



Making it Happen



Keith Trussler

President, Board of Directors



Lisa Burrows

Executive Director

There's no doubt about it, 2020 was a year that stretched all of us in so many different ways, and that extends to the work we do at GoodLife Kids Foundation. When we reflect on the year that most of us will remember for a long, long time, one thing holds true, **our focus on helping kids and youth with intellectual disabilities and autism thrive did not waver.**



Making it Happen



The year began with a commitment to introduce an in-person physical activity and fitness program for youth with intellectual disabilities and autism. As the effects of the pandemic continued to grow, youth were becoming more isolated, and programs were almost non-existent. **There was a sense of urgency to find a way to provide accessible physical activity programming for youth with intellectual disabilities and autism sooner than later.**

Quite simply, there was a need to make it happen. MOVE by GoodLife Kids was launched virtually in November 2020. By May 2021, there were eight MOVE by GoodLife Kids programs running in regions across Canada with almost 60 participants plus their caregivers. The program has so much opportunity to grow as more families learn about MOVE and discover how their youth can thrive through physical activity and fitness.

This is an exciting journey, and we look forward to reporting back to you throughout the year.

P.S. Thank you for your interest and support. If you have any questions or comments about this report, please reach out to us through lburrows@goodlifekids.com





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This is the first program that is consistent three times a week, and Coach Deep supports me in adapting different exercises to my abilities. Providing a virtual platform has been an excellent experience during the COVID restrictions.

Kathleen, MOVE Participant

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I am glad that Ozair joined the MOVE program. He is more active and enjoys the workouts. I really appreciate the effort to offer this program.

Asifa, Mom of Ozair

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I've watched the confidence and self-esteem of participants progressively grow as they embark on their physical fitness journey. But MOVE is so much more than just fitness – it's also a safe place for them to feel welcome and build genuine connections.

Coach Deep

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MOVE

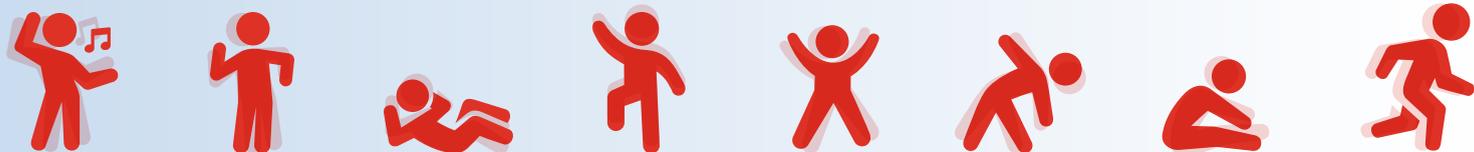
by GoodLife Kids

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Participating in the MOVE program has done so much for Jane's physical, mental and emotional health. We were so worried, especially when a new lockdown started, about how she would cope and how we could help her. This program has been as close to an answer to a prayer as you can possibly have.

William, Dad of Jane

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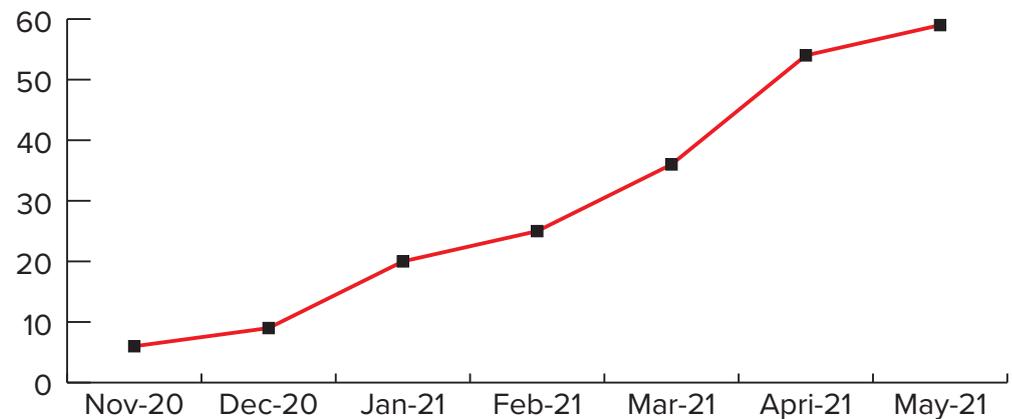




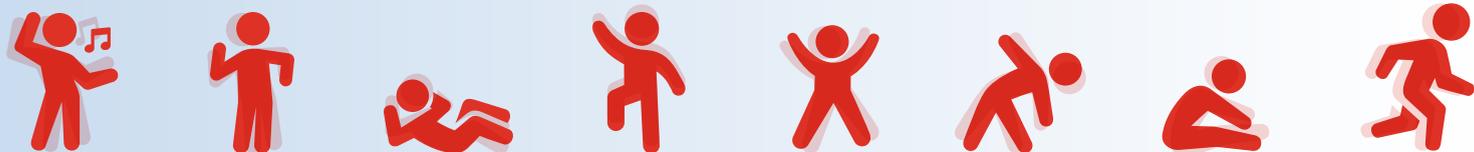
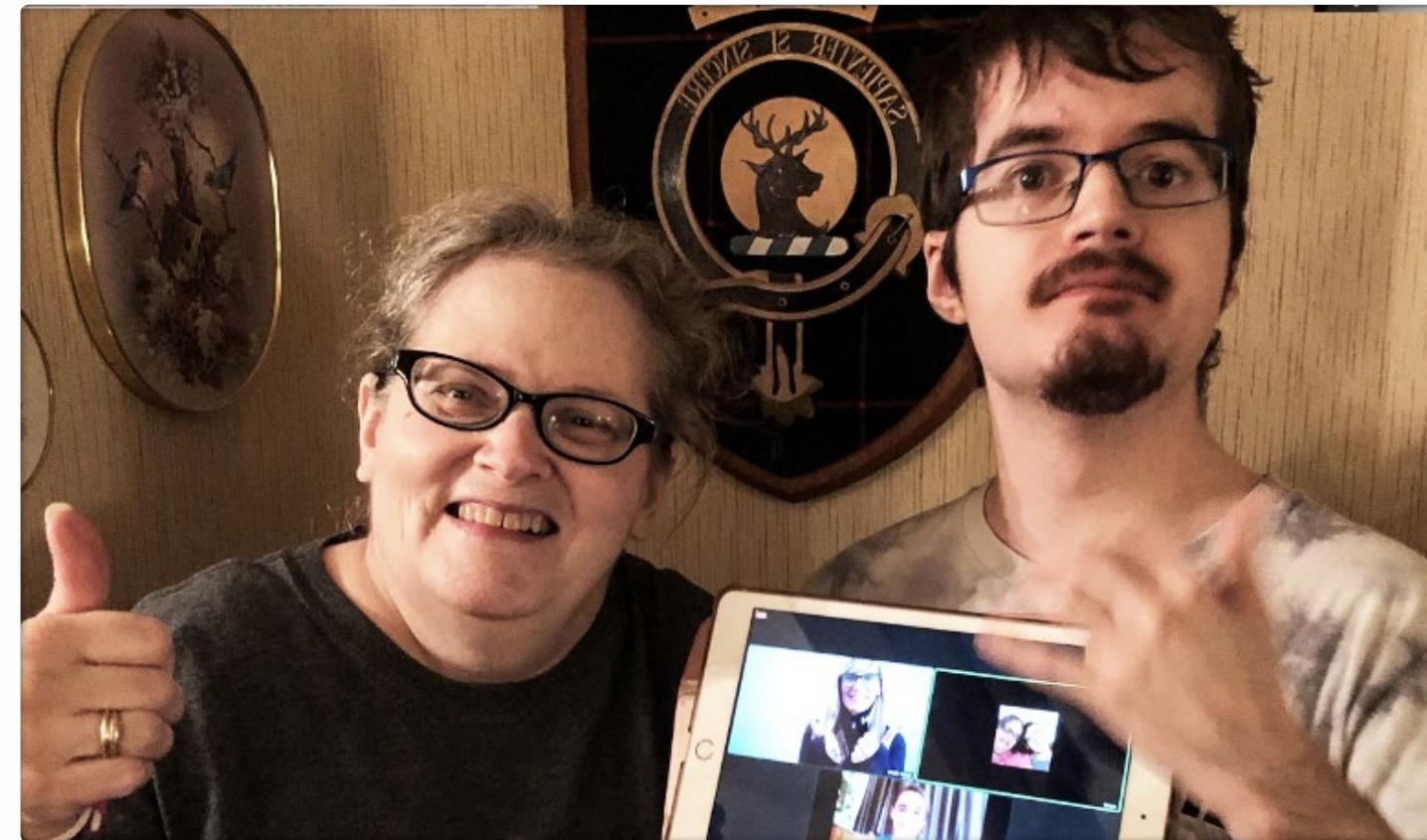
MOVing Via Zoom

MOVE by GoodLife Kids was introduced in 2020 as a prototype for an adapted virtual physical activity and fitness program for youth with intellectual disabilities and autism, ages 12 – 21 years. Reducing obstacles that youth with special needs face – such as higher cost for adapted programming, lack of available programs to suit individual needs, inaccessible environments and isolation - became even more important as a result of COVID-19.

of youth



MOVing Via Zoom





Community Support

While we started the year with the commitment to financially support physical activity programs in communities across Canada through the **Grant Program**, by early spring it became clear that a pause was required. Despite this pause, many kids and youth were still reached with funds distributed to 36 organizations through the Grant Program in January 2020.

Many of the organizations receiving funding were forced to postpone programs or make changes due to the pandemic. We are inspired by their dedication to continue to serve their community in the best way possible. [Complete list of all grants issued in 2020](#)

We are grateful for **our supporters** who helped us reach so many kids and youth in 2020. This success was possible thanks to the passionate support received over the years from GoodLife Fitness corporate, Associates and Members. The impact of the pandemic did extend to GoodLife Kids Foundation's fundraising abilities. Spin4Kids had to be paused for 2020, as did financial support from GoodLife Fitness. We are actively planning for new engagement and fundraising opportunities for 2021 and beyond, and look forward to connecting with you about them.



Community Support





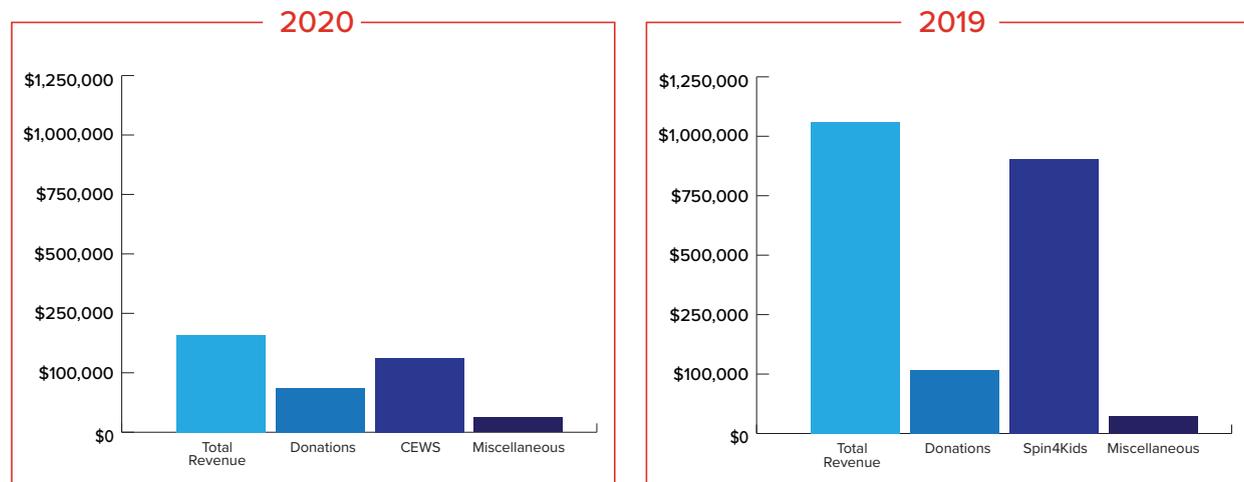
Financial Summary 2020

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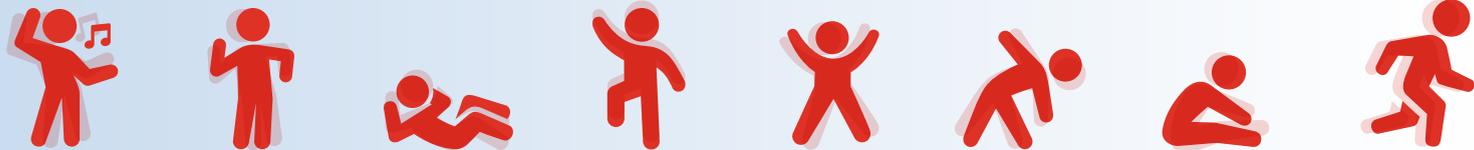
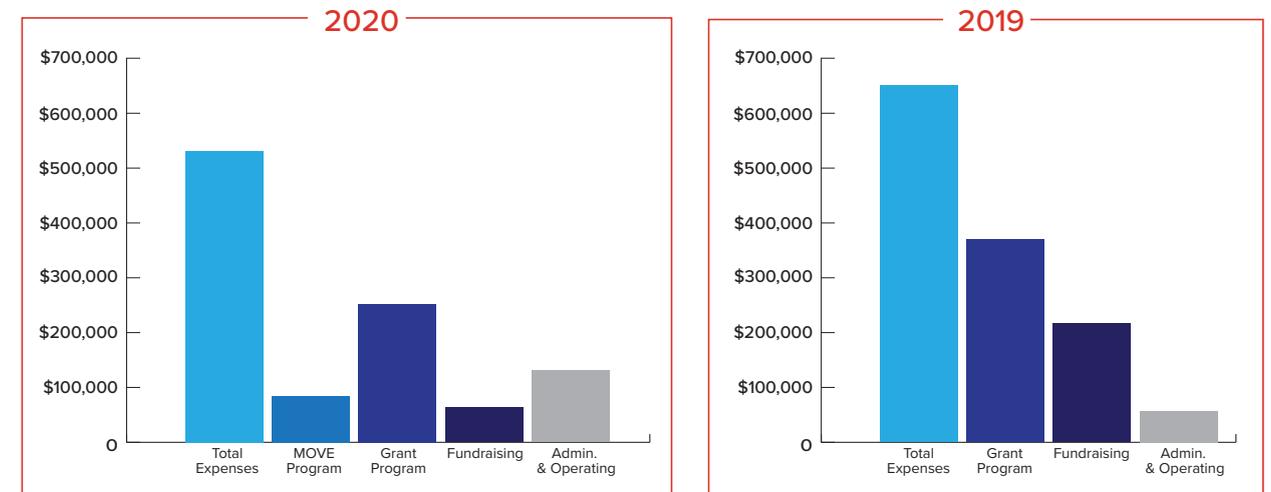
Where Funds Came From

This year the majority of funds received were through the Canadian Emergency Wage Subsidy (CEWS). Due to COVID-19 it was not possible to hold the national fundraising event Spin4Kids which typically generates the majority of revenue.



Where Funds Go

This year funds were used to introduce MOVE by GoodLife Kids in November, and for the GoodLife Kids Foundation Grant Program until it was paused in March. Due to COVID-19 it was not possible for GoodLife Fitness to cover Admin & Operating expenses as done in previous years.





GoodLife Kids Foundation Board of Directors As of January 2021

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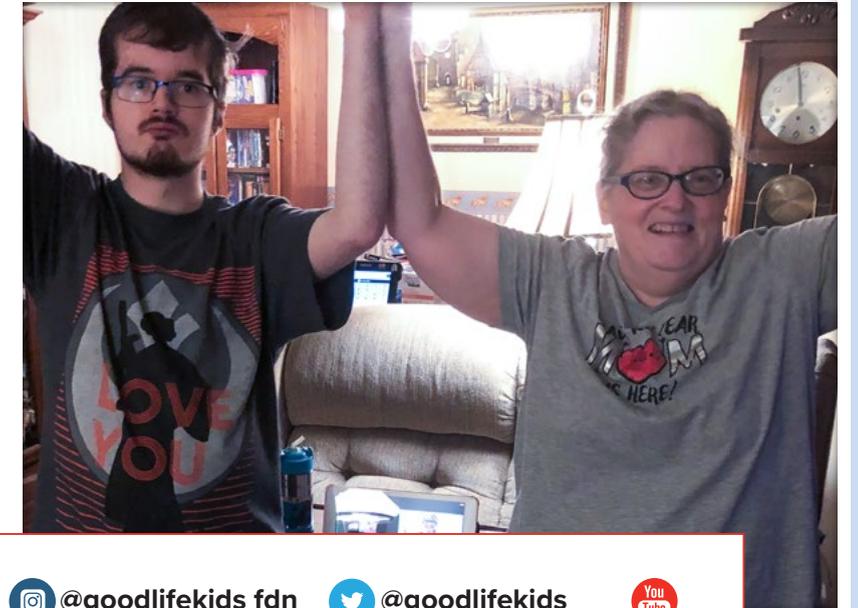
Silken Laumann
Olympian, Inspirational Speaker, Author

Staff

Lisa Burrows
Executive Director, GoodLife Kids Foundation



You're invited to join us as we continue on a journey to ensure more kids and youth with intellectual disabilities and autism thrive through physical activity and fitness.



Lets Connect!

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