

Champions for Life Foundation Annual Report 2018-2019

Leading the way to learn and play



FOUNDER'S MESSAGE 2018-2019

The Champions for Life Foundation is committed to bringing the best physical literacy experience to children with strong leaders, teachers, and all who work with them through our innovative programs and resources. I personally would like to thank our dedicated staff, the Board of Directors, the Montreal Canadiens Children's Foundation, and all who support us in our mission.



Junior Leaders from Springdale Elementary School & **David Arsenault**, Founder and Executive Director

We are very happy to announce that **Montreal Canadiens Children's Foundation** are renewing their commitment to being the official program partner for low socioeconomic schools in the province of Quebec for the next three years. Together, we will continue helping at-risk children develop their physical literacy through our shared mission which we call **LEADING THE WAY TO LEARN AND PLAY**.

We would also like to thank **Power Corporation of Canada**, official program ambassador, our community partners, and the many donors for their support. This has allowed us to focus on the quality of the Champions for Life program while allowing us to expand on the scope and reach of our work.

At the beginning of the year, Valérie Michaud and Benoît Tremblay, Laval University professors weighed in on how we can improve the children's and leader's experience. We embarked on a major program redesign that has been a springboard for many new initiatives.

In our second annual report, you will find a restating of our mission and purpose, as well as a summary of the year's achievements and milestones. We have never been so confident and motivated to forge ahead as we are today.

NUMBERS THAT SPEAK



70%

OF 3 TO 4 YEAR OLD CHILDREN

In Canada reach the recommended duration of 180 minutes per day of physical activity of all intensity levels.

14%

OF 5 TO 11 YEAR OLD CHILDREN

reach the recommended length of 60 minutes of daily physical activity. This figure drops to less than 4% for girls aged 12 to 17.

808

SCHOOLS IN QUEBEC

have a low socioeconomic status index of 8 and above out of 10.

31%

OF CHILDREN

in low socioeconomic elementary schools are considered at-risk. 24% of children in non-low-socioeconomic schools are considered at risk.

33%

OF CHILDREN 5 TO 11 YEARS OLD IN CANADA

are overweight or obese. Worldwide, there are 10 times more obese children than 40 years ago.

Références:

[Are Canadian Kids Too Tired to Move?](#), ParticipAction, 2016

[Obesity in Canada](#), Senate of Canada, 2016

[Enquête québécoise sur le développement des enfants à la maternelle 2012](#), Institut de la statistique du Québec, 2012

[Worldwide trends in body-mass index, underweight, overweight, and obesity from 1975 to 2016: a pooled analysis of 2416 population-based measurement studies in 128·9 million children, adolescents, and adults](#), The Lancet, 2017

OUR MISSION

We are dedicated to helping children through their families, schools and communities, to develop their physical literacy.

Physical literacy is a journey. A child's movement vocabulary will allow them to compose and interpret in environments that motivate them to move for a lifetime.

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"

2018-2019 IMPACT



5,480 CHILDREN

Participated in the
Champions for Life program



88 LOW SOCIOECONOMIC SCHOOLS

In **18** school boards in the
province of Quebec



88 PROGRAM LEADERS

30 PE teachers,
9 PE students, **24** students,
16 educators, **5** recreational
leaders, **4** teachers



12 REGIONS

Where the program was
offered

• Nemaska

• Waskaganish

• Val d'Or

• Saguenay

• La Malbaie

• Shawinigan

• Québec

• Trois-Rivières

• Drummondville

• Gatineau

• Laval

• Longueuil

• Montréal

• Sherbrooke



SPECIAL EVENTS

Leader training workshops throughout Quebec
Presentation at teacher conferences (FÉÉPEQ &
PHE Canada National Conference)
Presentation at Sport for Life International
Conference
Kaizen, our mascot, visits schools.

2018-2019 Financial Review

Revenue

\$ 317,838*

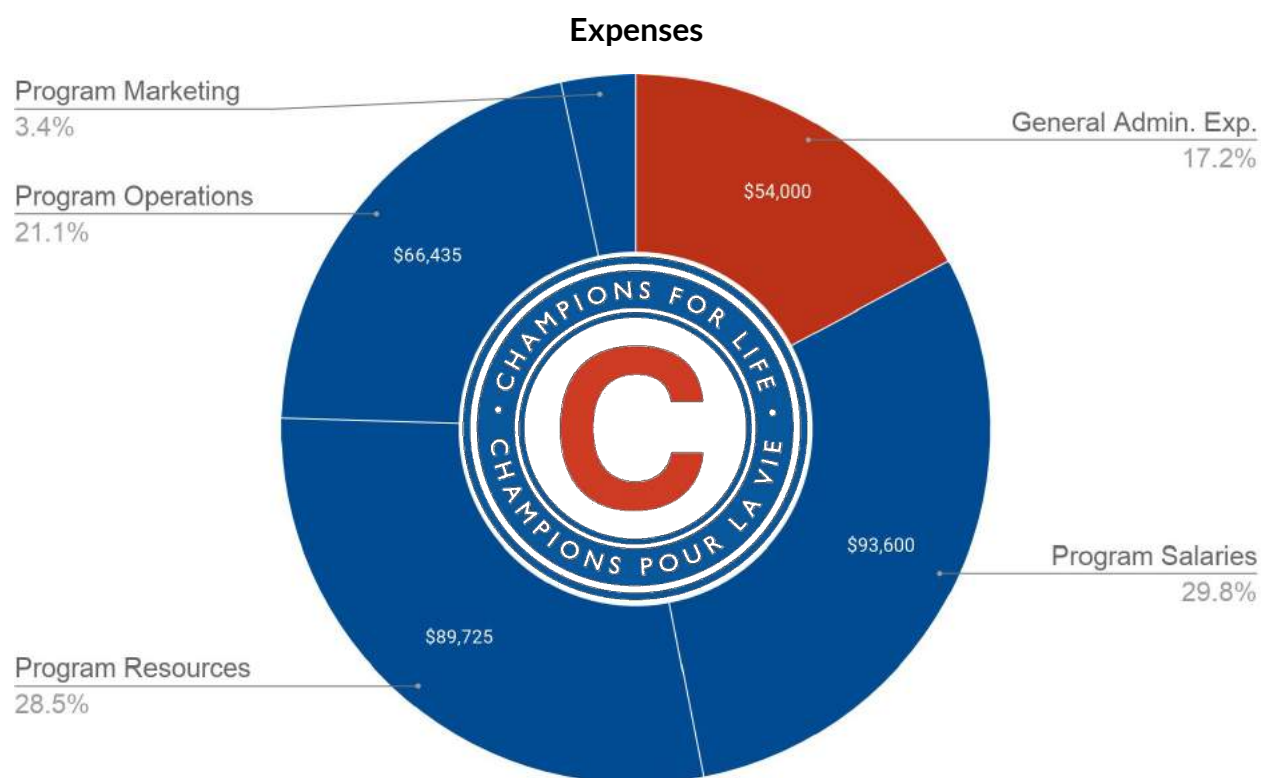
Donations	\$ 286,768
Sponsorships	\$ 25,500
Other Revenues	\$ 5,570

*Includes a surplus of \$27,936 in capital assets left over at the end of 2017-2018.

Expenses

\$ 314,485

General Administrative Expenses	\$ 54,000
Program Expenses:	\$ 260,485
Salaries	\$ 93,600
Resources	\$ 89,725
Operations	\$ 66,435
Marketing	\$ 10,725



THANK YOU!



THE **TENAQUIP** FOUNDATION



The Champions for Life Foundation



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

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

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www.championsforlife.ca/



www.facebook.com/championspouurlavie.ca

Leadership Team

David Arsenault, Executive Director
Suzanne Gourvil, Operations Director
Joanne Lawson, Director of Innovation
Monique Jeannin, Accounting

Board of Directors

David Arsenault, Founder
Jean Carrière
Dickens Mathurin

Leaders from all over Quebec

There were 88 program leaders at 88 schools in 2018-2019. Most leaders were accompanied by at least 1-2 daycare educators during each lesson.