

Strategic Plan

2021–2024

CREATE.

SHARE.

MOBILIZE.



PURPOSE >

OF SPORT FOR LIFE

Improve the quality of life for as many people as possible through sport and physical literacy.

ASPIRATIONS 2030 >

- Impactful Projects, Products, and Services
- Delivering Diverse Expertise through Top Talent
- Innovative Thought Leadership
- Financial Resilience and Sustainability





VISION >

Effect positive systems change and societal impact by creating equitable opportunities for participation in quality sport and physical literacy experiences.

MISSION >

CREATE, SHARE and **MOBILIZE**

knowledge to support sport, recreation, health and education and government agencies through effective project management and quality sport and physical literacy resources, while breaking down barriers towards pursuing equity, diversity, inclusion and accessibility.



VALUES > These values articulate how we view the world and are reflected in everything we say or do as an organization.

COLLABORATE FOR LONG-TERM SUCCESS

Our success is wholly tied to the strength of collaboration and shared purpose with our partners and stakeholders.

BE INNOVATORS

We aim to innovate new methods, ideas, products and services, and continue to provide expertise on physical literacy and quality sport in the public policy, planning and programming space.

PURSUE EQUITY, DIVERSITY, INCLUSION and ACCESSIBILITY

We celebrate different viewpoints and experiences to the benefit of our projects, products and services, thus contributing to breaking down the barriers preventing access to quality sport and physical literacy opportunities.



DEMONSTRATE GLOBAL CITIZENSHIP

We aspire to contribute meaningfully to society by following the guidance of key resources and social recommendations, including but not limited to: the United Nations' Sustainable Development Goals; the Truth and Reconciliation Commission of Canada's Calls to Action; the *Global Action Plan of Physical Activity*; *A Common Vision for Increasing Physical Activity and Reducing Sedentary Living in Canada: Let's Get Moving*; and the Canadian Sport Policy. Embracing these goals in everything we do helps us act as a catalyst for change in communities and organizations around the world.

CONTINUOUSLY IMPROVE, EVEN WHEN IT IS HARD

We believe in *kaizen*, the Japanese business philosophy of continuous improvement. We are dedicated to reflecting on and finding a better way forward in everything we do – with our partners, with our teams, with our solutions.

INTEGRITY

We strive to do the right thing, in the right way, always. We are determined to be transparent; to walk our talk; to collaborate openly; to learn and grow with humility; to act truthfully, respectfully and honourably; to be receptive to feedback and unafraid to be our true selves.

OUR STORY >

In 2014, Sport for Life Society was established as a non-profit society, a natural evolution in what at that time had been a 10-year development of the Canadian Sport for Life movement. We have worked to be a catalyst for change and a connector of systems to the benefit of individuals of all ages and abilities, including traditionally under-served populations and equity-seeking groups. Over the past five years, Sport for Life has developed more than 120 resources while providing services to more than 130 Canadian communities. Through our project management and knowledge mobilization products and services, we have connected to nearly 100 nations and more than 100 partners. The organization has grown to impact almost four million people annually.





Sport for Life's three STRATEGIC PRIORITIES > for 2021-2024 are:

- 1 Foster stronger relationships and strategic alliances (new and existing) in sport, recreation, health, wellness and education to improve the quality of sport and develop physical literacy.
- 2 Enhance product / knowledge delivery and mobilization to improve our global reach and impact.
- 3 Optimize business performance towards organizational sustainability.

STRATEGIC PRIORITY

Foster stronger relationships and strategic alliances (new and existing) in sport, recreation, health, wellness and education to improve the quality of sport and develop physical literacy.

STRATEGIC GOALS

- Create more opportunities for organizations and leaders working in sport, recreation, health and education to access leading knowledge resources, training opportunities, and tools that will enable them to build capacity in their communities regarding quality sport and physical literacy.
- Inspire and inform the development of interconnected government policy; the advancement of programs and investments in education, sport, and physical activity; the enhancement of recreation infrastructure design; and the augmentation of health and well-being programming.
- Build and maintain an active network of partners working together towards quality sport and physical literacy in sport, recreation, health and education.
- Develop a market strategy to identify opportunities and focus investment.

STRATEGIC PRIORITY

Enhance product / knowledge delivery and mobilization to improve our global reach and impact.

STRATEGIC GOALS

- Innovate and evolve Sport for Life knowledge resources with a focus on the long-term development of athletes and participants; the confidence, motivation, and social and emotional learning that derives from developing physical literacy; and the overall connection of sport and physical activity to mental well-being.
- Support organizations and leaders in sport, recreation, health and education to improve the quality and strength of their program design and delivery.
- Diversify Sport for Life product offering in terms of format and price point to support improved reach, accessibility and impact, while simultaneously supporting the financial sustainability of the organization.
- Develop Sport for Life certification programs to reinforce and maintain the quality of content and delivery of Sport for Life's approaches and methodology.
- Measure the long-term impact of Sport for Life project management, knowledge mobilization and resources.



STRATEGIC PRIORITY

Optimize business performance towards organizational sustainability.

STRATEGIC GOALS

- Ensure good governance, financial control and compliance.
- Modernize our information management and reporting systems.
- Develop our team's capacity for proactive, quality and meaningful engagement on an ongoing basis with our partners, our stakeholders and our representatives.
- Create a vibrant and supportive work environment to maintain a talented, motivated workforce.
- Seek efficiencies throughout the organization.

MEASURING OUR SUCCESS >

Operations

Financial

**Product
Offering**

**Social
Impact**

Innovation

**Partner
Relations**

**People /
Talent**

**Service
Offering**

**Strategic
Initiatives**



Sport for Life

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