



Year in Review

2025–2026

CREATE.

SHARE.

MOBILIZE.



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VISION >

Global leader in physical literacy and sport for life.

MISSION >

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

Sport for Life uses these **foundational elements** to achieve our strategic priorities to improve the quality of sport and develop physical literacy.



CEO'S MESSAGE >



As we reflect on this past year, I am proud of the continued leadership and impact of Sport for Life in advancing quality sport, physical literacy, and healthy communities across Canada and internationally. This year demonstrated the strength of collaboration as we worked alongside governments, schools, Indigenous communities, sport organizations, and health partners to create more inclusive and accessible opportunities for people of all ages and abilities to participate in physical activity and sport. In a rapidly evolving landscape, Sport for Life remains committed to innovation, evidence-informed practice, and building systems that help all individuals develop the confidence, competence, and motivation to be active for life. I want to sincerely thank our staff, partners, funders, and community leaders for their dedication and shared commitment to creating a healthier and more active future for all.

– Drew Mitchell, CEO of Sport for Life

THIS YEAR AT A GLANCE >



1.23 MILLION+

PEOPLE IMPACTED
across Canada and internationally



3,509

PEOPLE
reached through education



533

CERTIFICATION
enrolments



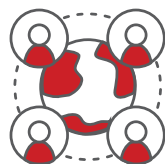
14,651

PLAYBUILDER USERS



18

projects with
EQUITY-DESERVING
GROUPS



476

SUMMIT
DELEGATES

Calgary & Granby



64

NSOs
engaged



10

NATIONS
worked with

OUR STRATEGIC PRIORITIES >

Our 2025–2028 Strategic Plan identifies two priorities that guide everything we do. The pages that follow show how this year’s work advanced each one — through the foundational elements of Good People, Programs, Places, Pathways, Partners, and Policies and Practices.

Strategic Priority #1

Improve the Quality of Sport

- Enhance quality through Long-Term Development (LTD) frameworks at every level of participation
- Cultivate inclusive pathways for life-long engagement
- Eliminate barriers and foster collaboration
- Make sport inclusive, enjoyable, and rewarding for all

Strategic Priority #2

Develop Physical Literacy

- Inspire leaders, educators, and organizations to incorporate physical literacy
- Strengthen capacity within community, health, recreation, and education systems
- Advance physical literacy for all ages, abilities, and life stages
- Serve as a catalyst for healthier, more active lives

Strategic Priorities + Foundational Elements =

Realizing Potential Individually and Organizationally

IMPROVE THE QUALITY OF SPORT

Sport System Development



64 NSOs engaged
and **14** MSOs collaborated with

The Quality Sport Division worked with National Sport Organizations (NSOs), Multisport Service Organizations (MSOs), Provincial/Territorial Sport Organizations (PTSOs), and other sport partners to strengthen quality sport systems across Canada.

Through Long-Term Development consultation, competition reviews, Athlete Development Matrix (ADM) work, and sport-specific projects at the national and provincial levels, the division supported organizations in strengthening development pathways, improving competition structures, and creating more developmentally appropriate sport experiences for participants.

The division also supported knowledge sharing and both system and language alignment across the sector, helping organizations and parents better understand and apply Long-Term Development principles within sport programs and environments.

IMPACT

"Parents play a critical role in every athlete's development. Through our partnership with Sport for Life, we were able to create a resource that helps parents better understand their role, support their child's development, and contribute to a positive baseball experience."

– Kelsey McIntosh, Baseball Canada

"One of the biggest opportunities in sport is ensuring we're all speaking the same language when it comes to coaching and athlete development. Our ongoing work with Sport for Life is helping build that shared understanding, making it easier for organizations across the sport system to align their efforts and create better experiences for participants."

– Peter Niedre, Coaching Association of Canada



IMPROVE THE QUALITY OF SPORT

New-to-Canada Participants

In June 2025, Sport for Life launched an inclusive resource called *New-to-Canada Long-Term Development in Sport and Physical Activity Pathway*. It includes toolkits and case studies for partners to support those who are new to Canada in their journey through sport and physical activity.

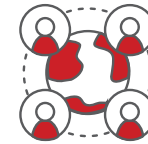
"While Bell Starting Line provides access for newcomers to sport and club memberships, the broader goal is to introduce and help build lasting pathways for young athletes, especially those who may not otherwise have the opportunity."

– Devorah Lithwick, Senior Vice President
and Chief Brand Officer at Bell

Source: olympic.ca/2025/10/17/bell-starting-line-long-term-support-for-newcomer-youth-sport-participation

IMPROVE THE QUALITY OF SPORT

2026 Sport for Life Summits



476 DELEGATES

across **2** host communities
(Calgary, Alberta; Granby, Quebec)

The 2026 Sport for Life Summits brought together **476 delegates across two host communities** — Calgary, Alberta and Granby, Quebec — to share knowledge, strengthen networks, and advance quality sport and physical literacy across Canada.

In Calgary, the event was co-hosted with Sport Calgary under the theme “Unity Through Sport.” In Granby, the francophone edition of the Summit was organized in partnership with Réseau Accès Participation, under the theme “Community and Place.”

The Summits created opportunities for leaders, practitioners, researchers, and organizations to exchange ideas, strengthen partnerships, and explore approaches to building inclusive, high-quality sport and physical activity experiences across communities.

90% overall satisfaction at the Granby Summit
87% of Calgary Summit delegates **feel confident** applying what they learned during the event
88% of Summit respondents indicated they would **attend a future edition**

IMPACT

“In all honesty, every single session I attended was excellent. I've never experienced that at any conference I have attended!”

– Summit Delegate, Calgary

“Very informative sessions with great opportunities for collaboration”

– Summit Delegate, Granby

IMPROVE THE QUALITY OF SPORT

Impactful Community Sport



8

ACTIVE COMMUNITY
MULTI-SECTORAL PARTNER TABLES

Move for Life Community Partner

Now in its third year, the Move for Life project and School District No. 36, Next Up Basketball bridges a massive gap in school sports, where typically fewer than 16% of tryout hopefuls make the cut (14 out of 90 kids). This year, the program engaged eight Surrey high schools, providing 140 Grade 9–10 students with an alternative league to play in. Supported by peer coach mentors, the initiative successfully fostered confidence, engagement, and a deep sense of belonging. It is one of 8 active community multi-sectoral partner tables Sport for Life supported this year.

IMPACT

"I was originally really excited about trying out for the school team. When I didn't make the team, I was sad and really thought about quitting basketball, because it was the second year in a row that I was cut in the first round. That's when my outreach worker came to me and talked about joining an after-school basketball program. I wasn't sure at first, but I decided to give it a go. The first practice was so hard; all we did was run, but it was what I imagined a real basketball practice would be like. I ended up really liking this program and actually wanted to be there. I wanted to be better at the game and be a better player for my teammates. I learned that even if you're not on a high school basketball team, it doesn't mean you're not a basketball player."

– A student participant shared their experience

DEVELOP PHYSICAL LITERACY

Community Partnerships

A **CO-PLAY** (Co-creating Opportunities through Physical Literacy for All newcomer children and Youth) meeting brought together familiar faces and new partners to collaborate on sports pathways for newcomers. The energy in the room was best described by participant Johans as “community in motion.”

IMPACT

“This project hits a deep spot in my heart. My love for sports and the gratitude I carry for the newcomer journey are both huge parts of who I am, and seeing them come together like this was incredibly moving. It was, without a doubt, one of the most meaningful moments I’ve had since arriving in Victoria—and in Canada, really. I also saw so much potential and power around that table. It’s going to be a great coaching exercise, figuring out how to bring out the best in each ‘player’, build chemistry, and help the team work together toward something truly impactful.”

– Johans Mira-Quintero, MEd (He/Him), CO-PLAY Participant & Newcomer;
Sport Services, IMPACT Associate, Parks and Recreation, City of Victoria

DEVELOP PHYSICAL LITERACY

Sport for Life Education Program

Sport for Life expanded its certification pathway offerings to include three certifications across three distinct streams:

① Physical Literacy Leader – Level 1 ② Quality Sport Leader – Level 1 ③ School Physical Literacy Leader – Level 1

The continued expansion of Sport for Life's certification suite increased access to professional development opportunities across Canada. Bilingual (English and French) certifications and multiple learning pathways supported partners and practitioners in strengthening knowledge and capacity across sport, recreation, education, and community sectors.



3,509
PEOPLE

65 workshops were delivered to **1,500** people; **4** webinars were delivered to **759** people; and **1,250** on-demand learning courses were completed.



533
CERTIFICATION
enrolments

Strong demand for evidence-informed professional development resulted in 533 certification enrolments.



3 NEW
WORKSHOPS

- ① Energize Minds, Empower Bodies – Part 1
- ② Energize Minds, Empower Bodies – Part 2
- ③ Physical Literacy Observation for Educators

DEVELOP PHYSICAL LITERACY

Physical Literacy for Educators

One multi-year school project supported **2,700+ educators** and an estimated **50,000+ students** in **600+ schools**.

Testimonials highlighted that students were more engaged, eager to move, and increasingly saw themselves as capable movers and even “athletes,” not just participants in physical education.

Students also learned to advocate for their own regulation and learning by asking for movement opportunities and suggesting active alternatives during classroom tasks. Educators, in turn, reported a significant boost in their confidence to plan, teach, and assess physical literacy, and are observing safer movement, improved skill recall, and a more positive self-image in their learners as lasting impacts of the project.

IMPACT

95% of teachers reported improved student focus and engagement after integrating physical literacy into the school day.



37 PLAYBuilder partners

- with **14,651** active users (practitioners, educators) in **1,524** schools
- created **4** new content packs, **337** activities, and **162** lesson plans



906

CHILDREN have completed Physical Literacy Assessments

DEVELOP PHYSICAL LITERACY

Post-Secondary Partners

The *Sport for Life Post-Secondary Partnership Program* expanded from **4 to 16 partner institutions** during the 2025–2026 academic year, significantly increasing national reach and engagement with colleges and universities across Canada. The program now supports students and faculty from a diverse range of post-secondary institutions, helping integrate physical literacy, coach education, and micro-credential opportunities into academic programming from British Columbia to Newfoundland.

"What makes this collaboration so valuable is how naturally it fits within our program framework. Our students gain a recognized credential that opens doors in the field, and we're able to offer it without stretching our resources or adding costs for learners. It's a win-win that directly supports our commitment to student success and career readiness."

– Jillian Robertson, Coordinator of Sport Administration and Recreation and Leisure Services Program at Georgian College

"It is an awesome value-add for students!"

– Kyle Rich, PhD, Associate Professor in the Department of Sport Management at Brock University

DEVELOP PHYSICAL LITERACY

Community Partner Table

Empowering Local Leadership in the Municipal District (M.D.) of Opportunity

Sustainable, consistent investment in remote communities starts with empowering the people who live and work there. By connecting with reputable provincial organizations, we brought the training to these remote communities to share knowledge and experiences in a reciprocal and culturally appropriate manner. Many had never had access to such opportunities before. This reciprocal knowledge-sharing has ignited deep engagement and built lasting, local capacity for the future.

- 20 daycare staff trained in physical literacy by *Sport for Life*
- Recreation staff are completing the *Aboriginal Coaching Modules* and training with *Ever Active*

HOW WE SHARE >

Our impact depends on getting the right knowledge to the right people. This year, our communications, resources, and digital platforms reached more than 1.23 million people.



1.23 MILLION+

PEOPLE IMPACTED



512,568

IMPRESSIONS
from **619** posts



5,396

 RESOURCE
DOWNLOADS

7 new resources created



37

 COMMUNICATIONS delivered
to **14,557** subscribers



Photo: Steve Dunsmoor

HOW WE MOBILIZE

Impactful Community Sport

Junior Canucks Floor Hockey Project

Backed by the Canucks for Kids Fund, this program delivered essential equipment (36 sticks and 50 balls per school) and startup training to 500 BC schools this year—igniting additional community leagues and festivals across the province.

IMPACT

"I appreciated how the coach said, 'If you've never played before that's ok, we are here to try something new.'

One student came back to class—who is not 'sporty'—and said, 'That was the best, I had sooo much fun, can we do that again!' It's great when we can introduce sport to kids!"

– Participating BC Teacher

HOW WE MOBILIZE

International Engagement



Sport for Life worked with

10 NATIONS and **6** INTERNATIONAL FEDERATIONS

Sport for Life strengthened its international presence through partnerships, educational services, conference presentations, Long-Term Development consultation, and sport system development initiatives that advanced quality sport and physical literacy across **10 nations** and **6 international federations**.

Collaborations with governments, sport organizations, and community leaders supported projects across **4 continents**. This work included coach education initiatives supporting youth leaders in Africa, high-performance consultation and Long-Term Development training in Bermuda, LTD presentations and physical literacy knowledge-sharing in Morocco, physical literacy education in France, and sport system development proposals in Kuwait, Aruba, Egypt, and the United States.

Nations

- | | |
|--------------------|---------------------------------|
| 1. France | 6. Egypt |
| 2. Slovenia | 7. Kuwait |
| 3. Turkey | 8. Aruba |
| 4. Morocco | 9. United States |
| 5. Bermuda | 10. United Arab Emirates |

International Federations

- | | |
|--------------------------|----------------------------------|
| 1. TAFISA | 4. PanAm Sports |
| 2. PanAm Aquatics | 5. European Sport for All |
| 3. CHEZA | 6. ISCA |

IMPACT

In Bermuda, Sport for Life facilitated Long-Term Development with over **25** National Sport Organizations, resulting in **17** official frameworks completed.



Sport for Life

CREATE. SHARE. MOBILIZE.

sportforlife.ca