

To: Mayor and Council
From: Paul Gipps, CAO

Meeting Date: May 20, 2025
Meeting Type: Regular Council Meeting

Prepared by: Lauren Sanbrooks, Grant Funding Specialist
Department: Finance & Administration

Title: The 2025 ParticipACTION Community Challenge
Description: Lake Country to participate in the 2025 ParticipACTION Community Challenge.

RECOMMENDATION

For Information.

EXECUTIVE SUMMARY

The ParticipACTION Community Challenge is a national initiative encouraging Canadians to get active throughout June, with communities competing for the title of Canada's Most Active Community and a \$100,000 grand prize. This year, Lake Country will participate by promoting inclusive physical activity events and encouraging local clubs and organizations to register and track their activities. The District will develop promotional materials to support community engagement and participation. This initiative supports Lake Country's ongoing commitment to active, healthy living and inclusive access to recreation.

DISCUSSION

The ParticipACTION Community Challenge, presented by Novo Nordisk, is a nationwide initiative aimed at promoting physical activity and sport participation across Canada throughout the month of June. From June 1 to 30, municipalities and community organizations are encouraged to host and register physical activity programs, initiatives, and events, tracking community participation through the official ParticipACTION Challenge platform. Participating communities will compete for the title of Canada's Most Active Community, along with a grand prize of \$100,000 to be reinvested into local sport and physical activity opportunities. Additional prizes will be awarded to the most active community in each province and territory.

This year, Lake Country will be participating in the ParticipACTION Community Challenge. To maximize community engagement, the District will actively encourage local clubs, organizations, and community groups to participate by registering and tracking their physical activity events throughout June. In support of this effort, the District will be developing promotional materials and resources to raise awareness, support event planning, and assist groups in logging their activities on the ParticipACTION platform. These efforts are designed to get the whole community involved and boost Lake Country's chances of being named Canada's Most Active Community.

The primary objective of the ParticipACTION Community Challenge is to get more Canadians moving—regardless of the intensity or format of the activity. Everything from workplace stretch breaks and fitness classes to recreational games and sports practices can contribute toward a community's overall participation score. This initiative aligns with the District of Lake Country's strategic priority to create and support opportunities for healthy, active, and inclusive community. By participating in this national challenge, the District continues to foster physical wellness and connectivity within the community.

The ParticipACTION Community Challenge - Grant

In April this year, the District was awarded the ParticipACTION Community Challenge grant. Funded in part by the Government of Canada's Community Sport for All Initiative, the ParticipACTION Community Challenge presented by Novo Nordisk grants support community organizations in removing barriers and increasing physical activity and sport participation and retention for equity-denied groups. The funding will enhance the District's Street Hockey Program by enabling the purchase of essential equipment, helping to reduce financial barriers and ensure all children can take part.

Applicable legislation, bylaws and policies

Official Community Plan 2018-2038

Objective 10.1.10 Increase physical activity levels amongst Lake Country residents.

Policy 10.1.11a. Seek to ensure suitable community recreation programs are available for all residents.

Objective 10.5 Healthy Communities

Residents, employees and visitors value being in a healthy, complete and safe community.

FINANCIAL IMPLICATIONS

☒ None ☐ Budget Previously Approved ☐ Other (see below)

COMMUNICATION

This application was referred to internal departments.

Respectfully Submitted.

Lauren Sanbrooks, Grant Funding Specialist

Report Approval Details

Document Title:	ParticipACTION Community Challenge.docx
Attachments:	
Final Approval Date:	May 14, 2025

This report and all of its attachments were approved and signed as outlined below:

Trevor James, CFO, Director of Finance & Administration - May 9, 2025 - 2:35 PM

Reyna Seabrook, Director of Corporate Services - May 12, 2025 - 9:44 AM

Paul Gipps, Chief Administrative Officer - May 12, 2025 - 9:51 AM

Makayla Ablitt, Legislative & FOI Coordinator - May 14, 2025 - 9:24 AM