



**Champions for Life
Foundation**



Making Moves!

2022-23 Annual Report

Only 24% of elementary school children meet the Canadian Physical Activity guidelines.¹

Moreover, as many as 2/3 haven't achieved adequate levels of physical literacy.²

Sources

1. [2022 ParticipACTION Report Card on Physical Activity for Children and Youth.](#)
2. [The relationship between physical literacy scores and adherence to Canadian physical activity and sedentary behaviour guidelines.](#)



Kids need to be more active not sitting on the sidelines

The Champions for Life Foundation empowers children, ages 4 to 12, to move well and help them build skills to be active for a lifetime.

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es.**

A child is holding a large blue ball. The background is blurred, showing other people and what appears to be an outdoor setting. The text is overlaid on a red semi-transparent box.

How We Help

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

We enable school leaders, physical education and preschool teachers, and educators to bring physical literacy experiences to their schools and classrooms by offering programs, resources, and expert technical assistance, especially in vulnerable or under-resourced communities.

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We

What a year it has been for the Champions of Learning from our partners and the next generation. Desires of you, made real.

This year's annual report is a collection of points of pride with our stakeholders and the lasting impact on our "Moves." Through our story about how this experience wherever children

There were countless opportunities to celebrate over the course of the province of Quebec. We received our program Award for the results of French to advance

To help us accelerate physical literacy to we collaborate with individuals who share our abilities.

With an understanding of the world we welcomed a new generation to expand our collection of preschool classrooms

Welcome

has been. In the wake of a global pandemic and facing increased systemic inequities, Champions for Life Foundation's mission increased in relevance with unparalleled demand from schools and communities to support the physical activity needs of our younger children. Despite these ongoing challenges, the Champions for Life Foundation, alongside many partners, has made remarkable strides in advancing physical literacy.

This report showcases our progress and achievements while highlighting how we connected with schools to create meaningful experiences and a healthier generation for children's health. This is "Making a Difference" about this report, I hope you enjoy reading about the experience played out with our partners – how we live, learn, and play.

Without less Champions for Life experiences to share from the past year. Namely, 628 schools across Québec and 47 schools in other provinces participated in our programs. We received PHE Canada's Impact Award for the resources we have created in English and French to advance children's physical literacy.

We celebrate our efforts to advance equitable physical literacy through our programs and partnerships, working with numerous organizations and individuals who specialize in serving children of diverse backgrounds.

Understanding that active kids learn better, we launched our national program, *Little Champions*, to create a positive impact in kindergarten and elementary schools.

I sincerely thank our donors, volunteers, and partners who have stood by us with unwavering support. Your generosity has driven every success, allowing us to amplify our impact and reach even greater heights. Together, we built bridges of hope and opportunity for those in need, enabling us to continue our march toward change in whole child health.

I am sincerely proud of what we accomplished together to ensure a healthier generation today and tomorrow. This report is a celebration of you and a reflection of your support and commitment.

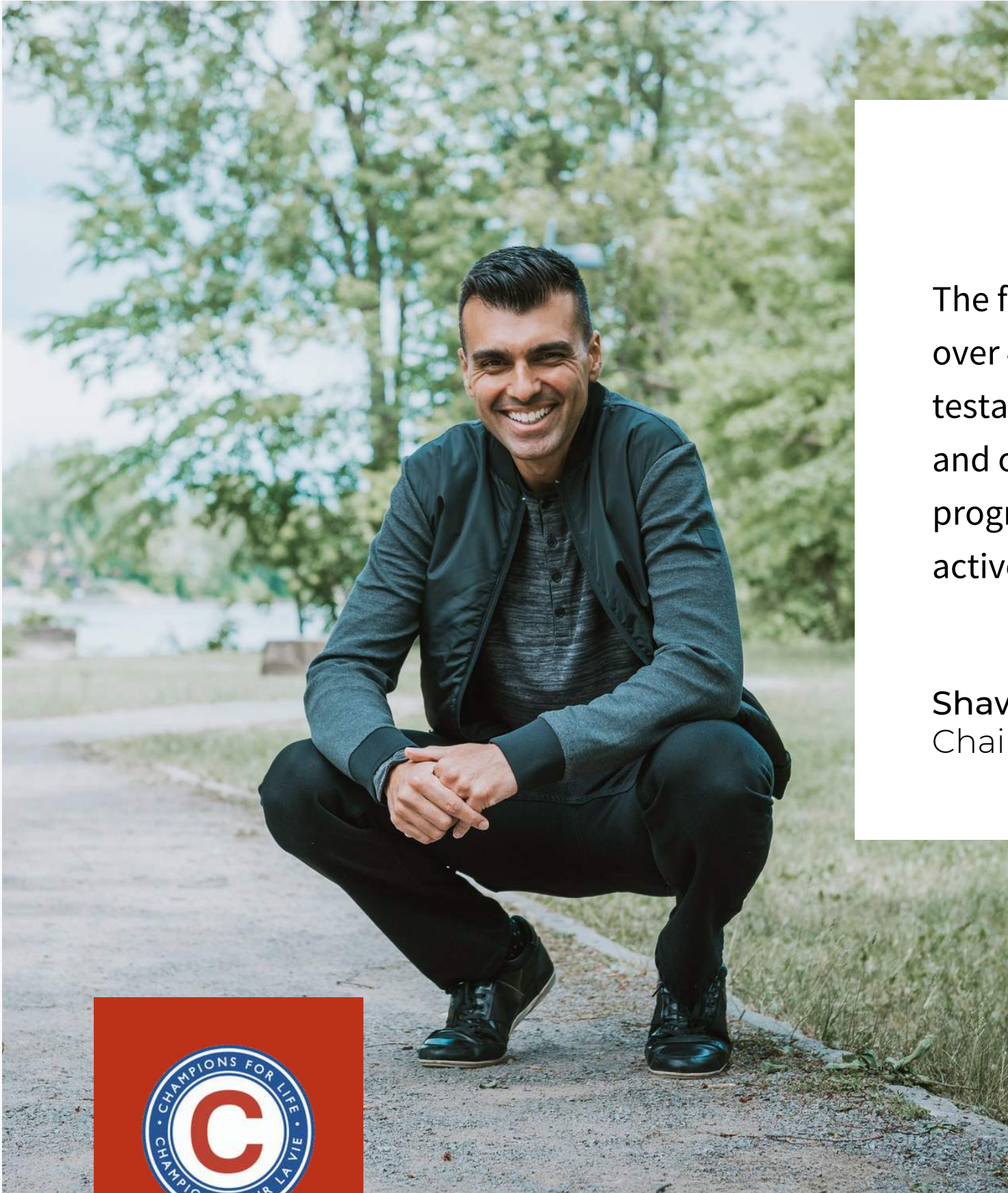
Thank you for another incredible year!

With gratitude,



David Arsenault
Founder & Executive Director

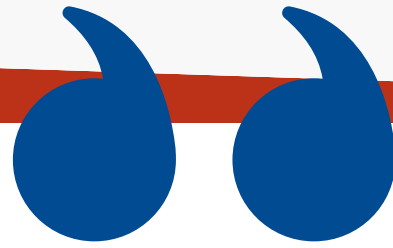




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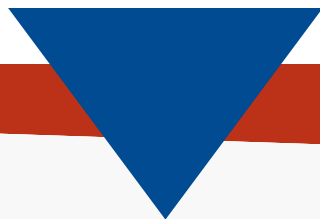
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Foundation has reached new heights in the past year, impacting 45,000 children across Canada. This staggering number is a testament to our team's dedication, our ambassadors' commitment, our school communities' support. Each child touched by our programs represents a step toward a healthier, happier, and more vibrant future.

John Johal
Chairperson and Board Member



Highlights From t

Working within the school system provides significant challenges. School boards and administrators have no choice but to spend less on preventing problems and more on managing crises; the available funds and resources are being squeezed to the maximum, and the need for physical literacy education is only increasing.

But even within this context, we succeeded in making progress and positive differences, and we are proud to share just some of those in this report.



We launched our Champions' inter stories. Designed the joys and ben movement, our adventures enga young students meaningful mov experiences in t

Little Ch

the Last 12 Months



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he classroom.

We launched our Ambassador Network of passionate athletes, educators, and critical skill leaders committed to sharing their knowledge and support to help promote the development of physical literacy in our communities.



Marie-Christine visited British Columbia to launch our programs in 18 schools of the Conseil scolaire francophone de la Colombie-Britannique. It's a new experience for the Foundation, and one that helps us achieve our goal of helping even more children across Canada get active.



Highlights From t



The Champions for Life Foundation and the Concordia University Department of Health, Kinesiology and Applied Physiology hosted a Kaizen Kids Carnival for 175 young students at the Concordia Stinger Dome.



We raised \$76,007 during our 3rd annual #MoveForACause fundraising campaign. Thanks to the efforts and support from our incredible participants and donors, we provided 1,000+ children with free access to physical literacy programming after school.



The Champions Foundation and Montreal School of Montreal Canadian defenceman Mike St. Gabriel Elementary in Pointe St. Charles

Move for a Cause

Kaizen Kids Carnival

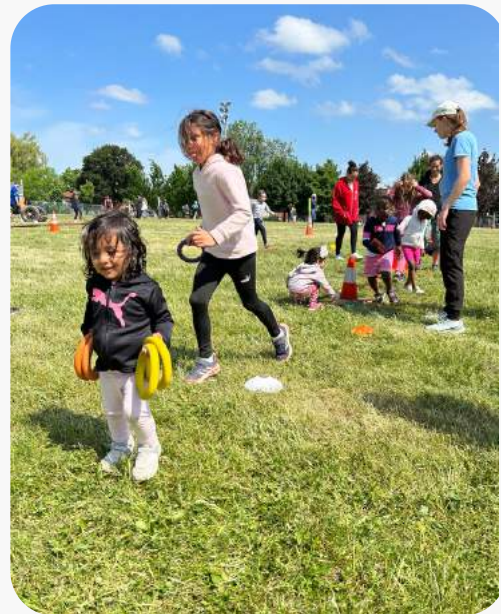
Mike Ma

the Last 12 Months



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the English
Board hosted
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ke Matheson at
mentary School
arles.

We proudly received the 2023 PHE Canada Impact Award for our exemplary contribution and transformative impact on Physical and Health Education and/or Healthy School Communities.



On National Health and Fitness Day we welcomed over 250 children and their families at our Kaizen Kids Carnival in the borough of Pierrefonds-Roxboro.



3,920 cue sheets
cards * 551,580 h
175 leaders training
* 2.7 million
56,000 stickers
magic minutes * 2
minutes of ph
programming * 4
reached * 312,600

445,941

Children

18,000 m

Our In

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550

in 2022/23. That is nearly
more than the previous year.

Impact

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A Growing Impact

50000

40000

30000

20000

10000

0

101,008

Children since 2016

2016-17

2017-18

2018-19

2019-20

2020-21

2021-22

10,744
Children

27,
Chi

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ts * 28,000 skill
tips on one-foot *
d * 929 donations



675



School communities
delivering one or more of our
physical literacy programs

93%



7%



Our Impact

Results That Matter

Since 2016, we've played a vital role in the fight against child abuse, helping support more than **101,008 Canadian children** who live in vulnerable situations.



96%

Annual survey respondents indicated they were **satisfied or very satisfied** with the Champions for Life programs.

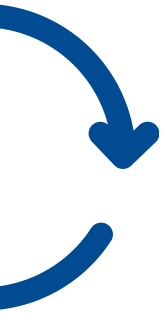


88%

School communities renewed **Champions for Life Programs** year-over-year.

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hood inactivity, providing physical literacy programming to
e and under-resourced communities.



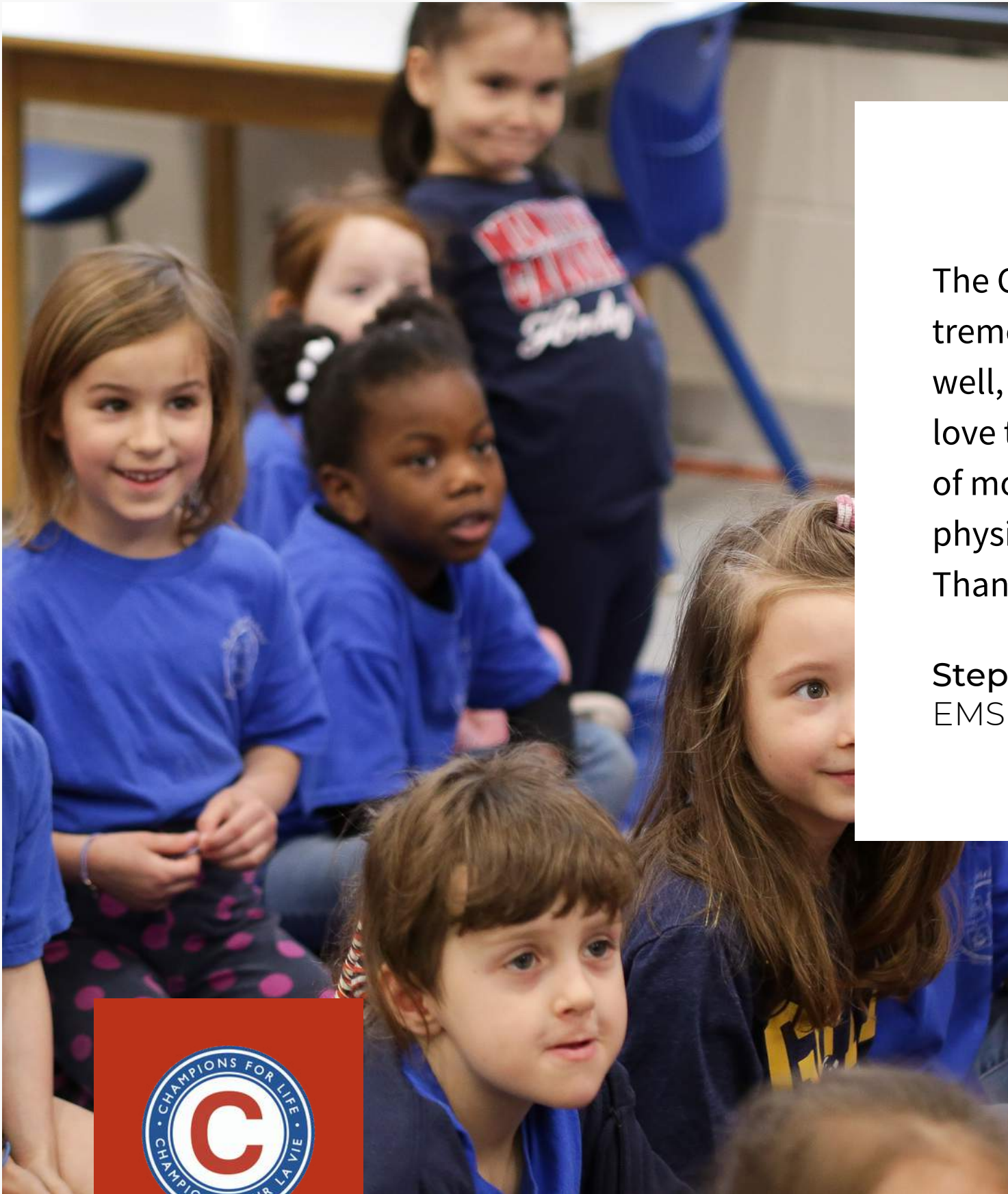
8%

communities who
Champions for Life
year-over-year.



83%

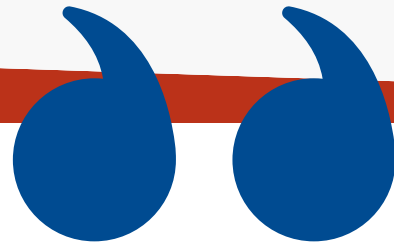
Annual survey respondents
indicated Champions for Life
programs **helped students
move more frequently.**



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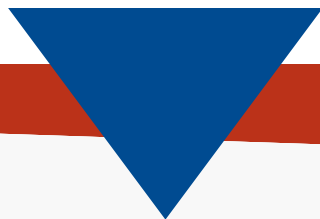
Step
EMS





Champions for Life program has helped my daughter tremendously. Not only is she learning to perform all the activities but she is also motivated, and her self-esteem has improved. I love the program's simplicity and how it triggers all the fundamentals of movement. It's perfect for young children and gives them a base of physical literacy that can be carried out for the rest of their lives. Thank you, Champions for Life!

Shanie Hankewicz
B Base Daycare Educator & Parent



Afterschool Prog

A fun and engaging after-school program that helps children further develop their fundamental movement skills through games and dynamic activities.

Our Champions for Life afterschool program is progressive, with a curriculum that ensures every child builds the competence, confidence, knowledge and motivation they need to be active for life!

77



School Locations

Schools surveyed reported that our program had a moderate to significant impact on children's:

92%

Competence

96%

Confidence

94%

Motivation

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Little Champions

A series of interACTIVE stories and adventures which introduce movement skills to children as part of their journey engaging in a lifetime of physical activity.

Developed with kindergarten teachers for kindergarten teachers, our Little Champions interACTIVE stories is a collection of classroom adventures that provide quality, physical literacy-based lessons for students ages 4 to 6 years.

130  **Classrooms**

Teachers surveyed reported that our program had a moderate to significant impact on children's:

94%
Competence

92%
Confidence

99%
Motivation

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Program

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PE Resources

A collection of comprehensive resources to seamlessly bring physical literacy into the Physical Education curriculum in a structured and measurable way.

Hosted on our *Physical Literacy Toolbox*, our Physical Literacy Resources for Physical Education (PE) Teachers is a collection of our most popular and practical tools, lesson plans, and activities to support the development of physical literacy for students in grades K-6.

273



PE Teachers

PE Teachers surveyed reported that our program had a moderate to significant impact on children's:

98%

Competence

98%

Confidence

96%

Motivation

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Ambassador Network

A group of passionate leaders that educate, inform, and motivate children and their school communities to engage in regular physical activity and strengthen their physical literacy.

Our Ambassador Network includes passionate athletes, educators, and community leaders committed to sharing their knowledge and support to help promote the development of physical literacy in vulnerable and under-resourced communities.

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Ambassadors

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Events

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Before you speak :



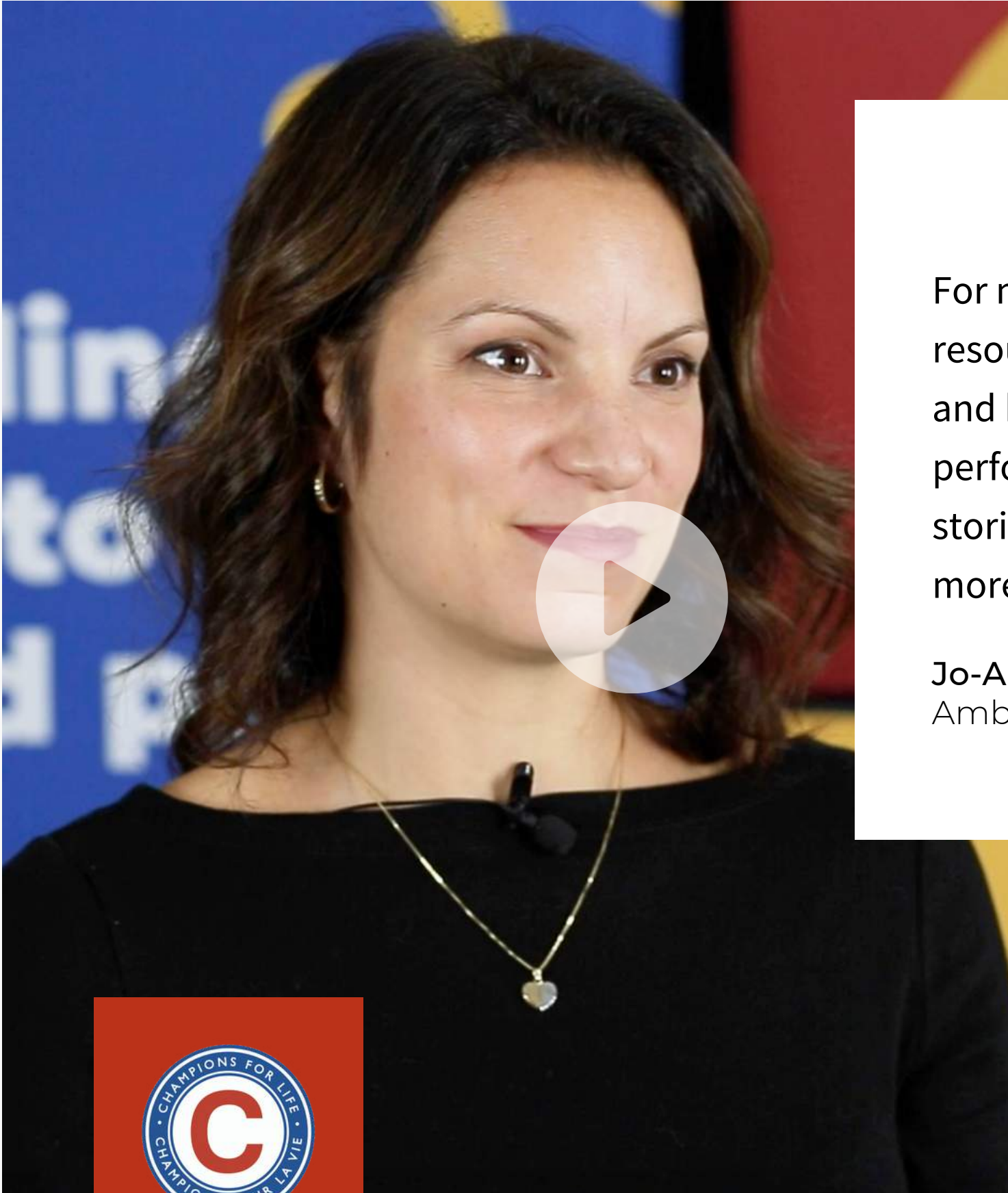
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For more
resources
and
performance
stories
visit
more

Jo-Anne
Ambassador





me, being a champion for life is about having the resources, self-knowledge, and support to be healthy in mind and body because overall well-being is necessary for performance. As athletes and ambassadors, we can share our experiences to connect with the public and inspire children to be active.

Année Fortin
Ambassador and Chef de Mission

Financial Review

Our activity in 2022/23 helped us achieve a total income of \$649,065 (2021/22 \$383,262), an increase of \$265,803 on the previous year. Our expenditure was also up at \$618,596 (2021/22 \$538,354), an increase of \$80,242 on the previous year.

Net gain for the year was \$30,469 (2021/22 -\$155,092). Facing inflation and a rising cost of living, we addressed challenges posed by unanticipated price increases. Strategic measures, including cutting non-pay expenditures, leveraging operational sales, and fundraising surpluses, helped maintain financial stability.

We continued to work towards our ambitious strategies, including investing in **new programming and expanding our reach**, increasing the financial contribution from fundraising and improving our program delivery systems.

REVENUE

■ Donat
■ Grants
■ Sales
Total



Click here to view our detailed financial statements.

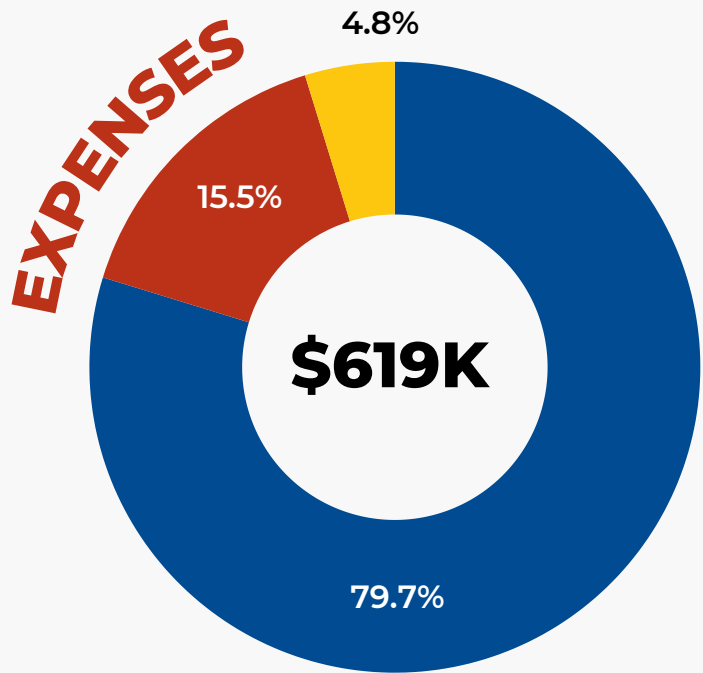
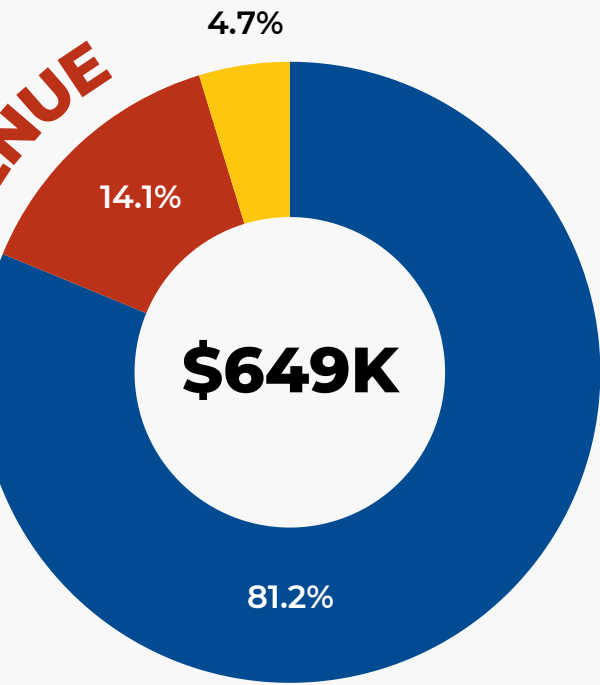
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	2022-23	2021-22
Program Delivery	\$527,173	\$366,843
General Administration	\$91,253	\$10,864
Marketing & Fundraising	\$30,639	\$5,555
Total Revenues	\$649,065	\$383,262

	2022-23	2021-22
Program Delivery	\$493,318	\$435,799
General Administration	\$95,873	\$80,036
Marketing & Fundraising	\$29,405	\$22,519
Total Expenses	\$618,596	\$538,354



Cost per child impacted

\$13.38 **\$18.82**

2022-23 2021-22

Thank You to Our

1,226

Donors since 2016

You

Thank

in the

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Your support means the world to us!

Thank you for helping us to positively impact the children in our schools and communities we serve. Your donation has made a difference, and we are incredibly grateful!

Thank You to Our



MONTREAL CANADIENS
CHILDREN'S FOUNDATION



POWER CORPORATION
OF CANADA



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Gifts-in-Service



Major Gifts

Pierre Beaudoin

Brian Bloom

Chahram Bolouri

William Brock

Robin Burns

Jean Carrière

Martin Cauchon

Guy Crevier

Neil Cuggy and Jonathan Ferrari
Foundation

Andre Desmarais

Olivier Desmarais

Philippe Desmarais

Alan & Anna Dubeau

Marie and Bobby Filipelli

Shelby Hacala

Peter Kruyt

Fondation Daniel Lamarre

Vincent Lecavalier

Matthew Lombardi

Michael Matheson

JD Miller

Francois Plamondon

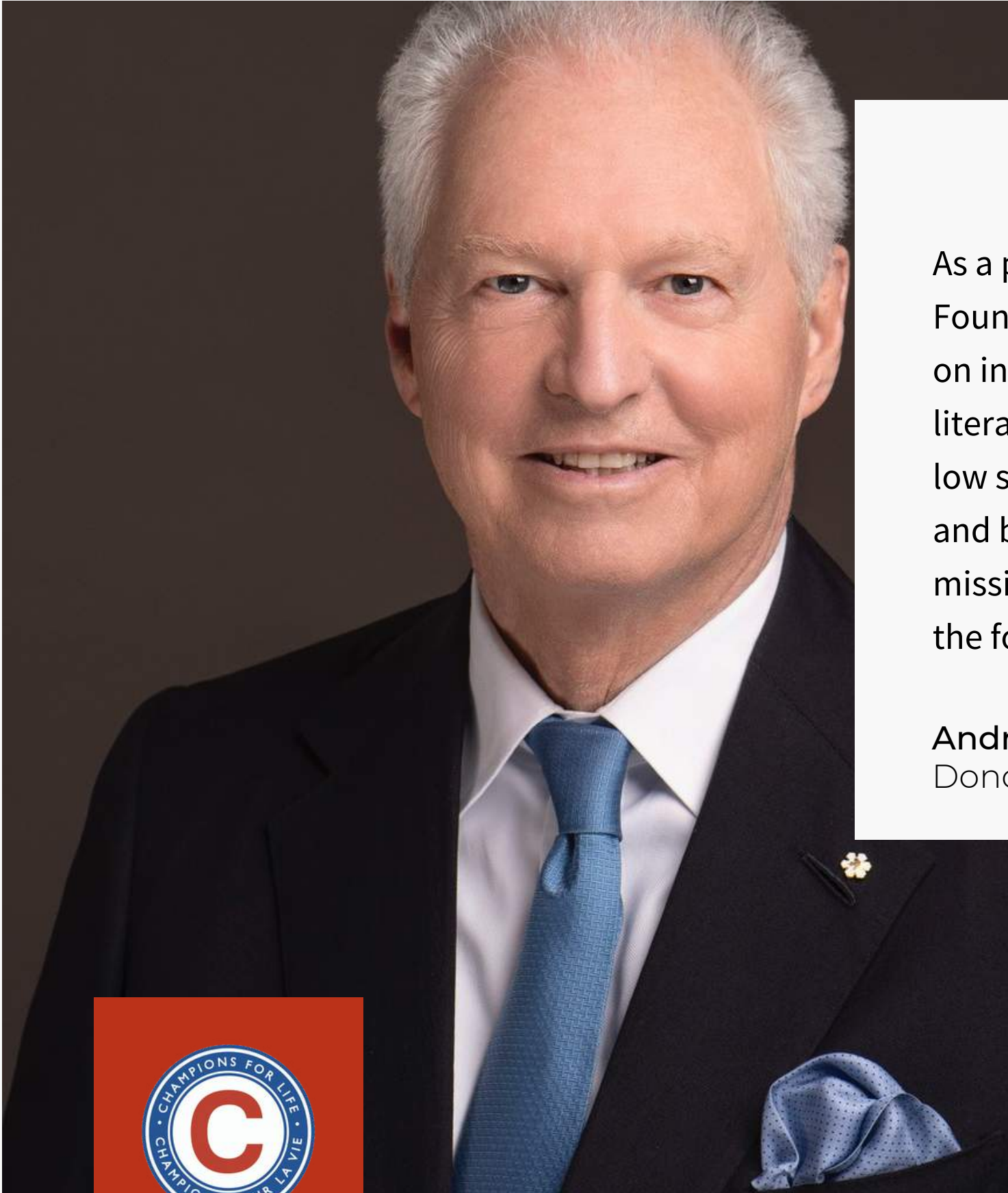
Stephane Quintal

Stephen and Julia Reitman Foundation

Mark Smith

Bruce Takefman

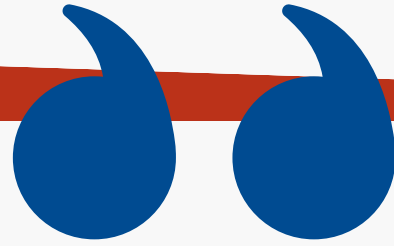
Justin Vineberg



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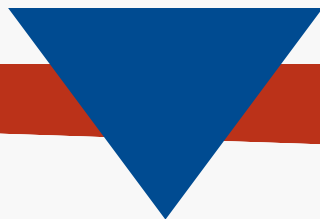
Andr
Donc





proud donor and supporter of the Champions for Life Foundation since its inception, I've witnessed a remarkable return on investment. Their impactful work not only promotes physical activity but also generates lasting positive changes for children in socioeconomic and vulnerable communities across Québec and beyond. It's a privilege to contribute to the Foundation's mission, knowing that every donation yields a significant return in the form of healthier, more empowered youth.

Yves Desmarais
Donor & Supporter



Thank You to Our

Our Board of Directors

Shawn Johal

Chairperson of the Board

Ron Szekely

Director & Treasurer

Pierre-Etienne Bousquet

Director

Néhal Nassif

Director

Jean Carrière

Director & Corporate Secretary

Marla Gold

Director

David Arsenault

Founder & Executive Director

Dan Silverman

Director

Our Staff

David Arsenault

Founder & Executive Director

Joanne Lawson

Director of Programs

Marie-Christine Murphy

Director of Operations

Christopher Laurin

Director of Marketing

Sarah Al-Kawas

Manager, eLearning

Gabrielle Legaré-Hamel

Program Coordinator

Nadine Lavallée

Program Coordinator

Emily Hamilton

Manager, Social Media

Monique Jeannin

Bookkeeping & Accounting

Our Team

Our Volunteers

Éric Arsenault

Juliette Arsenault

Mathieu Arsenault

Laurier Beauregard

David Bedard

Cleo Bertrand

Fox Bouet

Pierre-Etienne Bousquet

Scott Broady

Sun Ah Brock

Evelyn Brunet

Jean Carriere

Donald Cormier

Richard DeMont

Andre Dubois

LeeAnn Dufresne

Jo-Annie Fortin

Bobby Filipelli

Jon Geller

Christina Grace

Marla Gold

Shelby Hacala

Shauna Hogan

Shawn Johal

Nathalie Khoury

Nathalie Lafrance

Sam Laff

Jon Landry

Sean Landry

Caroline Laurin

Catherine Laurin

Virginie Lavoie

Kahlyn Lawson

Peter Levidis

Scott Livingston

Matthew Lombardi

Kevin Longpre

Carlos Lopes

Nathalie Mancini

Valérie Marchard

Michael Matheson

Brandon Mathurin

Dickens Mathurin

Sebastian Martinez

Sara Masi

Peter McCusker

Kathy Mehri

Jessica Mocella

Emylia Nadeau

Evan Nadeau

Frank Nadeau

Néhal Nassif

Tanya Narang

Andrea Oh

Jenna Paccheco

Marinette Pichon

Vera Reda

Melissa Sarakinis

Melanie Scrase

Mike Shetler

Dan Silverman

Alexandru Sorin

Alexandre St-Aubin

Émilie St-Aubin

Nicolas St-Aubin

André St-Pierre

Kim St-Pierre

Jordan Socran

Ron Szekely

Sarah Trepanier-Chicoine

Amy Walsh

What's Ahead in 2026

We continue to innovate and explore opportunities to advance our vision to **empower 1 million children** to build the competence, confidence, and motivation to be active for life.

We aim to **impact 700 school locations** with our physical literacy programs next year.



The launch of our 2026 strategic plan is an exciting next step in the Foundation's ongoing mission to advance and improve physical literacy. We are committed to delivering meaningful opportunities and experiences that help more children

Strategic

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2023/24?



Our new 2023-24 Strategic Plan marks an exciting step in the ongoing growth of our organization. It reflects our vision and actions to support meaningful movement experiences to ensure children thrive!

With growing interest and enquiries coming from schools in Ontario, New Brunswick, Nova Scotia, and British Columbia, we will continue to expand our programs and resources into schools outside Québec.



In partnership with Recess Guardians, we will launch a groundbreaking leadership program that empowers children in grades 4, 5 & 6 to become ambassadors of physical activity and fair play during their school's recess periods.





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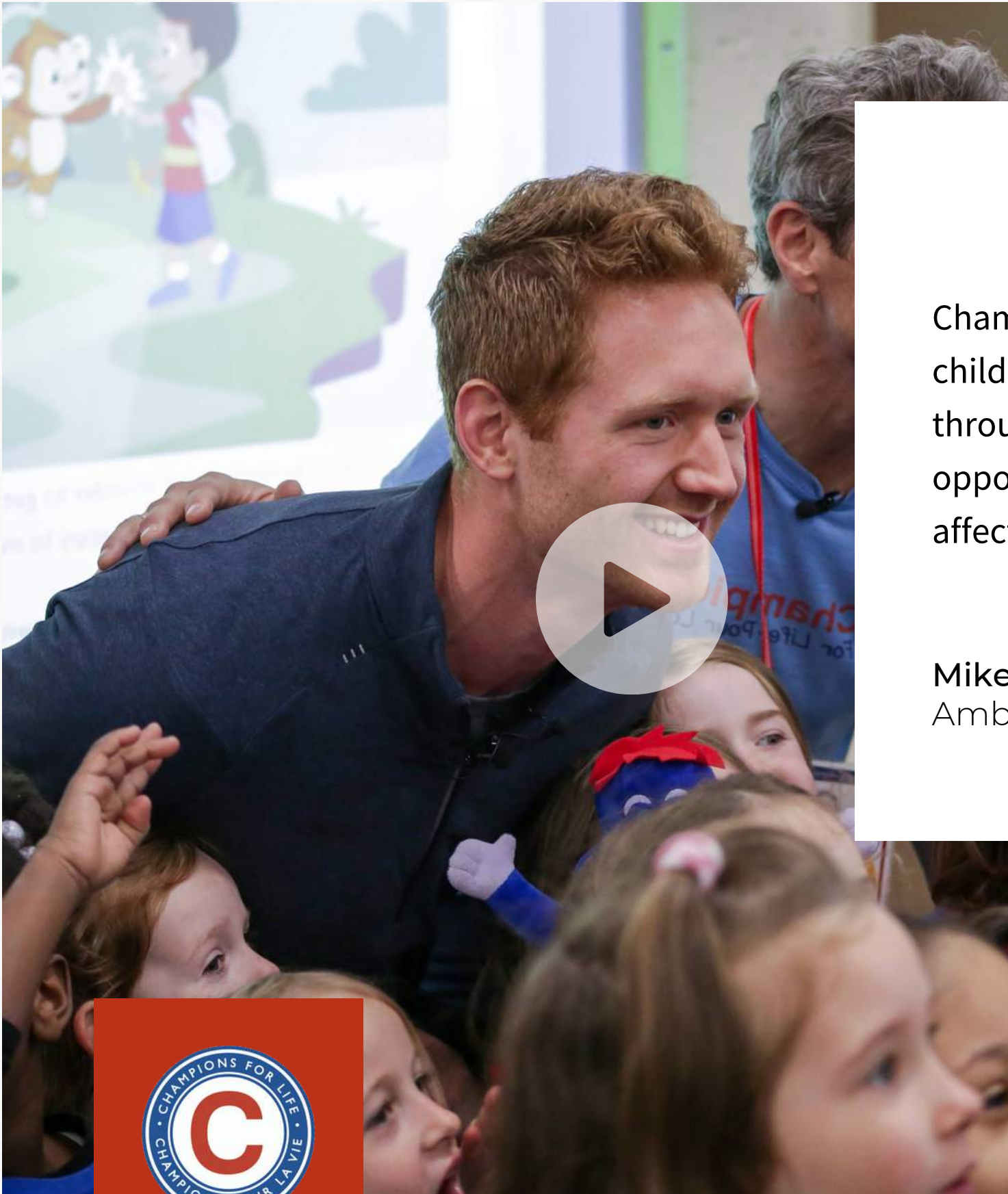
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Take Action Today!

In 2023-24, let's “Make Moves” together by helping more kids be active and thrive! You can support our mission by:

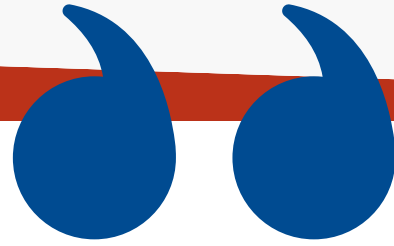
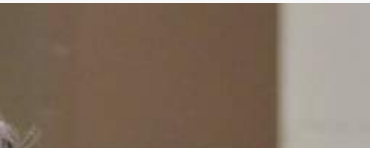
- DONATING.** Make a financial contribution, either one-time or monthly recurring, at our website.
- VOLUNTEERING.** We rely heavily on the support of our volunteers. If you have a few free hours to dedicate to others or a skill that can be shared, we will be happy to channel it in the right direction.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



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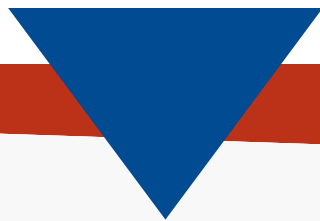
Mike
Amb





Champions for Life is such a great initiative. It's all about getting
kids up and moving and giving them the tools to be active
throughout their lives. I was on board from the beginning, and the
opportunity to get out into the community for myself and hopefully
help one or two kids is hugely important.

Michelle Matheson
Ambassador





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

championsforlife.ca

