



2020-21

IMPACT REPORT

CHAMPIONS FOR LIFE FOUNDATION

www.championsforlife.ca

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Reach us

Champions for Life Foundation

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We're on a mission

We help children in the critical early years of development to acquire fundamental movement skills so that they have the confidence and motivation to play and be active throughout their lives.

Our 2030 vision

Inspire 1,000,000 children to move well in an impactful and measurable way.

Our values

Positive energy
Connection
Determined & driven
Respectful
Knowledgeable

Our why

Global trends, including excessive screen time, are contributing to a generation of inactive children and sending them on a dangerous path. Inactive children are at risk for adverse physical, mental, social and cognitive health problems. **This generation will need to become habitually physically active** in order to grow into healthy, resilient adults who can survive and thrive in a changing world.

WELCOME

MESSAGE FROM THE BOARD

The 2020-2021 school year was a year like no other. Much of it was spent in a state of fear and anxiety, while life as we knew it changed in unimaginable ways. Physical distancing, mask-wearing, and reduced social contact became necessary to stay safe during everyday life.

Despite these challenges, this has been an experience of tremendous personal and professional growth for our leadership team and board of directors. Guided by our renewed vision, mission and values, we pivoted to continue offering our programs in schools. We reached more children by supporting teachers and educators through the delivery of our new digital programs & resources.

We would like to thank our Lead Partner, the **Montreal Canadiens Children's Foundation**, for sticking by us when there were no fans in the stands and fewer opportunities to fundraise.

We'd also like to thank all our supporters and donors who helped us reach more schools through physical education teachers and activity leaders. Because of your support, the Champions for Life programs kept children connected and inspired them to stay active during an unprecedented school year.



A handwritten signature in black ink, appearing to read 'S. Johal'.

Shawn Johal

Chairperson of the Board



A handwritten signature in black ink, appearing to read 'David Arsenault'.

David Arsenault

Executive Director &
Founder

WE'RE AMIDST A CHILDHOOD

INACTIVITY CRISIS

It has been well-established that physical inactivity contributes to increased health risk for developing a multitude of chronic diseases such as cardiovascular disease, diabetes, and obesity (1). The more Canadians settle into a life of physical inactivity, the more they exact a toll on the country's health care system. Latest estimates place the cost of physical inactivity at 6.8 billion (\$2.4 billion of direct costs and \$4.3 billion in indirect costs), which represents 3.7% of the overall health care costs in Canada (2).

The future human health toll will likely be far costlier, particularly considering these above estimates do not include the unprecedented changes to human movement patterns that have occurred during the self-isolation and government-mandated physical-distancing measures enacted throughout the COVID-19 pandemic. Especially concerning are the dramatic changes to physical activity and fitness reported in the paediatric population (3, 4).

Short-term changes in physical activity and sedentary behaviour in reaction to COVID-19 may become permanently entrenched, leading to increased risk of obesity, diabetes, and cardiovascular disease in children. **It's urgent that we focus on movement behaviour change in children, for whom a timely intervention will lead to vastly superior health and productivity outcomes over their lifespan.**

STATISTICS

33%

Only 1 in 3 children get enough physical activity each day.

4.8%

of children (ages 5-11) are meeting 24-hour movement behaviour guidelines during COVID-19 restrictions.

2/3

of Canadian children have not developed basic physical literacy.

1

A TARGETED APPROACH

While it is important to be active at every age, we know that the most critical age to make a difference is between the ages of 5-8 as children enter school.

As children begin school, their activity level declines significantly, with only 33% of them getting enough daily activity and 2/3 of children failing to develop physical literacy.

Additionally, as they enter school, surrounded by peers, they form their attitudes toward physical activity and their own ability. **This is where the Champions for Life Foundation can make the biggest difference.**

2

WE REFRAME THE WAY KIDS THINK ABOUT PHYSICAL ACTIVITY

Champions for Life programs empower children to move well and build skills to be more active. We help children build a growth mindset to improve both their movement competence and confidence so they feel empowered to unlock their abilities and become active for life.

We support each child's learning by individualizing their experience, help them unlock and progress their skills to stimulate further learning and enjoyment for physical activity.



Our turnkey programs integrate easily within a school's schedule and/or curriculum. We empower children to move well and teach them the fundamental movement skills to be active for life!



EXTRACURRICULAR PROGRAM

A fun and engaging 20-week program that helps children in grades K-2 further develop their physical literacy through games and dynamic activities. It can be offered to children before school, at lunchtime or after school, as part of the daycare program.



PHYSICAL EDUCATION PROGRAM

A collection of comprehensive resources to bring physical literacy into the physical education curriculum in a structured and measurable way. Our content is enhanced by lesson plans, games, videos and activities to support the development of physical literacy for students in grades K-2.

A COMPLETE SYSTEM WITH MEASURABLE RESULTS.

All Champions for Life programs are structured, evidence-based, progressive, and customized. We make it easy to bring physical literacy to life and make a lasting impact on children's lives.

- Leader/teacher training and access to our Learning Management Software.
- Tools, resources and support to facilitate teaching & programming.
- Age-appropriate and gamified programs to stimulate engagement.
- Assessment, measurement and badging to track and inspire progress.

2020 - 2021

OUR KEY ACCOMPLISHMENTS

1 SCALING OUR SOLUTIONS

During fall 2020, we launched our **physical literacy toolbox**, a learning management system (LMS) that hosts our digital resources and a supportive community of leaders and teachers. This innovative approach allowed us to reach more children in more locations across the province. Despite the COVID restrictions, we delivered our "live" program in **26 schools**. We also tested and developed new physical literacy assessment tools and created 2 digital stories for preschool-aged children.

2 OUR TEAM IS GETTING STRONGER

We welcomed 3 new members to our Board of Directors. We also hired a new Director of Operations and recruited 4 summer students with support from the Canada Student Summer Jobs grant.

3 NEW PARTNERSHIPS

We collaborated with Recreational Respite to develop a comprehensive guide to establish a physical literacy environment that fosters inclusion so that ALL children can learn to move well. The objective was to facilitate and encourage maximum participation in our physical literacy programs so that every child can experience success.

4 A GROWING CAPACITY IN FUNDRAISING

We held our first peer-to-peer #ImproveYourMoves fundraising campaign raising \$13,466. This result exceeded our initial goal by \$8,466 and helped us recruit 160 new donors into our community. We explored new Government Grant opportunities and we were among the top 11 finalists from over **100 applicants** nationwide in the LEAP Pecaut Centre for Social Impact grant. We launched our donor newsletter and we are thankful that our existing donors and partners maintained their commitments throughout the year.



OUR IMPACT

We firmly believe that treating physical literacy, with the same importance as literacy and numeracy, will help contribute to reversing the alarming physical inactivity trends among children in Canada.

175

Leaders trained.

147

Physical education teachers using our digital resources.

258

School locations

28,324

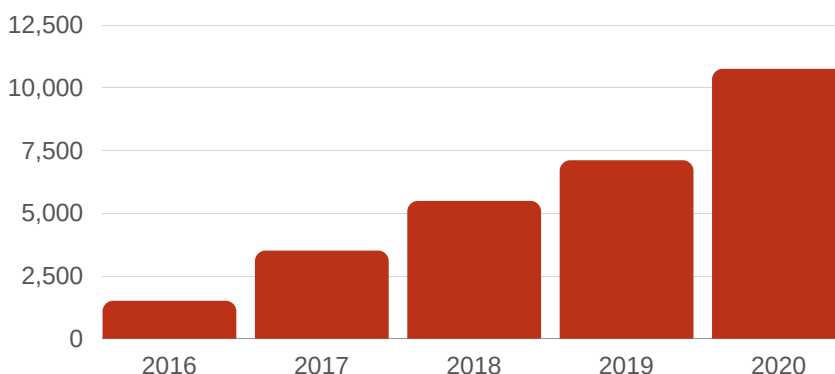
Total children reached by our physical literacy programs since 2016.

46.5%

Improvement in fundamental movement skills during 10 week program vs. control group (36%). This 10.5% difference adds up year-over-year!

GROWTH OVER THE YEARS

Since launching our Foundation in 2016, we have steadily grown our reach to children aged 5-8 years who experience significant health inequalities due to low socioeconomic status. We have seen the positive impact that our physical literacy programs have made in at-risk communities where some children contend with difficult circumstances, with minimal access to regular physical activity. With the launch of our expanded programs and digital resources, we reached **10,744 children** during the past year.



OUR COMMUNITY



Website

Our newly refreshed website generated 64,654 page views across 36,829 users. This represents a 125% improvement over the previous year.



Email audience

We grew our email database of contacts to 2,692 subscribers with an average 53.5% open rate. This represents a 56% improvement over the previous year.



Social media

We grew our combined social media followers to 4,028. This represents a 57% improvement over the previous year.



"The Champions for Life physical literacy program had a positive influence on skill acquisition in children. Implementation of the Champions for Life physical literacy programming is of value in improving children's physical movement capacity."

Richard DeMont, PhD, CAT(C), ATC

Professor, Department of Health, Kinesiology and Applied Physiology
Concordia University

RAVE REVIEWS

CHRISTIAN NEVEU, PRINCIPAL

This program, already well established in several schools, taught our students to move well and made physical activity especially fun. The students and stakeholders appreciated the quality and relevance of the classes offered, and the dynamic facilitators were popular with everyone involved.



MISTY SYMES, PE TEACHER

Champions for Life is a great program for teaching young children physical literacy. The program teaches the basic locomotion assuring proper form all while having fun. As an instructor and a physical education teacher, I noticed a great improvement in the children participating in the program.

LLOYD MANGAHAS, LEADER

Despite today's trends where children are becoming less active and not as physically literate as previous generations, I firmly believe that kids are designed to be physically active. The Champions for Life resources have helped me unlock their hidden potential!



2021 - 2022

LOOKING AHEAD

Next year will be our biggest year yet! Rather than simply sustaining our pre-covid model of in-school extracurricular programming, we will continue to grow and scale our connected and digital program solutions for schools, which can also be offered in remote or hybrid learning environments. We continue to innovate by exploring opportunities to advance our vision and consider new possibilities to help children build the competence, confidence, and motivation to be active for life. Our goal is to **reach 500 school locations** with our programs and resources next year.



Expand to other provinces

With growing interest and enquiries coming from schools in Ontario, New Brunswick and British-Columbia, we plan to expand our 'Connected' extra-curricular program into a limited number of schools located outside of Québec.



New partnerships

The further exploration of new and emerging partnerships will allow us to continue expanding on collaborative work to increase physical activity participation in children through a physical literacy approach.



Launch preschool programs

We're developing a series of interactive stories and adventures which introduce movement skills to children as part of their journey of engaging in a lifetime of physical activity.



New assessment tools

We are designing new tools to help assess various aspects of physical literacy, each of which is targeted to specific groups to create a seamless system for enhancing the physical literacy of our children.



Our staff team

We would like to thank the collective efforts of our leadership team, support staff and program leaders who pulled together during this challenging year. We wish to give a special thank you to Suzanne Gourvil who retired in June 2021 after dedicating 7 years to help the Champions for Life Foundation grow and flourish.



David Arsenault
Executive Director



Suzanne Gourvil
Director of Operations
Retired June 2021



Joanne Lawson
Director of Programs



Christopher Laurin
Director of Marketing



Marie-Christine Murphy
Director of Operations
Joined May 2021



Emily Hamilton
Manager, Social Media



Sabrina Manolakos
Manager, Program Content



Sarah Al-Kawas
Manager, eLearning



Mackenzie Lawson
Creator, Video Content



Caitlin Downey
Leader, Summer Program



Monique Jeannin
Bookkeeping & Accounting



Kaizen
Mascot

Our 2020-21 leaders

Fanny Bell
Ali Bencheikh
Yves Bolduc
Jean-Pascal Bouchard
Carolle Cayer
Simon Cormier
Stéphane Courchesne

Jean-Raphaël Dumas
Chloé Foisy
Isabelle Gélinas
Maxence Gélinas
Frédéric Hamel
Nabil Hamzaoui
Gaby Ianovale

Djamel Khelifa
Leona Lalonde
François Landry
Maxime Leblanc
Erasmé Logossou
Marc-Élie Mansour
Carole Matar

Jean-Emmanuel Michel
Keith Pine
Ouafa Rayane
Francis Rousseau
Sylvain St-Pierre
Matthew Vanier-Alleyne



MAKING AN ACTIVE CHANGE

The Champions for Life Foundation is grateful for the wonderful service provided by our amazing volunteers.

Individual volunteers

Eric Arsenault
Juliette Arsenault
Fox Bouet
Wolf Bouet
Scott Broady
Sun Ah Brock
Richard DeMont
Gaetan Djenane
Allan Dubeau

LeeAnn Dufresne
Olivia Filipelli
Mark Gagliardi
Rachelle Gelston
Xavier Jousso
Dany Katar
Sam Laff
Virginie Lavoie
Kahlyn Lawson
Lloyd Mangahas

Valérie Marchard
Dickens Mathurin
Sebastian Martinez
Peter McCusker
Amy McFarlane
Kathy Mehri
Matthew Miller
Jessica Mocella
Evan Nadeau
Frank Nadeau

Quentin Nolan
Alexandre St-Aubin
Émilie St-Aubin
Nicolas St-Aubin
Sofiane Toumert
Koko Tran
Alison Shaughnessy
Benoît Tremblay
Wendy Whelan



"Thank you to the many volunteers who donated their time and talent to support our foundation. I would especially like to thank the members of our Board of Directors for their invaluable dedication and guidance during a challenging year."

David Arsenault

OUR BOARD



Shawn Johal

Business Growth Coach & Best Selling Author
Chairperson of the Board



Jean Carrière

Consultant & Investor
Director & Corporate Secretary



Ron Szekely

Business Coach and EOS Implementer
Director & Treasurer



Bobbi Bidochka

Founder at Imagine Ideation
Director



David Arsenault

Founder at Champions for Life Foundation
Executive Director & Founder



Pierre-Etienne Bousquet

President and Co-Founder at Third Bridge
Director

Lead Partner (\$200,000+)



Program Partner (\$50,000+)



Champion Partners (\$10,000+)



Community Partners (\$1,000+)



Contributing Partners (Gifts-in-Service)



Individual donors

Brandon Allen
Ziad Aloulou
Nadya Antoniadès
Anthony Arrigucci
David Arsénault
Éric Arsénault
Anne Barbeau
Andrew Beattie
Marie-Eve Bergeron
Nicholas Betsky
Michael Bouet
Pierre Etienne Bousquet
Jean-Marie Bousquet
Lauren Box
Rachel Braconnier
Ann Brayley
Scott Broady
Mark Broady
Sun Ah Brock
Sandy Boucher
Robin Burns
Linda Carmichael
Jean Carrière
Charlie Chen
Pascal Chouinard
Patrick Cimetier
Nicole Cleland
Michael Comyns
Joseph Cordy
John Corker
Liane Corless
Marie Corrigan
Nikolas Cote
Richard DeMont
Eric Deschenes
Benoit Desforges
France & André Desmarais
Nicole Dim
Gaetan Djenane
Joe Doiron
Allan & Anna Dubeau
Lee Ann Dufresne
Janice & Paul Dufresne
Lynn Dufresne
Rasha El-Kotob
Sahar El-Kotob
Natasha Ens
Eric Belley

Lynn Filion
Patrice Fiset
Harold Foster
Raphael Francisque
Stephanie Freed-Burns
Mark Gagliardi
Michael Gagné
Amalya Ganeshalingam
Stephanie Garrow
Rachelle Gelston
Eric Gelston
Nathalie Gendron
Ian Godfrey
Suzanne Gourvil
Lara Grafin
Josh Gray
Pierre-Gabriel Grégoire
Pierre Germain
Doron Grinberg
Jim Grove
Stéphane Guillet
Shaun Guimond
Catherine Healy
Lee Herrin
Caroline Hild
Cathy Hirst
Taylor Holmes
Isam Hussein
Hala Jawad
Monique Jeannin
Xavier Jousso
Peter Karlovcec
Sarah Kawas
Emily Keller
Tim Klempan
Claire & Peter Kruyt
Charles La Forge
Nathalie Lafrance
Anouk Lapointe
Christopher Laurin
Anne Laurin
Catherine Laurin
Lianne Laurin
Joanne Lawson
Edward Lawson
Mackenzie Lawson
Christos Lazaris
Mary Leaver

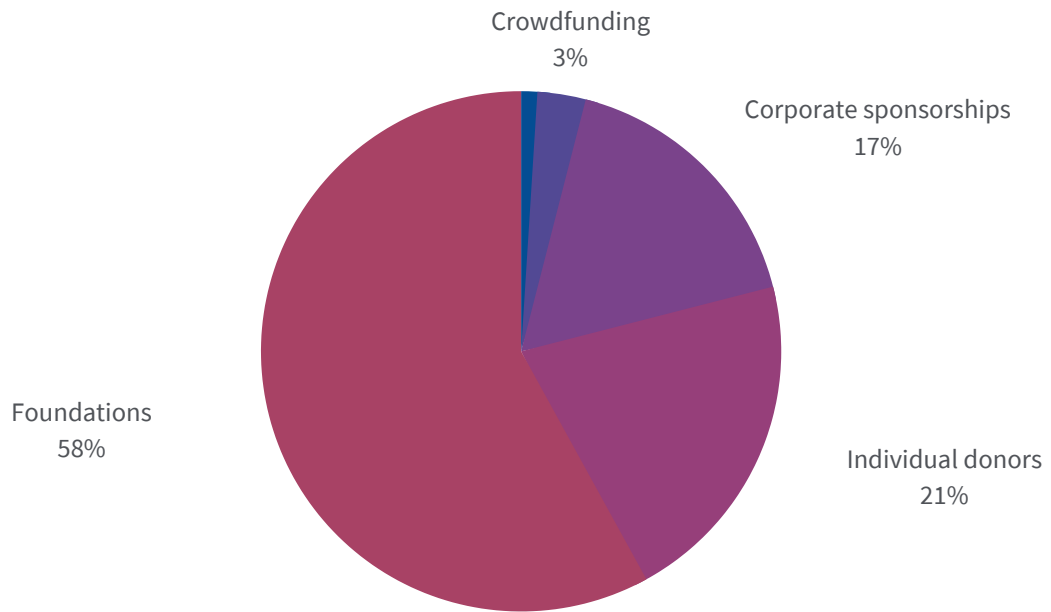
Rosemary Leaver
Maxime Lefebvre
Marc-Olivier Lehoux
Pauline Lingard
Kathleen Linhares
Robyn Lis
Victoria Liverman
Eric Liverman
Jenny Lo
Matthew Lombardi
Carlos Lopes
Paul Loreto
Patrick Lutz
Heather MacKay
Lisa MacLean
Donald MacLean
Sabrina Manolakos
Karine Martins
Dickens Mathurin
Carl Michaelson
Toby Molins
Catherine Montplaisir
Daniel Moore
Catherine Moore
Mary Munro
Frank Nadeau
Kareem Nakhla
Quentin Nolan
Lisa Marie Ohlinger
Genevieve Paquette
Francis Parenteau
Luc Parenteau

Emilie Payette
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Leif Quraeshi
Vira Reda
Josianne Rozon
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Robert Shaughnessy
Mark Smith
Nicolas St-Aubin
Andrea Stewart
Shannon Sullivan
Ron Szekely
Fred Szekely
Juris Terauds
Anne Vaillancourt
Michelle Van Houtte
David Venditti
Greg Virelli
Katrina Weary
Wendy Whelan
Batya Willmott
Christine Zbacnik
Jason Zhang
Agnes Zilli
Catherine Zilli

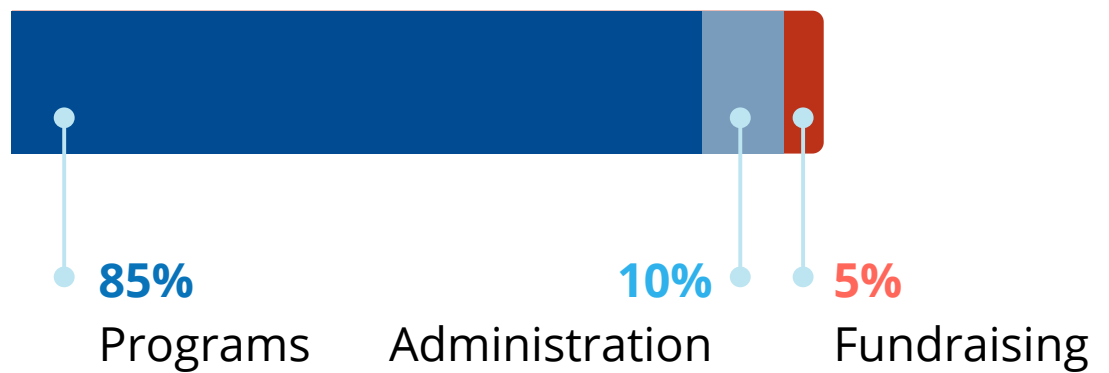
Corporate donors

Broccolini Construction Inc.	Notary Robert P. Gosset
Camp Confidanse	Recreational Respite
Conam Charitable Foundation	Year One Solutions
Developpements Third Bridge Inc.	
Elevation SJ	
Emblemtek	
Imagine Ideation Inc.	
KISsoccer	
Kristofer Arvanitakis Courtier Immobilier Inc.	
The Marie & Bobby Filippelli Foundation	
Multi Bag	
Nav360	

Revenues: \$518,782



Expenses: \$451,308



INCOME STATEMENT

REVENUES

Foundations	\$300,000
Corporate Sponsorships	\$89,000
Government Funding	\$4,211
Internet Donation Platforms & Crowdfunding	\$16,371
Store, Products, & Services	\$275
Individual Donors	\$108,925
Total Revenues	\$518,782

EXPENSES

Administration

General administration	\$90,394
Marketing & Fundraising	\$15,954
<i>Total Administration Expenses</i>	<i>\$106,348</i>

Program

Program Salaries	\$183,926
Program Resources	\$48,025
Program Operations	\$113,009
<i>Total Program Expenses</i>	<i>\$344,960</i>
Total Expenses	\$451,308

NET

Net Revenues	\$67,473
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HOW YOU CAN HELP

Help us turn our 2030 vision into reality. Here are ways you can lend a hand and support us:

Donate

Make a financial contribution either one-time or recurring at championsforlife.ca/donate.

Volunteer

We rely heavily on the support of our volunteers. If you have a few free hours that you can dedicate to others, or a skill that can be shared, we will be happy to channel it in the right direction.

Sponsor

Donations and partnerships are integral to the success of the Champions for Life Foundation. All contributions help us lead the way to learn and play, empowering children to move well and build skills to be more active. Please visit our partners page on our website for more information.

Citations from page 4

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THANK YOU!

For your continued support and to ALL the children and school communities we serve. We are thrilled that you received us with such joy and enthusiasm.

