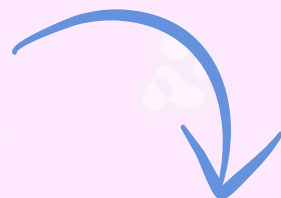




Champions
For Life · Pour La Vie



champions pour la vie for life

2024-25 Annual Report

10 Years in Motion

A Fresh Look, a Lasting Impact



Strategic Overview

Our Ethos

We are guided by the conviction and aspiration that everyone across the country 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 Values

- Positive Energy
- Connection
- Respect
- Determination
- Knowledge
- Accessibility & Inclusion

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.

56%

of Canadian children
ages 5-11 DO NOT get
enough physical
activity each day.

38,5%

of Canadian children
do not meet the
recommended
screen time

63.4%

of female children are
not meeting the daily
recommended physical
activity

A Message From Our Founder & Chairperson

What if every child grew up with the skills, confidence, and joy to move anywhere, anytime, and for life?

Ten years ago, this question inspired the vision that became the Champions for Life Foundation. From a small pilot in five Quebec elementary schools, we've grown into a national charitable organization, reaching children coast to coast and connecting with over a thousand teachers, educators, and partners along the way.

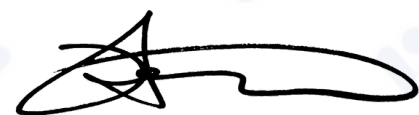
Across Canada, schools are embracing physical literacy and integrating multiple programs to create a pathway that supports children as they grow. Beyond teaching skills, we are helping foster confidence, resilience, and a love for movement that lasts a lifetime.

What excites us most is the collective spirit driving this movement. Teachers, educators, and partners across our community are coming together around a shared vision: that every child deserves the opportunity to thrive. Your energy, passion, and commitment are at the heart of this work, and we are deeply grateful.

As we look ahead to 2026, we will mark ten years of impact with a refreshed identity that reflects who we have become: energetic, hopeful, and focused on helping every child experience the joy of movement. Our updated look is a natural evolution of our story, celebrating a decade of progress and setting the stage for the years ahead.

Thank you for standing with us. Together, we are not just teaching children to move; we are building CHAMPIONS for Life—brighter, stronger, and more playful than ever!

With gratitude, excitement, and hope,



David Arsenault

Founder & Executive Director
Champions for Life Foundation



Shawn Johal

Chairperson, Board of Directors
Champions for Life Foundation

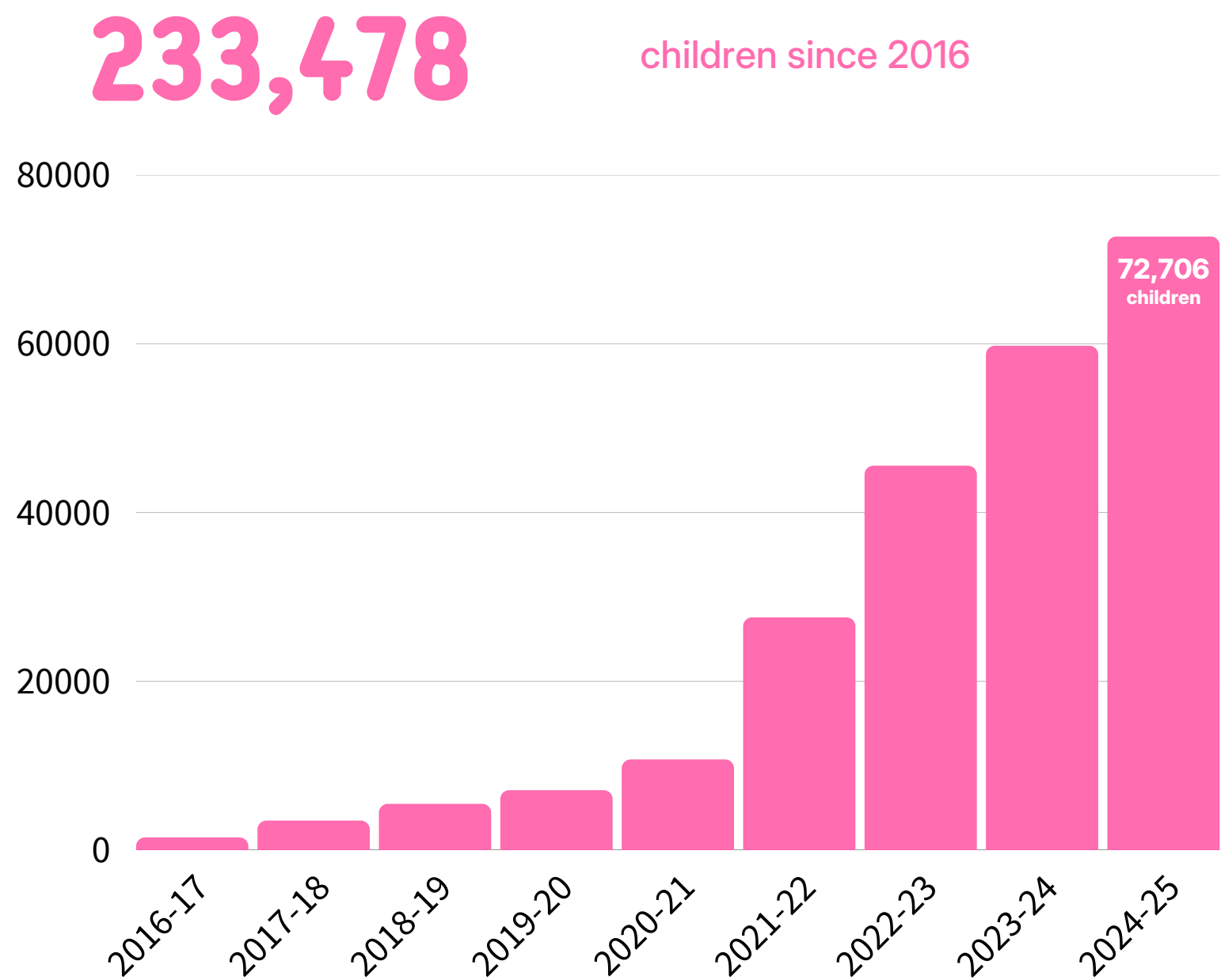


2024-25 by the Numbers

Our Growing Impact

Students Served Since 2016

Since 2016, the Champions for Life Foundation has played a vital role in the fight against childhood inactivity, providing physical literacy programming to **233,478 Canadian children** in over **900 schools** across Canada.



2024-25 by the Numbers (cont.)

Schools and Children Served by Program



172 Schools
4,200 Children

Champions in Motion

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

[Visit After-School Program →](#)



266 Schools
53,200 Children

PE Champions Resources

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

[Visit Resources for PE Teachers →](#)



245 Schools
8,766 Children

Little Champions

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

[Visit Little Champions Program →](#)



120 Schools
6,540 Children

Recess Champions

A new leadership program designed to empower students in grades 4, 5 and 6 to organize and facilitate dynamic physical activities during recess.

[Visit RECESS Champions Program →](#)

2024-25 by the Numbers (cont.)

Program Cost per Child

Over the last 7 years, we've made significant strides in enhancing the cost-benefit of delivering our programs in schools. Through operational efficiencies and strategic refinements, we have consistently achieved a lower delivery cost per child year-over-year. **This improvement ensures that more children can access our programs.**

By optimizing resources, we've improved impact, scalability, and sustainability, underscoring the vital role our programs play in fostering healthier, more resilient and more active school communities nationwide while maximizing the value of every dollar invested.

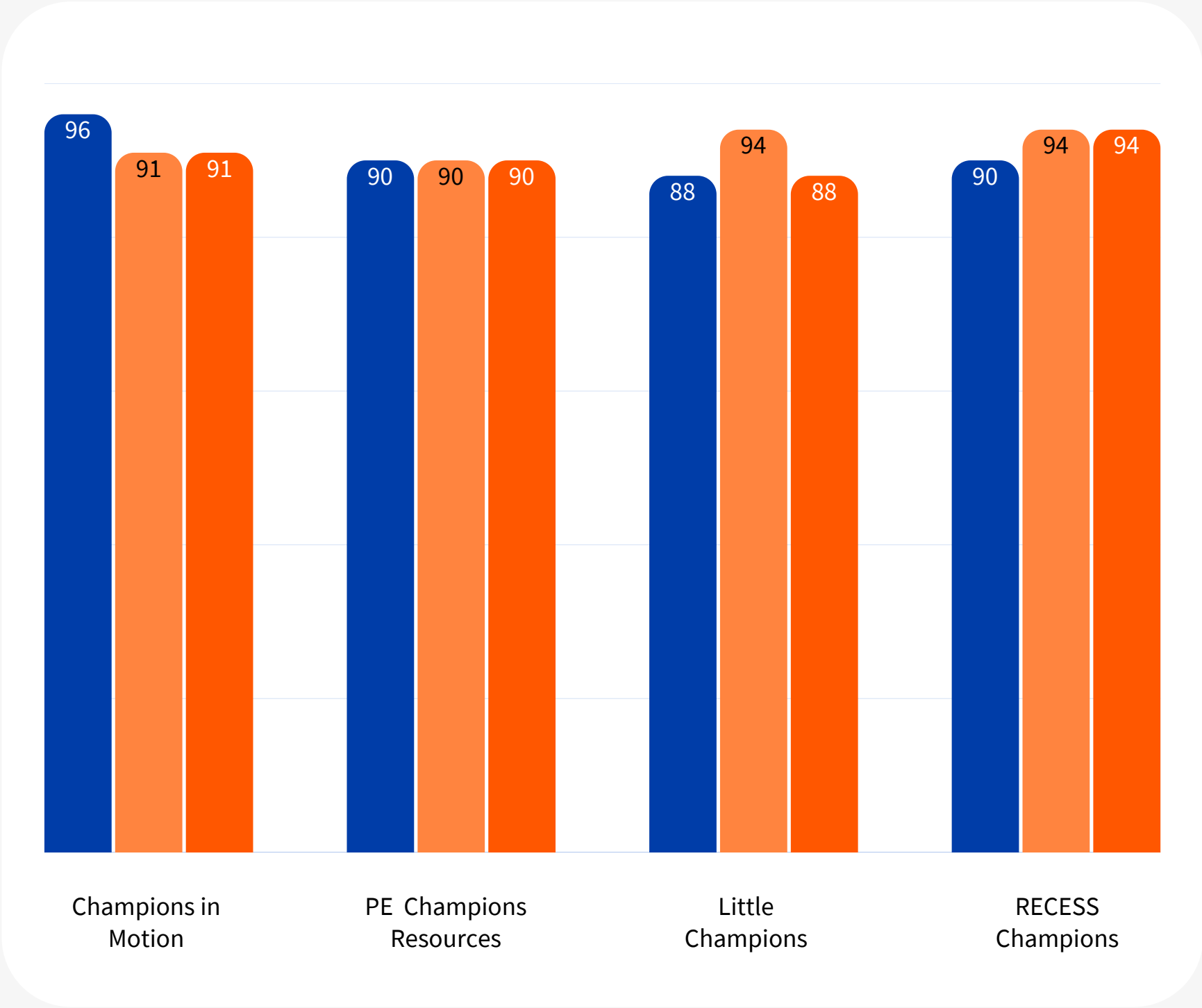


A Measured Impact

Short Term Outcomes

The majority of students taking part in the Champions for Life programs make progress in developing the components of physical literacy.

This chart highlights the % schools reported of our programs having a **positive impact** on children's **competence**, **confidence**, and **motivation**.

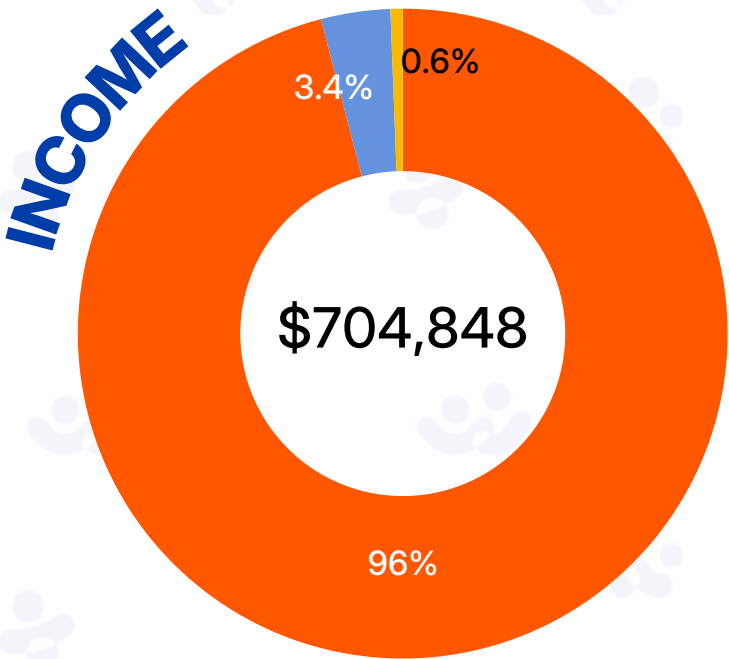


Financial Review

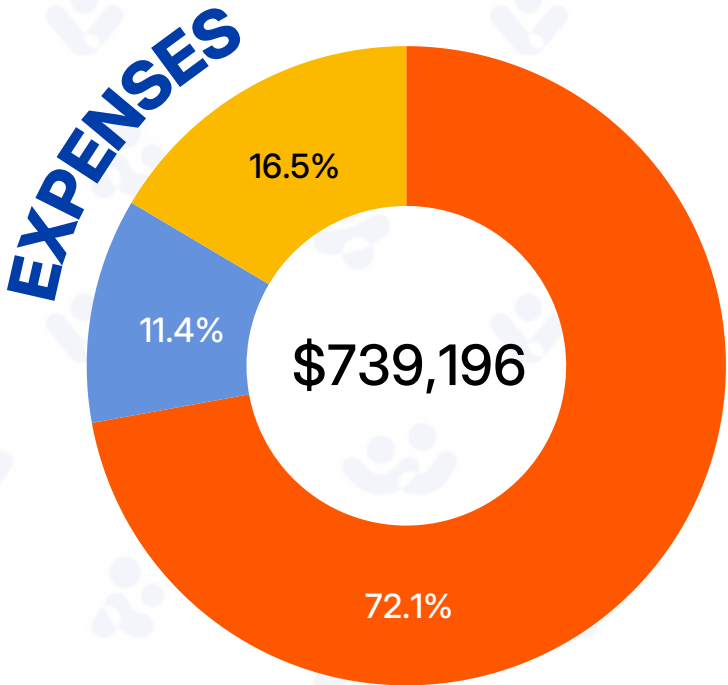
There was a net loss for the 2024-25 fiscal year of **\$34,348 with \$77,082 in deferred grants.**

We continued to advance our ambitious strategies, investing in new programming, expanding our reach, strengthening the financial contribution from fundraising, and improving our program delivery systems.

This year also marked the beginning of an exciting new project in Nunavik, Quebec, which requires a greater investment of resources as we work to bring our programs to more communities in need.



	2024-25	2023-24
Donations and grants	\$676,301	\$655,707
Programs and services	\$24,255	\$13,004
Investment income	\$4,292	\$5,379
Total Income	\$704,848	\$674,090



	2024-25	2023-24
Salaries & Benefits	\$533,224	\$421,454
General Administration	\$84,147	\$71,974
Other Operational Expenses	\$121,825	\$116,312
Total Expenses	\$739,196	\$609,740

The Champions for Life Foundation 2024-2025 financial statements were audited by Raymond Chabot Grant Thornton LLP, with offices at 600 De La Gauchetière Street West, Suite 2000, Montréal, Québec, H3B 4L8.

Thank You to Our Generous Partners

Champions



Visionaries



Leaders



R. Howard Webster Foundation
Fondation R. Howard Webster



Community Members

David Arsenault
Charam Boulouri
Robin Burns
Martin Cauchon
Neil Cuggy
André Desmarais
Olivier Desmarais
Jonathan Ferrari
Bobby and Marie Filipelli
Fiducie Charitable Fournier-Ethier
Shelby Hacala
Shawn Johal
Jin Hee Kim

Peter Kruyt
Vincent Lecavalier
Matthew Lombardi
Michael Matheson
JD Miller
Jeff Orr
Julie & Stephen Reitman
Family Foundation
Michael Samoluk
Mark Smith
Bruce Takefman

Your support means the world to us!
Thank you to our 500+ individual donors for helping us positively impact the children in the schools and communities we serve. Your donation made a difference and we are incredibly grateful!

Gifts in Kind



HOURRA! APPRENDRE EN BOUGEANT!



Our 2024-25 Team

This is the heart of the Champions for Life Foundation, where a vibrant team of dedicated volunteers and professionals converge to make a lasting impact on the school communities we serve. Our Champions for Life Team is a dynamic blend of passion, expertise, and unwavering commitment.

Our Board of Directors

Shawn Johal

Chairperson of the Board

Marla Gold

Director & Corporate Secretary

Jonathan Clarke

Director & Treasurer

David Arsenault

Founder & Executive Director

Ron Szekely

Director

Jean Carrière

Director

Amanda Fritz

Director

Jo-Annie Fortin

Director

Our Staff

David Arsenault

Founder & Executive Director

Joanne Lawson

Director of Programs

Marie-Christine Murphy

Director of Operations

Nadine Lavallée

Program Coordinator

Christopher Laurin

Director of Marketing

Sarah Al-Kawas

Manager, eLearning

Gabrielle Legaré-Hamel

Program Coordinator

Monique Jeannin

Bookkeeping & Accounting

Please help us reach
more kids across
Canada!



championsforlife.ca

