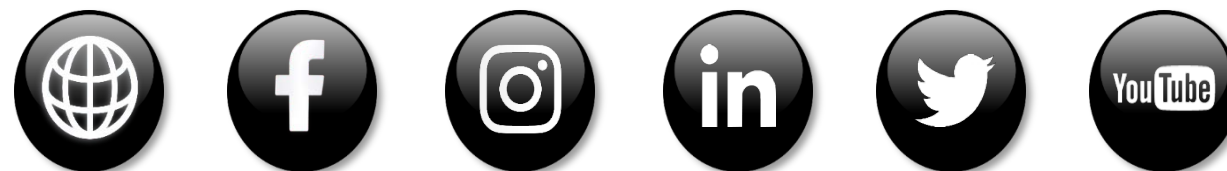


# **WHY WE WANT TO MAKE CANADA THE FITTEST NATION ON EARTH**

**WHAT YOU CAN DO TO HELP  
ROTARY PRESENTATION, Sept 28, 2020**



# Big Questions / Important Relationships





# Service Above Self – My Thanks to Rotary







We are all  
happier “off  
leash” in  
nature!



# What's the Big Question?

## Issues

- ↑ Screen Time
- ↑ Car Culture
- ↑ Poor Diets
- ↑ Program Costs
- ↓ Time in Nature
- ↓ P.E. in Schools

=

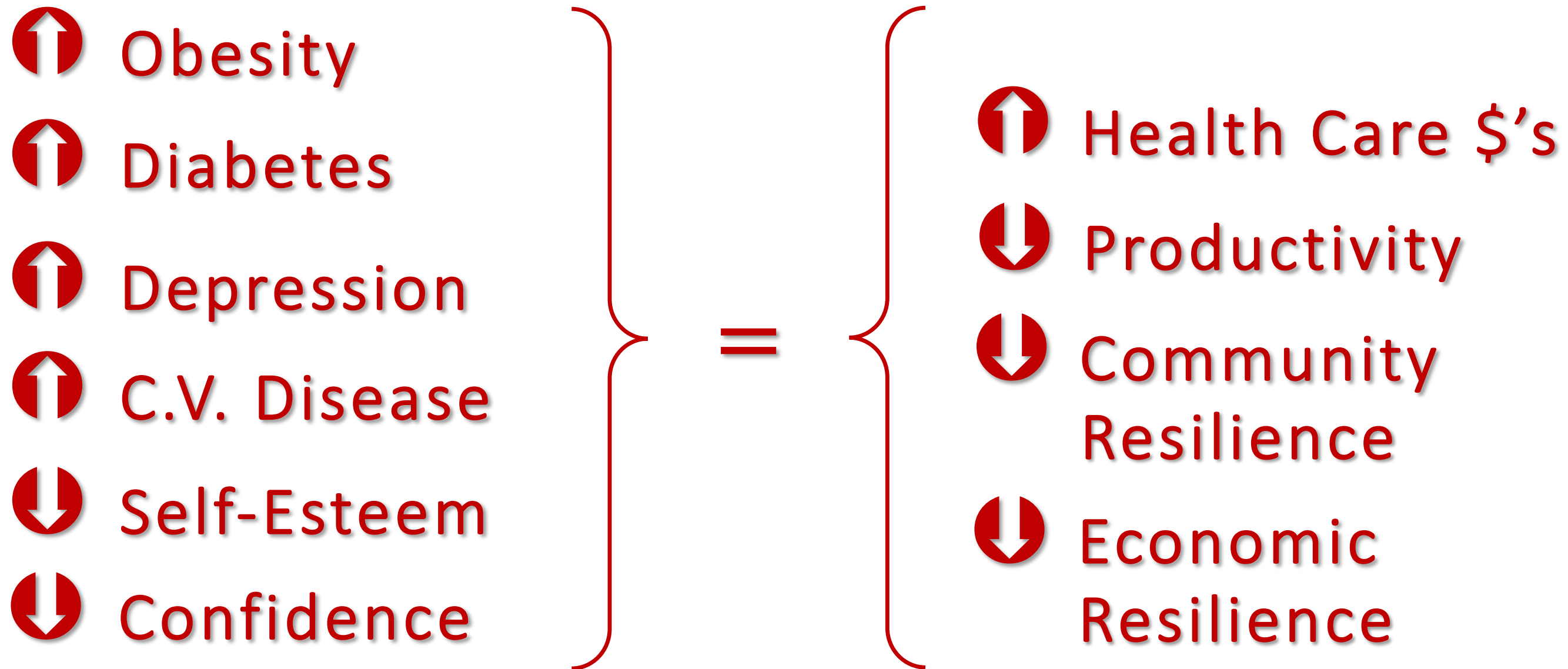
## Consequences

- ↓ Activity
- ↓ Mental Health
- ↓ Physical Health
- ↓ Productivity
- ↓ Academic Performance



# Other Consequences of Inactivity

## Consequences





# Our VISION

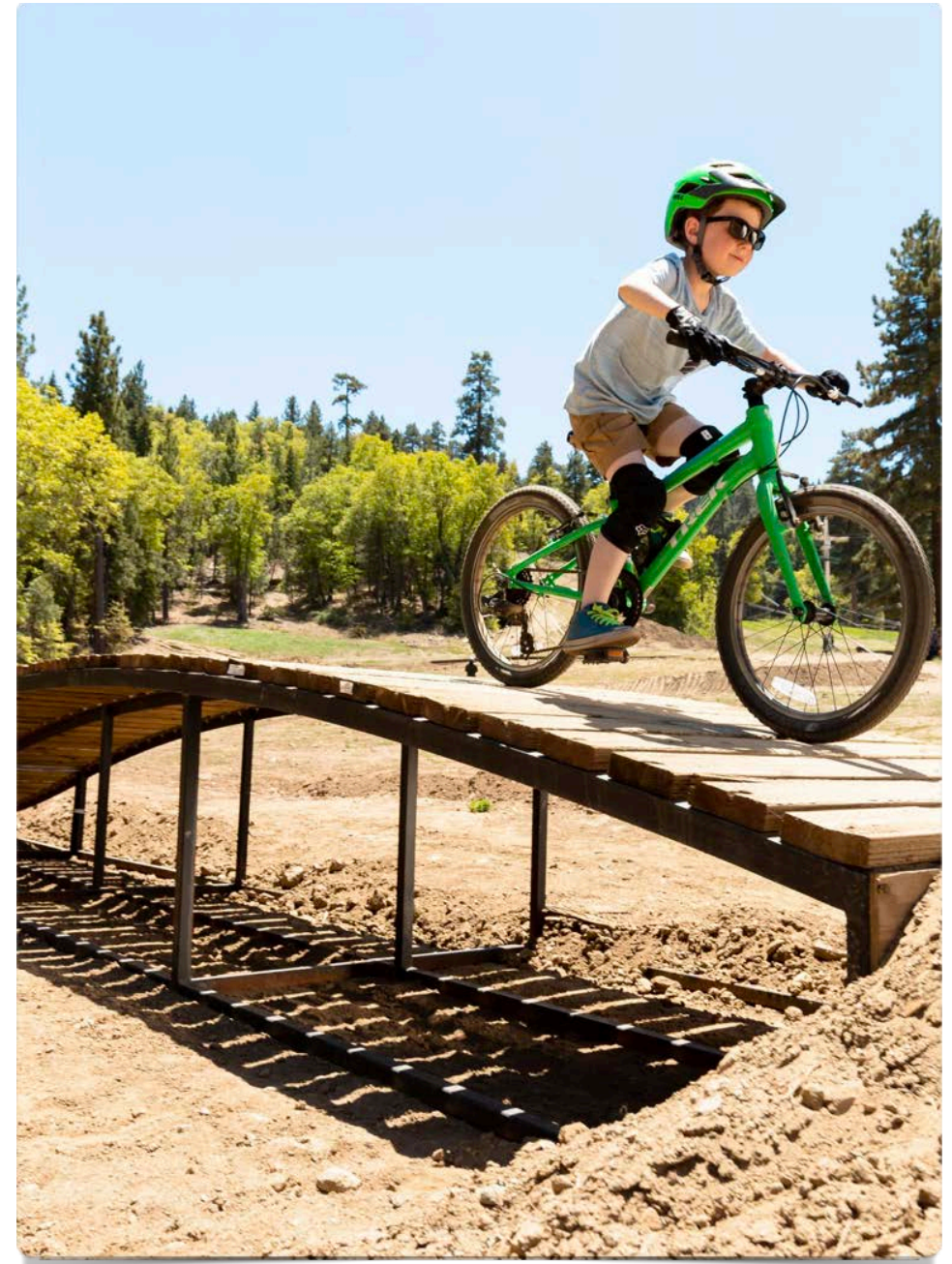


- The Canadian Health and Fitness Institute aims to Make Canada the Fittest Nation on Earth by 2030
- Active Citizens; Active Citizenship
- Physical / Mental / Spiritual Health



# Our GOALS

- Inspire active citizens to reconnect with nature and active living
- Create and support a network of inclusive and accessible places where leaders share and generate active-design ideas
- Support innovative initiatives that promote physical, mental, and spiritual health
- Promote measurable improvements in health for individuals and communities

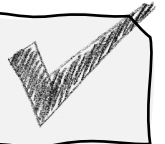
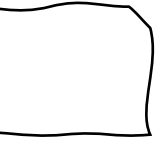
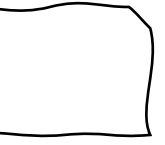
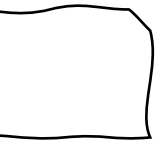
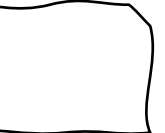




# The Five Phase CHFI Strategic Plan

## The Five-Phase CHFI VISION

✓  
Done

PHASE 1: SETTING THE FRAMEWORK: PRE-FEASIBILITY ANALYSIS	2009 - 20	\$500,000+	
PHASE 2: INVESTMENT READINESS AND FEASIBILITY STUDY	2020 - 21	\$490,000	
PHASE 3: NATIONAL ADVENTURE AND INNOVATION CENTRE and ACTIVITY INNOVATION NETWORK	2021 - 25	\$3.97 million	
PHASE 4: PROTOTYPE HUT-TO-HUT TRAIL SYSTEM	2021 - 25	\$34.5 million	
PHASE 5: CANADIAN ACTIVITY CENTRE OF EXCELLENCE	2023 - 27	\$600 million	



# What We've Done To Date



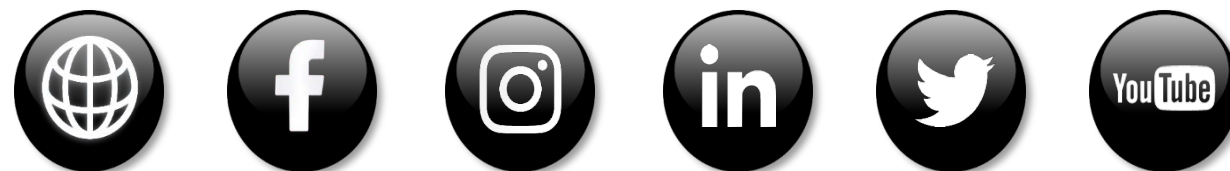
- Parliamentary Fitness Initiative
- Nancy Greene Raine & John Weston piloted Bill S-211
- Over 500 cities have proclaimed [National Health and Fitness Day](#)
- CHFI established as charitable foundation
- 35 Directors and Advisors
- Governor General as Vice Regal Patron





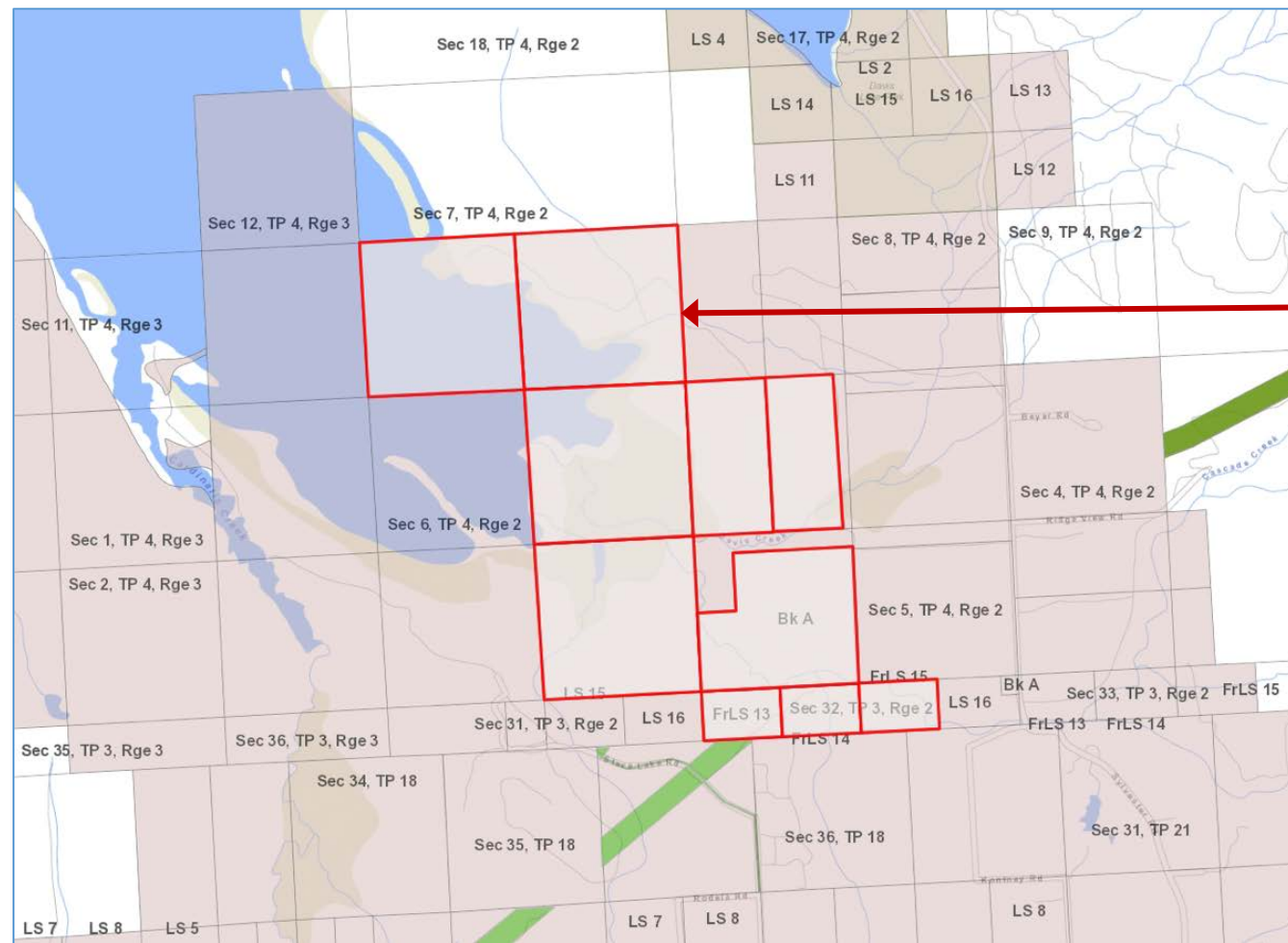
# What We've Done To Date

- Hosted the first National Health & Fitness Visioning Workshop
- Developed a Concept Video with [A49 architecture firm](#) (see chfi.fit)
- Created Celebrity Supporter Videos, also on [our website](#)
- Designed and launched a [new crowdsourcing initiative](#)
- Celebrated our Public Launch on September 12, 2019
- Planned the Virtual Celebrity Gala – Oct 15, 2020
- Begun our walk with Rotary!



# The Land

To help achieve this Vision, the Westons have committed to donate a portion of their land along the south shore of Stave Lake in the Fraser Valley of British Columbia.

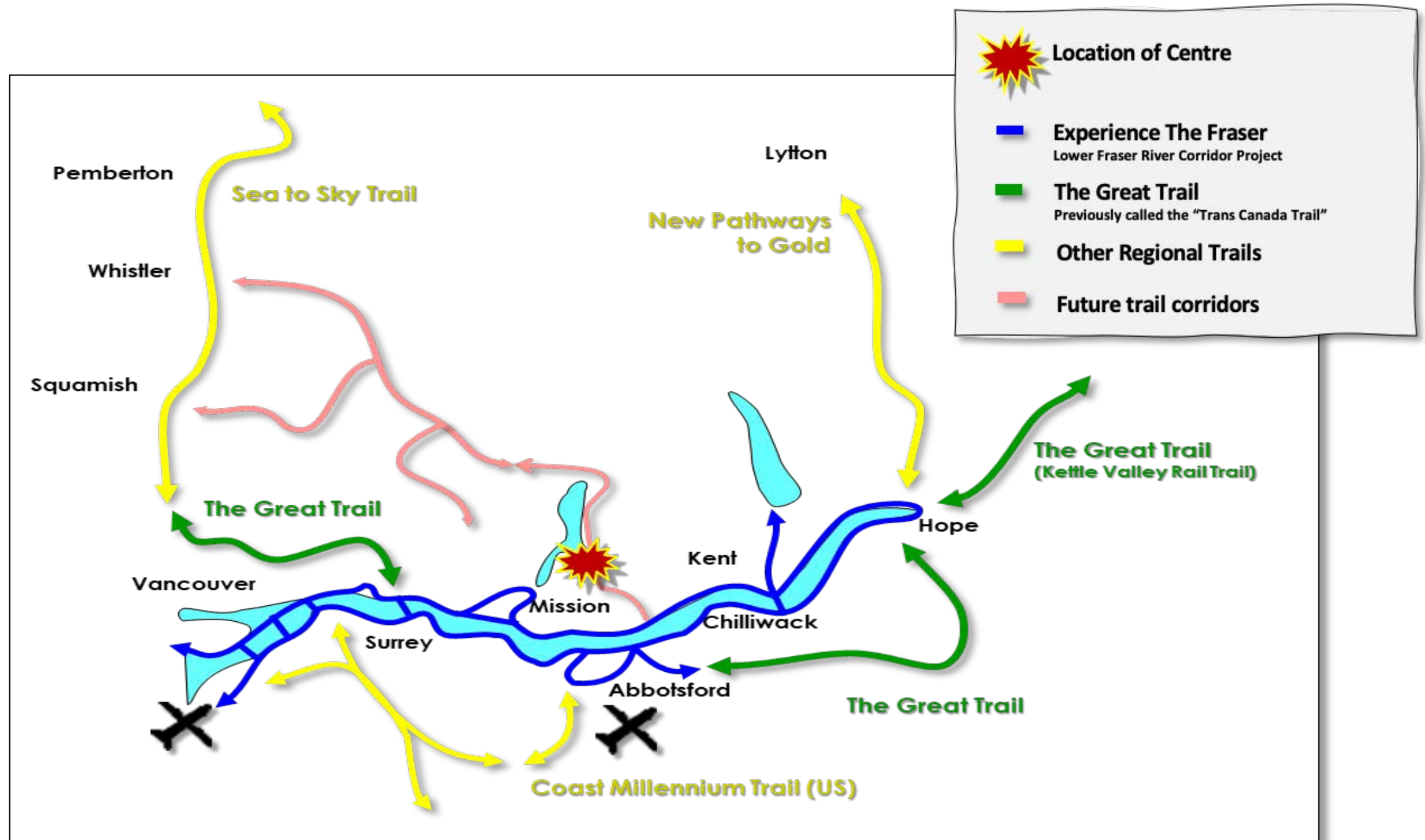


*Weston Family  
Property*





# Leveraging Rotary & Other Regional Trails



# NATIONAL ADVENTURE AND INNOVATION CAMPUS

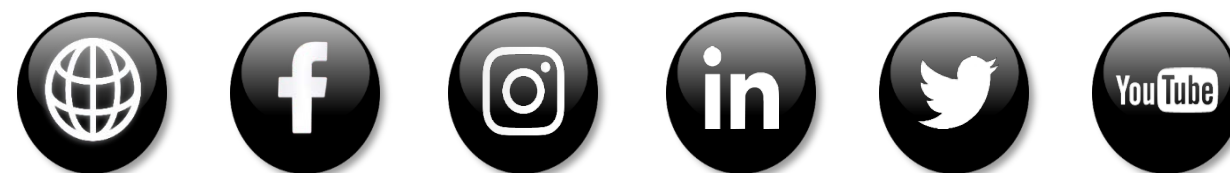
*A CHFI Project, Powered by Rotary?*

The first construction phase of the CHFI Adventure and Innovation Campus aspires to include a Nation leading paddling center for people of all abilities.

We are also setting up measurable ways for Rotarians and others to track their improvement in physical, mental, and spiritual health

A National leadership organization like Rotary could help raise funds to make these experiences possible.

See next slide for budget overview ...



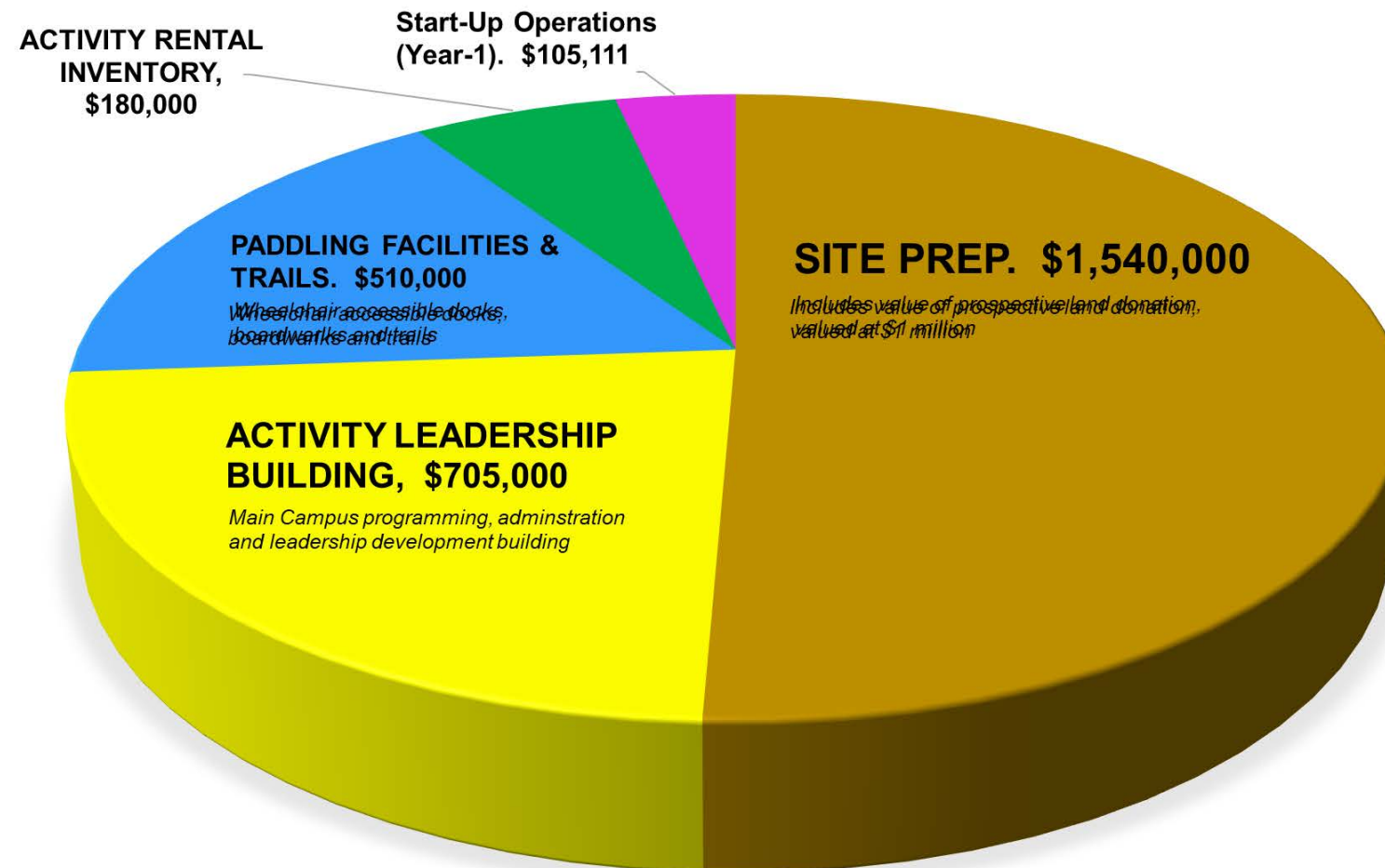


# NATIONAL ADVENTURE AND INNOVATION CAMPUS

## *A CHFI Project, Powered by Rotary?*

### CHFI NATIONAL ADVENTURE AND INNOVATION CAMPUS

PROJECT CONSTRUCTION AND START-UP BUDGET





# NATIONAL IMPACT; LOCAL APPLICATION

## MEASURING IMPACT





# GALA – SAVE THE DATE!

*October 15, 2020*

CANADIAN HEALTH AND FITNESS INSTITUTE PRESENTS

## CHFI CELEBRITY GALA FUNDRAISER 2020

5:00 - 6:30pm PT  
8:00 - 9:30pm ET

**October 15th, 2020**

Broadcast Live from Mahony & Sons, Vancouver

**Celebrity Panelists**  
Rick Hansen, Man-in-Motion  
Ashleigh McIvor, Olympic Medalist  
John Stanton, Running Room Founder  
Jay DeMerit, ex-Whitecaps Captain  
Lynn Kanuka, Olympic Medalist  
Ken Read, Olympian  
Scott Rintoul, Radio Sports Host  
Kirk McLean, ex-Vancouver Canucks

**CHFI Lifetime Achievement Award:**  
Dr. Jack Taunton

On-Line Auction - You can also make a tax-deductible donation directly to help "Make Canada the Fittest Nation on Earth by 2030"

[www.chfi.fit](http://www.chfi.fit)



- The season's most inspirational night on Health and Fitness.
- Free
- Sponsorship Opportunities
- Auction Items
- Donations
- Share links



# WHY SHOULD ROTARIANS CARE?

1. In my district?
2. Help me personally?
3. Aligned with Rotary objectives?
4. Urgent – or important?

