



**CANADIAN AUTISM
LEADERSHIP SUMMIT 2022 &
OPERATIONS
SUPPORT PROPOSAL**



CONTENTS

03

INTRODUCTION

04

OUR INITIATIVES

05

**CANADIAN AUTISM
LEADERSHIP SUMMIT**

07

SUMMIT IMPACT REPORT

09

SUPPORT THE SUMMIT

10

SUPPORT CASDA

11

SUPPORT TIERS

12

CONTACT US

INTRODUCTION

The Canadian Autism Spectrum Disorder Alliance (CASDA) is a not-for-profit coalition of sector leaders including Autistic people, self-advocates, caregivers, community members, researchers, and representatives from leading autism organizations across Canada.

We represent the interests of approximately **500,000** Autistic persons across Canada, their families and service providers.

We are committed to ensuring the implementation of a National Autism Strategy that addresses critical gaps in funding and policies.

OUR VISION

A better quality of life for Autistic people in Canada, through real, impactful and positive change.

A successful National Autism Strategy can accomplish this.

OUR MISSION

CASDA is committed to ensuring the creation and implementation of a comprehensive National Autism Strategy that addresses critical gaps in funding and policies, which are preventing Autistic individuals and their families from exercising their equal rights as Canadians.

OUR GUIDING BELIEFS

We will ...



... accomplish more by working together.



... communicate effectively.



... focus on pan-Canadian initiatives and issues.



... foster a culture of trust and respect.



... produce measurable results.

OUR INITIATIVES



Pan-Canadian Autism Data Collaborative

- The Autism Data Collaborative facilitates and accelerates multidisciplinary, multi-sector and multi-jurisdictional health services and policy research for Autism.
- CASDA will play the role of a collaborator and convener helping facilitate national-level collaborations, ensuring the community voice is at the forefront and helping spread initiatives aligned with the priorities of the autism community and the NAS.

Ready, Willing and Able (RWA)

- In recognition of the need for a supported employment strategy, the federal government provided funding to Inclusion Canada and CASDA to develop and implement a demonstration of effective employment opportunities, across the country.
- RWA has engaged with a wide variety of employers to develop employment options for potential employees on the spectrum and/or with developmental disabilities.



Policy Compendium

- The Policy Compendium is an online tool that makes CASDA's policy work accessible and user-friendly. It assembles and presents recommendations for a NAS to a wide range of users.
- Conversations around policy can often be difficult to access. Whether you wish to deepen your knowledge of current issues faced by Autistic Canadians or want to compare recommendations by theme - the online tool offers lots of information to help you along the way.

CANADIAN AUTISM LEADERSHIP SUMMIT

The Canadian Autism Leadership Summit (CALs) is one of CASDA's key annual initiatives and has been for the last 7 years. It is a platform where Autistic persons, leaders, politicians, and stakeholders come together to **discuss, debate and develop recommendations** for policies and strategies that benefit Autistic people in Canada. Past notable achievements include creating the **Pan-Canadian Autism Data Collaborative** and continuing to expand the **Ready, Willing and Able National Employment Program**.

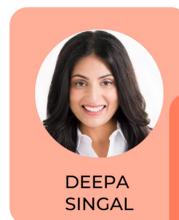
SUMMIT 2021

222

REGISTERED ATTENDEES

32

PRESENTERS



DEEPA SINGAL



DAMON KIRSEBOM



KEYNOTE

VISIONING A NATIONAL AUTISM STRATEGY

Due to public health restrictions, CALS2020 and CALS2021 were hosted virtually. Both events were a great success. Each year, hundreds of attendees participated in **one of the largest virtual gatherings of autism experts and changemakers in Canada**.

Building on previous Summits, the 8th Annual Canadian Autism Leadership Summit (CALs2022) will grow the **momentum for change-making** by providing attendees opportunities to connect, inform, act, and sustain.

On April 4 & 5, 2022, we look to host CALs2022 through a **hybrid virtual and in-person delivery model** to further our legacy as an innovative, collaborative and pivotal conference for Autistic people, their families, and those that support them.



**CANADIAN AUTISM
LEADERSHIP SUMMIT**

**FORUM CANADIEN DES
EXPERTS EN AUTISME**

SUMMIT IMPACT REPORT

SUMMIT 2021 QUICK STATS

222 Registrants

32 Presenters

12 Sponsors

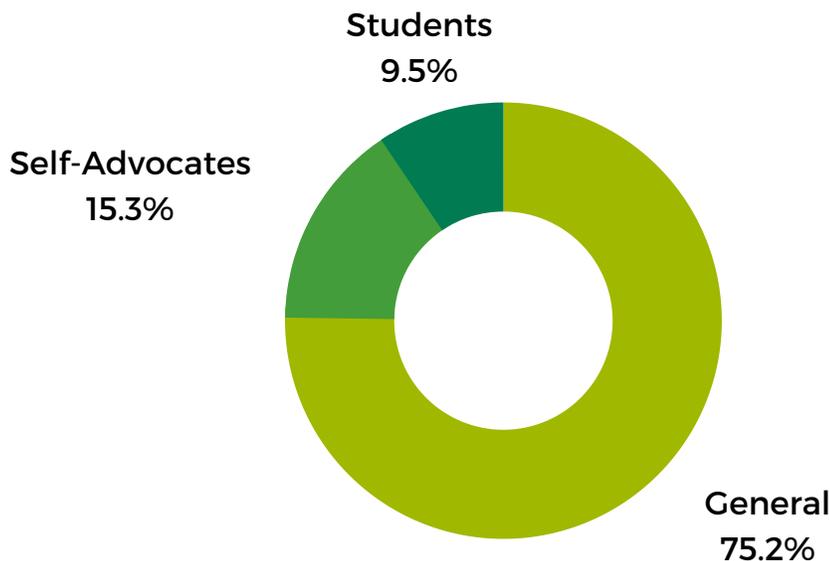
ATTENDEE LOCATION

- **42.6%** from Ontario
- **16.7%** from British Columbia
- **14.7%** from Alberta
- **8.8%** from Quebec
- **14.2%** from other provinces & territories
- **3.0%** from outside of Canada



VIRTUAL VENUE

CALS 2021 was the second virtual Summit hosted by CASDA. The Summit was designed so that attendees would be able to network organically and interact throughout the day.



"I had an amazingly eye-opening day at #CAL2021 Thanks so much to @ASDalliance and all of the sponsors for putting on such an important event..."

"Today was thought provoking and will stay with me!"

As a caregiver, researcher and advocate, soooo looking forward to Canada's national Autism strategy in 2022 thanks to the great work of @ASDalliance

This is what collaboration looks like. CASDA has climbed to a new level at this Summit. A new generation of ideas is taking this organization to new heights.

What attendees thought of Summit 2021 based on the post-event evaluation survey:

- **97.4%** of respondents thought that the information presented would be useful to their work
- **92.3%** of respondents thought that attending the Summit has increased their knowledge of the work related to a National Autism Strategy
- **94.4%** of respondents thought the Summit met its aims and objectives
- **100%** of respondents indicated that they will attend future Summits
- **94.4%** of respondents would invite another person to attend the Summit next year

How likely are you to recommend the next Summit to a friend or colleague?



8.90 Average Response

- A Net Promoter Score (NPS) is the leading metric for calculating client satisfaction.
- **Our NPS was +70.** This indicates that the Summit had more advocates willing to recommend the event compared to critics.
 - Promoters = 78%

CALS2021 SUPPORTERS



Click on any of the supporters logos to visit their website

SUPPORT THE SUMMIT

By supporting the Canadian Autism Leadership Summit, you will be contributing to the success of one of **Canada's largest autism-focused** conferences,

Your support will ensure that the Summit is both informative and accessible by all.

The Summit has a **proven track record**. This annual conference has yielded important progress in creating a platform to center Autistic perspectives, including the viewpoints of those in rural or remote areas of Canada, and especially, the voices from Indigenous communities.

Not only will your support allow you to be **part of facilitating this vital exchange**, but it will also grant **another level of exposure** for your organization to hundreds of attendees that attend the Canadian Autism Leadership Summit, year after year.



This was far more than I expected. This summit really moved CASDA to another level.

- CALS2021 Attendee

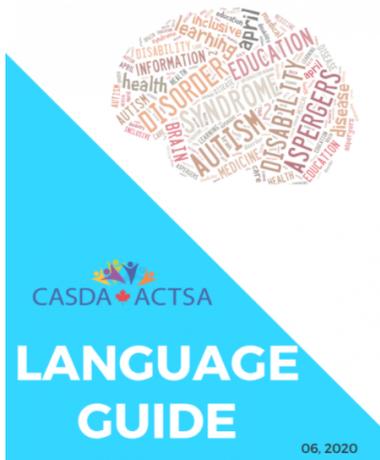


Thanks to all the speakers, panelists, organizers and attendees for a great summit! Looking forward to the next one!

- CALS2021 Attendee



SUPPORT CASDA



As a not-for-profit, CASDA relies on government grants, membership fees and supporters in order to continue our work in creating a **better Canada for Autistic people living in this country**. We are your convener and your incubator of innovative ideas in the development of autism-related policies and processes. By supporting CASDA, you will be contributing towards setting forth policy initiatives and delivering measurable policy outcomes for Autistic people in Canada, and their families in various areas, including economic inclusion, social inclusion, and evidence-informed supports.



As you are aware, throughout their lifespan, Autistic persons in Canada must navigate significant barriers in funding and policies. An estimated **1 in 66 Canadians aged 5 to 17 are on the autism spectrum**. This is why CASDA's mandate is to advocate for the implementation of a comprehensive National Autism Strategy that **addresses critical gaps** that prevent Autistic people and their families from exercising their equal rights as Canadians.



With the **Canadian government committing to the development and the implementation of a National Autism Strategy**, the time is now to ensure that Autistic individuals and their families are at the center of this entire process. We must consider that autism spans across a variety of topics when it comes to government policies. As such, is it imperative that we unite our voices to bring a diversity of expertise and experiences towards a national shared leadership movement.



There is **still much to do** before we, as a society, can realize the vision of each Autistic person in Canada having full and equal access to the resources they require to achieve their full potential, no matter their postal code. Your support is key to **achieving this vision**.



SUPPORT TIERS

	Platinum	Gold	Silver	Bronze	Community	Friend	Travel
Amount	\$30K+	\$25K+	\$15K+	\$5K+	\$2.5K+	\$500+	Loyalty ¹ Points
ONLINE PRESENCE							
Social Media Highlight Posts	15	12	10	8	5	3	1
CASDA Newsletter Mentions	10	7	5	3	2	1	1
Contact Profile on Event Platform*	✓	✓	✓	✓	✓	✓	✓
Logo on: CASDA Newsletter, Website, and Event Platform*	✓	✓	✓	✓	✓	✓	✓
Promoted Video(s)	3	2	—	—	—	—	—
ACTIVITIES							
Prime Location Ads	✓	—	—	—	—	—	—
Advertorial Podcast	✓	—	—	—	—	—	—
Dedicated Email Blast*	✓	✓	—	—	—	—	—
Branded Roundtable	✓	✓	—	—	—	—	—
High-Profile Branding	✓	✓	—	—	—	—	—
Event Booth & Gamification Inclusion*	✓	✓	✓	—	—	—	—
Press Release Inclusion*	✓	✓	✓	✓	—	—	—
SESSIONS							
Opening/Closing Remarks*	✓	—	—	—	—	—	—
Branded Keynote*	✓	—	—	—	—	—	—
Branded Panel*	—	✓	—	—	—	—	—
Branded IGNITE*	—	✓	✓	—	—	—	—
Branded Poster Session*	—	—	—	✓	—	—	—

NOTE: * indicates a Summit specific output

1. Donate your Aeroplan Miles and support the 8th annual Canadian Autism Leadership Summit or cover the cost of travel and/or hotel for non professional Autistics and/or caregivers.

CALS PLANNING TEAM

Corey Walker	Autistic self-advocate, Public Speaker, and EmploymentWorks Facilitator for Pacific Autism Family Network
Dana Bernick	Special Projects Intern at CASDA
Elizabeth Plouffe	Founder of Spero Careers Canada
Emilyanne Stocks	Policy, Research, and Communications Intern at CASDA
Jonathan Lai	Summit Committee Chair & Executive Director at CASDA
Kathi Cosgrove	Program Manager at Autism Speaks Canada
Kim Ward	Executive Director at the Society for Autism Treatment & CASDA Board Member
Maddy Dever	Autistic advocate & CASDA Board Member
Megan Krasnodembski	Special Projects Coordinator at CASDA
Orly Fruchter	Manager of Neurodiverse Initiatives at the Azrieli Foundation
Rakhee Chowdhury	Communications Manager at CASDA
Rebekah Kintzinger	Autistic advocate & CASDA Board Member

CONTACT US



summit@casda.ca

Visit: www.casda.ca/cals/

