

2021 Positive
Impact Report



Visual Description: An orange lawn sign with white letters saying Accessible Trick-or-Treating below the white wheelchair icon that has a cape blowing behind it. The lawn sign appears on a front lawn of a home where the driveway and sidewalk meet on a beautiful Fall day with fallen maple leaves all around it.

Treat Accessibly

The Intergenerational Halloween Movement
Accelerating Accessible Awareness and Inclusion.

In 2022, we will work again with government, schools, communities, private sector and homeowners to grow the movement to make Halloween the first holiday, ever, to inspire *accessible inclusion for our children*.



Rich Padulo

- Proud Dad of Siena, the 10-year old winner of the The Rick Hansen Foundation Difference Maker Award for Ontario.
- Founder, Treat Accessibly® North America
- Appointee, Ontario Accessibility Advisory Standards Committee (1 of 13 private citizens)

Help an accessible future

22% of people in Canada identify with having a disability.

400,000 families have at least one child with a disability in our country.

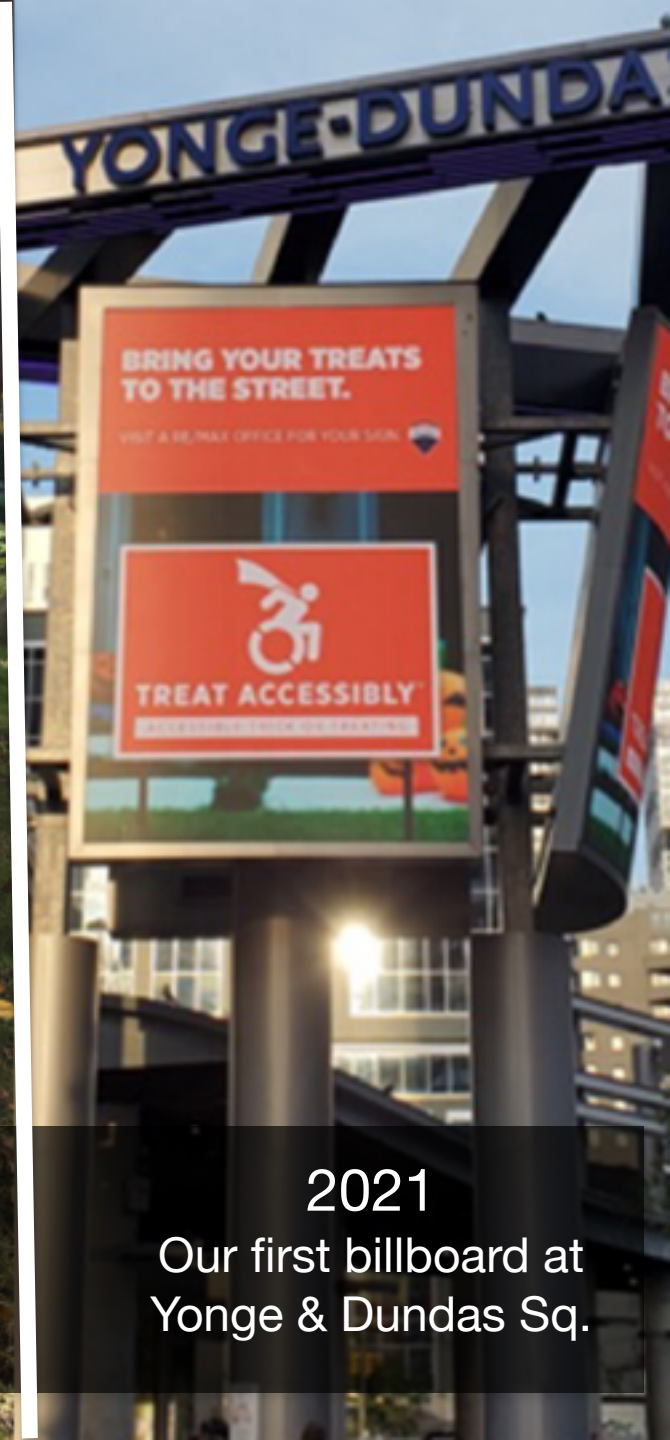
By helping make the mass-participatory event of Trick-or-Treating accessible, at any home, we *all* help make a more *accessible aware* world in the future for *all* people with disabilities.

Visual Description: The very first Treat Accessibly lawn sign appearing on the Padulo family front lawn in 2017. It appears beside huge billboards facing every direction in 2021 promoting the Treat Accessible message in Yonge & Dundas Square in Toronto.



2017

Our family's first lawn sign at our home.



2021

Our first billboard at Yonge & Dundas Sq.

How it started.

Like a lot Dads, I was putting Halloween pumpkins on our stairs, when I locked eyes with a little boy using a wheel chair across the street. I realized, in that moment, our front steps were a barrier to Trick-or-Treat at my home for that little boy.

Our daughter, Siena, and I created the sign, and the Treat Accessibly experience, that night, so that little boy would know he's welcome at our home.

Our very attainable goal, 400,000 homes with a sign, in Canada, by 2025.

One home for the 400,000 children with disabilities in Canada.

Our dream is to help Canada become the most accessible country in the world by rallying millions on Halloween to think accessibly.

Visual Description: Three members of the Padulo family, Natasha, mom, Siena, 10-year old daughter, and Rich, dad, standing on their front lawn in Toronto with one of the 25,000 lawn signs that were distributed in 2019 across Canada.



**The Padulo Family
Treat Accessibly Founders**





By 2021, 100,000 home owners had our lawn sign.

The press shared our story, generating 41 million earned media impressions, in 2021.

Combined with 2019, our family have generated over 80 million earned media impressions to date.

Add the public-generated social, lawn signs in neighbourhoods across the country (conservative est. 70 million in 2021) for 7 days+ leading to Halloween. **Plus**, millions in paid impressions by our partners RE/MAX Canada Agents, Canadian Tire and Kinder, through their respective paid media campaigns.

Made possible by cities and regions Social Support, Press Media Awareness and Distribution of FREE Lawns Signs at City Events, Libraries and City Halls and more.

Est. 2021 Total Impressions To Canadians:

166 million

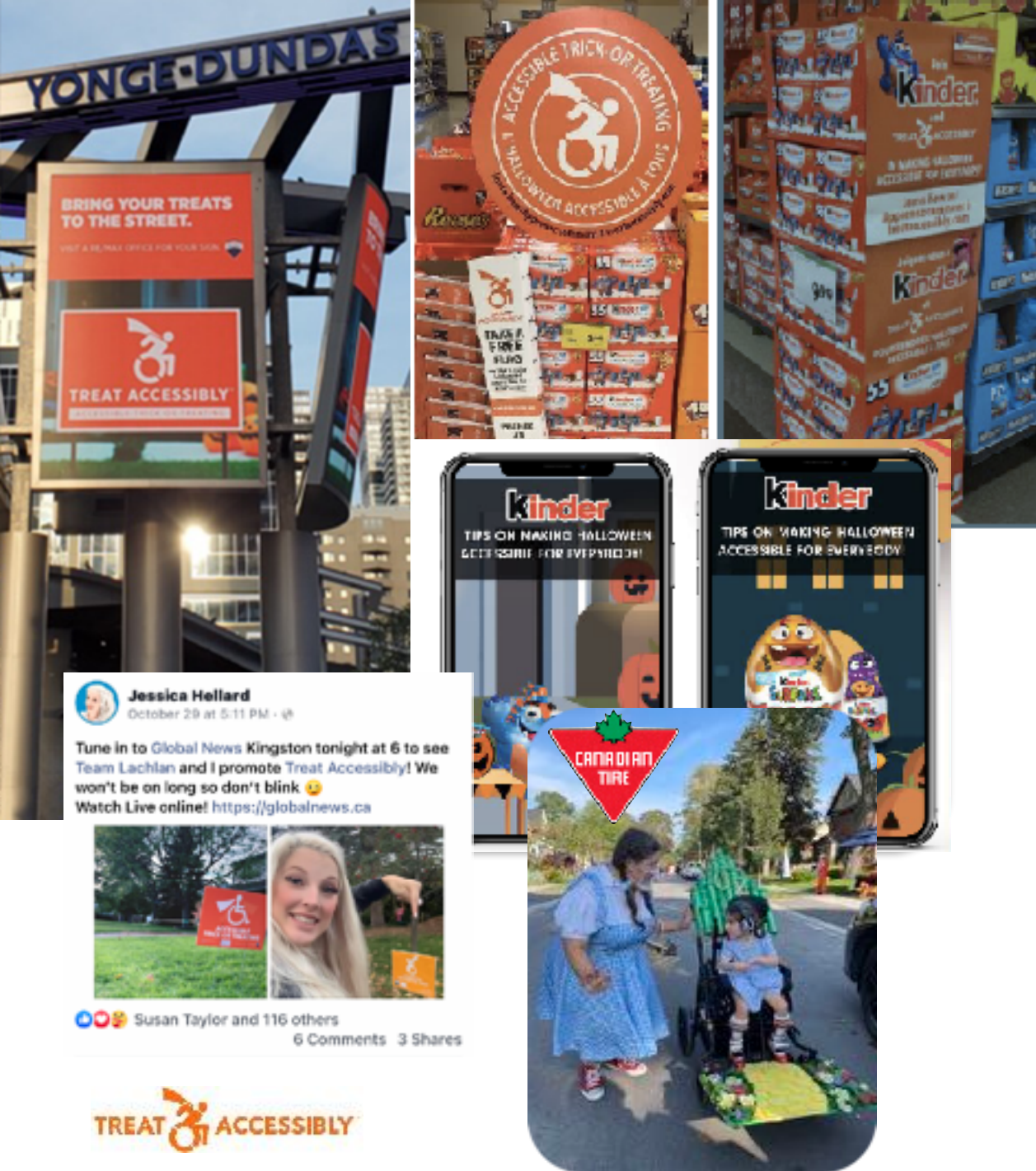
Press Media 2021:
41 million

100k Lawn Signs 2021:
70 million

Partner Campaigns 2021:
30 million

Earned Social 2021:
20 million

Ont. Gov Channels 2021:
5 million



2021 & 2022 champion actions

As a grassroots, family-run, movement we have been joined by champions that share our desire to create more ***accessibly inclusive* communities** and **build kinder societies** for our kids to grow up in.

Visual Description: A montage of images of social media posts by Kinder, Canadian Tire, RE/MAX agents and signage in stores and billboards all promoting Treat Accessibly.



2021 Government & School Action Summary:

- Millions in earned media impressions via Government social channels and action.
- 124 schools successfully piloted a Treat Accessibly curriculum in class, created by the Rick Hansen Foundation.
- Governments and schools distributed our Treat Accessibly Lawn Signs featuring brand partner logos.
- Toronto joined multiple cities in passing a binding resolution to promote movement annually through their corporate communications (Vaughan, Brampton, Mississauga, Ajax, Hamilton, Oshawa)

Visual Description: Logos of Toronto, Ontario, Rick Hansen Foundation, Dufferin-Peel Catholic School Board and Toronto French School.

Governments are rooting for us.

How our grassroots movement is successfully rallying provinces, cities, regions and towns and why it's historically important.

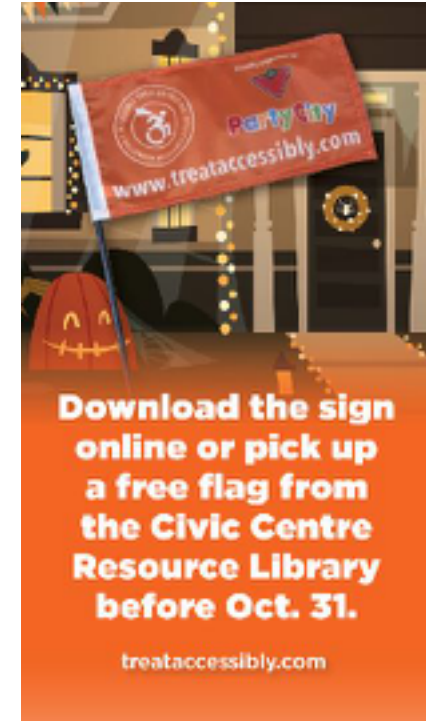
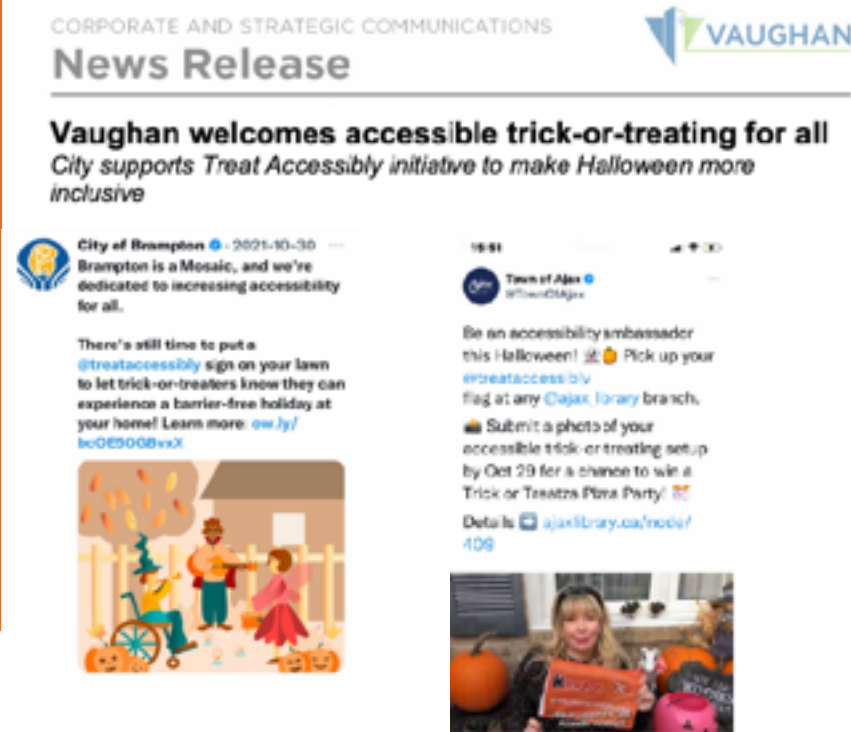


Government Pilots

City of Vaughan passed a binding resolution to recognize Treat Accessibly and promote it via all communication channels annually.

Regions, cities and towns of Mississauga, Brampton, Hamilton, Vaughan, Ajax, Caledon, Peel, Laval, Surrey and New Glasgow **champion with School boards, socialize and/or distribute our lawn signage. Representing a combined population of close to 2 million people.**

Visual Description: Corporate communication social media posts promoting Treat Accessibly and to pick up lawn signs at Civic Centres and Libraries in Vaughan, Brampton, Ajax and more.



Historic and future significance

Gaining the support of partisan and non-partisan government to pass binding resolutions that are already been actioned creates a heightened level of credibility that becomes annualized and builds with time as the precedent of support permits us to expand across the country with the inclusion message and action.



Big government news!

Toronto is the first mega city to pass a binding resolution that will help us speed like discussions across Canada.



MM37.20	ACTION	Adopted		Ward: All
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Accessible Trick-or-Treating - Treat Accessibly Initiative - by Councillor Frances Nunziata, seconded by Councillor Kristyn Wong-Tam

City Council Decision

City Council on November 9, 10 and 12, 2021, adopted the following:

1. City Council direct Strategic Communications, on an annual basis, to promote awareness of the Treat Accessibly initiative, through the appropriate corporate communication outlets.
2. City Council direct that Motion MM37.20 be shared with Toronto's Accessibility Advisory Committee, Ontario's Minister for Seniors and Accessibility, and Members of Provincial Parliament and Members of Parliament whose ridings are located in the City of Toronto.

Visual Description: Excerpt from the adopted resolution for the City of Toronto to adopt strategic communications, on annual basis, to promote awareness for the Treat Accessibly initiative.

In 2022

Precedent to practice

Treat Accessibly, ahead of municipal elections in June '22, will mount a campaign with select cities in Vancouver, Edmonton, Calgary, Ottawa, Montreal and Halifax to gain awareness for the movement with hope the cities will pass similar resolutions in their cities.



Updates LAST WEEK!



Presenting at the April 2022, Gathering of all Ontario Accessibility Advisory Committees (over 400 Regions represented)

Our agenda:

1. Share the story of the movement.
2. Case Studies of support from 10 Municipalities and Schools to date.
3. **Downloadable action docs shared:**
 1. Binding resolution precedent documents from Toronto and Vaughan.
 2. Examples of City created Corporate Communications Programs
 3. Treat Accessibly Halloween Village Do It Yourself City Guide



Presented Feb. 14, 2022

Our agenda:

1. Share the story of the movement.
2. Actionable support from Municipalities and Schools to date.
3. **Invite Ottawa to:**
 1. Co-create a Treat Accessibly Halloween Village Event in Early Oct. 2022 (Similar to Toronto in 2021)
 2. Explore passing a similar binding resolution, as Toronto and Vaughan, to champion Treat Accessibly in Spring 2022.

POSITIVE OUTCOME: The team Ottawa AAC team is moving all requests forward to present to Ottawa city council in May 2022.

Visual Description: Ontario and Ottawa logos with action plans below.



Let them lead the way

How Siena created the Treat Accessibly School Pilot

"The Toronto French School is honoured to be the first independent school to take part in this remarkable initiative, one that truly embodies our school's motto: Individuals who reflect, citizens who act. Siena's leadership has raised awareness amongst our students and beyond, helping to make Halloween a celebration accessible to each of us. We encourage all schools in Ontario and Canada to join and give every child the opportunity to experience the joy of trick-or-treating".

School Pilots in 2021

Siena, started sharing the movement with her class in 2018. By 2021, 124 schools in Peel and Toronto taught the Treat Accessibly closed-loop disability inclusion education experience to inspire accessible thinking and practice it at home on Halloween.

St. Mary's University in Halifax had a rally mobilizing students and faculty to the cause.

4000 lawn flags were distributed through only 3 of the schools during pilot.



Visual Description: Treat Accessibly lawn signs appearing in the ground and in the hands of children at the over 124 schools that participated in the 2021 Treat Accessibly School pilot across Ontario and Halifax. A young boy using a mobility device, dressed as Harry Potter, in front of a chalk board crowded with Treat Accessibly lawn signs drawn by his classmates. Siena Padulo wearing the T-Shirt she designed promoting that there is No Can't In Canada beside message that she is a Rick Hansen Foundation Difference Maker Award Winner.

The Kinder logo, featuring the word "Kinder" in a bold, sans-serif font. The "K" is black, and the "inder" is orange. A registered trademark symbol (®) is at the end.

2021 Partner Action Summary:

- 121 million+ impressions from tactical in-store, traditional and social campaigns and lawn signage on and leading to Halloween night.
- 41 million in tracked earned media generated by Treat Accessibly.
- 100,000 Treat Accessibly Lawn Signs in market to date.
- 1st Accessible Trick-or-Treating Neighbourhood - a very scalable event across Canada.

Visual Description: Kinder, Canadian Tire and RE/MAX logos.

The Kinder logo features the word "Kinder" in a bold, sans-serif font. The letters "Kinder" are black, and the letter "i" is orange. A registered trademark symbol (®) is located to the upper right of the letter "r".

2022 Partner Action Plan Summary:

- 600k boxes of Kinder Halloween candy will include Treat Accessibly's story.
- RE/MAX agents and offices nationally will be providing signs.
- Canadian Tire will be championing Treat Accessibly Halloween Villages in up to 7 cities.
- Toyota head office will delivering lawn signs to every member of the team and communicating it to their entire network.
- More brand partners are in talks to help share the story and champion the movement.

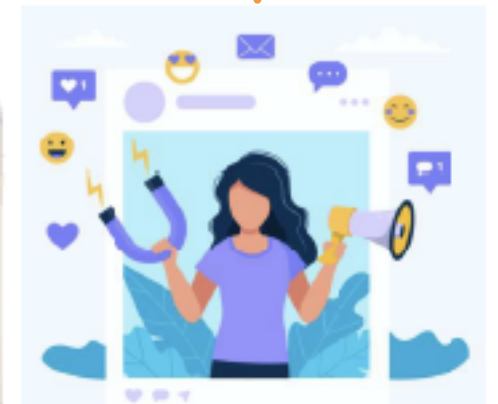
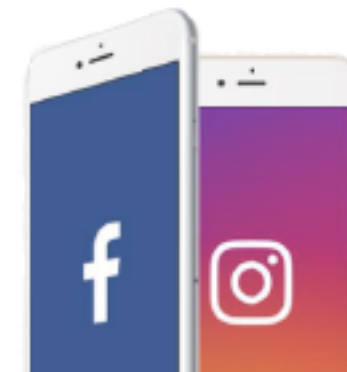
Visual Description: Kinder, Canadian Tire and RE/MAX logos.

In 2022 - Kinder is all in by putting us on the box



Increasing investment
+40%

Influencers & Social Media
Increased investment



Shopper marketing
Key retailer (TBC)

Walmart
Save money. Live better.

TREAT ACCESSIBLY

Visual Description: The Treat Accessibly logo appearing on the front of 600,000 Kinder Halloween Candy boxes across Canada with over a one third of the back of the candy box dedicated to the message of Accessible Trick-or-Treating. 40% increase in social media influencer support sharing the message across Canada including through Walmart.

Incredible Support Message for 2022: Canadian Tire



Visual Description: Canadian Tire logo beside the a letter of planned support from their Vice-President of Community Impact.

Rich,

On behalf of Canadian Tire Corporation, it gives me great pleasure to confirm our continued commitment to work together with your incredible team, across the country, to help support the Treat Accessibly movement in Canada. Together, we can help make Canada the leader in demonstrating the first accessible holiday tradition in the world.

Treat Accessibility's work to accelerate accessible inclusion by rallying homeowners, neighbourhoods and cities across the country to make their treating experience accessible is something that Canadian Tire has and wants to continue to support.

With over 6.2 million Canadians identifying with disabilities today and over 400,000 of them being children that face treating barriers, as simple as stairs, are often excluded to participate in Halloween with their family and friends.

The Treat Accessibly movement inspires action at an infinite scale from homeowners across the country on the night every year when no child should feel excluded.

We are so proud of the work your team does to make Canada more inclusive and are grateful for the opportunity to work together.

Thanks,

Ashley

Associate Vice President, Community Impact
Canadian Tire Corporation

Ashley Curran [she/her] | AVP, Community Impact & Sport Partnerships | CTC | 416.471.7906 | ashley.curran@cantire.com

What's next

Based on precedent setting action in 2021 with partners, provincial and municipal governments, homeowners, communities and schools...

Our vision 2022-2025:

1. 400,000 homes Treat Accessibly by 2025 in Canada at no cost for the signs and tips.
2. Help any neighbourhood become a Treat Accessibly Halloween Village on their own.
3. Help inspire 78% of Canadians, that don't identify with disabilities, to become accessibility allies everyday through Treat Accessibly.
4. Ensure 22% of Canadians, with disabilities, know neighbours, their community, our partners and government are behind a Treat Accessibly Halloween and the greater impact it brings to our future.
5. Support our government at every level accelerate accessible inclusion by exciting their community to champion accessible thinking and inclusion on Halloween.



Visual Description: Treat Accessibly circle emblem with the white wheelchair icon that has a cape blowing behind it encircled with the words join the movement and accessible trick-or-treating.

Our hopes for Toronto

1. Being able to share Toronto will join Brampton, Mississauga, Oshawa, Ajax, Hamilton and other regions continued support of Treat Accessibly at the April 2022 meeting of the Ontario Accessibility Advisory Committees.
2. Toronto leverages corporate communication to share the Treat Accessibly movement to homeowners through and consider distributing our Free Treat Accessibly Lawn Signs through their October events and municipally run properties (Civic Centres, Libraries).
3. Toronto again approves and this year participates in the second year of the Treat Accessibly Halloween Village event in Weston Village.
4. Champion a letter to the Toronto School Board, from the Toronto AAC, to consider sharing Treat Accessibly in their schools based on the successful 2021 school pilot in the Toronto French School and Peel Region Catholic Schools.



Visual Description: Treat Accessibly circle emblem with the white wheelchair icon that has a cape blowing behind it encircled with the words join the movement and accessible trick-or-treating.

Happy Halloween EveryBODY!

from our founding family,
Siena, Rich and Natasha





Parent Thank You Video Media Selects

What being part of the movement feels like

Our movement has directly benefited over 400,000 children with disabilities in Canada.

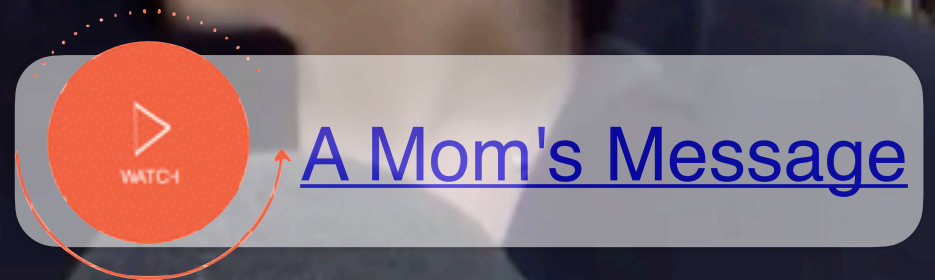
By mobilizing any homeowner across our country to champion them.



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Gabriel's Mom , Fabiana.





[CBC National with Heather Hiscox](#)



[CP24 Toronto 2021 TV Segment](#)