

# The Industry's Charity of Choice is celebrating its 40<sup>th</sup> ANNIVERSARY!



**we care 1983**

Established in 1983, the original logo featured a child with a disability holding three heart balloons. The balloons represented the 3 main sectors of the industry that supported us – Manufacturers, Distributors, and Operators.

Our name was later expanded to 'Friends of We Care' representing the people behind the industry that made up the We Care family.

**1990s-2020**



In 2021 we changed our name back to We Care and in 2023 we're commemorating 40 years of helping send kids with disABILITIES to fully accessible Easter Seals camps across Canada.

In that time along with our supporters we've raised \$25.5 million. That's close to 139,000 days at camp!



The We Care Dinner and Awards Gala is returning to an in-person event in 2023

## Save the Date!

Saturday October 28, 2023  
Pearson Convention Centre, Brampton, ON

Check out our website for all event details and to find out how you can

**JOIN OUR WE CARE FAMILY**  
[www.wecare-canada.org](http://www.wecare-canada.org)



@WeCareCan