



2018

ANNUAL

REPORT





## Message from Keith Trussler

Board President, GoodLife Kids Foundation

*2018 was a year of big changes for GoodLife Kids Foundation. I'm so proud to share our recent accomplishments and our direction for the future.*

Since 1998, GoodLife Kids Foundation has focused on helping kids in Canada live healthy, active lives. Over the years, we saw more organizations dedicating resources to the same cause. Recently, our Board, in consultation with Patch, has seen great improvement to the point where we feel the space is well and adequately served. We have therefore decided that GoodLife Kids Foundation could make a greater impact somewhere else.

We've narrowed GoodLife Kids Foundation's focus to helping kids with special needs – particularly autism and intellectual disabilities. Our vision is to help give kids with special needs opportunities to experience the joys and benefits of being active.

With our new mandate in mind, in June 2018, we ended our GoodLife4Kids School Program. In its 3.5 years, we introduced the basics and fun of fitness to over 15,000 kids in over 110 locations. The program was hugely successful in teaching kids across Canada the fundamentals of a healthy, active life. Moving forward, we'll devote our resources to the GoodLife Kids Grant Program to help break down barriers to physical activity for more kids with special needs.

As you know, in 2018, we also moved our main fundraiser Spin4Kids from the spring to the fall. The reason is simple. The first few months of each year are always busy with so many new Members joining GoodLife Clubs, eager to start their fitness journey. Associates are already at their capacity. With the November date, Associates can now give Spin4Kids their full focus and heart. Last year's event was big, and this year will only be better.

With GoodLife Kids Foundation's new mandate, a stronger focus on the Grant Program, and the Spin4Kids move to November, we're going to change the lives of even more Canadian kids in 2019. I can't wait to see what we can accomplish together.

Thank you for your continued support of GoodLife Kids Foundation. You're making a difference for so many kids across the country, and helping kids with special needs truly thrive.

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

Keith Trussler  
Board President, GoodLife Kids Foundation





## GoodLife Kids Foundation's Vision

### Vision

Kids with special needs have equal opportunities to experience the joys and benefits of being active.

### The Part We Play

GoodLife Kids Foundation fosters supportive environments to help kids with intellectual disabilities and autism thrive through physical activity and fitness.



# What it's all about

With your help, more kids with special needs across Canada have the opportunity to experience the joys and benefits of a healthy, active life.

GoodLife Kids Foundation's Grant Program provides funding to organizations to support physical activity opportunities for children with special needs. These kids – many for the first time – are learning physical skills, joining a team and gaining self-confidence. They're learning how physical activity can be beneficial and fun.

***You're changing the lives of kids with special needs, like Oliver, Sebastian, Veda, and Liam.***



## Oliver and Sebastian's story

Seven-year-old twins Oliver and Sebastian love learning and trying new things, but large group settings can be challenging. Oliver has autism and Sebastian has a learning disability, so groups can be overwhelming and frightening for them.

The two developed a fear of water because of their experience in public group swimming lessons, but they learned to overcome their fear thanks to Swimming with a Mission (SWAM) Canada. The program provided them with one-on-one swimming lessons and a less stressful environment to learn in. They worked with the same instructor each time, helping them build trust and form bonds.

Now, Oliver and Sebastian are confident – and happy – swimmers.

## Veda's story

Veda is a 5-year-old girl with an intellectual disability, which makes developing her motor skills difficult. Her family enrolled her in Active Start, facilitated by Special Olympics British Columbia, a program that introduces kids with intellectual disabilities ages 2 to 6 to sports.



Veda enhanced her motor skills in a safe environment, while building confidence, gaining a sense of accomplishment and making friends. She learned to run, jump and throw through fun activities like obstacle courses, balance beams and parachute.

Active Start helped kids see Veda as an equal and an athlete, opening her up to new social opportunities, too.

## Liam's story

Liam is an 11-year-old boy with autism who loves riding his bike and playing basketball. Being physically active and engaged is important for Liam to help control his emotions and frustrations. But in North Durham, Ontario, it was challenging to find programs that both fit Liam's needs and were affordable.

Liam joined Blaze Summer Camp, where he was paired with his own dedicated counsellor and had a structured physical activity program just for him. From playing on the splash pads to learning new sports like soccer and baseball, Liam had fun while building important social skills and cultivating physical literacy.



He thrived, made new friends and felt like he truly belonged.

For the first time, Liam experienced a summer just like other children.

*\* More stories available at [goodlifekids.com](http://goodlifekids.com)*



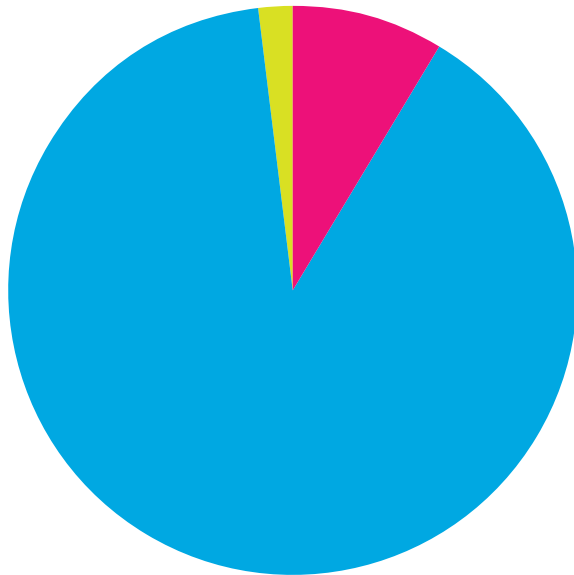
# Financial Summary 2018

## Where funds come from

The majority of GoodLife Kids Foundation's revenue is raised through the national fundraising event Spin4Kids.

**2018**

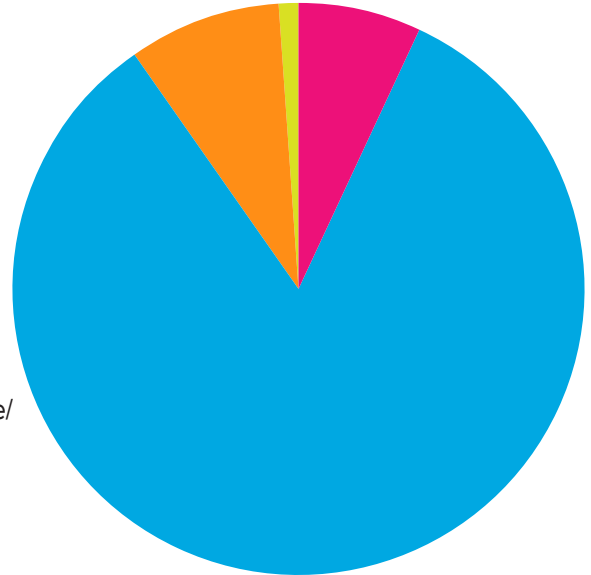
Total: \$1,037,367



Donations  
Spin4Kids  
City Chase  
Interest Income/  
Miscellaneous

**2017**

Total: \$1,154,269



## Where funds go

This year, funds were used for the GoodLife Kids Foundation Grant Program and the GoodLife4Kids School Program.

GoodLife Fitness covers 100% of GoodLife Kids Foundation's administrative and operational expenses so that every dollar raised will make the biggest impact on the lives of Canadian kids.

**2018**

Total: \$797,906



GoodLife Kids  
Foundation  
Grant Program  
GoodLife4Kids  
School Program  
Fundraising

**2017**

Total: \$967,262





# 2018 | Grant Recipients

For kids with special needs, the path to getting active isn't always as simple as joining a sports team or signing up for lessons around the corner. Our Grant Program provides funding to support ongoing physical activity opportunities for children with special needs.

## HERE'S THE FULL LIST OF 2018 GRANT RECIPIENTS

### BRITISH COLUMBIA:

BC Wheelchair Basketball Society – Provincial  
District of Kitimat, Leisure Services  
Richmond Centre for Disability  
Special Olympics British Columbia Society – Provincial

### ALBERTA:

Between Friends – Calgary  
Centre for Autism Services Alberta – Edmonton  
Janus Academy Society – Calgary  
Pacekids Society for Children with Special Needs – Calgary

### MANITOBA:

Children's Rehabilitation Foundation – Winnipeg

### ONTARIO:

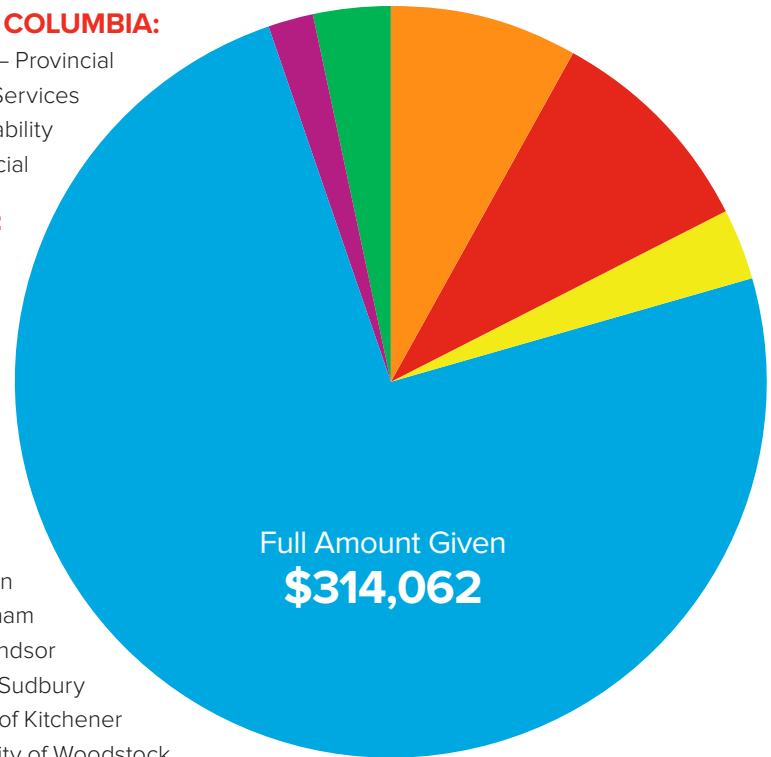
Ausome Ottawa  
Belleville General Hospital Foundation  
Boys & Girls Club of Durham  
Can-Am Indian Friendship Centre – Windsor  
Child & Community Resources – Sudbury  
City of Kitchener  
City of Woodstock  
East Scarborough Boys & Girls Club  
Family Respite Services Windsor Essex  
Geneva Centre for Autism Foundation – Toronto  
Halton Down Syndrome Association – Burlington  
Investing in Children – London  
Lansdowne Children's Centre – Brantford  
NEO Kids Foundation – Sudbury  
Niagara Children's Centre  
Precious Minds Support Services – Durham Region  
Propeller Dance – Ottawa  
Prosetautism – Toronto  
SkateABLE – Belleville, Kingston, Oshawa, Peterborough, Sarnia, Windsor  
Special Olympics Ontario – Provincial  
SWAM Canada – National  
The Safehaven Project for Community Living – Toronto  
Wheelchair Basketball Canada/Twin City Spinners – Kitchener-Waterloo  
Woodstock & District Developmental Services

### NOVA SCOTIA:

Central Nova Women's Resource Centre – Truro

### NEWFOUNDLAND:

City of St. John's



<span style="color: orange;">■</span>	British Columbia
<span style="color: red;">■</span>	Alberta
<span style="color: green;">■</span>	Manitoba
<span style="color: blue;">■</span>	Ontario
<span style="color: purple;">■</span>	Nova Scotia
<span style="color: yellow;">■</span>	Newfoundland

**Total for grants given:**  
**\$314,062**

BRITISH COLUMBIA:	<b>\$26,000</b>
ALBERTA:	<b>\$29,065</b>
MANITOBA:	<b>\$10,000</b>
ONTARIO:	<b>\$232,997</b>
NOVA SCOTIA:	<b>\$6,000</b>
NEWFOUNDLAND:	<b>\$10,000</b>

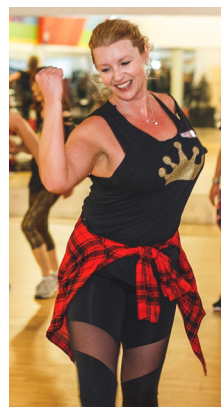


# Spin4Kids 2018 – What a day!

**For the first time, Spin4Kids was held in November – and the results were fantastic!**

Because of you, the 7th annual Spin4Kids raised \$927,818 to support physical activity and fitness programs for kids with special needs. GoodLife Fitness Clubs hosted 94 events across the country. Members, Associates, family and friends came out to spin, groove and move for the cause.

*A heartfelt thank you to the 5,000 fundraisers, 1,500 volunteers, and over 9,000 donors who helped make Spin4Kids 2018 possible.*



GoodLife  
**SPIN4**  
**KIDS**



# GoodLife Kids Foundation

## BOARD OF DIRECTORS

**As of January 2019**

### **Founder**

**David Patchell-Evans**

*Founder & Chief Executive Officer, GoodLife Fitness*

### **President**

**Keith Trussler**

*Lawyer, Mackenzie Lake LLP*

### **Vice President**

**John Muszak**

*Marketing Professional*

### **Secretary**

**Julie Pontes**

*Director of Member Experience, GoodLife Fitness*

### **Treasurer**

**Zena Nurse**

*Manager of General Accounting, GoodLife Fitness*

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*President, BC Colleges*

**Steve Groves**

*Vice President of Technology, GoodLife Fitness*

**Catherine Jackson**

*Communications Professional*

**Silken Laumann**

*Olympian, Inspirational Speaker, Author*

**Eric Slota**

*Vice President of Operations, GoodLife Fitness*

### **Staff**

**Lisa Burrows**

*Executive Director, GoodLife Kids Foundation*





# Thank you

We'd like to thank everyone who supports GoodLife Kids Foundation, and is helping break down barriers for kids with special needs. Whether it's making financial contributions, participating in Spin4Kids, or spreading the word about GoodLife Kids Foundation, you're changing the lives of Canadian kids with special needs through physical activity and fitness. Thank you.

 @goodlifekids

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GoodLife  
**KIDS**  
FOUNDATION®