

2021 Positive
Impact Report



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.*



[2021 Treat Accessibly Halloween Village](#)

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)

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.



[Please](#)
[Click](#)
[to](#)
[Watch](#)



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 because his family would see the lawn sign.

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

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

Our dream, to help Canada become the most accessible country in the world by rallying millions on Halloween to participate.



**The Padulo Family
Treat Accessibly Founders**

Help An Inclusive Future

22% of people in Canada and the U.S. identify with having a disability.

If you were to take every child in grade 1 in both countries, that's how many children identify with having a mobility, sensory or intellectual disability.

Our family keeps growing this intergenerational movement to make Halloween accessible for all children.

By making Trick-or-Treating inclusive we all help create a more accessible aware world in the future for all people with disabilities.



2017

Our family's first lawn sign at our home.



2021

Our first billboard at Yonge & Dundas Sq.

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 partner actions

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



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)

See appendix for 2021 government and school action details

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

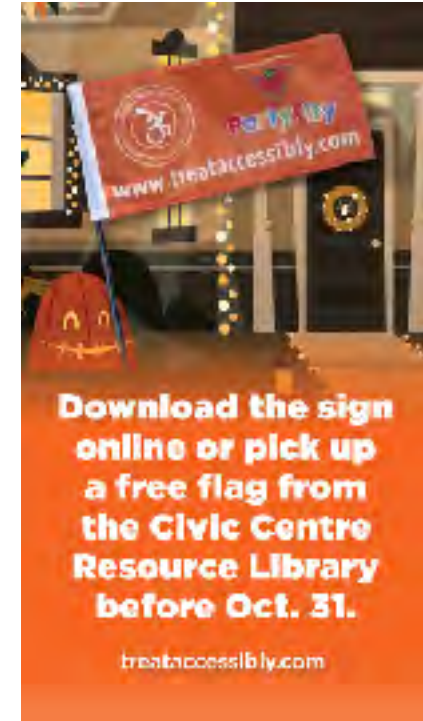
City of Vaughan passed a binding resolution to recognize Treat Accessibly and promote it via all communication channels annually.

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.**



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.



Download the sign online or pick up a free flag from the Civic Centre Resource Library before Oct. 31.

treataccessibly.com



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.

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.





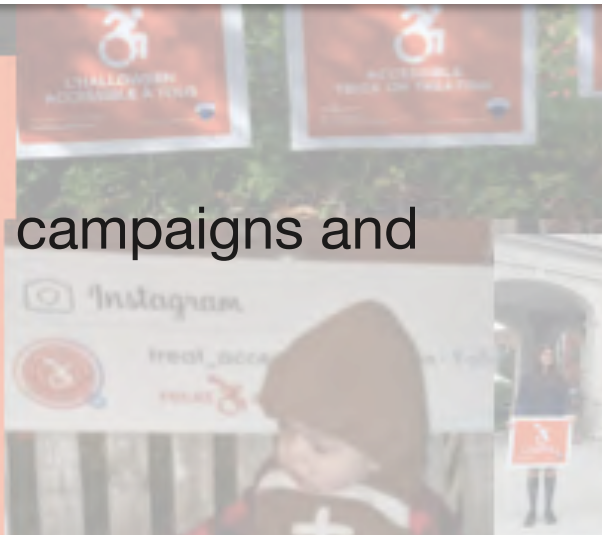
Kinder®



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.

Download the sign
online or pick up a free
lawn flag from the
Civic Centre Resource
Library before Oct. 31.
VAUGHAN
vaughan.ca/accessibility
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Kinder®



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 be 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.

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



Increasing investment
+40%

Influencers & Social Media Increased investment



Millions more impressions in 2022

Treat Accessibly will appear on 600,000 boxes of Halloween candy with a message taking up 1/3 of the box sharing our *accessible inclusion* message.

10,000 shelf wobblers will appear in grocery and drug stores across the country.

A heavy digital paid campaign will grow 40% with Influencers in every major market including Québec,

A shopper marketing campaign in a key retailer will boost the message to homeowners across Canada.

Shopper marketing

Key retailer (TBC)



An army of community support - RE/MAX

How Corporate, Agents and RE/MAX offices got excited to accelerate accessibility in their communities



Social sharing and connecting with communities

Every RE/MAX Franchise across Ontario, Atlantic and Québec received and distributed signs produced by RE/MAX Corporate. Many agents and offices promoted it on social and had signs picked up from their offices, homes or dropped them off to Homeowners directly.

Touching response nationally

While the Western Canada RE/MAX didn't participate in 2021, their Agents across still got on board -coming to our site and printing their own signs.



City connections

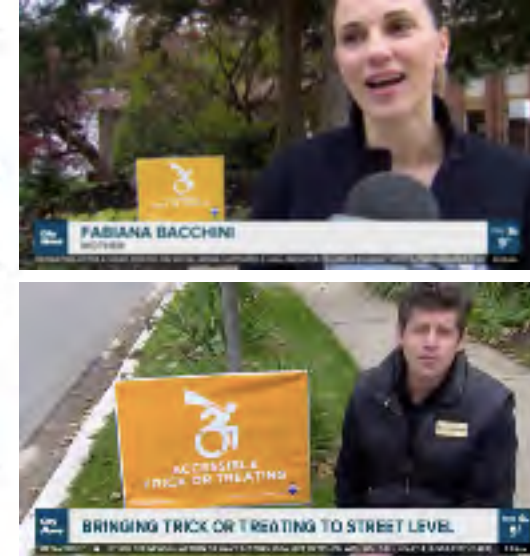
The City of Brampton asked to distribute RE/MAX branded Treat Accessibly Lawn Signs. We only had 300 signs left to give them .

They have already asked for more in 2022.



Neighbourhoods asking for more.

Neighbourhoods across Canada reached out to local Agents for signs and created their own Treat Accessibly community events.



Driving community to RE/MAX.

Every piece in the media featured the Treat Accessibly / RE/MAX Lawn Sign and organically drove people to RE/MAX offices, agents to get a sign.

[Watch](#) the CityTV segment, highlighting RE/MAX lawn sign.



7 Treat Accessibly Halloween Villages: Canadian Tire



What's next

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

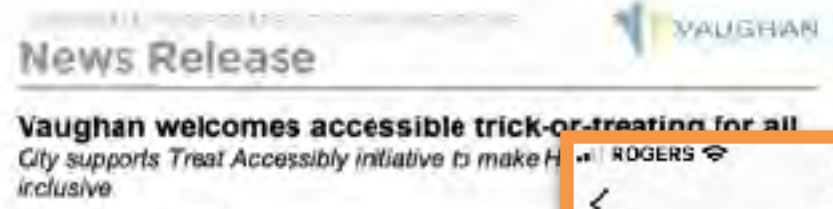
Our vision 2022-2025:

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.



Our hopes for Hamilton

1. Explore passing a similar binding resolution, as Toronto and Vaughan, to champion Treat Accessibly in Spring 2022.
2. Being able to share Hamilton will join Brampton, Toronto, Ottawa, Vaughan and other regions already planing to support Treat Accessibly at the June 2022 meeting of the Ontario Accessibility Advisory Committees.
3. Hamilton communicates the Treat Accessibly movement to homeowners through corporate communications and distribute our Free Treat Accessibly Lawn Signs through their October events and municipally run properties.
4. Consider a City Hall ceremony to bring awareness and support to the movement of Accessible Halloween.



Download the sign online or pick up a free sign from the source Oct. 31.

accessibility

TORONTO Item

MM37.20	ACTION
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Accessible Trick-or-Treating - Tre
Frances Nunziata, seconded by C

City Council Decision
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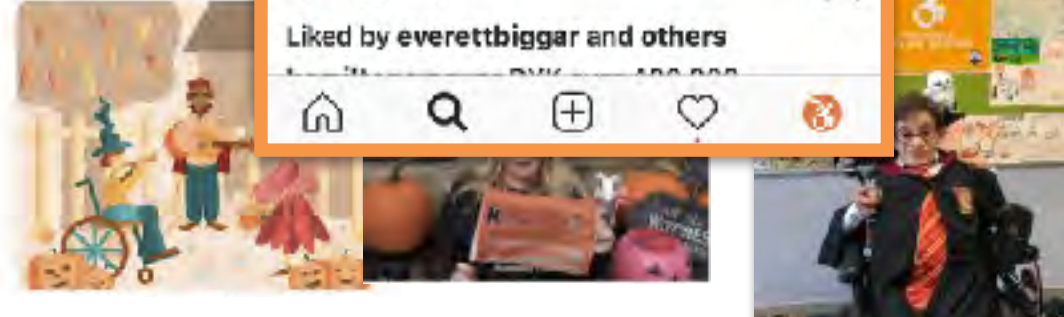


City of Brampton - 20
 Brampton is a Mosaic, an dedicated to increasing for all.

There's still time to put a @treataccessibly sign on to let trick-or-treaters kn experience a barrier-free your home! Learn more: beOE50GBvxX

Party by accessibility.com

Download the sign or pick up a free sign from the source Oct. 31.



Happy Halloween EveryBODY!

from our founding family,
Siena, Rich and Natasha



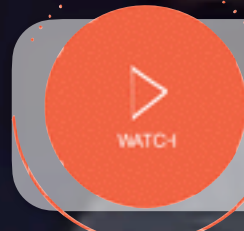


**ACCESSIBLE
TRICK OR TREATING™**

**Parent Thank You Video
Media Selects**



Gabriel's Mom , Fabiana.



[A Mom's Message](#)

City News

FABIANA BACCHINI
MOTHER

THU 9°

ESTIGATING AFTER A VIDEO POSTED ON SOCIAL MEDIA CAPTURED A HALL MONITOR TELLING A STUDENT WHO IS TRANSGENDER THEY 6:25 PM



[CBC National with Heather Hiscox](#)



[CP24 Toronto 2021 TV Segment](#)