

CNIB
LAKE
JOE



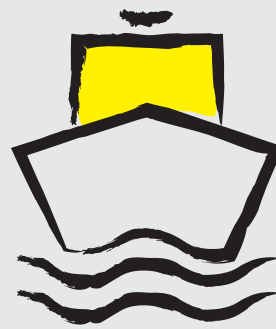
Dock-to-Dock: Taste of Muskoka 2022

Located in the heart of Muskoka, Ontario, CNIB Lake Joe is a one-of-a-kind accessible camp for people who are blind or partially sighted. CNIB Lake Joe has been providing enriching camp experiences for Canadians with sight loss for over 60 years. Children are encouraged to shine, youth are empowered to thrive, and “kids of all ages” enjoy recreational pursuits. **This year we partnered with friends throughout Muskoka and across Canada, and achieved the following:**

Total funds raised
\$175,583
Goal Surpassed!

Supported:

Enhanced accessible watersport program - including a brand new waterski boat



Bold Ambitions



Boost Participation



Property Development



Program Expansion



Sustainability



Media Coverage: 2.5 million impressions across Ontario

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CNIB Social Media:



REACH PER POST:

27,000

(Reached **1,000** across 27 CNIB posts)



#DockToDock impressions

22,000

Special guests:

- Joan Kelley Walker, TV personality
- Rod Black, Canadian Sports Commentator
- **Guest Musicians:**
The Muskoka Girls, led by Lara Simonot
- **CNIB Lake Joe Ambassadors:**
Dawn Pickering with son Ollie & his buddy guide dog Hope, Jason Mitschele, Emma Van Dyk, Josh Cook, Jade Ondrik and Emilee Schevers
- **Lead Volunteers:**
Helen Hunt, Daryl Knudson and John Perras

What's in store for Lake Joe in 2023?

This summer's event was all about the surf, but CNIB Lake Joe continues to make waves on the turf too! CNIB Lake Joe's next goal is to break ground to build a brand-new recreation and learning facility that guests can enjoy year round!

Our Key Sponsors

Title Sponsor



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Exclusive 2022 Boat sponsor



Bronze Sponsors:

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Social Media Sponsor:

Anavi Designs, The Give Back Collective

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CNIB Lake Joe Group



CNIB Lake Joe Playlist



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To learn more about CNIB Lake Joe and to make a gift, visit cnib.ca/lakejoe