

Annual Report 2025

# *Moving* Together



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# A Year in Review

## Moving Together

This past February marked the close of our 25th anniversary at Active Aging Canada. It was a time of reflection and celebration—a moment to honour a quarter-century of commitment to supporting the health and well-being of older Canadians. We invite you to experience a visual summary of our journey through the 25th Anniversary montage, now available on [our YouTube channel \(https://www.youtube.com/@ActiveAgingCanada\)](https://www.youtube.com/@ActiveAgingCanada).

As we look ahead, we do so with renewed commitment to our mission of promoting active aging and enhancing the lives of older adults from coast to coast. In 2024, we focused intentionally on expanding access to resources and opportunities for seniors who face barriers to physical activity. Whether it was offering guidance to those managing chronic conditions, connecting rural communities to remote recreational programs, or helping local initiatives become more age-friendly—our vision of moving together towards healthy aging is our purpose and guides our decisions.

None of this important work would be possible without our passionate and dedicated Board of Directors, our member organizations, our staff, and our community partners. Together, we have made meaningful strides in creating a more inclusive, active, and healthy Canada for older adults.

As we move forward from this milestone year, I am filled with gratitude and optimism. The path ahead is bright, and we look forward to continuing this journey—moving together—in the years to come.

Warm regards,  
Debbie Brown  
Chair, Active Aging Canada



## Active Aging Canada Supports 'Changing the Pace' in Canada

Active Aging Canada is pleased to be part of the national "Physical Activity Collective"; advocating for action that will help build a healthier, more active Canada. As leaders within the physical activity, sport, and recreation sector, the Physical Activity Collective is committed to building strategic partnerships and strengthening the health and well-being of Canada. The collective believes that prioritizing physical activity will move Canada forward to better health and prosperity. This past year was a productive one for the initiative. Hosted by Participaction, the Physical Activity Collective participated in a stimulating and productive National Physical Activity Summit in Ottawa in November 2024. Active Aging Canada was pleased to advocate for the needs of older adults to stay active. Learn more about this work and its first initiative; the "*Change the Pace*" (<https://changethepace.ca/>) campaign.



## Active Aging Canada Supporting Others

Partnerships continue to be a key to Active Aging Canada's success. It was wonderful to support our longtime voting member, ALCAD in their successful application to the CIHR Institute of Aging Voluntary Sector award. This project will add to the Activate Your Neighborhood initiative; providing support to making neighborhood activities inclusive for people with disabilities and older adults. The updated resources will be launched in the Fall of 2025.

This past year our member organization *Parachute* (<https://parachute.ca/en/>) (Canada's national charity dedicated to injury prevention) planned and hosted the 6th Canadian Fall Prevention Conference that was held in April in Toronto, ON. Active Aging Canada was part of the conference planning committee. This successful event highlighted new research and knowledge, explored the implementation of promising practices, and examined cross-cutting issues to prevent and mitigate the impact of falls and falls-related injuries on older Canadians.

Active Aging Canada was invited to be part of an exploratory meeting hosted by Health Promotion Canada, the National Collaborating Centre for Determinants of Health and the Canadian Public Health Association. The meeting took place in P.E.I. in the Summer of 2024 and was part of a larger project looking to create an intersectoral and interdisciplinary space for promoting collaborative action on the social determinants of health and wellbeing. Our Board Chair, Debbie Brown represented Active Aging Canada in the of group of intersectoral organizations discussing what this national intersectoral and interdisciplinary space could look like. We look forward to the project outcome in developing a structure for this network initiative.





Active Aging Canada also continued to play an important role as a knowledge broker. In 2024, we partnered on two successful research grant applications:

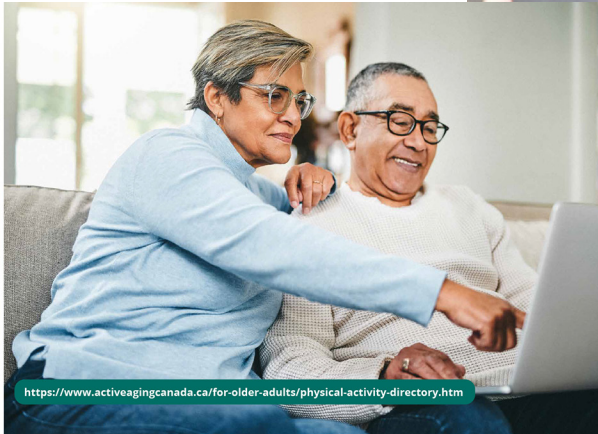
The transition out of the workforce into retirement represents a critical time where health behaviour promotion to encourage people to be more active may be effective. A Canadian Institute of Health Research funded study led by Dr Ryan Rhodes of the Behavioural Medicine lab within the *School of Exercise Science, Physical and Health Education* (<https://www.uvic.ca/health/exercise/index.php>) at the University, will examine this period of life and we look forward to assisting on the project.

Active Aging Canada was a co-applicant on a SSHRC Insight Grant application entitled “Establishing a Quality Masters Sport Participation Framework”. Led by Dr. Scott Rathwell, this five-year project will provide insight into sport participation by older Canadians and provide guidance to those offering sport activity opportunities across Canada.

## Funded Projects

Being physically active has so many benefits. Physical activity helps us to stay independent and mobile. It boosts immune function and reduces the risk of chronic illness. And it can just be fun! That is why it's so important to be physically active; then we can reap the many benefits of good health and age well. Older adults often don't know how to become physically active, or how to do so safely. In 2024, we were pleased to once again receive the Canadian Institute for Health Research Institute of Aging Voluntary Sector Award which allowed us to update our website with a directory page of evidence-based resources for older adults of varying abilities and those living with chronic conditions. The physical activity directory helps connect people to active aging resources to become and stay physically active.

New online physical activity directory helps connect you to active aging resources



### Active Aging Canada in the Media

We were also pleased to see our research reach new audiences. In August 2024, RTOERO's Renaissance magazine featured an interview with our Research Director, Dr. Liza Stathokostas. The article “*Power up - Get the power and strength you need to stay fit and independent*” (<https://erennaissance.rtoero.ca/power-up/>) puts power training in the spotlight as one of the most important exercises we can do as we age.



## Executive

Chair

**Debbie Brown**, Saskatoon, SK

Vice-Chair

**Linda Brown**, Winnipeg, MB

Treasurer

**Anne-Marie Quan**, Toronto, ON

## Board of Directors

Chair

**Debbie Brown**, Saskatoon, SK

Directors

**Linda Brown**, Winnipeg, MB

**Anne-Marie Quan**, Toronto, ON

**Martin Wilkins**, Calgary, AB

## Voting Member Organizations

Active Aging in Manitoba

Active Living Alliance for Canadians with a Disability

Canada Seniors Games Association

Older Adult Centres' Association of Ontario

Saskatchewan Seniors Mechanism

Saskatoon Council on Aging

University of Manitoba Centre on Aging

## Corresponding Members

Active Aging BC

Parachute Canada

## Corporate Members

PhysioBiometrics





## Honourary Members

Margaret Barbour  
Patty Clark  
Ron Ferguson  
Don Fletcher  
Doug Nutting  
Sandra Hartley  
Jim Hamilton  
Barbara Hood  
Charles Keple  
Philippe Markon  
Rosanne Prinsen  
Charles Rice  
Sheila Schuehle  
Bert Taylor (d)  
Individual Members  
Janice McMillan  
Martin Wilkins

## Volunteer Committee Members

Our projects rely heavily on experts and stakeholders from a variety of fields across Canada. These individuals agree to volunteer their time and to share their expertise with us, to ensure that our resources are based on the current evidence of the day and meet the needs of older adults. Our sincere thanks to the following individuals for their contributions to Active Aging Canada.

## Research Committee Members

### **Dr. Michelle Porter, PhD**

Director, Centre on Aging  
University of Manitoba

### **Dr. Meghan McDonough, PhD**

Professor, Faculty of Kinesiology  
University of Calgary

### **Dr. Laura Middleton, PhD**

Associate Professor and Schlegel Research Chair  
Department of Kinesiology and Health Sciences  
University of Waterloo

### **Dr. Nicolas Berryman, PhD**

Centre de Recherche de l'Institut Universitaire de  
Gériatrie de Montréal  
Université du Québec à Montréal

### **Dr. Scott Kehler, PhD**

Faculty of Health, School of Physical Therapy  
Dalhousie University



## Older Adult Advisory Committee Members

Josie d'Avernas, ON  
Don Fletcher, MB  
Anthony Gizzie, ON  
Peter Lehman, ON  
Philippe Markon PhD, QC  
Kamal Parmar, BC  
Laura Surman, ON

## Staff & Consultants

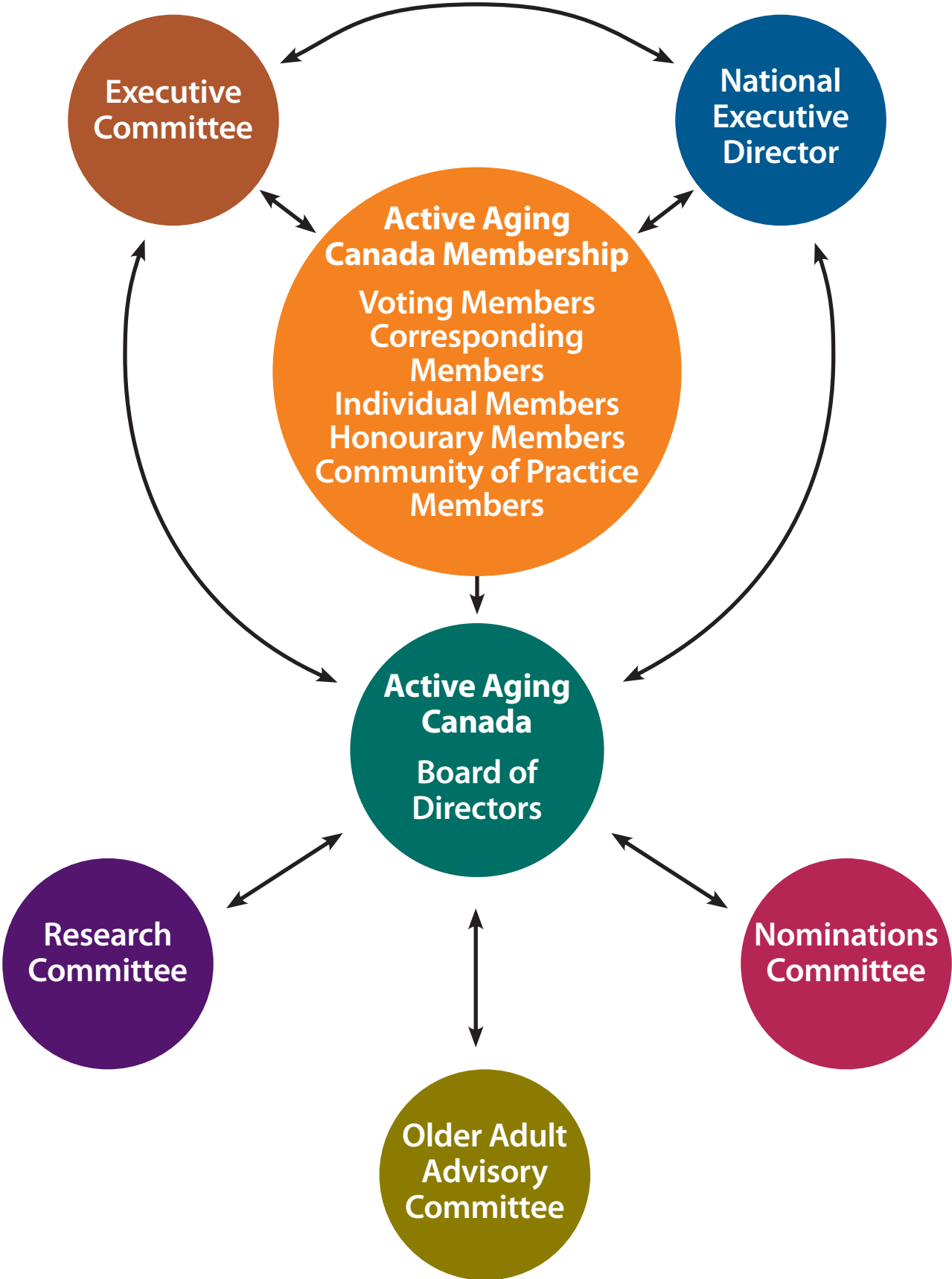
The organization would not be here without the support, hard work, and dedication that we received from these valuable individuals this past year. Our sincere thank you to everyone who kept wwthis organization moving forward.

Kathy Barrett, Bookkeeper  
Claire Jobidon, French Translation  
Ward Maxwell, Marketing and Communications Director  
Kyle McTaggart, Digital Media Consultant  
Research Director, Liza Stathokostas  
Andrew Wilczynski, Web Master





# Active Aging Canada Organizational Structure



<div>Active Aging Canada Strategic Direction and Theory of Change</div> <div>Supporting lifelong healthy active aging of adult Canadians through participation, education, research, and promotion</div>					
	Promoting Older Adults and Active Living	Knowledge Translation of Research to Practice		Communication, Collaboration and Coordination	Leadership and Accountability
Objectives	To develop and disseminate evidence based messaging that promotes older adults, active aging and reduced impact of chronic disease for older adults in Canada	To facilitate knowledge translation of research to practice integrating input of older adults and practitioners in promoting healthy aging.		To foster communication, collaboration and coordination for active aging amongst Active Aging Canada members, older adults and stakeholder organizations.	To effectively achieve the objectives of the organization, evaluate and make transparent its management and impact.
Activities	Identify effective channels for reaching older adults and their circle of support Submit abstracts, attend conferences, fairs Submit articles to be published in local papers, social media, professional journals and magazines Profile resources on Active Aging Canada and partner websites Distribute communication “soundbites” through the Active Aging Canada database Disseminate resources, e.g., Passport materials Facilitate Workshops Advocate for policies and programs that support older adults and promote healthy aging	Form and nurture a Community of Practice of practitioners, facilitators, educators, administrators and researchers in sharing, disseminating, and applying knowledge of the key role of active aging in lifelong healthy aging Form and nurture a Research Advisory Committee and Older Adult Advisory Committee Incorporate feedback from knowledge users on unmet needs, what works, and how to improve implementation of research in a Knowledge Translation Framework, Engage in projects for Knowledge Translation Develop evidence based resources to support healthy living Offer training opportunities		Enhance Active Aging Canada database to extend reach to more stakeholders and older adults Expand membership at all levels: voting, corresponding, corporate, individual Re-establish working committees: Older Adult Advisory Committee and Membership Committee Consult Active Aging Canada membership and older adult groups across Canada Meet with key decision makers, stakeholders Develop communication and marketing materials	Establish and maintain Board of Directors Develop and renew Vision, Mission, Values, Strategic Direction, clarifying roles and responsibilities Develop policies to guide operations Hire, manage contracts, e.g. Executive Director Provide oversight to operations ensuring adherence to policies and values Ensure accountable financial management Ensure & manage communication with members, stakeholders Ensure effective processes to manage project progress Ensure required reports and funding proposals are submitted in a timely manner
Target Groups	Community Organizations Researchers Educators Media Older adults Government	Community of Practice Research Director, Research Committee Adult education specialists; Educators Researchers Practitioners Older adults		Active Aging Canada Board of Directors, AAC Membership Community Leaders, trainers, educators Policy makers, Public Older adults Allied health organizations Media	Active Aging Canada Board Project Manager, Team Contractors, Partners Funding agencies AAC Membership
Outputs	Website: links to resources, Blogs; Articles; Daily Dose exercises; Resources: Active Living Tips; Research Updates; Overcoming ageism and active living; Programs: Personal Passport; Framework for program design for cancer patients; Mall Movers	Reports and recommendations Material translated in multiple languages Web-based material		Active Aging Canada Database Website and social media analytics Zoom recordings, PowerPoint presentations Conference abstracts; record of meetings Active Aging Canada Annual Reports & newsletters	Website, policy manual Minutes, workplans, contracts Financial reports Progress Reports, Project Reports Evaluation Reports
Short Term Outcomes	Evidence based messages are communicated through multiple channels to motivate healthy aging and active living amongst older adults	Researchers collaborate with practitioners and older adults to generate evidence to improve practice and create accessible resources that promote healthy aging and manage chronic disease amongst older adults		Increased membership and outreach are successful, influencing policy makers, professionals, community leaders and older adults to work together in fostering healthy living in older adults	A Board of Directors and staff support transparency, efficiency and accountability at all levels to sustain and promote activities of the organization
Long Term Outcomes	Promotion of healthy aging is having an impact on prevention and early detection of chronic diseases in older adults and in influencing greater physical activity in younger generations		Stakeholders report increased capacity for facilitation, measurement, evaluation of activities to promote healthy aging and prevention of chronic disease in older adults	Active Aging Canada is recognized for its leadership in promoting a society where all adult and older adult Canadians are leading active lifestyles that contribute to their overall well-being	



**ACTIVE AGING CANADA INC. / VIELLIR ACTIVEMENT CANADA INC.****STATEMENT OF FINANCIAL POSITION****AS AT MARCH 31, 2025**

	<b>2024</b>	<b>2025</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash	\$12,023.00	\$12,153.95
Accounts receivable	2,500.00	\$0.00
HST rebate recoverable	6,388.00	1,432.87
Prepaid Expenses	-	-
	<b>\$20,910.00</b>	<b>\$13,586.82</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current Liabilities</b>		
Amounts payable and accrued liabilities	-	\$1,357.13
Payroll source deductions payable	-\$53.39	-
Deferred revenue	14,915.00	\$5,429.69
	<b>\$14,969.00</b>	<b>\$6,890.33</b>
<b>Net assets</b>		
Designated funds (reserve fund)	\$3,000.00	\$3,000.00
Unrestricted	2,9412.00	\$3,696.49
	<b>5,942.00</b>	<b>\$6,696.49</b>
	<b>\$20,910.00</b>	<b>\$13,586.82</b>

# STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

For the Year Ended March 31, 2025

	2024	2025
<b>REVENUE</b>		
Government & Industry Contributions	\$43,765.00	\$16,485.51
Membership Fees + Donations	955.73	1,608.66
Interest	-	
	<b>\$44,720.73</b>	<b>\$18,094.17</b>
<b>EXPENSES</b>		
Program	\$14,009.89	\$7501.21
Personnel	24,578.79	7475.98
Office and general	4,595.03	2,466.98
Professional Fees	-	-
Occupancy	-	-
Travel	-	-
Insurance	681.48	648.00
	<b>\$43,865.19</b>	<b>\$18,094.17</b>
<b>Excess of Revenue Over Expenses for the Year</b>	1,714.59	0.00
Net assets, beginning of year	4,981.90	6696.49
<b>NET ASSETS, END OF YEAR</b>	<b>\$6,696.49</b>	<b>\$6696.49</b>

Approved on behalf of the Board:

Debbie Brown

Board Chair





**Active Aging Canada**  
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