

Strategic Plan

2025–2028

CREATE.

SHARE.

MOBILIZE.



 **Sport for Life**

OUR STORY >

Sport for Life is a nonprofit society that originated as a catalyst for change and a systems connector across multiple sectors. Over time, we established a framework—now known as **Long-Term Development in Sport and Physical Activity**—which enabled the health, education, sport, and recreation sectors to collaborate more effectively. By facilitating the creation of stage-based development pathways for every funded National Sport Organization in Canada—and by supporting similar efforts around the globe—we have positioned ourselves as a global leader in quality sport.

Our organization also played a pivotal role in popularizing the concept of **Physical Literacy**, ultimately leading to the Canadian consensus statement

and spurring community development initiatives. For more than two decades, we have continued to create innovative resources, provide training, certify expertise, and guide projects in Canada and internationally. These projects integrate quality sport and the development of physical literacy into sport, recreation, education, and health systems, while ensuring considerations for underserved populations and communities.

Sport for Life continues to connect quality sport and physical literacy to positive social, educational, and health outcomes, impacting millions annually. By fostering collaboration, trust, and appreciative inquiry, we support individuals and organizations to realize their potential.



VISION >

Global leader in physical literacy and sport for life.

MISSION >

Create, share, and mobilize knowledge and programming to improve the quality of sports and develop physical literacy.

Global Citizenship
Continuous Improvement Integrity

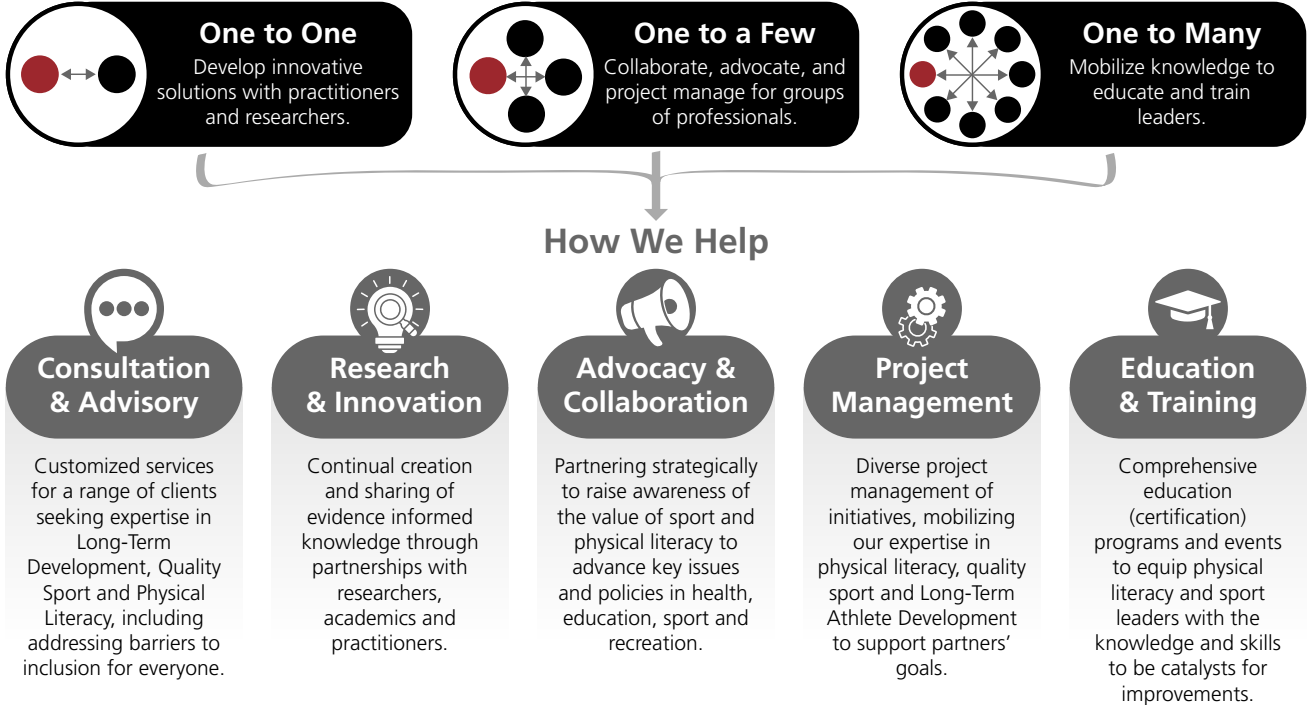
VALUES

Equity, Diversity, Inclusion & Accessibility

Innovation Collaboration

SPORT FOR LIFE AT A GLANCE >

Our mission is to create, share, and mobilize knowledge and programming to improve the quality of sports and develop physical literacy.





Strategic Priority #1
**Improve the
Quality of Sport**

Strategic Priority #2
**Develop
Physical Literacy**

+

Foundational Elements

Good People
Good Places
Good Programs
Good Partners
Good Pathways
Good Policies & Practices

=

Realizing Potential Individually and Organizationally

STRATEGIC PRIORITY

Improve the Quality of Sport



By working with organizations, communities and institutions, we will:

- **Enhance the quality of sport** through the integration of Long-Term Development (LTD) frameworks and principles at every level of participation, from the early stages of Active Start to the excellence of Train to Win, onto being Active for Life.
- **Cultivate inclusive pathways** that promote lifelong engagement and enrich the athlete and participant experiences. These pathways emphasize equitable access to age- and stage- developmentally-appropriate play, training, and meaningful competition.
- **Eliminate barriers and foster collaboration** so participants of all ages and abilities can access and benefit from quality sport experiences.
- **Develop strategies to make sport inclusive, enjoyable, and rewarding** for all participants by creating, sharing, and mobilizing cutting-edge knowledge. These efforts will be supported by an organization that is both dynamic and sustainable.

STRATEGIC PRIORITY

Develop Physical Literacy



By collaborating with communities, organizations, and institutions, we will:

- **Inspire leaders, educators, and organizations** across diverse sectors to incorporate physical literacy into their programs.
- **Strengthen capacity** within community, health, recreation, education and other systems by providing resources, training, and ongoing support.
- **Advance physical literacy** for individuals of all ages, abilities, and life stages, ensuring everyone can develop the motivation, skills, and confidence for lifelong physical activity.
- **Dismantle barriers and promote cooperation** to broaden opportunities for every person to cultivate sustained and meaningful engagement in physical activity.
- **Serve as a catalyst for healthier, more active lives** by creating, sharing, and mobilizing evidence-based knowledge within a forward-thinking and sustainable organization.

FOUNDATIONAL ELEMENTS >

... to improve the quality of sport and develop physical literacy.



GOOD PEOPLE >

Sport for Life creates and shares knowledge with influencers, empowering them to be catalysts for quality programs and environments.

This reflects Sport for Life's unique role in facilitating collaborative partnerships across multiple sectors, bringing together good people committed to helping everyone realize their potential through sport and physical activity.



GOOD PROGRAMS >

Sport for Life supports partners' programming in various ways, aiming to meet the needs of a diverse range of organizations, communities and individuals. Programs, resources and tools are designed for individuals, communities and organizations to build capacity to take on the challenge to improve the quality of sport and physical activity for everyone. This includes considering the mosaic of socio-economic environments where programming is delivered.



* Sport for Life Education Programs include certifications, workshops, webinars, eLearnings, etc.

GOOD PLACES >

Sport for Life works with organizations, communities and individuals through facilitating collaboration (multi-organizational and multi-sectoral) to dismantle barriers that hinder access to quality sport and physical literacy opportunities. It is critical that spaces are safe in all aspects including; social-emotional, psychological, physical and cultural.



GOOD PARTNERS >

Sport for Life collaborates with a wide range of partners, from community to international levels, believing that systemic change is born from extended networks of organizations and institutions working together to address complex, entangled barriers.



MSO's (Multisport Service Organizations)

NGO's (Non-Government Organizations including Community & Club level)

NSO's (National Sport Organizations)

PTSO's (Provincial/ Territorial Sport Organizations)

Philanthropic **Foundations** & Trusts

GOOD PATHWAYS >

Sport for Life advances Long-Term Development (LTD) pathways by creating, updating, and implementing frameworks that support athlete development and all participants. This includes a number of initiatives such as restructuring competition systems, from local clubs to provincial/territorial and national organizations. In communities, Sport for Life is a catalyst enabling the lifelong journey of physical literacy.



* No Accidental Champion (NAC) is the pathway for participants with a physical or intellectual disability.

GOOD POLICIES & PRACTICES >

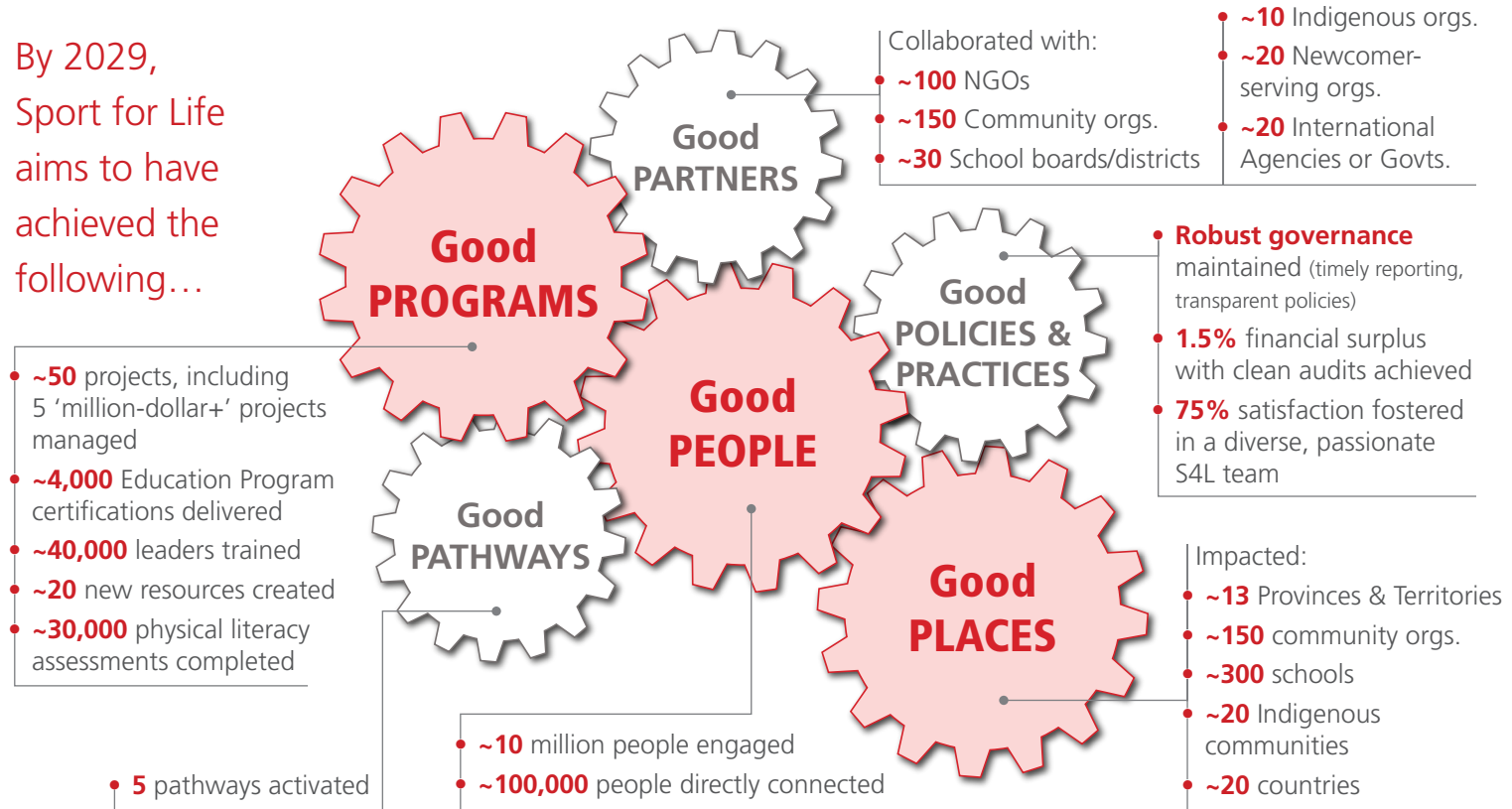
Good practices include optimizing business performance through high standards of governance and financial management, which serve as a foundation for innovative thought leadership and organizational excellence.

Good practices reflect the importance of maintaining a passionate, talented team of board members, staff, advisors and experts within Sport for Life and throughout partner organizations.



Realizing Potential Individually and Organizationally

By 2029,
Sport for Life
aims to have
achieved the
following...



NOTES



Sport for Life

CREATE. SHARE. MOBILIZE.