneau
- MAB-Mackay Centre
- Centre Didache
- Centre hospitalier Louis-H. Lafontaine
- Centre hospitalier Rivière-des-Prairies
- CIVA (Centre d'intégration à la vie active)
- Club de patinage artistique de Saint-Léonard
- Club des personnes handicapées du Lac-Saint-Louis
- Club Le Grillon
- Corporation L'Espoir
- Corpuscule Danse
- Coup de pouce Jeunesse
- École François-Michelle
- École Irénée-Lussier
- École Joseph-Charbonneau
- École Le Prélude
- École Victor-Doré
- Entraide Saint-Michel
- Ex Aequo
- Fondation des aveugles du Québec
- Gang à Rambrou
- Gymn-Eau
- Institut Raymond-Dewar
- Juni-Sport
- La Joie des enfants
- Les Amis de l'Est pour la déficience intellectuelle
- Les Compagnons de Montréal
- Loisirs communautaires Saint-Michel
- Loisirs Le Grillon

- Loisirs récréatifs et communautaires de Rosemont
- Loisirs récréatifs et communautaires St-Jean-Vianney
- Loisirs Soleil
- Maison l'Échelon - Centre de jour
- Special Olympiques Quebec, South-West Island of Montreal
- Parrainage civique de Montréal
- Prolongement à la famille de Montréal
- Sans oublier de sourire
- Service d'adaptation et d'intégration de Montréal
- Service de réadaptation L'Intégrale
- Solidarité de parents de personnes handicapées
- Théâtre aphasique
- Viomax
- Visions sur l'Art

Also partner members:

The City of Montréal and its 19 boroughs as well as the following cities:

- Dorval
- Beaconsfield
- Côte Saint-Luc
- Dollard-des-Ormeaux
- Kirkland
- Montréal-East
- Montréal-West
- Pointe-Claire
- Saint-Anne-de-Bellevue
- Mont-Royal

“Together we can make universal accessibility a habit”

A word from the President and the Executive Director

When concordance spells success

Tracy Wrench, President

Monique Lefebvre, Executive Director

AlterGo's administrators want to ensure the durability of the organization. They are driven by the desire to provide our community with an organization that functions as a promoter of change in favour of universal access. They have a continued responsibility to consider the future and for the past two years, AlterGo has undertaken a work of visionary breadth that embraces all of its components.

We did this by implementing a four-part strategy. First of all, we began with a strategy plan for AlterGo in its capacity as regional association dedicated to disabled individuals' access to recreation. Secondly, we devised a plan of action for Handidactis, an affiliated organization whose mission is training and awareness. Thirdly, in 2009, we began planning the Défi sportif. The fourth and final step, which will be undertaken with the members of the Board of Directors in 2010, will be a review of our governing structure for the entire group with the aim of redefining it in a way that will most benefit AlterGo's future.

These measures will generate more effective management and provide a favourable context for work, volunteer action and partnership for all of AlterGo employees.

As a parallel measure to this planning strategy, we have also been studying our growth needs as well as our capacity to welcome more employees into our offices while still maintaining an appropriate and stimulating work environment.

The power of togetherness in promoting universal accessibility

Since the Sommet de Montréal, held in 2002, the disabled persons' community has embarked on what could be called a grand quest towards universal access. To this end, we have been striving tirelessly in partnership with CRADI, le Comité régional des associations en déficience intellectuelle, ROPMM, le Regroupement des organismes de promotion du Montréal-Métropolitain, la Société Logique, Ex-Aequo and the City of Montréal. For seven years now, our work has been carried out in a spirit of concordance and always with the common conviction that we can reach a consensus on solutions to obstacles while still respecting everyone's unique points of view.

The results speak for themselves and are a testament to the power of consensus and continuous lobbying. Our many meetings with Montreal's elected officials often bore fruit because the voice of the entire community was resoundingly represented in a unified way.

The concept of inclusion through universal access has brought all of us together and has allowed everyone involved to become a catalyst for change in his/her own interest.

In addition, the Companion Program expanded rapidly thanks to the support of all the partners who make it a priority issue in lobbying activities.

Enhance community strength through partnership

The Committee for the recreation of disabled persons living on the Island of Montreal meets six times a year and brings together close to twenty representatives of the City of Montreal, the boroughs and the disabled people's recreational community.

Together, the members are striving for a common ideas in tackling obstacles (companionship, communication, transportation, human, financial and architectural access) encountered by citizens living with a disability who practice recreational activities. The approach is to promote equal access and to ensure that disabled persons have the same right of choice as any other citizen.

In 2009, the members worked mainly on developing access to culture and companionship, on organizing the 12th Partner Day, and on creating strategies for highlighting the expertise of organizations dedicated to the recreation of disabled persons.

Individual and collective empowerment

In the context of Projet Liens, three groups (AlterGo, CRADI, ROPMM) teamed up to develop a network of representatives who will speak up strong and eloquently on behalf of persons living with a disability. The first step is to foster the empowerment of persons and organizations. A number of AlterGo members are taking part in this initiative to encourage accountability, and to them we extend our heartfelt thanks.

The Projet Liens can count on significant financial and professional support from Centraide and from the Conférence des élus (CRÉ) for development. We sincerely thank both of them. Centraide has invited us to a discussion group to detail the crucial issues as well as the community's social needs so that they can make an informed decision in terms of financing. We'll be there!

A wildly successful Défi sportif

How can we even begin to sing the praises of the 26th Défi sportif? The transition from the 25th to the 26th edition represented a real challenge for the organizations. And abandoning commitments of this magnitude does happen. But the athletes, instructors, volunteers and partners were all present and accounted for and the message they delivered was loud and clear:

"We don't want this to end, don't give up!"

Many thanks!

In this section we want to express all our gratitude to those who participated, worked as volunteers and collaborated to ensure that this unique global event became a vehicle for promoting a whole new way of thinking.

We want to thank the entire AlterGo team who came together to answer the needs of our members. The determination they demonstrate, the passion and dynamism they bring to their work, the expertise they develop from year to year, make them a rallying force of change at the service of persons living with a disability and their families.

We also want to thank the seasoned administrators on our Board of Directors. Their tireless involvement, their sense of team work and their wise counsel are living proof

of their devotion to this cause. They imbue our partners with confidence and inspire and motivate the volunteers and personnel.

Congratulations to all these people who have enabled us to present this robust annual report. Together we are proving that different means dazzling!

The AlterGo Board of Directors : Nathalie Hamel, Michele Gardiner, Michel Réhel, Alain Desrochers, Monique Lefebvre (Executive Director), Raymond Palmer, Gérald Brûlé, Tracy Wrench, Claude St-Pierre, Annick Morneau-Montreuil, Pascal Lavigne, Catherine Montour.

“After hearing what our representatives had to say, The City of Montreal has decided to increase the budget for improving building accessibility from 1 to 2 million dollars.”

- Monique Lefebvre, Executive Director, AlterGo

Treasurer's Report

Annick Morneau-Montreuil, CA, Treasurer

In spite of difficult economic times during 2008-2009, a large number of AlterGo's activities were maintained. Budget-wise, thanks to the vigilance of the management team and the collaboration of all employees, AlterGo fared very well. Here are the main events that marked the financial results for 2008-2009.

Crucial investments

AlterGo still stands strong, but in some ways has been a victim of its own success for several years now due to the exceptional quality of services being offered. It is now at a determining point in terms of its capacity to offer a variety of services to a diversified clientele. During this last economically difficult year, significant financial challenges were faced in order to deal with this situation.

First of all, it is clearly evident that the entire AlterGo team worked very hard to maintain most of the regular activities.

On the other hand, our organization's growth needs required an investment in human resources. This meant new people were hired at Handiactis. More employees were also added to AlterGo's communications department and within the different divisions of the Défi sportif, notably in financing.

With the increase in employee numbers, the management also had to face the diminishing office space we now occupy and plan for future needs. Since moving is presently not an option, a re-assessment of office space in terms of work, meeting and common areas was carried out by a company specializing in office equipment.

Additional or substituted contributions

Even with the stressful economic situation, AlterGo stayed afloat with additional contributions; among others: an increase in revenue from "La soirée de bingo," following the implementation of the new regulation in effect since 2008. A grant from the Fonds d'investissement jeunesse also allowed us to hire an Administrative Technician for the Inclusion Support Programs.

The Défi sportif experienced a drop in revenue mainly due to the non-recurrence of projects that had previously received financing to highlight the 25th anniversary of the Défi sportif. There was also a decrease in goods and services sponsorship.

Other decreases in monetary revenue related to the benefit show or cash sponsorship, were substituted in large part by the addition of new sponsors and corporate donations.

New financing strategies

The financing team is continuously developing new strategies to meet AlterGo's needs.

They are supported by members of the Board of Trustees **Directors**, executive management and all of our employees who work together to ensure both the organization's financial success and quality of client services.

We want to extend our most sincere thanks to everyone of them, as well as to the many partners and silent partners who believe in AlterGo's mission and demonstrate it so eloquently by their invaluable support.

“During this last economically difficult year, AlterGo fared very well.”

- Annick Morneau-Montreuil, AlterGo Treasurer

Summary of financial results for the fiscal year ending August 31 2009

	31/08/2009	31/08/2008
PRODUCTS		
General administration	\$115,053	\$117,350
Communication and consensus	164,348	128,313
Facilitated access and training	191,565	180,324
Défi sportif	1,923,608	2,141,044
	\$2,394,574	\$2,567,031

Spread: product decrease of 6.72 %

EXPENSES		
General Administration	\$115,877	\$102,211
Communication and consensus	127,290	134,331
Facilitated access and training	165,455	186,471
Défi sportif	1,912,135	2,097,948
	\$2,320,757	\$2,520,961

Spread: expences decrease of 7.94 %

Excess of revenue over expenses

\$73,817

\$46,070

Companion Program for Disabled People

A media blitz and 280 people trained

The Companion Program for Disabled People is a boon to both young people and adults living with a disability because it provides them with companions outside of their homes, in any season and in many capacities.

The companions help these individuals to integrate within a group and enjoy the recreational activity involved with confidence, ease and a sense of security. They also help participants to get what they need and work in conjunction with the recreation facilitators all through the activity. The companion usually becomes an important figure for the disabled person.

In addition to coordinating the \$340,000 provincial program, AlterGo has created a curriculum vitae bank of people interested in becoming companions. AlterGo also offers a two and half hour training session to the companions, coordinators and recreation facilitators so that they can become familiar with the different types of disabilities and the needs of persons living with disabilities.

These training sessions, offered in both French and English, are given by instructors who have studied or acquired experience in the field.

Thank you: Denis Gibeau, Stéphanie Turner, Katia Dorinville and Jennifer Kenscoff.

After training is completed, the recreational organizations take charge of interviewing, hiring and paying the companions.

To promote this initiative, realized in joint collaboration with the City of Montreal, Sport et Loisir de l'île de Montréal and the Forum Jeunesse de l'île de Montréal, and get more people interested in becoming companions, AlterGo set a veritable media blitz into motion in 2009.

Information pamphlets: "Be a recreational companion"

All while continuing mass-scale distribution of the pamphlet and guide from the Ministère Québécois de l'Éducation, du Loisir et du Sport, AlterGo produced and distributed its own information pamphlet on the role of companions, the services AlterGo offers to companions and recreational organizations, and the procedure for making a request.

Reaching out to CEGEPs and universities

AlterGo made announcements on numerous web sites requesting the curricula vitae of students interested in becoming recreational companions to disabled people.

Out in the public eye

Sylvain Gamache, Coordinator, Inclusion Support Programs, and Benzir Begum, Administrative Technician at AlterGo, shared their enthusiasm for the Companion Program with hundreds of people during 2009.

They managed to stir up the interest of hundreds of participants at the following large-scale events:

- Journée de l'emploi à l'Université de Montréal
- Day Camp Fare at Centre Pierre-Charbonneau
- Journée de sensibilisation aux récréations et aux sports pour les personnes handicapées au Centre de réadaptation Marie-Enfant
- Salon « Prendre sa place », dans le cadre de la Semaine nationale des personnes handicapées, au Complexe Desjardins

“Real inclusion begins by facilitated access to recreation. Better yet, it’s a win-win for everyone involved, disabled or not.”

- Sylvain Gamache, Coordinator, Inclusion Support Programs, AlterGo

Companion Program for Disabled People (cont.)

The fun just keeps increasing with... information, training... and action

2008-2009

Training

Trained companions	106
Trained coordinators and recreation facilitators	174
Day camps involved in the training	18
Facilitated access	
Persons accompanied by companions	1 378
Companions	679
Hours of facilitated access	165 668
Organizations involved	116
Curriculum vitae bank of potential companions	60

Financing

Amount allotted for the salary of companions by : The City of Montreal and its 19 boroughs, Cities of Beaconsfield, Kirkland, Montréal-Ouest, Mont-Royal et Pointe-Claire, the Ministère de l'Éducation, du Loisir et du Sport	\$950,254
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Information

Pamphlets distributed during public events and to CLSC, partners, members and organizations	1 000
Response and follow-up to requests for companions by disabled persons, 498 potential companions and recreational organizations	2

**“I like Viomax because it gives me a break from
the ordinary day to day.”**

- Joumana El Seweify

Inclusive communication tools

Greater strength and bigger impact

The "Inclusive Communication Tools Project" aims to eliminate or minimize any obstacle to the disabled person's right to full access to useful information. Just like any other citizen, the disabled person should be free to access all available information, facilities, municipal goods and services.

AlterGo's joint initiative with the City of Montreal several years ago has reaped results: City employees (libraries, culture and recreation centres, etc.) and the boroughs are getting a much better understanding of the needs and possibilities of disabled persons. This new expertise has propelled the development of services that can, from the start, be conceived to make them universally accessible.

Moreover, Web sites and newsletters are becoming new sources of economic information, all while being vigilant.

And finally, AlterGo has of course continued to take part in numerous work-related meetings on universal accessibility especially to ensure the consistency of the information being transmitted to the boroughs.

Facing new challenges

The new Comité des communications municipales brings together partners representing persons living with different disabilities in order to develop new strategies for access to publications.

Members are: Jean Allard, from AlterGo, Julie Cadieux from CRADI, Mathieu Noël from ROPMM, Marie Turcotte from Ex Aequo, Serge Poulin from RAAMM, Melissa Boisvert from Société Logique and Lyse Chartrand from the City of Montreal.

An awesome new tool: the Biblio-Courrier

The Biblio-Courrier is currently offered by nine City of Montreal boroughs: Ahuntsic/Cartierville, Côte-de-Neiges/Notre-Dame-de-Grâce, Mercier/Hochelaga/Maisonneuve, Le Plateau Mont-Royal, Rivière-des-Prairies/Pointe-aux-Trembles, Rosemont/La Petite Patrie, Le Sud-Ouest, Ville-Marie and Villeray/Saint-Michel/Parc-Extension.

The Biblio-Courrier allows persons with functional limitations to receive all kinds of books free of charge through the mail. After registering (free of charge), the individual will receive a catalogue which they can also consult on the Internet. Once they have made their choices, they will get a personal sack (also free) through the mail containing the selected titles. All subsequent books chosen will continue to be sent by mail, also at no cost.

“There is a clear improvement in the quantity and quality of inclusive communication tools being created.”

- Jean Allard, Communications Advisor, AlterGo

Inclusive tools 2008-2009 per borough

Boroughs	Directory of activities and services	Internet Site	Citizens' guide	Newsletter
Ahunatic / Cartierville	•	•	•	•
Anjou	•			•
Côtes-des-Neiges / Notre-Dame-De-Grâce	•	•	•	
Lachine	•	•		
Lasalle		•		
Le Plateau Mont-Royal	•	•		
Le Sud-Ouest	•	•		•
Île-Bizard / Sainte-Genève	•	•		
Mercier / Hochelaga / Maisonneuve	•	•		
Montréal - Nord	•	•		•
Outremont				
Pierrefonds / Roxboro	•			
Rivière-des-Prairies / Pointes-aux-Trembles	•	•	•	•
Rosemont / La Petite Patrie	•	•		
Saint-Laurent	•	•		
Saint-Léonard	•			
Verdun	•	•	•	
Ville-Marie	•	•	•	•
Villeray / Saint-Michel / Parc-Extension	•	•		•

Companion stickers for tourism and recreational access

396 stickers were issued during the year 2008-2009 and 52 locations and organizations on the Island of Montreal now allow free entry for companions with identifying stickers in the company of a disabled person.

This program is made possible by AlterGo and Zone Loisir Montérégie, with the financial support of the Régie régionale de la santé et des services sociaux de Montréal as well as the Secrétariat au loisir et au sport.

The organizations that assess requests for companion stickers are:

- AlterGo
- Montreal Association for the Intellectually Handicapped
- Association québécoise pour les enfants avec problèmes auditifs, Montréal Régional
- Association des sports pour aveugles de Montréal
- West Island Association for the Intellectually Handicapped
- Autisme et troubles envahissants du développement, Montréal
- Parrainage civique de l'Est de l'île de Montréal
- Centre d'intégration à la vie active (CIVA)

“I can't get to the local library, so it's always a joy for me to get my blue sack full of wonderful surprises.”

- Mrs. Savoie, a Biblio-Courrier subscriber

Real willingness to change and adapt

In 2008-2009, we met with numerous administrators in the cultural milieu. They manifested great interest and awareness. The result: universal accessibility is becoming a much more visible and tangible reality.

Here are some cases in point.

Library spaces and services

Participation at the Issue Table for Heads of City of Montreal library divisions in order to represent AlterGo and put forward various factors to consider regarding universal accessibility.

Creation of a chart that clearly and succinctly summarizes all of the adapted services offered by the Grande Bibliothèque du Québec to persons living with a disability.

AlterGo's members and partners went to visit and make presentations at the Grande Bibliothèque du Québec, where we discovered and tried out:

- adapted services on the premises;
- the new Visio-Guide in Quebec sign language for hearing impaired persons;
- the Service québécois du livre adapté for persons living with a visual impairment.

Guide Accès culture

Improvements were made to the Guide Accès culture, especially in the section illustrating accessible areas that are equipped with a hearing aid system as well as all accessible rooms with simple and easy to understand captions.

Financial aid

The Programme d'aide financière en loisir culturel de la Ville de Montréal, thanks to a fantastic team effort between the Comité Culture and the City of Montréal, has become inclusive for artists living with a disability. Called Inclusion et innovation 2009, this section of the program offers financial aid for the research, development and completion of innovative projects centred on amateur artistic practices as a tool for cultural inclusion and social unity. The Corpuscule Danse et Théâtre aphasique companies were the first to benefit from this financial aid.

Training

27 City of Montreal library employees and managers were trained at the Maison culturelle et communautaire de Montréal-Nord. This was organized by AlterGo in collaboration with Société Logique. The participants were able to visit the auditorium, library and entrance hall in the company of disabled instructors who provided them with ideas of how to make cultural areas universally accessible.

Members of the Cultural Committee

AlterGo: Jean Allard, Monique Lefebvre

City of Montreal: Anne Pontbriand, Line Ferland, Benoit Ferland, Ghislaine Vandal

“Integrated dance gives rise to the concept of what the individual *can* do rather than what they can’t.”

- France Geoffroy, Artistic Director, Corpuscule Danse

Le Projet Liens

Rallying citizen participation

Dates and events that will prove historic in terms of unity and rallying

November 2008 and March 2009

Days dedicated to integrating the Project; developing vision and strategies:

30 organizations and participants who have been on board with Projet Liens for three years now answered the call.

We filled our "to do" list with our needs and the winning conditions required to further fuel our ideas on universal accessibility, representation and networking, all so we could devise a work plan.

Creation of the groundwork for the Réseau d'actions concertées d'émissaires (RACÉ).

March 2009

Presentation given by Sophie Hervieux, Louis Gariépy and Julie Arsenault, before the Société de transport de Montréal (STM) Board of Directors, concerning safety problems in the public transit system.

Following this meeting, the STM began a dialogue with the organizations concerned.

May and June 2009

Meeting of the partners to specify the functioning, roles and responsibilities of the different authorities involved, an action plan over two years and a plan for sustainability.

Centraide granted \$75,000 to Projet Liens for 2009-2010; the same amount should be also be granted for the year to come.

As previously announced, the Conférence régionale des élus (CRÉ) is providing a three-yearly support of \$40,000 per year that extends until 2010-2011.

Philippe Massé (CRÉ) brings his solid expertise to the discussion and activities related to Projet Liens.

August 2009

There was noticeable evidence that our presentation to the City of Montreal on making the 2009 elections universally accessible had a definite impact. The City trained personnel and published their Guide de l'électeur in simplified language, large characters, braille, sign language and audio format: a first for Quebec.

Partners in Projet Liens

- AlterGo

- CRADI
- ROPMM

“Working together is a guarantee of success.”

- Marie Turcotte, from Ex Aequo, who contributed to the implementation of Projet Liens

Handidactis

Success generates more success

The year 2008-2009 was a pivotal one for Handidactis. Until recently known mainly for its training in awareness to the needs of disabled people, Handidactis is now brilliantly making its mark through the development of new training in universal accessibility.

We are no longer we just referring to disabled people in the context of universal access. Universal access is also a requirement for the elderly, parents with children in strollers, etc. and there's more than just architecture to consider now; there's also communication, programs and services, awareness and training.

A new clientele, mainly stemming from the municipalities and organizations subjected to the Loi assurant l'exercice des droits des personnes handicapées en vue de leur intégration scolaire, professionnelle et sociale, wants to go above and beyond just training their care-taking personnel. They want to train all of their employees (public works, fire fighting, police force, culture, urban planning, communication, registry, litigation, etc.).

Now, training offered by Handidactis is developed specifically to answer the needs of those requesting it.

This year, 606 persons have benefited from training provided by very different groups and missions: Ad Hoc Recherche, Commission de la construction du Québec, Commission des lésions professionnelles du Québec, Office des personnes handicapées du Québec, City of Montreal (cultural centres, libraries, day camps, Ville de Saint-Hilaire, Ville de Longueuil and the Société d'habitation du Québec.

Longueuil – An example worth following

Starting in 2009, the innovative training Handidactis provided to the City of Longueuil could be offered to other municipalities. The first step was to train all service managers on the concept of universal access. Then one person per branch was left in charge of the material and instructional support.

Handidactis then trained the Comité des partenaires de Longueuil on the notion of universal accessibility and the Montreal partnership model. And then a third group was trained, the Comité de travail interne, which is composed of representatives from each city service department. The training given to this committee again involved concepts of universal access in addition to practical ideas for developing a plan of action.

Handidactis and AlterGo: shared values

The Gestion Animation Loisir organization came with us to provide Handidactis with a development plan covering the years 2009 to 2011.

This plan was an opportunity to solidify the bond between Handidactis and AlterGo by reaffirming the values shared by both organizations.

Handidactis also took charge of the day camp training. In short, the year 2009 was marked by the beginning of partnerships with organizations such as Société Logique.

Thank you

- To Handidactis's clients for their confidence in the quality of the training being offered
- To the Agence de la santé et des services sociaux de Montréal, for its financial support
- To our versatile instructors who are adapting nicely to the new direction Handidactis is taking.
- To the members of the Comité des partenaires: Lyse Chartrand from the City of Montreal, Thérèse Colin and Julie Cadieux from CRADI, Sophie Lanctôt from Société Logique, Monique Lefebvre from AlterGo, Mathieu Noël from ROPMM, Serge Poulin from RAAMM, and their spokesperson, Marie Turcotte from Ex Aequo.
- To Pierre Morin from the service de consultation Gestion animation loisir for creating the 2009-2010 development plan.
- To the Montreal rehabilitation centres, for their constant collaboration.

“Universal access is an absolutely brilliant concept. But training is required to bring it out into the light.”

- Nathalie Roy, Director, Human Ressources and Training, AlterGo and Handidactis

Défi sportif

A unique global event

Action, performances, emotions running high... The 26th Défi sportif gave us much food for thought and some incredible memories.

The Défi sportif is a special event that reunites top-ranking athletes with less experienced ones, all of them representing every type of disability. The athletes taking part come from every region of Quebec and Canada, the United States and many European countries as well.

Whether they excelled at previous Paralympic games or they are “new to the game,” every athlete has one thing in common: a desire to excel. And being in the company of paralympians is both gratifying and inspiring for these young people just starting out. They see the more experienced athletes as role models, examples to follow.

A whole other facet to disability

The Défi sportif was once again an amazing showcase for both athletes and adapted sports. Thanks to the rock-solid organization of the high-level competitions, the sports development sessions with young people, our savvy communications team and their positive connection to the media, the Défi sportif is now playing a powerhouse role in initiating change for disabled people in society.

Many media reports now portray the disabled person in the capacity of a determined athlete always striving to push the boundaries with clear objectives to attain.

The Défi sportif (organized by AlterGo) falls right in line with our mission, which is to promote the further social inclusion of the disabled.

Many avenues to awareness

The Défi sportif makes it a point of honour to invite political and business figures. In 2009, many dignitaries were present including Montreal Mayor, Gérald Tremblay, the Quebec Minister of Finance, Raymond Bachand, the Minister responsible for Seniors in Quebec, Marguerite Blais, as well as the leader of the Bloc québécois, Gilles Duceppe.

Awareness-raising events were held as a sideline to the competitions: the 12th Partners Day, organized by the Issues Table for the recreation of disabled persons living in Montreal, and the 5th Rehabilitation Day, organized in collaboration with the Association des établissements de réadaptation en déficience physique du Québec, attracted more than 300 people this year and was a gigantic success.

“The Défi sportif is an extraordinary school of life. Instead of explaining to young people that they

have more potential than limitations, they can see it and live it for themselves.”

- Chantal Petitclerc, Spokesperson, Défi sportif

Défi sportif

An organization on the go 12 months a year

Behind the scenes...

As you can imagine, organizing the Défi sportif is a massive undertaking and a long drawn effort. In addition to the team of employees, hundreds of volunteers work in the wings so that the athletes, guests and spectators can get everything they need to experience this incredible event to the maximum. Their availability, know-how and positive energy is a huge contributing factor to the resounding success of the event.

Last year, eight meetings took place within the organization to put the finishing touches on the event and the employees, team leaders, floor managers, section heads and other volunteers all pulled together to form a united front. No detail was left to chance: from the meals, to the reception of officials, to the information network, communications, reception and training of volunteers, financing, logistics, activity facilitators, competitions, and the continual coordination between the different sections.

Partnership development

While the early preparations were underway, one of the Défi sportif teams began forging links with other Quebec, Canadian and international sports federations by participating at different public events. Here's the list:

- Peking Paralympic games: our three observers were present.
- Sledge Hockey Tournament in London, Ontario: our delegation met with the organizers and participating teams. Result: this sport was presented for the first time at the Défi sportif 2009.
- Canadian Paralympic Committee: a presentation was given on the Défi sportif and subsequent discussions ensued. Result: the World Amputee Hockey Championship will be part of the 2010 Défi sportif.
- Boccia in Belgium: collaboration with the organization to hold a competition.
- School sports: a getaway meeting was held on the development of school sports at the Défi sportif.

Add to this all the other indispensable activities to be organized: the financing campaign; support for the honour committee; the benefit show; sponsorship seeking; the press conference; participation at public events in rehabilitation centres; not to mention the days we spend promoting awareness during the Défi sportif.

In short, as you can see, an enormous amount of work goes into ensuring the success of this event.

“One of my managers decided to spend the rest of the week volunteering at the event. That says a lot about how rewarding Défi sportif is.”

- Normand Boivin, Vice-President, Airport Development, Aéroports de Montréal and Honorary President of Défi sportif

Défi sportif

Summary

5 days of competitions, from April 29 to May 3

- 2 818 athletes
- 14 countries
- 215 sports clubs
- 54 primary and secondary schools

13 events

100 partners

900 volunteers

6 large-scale Montreal competition sites

Complexe sportif Claude-Robillard

Aréna Michel-Normandin

Collège de Maisonneuve

Centre Pierre-Charbonneau

Circuit Gilles-Villeneuve

Aréna Maurice-Richard

Athletes with 5 types of disabilities

Auditory - Intellectual - Physical - Mental - Visual

13 competition sports

Athletics - Basketball - Boccia - Cycling - Fencing - Goalball - Rhythmic Gymnastics - Ball Hockey - Sledge Hockey - Swimming - Rugby - Soccer - Volleyball

4 demonstration sports

Sonic Hockey - Amputee Hockey - Hearing Impaired Hockey - Flag football

SPORTS PARTNERS

Provincial

Association québécoise des sports en fauteuil roulant (AQSFR)

Association québécoise de sports pour paralytiques cérébraux (AQSPC)

Association sportive des aveugles du Québec (ASAQ)

Association sportive des sourds du Québec (ASSQ)

Fédération de natation du Québec (FNQ)

Fédération d'escrime du Québec (FEQ)

Fédération québécoise des sports cyclistes (FQSC)
Special Olympiques Quebec (OSQ)
Sports-Québec

National

Canadian Wheelchair Basketball Association (CWBA)

Canadian Blind Sports Association (CBSA)

Canadian Cerebral Palsy Sports Association (CCPSA)

Canadian Cycling Association (CCA)

Canadian Paralympic Committee (CPC)

Canadian Fencing Federation (CFF)

Swimming/ Natation Canada (SNC)

Internationals

International Wheelchair Fencing Committee (IWFC)

International Paralympic Committee (IPC)

Union cycliste internationale (UCI)

A few figures...

- \$2M: operating budget
- \$450,000: value of the media publicity campaign
- \$150,000: profit from the show at Place des arts
- 50%: increase in corporate donations
- 2 017: number of transportations carried out by the Société de transport de Montréal for the athletes

“For over a quarter of a century now, Défi sportif has transformed the lives of thousands of athletes and the people who share in their journeys .”

- Monique Lefebvre, Executive Director, AlterGo, and Founder of Défi sportif

Défi sportif

Other Highlights

- The unwavering support of spokespersons Chantal Petitclerc and Jean-Marie Lapointe
- Hydro-Québec, who was a presenter at the event, provided additional support at the presentation of the basketball SUPER FINALS.
- Motto for the year "Choose to win," from a quote by Chantal Petitclerc
- The continued involvement of the Honorary President, Normand Boivin, and Marie-Hélène Nolet, President of the Financing Organization Committee.
- 15 officials from three levels of government attended the event
- A special tribute to the Quebec paralympic medal winners at the Peking Games, during the benefit show
- Implementation of the Zone d'essais Loto-Québec allowing visitors to discover and learn about different adapted sports.
- The DÉFI SPORTIF image and signature was revamped by the Kolegram communication company.

Realizing that there's nothing better than "experiencing a situation first-hand in order to understand it" the Défi sportif went one step further this year with the introduction of the Zone d'essais Loto-Québec, which allowed people to get acquainted with some of the available adapted sports. La Zone will return in 2010.

"It's the participants who make the Défi sportif something unique. Their challenges and positive attitude towards life jar us back into remembering what's important. They call us to action and inspire us."

- Jean-Marie Lapointe, Spokesperson, Défi sportif

Défi sportif

2009 will be remembered for...

- The historic SUPER FINALE basketball game between Quebec and British Columbia that attracted more than 1 200 spectators.
- The women's finals in the Canadian Wheelchair Basketball League and the classification of athletes for a second consecutive year.
- Sledge Hockey making the scene, which allowed us to build some bridges with the Vancouver Winter Paralympics in 2010.
- The presentation of the Fencing World Cup for a 5th consecutive year
- Boccia as a school sport (young people) that took place for the first time at the Maurice-Richard arena with top-ranking athletes.

“The young school boccia players had the chance to meet the great players from the paralympic boccia elite.”

- Maxime Gagnon, Operations Manager, Défi sportif

Partners' Day

Hurray for high technology!

The 12th Partners' day was held under the theme of advanced technology.

We were able to wander down the PANAM boulevard in the company of artists and Muses to explore the new technological services adapted for disabled people, especially what's available at the Bibliothèque et archives nationales du Québec, the Animation game console, le site Accès simple de la Ville de Montréal, les activités originales de Viomax, le site du Centre communautaire Radisson, le Camp Massawipi, etc. We also visited a new accessible STM bus

“What we are now witnessing in Montréal is a large-scale movement in favour of persons with

functional limitations. What was once considered utopian has now become a shared priority (...)"

- Gérald Tremblay, Mayor of Montréal

Rehabilitation Day

Music, dance and sports

Thanks to the increasing collaboration with the Association des établissements de réadaptation en déficience physique du Québec (AERDPQ), some 130 participants, 20 of which were representing the 20 Quebec physical rehabilitation centres, participated in Rehabilitation Day which took place at the Complexe sportif Claude-Robillard. These same participants also visited the various Défi sportif platforms so they could be in contact with the athletes.

They even got to try out some of the wheelchair sports, join a drumming workshop and watch a spectacular performance by breakdancer LazyLegz.

“It’s a question of taking a negative and turning it into a positive!”

- LazyLegz, breakdancer

The AlterGo Awards for 2009

Prix DÉVELOPPEMENT Raymond Bachand

La Gang à Rambrou

Deemed an organization who has demonstrated constant diligent determination to make recreation accessible to disabled persons.

For 14 years now, La Gang à Rambrou has been offering artistic activities to persons with intellectual disabilities and autism spectrum disorders. La Gang à Rambrou believes in the power of culture as a tool for social integration and brought artistic talent out into the light. It thrives through the unwavering commitment of its volunteers and has developed a significant network of partners.

Prix INNOVATION Guy Langlois

Association de Montréal pour la déficience intellectuelle

Awarded to an organization willing to listen to the arising needs of disabled individuals and act accordingly by creating a new recreation program.

The Association de Montréal pour la déficience intellectuelle launched the Art-ta-portée project which involves having professional artists going into centres and residences to hold workshops for people with multiple disabilities.

Prix PANAM

Borough of Ahuntsic-Cartierville, in Montreal

Awarded to a Montreal borough who acts with forceful determination in order to make universal accessibility a priority and makes full use of the Programme de la Ville de Montréal pour l'accessibilité architecturale, The Facilitated Access Program and the Inclusive Communication Tools Program.

WE THANK OUR PARTNERS

AlterGo

Éducation, Loisir et Sport Québec
City of Montreal

Sport et Loisir de l'île de Montréal

Défi sportif

Sponsor/ Presenter

Hydro-Québec

Commanditaires Or

RDS

Loto-Québec

STM

Discount

Canon

Ville de Montréal

Gouvernement du Québec

The Government of Canada

Commanditaires Argent

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Annual Report 2009

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