



PARTICIPACTION

Let's make room to move

2024-2025 IMPACT REPORT

Making room to move

ParticipACTION is a Canadian charitable organization and an enduring part of Canada's physical activity history. We've been encouraging people to get healthy by getting active since 1971.

A MESSAGE FROM OUR BOARD CHAIR



***Laura Richard, Chair,
ParticipACTION Board of Directors***

Over the past year, ParticipACTION worked to break down barriers to physical activity and advocate for sustained investment, effective policies and impactful interventions that drive change nationwide.

Through our award-winning campaigns, innovative resources and physical activity initiatives, we reached and engaged 15 million people in Canada, overcoming obstacles and building a more accessible culture of movement. We distributed over \$1 million to municipalities and organizations to provide communities and equity-denied groups with high-quality physical activity opportunities – helping to level the playing field and reinforcing the need for ongoing, inclusive investments. These efforts are crucial for advancing the health and well-being of Canadians and Canada’s economic, social and environmental prosperity.

We also worked closely with leaders in the sport, physical activity and recreation sector, as well as the government, to advance Canada’s physical activity strategies and research. This allowed us to help address the issue of physical inactivity through evidence-informed collective action and to support policy and program design across the country and beyond. By fostering a deeper understanding of the benefits of physical activity, we’re working to make physical activity a national priority.

Our work would not be possible without the unwavering support of our staff, partners, board of directors, funders and supporters. I extend my sincere thanks to them and our champions for inspiring and helping us move Canadians into action.

Physical activity helps safeguard our physical health and mental well-being, strengthens Canada’s economy and environment, and unites people from coast to coast to coast. Together, we’ll continue to make room to move for all.

IN 2024-2025:

15 MILLION

people in Canada engaged with our initiatives, from participating in our campaign and digital challenges to following us on social media or visiting our website.

\$1 MILLION

was distributed by us to municipalities and organizations to provide high-quality physical activity and sport opportunities for equity-denied groups.

92%

of people in Canada agreed that our activities are impactful in making people across the country more active.*



ParticipACTION helped people in Canada become and stay active and live healthier lives.

- Over **1 in 4 people** in Canada got active because of our [Community Challenge](#).
- Over **30,000 people** in Canada participated in our digital physical activity challenges, with **29%** of [Sneak It In](#) and **49%** of [Make Room to Move](#) participants increasing their physical activity levels by 30 minutes per week post-challenge.

ParticipACTION influenced Canada's physical activity strategies through strong leadership and partnerships.

- We hosted a **National Physical Activity Summit** that brought together more than 80 organizations to start the process of developing an **Active Canada Action Plan** to address Canada's physical inactivity crisis.
- We formed the [Physical Activity Collective](#) — a group of national sport, physical activity and recreation organizations committed to working with the Government of Canada on providing physical activity support for Canadians in a coordinated and sustained way.
- **78%** of sport, physical activity and recreation organizations agreed that we influence government, non-government and community organizations to create and strengthen physical activity policies, programs and campaigns.*
- **79%** of organizations representing equity-denied groups indicated increased engagement with physical activity because of our programs and initiatives. **





ParticipACTION's thought leadership advanced critical research and accessible resources.

- [The 2024 Report Card on Physical Activity for Children and Youth](#)
The most comprehensive assessment of child and youth physical activity in Canada, our Report Card prompts new research and influences programs and policies.
- [Advancing the United Nations' Sustainable Development Goals \(SDGs\) Through Physical Activity: An Opportunity for Canada to Lead the Way](#)
We examine how Canada can leverage existing sport, physical activity and recreation strategies to effectively support both international and domestic SDGs.
- [Moving Towards a New Normal: The Social Climate of Physical Activity](#)
Can Canadians be motivated to get active like they were motivated to quit smoking and/or recycle? We evaluate the current social climate of physical activity and how to change it.

People in Canada continued to see ParticipACTION as a trusted, go-to resource and champion of inclusive physical activity.*

- 94% of people in Canada agreed that we promote supportive, inclusive and accessible environments for physical activity.
- 95% agreed that we effectively promote the mental health benefits of physical activity.
- 93% agreed that we're advancing issues related to physical activity.
- 87% recognize us as the country's go-to leader in physical activity.

*Among those who are aware of ParticipACTION or a specific initiative.

**Among those who participated in the Community Challenge and/or are aware of ParticipACTION.

TOGETHER, WE CAN MAKE ROOM TO MOVE.

Breaking down barriers and creating a more active, healthier Canada requires collective action and coordinated investment. No organization or government can create system-level change alone, and we'll continue to advocate for collaboration across the sport, physical activity and recreation sector and between governments and federal ministries. As ParticipACTION looks ahead, our [2023-2028 Strategic Plan](#) will continue to guide us in championing the issue and being a nationally and globally influential organization – and so will Canadians.

People in Canada recognize us as the country's go-to leader in physical activity, and we intend to

remain an organization that Canadians can turn to for resources and that Canada's leaders can rely on for strategic, evidence-informed counsel.

We'll continue to work with funders, sector leaders, researchers, stakeholders and communities across the country to better support Canadians and help make physical activity something that is accessible and further unites and strengthens us.

Our goal is to make our vision of a Canada where physical activity is a vital part of everyday life for everyone a shared vision. Let's make room to move, Canada!



A SPECIAL THANKS TO OUR PARTNERS:

We would not have been able to achieve any of our success without the dedicated support of our staff, partners, board of directors, funders and supporters. Thank you to our champions for moving with us and for your ongoing leadership and collaboration!

Canada



RECONCILIATION ACTION STATEMENT

ParticipACTION acknowledges that colonialism has harmed Indigenous communities across Canada and that our industry has had adverse impacts on Indigenous health through banning traditional forms of physical activity and using physical activity as an assimilation tool.

ParticipACTION commits to supporting and/or partnering with Indigenous communities and Indigenous-led organizations, and sharing Indigenous stories and imagery that honour First Nations, Métis and Inuit communities. We will work to advance related Truth and Reconciliation Commission's Calls to Action and continue being open to suggestions from and consultations with Indigenous Peoples on how we can build better relations and continue working towards reconciliation.