

Moving to Action

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Who we are

Our Belief

An active life is a better life. Everyone should have the opportunity to experience the many benefits of physical activity so they can live a healthy life.

Vision:

A Canada where physical activity is a vital part of everyday life for everyone.

Mission:

To help people move more where they live, learn, work and play.

Values:

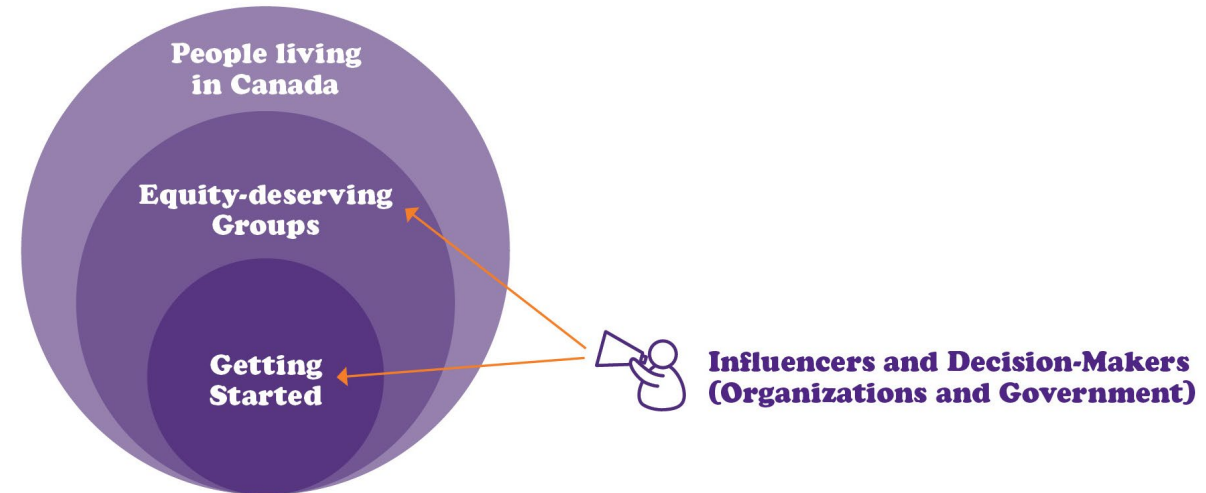
- Community
- Creativity
- Impact
- Balance

Who we serve

The Getting Started audience who are a segment of the adult population in Canada with the greatest opportunity for impact. They have intention to be more active, report being somewhat active, but have been unable to make physical activity a habit.

Equity-deserving groups including Women and girls, People with Disabilities, Indigenous, Black and other racialized groups, 2SLGBTQQIA+ community, Newcomers, and Low socio-economic status.

People living in Canada who are ready to get started on their physical activity journey or influence others to become more active.



Government and organizations within the physical activity sector (inclusive of recreation, sport, health and education) who can help us reach our target audiences.

Strategic areas of focus

Drive greater impact

As a charitable non-profit organization, making positive change is the heart of our work. Driving greater impact through the following strategies will directly support our Social Impact Goals – as well as our mission and vision.

- Impact movement behaviours through innovative initiatives and approaches
- Facilitate supportive environments through Community engagement initiatives and activities
- Leverage research, data, and insights to optimize initiatives and increase our target audiences' engagement

Champion the issue

ParticipACTION has long been considered the voice of physical activity in Canada. We are uniquely positioned to provide leadership within the physical activity, recreation and sport sector as we collectively work to keep people living in Canada active and healthy.

- Develop compelling public education campaigns that impact attitudes and behaviours
- Elevate our status as Canada's go-to leader in physical activity through sector and knowledge mobilization activities
- Align the sector in advocating for policies and supports that prioritize physical activity

Strategic areas of focus

Grow our funding and support

ParticipACTION's financial health plays a crucial role in our ability to achieve our goals. Support from the Government of Canada is critical to our success, and diversifying revenues and working collaboratively with partners will support our sustainability, identify new opportunities, and help us reach and engage more people.

- Establish an ongoing strategic funding relationship with the Federal Government
- Increase revenues through diversified opportunities (e.g., P/T funding, other government grants, sponsorships, etc.)
- Expand and optimize our network of partners in support of our mission

Optimize our culture and operations

ParticipACTION is a small but mighty organization that prides itself on delivering strategic, focused and results-driven work through our commitment and a passion to make a difference. We must continue nourishing a positive and engaging organizational culture and ensuring effective operations that are foundational to our success.

- Live our values and foster a high-performing team
- Apply an equity, diversity, inclusion and accessibility lens across organizational decisions and initiatives
- Implement effective governance, processes, and systems in support of our Strategic Plan

An active life is a better life

This Strategic Plan is our blueprint to build on the successes of the past five years.

We are confident that by working together with our partners and supporters, we can create a brighter, healthier and more active future for everyone living in Canada!

