

Treat Accessibly

Making homes accessible to all on Halloween. Our rallying grassroots movement works with communities and homeowners to spark the imagination, inspire inclusive environments and accelerate an accessible world for everyBODY.



[Impact Video | Community Response](#)

**ACCESSIBLE
TRICK OR TREATING™**



How to: treataccessibly.com

Share your curb-side, accessible treat-or-treating Halloween decor @TreatAccessibly.

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 12 private citizens)

Looking Forward.

I was putting Halloween pumpkins on our home's stairs when I locked eyes with a little boy using a wheel chair across the street. I realized in that moment that my stairs made it impossible for that little boy to Trick-or-Treat at my home with his siblings and friends.

Our family created the first Accessible Trick-or-Treating plan and lawn sign that night in 2017.

By 2020, 40,000 Canadian homes had our sign.

In 2021, with Halloween back. It's time for positive reset. And any home, at Halloween, can be part of it by practicing Treat Accessibly.

With the movement's scheduled leap in growth in 2021, we believe 400,000 homes will be accessible on Halloween, across Canada, by 2025.

One home for everyone of the 400,000 children that identify with having a disability in Canada.

Happy Halloween... EveryBODY!



The Padulo Family
Treat Accessibly Founders

Somethings Happening Here

Treat Accessibly 2021 SEPTEMBER-OCTOBER

Treat Accessibly 2019 OCTOBER

1. 25,000 Free Treat Accessibly Lawn Signs produced by RE/MAX were picked up by homeowners at 168 Home Depots

WHAT HAPPENED

1. 40 million press impressions nationally.
2. 8 Million organic social impressions.
3. Ontario Premier, 6 Ministers, the Toronto Mayor and 23 other politicians provided social support.
4. Most national and regional non-profits in the accessibility space championed it.
5. 25,000+ Homes participated across English Canada.



1. 14,000 Free Treat Accessibly Lawn Signs available at 900 RE/MAX Offices in Ontario, Atlantic and Quebec.
 - 12,500 RE/MAX Agents briefed with social assets to engage communities
 - Estimated \$500,000 Office, Social and Traditional Promotional Value from RE/MAX
2. 10,000 Free Treat Accessibly Lawn Flags available at Sobeys across Ontario, Atlantic and Quebec.
 - Estimated \$750,000 Paid Grocer POS Impressions and Social Value with Kinder
 - Driving to www.TreatAccessibly.com to promote the DIY Treat Accessibly Lawn Sign.
3. Hasbro and Amazon Canada will be promoting a DIY Treat Accessibly Lawn Sign on their Hasbro's Amazon Store.
 - Hasbro will be doing a paid social campaign promoting Treat Accessibly nationally with \$50,000 budget.
4. In planning, Ontario Minister of Seniors and Accessibility will be sending a letter to all sitting Ontario MPs inviting them to bring awareness to the movement in their ridings.
5. CTV Toronto will break the story of movement's growth with an 8-Minute segment in September.
6. Treat Accessibly School Pilot at Toronto French School and (hopefully) Peel Region Public and Catholic to make Treat Accessibly part of the curriculum Oct. 7.
 - Pilot's curriculum is created by the Rick Hansen Fdn.

WHAT WILL HAPPEN

1. Great awareness and *change*

Why It's Happening

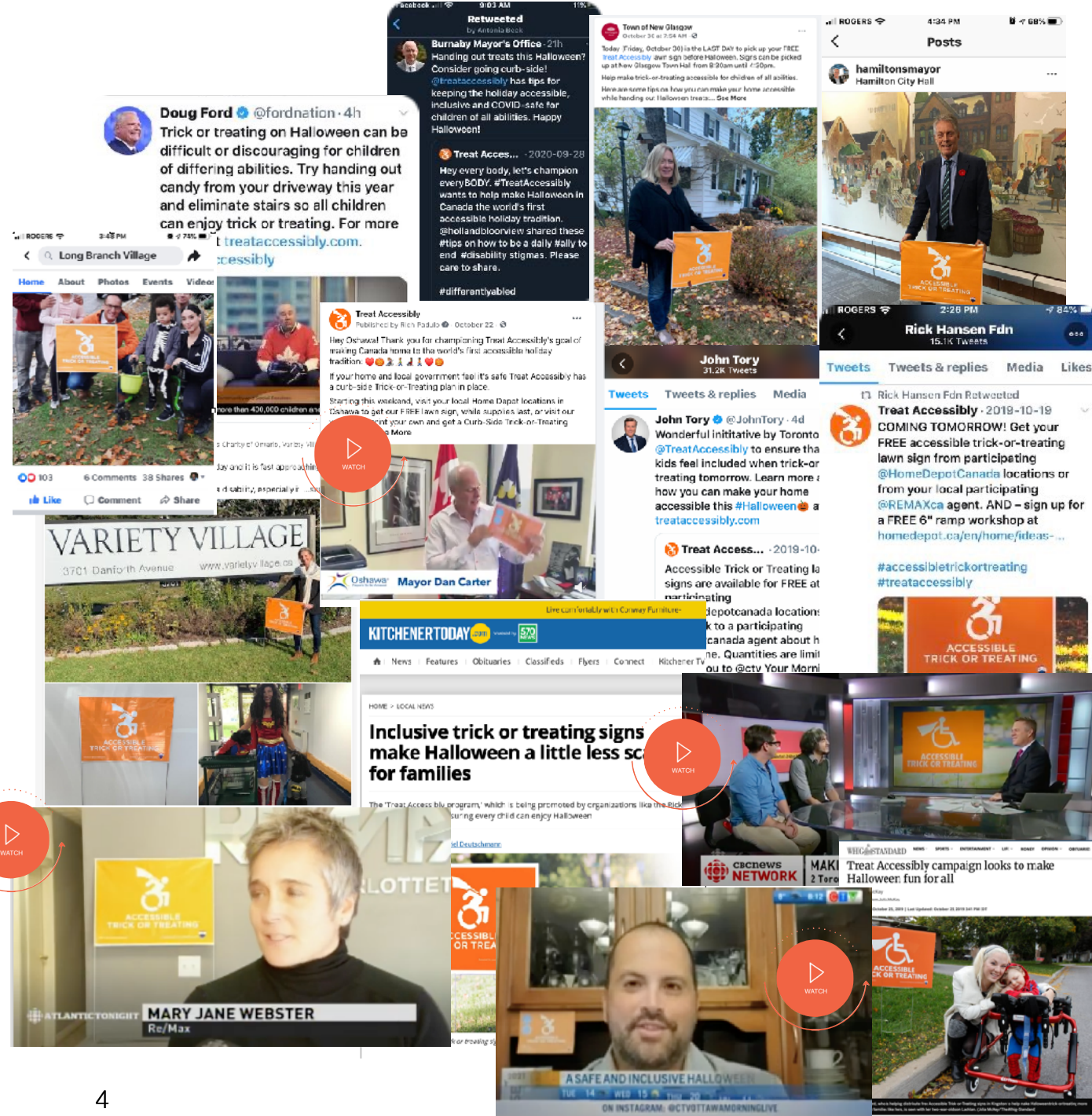
Creating inclusion is a top priority today.

Treat Accessibly helps any home promote that they support inclusion for kids with mobility, sensory or intellectual disabilities with lawn signage and practicing our tips to create an inclusive, accessible, Halloween.

We believe 4.4 million homes in North America is very doable with help from everyone in the next 5 years.

One home for every child with a disability in North America.

Our next and new idea is another way we feel will accelerate awareness and participation.



Caledon Championing

In 2021, in cooperation with the Peel Region, Brampton and Mississauga Mayors Offices and their Accessibility Advisory Committees we are in the home stretch of creating a School Pilot for the rest of Ontario and Canada to adopt in the future.

In cooperation with the Caledon Accessibility Advisory Committee, your Mayors and Councils ***we think there's an opportunity to do some or all of this too in 2021:***

1. **Treat Accessibly Day** amplification on **October 7, 2021**

- The first annual Treat Accessibly Day is intended to create National awareness in homeowners across Canada about accessible trick-or-treating and how to participate this Halloween.

2. **Peel Region Schools** adoption of **Treat Accessibly Day**

- In partnership with the Rick Hansen Foundation School Program, Teachers in grades 1 through 3 are provided a closed-loop 1-hour lesson plan about accessible inclusion that invites kids to learn in class and then bring the lesson to practice it at Halloween through Treat Accessibly.



While Halloween may look a little different for many this year, should your family and local government support trick-or-treating in your area, I encourage you to participate in the Treat Accessibility campaign, which has a curb-side trick-or-treating plan to ensure all kids have an accessible and inclusive Halloween experience.

I applaud, [#treataccessibility](#) Founder, [Rich Padulo](#) for championing an innovative way for kids of all abilities to be included! Our Foundation's School Program is also proud to complement this year's event with inclusive Halloween specific lessons and activities! [#halloween](#) [#accessibility](#) [#inclusion](#)



To help close the adoption loop with homeowners and parents, 500+ RE/MAX offices across Ontario will have FREE Treat Accessibly lawn signs for pick-up and drop-off.



A new Global Brand will greatly boost Treat Accessibly awareness - exciting parents and homeowners through September to October in stores in Ontario, Quebec and Atlantic and B.C. socially.



Hasbro Canada and Disney is also planning on bringing mass awareness across the country socially and through Amazon.

How Caledon ACC Can Champion Treat Accessibly

	Step 1 (Sept '21)	Step 2 (Sept '21)	Step 3 (Sept '21)	Step 4 (Oct. 7, '21)
Treat Accessibly General Support	Caledon ACC approve Treat Accessibly request for conceptual support and building awareness for movement.	Caledon ACC and Treat Accessibly share movement and attain movement support from local Mayor's Offices (MO) and Council to champion the movement by brining awareness to it and sending the community to www.TreatAccessibly.com .		
Treat Accessibly Day (Oct. 7)			MO, ACC and Treat Accessibly coordinate the public announcement for Treat Accessibly Day, Oct. 7, 2021	MO and ACC announce support for Treat Accessibly Day (media/ social) exciting Caledon homeowners to visit TreatAccessibly.com to participate. If Peel Region School Pilot occurs this will be part of the announcement.
Peel Region Schools Adoption of Treat Accessibly Day (Oct. 7)		MO and ACC email their desire to support the Peel Region Public and Catholic School's support of the Treat Accessibly Day Curriculum to key Superintendents provided by Treat Accessibly.		NSSB teachers adopt and execute the Pilot curriculum.

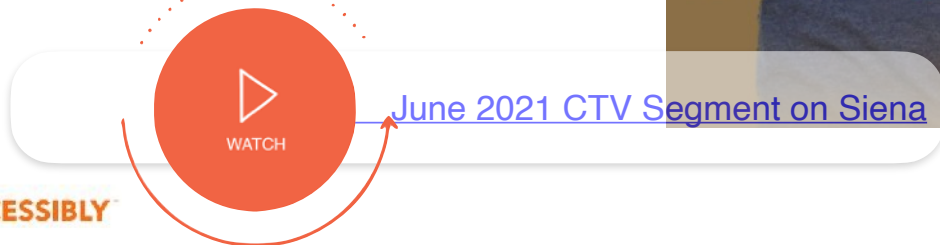
The Treat Accessibly School Pilot Dreamer

Our 10-year old daughter, Siena Padulo, has preparing education and rallying her classes and school since she was 6 to participate in Treat Accessibly.

In October 2021, her school, Toronto French School, was the first Private School in Canada to want to participate in the Treat Accessibly Day Pilot.

We believe in Siena and Siena believes:

THERE'S NO CAN'T IN CANADA.



Looking Back To Go Forward

In 2019, Rich was invited to a beautiful experience that changed his life and cemented his family's resolve to grow Treat Accessibly.

A Halloween event at Holland Bloorview Children's Rehabilitation Hospital, where the kids celebrated Halloween in the lobby with volunteers, family and their incredible staff. The joy Rich witnessed was contagious and forever moving.

As you can imagine, many of the kids celebrate this way because they can't Trick-or-Treat with their siblings and other kids due to stairs and other reasons.

In 2021, we can help us change that.

We want to rally a Toronto street that loves Halloween (20-30 houses) to pilot the 1st Treat Accessibly Halloween Village on Saturday Oct. 2, 2021.

With this pilot, Treat Accessibly and our partners would socially share video from the event and excite neighbourhoods across Canada, **starting as early as Oct. 7, 2021**, to Treat Accessibly at Halloween and help starting to think about championing accessible inclusion for **everybody everyday**.



Treat Accessibly

Idea for pilot in 2021

CONCEPT: WON'T YOU BE MY NEIGHBOUR.

Mr. Rogers showed, not told, generations, how to be inclusive, kind and supportive of everybody.

This is how Treat Accessibly wants to help show homeowners how to start thinking about accessible inclusion everyday... starting with Halloween.





Imagine this
across North America
in the future.

It Builds With Our 2021 Pilot.

The Treat Accessibly Halloween Village experience and social content that is so cool, it makes Accessible Trick-or-Treating the way everybody wants celebrate Halloween in the future.



Our Halloween Wishlist

1. Treat Accessibly organizes a Toronto neighbourhood to offer a fully accessible Halloween Stunt in Early October.
2. We secretly invite, and WheelTrans if necessary, every child and family able, connected to Holland Bloorview Children's Rehabilitation Hospital to come... along with the kids and families that live in the neighbourhood (neighbourhood kids get a day-of surprise invite on their door).
3. We do it on a Saturday Oct. 7 afternoon. We make it very guerrilla and a surprise and delight experience in the neighbourhood (only the 30 homes participating and the people we invite know about it. *Because*, the true goal is to **capture and share the content** it creates to show millions of homes to start thinking "I should Treat Accessibly" in 2021 and beyond.

And here's how we make the experience awesome.

4. Every home hands out the best treats. Thank you Kinder!
5. Every home will have awesome Halloween decor. Thank you Canadian Tire!
6. Real Jedi (with lightsabres), Stormtroopers, Marvel Superheroes and their favourite Disney Characters walk the streets and interact with the kids for awesome photo ops, fun games, music... and more. Thank you Disney!

And here's how we make the content so very impactful.

7. Treat Accessibly will pre-produce template images and video to share on our social channels within 72 hours of event with content from event slotted into the templates.
8. Treat Accessibly will share video with media outlets and government across the country leading up to Halloween 2021 and again in September in 2022.
9. Partners, cities, provinces will be able to share the video in 2021 and again in 2022 to excite people to prepare their Accessible Trick-Or-Treating checklist and practice Treating Accessibly at Halloween.



Imagine.

Imagine more neighbourhoods doing this in every city across Canada and the U.S. in the future, themselves.

Because we showed them *the way* in the 2021 Pilot Video and [TreatAccessibly.com](https://treataccessibly.com) will have a template and tools for neighbourhoods to organize themselves.



Looking Forward.

The Padulo Family have kept Treat Accessibly a grassroots movement and story to show people an average family can work together with the community, private sector, non-profits and government to make a difference.

None of this would be possible without the help of people like you and the Caledon Accessibility Advisory Committee considering ***how you can help.***

Happy Halloween... EveryBODY!



SIENA PADULO



Rick Hansen
Foundation

Difference Maker
WINNER



HAPPY HALLOWEEN... EVERYBODY!