



Bolder & Stronger Together

2021-22 Annual Report

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WELCOME

The 2021-22 year presented us with continued adventures related to the COVID-19 pandemic and restrictions. Despite the challenges of these unprecedented times, the Champions for Life Foundation (CFLF) remained committed to helping children to thrive and maximize their potential to be active. Our staff, program leaders, Board of Directors and school communities continued to demonstrate strength and resilience as we navigated this last year.

We increased our capacity to provide more connected services and returned to in-person programming when appropriate and safe. Our teams continued to be creative with providing virtual assistance with our physical literacy resources to make them as accessible, interactive and supportive as possible.

We saw growth and opportunities to support physical education teachers, who were overwhelmed like many other teachers in the education system. We expanded our ability to design and deliver additional resources while continuing to support schools offering our partner and connected physical literacy after-school programs.

Throughout all these challenges, CFLF staff were unwavering in meeting client and community needs and providing the most effective and accessible services while staying positive and supportive of each other. They worked tirelessly to design services to meet new demands. They showed resilience as they adapted to different ways of working and serving the community. We want to thank all CFLF staff for their dedication and exceptional work.

All our funders supported CFLF by continuing to fund all of our programs and by giving us the flexibility to use the funds in different ways to meet the unique needs of these times.

We thank all our funders for their generosity and commitment to our community.

As we move into our next fiscal year, we are exploring ways to improve every child's experience in and out of class so that our participants get more of everything: more fun, more active time, more confidence, more feedback, more progress and more success!

The saying goes, "the comeback is greater than the setback." This mindset is why we chose the theme for this year's annual report: **Bolder & Stronger Together**. As the number of participants we support grows, CFLF will develop innovative ways to empower children to build the skills to be active for life! We will demonstrate agility, dedication, and pursuit of continual improvement through our communications, use of technology, and building partnerships to serve more children.



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
Founder & Executive Director



MISSION

We empower children, ages 4 to 8, to move well and build skills to be active for a lifetime.

How we help

The Champions for Life Foundation helps children in the critical early years of development to 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 teachers, and preschool educators to bring physical literacy experiences to their schools & classrooms.

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

Why our work matters

Alarming trends are contributing to a generation of inactive children and we must all act now.

Even before the pandemic, only a third of elementary school children achieved the daily recommended physical activity levels.

This generation will need to learn to become habitually physically active to grow into healthy, resilient adults who can survive and thrive in a changing world.

By focusing on movement behaviour change in children, a timely early intervention will lead to vastly superior health outcomes over their lifespan.

2021-22

IMPACT



Partner programs

Our fun & engaging 20-week program delivered by a paid leader to 1,680 children in 42 after school or in community settings.



Connected programs

Free resources and support to deliver our 20-week program to 1,040 children in 26 after school community settings.



PE programs

Of 353, 130 new PE Teachers have been given access to resources to easily integrate physical literacy into their curriculum in a structured and measurable way.

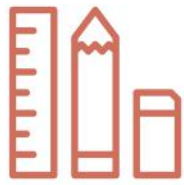
Key accomplishments

1 MOVE TO IMPROVE

CFLF partnered with Savvy Knowledge Corporation out of Calgary, Alberta, to make our Assessment Activities available to support physical education teachers achieve their curriculum objectives. Our testing in the Spring of 2022 proved successful and helped launch a new and unique product category for physical education teachers in 2022-2023.

2 LITTLE CHAMPIONS

We completed and tested our *Little Champions* interACTIVE Story Adventures in late Spring. Developed with kindergarten teachers for kindergarten teachers, *Little Champions* is a collection of classroom story adventures that provide quality, physical literacy-based lessons for young students, also being released in the 2022-2023 school year.



454

**School &
Community
Settings**



Physical Literacy Toolbox Access

353

PE Teachers

209

Daycare Educators

86

Leaders

67%

Engagement

3 MEASURED RESULTS

We developed new resources and processes to ensure that all *Champions for Life* programs and resources are structured, evidence-based, progressive, and provide a measured impact. Our lesson plans and programs include formative assessment tools, such as our *Movement Map* and the *Move Improve* reporting tool to enhance learning. These tools support students and teachers in establishing goals to improve physical literacy throughout the school year.

4 A GROWING CAPACITY

Our #HelpKidsThrive peer-to-peer fundraising campaigns raised \$44,898. This result exceeded our initial goal by \$20,898 and helped us recruit 587 new donors into our community. We are thankful that our existing donors and partners maintained their commitments throughout the year and are excited to welcome new donors to our family.

2021-22

IMPACT



Daycare Educators surveyed reported that CFLF programs had a moderate to significant impact on children's:

87%
Competence

87%
Confidence

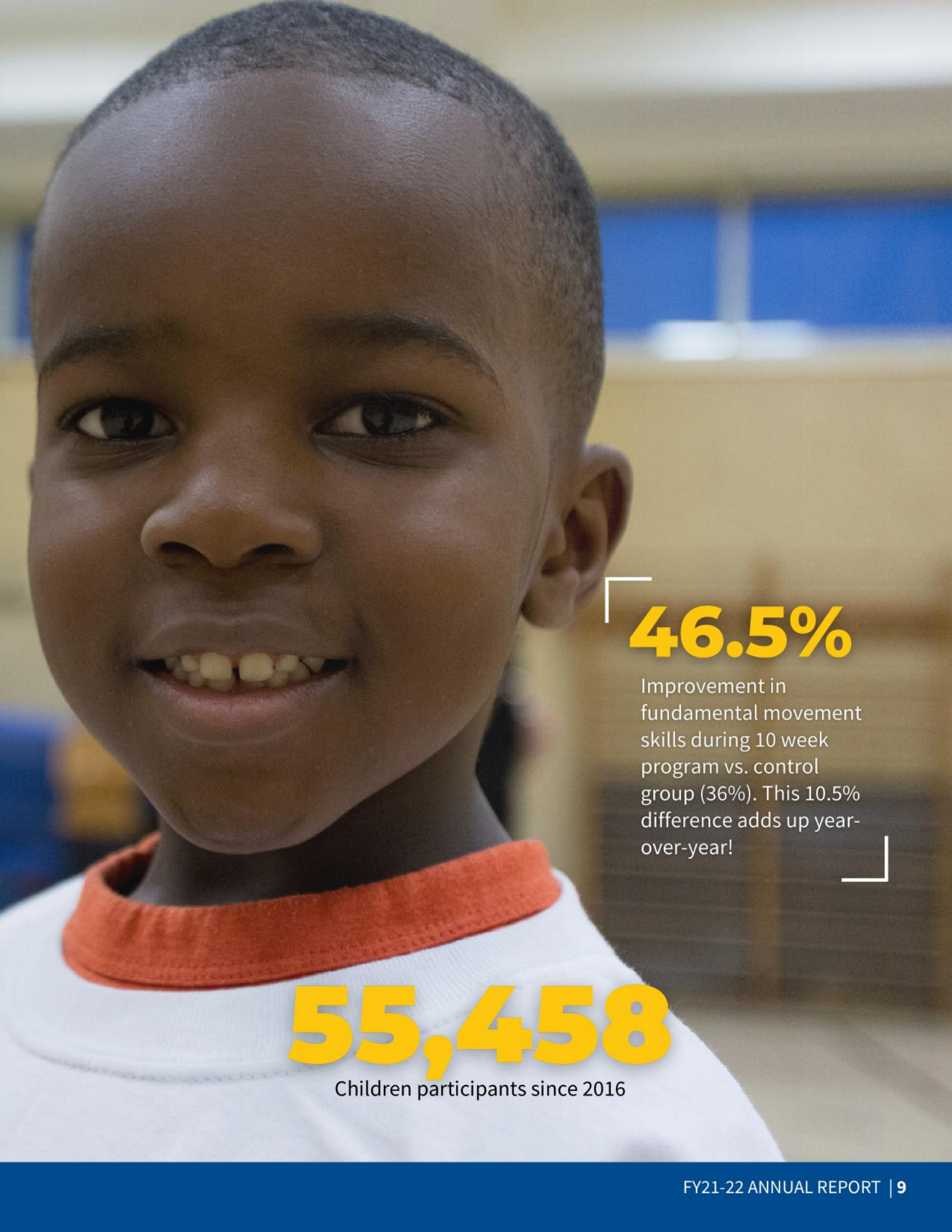
89%
Motivation

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

88%
Competence

86%
Confidence

70%
Motivation



46.5%

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

55,458

Children participants since 2016

2021-22

GROWING NUMBERS

Our outreach and influence is growing as we continue to engage communities on the importance of building physical literacy as part of an active lifestyle.

1

3

3,325

Subscribers

We grew our email database by 633 subscribers with an average open rate of 53%. This represents a 24% improvement over the previous year.

4

747

Donors

We grew our database of new donors by 587. This represents a 366% improvement over the previous year.

2

47K

Website visits

Our website generated 66,905 page views across 39,743 users. This represents an 8% improvement over the previous year.

4,772

Followers

We grew our combined social media followers by 744. This represents a 18% improvement over the previous year.

5

84

Volunteers

We grew our volunteers by 46. This represents a 121% improvement over the previous year.

OUR STORIES

Here you will find some of our most inspiring stories of impact during the past year. Each story reflects one of our core values, rooted in the beliefs and guiding principles that drive our Foundation.



Maliya's Story

My daughter, Maliya, participated in the *Champions for Life* program this term in Grade 1 and last year in Kindergarten. I wanted to share the positive impact the program is having on my daughter. She loves every moment of her experience. Maliya talks about the activities, shows me the *Champions for Life* poster in the hallway, and comes home proud to share the skill cards she received after class.

She was most excited yesterday and couldn't wait to see the week's new "Champion's Challenge." She also enthusiastically shares what she is learning with her teachers in class. We are grateful to have benefitted from your after-school physical literacy program. Thank you and your team for bringing this great initiative to our *Children's World Academy* community.



Caitlin's Story

This summer, I had the best time working as a Champions for Life Foundation program leader. Their mission is incredible, and it is truly amazing to see such dedicated individuals' hard work turn into something spectacular and impactful. I enjoyed visiting day camps and leading physical literacy sessions to help teach and motivate the campers to move well and be more active.

Being active has always been important to me, and this summer, I was able to be active every day while engaging the children in the camp program. Seeing the kids happy, having fun and acquiring new skills was gratifying! They may have struggled initially but learned throughout the sessions and improved at performing new skills. I am thankful that my summer experience was so rewarding.



Christine's Story

Children engage enthusiastically and enjoy playing the weekly game with the movement skills they practiced during their session. The "Magic Minute" relaxation activity at the end of each session creates awareness of how their body feels and brings attention to their breathing. I love that we encourage the children to think of something that makes them happy during this reflection. It reinforces positivity and gratefulness.

I noticed that they are more focused when they return to the classroom. We also remind the children to use a proper technique learned in Champions for Life during gym time when playing a sport. It makes it easier for them to associate the skill they have practiced during the program. Overall, the program has been instrumental in building their self-confidence.



Christian's Story

With great enthusiasm, Victor-Rousselot School welcomes the Champion for Life program, offered free of charge at the daycare for our kindergarten and Grade 1 students. This physical activity program, already well established in several schools across the province, aims to teach our students to move and learn to move well through fun activities and challenges.

In the presence of dynamic animators, the students and the daycare educators appreciate the quality and relevance of the sessions offered. A big thank you to the organizers and promoters of this great project.



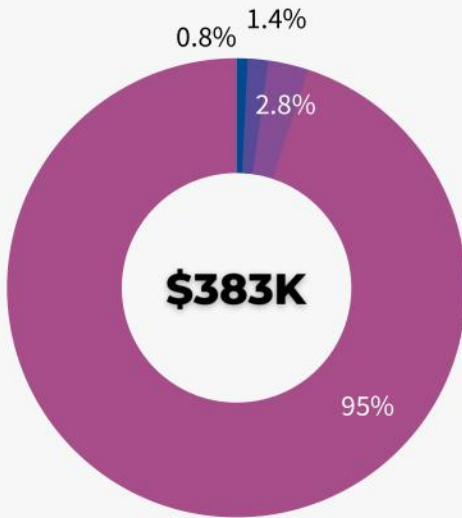
Laura's Story

The Champions for life program is well organized and planned for our students. Most of our students are visual learners, and the simple diagrams on the cue sheets work wonderfully for all students, from code 50 to nonverbal. It creates a lovely inclusive environment. The setup for the lessons with the practice type, reason, and time frame assist in creating a smooth class, as our students like a schedule first and then with timers.

I appreciated how you included the Junior Leaders with roles in all activities. I plan to use these little tricks during the Champions for Life program.

Thank you again for taking the time to visit and give me new tools to improve my teaching of Champions for Life.

Champions for Life Foundation Financial Snapshot: July 1, 2021-June 30, 2022



	2021-22	2020-21
Investment revenue	\$2,948	\$314
Sales	\$5,555	-\$225
Grants	\$10,864	\$30,730
Donations	\$363,262	\$590,982
Total Revenues	\$383,262	\$631,401

Income summary

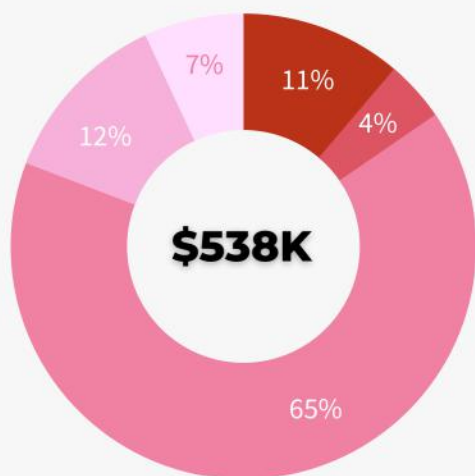
More with less

In 2021-22, the Foundation's income was \$383,262 (2020-21: \$631,401), a decrease of \$248,139. This variance was mainly due to a decrease in donations of \$227,087.

The variance can also be attributed in part to a donation of \$67,500 made in June 2021 for activities to be delivered during the 2021-2022 fiscal year

The Foundation started the fiscal year by adopting a balanced budget with higher revenue targets that ultimately were not achieved. This can be explained by the extended lead times needed to secure significant grants, major gifts, and corporate sponsorships.

The Champions for Life Foundation is proud to report another year of continued support from our amazing donors. While we boldly served more children than ever, our need to increase our fundraising capacity to sustain our operations in the future is evident.



	2021-22	2020-21
General administration	\$60,280	\$53,237
Marketing & fundraising	\$22,752	\$15,323
Salaries & benefits	\$352,069	\$318,231
Program resources	\$65,977	\$46,557
Program operations	\$37,276	\$20,355
Total Expenses	\$538,354	\$453,703

Expense summary

Getting stronger

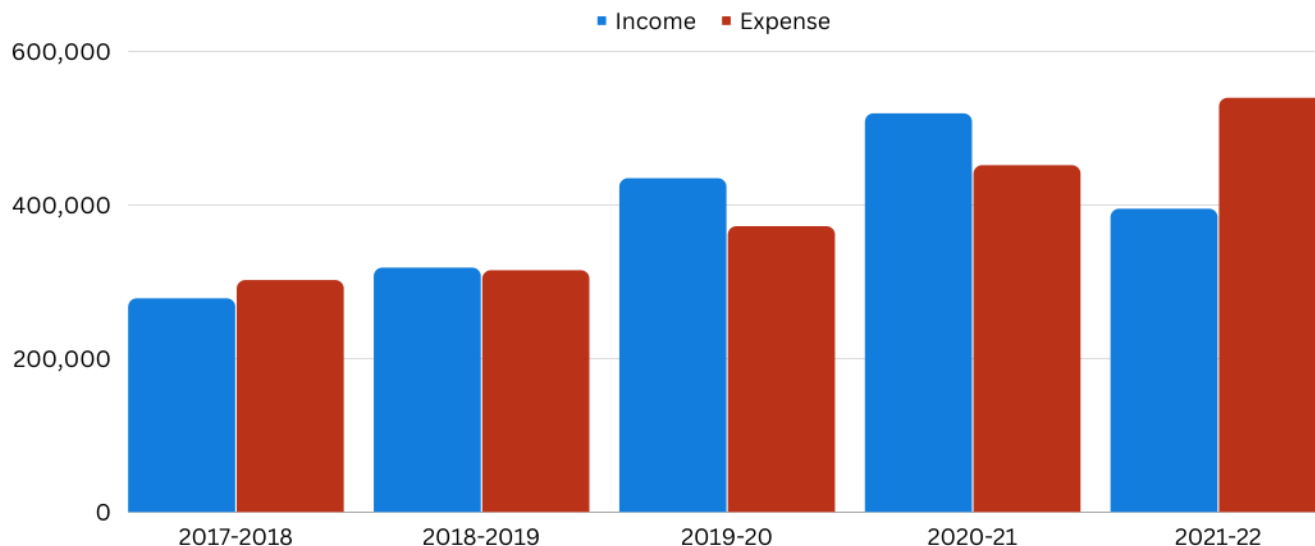
The Foundation decided to increase its capacity and invest in developing resources to reach more children in 2021-22. Knowing that we had financial reserves we could rely on, our expense budget increased by \$84,651 from the previous year. The Foundation's total expenditures in 2021-22 were \$538,354 (2020-21: \$453,703).

The 3 areas where spending was most increased from the previous year were:

- Salaries and benefits as we needed more staff to support operations and resource development: \$352,069 in 2021-22 (2020-21: \$318,231)
- Membership as we increased our capacity to reach and support people digitally: \$26,114 in 2021-22 (2020-21: \$6,566)
- Sub-contractors since we were more present in schools with the easing of COVID-19 restrictions: \$33,366 in 2021-22 (2020-21: \$20,070)

Champions for Life Foundation Financial Snapshot: July 1, 2021-June 30, 2022

FIVE-YEAR FINANCIAL SNAPSHOT



Reserves

The Champions for Life Foundation finished the 2021-22 financial year with \$103,016 of unrestricted total reserves (2020-21: \$258,108). The purpose of the unrestricted reserves is to protect the Foundation and ensure that the Foundation can operate in times of income fluctuations or where expenditure on charitable activities could not, or should not, be scaled back in the short to medium term.

In 2021-22, \$155,092 of unrestricted reserves was used to allow the Foundation to focus on increasing its impact in the current year while investing in new opportunities and innovations to achieve our goals. We also increased our efforts and extended our timelines to fundraise more in the long run.

The Board of Directors monitors the balance of the unrestricted reserves at each board meeting. The objective is to increase the level of unrestricted reserves and associated cash balances in order to allow the Foundation to operate sustainably for the foreseeable future..

As we look ahead toward the continued growth and expansion of our programs and resources, we are committed to fiscal prudence to ensure sustainability. We remain determined to provide high-quality programming to impact every school community we serve.



The net loss for the year ending on June 30, 2022, is attributed to the following:

1. Revenue recognition rules for a donation received at the end of the previous fiscal year.
2. Our commitment to maintaining our budgeted expenses allowed us to:
 - a. Reach significantly more children at a time when the need has been more significant than ever in our communities.
 - b. Invest in essential initiatives regarding processes, products and services, which will have a net positive effect on impact and revenues for years to come.

Looking ahead

- New fundraising initiatives have been developed and deployed. They will result in an expanded ability to fundraise in the future.
- We continue to be financially and fiscally responsible through the actions of our strong leadership team and supportive board of directors.



WHAT'S AHEAD

Little Champions

We will launch our series of interACTIVE stories and adventures by introducing movement skills to children in preschool and kindergarten. The program delivers meaningful movement experiences in the classroom and helps students build physical literacy during their critical years of development.

Ambassador Network

We will build an Ambassador Network that includes passionate athletes, educators, and community leaders committed to sharing their knowledge and support to help promote the development of physical literacy in vulnerable communities.



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.

Expand our reach

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

THANK YOU

**YOUR SUPPORT MEANS
THE WORLD TO US.**

Your donation made a difference,
and we are extremely grateful!

FY2021-22 SUPPORTERS

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Shanaaz Gokool	Terry Jamieson	Deneane Larson	Matthew Lombardi
Marie-Eve Goyette	Monique Jeannin	Christine Latreille	Philip Longpre

THANK YOU

**YOUR SUPPORT MEANS
THE WORLD TO US.**

Your donation made a difference,
and we are extremely grateful!

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YOUR PARTNERSHIP
MEANS THE WORLD TO US.

We're lucky to have you on our team.

FY2021-22 PARTNERS



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 Émilie St-Aubin
 Nicolas St-Aubin
 André St-Pierre
 Kim St-Pierre
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Leader, Summer Program

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TAKE ACTION

In 2022-23, let's grow bolder and stronger together to help more kids be active and thrive! Here are ways you can support our mission:



DONATE. Make a financial contribution either one-time or monthly recurring at [our website](#).

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](#).

PARTNER with us. Join our team of corporate partners to [make an impact](#) through opportunities like school and program sponsorships.

LIKE and follow us on Facebook, Instagram, Twitter and LinkedIn [@championsforlifefoundation](#) to stay up to date on our latest news, photos, and videos.



Champions for Life Foundation

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