



MARCH
OF DIMES
CANADA

LA MARCHE
DES DIX SOUS
DU CANADA

No Limits: Celebrating Strength, Inspiring Change

2024 - 2025
Annual Report



March of Dimes Canada



Purpose: Champion equity. Empower ability.



Vision: An inclusive, barrier-free society for people with disabilities.



Mission: To be Canada's leading service provider, resource, and advocate empowering people with disabilities to live and thrive in their communities.



Values: Client focus. Collaboration. Accountability. Innovation.

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CEO and Chair's Letter

On behalf of March of Dimes Canada, we are thrilled to present to you this year's annual report, entitled No Limits: Celebrating Strength, Inspiring Change. This year has been a remarkable journey of growth and impact, and we are filled with immense pride as we reflect on our accomplishments and share them with you.

Over the past year, we have made substantial strides in our mission, supporting and engaging more people with disabilities than ever before. Our innovative programs and services have grown in reach and impact, while our relentless advocacy has continued to break down barriers and advance disability rights. From communities across the country, to international stages like the G7 Ministerial Meeting on Inclusion and Disability, March of Dimes Canada is playing a powerful role in fostering a more inclusive society for all.

The achievements highlighted in this report are a direct result of the remarkable community support that drives our mission. To our service users and their families, our wide community of partners and supporters, and our dedicated staff and volunteers, we extend our heartfelt appreciation. Your unwavering commitment and partnership are the bedrock of our successes.

Thank you for standing with us to create a world where there are no limits to what people with disabilities can and do achieve. Together, we will continue to inspire change and celebrate strength.

With gratitude,



Lee Bennett
Board Chair
March of Dimes Canada



Len Baker
President and CEO
March of Dimes Canada

Who we are

Everyone has the right to reach their full potential – and March of Dimes Canada (MODC) is here to help achieve that goal.

Through the commitment of our staff and funders, and the generosity of our supporters, we have built an array of programs that enable people with disabilities to achieve greater independence, dignity, and autonomy as they strive to fulfill goals that are meaningful to them.

Driven by the efforts of almost 3,000 employees and volunteers, our nationwide charity champions equity, empowers ability, and creates genuine positive change among a community of eight million people with disabilities in Canada.

At the heart of our mission is user-directed support, reflecting the fact that all MODC services are grounded in allyship and respect. We are here to listen, support, advocate – playing a unique role for each person depending on what they need.

This is how MODC truly transforms lives: taking a personalized approach that respects individual needs, preferences, and aspirations.

>30,000

MODC service users
across Canada

**\$161
million**

Invested in our mission

>2,400

Dedicated employees

550

Essential volunteers

Developing Skills and Uncovering Opportunities

Through our skills, technology, and employment-focused programs, MODC equips and empowers people, children, and families with the skills, tools, and resources they need to pursue their goals and build rich, fulfilling lives.

MODC programs enable:

- **Early learning for future success:** Nurturing the physical, emotional, and cognitive development of children with diverse disabilities and aiming to fill the gaps in support these families face.
- **Confident digital citizenship:** Preparing people with disabilities to reach their potential, discover new opportunities, and build new connections via modern technology.
- **Secure, independent futures:** Overcoming barriers to fulfilling work by helping people with disabilities gain the skills they need to be active members of the workforce and establish their financial security.

Fast Facts



Over **15,666** people accessed our Skills, Development, and Employment Services



More than **3,000** people received training and support to build their digital technology skills



588 people in Ontario found meaningful work via our employment services



57 families participated in our inaugural Move Learn Grow program

“Can I go there forever?”

Connecting with our Move Learn Grow program

Camilo Vong, a kind and curious six-year-old, is part of the first cohort of MODC’s Move Learn Grow program. Living in Toronto with his family, Camilo enjoys chalking designs on the sidewalk, building with magnetic tiles, and learning to ride his bike.

Camilo’s mom, Jacqueline, describes him as full of life and energy. He recently joined the Move Learn Grow program, which uses a play-based approach to support young children with disabilities, focusing on social integration, emotional well-being, and early life skills.

In the “Sensory Adventurers” class, Camilo receives individual support and can express himself freely. Jacqueline has seen amazing results, noting how welcome and included Camilo feels. He eagerly attends the program and even worries about missing sessions, asking, “Mommy, can I go there forever?”

Camilo formed a special bond with volunteer “Ms. Jocelyn,” sharing stories about his favourite video game character, Kirby. When Jocelyn transitioned out, a new volunteer – “Ms. Victoria” – learned about Kirby to maintain that connection.

Jacqueline has become an advocate for children with disabilities, promoting “calming stations” in classrooms. During show-and-tell, Camilo proudly shared about his therapists and the “special gym” he attends.

Jacqueline is grateful for the program, saying, “It’s wonderful to see him growing into his own now. Since we started at MODC, I just want to bottle the happiness and smiles that come out of him.”

In 2024-25, the Slaight Family Foundation donated a record \$30 million to 11 disability service organizations, including \$1 million to MODC. Through their generosity, we can deliver more programs to more children with disabilities across Canada in the coming years.



Our Mission in Action

Move Learn Grow

Led by clinical experts and passionate volunteers, this all-new program brings a play-based approach to early learning for children with disabilities aged 0 to 12. In 2024-25, 57 children joined the initial Move Learn Grow pilot in Toronto, using a dedicated program space that includes a special new sensory room.

Families are reporting they love the program, with 85% indicating that they better understood their child's needs after having accessed MODC occupational therapists and resources.

In 2024–25, 57 kids explored, played, and grew in our Move Learn Grow pilot program in Toronto



SkillingUp

SkillingUp is the only program of its kind in Canada, designed specifically to empower people with disabilities through free, inclusive digital skills. For people with disabilities, barriers to education and skills training like accessibility, cost, and accommodations for learners persist. In our 2024 SkillingUp survey, over half (51%) of learners have experienced these barriers in their lifetime. SkillingUp's mission is to make digital skills training accessible, effective, and cost-free for people with disabilities. It's working - 78% of learners said that the program makes it easier to access digital skills training. And learners who have completed learning pathways are reporting increased digital skills knowledge (88%) and confidence in their digital skills (92%).

Tech for Everyone

In a digital-first world, the ability to use devices and apps to their fullest potential has never been more important. That's why we delivered two programs to help people with disabilities unlock accessibility features on their devices and learn how to use apps that facilitate digital life.

In partnership with Telus, Tech For Good is staffed by Assistive Technology Specialists who assessed and trained over 1,200 participants to unlock the full potential of their digital devices—boosting digital confidence and independence for people with disabilities across Canada. Our Hi, Tech! program goes one step further, helping 775 people with disabilities achieve greater digital literacy, supported by dozens of volunteers.

Employment Services

We are a leading provider of employment services in Canada, helping people with disabilities find and keep jobs through individualized coaching that reflects each person's strengths, goals, and circumstances.

This past year, our B.C. team delivered expert assessments to nearly 900 people while our Ontario team welcomed nearly 1,700 new service users and helped 588 people with disabilities gain employment.

With no other program like it in Canada, SkillingUp equipped 1,150+ new learners with digital skills and certifications in 2024–25, powered by our passionate team and partners Microsoft, CIBC Foundation, and DIGITAL

Paving the Path for Work

In 2024-25, 250 youth and young adults with disabilities took part in this six-week employability program introducing them to today's world of work. What began as an in-person experiential learning program in five Ontario cities has now expanded nationwide through our newly accessible virtual classroom built in partnership with ScotiaRISE.

Project SEARCH

In tripling the number of sites to nine from last year, MODC expanded our efforts in this valuable school-to-work program that helps graduating high school students gain on-the-job training and experience as they enter the working world.

Through diverse collaborations, we will graduate 58 young adults with disabilities through Project SEARCH in 2025 – a 152% year-over-year increase.



Through diverse collaborations, we will graduate 58 young adults with disabilities through Project SEARCH in 2025

Did you know?

The **unemployment rate** for people with disabilities in Canada is 13.5% higher than for those without disabilities – a gap that MODC is actively addressing through our focused suite of programs.

Our staff and a wide network of 150 evaluators perform clinical **assessments and evaluations** in both school (e.g. psycho-educational, speech therapy) and rehabilitation (e.g. functional job coaching, neuro-psycho-vocational) settings to ensure people with disabilities have the supports they need to succeed.

In October 2024 we hosted our second annual **TechEmpower webinar series** on a range of key digital literacy and accessible technology themes. More than 200 people joined this educational outreach, marking a 65% rise over our first event in 2023.

Project SEARCH graduates have three times the job success rate of other students with disabilities – 75% go on to achieve full-time employment.

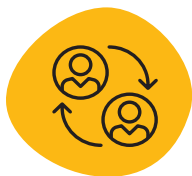
Staying Independent and Safe at Home and in the Community

A critical area of focus for MODC is delivering individualized programs and services that help people with disabilities and seniors be healthy, safe, and independent at home and in their communities.

We support people however they need us, from personal assistance with activities of daily living to rehabilitation services, to increase their independence and community participation.

Our Community Support Services are grounded in self-directed care so that each person is at the centre of all that we do. To ensure we stay committed to this vision, we collaborate regularly with our service users to ensure we are meeting their needs and developing programs that work for them.

Fast Facts



14,475 people in Canada accessed our Community Support Services



2,700 people in Canada received grants to safely adapt their homes and vehicles



4,550 people in Canada received our After Stroke services



5,500 people in Canada secured new devices, adaptations, or modifications

Our Mission in Action

Attendant Care Services

For more than 40 years, MODC has delivered supports with activities of daily living to people with disabilities and seniors in a wide variety of living situations. We serve residents of Ontario through provincial government funding while looking to expand our reach across Canada.

In 2024-25, our service professionals supported nearly 5,300 people in communities across Ontario. Meanwhile, we have built many important partnerships with public and private property owners in our Supportive Housing program, and we're advocating for greater care funding from Ontario's Ministry of Health to serve more people in more places.



“My (MODC) worker is the best there could ever be. She is so attentive, dedicated and wonderful in her professional manner. I am blessed to have her... and her care, humour and compassion [in my life].” -- Attendant Care service user, 2024

Accessibility Services

Last year, building on our Home and Vehicle Modification Program success in Ontario, we reached a partnership with the Government of Manitoba to deliver a new **Safe and Healthy Home for Seniors program**. Between these programs, we helped 2,700 service users create accessible, barrier-free living spaces designed for each person's needs with grants for accessible devices, adaptations, or modifications.

The program's interconnected goals include keeping people safe at home with greater independence and dignity, preventing hospitalization, avoiding loss of employment, enjoying activities in the community, and eliminating safety risks.

After Stroke


After Stroke coordinators worked one-on-one with 4,550 people across Canada, developing personalized recovery plans and connecting stroke survivors and their families to community resources and a supportive network.

This leads to many important outcomes, including improved health and mobility, better communication skills, and greater coping abilities for the stress and anxiety they face. This year, we launched a national peer support network and published toolkits to share best practices for organizing peer support groups for stroke survivors.

Brain Injury Services

Our specialized team provides rehabilitation and support services for those who have experienced a brain injury. Our goal is to help service users regain abilities that have been affected by their brain injury, either by relearning them or by finding new ways to do things—so they can be as independent as possible.

Over the past year, our Brain Injury Services team worked with 641 people across six provinces through our services—including 140 new service users.



Recognized for our leadership in stroke support, MODC was named the sole Canadian representative to the new Global Stroke Action Coalition.

Did you know?

This year, with support from AbbVie and Klick Health, we launched a new co-designed After Stroke **education and self-management program** for stroke survivors and caregivers—soon to be accessible across Canada.

More than 2,000 MODC staff provide daily or weekly assistance with rehabilitation and activities of daily living to service users in their home and their community.

Our 2024 survey of **home and vehicle modification** recipients found that new devices and modifications cut ER visits by 83% while 70% felt less isolated and 90% reported an improved quality of life.

In 2024, 85% of service users in Community Support Services told us our programs help them live more independently—a powerful affirmation of our mission to **support autonomy and dignity** in everyday life.

Side by Side in Advocacy, Independence, and Love

Fiancés Jennifer Conroy and Adam Cohoon, active members of the MODC community, live in an accessible housing development in Toronto's Canary District, operated by Wigwamen Incorporated. Both receive attendant care services and are leading voices in MODC's Disability Advocacy Network, which has almost 300 participants.

"March of Dimes Canada is an essential platform for advocacy, recognizing that voices from our community are the main ingredients to making change," says Adam.

Jennifer and Adam first met 20 years ago at summer camp but lost touch. A decade later, Adam reconnected with Jennifer over social media. During their time apart, Jennifer received attendant care from MODC, which helped her gain independence and confidence. She also worked with MODC's Employment Services team, landing roles at the Red Cross and a local Community Living agency.

In 2004, Jennifer moved out on her own, thanks to an MODC-based building. She later moved to Adam's Canary District building, where MODC ensured they had side-by-side apartments with an intercom system.

"Two apartments give us the extra space we need, as well as two TVs, which has probably kept our relationship intact," Adam jokes.

As members of the Disability Advocacy Network, Jennifer and Adam look forward to continuing to share experiences and spark collective action.



Driving Powerful Social Change

Advocacy is a vital complement to March of Dimes Canada's programs and services—an expression of our deep commitment to human rights and social justice for people with disabilities. Our approach to advocacy is grounded in allyship, centring the voices and leadership of the disability community.

This year, our advocacy efforts achieved national and international recognition, and together with our partners and people with disabilities across Canada, we celebrated key legislative and regulatory wins, like finalizing the Canada Disability Benefit. Yet, we know the work is far from over, and our resolve remains strong.

Fast Facts



286 active members of our Disability Advocacy Network



2,415 participants in MODC-led e-advocacy campaigns



16,192 advocacy messages sent to elected officials across Canada

“[The DAN] has been a big part in helping me to reach out and help with the disabled community both online and in person. I’ve used it twice to help others craft letters to their MPs and MPPs.” - DAN member

Our Mission in Action

A key role at the G7

Len Baker, MODC's President and CEO, joined the Canadian delegation at the G7 Ministerial Meeting on Inclusion and Disability in Italy in October, 2024. As one of only four Canadian civil society representatives invited to attend, Len spoke on a panel emphasizing the need to advance inclusive health and social services and embrace the social model of disability. At the conclusion of the meeting, nations signed the Solfagnano Charter, outlining eight priority areas for advancing disability inclusion and accessibility across the G7.



Len Baker (third from right), participates in panel discussion at G7 Disabilities Ministers Meeting in Perugia, Italy in October 2024.

Guarantee the CDB

In early 2025, concerns grew about the delay in regulations for the Canada Disability Benefit (CDB) ahead of the forthcoming federal election. In response, MODC, together with our disability sector partners, launched the Guarantee the CDB campaign. Over 2,000 individuals sent more than 10,000 emails to their elected officials, urging quick government action. We were pleased to see the regulations finalized in time, and payments will begin on July 17, 2025.

Disability Advocacy Network

Our Disability Advocacy Network continued to grow and thrive this year, with 286 members accessing resources and taking part in structured training and casual coffee time sessions. As part of this supportive community, members expanded their personal advocacy skills and learned how to effectively engage public officials.



In a recent survey, 83% of DAN members said that connecting with others who care about the same issues is deeply meaningful to them, highlighting the importance of community.

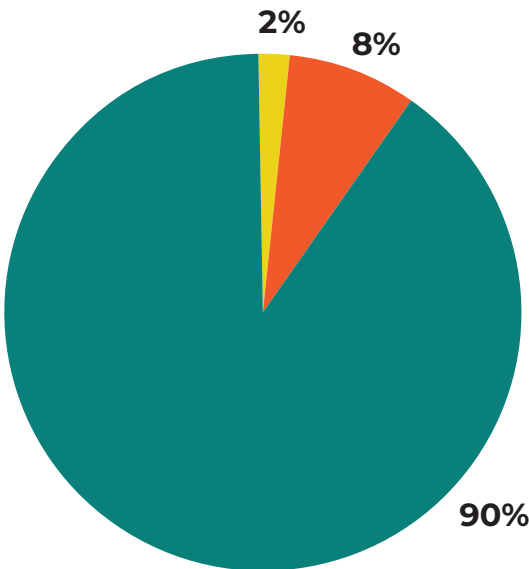
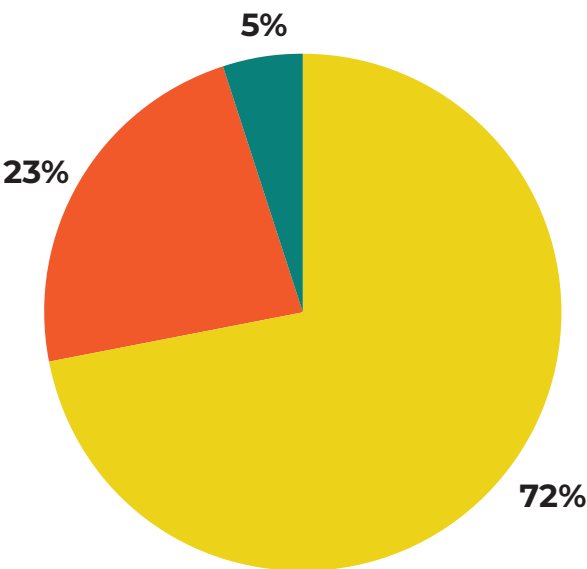
Our 2024-2025 Financial Performance

This year, MODC was pleased to achieve an increase of approximately \$5.8 million in funding toward programs and services for people with disabilities, for a total of \$154.2 million in 2024-2025 or 89.6% of our total expenses. This growth was driven by expanded government-funded service delivery, a testament to our strong partnerships and reputation for service excellence.

To support the continued development of the infrastructure, systems, and capabilities needed to sustain our mission, we maintained our operating investment in Shared Services (i.e., administration) at eight per cent of total expenses in 2024-2025, representing \$14.0 million.

We remain committed to responsibly managing our funds to support long-term growth and sustainability. Our strong financial position enables us to drive the change our service users and communities deserve. We are proud to be a member of Imagine Canada's Standards Program, which accredits non-profits that demonstrate excellence in financial accountability and transparency.

To view our complete audited financial statements, visit www.marchofdimes.ca.



Philanthropy and non-government grants

Fees for service
Government grants

Mission program expenses

Administration
Philanthropy

Thank You to Our Donors

Our caring donors have always been essential in helping level the playing field for people with disabilities and create a more inclusive Canada.

MODC is only able to operate such a wide-ranging suite of programs because of the financial support of so many individuals, families, and organizations across the country.

On behalf of our entire community, thank you for making us Canada's leading service provider, resource, and advocate for people of all ages with disabilities.

Over \$100,000

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Step Up for Stroke

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Thank you for your support!



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Champion Equity. Empower Ability.

At March of Dimes Canada, we believe that every person deserves to live life on their own terms. We work alongside people with disabilities to build independence, dignity, and opportunity—supporting them to pursue the goals that matter most.

Whether it's finding meaningful work, navigating recovery, or accessing the right supports at home and in the community, our programs are designed to meet people where they are—and help them move forward with confidence.

Make a difference and help us build a barrier-free future — donate today at marchofdimes.ca/donate



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