

Champions for Life Foundation Annual Report 2017-2018

Leading the way to learn and play



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Champions

For Life · Pour La Vie

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FOUNDER'S MESSAGE

It has been 5 years since the Champions for Life program has been running and 2 years since the organization has obtained its charitable status. We wish to thank and acknowledge those who supported the program since it started as a pilot project in 2013: Andre Desmarais, Alan and Roula Rossy, Robin Burns, Power Corporation of Canada, Active for Life / B2ten, and ACC Sports.

In 2017-2018 the program ran in 75 schools in the province of Quebec as compared to 56 schools in the previous year. Beyond having more schools and children in the program, growth has come in the form of maturity for our relatively young foundation. We realize that any growth cannot come at the expense of the quality of the program.

The training of our leaders and curriculum have improved and we are finding more ways to have a greater impact on the participants. We strongly believe that putting physical literacy on a level playing field with literacy and numeracy in schools and at home will contribute to reversing negative health trends for children in Canada. We are as determined as ever to help children in the early years of school acquire the basic fundamental movement skills so that they have the tools to play and be active throughout their lives. Moreover, we see the positive impact that the program has had in low socioeconomic schools where some children contend with difficult circumstances, offering little promotion to health education and less so to physical activity.

We could not be where we are today without our program partner, the Montreal Canadiens Children's Foundation. Their support and mentorship has been both encouraging and invaluable. I personally would like to thank our board members, the Champions for Life staff, our program leaders, and the school community and all their amazing and enthusiastic children.

It is our pleasure to look back on the year through our first annual report and give you a glimpse of what is to come.



David Arsenault

Founder and Executive Director

OUR MISSION

To help 5-8 year old children in low socioeconomic schools, where health and social risks are greater, develop their physical literacy .



REVERSING THE TREND

Children's activities **evolve** with **age** and **physical abilities**.

Low **physical literacy** results in **low motivation** to participate and be active.



84% of children 3 to 5 years old do the recommended 180 minutes of physical activity per day.

12% of children 5 to 11 years old do the recommended 60 minutes of physical activity per day.

* Statistiques Canada, ECMS 2015

Image of children * Active for Life

0 – 3 years
Encourage early movement.

3 – 5 years
Expand on play, and keep it fun.

5 – 8 years
Increase the focus on fundamental movement skills.

8 – 12 years
Introduce more complex skills as kids are ready.

Our purpose is to help stop this trend through our program, especially in low socioeconomic schools and communities.

Healthy Active Kids for Life

Physical literacy involves movement competency, confidence in ability to move well, motivation to participate and keep learning.

Benefits to Being Physically Literate

- Increases self-esteem and happiness
- Better engagement at school
- Reduces risk of illness
- Increases chances of greater revenue later in life

* Adapted - Aspen Institute, "Sport for All"

The Champions for Life Foundation Team



Suzanne Gourvil
Operations Director

Every day, there is a new challenge. There's planning, training, communicating, assessing, adjusting and even a Royal visit. What I love most is visiting the schools, watching the children learn and have fun.



Joanne Lawson
English Program Director

I've had the privilege of being part of the team from the very beginning when we were in 6 schools! However, 3 years ago I moved overseas and returned back last Fall.

I was completely amazed at how the program has evolved. The Champions for Life team is stronger than ever. I am grateful to be part of such an incredible Foundation that is having such a positive impact on so many children!



Sebastian Martinez
Communications Manager

Staying active is one of the best ways to keep our body and mind healthy. Low physical literacy amongst children motivate me to be part of the Champions for Life team. I love teaching children how to move well!



Kaizen
The Official Mascot

Kaizen embodies the spirit of a child with the attitude of the Japanese term "Kaizen" which means continual improvement.

Although Kaizen is seldom perfect, Kaizen is always eager to learn, have fun and be physically active. Kaizen can be seen for special visits at schools and events.



The CFLF Team

Leadership Team

Suzanne Gourvil, Operations Director
Joanne Lawson, English Program Dir.
Sebastian Martinez, Communications
Monique Jeannin, Accounting

Board of Directors

David Arsenault, Founder and Exec. Dir.
Dickens Mathurin, Director
Jean Carrière, Director

Leaders from all over Quebec

There were 69 program leaders at 75 schools in 2017-2018. Most leaders were accompanied by at least 1-2 daycare educators during each lesson.



2017-2018 IMPACT



70,000 SKILL CARDS

Were given to children who participated in the program



14,380 KM

Distance travelled for school visits



75 SCHOOLS

In **15 school boards** in the province of Quebec



3,500 CHILDREN

Participated in the Champions for Life program

• Nemaska

• Waskaganish



66 PROGRAM LEADERS

31 PE teachers or students,
16 college or university students,
9 educators, **5** recreational
leaders, **2** daycare technicians, **3**
kindergarten teachers



9 REGIONS

Where the program is being implemented



4 SPECIAL EVENTS

Leaders' workshop trainings
Royal Visit from the King and
Queen of Belgium
Kaizen Kids Carnival
Visit to schools in James Bay

Map of Quebec showing locations: Québec, Trois-Rivières, Drummondville, Gatineau, Laval, Longueuil, Montréal, Sherbrooke.

2017-2018 Financial Review (June 30 year end projections)

Revenue

\$ 277,962

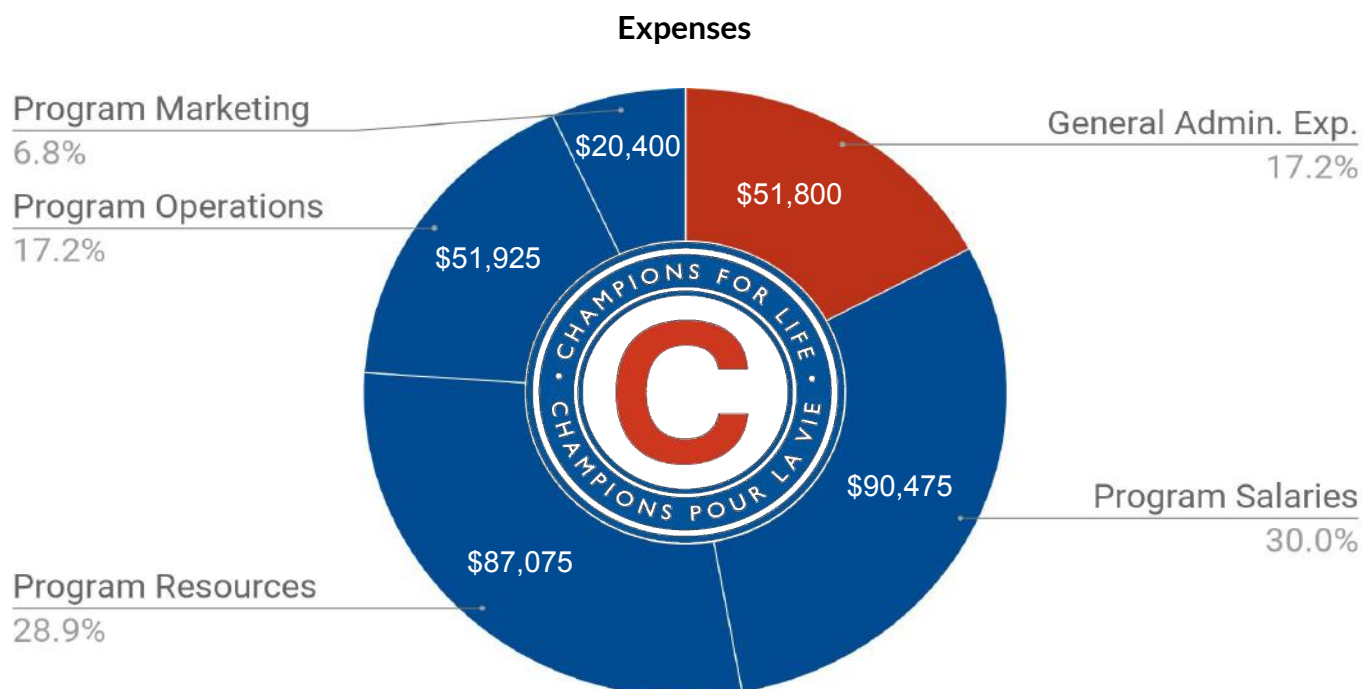
Donations	\$ 270,462
Sponsorships	\$ 6,000
Program Revenue	\$ 1,500

*2017-2018 expenses are higher than revenues, prior accumulated surplus of \$50,000 was used for difference.

Expenses

\$ 301,675

General Administrative Expenses	\$ 51,800
Program Expenses:	\$ 249,875
Salaries	\$ 90,475
Resources	\$ 87,075
Operations	\$ 51,925
Marketing	\$ 20,400



Past-Present-Future

2012-2016

During the testing phase, the program begins as a 10 week pilot program in 6 Montreal schools. Champions for Life is well received and prepares to connect with more leaders and children.

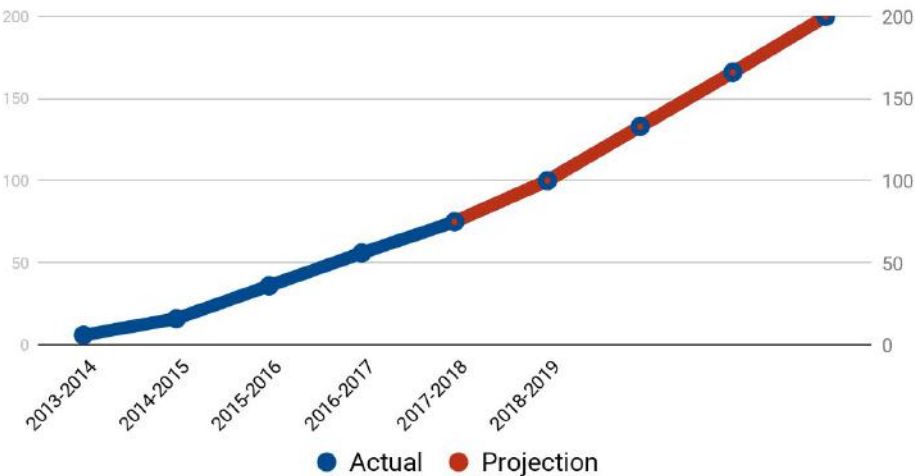
2016-2019

The Champions for Life Foundation obtains its charitable status from CRA in August 2016. A partnership with the Montreal Canadiens Children's Foundation is established, helping us scale go from 36 to 75 schools with the goal of 100 schools in 2018-2019.

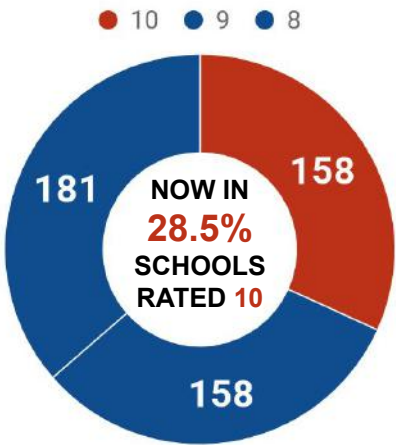
2019-2021

As we develop ways to deliver the best physical literacy program we can in each of our schools, grow for greater societal impact and economy of scale, our goal is to eventually be in 200 low socioeconomic schools.

Target of 200 low socio-economic schools



498 Low Socioeconomic Schools Rated 10, 9, or 8 in Quebec 2016-2017



The Champions for Life program offers two free models to low socioeconomic schools:

1

Full Service Model:

A trained and paid leader goes to the school and delivers the program. At the same time, the leader encourages the other adults to learn the activities and games so that they can repeat them with the children.

2

Self-Serve Model:

School staff members are trained and are supported throughout the program. We also go to the schools to ensure the quality of the program as well as visit when extra support is needed.

We provide the services of a leader or the resources to schools that are not rated low socioeconomic at cost so as not to exclude any children that will benefit from having the program.

Thank you!

Program Partner:



**MONTREAL CANADIENS
CHILDREN'S FOUNDATION**



We would like to thank the **Montreal Canadiens Children's Foundation** for believing in us and supporting our mission. Without their support and financial contribution, we would not be where we are today. Helping at risk children acquire physical literacy has become our shared mission and together, we are **LEADING THE WAY TO LEARN AND PLAY**.

Community Partners:



New Program Ambassador starting in 2018-2019:



**POWER CORPORATION
OF CANADA**

The Champions for Life Foundation



Registered Charity with the Canada Revenue Agency (79670 4328 RR0001)

To make a donation:

www.championsforlife.ca/make-a-donation/

Champions for Life Foundation
511 Place d'Armes, Office 338
Montreal, Quebec, Canada
H2Y 2W7



EMAIL

info@championsforlife.ca



WEBSITE

www.championsforlife.ca/



TELEPHONE

(514) 395-9431



FACEBOOK

www.facebook.com/championspurlavie.ca/