

2014 ANNUAL REPORT

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GoodLife
KIDS
FOUNDATION®

GoodLife Kids Foundation At A Glance

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- Canadian guidelines recommend 60 minutes of moderate to vigorous activity daily for Canadian children. (Canadian Society for Exercise Physiology)
- Canadian children and youth are sedentary for an average of 8.6 hours per day, or 62 percent of their waking hours. (Canadian Health Measure Survey, 2007-2009).
- Only 9% of 5-17 year olds get 60 minutes of moderate to vigorous physical activity daily. (ParticipACTION Report Card on Physical Activity for Children and Youth).

GoodLife Kids Foundation is working to change this reality. Our vision is for every Canadian kid to have the opportunity to live a fit and healthy good life.

GoodLife Kids Foundation raises funds to support programs across Canada that provide sustainable physical activity opportunities for kids. Annually more than 30,000 volunteers, event participants and donors help GoodLife Kids Foundation remove barriers that cause kids to be physically inactive – barriers such as lack of skill, low self-esteem, no transportation, and tight finances.

Each year, GoodLife Kids Foundation extends its reach. In 2014, we issued 55 grants that reached more than 16,000 kids across Canada. Most of these grants went to school-based programs and programs for kids with special needs.

As of the end of 2014, the Foundation has given \$1.6 million to more than 200 organizations, helping 221,000 Canadian children live more active, healthier and happier lives.





Message from Keith Trussler

Board President, GoodLife Kids Foundation

2014 was a year of growth for GoodLife Kids Foundation – both in terms of fundraising, and in refining our purpose as an organization.

Through Spin4Kids, we raised an additional \$300,000 over the previous year. There were more Spin4Kids events across the country and more participants than ever before. With the proceeds, GoodLife Kids Foundation was able to provide 55 grants worth more than \$400,000 to organizations across Canada to fund programs that encourage kids to be more active.

We have reached 221,000 kids over the years through the GoodLife Kids Foundation Grant Program but we realized our current approach could be stronger and make an even bigger impact in the lives of Canadian kids.

GoodLife Kids Foundation created a task group to assess our current Grant Program and look for ways to improve its focus and impact. We wanted to reach children in a strategic way that would create a sustainable culture of physical activity and healthy habits, and we wanted to encourage other corporate supporters to join the efforts.

Children with special needs are not well enough served when it comes to physical activity programs. Adapted equipment can be expensive, and program staff needs special training to do their jobs properly. As a direct result, many programs cannot continue because they cost too much to upgrade and expand.

When it comes to kids and families dealing with special needs, exercise and healthy habits can take second place when faced with the requirements of day-to-day living. We recognize this as a huge opportunity for the GoodLife Kids Foundation Grant Program.

We want to eliminate barriers so it's possible for children who need adapted physical activities to participate just like other kids in their community. GoodLife Kids Foundation will pursue this mandate through our Grant Program starting in 2015.

As we reviewed the Grant Program, we noticed that approximately half of GoodLife Kids Foundation funding already goes to school-based programs, indicating demand for additional resources to supplement physical activity in Canadian schools.

GoodLife Kids Foundation saw an opportunity to pull together a network of fitness professionals who are passionate about working with teachers to bring fitness to schools.

We brought in a child physical activity expert to develop the GoodLife4Kids School Program, giving kids a chance to take part in fitness of all kinds in a non-competitive environment.

As part of the program, GoodLife4Kids coaches and physical education teachers will work together to facilitate opportunities for kids to learn the basics of yoga, dance and fitness skills.

GoodLife Kids Foundation will introduce the pilot program at a selection of schools in 2015.

As GoodLife Kids Foundation continues to pursue these exciting new initiatives, we are grateful for the significant support we receive from GoodLife Fitness, which has committed to cover 100 per cent of administrative and operating costs of the Foundation. This means, every dollar raised will make the biggest impact on the lives of Canadian kids.

Through the tireless efforts and enthusiasm of GoodLife Associates and Members, we continue to exceed our fundraising goals and improve our Spin4Kids events each year. Thanks to all those who help make it possible for every Canadian kid to live a fit and healthy good life.

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



Overview of 2014 Grant Recipients

In 2014, GoodLife Kids Foundation awarded grants to 55 organizations that deliver national, provincial and local programs. This funding helped 16,524 children take part in programs to boost their physical activity. Nearly 70 per cent of grants went to school based programs or programs for children with special needs. Of the programs for kids with special needs, 29 per cent took place in a school setting.

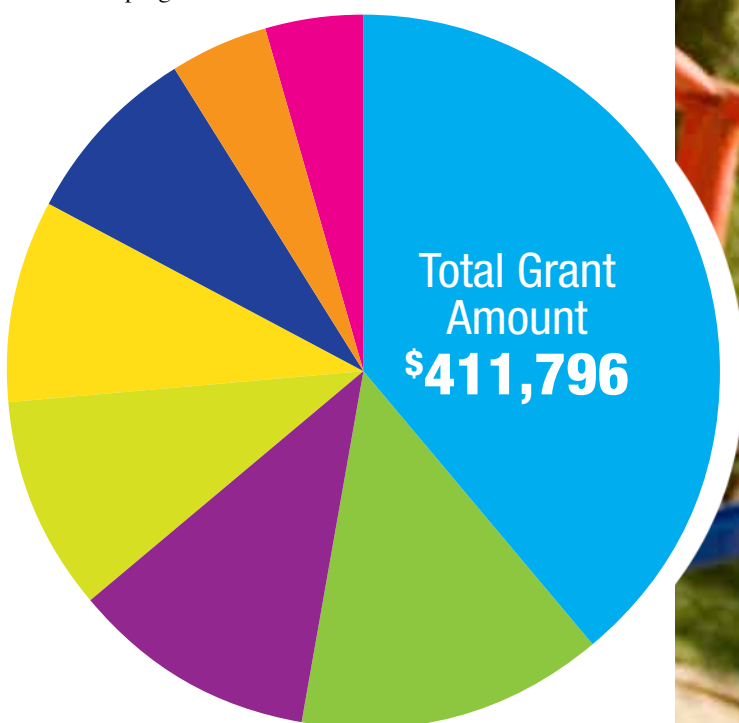
Types of grants issued in 2014

School programs: 20

Programs for children with special needs: 18

After school programs: 8

Recreation programs: 9



- National
- British Columbia
- Alberta
- Saskatchewan
- Ontario
- New Brunswick
- Nova Scotia
- Newfoundland and Labrador





Our Grants Impact Canadian Kids

Grandparent of participant

Kids Zone – Community Living Port Colborne - Wainfleet

A lot of kids have similar disabilities to my granddaughter so she feels accepted and belongs. The leaders are experienced, very kind, caring and compassionate. My granddaughter's self-esteem has sky rocketed and she's better behaved. She comes home happy and hurries to tell me of her activities. She sure is a more joyful kid.

Parent of participant

iCan Bike – ErinoakKids Centre for Treatment and Development

Now, just a week and a half after finishing the iCan Bike program, my child has gone from training wheels to two wheels, from parking lots to sidewalks. He asks to ride his bike every day, because he wants to. He is developing strength in his muscles, improving his balance, lessening his anxiety while increasing his confidence and taking on new freedom and independence that he never had before.

Student, Holy Child Catholic Elementary School

My name is Jojo and I am a grade 5 student with autism. Due to your generous donations I have been able to enjoy bowling with my ME (Multiple Exceptional) class and I have had many strikes. Every week I enjoy swimming class with 12 other friends at the pool and I learned how to swim the front stroke and dive.

Parent of participant

Free2BMe – The Steadward Centre, University of Alberta

Our kids have really developed their gross motor skills to be able to participate in school and community programs. Their social skills have really improved in terms of eye contact, communication with leaders and peers.



Spin4Kids

On Saturday, March 1, 2014, thousands of Canadians gathered at GoodLife Fitness clubs, local malls, and hotel conference rooms from coast to coast to pedal as part of Spin4Kids. Spin4Kids is the flagship fundraising event for GoodLife Kids Foundation, and it raises the money that fuels the grant program and any new programming offered by GoodLife Kids Foundation.

GoodLife Members and Associates from 200 Clubs participated at 70 Spin4Kids events this year making it our most successful to date. Spin4Kids raised more than \$900,000 nationally.

Here are the highlights:

- 60 percent fundraising increase over 2013 event
- More than 50 people pedaled for the full eight-hours
- 27 events each raised more than \$10,000, 12 raised more than \$20,000
- St. John's Atlantic Place raised the most of any single Club - \$94,643



"The money that you helped raise is going to affect the way thousands of children live their lives. You've helped us start to turn the corner toward a healthier and fitter country. Be proud of the difference you are making through Spin4Kids!"

Dick Barter

– National Chair, Spin4Kids 2014



WIN 4 KIDS

GoodLife Kids Foundation developed Win 4 Kids with the idea that Canadians should have a chance to support the organizations in their communities that are doing great work to help kids be more active. Win 4 Kids is a social media contest that gives community members an opportunity to vote for the organization or program they believe should receive funding.

As part of the contest, GoodLife Kids Foundation gives \$100,000 in grants to programs across Canada that are helping kids have a healthier future. Most of the grant funds are generated through fundraising efforts by GoodLife Fitness staff, members, partners, friends and family at Spin4Kids events.

After a national submission process, GoodLife Kids Foundation selected nine finalists from the across Canada. At the 2014 Spin4Kids event, each of the finalists received a grant, with the amount based on the number of votes they receive from supporters. Voting in the first year of the contest was impressive, with more than 3,000 Canadians showing support for their favourite organizations.

And the 2014 winner is....



The Antigonish Baseball Association & Town of Antigonish received the most votes and won a \$37,000 grant for its Challenger Baseball program

Challenger Baseball provides an opportunity for children with cognitive and/or physical special needs to be able to participate in baseball at a level structured to their abilities. The program allows children to develop physical and social skills, build self-esteem and make new friends.

Each participant is paired up with an able bodied buddy. These buddies assist players and help create a safe environment. Buddies help with catching, throwing, batting and getting around the bases.

With the help from the grant money the program has been thriving and growing.

“We are extremely pleased with the growth the program has been able to make,” said Randy Crouse, president of the Antigonish Baseball Association. “Last year we had 18 kids total and 16 are expected to return this year with the addition of four newcomers.”

The funds from GoodLife Kids Foundation have been used to purchase uniforms, pay field fees and purchase specialized adaptive bases.

“For those who’ve never played an organized sport before, receiving a medal or a uniform is a big deal,” said Crouse. “It really makes the kids feel like they are part of a team and it means a lot to them.” The plan is for the grant to last for up to 10 years, providing many more seasons of baseball fun to come.





The GoodLife Kids Foundation IMPACT Award recognizes organizations for their excellence in impacting physical activity behaviour in Canadian kids through innovation, creativity and sustainability.

The GoodLife Kids Foundation IMPACT Award consists of additional \$5,000 grants issued to each of the winning recipients. These grants are allocated to the initiative already supported by GoodLife Kids Foundation, with the intention of providing additional sustainability for the winning programs.



2014 IMPACT Award winners are:

KidsAbility Centre for Child Development – SkateABLE™ (Waterloo, ON)

Children with special needs have a difficult time learning recreation skills such as skating, due to challenges such as balance and coordination, motor impairments and lack of specialized equipment. SkateABLE™ offers skating instruction either individually or to small groups based on the participant's needs and skills.

Children learning to skate in this program have access to specialized skating aids and adapted skates, as well as a chance to build their skills through participation on special hockey teams and in skating outings.

St. Jean de Brebeuf Secondary School – Functional Fitness (Hamilton, ON)

The Functional Fitness program allows grade 9 students to become physically fit and physically literate by targeting five fundamental movements (squatting, lunging, pushing, pulling and carrying). Students develop the necessary functional strength to lead healthy lives, whether they chose to participate in recreation sport or simply lead active lives.

Students are introduced to a non-traditional, fun, inclusive, low-organizational sport called Kin Ball. This engages students of all physical abilities, encouraging cooperation and teamwork while promoting physical literacy and fitness.

North & South Shuswap Community Resource Association -Summer Swimming Lessons in the Lake (North and South Shuswap, BC)

Summer Swimming Lessons in the Lake was developed to help rural children living near lakes build adequate swimming skills and confidence in the water.

Once participants have built their swimming skills and confidence, they are more likely to visit the lakes with their families for recreational purposes – creating healthier habits for residents of this region.

Swimming lessons are facilitated by qualified Red Cross Water Safety Instructors and are offered to 150 participants ages 3 to 14 over an eight-week period.

Lisa Himmelman President/Founder, SkateABLE™

When we heard we were receiving the GoodLife IMPACT Award, we didn't truly understand the significance this kind of grant could have for our organization. Thanks to the additional funding, SkateABLE™ was able to seek out and work with Ontario-based manufacturers and industrial sewers to produce adaptive ice walkers and good quality harnesses for kids to use on the ice. Having access to local suppliers saves the SkateABLE™ organization money, makes the program more sustainable and supports this amazing opportunity for disabled children.

Financial Summary 2014

DONATIONS

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

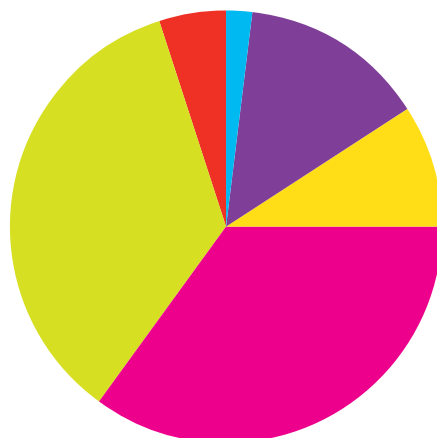


Spin4Kids Fundraiser	\$901,736
Other Fundraisers	\$11,825
General Donations	\$69,170
Other Income	\$9,443

EXPENSES

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

GoodLife Fitness covers 100 percent 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
*Funds to be Distributed
Grant Program
GoodLifeKids School Program



Thank you

GoodLife Kids Foundation would like to thank the Management, Associates and Members of GoodLife Fitness for their generous and steadfast support during the year. Whether it's through financial contributions, participating on the Foundation Board, fundraising for a local Spin4Kids event, or connecting with kids, the dedication from GoodLife and its people makes everything we do possible.

More than 3,000 GoodLife Associates volunteered for GoodLife Kids Foundation in some capacity during 2014. It's this kind of commitment that enables us to support programs across Canada to help more Canadian children lead healthier, happier lives.

As GoodLife Kids Foundation adjusts its focus for the Grant Program to support the special needs community, and work to reach kids through the GoodLife4Kids School Program, we look forward to GoodLife's continued support. Working together, we can continue to deliver physical activity and healthy living programming to children coast-to-coast.

BOARD OF DIRECTORS

As of May 26, 2015

Keith Trussler

(Board President)

McKenzie Lake Lawyers LLP

David Patchell-Evans

(Board Founder & Chairman)

Founder & CEO

GoodLife Fitness

John Muszak

(Board Vice President)

Vice President of Marketing & Public Relations

GoodLife Fitness

Zena Nurse

(Board Treasurer)

Manager, General Accounting

GoodLife Fitness

Julie Pontes

Senior Divisional Manager

GoodLife Fitness

Silken Laumann

Silken & Co. Productions

Eric Slota

Vice President Operations

GoodLife Fitness

Lisa Burrows

Executive Director

GoodLife Kids Foundation

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2014 Grant Recipients

National

NSTEP Eat Walk Live
Girls On The Run

British Columbia

Alexander Elementary School - Abbotsford
Big Brothers Big Sisters of Victoria Capital Region - Victoria
Cerebral Palsy Association of BC - Vancouver
École Shoreline Community Middle School - Victoria
North & South Shuswap Community Resource Association - Sorrento
School District No. 36 - Surrey
The Corporation of the City of Oak Bay
(Recreation Oak Bay) - Victoria

Alberta

Calgary Cerebral Palsy Association - Calgary
Cerebral Palsy Association of Alberta - Calgary
The Steadward Centre, University of Alberta - Edmonton
University Of Calgary, Faculty of Kinesiology - Calgary

Saskatchewan

City of Melfort - Melfort
École Alvin Buckwold School - Saskatoon
École Valois - Prince Albert
Hugh Cairns V.C. School - Saskatoon
Saskatoon Public School Division - Saskatoon

Ontario

Big Brothers Big Sisters of Guelph - Guelph
Bloorview School Authority - Toronto
Christie Refugee Welcome Centre - Toronto
Community Living Port Colborne - Wainfleet - Port Colborne
Eastdale Public School - Woodstock
ErinoakKids Centre for Treatment and Development - Mississauga
Foundation Resources for Teens - Grimsby
Glen Cairn Community Resource Centre - London
Hamilton Wentworth District School Board Foundation - Hamilton
Holland Bloorview Kids Rehabilitation Hospital Foundation - Toronto
Holy Child Catholic Elementary School - Toronto
Kennedy House Youth Services - Scarborough
KidsAbility Centre for Child Development Foundation - Waterloo
Moeen Centre Canada - Scarborough
St. Charles Garnier Catholic School - North York
St. Jean de Brebeuf Secondary School - Hamilton
Sunrise Therapeutic Riding & Learning Centre - Puslinch
The 519 Church Street Community Centre - Toronto
Transfiguration of Our Lord Catholic School - Toronto
Victor Lauriston School - Chatham
Youth Assisting Youth - North York

New Brunswick

Big Brothers Big Sisters of Saint John - Saint John
Forest Glen School - Moncton
The Boys and Girls Club of Dieppe - Dieppe

Nova Scotia

Antigonish Baseball Association & Town of Antigonish - Antigonish
Special Olympics Nova Scotia - Halifax
St. Andrew's Consolidated & Antigonish Education
Centre - Antigonish

Newfoundland and Labrador

Big Brothers Big Sisters of Eastern Newfoundland - St. John's
Boys and Girls Club of St. John's - St. John's





Let's help get Canadian kids moving

Learn more about the GoodLife Kids Foundation Grant Program and the new GoodLife4Kids School Program: goodlifekids.com



Join the conversation on getting Canadian kids active:



facebook.com/goodlifekids



[@goodlifekids](https://twitter.com/goodlifekids)