



Champions for Life
Foundation

Championing a Movement

for more meaningful
movement

2023-24 Annual Report



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.

61%

of Canadian children ages
5-12 DO NOT get enough
physical activity each day.

2/3

of Canadian children
have not developed
basic physical literacy

8,4

hours per day, on average,
that Canadian children
spend being sedentary



**Champions for Life
Foundation**

A Message From Our Founder & Executive Director

As we reflect on the past year, I am filled with both pride for what we've accomplished and a renewed sense of urgency for the work ahead. At the Champions for Life Foundation, we are tackling one of the most pressing challenges facing Canada's youth today: a childhood inactivity crisis.

The statistics are alarming. Over 70% of children and youth (5-17 yrs.) in Canada are not meeting the recommended daily physical activity guidelines, a reality that has remained largely unchanged for decades. The consequences are profound—not only for the health of our young people but for the future of our communities. Physical inactivity is a modifiable risk factor for numerous chronic health conditions, from heart disease to depression, and it accounts for billions in annual health care costs. But it's not just about health. The ripple effects of inactivity touch every corner of society, influencing economic productivity, social cohesion, and even our ability to combat climate change.

This is why we are not just responding to a crisis—we are championing a movement.
A movement for more meaningful movement.

At its heart, this movement starts with physical literacy—an approach that helps children develop confidence, connection, and a sense of purpose through movement. When children understand how and why they move, they build the foundation for lifelong health. This is why our work starts young—laying the groundwork for fundamental movement skills that last a lifetime.

The solution begins with all of us!

Parents, teachers, administrators, and communities must come together to create environments where physical literacy is a priority. Schools, in particular, are pivotal. With nearly 5 million students enrolled nationally in public elementary or secondary educational institutions, schools are uniquely positioned to integrate physical education and activity into daily life, laying the foundation for lifelong healthy habits.

Over the past year, we have seen the power of this collective effort. Our programs have reached tens of thousands of children, equipping them with the tools and confidence to move well, move more often, learn better, and live healthier lives. Research continues to affirm the transformative impact of physical literacy: increased academic success, stronger emotional and mental health, and the development of habits that last a lifetime.

But we cannot do this alone. This movement requires all of us to take action—whether it's advocating for more funding for physical education, supporting innovative programs, or simply encouraging the children in our lives to move more each day. Together, we can create more opportunities to ensure that every child, regardless of their background, can develop physical literacy to lead a healthy, active life.

Thank you for being a champion for this cause. With your continued support, we are building a future where every child has the chance to thrive—one step, one leap, one movement at a time.

With gratitude and hope,



David Arsenault

Founder & Executive Director
Champions for Life Foundation





Through urgent action today, we are laying the groundwork for a generational shift, creating a ripple effect that will redefine the role of physical literacy in education, health, and community well-being. By strengthening our capacity, delivering meaningful movement experiences, extending our reach, and amplifying our brand and impact, we aim to inspire societal change that endures far beyond this decade. Now, one year into our strategic plan, we take this opportunity to reflect on the progress made under each pillar, celebrating our achievements and the foundation they have set for the years ahead.

Shawn Johal
Chairperson, Board of Directors

2023-24 Highlights: Performance Against Our Strategy

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 Activities and Outcomes

- ✓ We optimized organizational health through enhanced governance practices and operational improvements, ensuring a strong foundation for future growth.
- ✓ Diversifying our fundraising efforts was a top priority, with milestones including the creation of a dedicated fundraising team, the launch of annual and major gift giving programs, and the introduction of sponsorship levels tailored to our programs and special events.
- ✓ Strategic fundraising initiatives—such as securing provincial and national funding, fostering innovation, and hosting partner events—bolstered our financial health.

Deliver Meaningful and Measurable Movement Experiences

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

Key Activities and Outcomes

- ✓ We participated in PHE Canada's Review and Endorsement Program, a thorough certification process by PHE Canada staff and experts, ensuring our programs are pedagogically sound, user-friendly, comprehensive, and relevant. We earned endorsements for both our PE Teacher Resources and After-School program. As a result, we enhanced our physical literacy solutions by refining program resources to make them more accessible and effective for physical education and after-school educators.
- ✓ We hosted signature events like the Kaizen Kids Carnival to engage more children and piloted a revitalized RECESS Champions program in 10 schools, reigniting enthusiasm for recess leadership.
- ✓ Inclusivity remained a priority as we updated and relaunched Cue Cards, KAIZEN cards, and other program materials to reflect students' diverse needs.

2023-24 Highlights: Performance Against Our Strategy (cont.)

Extend Our Reach

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

Key Activities and Outcomes

- ✓ We strengthened collaborations and built valuable relationships with educational consultants and school boards by speaking at and participating in more conferences (Sport for Life, FÉÉPEQ, Rond-Point, PHE Canada, et la Garde Scolaire) creating and sharing promotional vignettes, enhancing our marketing collateral, and increasing our visibility as a trusted service provider.
- ✓ We built a comprehensive contact database to engage more effectively with school boards and provincial organizations, driving targeted outreach, increasing awareness, and expanding our network of participating schools.
- ✓ With the support of a provincial grant program designed to strengthen ties between Quebecers and Francophones across the country, we delivered our After-School programs in French through pilot projects in British Columbia, and Nova Scotia.
- ✓ We expanded our programming and impact to include all elementary school-aged children by integrating Little Champions into kindergarten classes (ages 4-6) and developing a new RECESS Champions program for the students in cycles 2 and 3 (ages 9-12).

Strengthen Our Brand and Impact

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

Key Activities and Outcomes

- ✓ Through a refreshed design and an optimized website, we increased engagement and conversions while showcasing the value of our work.
- ✓ Outreach activities such as Champions for Life Ambassador school visits and KAIZEN Kids Carnivals brought our brand to life, connecting with supporters, donors, and school communities in meaningful ways.
- ✓ We inspired greater generosity and strengthened our community, by growing and refining our Ambassador Network and crafting personalized appeals,

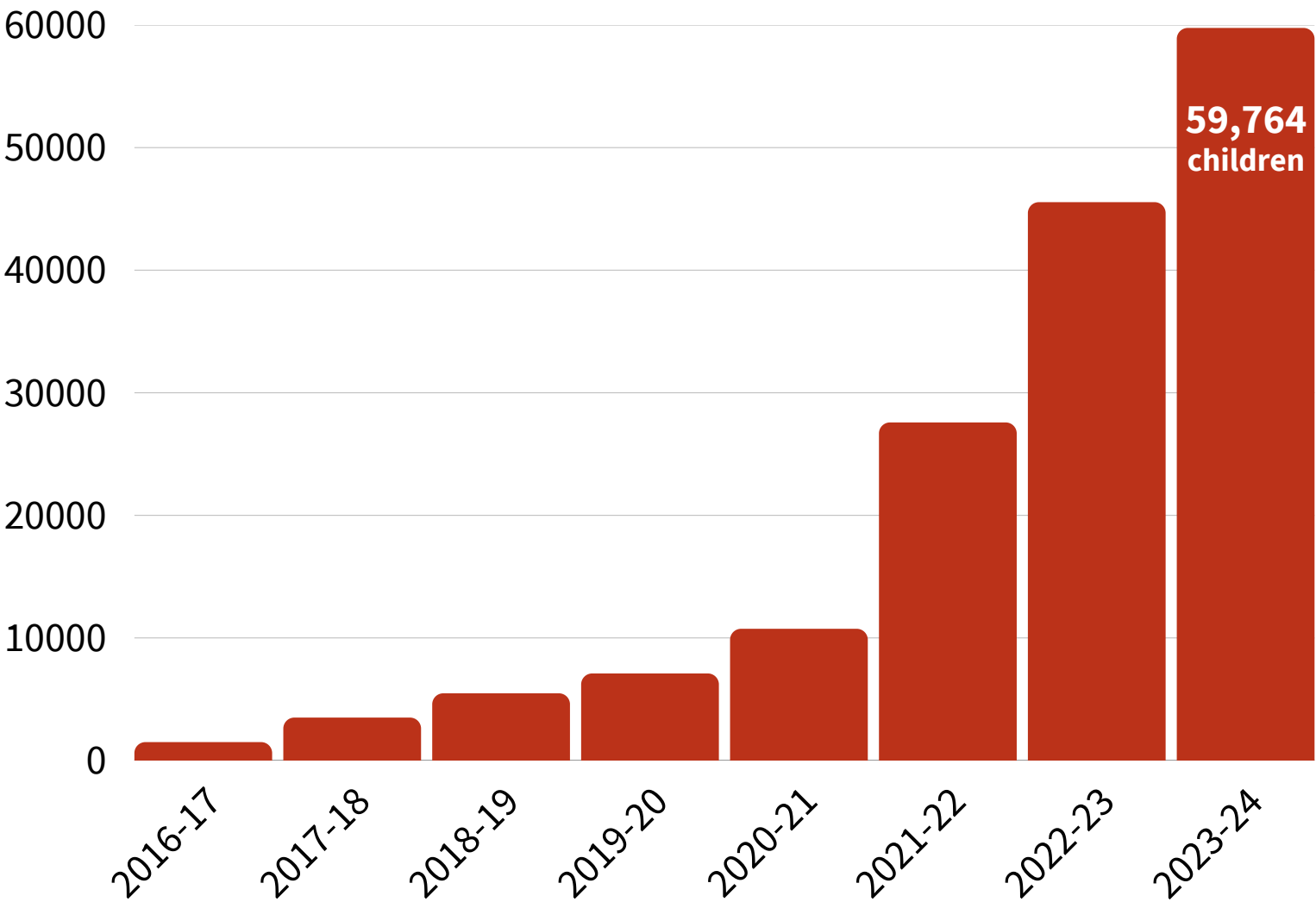
2023-24 by the Numbers

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 more than **160,772 Canadian children** in over **933 schools** across Canada.

160 772 children since 2016



2023-24 by the Numbers (cont.)

Schools and Children Served by Program



After-School Program

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

287 Schools

11,490 Children

[Visit After-School Program →](#)



Resources for PE Teachers

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

309 Schools

43,632 Children

[Visit Resources for PE Teachers →](#)



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.

93 Schools

3,213 Children

[Visit Little Champions Program →](#)



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.

10 Schools

1,428 Children

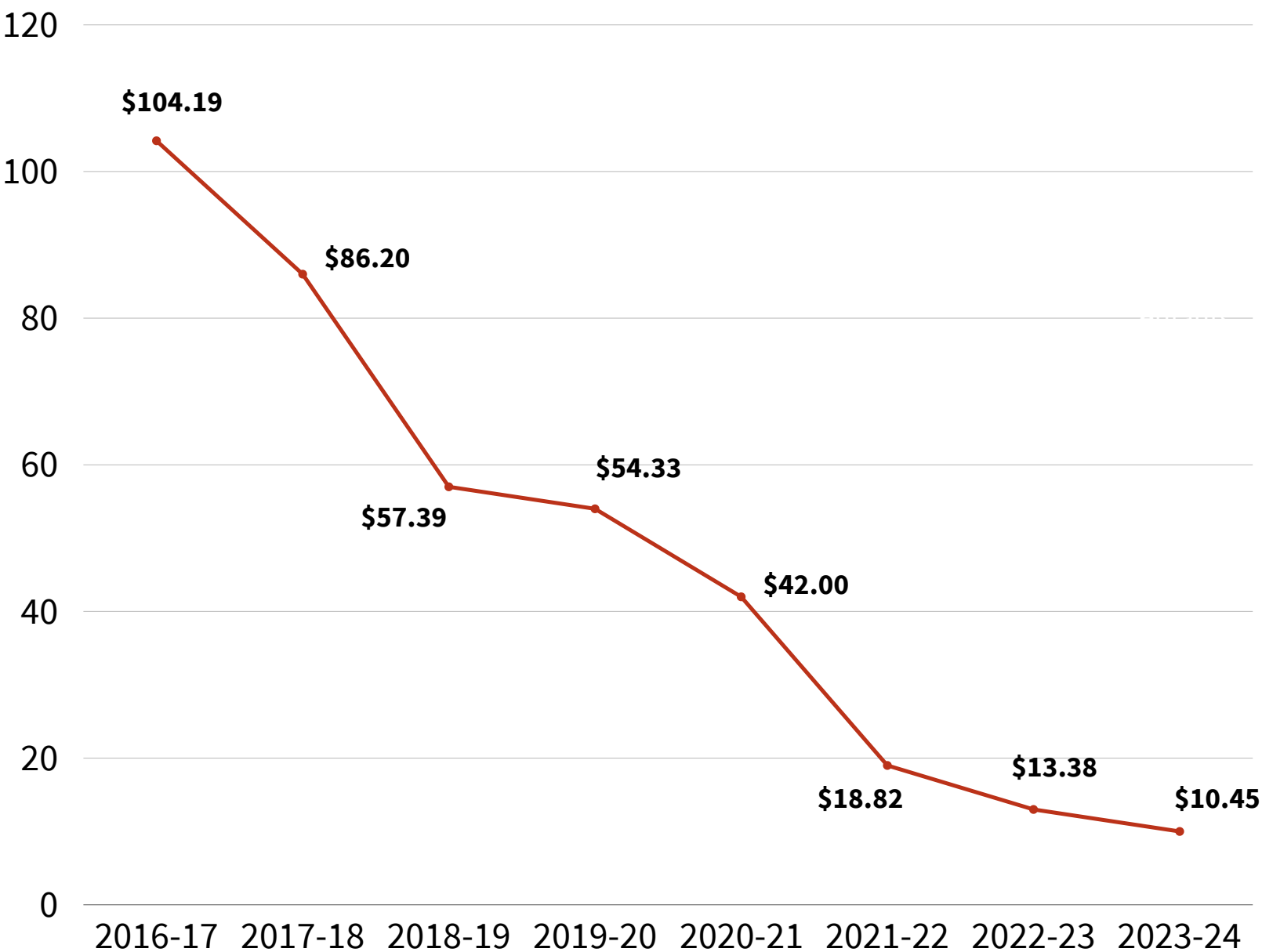
[Visit RECESS Champions Program →](#)

2023-24 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.

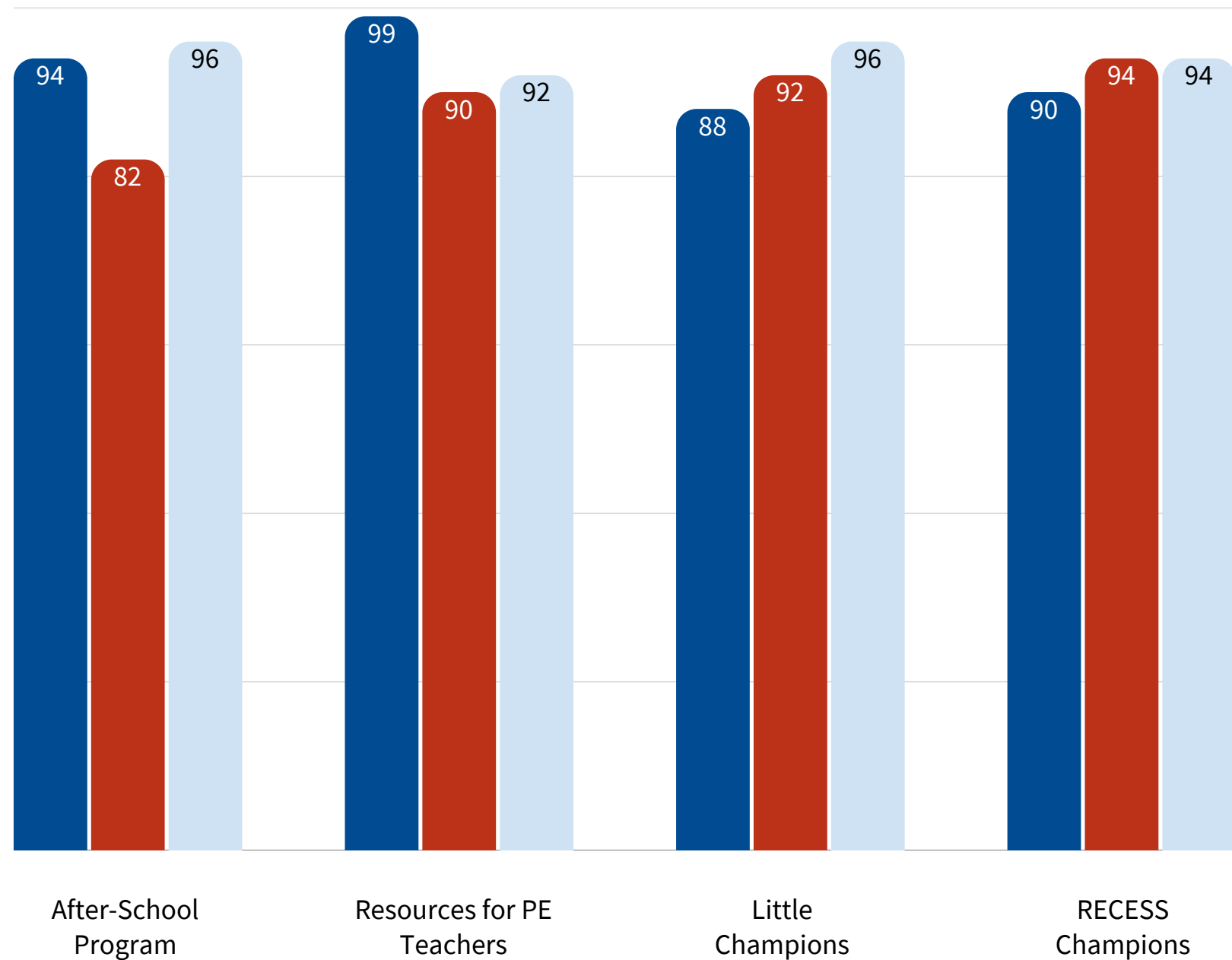


A Measured Impact

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 % of schools that reported our programs had a **positive impact** on children's competence, confidence, and motivation.



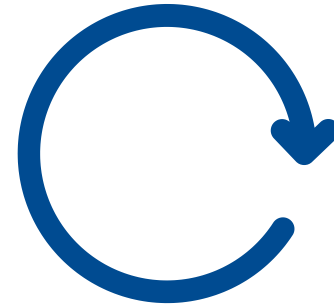
A Measured Impact (cont.)

Results That Matter



96 %

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



88 %

School communities who **renew Champions for Life Programs** year-over-year.

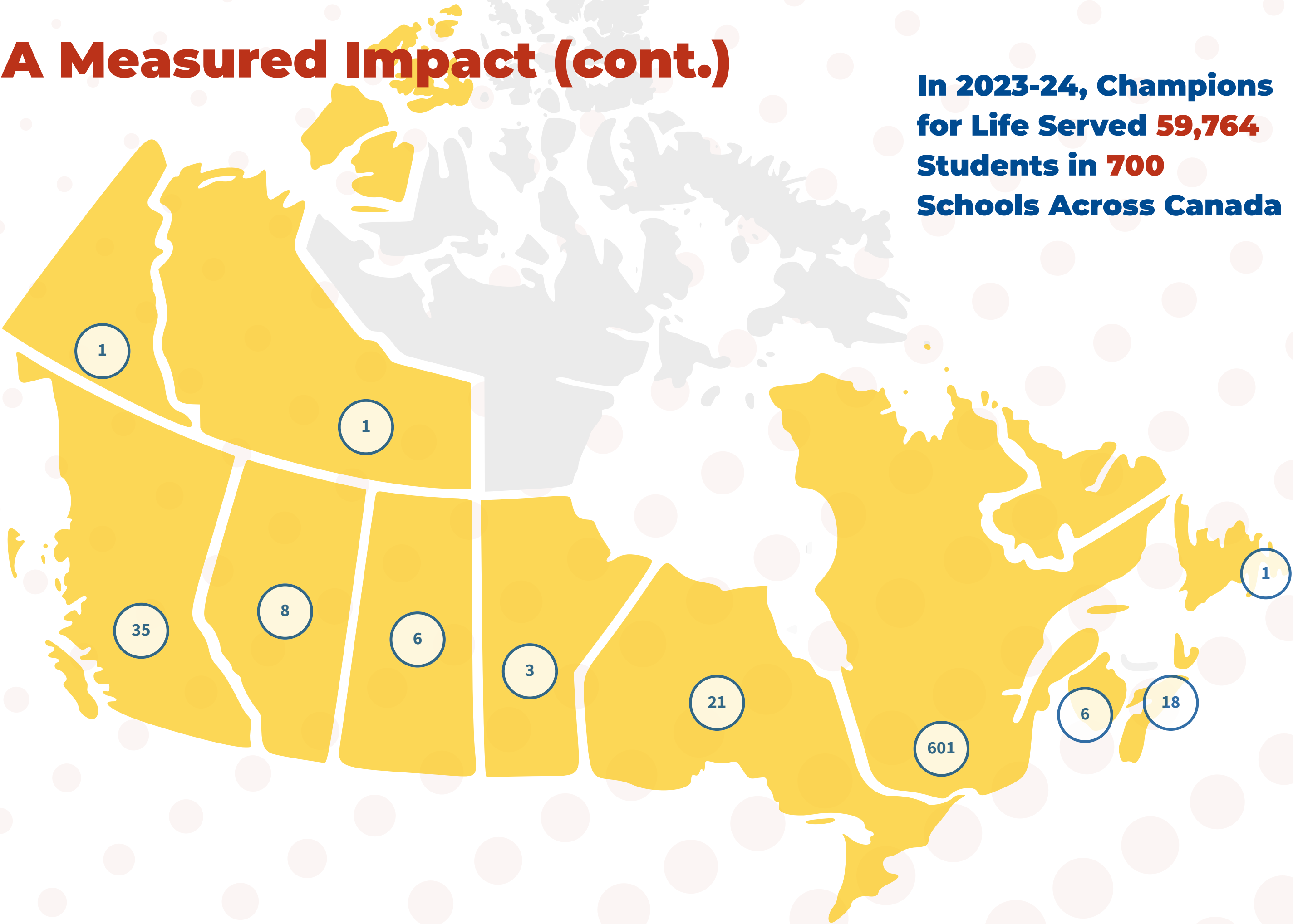


83 %

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

A Measured Impact (cont.)

In 2023-24, Champions
for Life Served **59,764**
Students in **700**
Schools Across Canada



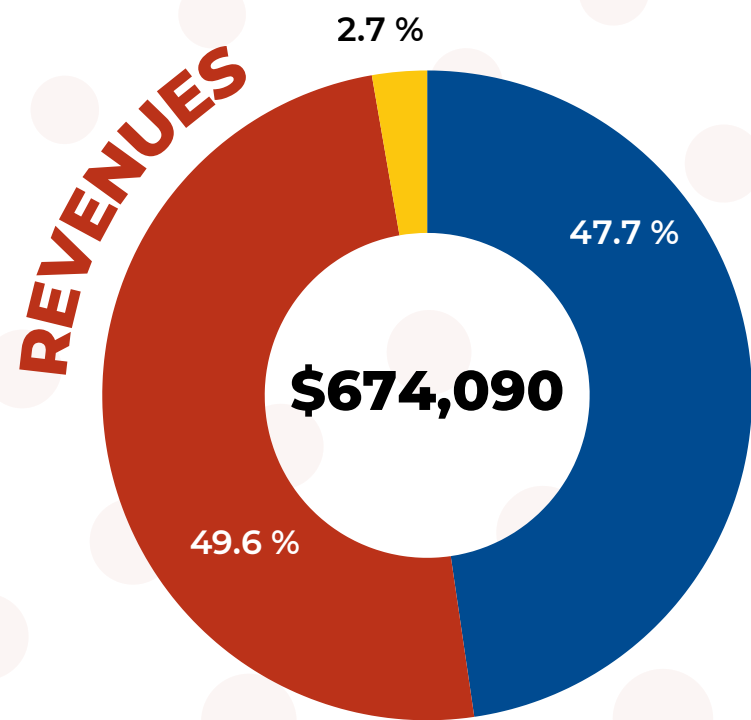
Financial Review

The net gain for the 2023-24 fiscal year was \$49,350, **an increase of +\$18,881** from the previous year. Facing inflation and a rising cost of living, we addressed challenges posed by unanticipated price increases. Strategic measures, including cutting non-pay expenditures, leveraging program sales, and fundraising surpluses, helped maintain financial stability.

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

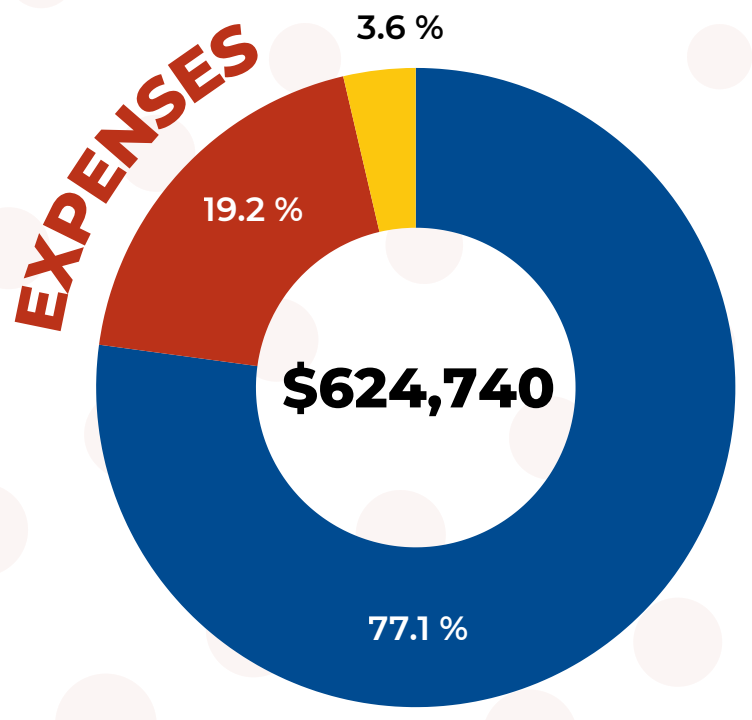


Click here to view our detailed financial statements.



	2023-24	2022-23
Donations	\$321,436	\$527,173
Grants	\$334,271	\$99,504
Sales and Services	\$18,383	\$30,639
Total Revenues	\$674,090	\$657,316

Our activities in 2023-24 helped us achieve a total income of \$674,090, **an increase of \$16,774** from the previous year.



	2023-24	2022-23
Program Delivery	\$481,926	\$493,318
General Administration	\$120,032	\$104,124
Marketing and Fundraising	\$22,782	\$29,405
Total Expenses	\$624,740	\$626,847

Our total expenditures in 2023-24 were \$626,847, **a decrease of \$2,107** from the previous year.



The
VERITAS
Foundation



In June 2024, the Veritas Foundation granted us a 5-star rating, ranking us in Canada's top 10% of all charities.

After careful analysis, Veritas determined that **for every dollar invested in Champions for Life, we deliver a remarkable \$3.43 in value.** This is well above the national average of between \$2.00 and \$2.25, which suggests that your donation is being maximized to create value.

Additionally, Veritas identified **a scale-up potential of 3X over the next five years,** reinforcing our capacity to expand and significantly increasing our impact.

Thank You to Our Generous Partners

Visionary

\$100,000 +



LA FONDATION
DES CANADIENS
POUR L'ENFANCE

Québec 

Champion

\$50,000 +



POWER CORPORATION
OF CANADA



Leader

\$25,000 +



The Molson Foundation
Fondation Molson

Advocate

\$10,000 +

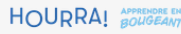


Community

\$1,000 +



Gifts in Kind



Thank You to Our Generous Donors

606

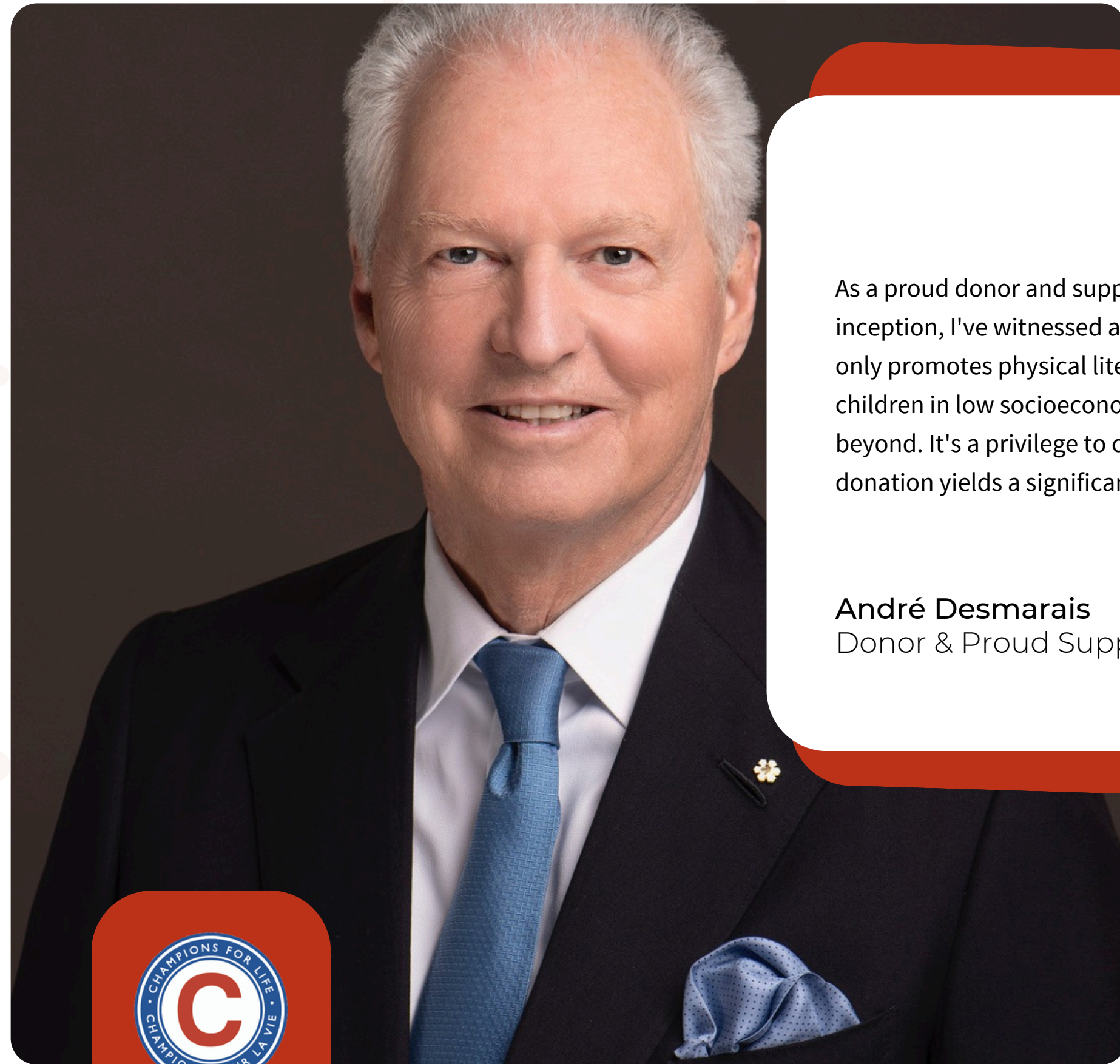
Donors in 2023-24

1,543

donors since 2016

Your support means the world to us!

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



As a 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 literacy but also generates lasting positive changes for children in low 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.

André Desmarais
Donor & Proud Supporter

Our 2023-24 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

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

Nadine Lavallée

Program Coordinator

Jamie-Lynn Galley

Gestionnaire, médias sociaux

Christopher Laurin

Director of Marketing

Sarah Al-Kawas

Manager, eLearning

Gabrielle Legaré-Hamel

Program Coordinator

Monique Jeannin

Bookkeeping & Accounting

Our Volunteers

Éric Arsenault

Juliette Arsenault

Mathieu Arsenault

Laurier Beauregard

David Bédard

Cléo Bertrand

Fox Bouet

Pierre-Etienne Bousquet

Scott Broady

Soleil Ah Brock

Evelyne Brunet

Jean Carriere

Donald Cormier

Richard DeMont

Jenna Downey

André Dubois

Par Jo-Annie Fort

Bobby Filipelli

Megan Gagliardi

Jon Geller

Christina Grace

Marla Gold

Shelby Hacala

Salle Hunter Belle

Shauna Hogan

Shawn Johal

Nathalie Khoury

Nathalie Lafrance

Sam Laff

Jon Landry

Sean Landry

Caroline Laurin

Catherine Laurin

Virginie Lavoie

Kahlyn Lawson

Pierre Lévidis

Scott Livingston

Matthieu Lombardi

Kévin Longpré

Carlos Lopés

Nathalie Mancini

Valérie Marchard

Michael Matheson

Brandon Mathurin

Dickens Mathurin

Sébastien Martinez

Sara Masi

Geneviève Maclean

Peter McCusker

Matthieu McGee

Kathy Mehri

Jessica Mocella

Émilie Nadeau

Évan Nadeau

Franck Nadeau

Néhal Nassif

Narang a demandé

Jenna Paccheco

Marinette Pichon

Véra Réda

Mélissa Sarakinis

Mélanie Scrase

Mike Shetler

Dan Silverman

Alexandre Sorin

Alexandre St-Aubin

Émilie St-Aubin

Nicolas St-Aubin

André St-Pierre

Kim St-Pierre

Jordan Socran

Ron Székely

Sarah Trépanier-Chicoine

Amy Walsh

Sevika Zlobec

What's Ahead in 2024-25?

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 **800 school locations** nationwide with our physical literacy programs next year.



Encouraging Schools to Embrace More Programs

As we look ahead to 2024-25, the Champions for Life Foundation is focused on deepening our engagement with our existing schools nationwide. We'll encourage more schools to deliver **three or more of our transformative programs**, providing students with even more opportunities to develop physical literacy and healthy habits. By expanding our reach and impact, we aim to foster a stronger, more resilient network of educators, students, and communities committed to physical literacy and lifelong movement habits.



Building a Stronger Future With Our "Future Champions" Campaign

In January 2025, we'll be launching our "Future Champions" campaign. This major giving campaign will focus on sustaining the foundation's work for the next three years, ensuring that we can continue to provide innovative, impactful resources for teachers, schools, and students. With the generosity of our donors and partners, we are confident that we will build a solid financial foundation that will allow us to expand our reach, enhance our offerings, and secure a future where physical literacy remains a priority in education.



Delivering RECESS Champions Across 100 Schools

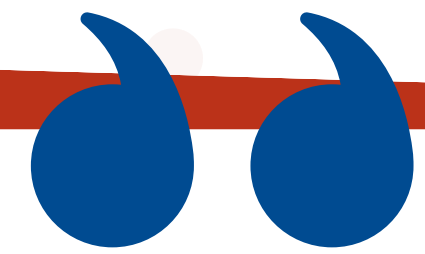
In Fall 2024, we'll launch the nationwide rollout of the RECESS Champions program, bringing our unique approach to physical literacy to 100 schools across the country. This expansion will allow us to engage more children and educators, empowering them to make physical activity an integral part of their daily recess periods. By reaching new school communities with this program, we're paving the way for a healthier, more active future for all students, ensuring that they are not only learning physical skills but also building the confidence and resilience to thrive in life.

Help Us Empower One Million Kids to be More Active!



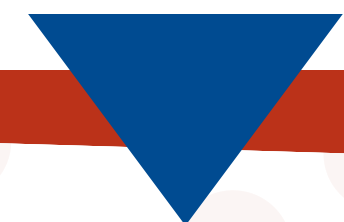
Let's continue to "Champion a Movement for More Meaningful Movement" together by helping more kids be active and thrive! You can support the Champions for Life Foundation when you:

- ✓ **MAKE A DONATION.** Make a financial contribution, either one-time or monthly recurring, on our website.
- ✓ **BECOME A PARTNER.** Join our team of corporate partners to make an impact through opportunities like school and program sponsorships.
- ✓ **VOLUNTEER YOUR TIME.** 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.



Champions for Life is such a great initiative. It's all about getting children 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 affect one or two kids is hugely important.

Mike Matheson
Ambassador





**Please help us reach
one million kids to
be more active!**

championsforlife.ca

