



**Champions for Life
Foundation**

Bolder & Stronger Together!

2023-26 Strategic Plan



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Welcome

The landscape of physical education and literacy is evolving rapidly, and so is our commitment at the Champions for Life Foundation. We are thrilled to unveil our 2023-26 strategic plan, a roadmap guiding our organization's journey over the next few years.

As we embark on this new chapter, we do so with unwavering optimism and determination. Our goal is clear: to combat the alarming decline in physical activity among our youth and redefine what it means to champion a healthy, active lifestyle in Canada.

At the heart of our strategy lies a bold vision—one that prioritizes innovation, community engagement, and holistic education. We are committed to revolutionizing the participant experience, embedding movement education at the core of early-school-age learning, and fostering a culture of inclusivity and collaboration.

But we cannot achieve this vision alone. **We will bring about meaningful change through the collective efforts of our dedicated supporters and partners.**

Together, we will inspire future generations to embrace physical literacy as a fundamental aspect of their lives.

As we look ahead to 2026, we invite you to join us on this transformative journey. Together, we possess the passion and creativity to propel Champions for Life to new heights and make a lasting impact on the health and well-being of our communities.

Thank you for your unwavering support.



A handwritten signature in black ink.

Shawn Johal

Chairperson of the Board



A handwritten signature in black ink.

David Arsenault

Founder & Executive Director

Strategic Overview

Our Ethos

Bolder and Stronger Together communicates that across the country, everyone has a role to play in helping our future generation become more active. Together, we will play, learn, and build to help address the alarming increase in childhood inactivity.

Our Mission

We are a charitable organization dedicated to empowering children ages 4 to 12 years to develop their physical literacy.

Our Vision

Empower ALL children to move well in a meaningful, impactful and measurable way.

Our Core Competence

We offer **transformational** physical literacy programs, resources, and expert technical assistance to schools and their communities, especially those in vulnerable and underserved areas.



**Champions for Life
Foundation**

A group of young children, mostly girls, are sitting in a classroom. They are wearing blue shirts. One girl in the foreground is wearing a blue shirt with pink polka dots. Another girl in the background is wearing a blue shirt with a red and white graphic. The children are looking towards the camera with various expressions. The text is overlaid on the image in a large, bold, white font.

**Our Core Values
Guide Our Actions:
They Express Our
Identity and Culture
as an Organization.**

Photo: St. Gabriel Elementary School

Our Values

These values represent our core beliefs on which we will build this next chapter of Champions for Life Foundation's future.

Positive Energy

We bring enthusiasm, encouragement, compassion, cheer, optimism, and generosity to every interaction.

Determination

We are hard-working and ambitious, relentlessly compelled by the need to accomplish our goals. We believe in the spirit of "kaizen" and are dedicated to continuous improvement.

Respect

We treat our participants, staff, volunteers, collaborators, and partners with a feeling of courtesy & respect.

Knowledge

We demonstrate a clear understanding and knowledge of all matters related to physical literacy. We continuously expand our understanding, remaining subject matter experts in our field.

Connection

We connect authentically with our participants, staff, volunteers, collaborators, and partners.

Accessibilty & Inclusion

We strive to provide equal access and opportunities to ALL children. We work collaboratively and inclusively to reduce and overcome barriers to foster equal participation in our programs.

Our Commitments

Five essential prerequisites for the success of our strategic priorities.

People

We will engage all employees and volunteers who are motivated to be the critical drivers of high-quality programs and services to the communities we serve

03

04

01

Partnerships

We will partner with schools and community organizations that share a common vision to empower children to thrive and be healthy

Technology

We will invest in new systems and digital tools to help deliver, measure, enhance and improve the quality of our programs

05

Innovation

We will continue to evolve and adapt, embracing changes in how we work with the communities we serve by adopting new systems, and incubating new program ideas

Philanthropy

We will advance our strategic priorities and broaden opportunities for donors to deepen their connection with the Foundation, expanding our supporter network and their sense of contributing to our success and societal impact.

02

Our Goals

By 2026, we will impact...

100,

Children annually through

1,000 

School communities
delivering one or more of our
physical literacy programs

85%

15%

000

our program interventions



Schools
in Québec



Schools Outside
Québec



\$10

Cost per child
impacted



Strategy #1

Photo: Borough of Pierrefonds-Roxboro

BUILD CAPACITY TO SUPPORT OUR CAUSE

Adapt to change by creating a high-performance charity that provides all staff and volunteers with the support and resources necessary to thrive.

Key Outcomes

- Expand self-generated revenue opportunities and secure funding to scale nationally to invest in long-term systemic development.
- Achieve 65% donor retention.
- Attain 1,000 volunteer hours per year.

Key Activities

Optimize organizational health by consistently iterating our governance and operations.

- Expand and evolve our board governance, goals and support.
- Continue to communicate clear financial accountability and transparency.
- Exercise best practices staff management with regularly updated accountability structure, job descriptions, performance, scorecards, etc.
- Have a well-established risk management plan in place.

Strengthen our financial health by diversifying our fundraising efforts.

- Create a fundraising team that will meet our annual fundraising objectives.
- Secure Provincial and National Government Funding.
- Develop a robust Annual Giving program.
- Create a robust Major Gift Giving program.
- Identify different sponsorship levels to support individual programs, products and services.
- Fundraise specifically for innovation.
- Fundraise through partner events.
- Invest funds to grow the endowment and yield a return.
- Leverage relationships with current donors through a stewardship program.

Recruit, onboard, and support our volunteers more effectively.

- Build a robust volunteer program for individuals to provide their skills and their time to support our cause.
- Develop ways to recognize volunteers.



Strategy #2

Photo: Willingdon Elementary School

DELIVER MEANINGFUL AND MEASURABLE MOVEMENT EXPERIENCES

Develop and deliver transformative movement experiences that measurably improve the quality and health of children's lives.

Key Outcomes

- Expand our physical education programs, tools, and resources to address the needs of 4-12-year-old children.
- Achieve an average of 60% engagement from all users of our digital learning platform (physical literacy toolbox).
- 50% of schools host two or more of our program interventions.

Key Activities

Strengthen our physical literacy solutions.

- Consistently review and update current program resources to be more user-friendly for Physical Education, Kindergarten and ECE classroom teachers.
- Refine and develop more ways to support PE teachers in assessing fundamental movement skills (FMS).
- Package and deliver more signature events such as Kaizen Kids Carnival and Measure-Up.
- Create FMS modules with sports federations (e.g. Basketball, Baseball, Volleyball, Soccer, etc.) to promote the acquisition of skills for the specific sport.
- Relaunch and reignite the Junior Leader program (Recess Champions).
- Leverage the DevOps Team to develop an improved digital experience that helps us scale the Little Champions program.
- Design a 10-week supplement to the Champions for Life Afterschool Program.
- Implement tactics that encourage transferring the in-school experience to the home.

Redesign and enhance the Physical Literacy Toolbox experience.

- Integrate our learning portal with our website to better suit our customers' needs.
- Review existing content to remove irrelevant resources, update tools, and maintain consistency.
- Automate onboarding email funnels for each client group.
- Automate emails to better engage any non-active users.
- Build a membership community experience.

Ensure all our program materials and tools are inclusive.

- Review, update and republish our Cue Cards to ensure inclusivity.
- Promote/distribute resources and offer workshops on using our inclusive resources.
- Review, update and publish KAIZEN cards to ensure inclusivity.



Strategy #3

Photo: Kingsdale Academy Elementary School

EXTEND OUR REACH

Support community-building across Canada through the deliberate, targeted and innovative expansion of our programs and services.

Key Outcomes

- Collaborate with pedagogical consultants across school boards and service centres in Québec.
- Be a part of the discussions and overall movement for a healthier Canada.
- Build stronger connections with our current partners and establish new partnerships to grow our presence in 5 out of 10 Canadian provinces.

Key Activities

Strengthen collaborations and become better known as a service offering to educational consultants and school boards.

- Collaborate with educational consultants.
- Communicate our service offer through pedagogical consultants.
- Creation of promotional vignettes for school service centers and school boards.

Expand and strengthen our various partnerships in both content development and outreach.

- Build a database to identify provincial and national organizations.
- Pursue a partnership with an inclusion services organization.
- Pursue a partnership with provincial and national PE organizations.
- Pursue a partnership with a preschool teacher association.
- Pursue a partnership extended child care and/or daycare support provider.

Extend our reach with school boards and school divisions across Canada.

- Build a contact database of each school board across Canada.
- Recruit and support our schools across Canada.

Evaluate, design and implement a targeted tactic to extend our reach and influence through new initiatives.

- Integrate Little Champions in CPEs and child care services.
- Expand our PE Teacher Resources to support curriculum for 8-12-year-olds.
- Sales & growth of our Champions for Life program in Municipalities.

Strategy #4



Photo: École primaire Marguerite-Bourgeoys

STRENGTHEN OUR BRAND AND IMPACT

Demonstrate and communicate our impact, so that more stakeholders recognize, participate and help support the achievement of our vision.

Key Outcomes

- Increase the visibility and recognition of the Foundation within its target audience and the broader community.
- Publish and share our stories quarterly on the website, in our newsletters, and once per year in our annual report.
- Deliver 4-6 of Ambassador school visits per year.

Key Activities

Develop a strong brand that reinforces our charitable position and our leadership role in building physical literacy.

- Refine and apply our Branding Guide to all our communication materials.
- Continue to position and grow the Foundation as a thought leader through all our channels.
- Refresh the design of CFLF products.
- Optimize our website to increase traffic and conversions.

Amplify more reasons for supporters to give and personalize our appeal.

- Broadcast our impact on children's health, and well-being.
- Share more authentic stories about our work.
- Increase our use of visual storytelling, particularly video.

Invest in more outreach activities to make our brand come 'alive' with our supporters, donors, and school communities.

- Further position David Arsenault as an ambassador and face for the organization.
- Refine and grow the Ambassador Program.
- Leverage the use of our mascot, KAIZEN, to be more present at school and community events.



**Together, Let's
Become Bolder
and Stronger
to Help More
Kids Thrive!**

Photo: École Marc-Favreau



Get Involved!

You can support our efforts by:

- ☐ **DONATING.** Make a financial contribution, either one-time or monthly recurring, at our website.
- ☐ **VOLUNTEERING.** We rely heavily on the support of our volunteers. If you have a few free hours to dedicate to others or a skill that can be shared, we will be happy to channel it in the right direction.
- ☐ **PARTNERING WITH US.** Join our team of corporate partners to make an impact through opportunities like school and program sponsorships.

**Help us reach one
million kids to be
more active!**

championsforlife.ca

