



National Health & Fitness Foundation Business Plan 2018

Our vision is to make Canada the *Fittest Nation on Earth*!

The National Health & Fitness Foundation is a registered, charitable corporation established to support the promotion of health and fitness for Canadians through the coordination of activities relating to National Health & Fitness Day, the first Saturday in June. The Day was established by the passage of Bill S-211 by Senator Nancy Greene Raine and then-MP John Weston in December 2014.

The Foundation provides assistance and guidance to municipalities endorsing National Health & Fitness Day and works with stakeholders including Parliamentarians, non-governmental agencies, the private sector and the Public Health Agency of Canada. (For Action Plan 2018-19 see Appendix 1.)

The Foundation provides support for projects sharing its goals; these initiatives are evaluated on a case-by-case basis.

Key Goals

- To increase physical activity of Canadians, towards Canada's becoming the Fittest Nation on Earth.
- To promote public policies supporting health & fitness.
- To promote collaboration of stakeholders in the physical activity sector.

While support for NHFD began in 2009, the Foundation was created only in 2015. Until recently, most financial support came from the Parliamentary budgets of Weston, as MP, and Raine, as Senator. In order to continue momentum and secure its future, the Foundation has committed for the first time to a fundraising goal, proposing **to raise \$100,000 for Year One, starting April 1, 2018, and a total of \$2.85 million over the following ten-year period.** (For Budget details see Appendix 2.)

The Need for National Health and Fitness

In the past 40 years, rates of overweight and obesity in Canada have risen significantly, especially among children and youth. Obesity has impacts on physical and mental health, self-esteem, productivity and personal happiness. Health costs to treat preventable chronic diseases directly related to inactivity are estimated at \$7 billion* per year.

*(Janssen, I. (2012), Health care costs of physical inactivity in Canadian adults. *Applied Physiology, Nutrition, and Metabolism*, 37, 803-806.

There is no simple solution to the causes of obesity, but rallying stakeholders to promote healthy, active lifestyles has never been more important. Our emphasis is on *health promotion*, not *sickness care*, on Canadians' taking responsibility for our own health, not leaving it to governments to cope with the effects of chronic disease.

We reach out to all age groups and include all socio-economic levels, and in particular Indigenous and new Canadians who are even less likely than other Canadians to meet national physical activity guidelines. We work with ParticipACTION and other leading agencies, leveraging their expertise and networks to promote National Health & Fitness Day with provincial, First Nation, and local governments all across the country.

Partnerships and Advisory Council

Our strength is in the clear, relevant messages we convey to our network.

To date, National Health & Fitness Day has been endorsed by the Federation of Canadian Municipalities, the Union of Quebec Municipalities, the Province of British Columbia, Yukon Territory and more than 298 municipalities with representation in all provinces and territories. We have just begun explicitly to promote the initiative to First Nation governments and have reason to believe they will be enthusiastic in their support.

Our Advisory Council includes representatives from local governments, national non-profit health and fitness organizations, for-profit corporate fitness organizations, and educators. Advisory Council members are listed on www.NHFDcan.ca under the link "About Us".

The Foundation welcomes the addition of new stakeholders from the private and non-profit sectors.

Government Relations

The National Health and Fitness Foundation was founded by parliamentarians and others dedicated to leverage the profile of MPs and Senators to work together in a strictly non-partisan way. NHFF Board members who are members of political parties are asked to promote NHFD activities to their party caucuses. At the same time, the Foundation's underlying principles and charitable status prohibit board members from using the Foundation or its activities for partisan political activity.

Parliamentary Fitness Initiative (PFI)

The Foundation is well known, among other things, for overseeing regular weekly activities on Parliament Hill that involve MPs, Senators, and staffers of all political parties. Participants have, since 2009, run together and swam weekly, whenever Parliament is in session. In recent years, a weekly walk was added. These activities have been championed by board members and PFI Coaches Pierre Lafontaine, head of Cycling Canada and Canada's former Olympic Swim Coach, and Phil Marsh, Senior Regional Manager at Ottawa's Running Room. The PFI provides a way for every interested Parliamentarian to integrate healthy physical exercise into their busy schedules. More importantly, this provides a nationally recognized forum for political leaders to serve as role models in promoting healthy physical activity.

Focus on Proclaimers

Currently, over 400 local governments in all provinces and territories have endorsed National Health & Fitness Day, including most of the major cities from Victoria to Halifax. We are now moving our attention to First Nations. The Foundation continues to expand the number of partner municipalities by reaching out to them directly and through parliamentarians and leaders in sport and physical activity.

A list of endorsing municipalities is at: www.NHFDcan.ca

Service to Proclaiming Partners

As a coordinating body, the Foundation serves proclaiming parties by offering them a toolkit to help them to be effective in their promotion of special events on National Health & Fitness Day. The Foundation uses social media (Twitter and Facebook) for promotion and shares best practices and ideas through an engaging website.

Marquée Events

The Foundation oversees marquee annual events, including Ski Day on the Hill, National Life Jacket and Swim Day on the Hill, and Bike Day in Canada, and other opportunities that arise.

Budget & Operational Plan

The Foundation intends to remain a small but effective operation with limited overhead and contracted services. It will engage quality staff on a full- and part-time basis as needed, leveraging its activities with effective networking and communications.

Operating costs have to date been covered by Weston's and Raine's parliamentary budgets, and two donations totaling \$30,000, over 9 years. The Foundation now seeks sustaining funding from stakeholders and corporate donations.

The Foundation's operational plan for 2018 - 2019 is attached as Appendix 1. The budget for the following decade is attached as Appendix 2. The first year requires almost \$100,000 and the initiative needs \$2.8 M over the next 10 years.

Communications

We implement a detailed communications plan, developed with the support of ParticipACTION, and crucial to the success of our mission. The Foundation develops messaging on social media and maintains an interactive website to provide tools and facilitate effective communication with the public and municipal partners.

An ongoing budget will support providing information to media outlets and to the public to engage people to take personal responsibility for health, and to promote policy changes that support healthy lifestyles. An informed public will motivate positive action at all levels.

Founding & Sustaining Supporters

The Foundation has achieved amazing things in eight short years through the drive and energy of the founding directors, lawyer and former MP John Weston,

Senator Nancy Greene Raine, Swim Coach Pierre Lafontaine, and Running Coach Phil Marsh. It has been fortunate to have Public Health Nurse Marilyn Mclvor as a contracted Coordinator of the National Health & Fitness initiative, supported by a part-time paid administrative assistant, Justin Bergamini. It is now time to put this small organization on a more sustainable footing. We acknowledge the generous contribution in time and services by top charities lawyer Blake Bromley, who assisted with legal advice and incorporation expenses in order to meet the highest standards for a charitable organization.

Foundation Directors

John Weston, President
Nancy Greene Raine, Director
Phil Marsh, Director, Regional Manager, Running Room
Pierre Lafontaine, Director, Olympic Swim Coach, Lafontaine Sport Consulting
Marilyn Mclvor, Coordinator

March 2018

Appendix I: NHFD Action Plan
Appendix II: Budgets

**Appendix 1 National Health and Fitness Foundation
2017 to 2018 Action Plan**

1. Maintain the National Health & Fitness Foundation as a functioning, independent organization with staff, website, budget, branded emails, and trademark protections for the logos. Operate efficiently and comply with all corporate and charitable organization reporting functions, including the transition to the requirements of the new *Charities Act*.
2. Raise the necessary operational revenue through fund raising and sponsorship development, with contracted professional assistance as required.
3. Support Senators and Members of Parliament to enlist new communities to proclaim National Health & Fitness Day, including First Nations. Track endorsing municipalities, provide support and share resources with them. Maintain a communications contact list. Goals: 500 municipalities by June 2018 and 1,000 by 2022.
4. Maximize integration with ParticipACTION's promotion of physical activity in Canada.
5. Engage with partners in the Public Health Agency of Canada's initiative to develop a Pan-Canadian Physical Activity framework.
6. Foster relationships and engage the support of Canada's Olympic and Paralympic athletes, past and present.

7. Coordinate the Parliamentary Fitness Initiative and encourage MPs and Senators to serve as positive role models and to engage their communities in the initiative. Promote and organize the Parliamentary Fitness weekly runs, walks and swims, when Parliament is in session.
8. Coordinate (with partners) sport-specific events including Ski Day on the Hill in February, Swim Day on the Hill in early May and Bike Day in Canada in late May. Leverage these events to affect public policy on matters such as cross country skiing in schools, the National Drowning Prevention Plan and the National Cycling Strategy.
9. Engage the Federation of Canadian Municipalities (FCM) in the promotion of health and fitness to their constituents; coordinate a Fun Run/Walk with partners at the FCM Annual Conference on Saturday, June 2, 2018 in Halifax.
10. Implement a prototype program to bring National Health and Fitness Day to schools, in partnership with organizations such as PHE Canada.

Appendix II: National Health and Fitness Day budget 27-Mar
 April 1, 2018 - March 31, 2029

Year 1	April 1, 2018 - March 31, 2019	
Office space, supplies		\$14,000
Staff x 2 @ part time, coaching stipends		\$57,075
Marketing, promotional items		\$5,000
Travel to board meetings and conferences		\$4,800
Website maintenance and expansion		\$3,000
Legal		\$5,000
Insurance for D&O, liability		\$2,225
<u>Accounting</u>		<u>\$8,000</u>
Total		\$99,100

Year 2	April 1, 2019 - March 31, 2020	
Office space, supplies		\$18,000
Staff x 3 @ part time, coaching stipends		\$129,190
Marketing and promotional programs		\$15,000
Travel		\$10,000
Website maintenance, expansion		\$4,000

Legal	\$6,000
Insurance for D & O, liability	\$2,500
<u>Accounting</u>	<u>\$9,000</u>
Total	\$193,690

Year 3 April 1, 2020 - March 31, 2021

Office space, supplies	\$22,000
Staff x 3 @ full time, coaching stipends	\$189,040
Marketing and promotional programs	\$25,000
Travel	\$15,000
Website maintenance, expansion	\$4,000
Legal	\$6,000
Insurance	\$3,000
<u>Accounting</u>	<u>\$10,000</u>
Total	\$274,040

assuming 5% growth...

Year 4	April 1, 2021 - March 31, 2022	\$287,742
Year 5	April 1, 2022 - March 31, 2023	\$302,129
Year 6	April 1, 2023 - March 31, 2024	\$317,236
Year 7	April 1, 2024 - March 31, 2025	\$333,097
Year 8	April 1, 2025 - March 31, 2026	\$349,752
Year 9	April 1, 2026 - March 31, 2027	\$367,240
Year 10	April 1, 2027 - March 31, 2028	\$385,602
over 10 years		<u>\$2,909,628</u>

This budget assumes:

1. a new office and supplies external to the Senate
2. Staffing increases from 2 part time to 3 full time over first 3 years.
3. The project costs will grow by 5% every year after year 3.