

can DO attitude



GoodLife
KIDS
FOUNDATION®

2013 Annual Report

Let's get kids off the couch

At GoodLife Kids Foundation, our purpose is **for every Canadian kid to have the opportunity to live a fit and healthy good life.** We provide funding to ensure physical activity programs across Canada are reaching kids and getting them off the couch and away from screens.

Recent studies* show that only 7% of Canadian kids aged 5 to 17 get the recommended 60 minutes per day of moderate to vigorous physical activity. Kids spend too much sedentary time and there is less opportunity for unstructured play.

Canadian parents are looking to structured activities and schools to get their kids moving. Unfortunately, there are often barriers between kids and physical activity, including transportation, safety and financial issues.

Currently, there is a movement to consolidate schools in communities across Canada, meaning more students need to access limited gymnasium space. This often means less physical education time for students.

An added challenge is that many children haven't acquired the skills to be comfortable participating in, or haven't yet been exposed to, the wide variety of physical activities available.

That's why GoodLife Kids Foundation raises funds to support national, provincial and local programs that provide sustainable physical activity opportunities for kids, removing some of the barriers or reasons not to participate.

Our grants make it possible to run group activities like after school sports and in-school initiatives to boost activity levels and programs that encourage healthy activities for kids.

GoodLife Kids Foundation funds programs so children and youth in communities across Canada can find the time and the place to just play and be kids.

*Active Healthy Kids Canada 2014 Report Card on the Physical Activity of Children and Youth: Is Canada in the Running?



Message from Keith Trussler

Board President, GoodLife Kids Foundation

I'm delighted to take on the incredible opportunity to be president of GoodLife Kids Foundation's board of directors. Helping kids has always been the focus of my community work. For more than 35 years, I have volunteered with children's organizations locally, regionally and nationally in the hopes of making a better life for children from all walks of life. This new role builds on my commitment to making life better for Canadian children.

As more Canadian kids spend too much of their time sitting in front of screens, I see a real and urgent need to help kids find time and ways to be more active.

During my three years as a board member, I have been privileged to work with a group of leaders who are passionate, committed and inspired to help kids connect with physical activity. In my new role as board president, I look forward to leading this energetic team as we take new steps to support opportunities for Canadian kids to live healthy and active good lives.

GoodLife Kids Foundation would not be where it is today without the exceptional

leadership of Michael Boyce, who is stepping down from the Board after six years as its president and eight years as an active member.

Under Michael's leadership, the board made a number of significant improvements and changes. We introduced Spin4Kids as our national annual fundraising event, with the inspiration and driving force of Dr. Dick Barter in St. John's.

Michael also led efforts to grow the fundraising campaign from \$90,000 in 2008 to an anticipated \$850,000 for 2014. We'll miss Michael on our board, but we're grateful for all his hard work and dedication to improving the lives of children across Canada.

The GoodLife Kids Foundation mandate is clear – to give every Canadian kid the opportunity to live a fit and healthy good life.

Our connection with GoodLife Fitness is a tremendous asset. With a network of more than 310 clubs across Canada and a team of GoodLife Fitness associates and members ready to spread the word, raise funds and connect with their communities, our efforts are gaining traction.

The other part of that equation is GoodLife Fitness' corporate commitment to cover 100% of the administrative and overhead costs to operate the Foundation. That

means more of the funds raised can go toward getting more Canadian kids physically active.

At GoodLife Kids Foundation, we believe kids' play shouldn't be complicated. We think our program delivery can be simplified too. So we're taking steps to develop an appropriate program that can be rolled out nationally to reach kids across Canada. This fills a gap, as we currently don't see a cohesive national program that gets Canadian kids active.

GoodLife Kids Foundation will continue to welcome applications and provide grants to organizations delivering physical activity programs to kids. We plan to expand the focus to better serve the special needs community, which is underserved for programs and services that encourage physical activity.

As president of the board, I look forward to continuing my work with the incredible GoodLife Kids Foundation board members and staff, the GoodLife Fitness team and the organizations that deliver physical activity and healthy living programming to our youngest Canadians. With focus, enthusiasm and hard work, we'll achieve our vision and every Canadian kid will have the opportunity to live a fit and healthy good life.

A handwritten signature in black ink, appearing to read 'Keith Trussler'.





Message from David Patchell-Evans (Patch) Founder & CEO, GoodLife Fitness

Helping every Canadian live a fit and healthy good life is GoodLife's purpose. To achieve that goal, we need to introduce healthy habits at a young age and provide opportunities for movement and activity for our children and youth. We need to raise future generations that understand how important it is to be active and healthy every day.

That's where GoodLife Kids Foundation comes in. Through the Foundation, we've had the opportunity to work with inspiring people and organizations that are committed to changing children's lives. These champions truly understand the value physical activity can have in a child's life and the impact it can make on their future. It is an honour to work hand-in-hand with them to make a difference.

This past year, GoodLife Fitness saw a way to invest in the future of Canadian kids by covering the administrative and overhead costs to operate GoodLife Kids Foundation. This enables the Foundation to provide more of the funds it raises to the organizations that need it most – maximizing the impact of the grants and therefore the supporting programs to reach and motivate more kids.

I'm proud to say GoodLife Fitness associates and members are the most active supporters of GoodLife Kids Foundation through regular volunteer work, participation in the annual Spin4Kids fundraising event, and other fundraising activities. Caring is a key driver of our culture, and this spills over into the support our teams provide to GoodLife Kids Foundation.

Helping kids be more active is a major part of building a healthier, more active Canada. GoodLife Fitness is committed to doing all it can to support the work of GoodLife Kids Foundation to connect Canadian kids with opportunities for physical activity and most importantly to help kids have fun.



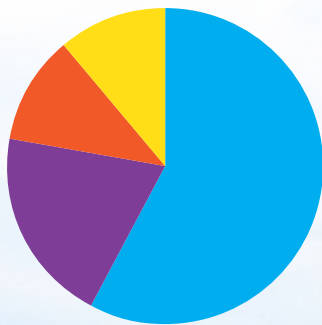
Who do we help?

GoodLife Kids Foundation provides grants to registered charities that deliver programs to enable Canadian kids to bike, skate, climb, run, hit baseballs, shoot baskets, and more.

Nationally, support goes to schools in almost every province and to after-school programs lead by organizations like the Boys and Girls Clubs, Big Brothers, Big Sisters and Special Olympics. We also provide grants to unique regional and local physical activity initiatives for kids such as the Peterborough Green Up Association, NStep Eat Walk Live, and Girls on the Run, to name just a few.

Many of the programs we support are for children who don't have access to physical activity programs. In some cases, kids can't get to programs because it's not safe for them to travel alone. Some children live in rural areas and the nearest program is too far away, or they don't have transportation.

In 2013, over half of GoodLife Kids Foundation grants supported school based programs, enabling us to reach most children through in school or after school programming.



- School based programs
- After school programs
- Recreation programs
- Programs for children with special needs

Let's spread the word. More information is available at www.goodlifekids.com.

Here's how our grants impact Canadian kids.

Trinity Historical Society: Trinity Bight Soccer Club

Trinity, NL

"Currently there are no organized soccer clubs in the Trinity Bight area. The children or youth who desire to join a club have to leave their community and travel 40 minutes to Bonavista or 60 minutes to Clarendville. This results in a great number of children not being able to participate in these soccer programs due to transportation, scheduling and/or financial reasons."

Big Brothers Big Sisters of Toronto: Go Girls and Game On! programs

Toronto, ON

"Go Girls! and Game On! are active in Toronto's priority neighbourhoods and in the city's inner suburbs and peripheries where pockets of poverty are on the rise. Go Girls! and Game On! serve low income groups, first and second generation immigrants, and many youth from single parent families – populations deemed to be at risk of below average rates of physical activity according to current research."

Hugh Cairns V.C. School: Fitness Fun in Physical Education

Saskatoon, SK

"We are a growing school, which has experienced an increase in our student population the past two years and is projecting continued growth the next three to four years as a nearby neighbourhood continues to develop. The increase of students will start to put a greater challenge on finding sufficient time within the gym to provide the required minutes of physical education."

Fit Active Beautiful Foundation: Fab 5K Challenge Program

Hamilton, ON

"We offer our program free of charge to girls between the ages of 11 and 14 (grades 6-8) living in lower income communities. If you live in poverty as a child, you are likely to live in poverty as an adult. Building positive life skills and self-reliance through youth specific programs is an important component to breaking the poverty cycle."



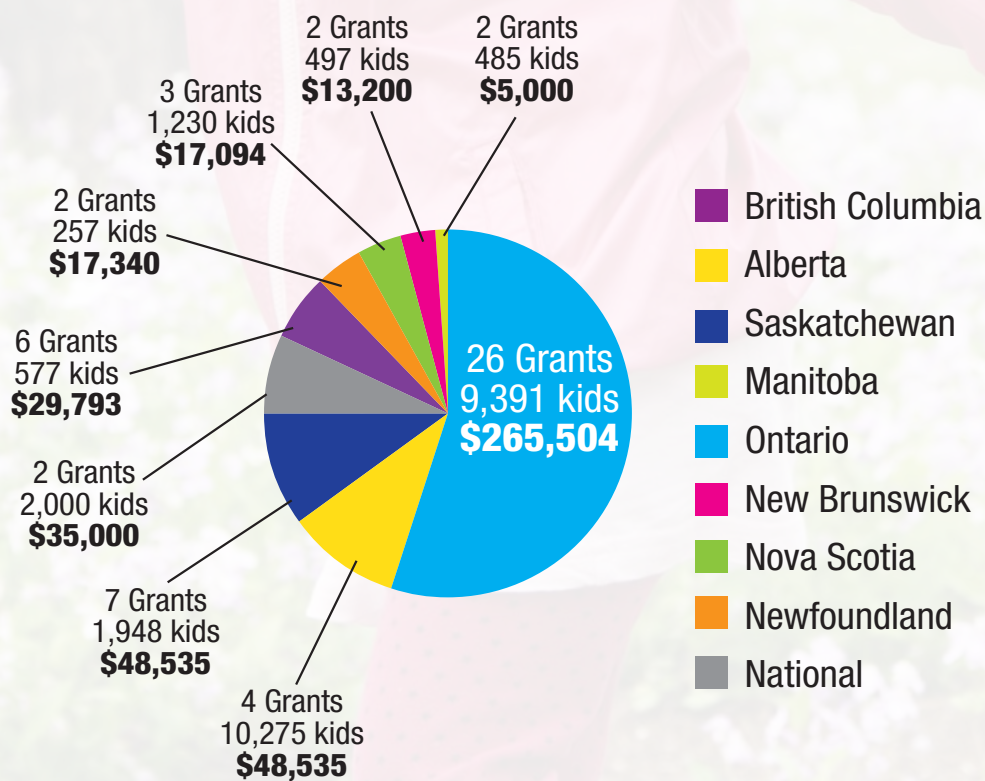
2013 Grant Recipients

This year saw significant improvements in the Foundation's ability to reach Canadian kids with program funding.

In 2013, GoodLife Kids Foundation awarded grants to 54 organizations across Canada. This funding helped 25,685 children access programs to be more physically active. This represents a 75% increase in grant funding, over 2012.

grant requests in 2013 than 2012. However, GoodLife Kids Foundation still faces challenges in getting the word out across all regions of Canada. The Foundation is working to build awareness among more GoodLife Fitness associates and members in all provinces, as well as with community organizations that might be eligible for grants.

The news is spreading. We received more than double the



Sorrento, BC
North & South Shuswap Community Resource Association (NSSCRA)

Summer Swimming Lessons in the Lake

I had two of my children enrolled in swimming sessions offered through the NSSCRA this summer and fall and last summer too. This program is invaluable!! Living in a lakeside community, swimming lessons are a priority in our family and in our neighbourhood. It's critical that our kids have the necessary skills to be safe in and around the water. We want our kids to grow up safely enjoying the sporting/fitness activities the lake offers us.

Parent



Burlington, ON
Reach Out Centre for Kids (ROCK)
Healthy Active Living Project

We have a little girl who is five years old participating in our sport and recreation programs at the Warwick location. She attends our programs on a regular basis and is doing well. However, when her mom first signed her up, she didn't want anything to do with it! She was so afraid of being away from her mom that she would develop panic attacks. She was afraid she wouldn't fit in and would not be able to do all the activities like the other children. Her mom worked closely with us to ensure her daughter succeeded. At the first session this girl wouldn't even go near the other children and certainly wouldn't participate in the activities; then she progressed to talking to the staff and other kids; and now she runs right into our centre all by herself. Her confidence level has grown tremendously and her panic attacks have stopped. Without support from GoodLife Kids Foundation we wouldn't have been able to support this child and help her conquer her fears.

Program organizer



Here's
 what grant
 program
 participants
 are saying...



Mississauga, ON
ErinoakKids Centre for Treatment & Development
iCanBike Program

Thank you very much for providing us with such an opportunity to learn biking. Onur has been doing great. He picked up things well during the sessions and with a little practice learned something that will be with him for the rest of his life. Onur enjoyed the camp and riding. He is very proud of himself and his confidence level is quite high nowadays.

Parent

London, ON
Boys & Girls Club of London
Five Star Sports League Program

Overall, the program was a success as 30 percent of the children and youth increased their physical activity, 50 percent of participants built new friendships and 50 percent developed new social skills, built their confidence and in improved sport-specific skills. Seventy percent of the children and youth surveyed at the end of the program reported they feel more active now after being part of the league program.

Program organizer

Saskatoon, SK
River Heights School

Engaging Students in Active Living Program

These activities are fabulous in terms of exposing the kids to activities they may not otherwise try. The diverse choice of activities helps build the kids' confidence, as they are often hesitant to try something new.

Parent



Fundraising

Fundraising at GoodLife Fitness Clubs

GoodLife Fitness associates and members play a significant role in fundraising efforts. Annually, GoodLife Kids Foundation recognizes clubs we consider top fundraisers by giving a grant to a suitable program in their community. In 2013, our top fundraiser clubs were:

Ajax Harwood Plaza	Mississauga Meadowvale
Burlington Mall	North York Willowdale
Edmonton South Park	Saskatoon Circle & 8th
Etobicoke King's Mill	St. John's Atlantic Place
GoodLife Club Services	St. John's Torbay Road
GoodLife Home Office	Toronto 137 Yonge Street
Grimsby Industrial Drive	Winnipeg Kenaston
Guelph Pergola Commons	Woodstock Quality Inn



Launch of Spin4Kids

Spin4Kids is a direct result of the energy and vision of St. John's emergency room physician, local business owner and GoodLife Fitness Group Cycling instructor, Dr. Richard (Dick) Barter. Dr. Barter recognized something proactive had to be done to address inactivity and poor health habits of today's children.

In 2011, Dr. Barter worked with GoodLife Fitness associates and members, and other community supporters to organize a local group cycling event that raised more than \$23,000 for GoodLife Kids Foundation.

After this success, Dr. Barter challenged GoodLife Fitness clubs across Canada to a one-day spin-a-thon fundraiser to support GoodLife Kids Foundation and encourage more kids to get active. This launched the first national Spin4Kids event.

Funds raised in GoodLife Fitness Clubs in 2013



Spin4Kids

Spin4Kids has been our signature fundraising event since 2012. What started as a small event organized by a St. John's emergency room physician with a passion for Group Cycling, has grown into Canada's largest one-day spin-a-thon.

Spin4Kids events happen across Canada each year on the first Saturday in March. Spin4Kids features thousands of riders pedaling in GoodLife Fitness Clubs, local malls, community centres, and hotel conference rooms across Canada – from St. John's to Victoria.



WIN 4 KIDS



Introduction of Win 4 Kids

In December 2013, GoodLife Kids Foundation amped up social media promotion and boosted awareness of Spin4Kids by introducing Win 4 Kids. This online contest gave Canadians an opportunity to nominate and support an organization or program in their community they believe deserves funding for giving kids a chance to be more active.

Based on nominations, GoodLife Kids Foundation selected 9 finalists from across Canada to share a total of \$100,000. All finalists were entered into the national Win 4 Kids voting contest in February 2014 and learned how much they won at Spin4Kids on March 1, 2014. Win 4 Kids finalists included:

Girls On The Run
NStep Eat Walk Live
Hugh Cairns V. C. School
Victor Lauriston School
Kennedy House Youth Services
ErionoakKids Centre for
Treatment & Development

Antigonish Baseball Association
& Town of Antigonish
Forest Glen School
Big Brothers Big Sisters of
Saint John

Silken Laumann: Dedicated GoodLife Kids Foundation Ambassador

Olympic champion, child health advocate, motivational speaker, author and mom, Silken Laumann is a role model and inspiration for many. She has been an exceptional ambassador for GoodLife Kids Foundation with key media outlets and at a number of speaking engagements across the country. Silken's involvement with the Foundation began as the GoodLife Kids Champion in 2009 and has continued as a dedicated Board member since 2011. She is an excellent source of knowledge and motivation for many Canadians who share her commitment to transforming the lives of children and youth through activity and movement.



IMPACT Award

IMPACT stands for Inspire and Mentor Physical Activity for Children Together. GoodLife Kids Foundation introduced the IMPACT Award to recognize a grant recipient for excellence in improving physical activity behaviour in Canadian kids through innovation, creativity and sustainability.

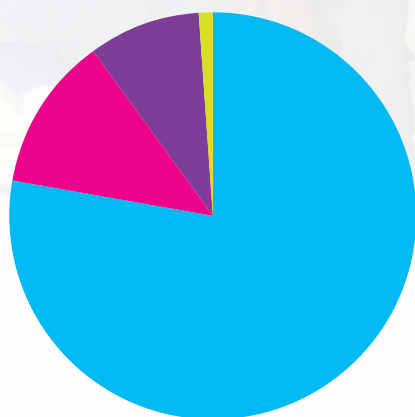
The IMPACT Award winner for 2013 was Special Olympics Ontario for its Physical Activity, Healthy Living (PAHL) Step into Action program.

Special Olympics Ontario is committed to engaging individuals with an intellectual disability through all stages of their active lifestyle. The organization developed the PAHL Step Into Action program to promote healthy active living to school-aged children and Special Olympics athletes across Ontario.

Financial Summary 2013

DONATIONS

GoodLife Kids Foundation raises the majority of its donations through individuals who participate in our national Spin4Kids event held in March in GoodLife Fitness locations across Canada.

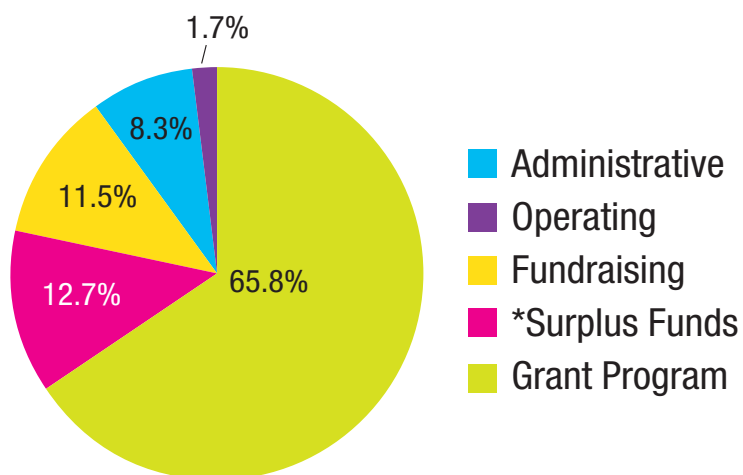


Spin4Kids Fundraiser	\$559,851
Other Fundraisers	\$65,267
General Donations	\$85,356
Other Income	\$4,871

EXPENSES

The chart below shows expenses as a percentage of donations raised. Most funds were used for the GoodLife Kids Foundation grant program, including *surplus funds which are earmarked for the grant program but had not yet been distributed by the end of the fiscal year.

As of July 2013, GoodLife Fitness covers 100% of administrative and operating expenses for GoodLife Kids Foundation. This means every dollar raised will make the biggest impact on the lives of Canadian kids.



Administrative
Operating
Fundraising
*Surplus Funds
Grant Program

The two pie charts above provide a breakdown of how funds are received and allocated. Annual audits are conducted by MacNeill Edmundson.

BOARD OF DIRECTORS

As of May 26, 2014

Keith Trussler *(President)*

Lawyer

McKenzie Lake Lawyers LLP

John Muszak *(Vice President)*

Vice President of Marketing & Public Relations

GoodLife Fitness

Elizabeth Traynor *(Secretary)*

Lawyer

Siskinds LLP

Zena Nurse *(Treasurer)*

Manager, General Accounting

GoodLife Fitness

David Patchell-Evans *(Founder & Chairman)*

Founder & CEO

GoodLife Fitness

Julie Pontes

Senior Divisional Manager

GoodLife Fitness

Silken Laumann

Olympian, inspirational speaker and author

Silken & Co. Productions

Michael Boyce *(Past President)*

Vice President, Business Development

GoodLife Fitness

Lisa Burrows

Executive Director

GoodLife Kids Foundation

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2013 GoodLife Kids Foundation Grant Recipients

National

NStep Eat Walk Live
Special Olympics Canada

British Columbia

Boys & Girls Club of South Coast
BC- Burnaby
Cerebral Palsy Association of British
Columbia - Vancouver
North & South Shuswap Community
Resources Association - North &
South Shuswap
North Canoe
Elementary - Canoe
Recreation Oak Bay - Victoria
School District No. 22 - Vernon

Alberta

Calgary Quest School - Calgary
Kate Chegwin Jr. High
School - Edmonton
Parkland School Division
- Stony Plain

Saskatchewan

Brownell School - Saskatoon
Confederation Park Community
School - Saskatoon
Henry Kelsey School - Saskatoon
Hugh Cairns V.C.
School - Saskatoon
River Heights School - Saskatoon
Silverwood Heights Elementary
School - Saskatoon
St. Josaphat Elementary
School - Regina

Manitoba

Neil Campbell
School - Winnipeg
Status 4 Inc. - Winnipeg

Ontario

Big Brothers Big Sisters of
Ajax - Pickering
Big Brothers Big Sisters of
Kingston, Frontenac, Lennox
& Addington
Big Brothers Big Sisters
of Toronto
Big Brothers Big Sisters of
Woodstock District
Boys & Girls Club of London
Boys & Girls Club of Ottawa
Children's Health
Foundation - London
Christie Refugee Welcome
Centre - Toronto
Community Care of Kawartha
Lakes - Lindsay
Eastdale Public School - Woodstock
Fit Active Beautiful - Hamilton
Girls On The Run Ontario
KidsAbility Centre for Child
Development Centre- Kitchener/
Waterloo/Guelph/Cambridge
Murray Centennial Public
School - Trenton
Northern Frontenac Community
Services Corp - Frontenac County
Northern Heights Public School -
Sault Ste. Marie
Lawrence Heights Middle
School - Toronto
Our Lady of Guadalupe Catholic
School - Toronto
Our Lady of Lourdes Catholic
Elementary School - Windsor
Peterborough Green-Up
Association - Peterborough
Rockwood Centennial Public
School - Rockwood

Southfields Village Public
School - Caledon
Special Olympics Ontario
St. Brigid Catholic
School - Georgetown
St. Jean de Brebeuf Secondary
School - Hamilton
St. John Vianney Catholic
School - Etobicoke
St. Vincent de Paul
School - Strathroy

New Brunswick

Forest Glen Elementary
School - Moncton
Salem Elementary
School - Sackville

Nova Scotia

Maritime Heart Center - Halifax
Smokey Drive Elementary
School - Lower Sackville
Tatamagouche Elementary
School - Tatamagouche

Newfoundland and Labrador

St. Joseph's Elementary
School - Harbour Breton
Trinity Historical Society - Trinity

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