

Canadian
Association of the Deaf



Association
de Sourds du Canada

INFORMATION GUIDE



Mission Statement

At the Canadian Association of the Deaf (CAD), we protect and promote the rights, needs and concerns of deaf people in Canada.

Organizational Profile

The Canadian Association of the Deaf (CAD) is the national consumer organization of Deaf people in Canada. Founded in 1940, it is Canada's oldest national disabled persons association. We work to improve the lives of Deaf people across Canada by fighting against discrimination and spearheading Deaf initiatives through three different outlets:

Information - We provide information about the needs and interests of the Deaf to many different groups, including business, media and governments.

Research - We conduct studies and issue reports based on research and data collection. Once the reports are released, we provide expertise on the issues, and develop and implement pilot programs based on our findings.

Support - We offer assistance to the Canadian Deaf community by supporting organizations and service agencies across the country. We also have a major library and resource centre at our office in Ottawa, Ontario.

Mandate and Objectives

The Canadian Association of the Deaf promotes and protects the needs, concerns, and rights of Deaf people in Canada, in particular those who are profoundly deaf and who prefer to communicate through Sign language.

We combine the purposes of a research & information centre, advisory council, representative body, self-help society, and community action group.

Improving organizational capacity – The CAD plans revisions to strengthen our membership outreach and ensure we represent all elements of the community. Increased revenues will enable us to provide more training programs and workshops, as well as to increase the Canadian Deaf Education Fund principle to \$1,000,000 by 2013.

Expanding and Developing Communication and Networks – At present, we are working in partnership with industry and regulatory agencies, emergency services, and interest groups to address concerns about wireless access to emergency services for Deaf people



who cannot use voice phones. We are also in the process of overhauling our website to foster individual participation in discussions and decisions affecting issues faced by Deaf people world-wide.

Responding to Existing and Emerging Issues – Two comparatively “fresh” issues that the CAD is currently tackling are the creation of safe houses for Deaf women and vulnerable adults, and developing deaf-friendly technology.

Promoting Awareness of and Response to the Needs of Deaf Groups – While the CAD will continue to support all Deaf Canadians, we have identified certain groups in the Deaf community that have been overlooked. These groups include but are not limited to Deaf youth, Deaf immigrants, and Deaf seniors.

Constituency

No satisfactory statistics exist regarding the number of deaf people in Canada. It is generally believed that 10% of the Canadian populace has some degree of hearing loss; of these 3.1 million people, about 10% are Deaf (310,000).



Structure

Provincial Deaf organizations affiliate with the CAD as voting Full Members. All other organizations affiliate as non-voting Associate Members. Member delegates meet annually to identify issues, formulate policy, and suggest direction.

The Full Members elect the Board of Directors to serve three-year terms. The executive officers are: President, Vice President, Treasurer, Secretary, Member at Large, and Past President.

History

The Early Years

The Canadian Association of the Deaf is the first and oldest national-level disabled persons organization in Canada.



Originally called the Inter-Provincial Association of the Deaf, the name was changed in 1946 and the association was federally incorporated in 1948.

The CAD established the Canadian Deaf Scholarship Fund (now called the Canadian Deaf Education Fund) to provide grants to assist Deaf students to attend Gallaudet University, at that time the only accessible university in the world. By the time the CDEF changed its mandate in the early 1970s, it had helped more than 150 Deaf Canadians obtain post-secondary education.

Throughout the 1940s and 1950s, the CAD fought strongly in several provinces against restrictions placed on hiring Deaf teachers. We also fought against the ban on the use of American Sign Language (ASL). In the 1950s, the CAD carried out studies on the feasibility of a Deaf high school and college in Canada, and won the right to extend Deaf education past Grade 10.

The Middle Years

The 1960s brought changes to the leadership of the CAD. Founding fathers David Peikoff stepped down in 1960 after 20 years as Secretary, and Robert McBrien stepped down in 1967 after 27 years as President.

Marshall Wick became President, and seven years later moved to the position of unpaid Executive Director. Wick expanded the CAD's influence and importance. The Board and Executive members had been mostly from Ontario and Quebec because of lack of funding, but Wick made it possible for all provinces to be represented.

Wick brought captioning to Canada by establishing the CAD's famous "Captioned Films for the Deaf" program. Throughout the 1970s, the CAD screened captioned movies across the country to prove to the federal government that there was a market for captioning. This success led directly to the introduction of captioned TV programming in Canada in 1981.

Wick secured an annual operating grant from the federal government starting in 1985, which he used to open the first CAD head office and to hire the first paid staffers.



The Maturing Years

In 1986, the CAD hired Jim Roots as its first paid Executive Director and elected Henry Vlug as its first President from a Western province.

The CAD organized a huge National Deaf Education Day rally in 1989. It was the top news story in all media, and led to the acceptance of Deaf educators and ASL/LSQ instruction in Deaf schools.



The CAD conducted research into the 65% rate of functional illiteracy in the Deaf community, and developed a model literacy training program to address this serious concern.

Our research uncovered an appalling rate of under and un-employment among Deaf Canadians. We responded by obtaining funding to create new jobs and training opportunities for over 100 Deaf Canadians per year for a period of five years.

A 1997 landmark was the Eldridge case, in which the Supreme Court of Canada ruled that all government-funded services and programs must be accessible for the Deaf.

While training Deaf youth for careers as professional fundraising consultants, community resource development workers, and TV/video producers, the CAD also established a national network of "marshals" to protect and advocate on behalf of Deaf senior citizens, and developed a model "Deaf-friendly" child care program.

The Recent Years

The CAD achieved world-wide admiration as the leading country for captioned TV programming when former CAD President Henry Vlug won several human rights decisions requiring 100% captioning.

In 2003, the CAD was the proud host of the XIVth World Congress of the World Federation of the Deaf, attended by more than 2,700 people from 101 countries.

More successes came through the courts. A 2006 decision required that all federal meetings and conferences must provide Sign language interpretation. A 2009 decision overthrew provincial government policies that used audiograms as the sole means of accepting or rejecting applicants to Deaf schools; instead, linguistic and cultural factors must also be taken into account.



The CAD developed an innovative method of delivering Sign language interpretation through the Internet. We also fought to establish quality standards for captioning, to require TTY public pay-phones, and to improve TTY and mobile text access to 911 services.

A beacon of hope was ignited for children with any kind of communication disability through our Bridge of Signs program. We assisted parents in setting-up Registered Education Savings Programs for their Deaf children, held several events for Deaf women, assisted Deaf and disability organizations in maintaining good governance and financial practices, and helped to establish a national Deaf youth group.

The Future!

In our eighth decade of assisting Deaf people, the CAD continues to plan innovative and proactive strategies for the future. Come join us in fulfilling the dreams of 310,000 Deaf Canadians!

Programs and Activities

In the early years of the CAD (1940-1975), a lack of resources limited us to a few long-term programs. Between 1975 and 1995, our top focus was upon accessibility and equality issues. Since 1995, the CAD has acted aggressively to generate new jobs and educational opportunities for Deaf Canadians. Some of these are described below.

Children's Issues – The CAD provides information kits, training advice, early intervention “best practices”, and families-at-risk programs to address crucial issues faced by Deaf children and their families.

We have researched and developed model Deaf child care services and transition programs. We broke new ground with the first-ever Canadian study of the unique “double-burden” faced by Deaf people and children of ethnic backgrounds.

The CAD runs “Bridge of Signs”, a world-leading program for teaching Sign language to children who are not deaf but have other communication disabilities.

National Deaf Jobs Strategy – The CAD has attacked the high rate of unemployment in the Deaf community through a National Deaf Jobs Strategy. This Strategy includes a career mentorship program, a match-up job service, proactive collaboration with professional schools, employee awareness kits, and training programs in fields as diverse as community development, professional fundraising, video/TV production, financial advisor/promoter, and advocates for seniors, children, and women.

Television Access – The CAD not only introduced captioning to the federal government, the Canadian Radio-television and Telecommunications Commission, and Canadian broadcasters, we also operated our own Captioned Films and Telecommunications Project from 1977 to 1983 to demonstrate the public demand that made captioning feasible in Canada.

In recent years, we have supported Henry Vlug (a former CAD President) in several successful human rights complaints to force major broadcasters to provide 100% captioning for all programming -- a world-wide landmark in accessibility.

Canadian Deaf Education Fund – The driving purpose behind the creation of the CAD was to establish a body that could manage a national Deaf scholarship. By the time its direct grant activities were wound down in the early 1970s, the Canadian Deaf Educational Fund had assisted more than 150 Deaf Canadians in attaining graduate and post-graduate degrees. The CDEF today mainly funds legal challenges to remove the barriers that prevent Deaf people from securing their best educational opportunities.





Projects

One of the key elements of our work at the CAD is implementing programs run for and by the Deaf to better the lives of Deaf Canadians. Some of our recent projects include:

Empowering Deaf Women – This project was launched by the CAD to ensure Deaf women have access to the same services as hearing women in regards to violence against women, health care and employment equity. The goal of this initiative is to ensure Deaf women are able to fully participate in the decision-making process in all aspects of their lives.

Deaf Seniors and Crime Prevention – Through various studies, the Canadian Association of the Deaf found that Deaf senior citizens are at a higher risk of being victims of crime. Most of these crimes are committed by people who know that the individual is Deaf and therefore assume that s/he won't be able to call out for help or hear warning noises preceding an attack. We work to reduce the risk of crime against Deaf Seniors by educating the public through public forums and workshops on the importance of acknowledging the problem and improving communication, and by facilitating a system of local "marshals" to monitor the safety and security of Deaf seniors.

Deaf Youth initiatives – The WAY (Work Alliance for Youth) project informs Deaf Youth of the different opportunities available to them as members of the workforce. The project, which consists of a booklet and video testimonials from experts communicating through American Sign Language and Langue des Signs Quebecoise, explores the three main career options for deaf people: self-employment, work in the Deaf community, and work outside the Deaf community.

Deaf Youth Leadership - The Canadian Association of the Deaf is a strong partner in building leadership skills in among Deaf youth, both within Canada and internationally. We sponsor the biannual Canadian Deaf Leadership Camp, and sponsor delegates to International Deaf Youth Leadership camps. At these events, youths share experiences and acquire skills to improve their lives, and gain awareness of the challenges Deaf people experience both within Canada and abroad.



Bridge of Signs – Bridge of Signs was a groundbreaking study conducted for the CAD by Dr. Anne Toth, a Signing psychologist specializing in Deaf children and youth. It looked at the importance of Sign language in teaching verbal skills to hearing youngsters with learning disabilities and found that Sign greatly increased these children's ability to communicate. The program was runner-up in the annual Stockholm Challenge as the most innovative educational program in the world!

Visible Languages Translation Initiative Project – We are working to establish a national call centre to deliver Sign language telephone interpretation over the Internet. It is our goal to have video console systems connected to our call centre installed in banks, stores and other public places to help Deaf Canadians complete routine activities like banking and voting.

RESP Education – The CAD provides direct assistance to educate the non-Deaf families of Deaf children, as well as Deaf parents with non-Deaf children, about the benefits of investing in a Registered Education Savings Plan (RESP). We work with local and provincial Deaf groups to bring this service to the grassroots level.



Position Papers

The CAD's website offers Position Papers on almost 30 different issues. Each Paper is available in either of Canada's official languages. Some of the topics tackled in these papers include Deaf culture versus medicalization, the education of deaf children, euthanasia, and universal symbols for people who are deaf or hard of hearing. Excerpts/summaries of a few Papers are offered below.



Issues

Captioning – Video programming – whether it is TV, movies, DVDs, webcasts, or other – is not fully accessible to Deaf people. Quality captioning or Sign language interpreting should be mandatory for all programming and is achievable immediately. There are no excuses anymore!

Education – The Canadian Association of the Deaf supports the philosophy of bilingual, bicultural education. This means that Deaf children should be provided with skills and instruction in both ASL/LSQ and English/French, and that they should be provided with a learning environment that recognizes and respects both Deaf culture and non-Deaf culture.

We believe that this constructive approach to their education will provide them with the tools needed to acquire knowledge and skills as well as self esteem, at the same time that it prepares them to live in the real world.



Employment – The primary reason for the high rate of unemployment among Deaf people is the barriers to their participation in “normal” society. Employers may be reluctant to hire Deaf workers because of assumptions that communicating with them will be “too much trouble” and that meeting their needs in the workplace will impose a financial strain. They are frequently unaware that the cost of interpreters is a deductible business expense, or that other accommodations (such as TTYs and visual alarms) can be subsidized by government incentive programs. The Canadian Association of the Deaf urges the strengthening of employment equity legislation, more aggressive information campaigns to eliminate business concerns about the cost and the risks of accommodation, and more funding for the Deaf community to enable it to employ, train, and promote Deaf workers.

Literacy – The CAD rejects the idea that deafness is the major cause of literacy problems among the Deaf. Instead, literacy and educational problems result from (1) the impaired communication environment surrounding them; (2) the deficit model orientation of early intervention, education, and teacher training programs; and (3) the lack of Deaf professionals and educators in such programs. Literacy is a crucial access point for Deaf Canadians to the non-Deaf world; it should take precedence over spoken English/French skills in all of the above programs.

Telecommunications Deaf persons must be involved in the development of information and communication technology. We remember too well that the telephone was originally invented as an aid for us, and even TV and video were considered to offer improved communication access specifically for us. But Deaf people themselves were not involved in the development of these devices, with the result that the devices became barriers instead of aids to our communication with non-Deaf society. The same errors must not be made with regard to 21st century technology.



Transportation – In the post-9/11 era, security measures often prove difficult for Deaf travellers to understand or manage. Many of these measures are verbal/auditory. A Deaf person's inability to communicate with non-Signing security personnel can lead to them being targeted as suspicious. Suspicion may also be aroused by our alertness to our surroundings, which may strike security personnel as similar to a terrorist's nervous alertness. The devices we need, such as shake-awake clocks and visual monitors, are sometimes thought to be possible bomb components and are seized by poorly-informed guards.

The CAD certainly does not downplay the need for vigilance, but better training is needed in dealing with Deaf travellers, recognizing our technical devices and our behaviours, and communicating with us.

Human Rights – Society has developed in a way that sets up barriers against the full participation and equality of Deaf people on the basis of our different communication mode. We are aware that most violations of the human rights of Deaf people are not intentional, but result from systemic discrimination, inappropriate priorities, and a lack of information or awareness. The consequences, however, are the same: discrimination against Deaf people on the basis of their deafness. The "unintentional" nature of the discriminatory act does not justify it. Deaf people are human beings and have the same "right to rights" as anyone else.

Deaf Culture – The CAD encourages non-Deaf society to cease looking upon people who are deaf as being inferior or deformed creatures in need of cures. Deafness is only a calamity if non-Deaf people make it so.

We have a clear identity and tremendous pride in belonging to a distinct community. Join us in celebrating our unique languages and culture!

What Lies Ahead

The CAD will continue to respond to the changing landscape for Deaf Canadians. Our future projects will focus primarily on the needs of the Deaf, but we hope to further the cause of all Canadians with disabilities. It is our goal to develop projects that will examine issues such as:

- Seniors health and abuse
- Women's health
- Cancer
- Substance abuse
- HIV/Aids.
- Palliative Care



Our Funding

The CAD receives about one-third of its annual operational revenues from the federal government. The remaining two-thirds are received from donations, fees, and special project grants.

Support the CAD

Single Donation – A single donation may be made to the Canadian Association of the Deaf by cheque or credit card for the amount of your choosing. Please contact the CAD by phone: 613-565-2882 or TTY: 613-565-8882 to make a donation, or email us at info@cad.ca to request a donation form.

Monthly Donations – Monthly donations are a great way to give on a continual basis. Either by cheque or credit card, deductions will be made on the first day of each month. If choosing to donate by cheque, send a sample cheque marked “VOID” and a monthly deduction will be taken from your bank account. If using a credit card, provide your credit card number and expiry date, and a charge to this card will be made monthly.

You may discontinue or change the amount of your monthly gift at any time simply by writing to us or calling 613-565-2882. A cumulative tax receipt will be issued at the end of each fiscal year.

Planned Giving

Bequest – Leaving a gift for the CAD in your will is an easy way of making sure we will receive your gift. The following are samples of how to word the gift in your will:

If giving a specific cash amount: “I give \$_____ to the Canadian Association of the Deaf.”

If offering a percentage gift: “I direct my trustees to pay or transfer to the Canadian Association of the Deaf ___ % of my estate.”

Residual Gift: “After paying debts and other bequests I direct my trustees to pay or transfer to the Canadian Association of the Deaf the whole (or _____ %) of the residue of my estate.”

Life Insurance – Donating an existing or newly purchased life insurance policy can be a great way to support the CAD and not have your gift reduced by taxes and other fees. Simply name the Canadian Association of the Deaf as both the owner and beneficiary of the policy. Also, it is beneficial to choose permanent insurance since it builds cash value over time. Consider, also, the benefits of accelerated funding of your insurance gift.



There are also tax benefits when offering life insurance as a gift to the CAD. You are eligible for a tax receipt for the premiums that you pay annually, and if you donate an existing policy, you receive a tax receipt for the cash-surrender value less any outstanding policy loans.

Securities and Mutual Funds – By donating your non-liquidated securities and mutual funds, you can support the CAD while incurring tax benefits.

By donating the security, your capital gains tax rate is 25%, rather than the usual 50%. Additionally, for gifts of appreciated capital assets, your donation claim limit of net income (75%) is increased by 25% of the taxable capital gain arising from the gift. Another advantage is that you do not pay any tax on the appreciation on the gifted assets, and a portion of the gift can be used to offset taxes on other income.

Also, Canadians can now donate their publicly traded securities without incurring the Capital Gains tax, since the latest Federal Government Budget changes. For information, please visit the Department of Finance Canada website (<http://www.fin.gc.ca/fin-eng.asp>).

Charitable Remainder Trusts – CRTs allow you to invest in the CAD while still retaining the income from your investment. The original capital donated stays in the Trust and cannot be used until you pass away. You will receive annual income by the assets generated in the Trust. You are responsible for the tax that is payable on this income, but you receive an immediate tax credit when the Trust is established.

Sponsoring the CAD

Corporate Sponsor Levels

Platinum Status (\$1000+)

Organizations garnering Platinum Status will receive a personalized plaque with your organization's name as a thank you for your cherished support. Your name will also appear on our Corporate Sponsors and Supporters list on our website, annual report, and other promotional materials, unless otherwise requested.

Gold Status (\$500 - \$999)

Organizations who have receiving Gold Status will receive a personalized gold stamped certificate with their organization's name in appreciation for their support. Your name will also appear on our Corporate Sponsors and Supporters list on our website, annual report, and other promotional materials, unless otherwise requested.

Silver Status (\$250 - \$499)

Silver Status donors will receive a personalized silver stamped certificate with their organization's name.

Bronze Status (\$100 - \$249)

Bronze Status donors will receive a personalized bronze stamped certificate with their organization's name.

Individual Sponsors

Platinum Status (\$1000+)

Individuals garnering Platinum Status will receive a personalized plaque with your name as a thank you for your cherished support. Your name will also appear on our Circle of Friends list on our website, annual report, and other promotional materials, unless otherwise requested.

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Bronze Status (\$100 - \$249)

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If you require any further information or choose to support the work of the Canadian Association of the Deaf by any of the above means, please contact the CAD by phone: 613-565-2882, TTY: 613-565-8882, or email: info@cad.ca.



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The Canadian Association of the Deaf
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