

FACT SHEET

1. What is the Ability Online's mission and vision?

VISION

Connecting youth with disabilities to each other and the world around them.

MISSION

Provide a social network technology platform that:

- Gives youth with disabilities, parents and professionals a safe, secure and positive online experience every time they log in.
- Removes social barriers and reduces the stigma associated with being different; increasing self-esteem and self-confidence.
- Promotes independence and a better quality of life with learning and skills development.
- Promotes respect, acceptance and inclusion.

2. Will the money raised be used to support technology within the organization? If yes, please describe how.

Upgrade our website and online technology to meet all accessibility requirements for websites as outlined in the Accessibility for Ontarians with Disabilities Act legislated by the Province of Ontario, and includes:

Modern Technology - The technology must be fully accessible for all, for example visual and hearing impairments, and create a purposeful experience for our members.

Cyber Security - Kids with disabilities are a vulnerable group. We need to continue to ensure the technology platform is completely safe from outside influences and internal disturbances. Cyber threats are challenging in all environments but especially sensitive for this group. We need to expand our technical response to cyber threats and continue to meet the challenge in creating a safe and secure social network experience.

On-boarding and User Screening - More tools to support our volunteer program who help to create and maintain a positive online experience.

3. What percent of the contributions will go to the people in need vs. Administrative/overhead costs?

90% goes to the people in need

10% goes to Administration/Overhead costs

4. How many people could be impacted by our support and in what way?

Ability Online has 7000 registered online members including youth with all types of disabilities, ranging in age from 7 to 25, their parents, and professionals - and are located all across Canada. Your support will allow the following: 1) direct investment in our technology to ensure an ongoing safe, secure and positive online experience; 2) the creation and delivery of a financial literacy program; a valuable benefit to our community; 3) continued investment in our outreach programs to increase the profile of Ability Online for a stronger presence in every province; 4) continued investment in our volunteers for better tools to meet the growing needs of our online social network.

5. If the organization will provide tax receipts, please specify whom within their organization we can contact.

Michelle McClure, Executive Director for Ability Online. michelle@abilityonline.org

6. Are there opportunities for our corporation to help through in-kind donations, skills/labor or volunteering?

Some in-kind donations, skills/labor or volunteering where your corporation can make a difference to Ability Online includes the following:

1. laptops or iPads for children with disabilities;
2. technology experts to help buildout some of our increasing cyber needs;
3. **key executives** that can play a pivotal role on the Board of Directors to increase the charity's profile;
4. your staff to help with fundraising events;
5. assistance in getting golf teams together for our annual golf tournament;
6. online volunteers to review and ensure the messaging on the technology platform is appropriate;
7. provide assistive technology, for example a)onscreen keyboards, b) switches that replace a traditional mouse c) trackballs that replace a traditional mouse d)software that enlarges text;
8. provide fundraising event space;
9. provide gifts for event giveaways or raffle and silent auction items;
10. marketing support – help with social media and technical skills;
11. INFLUENCERS to help identify, drive and successful get more funds for the charity;
12. Help to connect to media and other corporations for higher profile, more fundraising dollars, and media coverage;
13. actually do a third-party event to raise funds;
14. identify the staff at all levels at your company that have family youth members with disabilities so we can help them with our technology, our online support network and the depth of our expert professional reach;
15. help with media to amplify our great story to bring in more donations and recognition for being the FIRST technology social network system that was founded in Canada 28 years ago by a doctor at Sick Kids Hospital;
16. recruit famous people with or without disabilities to mentor and become champions of Ability Online.

7. How will the organization demonstrate the impact of the contribution and can we share the success stories with our stakeholders and/or through social media?

Ability Online uses various communication channels and personal relationships to share information with its stakeholders and the general public including our main website; a press release upon the confirmation of support and ongoing releases to promote the ongoing success of the support; newsletters to our online community and corporate sponsors; social media channels, including our website Ability Online, twitter [@Ability Online](https://twitter.com/Ability Online), facebook <https://www.facebook.com/AbilityOnline>, instragram [@Ability_Online](https://www.instagram.com/Ability_Online), and blogspot <http://abilityonlineblog.blogspot.ca/>.

Ability Online would also promote the support given in a direct way at events and in presentations to all. Absolutely Ability Online would be thrilled to have your company share the success stories with your stakeholders and corporate partners and through social media.

Ability Online also welcomes more of a direct partnership with your company in order to maximize the impact of the donation.

Program Follow Up and Social Media Requests

1. Can we follow up with your nominated organization about the impact of the corporate donation (if granted)?

Yes – your company can follow up about the impact of the donation if granted. Further, Ability Online welcomes a more direct, sustained and ongoing partnership with your company in order to maximize the impact more funding can have to our online community and to help with our support to identified staff at your company who have youth with disabilities in their families that may need Ability Online’s continued help.

2. Would you and your chosen organization be willing to connect with our social media (Facebook, Twitter, and Instagram) and collaborate/share content related to the program?

Absolutely yes and Ability Online can do this tomorrow.

3. Please provide links to your chosen organization’s social media platforms if applicable:

our website www.AbilityOnline.org
twitter @Ability_Online,
facebook <https://www.facebook.com/AbilityOnline> ,
instagram @Ability_Online, and
blogspot <http://abilityonlineblog.blogspot.ca/>

4. Please provide any additional details that you would like to share about your organization:

Ability Online IS THE FIRST social media network and technology platform for young people with disabilities, and has been operating for **28 years incident free**. Ability Online takes pride in the fact that safety and security has always been the number one priority for this very vulnerable group of young people. As a proud Canadian founded technology charity, we honor our founder, a doctor from Sick Kids Hospital, with the continued promise to manage donors’ money diligently, appreciating how hard the donors had to work to make it. Ability Online invests 100% of the money raised to ongoing technical and outreach development that will matter to our online community. We connect our social network community to each other because they “get it”; sharing life and health experiences. The technology reduces social isolation - “I’m not the only one going through this”. The technology also helps parents and professionals connect online. Volunteers are both police screened and technology trained. Zero tolerance for online bullying. Parents, Educators and Therapists use the social network technology platform, Ability Online, as a tool for coping, learning and skills development.

“If Ability Online had to be shut down, I would be heart broken. I would not have a place where I can come to and not be bullied or judged. I can be who I am. Ability Online has saved me in so many different ways. Ability Online is such a wonderful website. It gives people like me who don’t fit in, a sense of home. I have never felt so happy in my life.”

–quote from Kerry, March 2018 –a member of the Ability Online community since 2014