

A Growing **MOVE**ment



2023 - 2024 **Impact Report**



A MESSAGE FROM THE Board of Directors

Reflecting Back and Looking Ahead

In 2023 and 2024, we were grateful for many opportunities to continue building more programming and support for youth with autism and intellectual disabilities to engage in physical activities and fitness.

Over this period, the MOVE by GoodLife Kids Program has grown across Canada, with more participants engaging in a variety of virtual, in-home classes and in-person programming. Our national fundraiser, MOVE 4 Kids, also saw continued growth as GoodLife Fitness Associates, Members and supporters showed their on-going commitment to the annual event by getting active, donating and staying engaged.

Our goals throughout 2023 and 2024 were to:

1. Lead impactful national fitness programming for kids and youth with autism and Intellectual disabilities
2. To increase engagement in the work of the Foundation
3. To secure ongoing sustainable support for the growth of the MOVE by GoodLife Kids Program.

Today, we are proud to reflect on our successes and growth as we look forward to our next steps to an even brighter future for kids and youth with autism and intellectual disabilities in Canada. With the support of our incredible partners and donors, we are able to celebrate growth for the MOVE by GoodLife Kids Program and the GoodLife Kids Foundation across the 2023 and 2024 years.

Thank you for taking the time to review this report and learn more about the impact made through the GoodLife Kids Foundation in 2023-2024.

Lisa Burrows, our Executive Director, is retiring after over 20 years leading the evolution of the GoodLife Kids Foundation and impacting the lives of hundreds of thousands of children and families across Canada. With Lisa's departure at the end of 2025, we look forward to new leadership supporting the Board in carrying out the upcoming 2025-2028 Strategic Plan.



Kelly Musovic,
Chair,
Board of Directors





The MOVE Program

The MOVE by GoodLife Kids Program expanded throughout 2023 to 2024. We've continued to offer virtual in-home MOVE classes to participants across Canada, and we've had the opportunity to expand the MOVE Program into in-person spaces both in schools and GoodLife Fitness Clubs.

Today, MOVE by GoodLife Kids is reaching more youth online and in-person, helping them strengthen their bodies, minds and social circles with every class.

We surveyed our MOVE Program families in 2024 and this is what they told us:

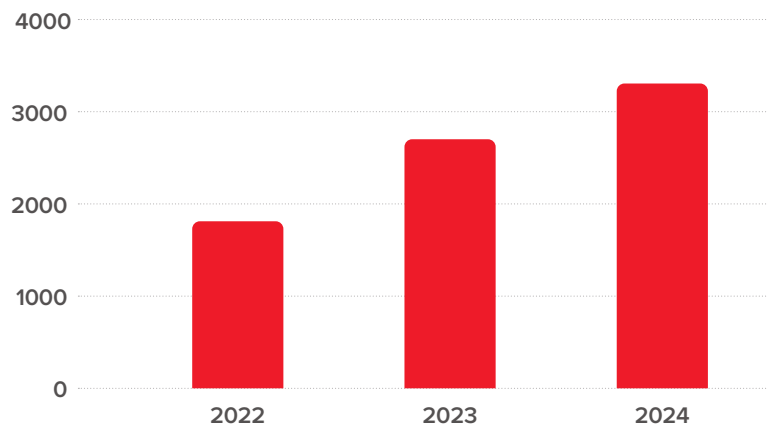


93% said that MOVE helped youth develop courage to try new things.

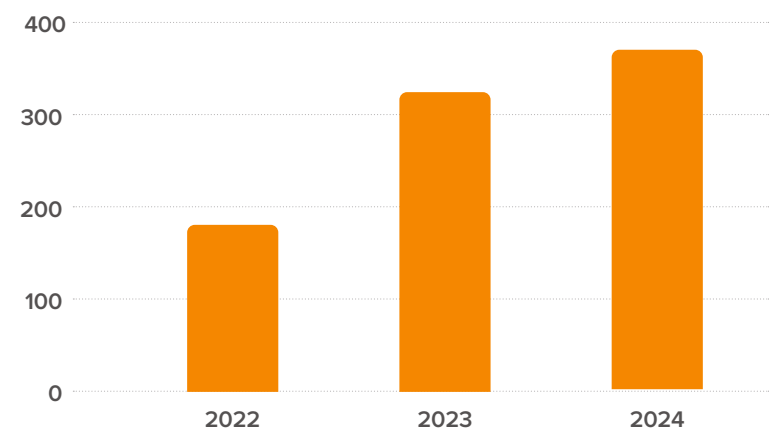
100% said that classes increased confidence in movement and exercises.

On average, **91%** said that the MOVE Program improved social skills, independence, and mental well-being.

MOVE Classes



MOVE Participants



MOVE In-Person

In 2023, the MOVE Program continued to offer virtual classes to participants across Canada while also expanding into a variety of in-person programming in schools and GoodLife Clubs. The GoodLife Kids Foundation now offers weekly MOVE classes to local communities out of three GoodLife Fitness locations, serving **over 30** MOVE participants in person.

Over the past two years, we have also partnered with schools to create spaces for in-person classes on campuses in Ontario, Alberta and British Columbia. As of June 2025, the MOVE Program serves **over 290** participants in schools.

Learn more about virtual and in-person MOVE classes!

[Learn more](#)



MOVE Coaches and Support Agents

In 2023, we developed the MOVE Program Digital Training Series, an online resource and training program for our Coaches and Support Agents that enables them to deliver the best possible programming while supporting every MOVE participants' individual needs and preferences.

A grant provided by the **Government of Canada Community Services Recovery Fund** allowed us to develop and launch the MOVE Program Digital Training Series, which is now used as an introductory and ongoing training for all MOVE Coaches and Support Agents.

Learn more about the MOVE Program Digital Training Series

[Digital Training Series](#)

MOVE Stories

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“I cannot say enough good things about the MOVE program! The staff are always so positive and supportive, the music and movements are upbeat and fun, and both of my children look forward to every class. Thank you for including us!”

| Parent of a MOVE Program participant

“

“This program has been hugely beneficial to our students – The coaches are amazing at modifying exercises, encouraging kids, being patient with the ones that don’t like exercise, and engaging the ones that have difficulties with attention.”

| Educator with the MOVE Program in schools

“

“These classes have been a blessing for my daughter. She has developed stronger social skills, increased her coordination and flexibility, and is taking pride in her participation. She loves telling people outside of the class, family or friends that she is strong and lifts weights!”

| Parent of MOVE Program participant



“

“Coaches make it fun and engaging and have been accommodating and inclusive to ensure my daughter can participate at a pace and level that works best for her. It’s a wonderful program, and we are very grateful for it.”

| Parent of MOVE Program participant

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“The MOVE staff were great at adapting to each of the students’ needs. Some students were reluctant to participate at the beginning, but the Program allowed them to try new things slowly and become confident with the staff and exercises. Two times a week was the perfect amount of time to allow the students the consistency to grow their skills.”

| Educator with the MOVE Program in schools



The MOVE 4 Kids Event

GoodLife Kids Foundation launched the MOVE 4 Kids Event, a national fundraising and awareness event in November of 2022. Today, the MOVE 4 Kids Event runs throughout March and April in GoodLife Clubs across Canada and is marked by incredible enthusiasm, engagement and year-over-year growth. Participants join the fundraiser every year to help spread awareness and to raise funds in support of the MOVE Program.

The MOVE 4 Kids Event 2023 saw a **33%** increase in funds raised year-over-year. In 2024, the MOVE 4 Kids Event raised even more with a further **16%** increase.

THANK YOU TO THE 2023 AND 2024 MOVE 4 KIDS EVENT SPONSORS!





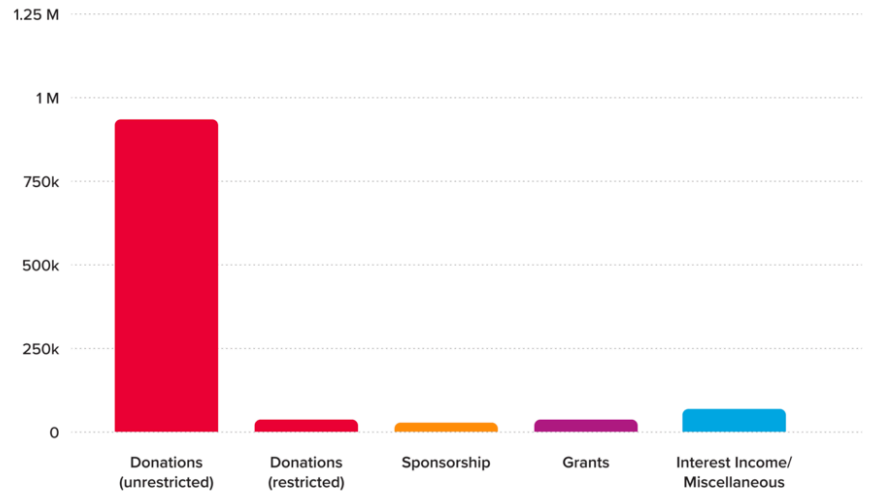
Where the Funds Came From

In 2023 and 2024, the majority of the funds were received through the MOVE 4 Kids national fundraising event.

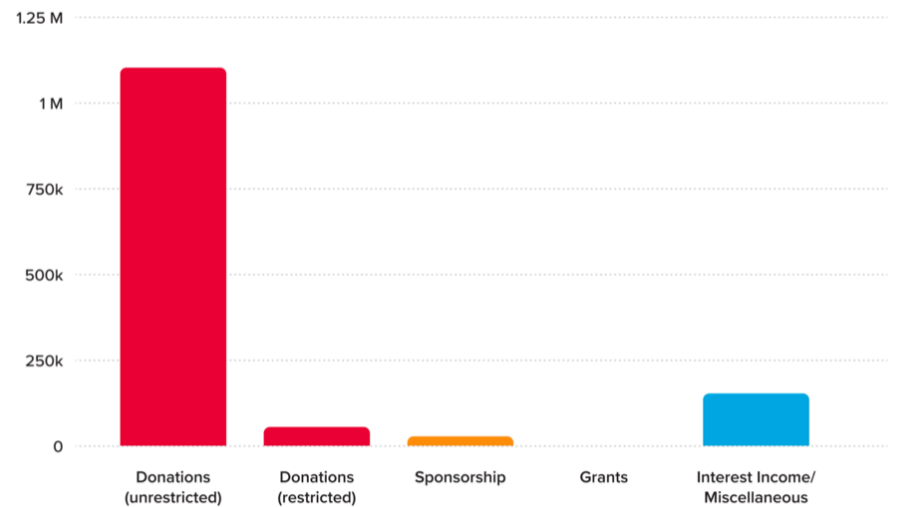
In 2023, funds were received through the Community Services Recovery Fund grant, which was designated to developing and launching the MOVE Program Digital Training Series.

The MOVE 4 Kids Event began in 2022 and has experienced strong engagement and year-over-year growth across 2023 and 2024. The funds raised through the event are crucial to the operation and delivery of the MOVE by GoodLife Kids Program.

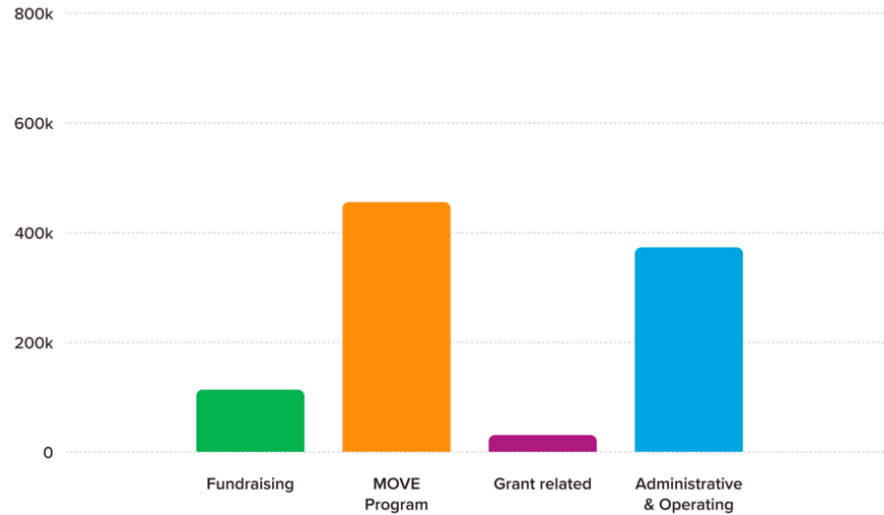
2023



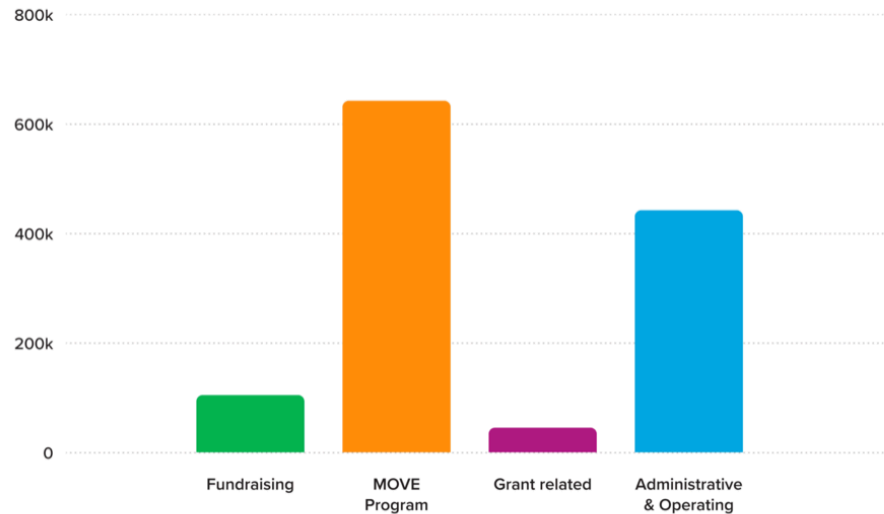
2024



2023



2024



Where the Funds Go

In 2023 and 2024, funds were used to bring the MOVE by GoodLife Kids Program to youth virtually and in-person at no cost to participants or their families.

The in-person delivery model utilizes spaces with no rent costs. Operating out of GoodLife Fitness Clubs and partnered schools ensures free programming year-round, maintaining consistency for our youth.

The GoodLife Kids Foundation's administrative and operating expenses are covered by financial contributions from David Patchell-Evans, Founder & Chairman, GoodLife Group. We are so grateful for this ongoing support, which ensures that all funds raised by GoodLife Members, Associates and partners go directly to supporting the MOVE Program.



JULY 1, 2025 TO JUNE 30, 2028

Strategic Plan



Programming

Goal: To lead impactful national fitness programming for kids and youth with autism and intellectual disabilities.



Strengthening Engagement

Goal: To increase engagement in the work of GoodLife Kids Foundation and the importance of physical activity and fitness for kids and youth with autism and intellectual disabilities.



Capacity for Growth

Goal: To ensure ongoing, sustainable financial and human resources to support the growth of the MOVE by GoodLife Kids Program and GoodLife Kids Foundation.

A MESSAGE FROM LISA BURROWS, EXECUTIVE DIRECTOR

Saying Goodbye

It's hard to believe that almost 21 years have passed since I began this journey with the GoodLife Kids Foundation. As I prepare to retire at the end of 2025, I could not be prouder of this team and how far we have come.

Back in 2004, GoodLife Kids was still new, and we were just learning to fly, building the organization from the ground up and envisioning all the ways we could support kids and youth across Canada by helping them get active.

I am deeply proud of how we've evolved over the years, from the day we invited the GoodLife Fitness staff and members to get involved, and their passion and "yes" attitude quickly became the heartbeat of our organization, to that incredible day in Board made the bold decision to focus on kids and youth with autism and intellectual disabilities, addressing a significant gap in accessibility and creating more equitable fitness opportunities across Canada. Our team has always believed in our mission and our potential, and their belief has led to some of our greatest achievements.

The incredible people that I've worked with in our organization and our GoodLife Fitness family have truly been the highlight of my tenure. I am blessed to work with an amazing team of talented and caring individuals who aren't just colleagues but also friends. Your unwavering dedication and support have made all of this possible.

As we head into 2026, looking forward to new leadership, I leave with full confidence in this team and our future. The GoodLife Kids Foundation is just getting started.



Lisa Burrows,
Executive Director



BOARD OF DIRECTORS (2023-2024)

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Keith Trussler

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Olympian, Inspirational Speaker, Author

