



LIFESTYLE INFORMATION NETWORK
ANNUAL REPORT
2007-2008

Message from the Chair and the CEO

On behalf of LIN's Board of Directors and national office staff, we are pleased to present this 2007-08 annual report. On the whole, we believe that LIN is continuing to strengthen its role as Canada's leading provider, aggregator and supplier of information and knowledge in recreation, leisure, sport and healthy living.

We have made progress on securing a sustainable future for LIN. Our ongoing dialogue with the Interprovincial Sport and Recreation Committee (representing the federal and provincial/ territorial governments) secured a \$75,000 contribution to the National Recreation Database in 2007-08.

In the fall of 2007 LIN initiated a campaign aimed at municipalities to request support for the NRDB; our thanks to the cities of Richmond, Halifax and Mississauga for their contributions in the first year of this campaign. A review of LIN's core costs determined that an increase in the hourly rate charged to clients should be phased in 2008-09. And the 2007-08 approved budget had a net "0" bottom line, including a deficit reduction payment of \$5,657.

A new partnership was established l'Université du Québec a Trois Rivières in March 2008, to facilitate access to the database of each organization by users across Canada.

LIN made a valuable contribution to a variety of projects during this past year:

- o Development of guidelines for intergenerational physical activity programs, in partnership with United Generations Ontario
- o Recreation Nova Scotia's Municipal Network Project
- o Provision of content for the Manitoba Healthy Living Clearinghouse web site
- o An environmental scan for Ophea and partnership in the development of an online activity planner
- o Provision of content (virtual library, events calendar, news and success stories) for the new ParticipACTION web site
- o Environmental scans on youth leadership camps and healthy choices resources for the Canadian Forces Personnel Support Agency

LIN undertook initiatives in 2007-08 aimed at maintaining and enhancing our organizational effectiveness. We are reaching out to new voting members to sign up and become active participants in our Annual General Meeting.

A new marketing strategy was adopted and a marketing consultant was retained on a short term contract.

Led by Agnes Croxford and with the collaboration of iLogic, LIN completed a two year technology renewal project funded by the Ontario Trillium Foundation ahead of schedule and on budget. In January LIN launched its new version of the National Recreation Database and the LIN web site which are both easier for web crawlers to access. We have already begun to see a substantial increase in database and site visits, which are up more than 9,000 visits monthly to about 15,000.

Directors

Mary-Lou Ambrose-Little
Township of Norwich, ON

Denis Auger
Université du Québec à
Trois-Rivières

David Bosiak
Manitoba Recreation and
Regional Services

Kate Connolly
Assistant Professor,
Department of Applied
Human Sciences,
Concordia University

Don Hunter
Management Consultant
Sydney, BC

Karen MacTavish
Manager of Regional
Services Halifax Regional
Municipality

David Plouffe
Heritage Planner
City of Calgary

Claire Tucker-Reid
Principal, Tucker-Reid and
Associates
Toronto, ON



Thanks to all members of the Board of Directors for providing sound advice and direction. Executive committee members Don Hunter and Kate Connolly ensured solid oversight of LIN's finances and human resources.

Finally, huge thanks to LIN staff members Agnes, Amanda, Selina, Chris, Debbie, Joni and Susan. Words cannot adequately describe the professionalism and passion that this dedicated group continues to deliver. LIN's reputation for providing high quality services and outstanding customer service is well earned!



Claire Tucker-Reid
Chair



Clem Pelot
Chief Executive Officer

Staff

Clem Pelot
Chief Executive Officer

Agnes Croxford

Manager, NRDB

Chris McCreery

Technology Specialist

Selina Merali

Content Specialist

Amanda Street-Bishop

Manager, Operations and

Projects

Joni Shawana

Coordinator, Northern

Links Project

Susan Wright

Coordinator,

Intergenerational Projects

Debbie Cullen

Data Integrity Assistant

Our Vision

LIN is recognized as an innovative and ethical knowledge based forum exchanging value added information services for the enhancement of individual and community well-being through health, parks, recreation, sport and culture.

Our Mission Statement

The Lifestyle Information Network (LIN) exists to help individuals and organizations that care about individual and community well-being, parks, recreation, sport, and culture use Internet technology effectively to exchange knowledge. LIN fulfils this mission by providing knowledge management services to our sector and by fostering on-line knowledge exchange. We actively collect, archive and disseminate knowledge relevant to practitioners, volunteers and the general public in partnership with other organizations. LIN defines our sector as the community of individuals, organizations and agencies that have an interest in the development of healthy individuals and healthy communities throughout Canada.

Values

As an organization, LIN believes in the benefits of recreation, universal access to leisure opportunities, and the value of volunteerism. LIN endorses the vision of a Canada where the environments in which Canadians live, learn, work and play support regular physical activities. LIN is committed to working effectively in both of Canada's official languages and to encourage our members, staff and volunteers to lead active, healthy lifestyles and pursue lifelong learning.

Strategic Priorities

Infrastructure Development

(improving our technology, our website & our workspace)

Business Development

(creating and implementing a marketing strategy to diversify and stabilize revenue)

Collection Development

(analyzing and monitoring our collection, and identifying strategic collection initiatives)

Organization Development

(undertake an operational review)

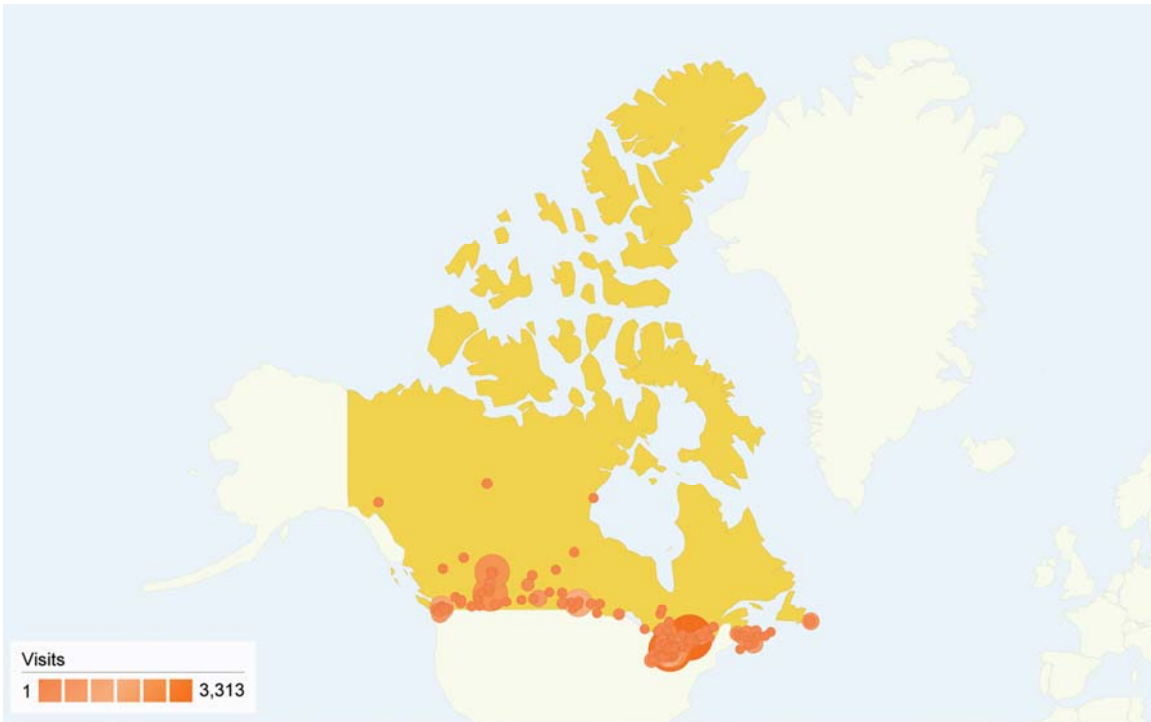
Our Stakeholders

LIN's stakeholders include all representatives of the leisure and health related sectors in Canada. Practitioners, academics, volunteers, leaders and advocates with an interest in the sector are welcome to associate themselves with LIN and participate in the knowledge exchange.

Structure

LIN is a not-for-profit corporation with a Board of Directors elected by the voting membership to guide the strategic direction of LIN and to ensure that LIN reflects the interests and needs of the sector. The Board of Directors grants voting membership to individuals who have a strong vision for the sector and/or who have the ability and willingness to further the interests of the organization.

LIN web site visitors across Canada – by location of internet service provider



LIN web site visitors across the globe - by location of internet service provider



Underway in 2008/09

Evaluation of the National Recreation Database (NRDB)

As part of its revenue diversification strategy, LIN has requested \$100,000 in annual funding from the Physical Activity and Recreation Committee (PARC) of the Interprovincial Sport and Recreation Council (ISRC), which represents Canada's 14 governments. This amount represents one quarter of the annual cost to maintain the National Recreation Database. Prior to making the commitment to its share, the Public Health Agency of Canada (PHAC) commissioned an independent review of the database. The review has been completed with very positive results and a decision on funding is expected prior to the end of the year.

Canadian Index of Well-being

LIN is conducting an environmental scan and identifying recommended indicators of quality of life for the arts, culture and recreation sector, one of 8 domains to be represented in the new index.

Benefits Catalogue Update

LIN is working with Alberta Recreation and Parks Association to update the Catalogue of Benefits for launch in the summer of 2009.

Online Activity Planner

The next phase is the recruitment and engagement of frontline workers to further guide development and testing, as well as to contribute to the content collection for this innovative and interactive database of activities. Launch expected in early 2009.

HEPAC

The Healthy Eating and Physical Activity Coalition of New Brunswick (HEPAC) has requested that the Lifestyle Information Network (LIN) assist them to develop HEPAC's Knowledge Exchange Strategies.

The Healthy Eating Physical Activity Coalition of New Brunswick (HEPAC) is a network of organizations and individuals who share a common vision of creating an environment in New Brunswick that supports healthy eating and physical activity.

Ophea

The Ontario Physical and Health Education Association (OPHEA) has requested that the Lifestyle Information Network (LIN) conduct a site audit for Ophea on their main site Ophea.net. LIN will also be working with Ophea in the redevelopment of Ophea.net.

Key Initiatives

The LIN Knowledge Management System

In 2007, the two year, Trillium-funded project to develop a new Knowledge Management System (KMS) was completed, data was transferred and the LIN web site was re-launched with the KMS as the back-end. Among the many new capabilities of the system:

- Data can be entered and managed from any location with internet access, allowing LIN staff to work outside the office
- LIN clients and users can upload their own submissions
- The E-bulletin tool has reduced the time to create and send out the bi-weekly bulletin from two hours to a few minutes
- Services to clients are now delivered via RSS or iFrame technology and the workload to initiate and maintain them is greatly reduced
- Broken links are monitored and identified automatically on a continuous basis
- A taxonomy management module is used to document and control the vocabulary used in the indices.

Communities in Bloom

This partnership to host the participant submissions and conference presentations has resulted in more than 700 resources being added to the National Recreation Database and the cross-promotion between the two organizations is bringing many new users to the LIN site. In addition, CiB has become a subscriber to LIN's newsfeed services, so news about the CiB program is added to their site on a regular basis.



Observatoire québécois du loisir

A partnership with l'Université du Québec à Trois-Rivières will strengthen both organizations, and provide better services to both francophone and Anglophone communities in Canada.



Northern Links

The NorthernLinks.org Initiative is an online community and knowledge base created by and for recreation practitioners in northern, remote and aboriginal communities. The Northern Links Coordinator connected with aboriginal communities across Ontario and Manitoba and was able to increase the resource content by 30%. The Northern Links Tool Kit was developed with the help of the advisory committee and is expected to be published in the fall of 2008.



Canadian Forces Personnel Support Agency

In early 2008, LIN was commissioned to conduct two studies for the Personnel Support Agency

- A listing and recommendation on youth leadership camps in Canada which could meet the needs of youth living on armed forces bases. More than 100 camps were reviewed, 39 listed in detail and five recommended as meeting all or most of the criteria.
- An environmental scan of healthy choices resources for youth was conducted and a database of 166 entries of high quality, youth friendly resources was created, searchable by topic, and proximity to each of the armed forces bases in Canada.

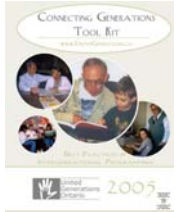
United Generations Ontario

United Generations Ontario (UGO) is an organization dedicated to promoting the benefits of intergenerational programming. LIN provides Secretariat services, web hosting and content management for UGO.



Connecting Generations

A project of United Generations Ontario, and managed by LIN, this toolkit was developed to provide guidelines for best practices in Intergenerational Programming. The project was a two year initiative, funded by the Ontario Trillium Foundation and it led to an IG symposium in Toronto 2007.



Online Activity Planner

2007-2008 Funded by Trillium, LIN and Ophea have partnered to develop a bilingual Online Activity Planner which will give educators, sport coaches and recreationists access to hundreds of high quality activities ranging from skill based lessons to full games, warm ups and cool downs.

Partners in Training

LIN worked with Partners in Training to develop the Partners in Training website where Recreation Professionals in Ontario can find all their training and professional development needs. In 2008 LIN became the sole manager of this initiative and hopes to grow it into a sustainable resource for colleges, universities and training organizations to promote and connect with recreationists across the country.

Partners, Friends, Funders & Clients

Active Living Alliance for Canadians with a Disability
Alberta Community Development
Alberta Recreation and Parks Association
l'Association québécoise du loisir municipal
Canadian Fitness and Lifestyle Research Institute

Canadian Parks and Recreation Association
Coalition for Active Living
Communities in Bloom
Concordia University

Gymnastics Ontario
Human Resources Development Canada
iLogic Inc.
Interprovincial Sport and Recreation Council
Manitoba Department of Culture, Heritage & Tourism
Manitoba Aboriginal and Northern Affairs, Manitoba
Culture, Heritage, Tourism & Sport Manitoba Healthy
Living"
Northwest Territories Department of Municipalities and
Community Affairs
Nova Scotia Sport and Recreation Commission
Ontario Colleges Athletic Association
Ontario Ministry of Health and Long term Care
Ontario Ministry of Health Promotion
Ontario Physical and Health Education Association
Ontario Trails Council
Ontario Trillium Foundation
Parks and Recreation Ontario
Professional Practice Network of Ontario
Recreation Nova Scotia

Sport Alliance of Ontario
Sport Information Resource Centre
Synchronized Swimming Ontario
Therapeutic Recreation Association
United Generations Ontario
University of Alberta
Université du Québec à Trois-Rivières
University of Waterloo
Yukon Department of Community Services

Municipal Supporters

City of Mississauga
City of Richmond
Regional Municipality of Halifax

Web Content by LIN

LIN provides content and/or web updating and support services
for a growing list of web sites.

ParticipACTION
www.participaction.com
Communities in Bloom
www.communitiesinbloom.ca
Coalition for Active Living
www.activeliving.ca
Healthy Active Kids
www.activekidsns.ca
LIN
www.lin.ca
Ophea
www.ophea.net
Northern Links
www.northernlinks.org
Parks and Recreation Ontario
www.prontario.org

Play Works Partnership
www.playworkspartnership.ca
Safe Ontario
www.safeontario.org
United Generations Ontario
www.unitedgenerations.ca

LIN Voting Members

LIN is pleased to welcome the following individuals appointed by the Board of Directors as Voting Members. LIN is still looking for additional people, especially those outside Ontario, to join our team. If you are interested in becoming a Voting Member, please email Selina Merali at smerali@lin.ca.

Name	Organization	Province
Alf Grigg	Formerly with the City of Toronto	ON
Ann Carrière	Communities in Bloom	QC
Bob Copeland	University of Waterloo	ON
Brian Johnston	Professional Environmental	BC
Bryan Smale	University of Waterloo	ON
Chris Markham	Ontario Physical & Health Education Association	ON
David Wood	Town of South Bruce	ON
Dawn Stegen	Recreation Nova Scotia	NS
Doug Rosser	First Stage Inc	ON
Gail Andrews	Red Cross but retired	ON
Gary Schauerte	Government of NWT	NT
Ian Legaree	Government of NWT	NT
Janet Fletcher	Alberta Government	AB
Jill Brewer	City of St. John's	NL
Joel Fingard	Government of Manitoba	MB
John Byl	Redeemer University College	ON
Judith Down	Alberta Centre for Active Living	AB
Kate Sparrow	City of Richmond	BC
Kathy Hunt	Kathy Hunt Communications	ON
Larry Ketcheson	Parks and Recreation Ontario	ON
Lynne Edwards	United Generations Ontario/SAM program	ON
Nancy Dubois	Dub Fit Consulting	ON
Neil Semenchuk	City of Kirkland	PQ
Raymond Carrière	Communities in Bloom	QC
Rick Curtis	Alberta Recreation and Parks Association	AB
Rob Gilhuly	City of Saskatoon	SK
Ross Milnthorp	City of Terrace	BC
Stacy Green	Niagara College	ON
Stew Sabiston	Government of Manitoba	MB
Tammy Townsend	Town of Milton	ON
Vanessa Ambtman	Ontario Federation of Indian Friendship Centres	ON
Virginia Stewart	MA Student Brock University	ON
Wendy Donovan	DMA Consulting	ON
Wendy Stewart	Government of Manitoba	MB

LIN - LIFESTYLE INFORMATION NETWORK

*REPORT AND
FINANCIAL STATEMENTS
MARCH 31, 2008*

AUDITORS' REPORT


*To the Board of Directors,
LIN - Lifestyle Information Network*

We have audited the statement of financial position of LIN - Lifestyle Information Network as at March 31, 2008 and the statements of operations and deficit and cash flows for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the organization as at March 31, 2008 and the results of its operations and cash flows for the year then ended, in accordance with Canadian generally accepted accounting principles.

Toronto, Ontario
June 5, 2008


Chartered Accountants
Licensed Public Accountants

LIN - LIFESTYLE INFORMATION NETWORK

(Incorporated under the Business Corporations Act - Ontario)

STATEMENT OF FINANCIAL POSITION

As at March 31,

	2008	2007
ASSETS		
Current		
Cash	\$ 52,346	\$ 119,739
Accounts receivable	97,438	34,676
Prepaid expenses	5,850	4,158
	<u>155,634</u>	<u>158,573</u>
Property, plant and equipment (net of accumulated amortization) (Note 4)	<u>4,373</u>	<u>7,180</u>
	<u>\$ 160,007</u>	<u>\$ 165,753</u>
LIABILITIES		
Current		
Accounts payable and accrued liabilities	\$ 118,127	\$ 121,723
Deferred contributions (Note 5)	81,176	89,372
	<u>199,303</u>	<u>211,095</u>
DEFICIENCY OF NET ASSETS		
Deficit	<u>(39,296)</u>	<u>(45,342)</u>
	<u>\$ 160,007</u>	<u>\$ 165,753</u>

On behalf of the Board

Director

Director

LIN - LIFESTYLE INFORMATION NETWORK**STATEMENT OF OPERATIONS AND DEFICIT***For the year ended March 31,*

	2008	2007
Revenues		
Grant income	\$ 324,084	\$ 373,839
Knowledge and content management	231,042	195,007
National Recreation Database project grant	76,000	49,000
Other income	14,855	27,853
Website services and design	15,146	10,088
	<u>661,127</u>	<u>655,787</u>
Expenses		
Amortization of property, plant and equipment	3,981	14,937
Consulting	41,836	50,516
Information services	12,207	10,871
Insurance	2,766	2,872
Legal, audit and accounting	13,280	13,854
Marketing	18,607	45,981
Office and general	40,607	45,538
Other expenses	11,605	9,365
Rent	17,357	16,758
Salaries and benefits	287,952	230,990
Technical development - website and other	200,066	209,672
Telephone	4,817	5,476
	<u>655,081</u>	<u>656,830</u>
Excess (deficiency) of revenues over expenses for the year	6,046	(1,043)
Deficit, beginning of year	(45,342)	(44,299)
Deficit, end of year	<u>\$ (39,296)</u>	<u>\$ (45,342)</u>

LIN - LIFESTYLE INFORMATION NETWORK

STATEMENT OF CASH FLOWS

For the year ended March 31,

	2008	2007
Cash provided by (used in):		
Operating activities		
Excess (deficiency) of revenues over expenses for the year	\$ 6,046	\$ (1,043)
Add item not affecting cash:		
Amortization of property, plant and equipment	3,981	14,937
	10,027	13,894
Net change in non-cash working capital amounts:		
Accounts receivable	(62,762)	6,733
Prepaid expenses	(1,692)	(19)
Accounts payable and accrued liabilities	(3,596)	(36,400)
Deferred contributions	(8,196)	(11,047)
	(66,219)	(26,839)
Investing activity		
Purchase of property, plant and equipment	(1,174)	-
Net decrease in cash during the year	(67,393)	(26,839)
Cash, beginning of the year	119,739	146,578
Cash, end of the year	\$ 52,346	\$ 119,739

LIN - LIFESTYLE INFORMATION NETWORK

NOTES TO FINANCIAL STATEMENTS

March 31, 2008

1. Purpose of the organization

LIN - Lifestyle Information Network was created to provide a focus and infrastructure for the collection, dissemination and exchange of information amongst leisure services professionals to improve access to relevant information. LIN - Lifestyle Information Network is incorporated under the Corporations Act of Ontario as a not-for-profit organization. LIN - Lifestyle Information Network is exempt from income taxes as long as it complies with the applicable provisions of the Income Tax Act.

2. Significant accounting policies

Property, plant and equipment

Property, plant and equipment are recorded at cost. Amortization is provided on a straight line basis over the assets' estimated useful lives as follows:

Computer hardware	-	3 years
Computer software	-	1 year
Furniture and fixtures	-	5 years
Leasehold improvements	-	5 years
Website	-	3 years

Revenue recognition

LIN - Lifestyle Information Network follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Revenue from service contracts is recognized on a monthly basis when service is rendered and collection is reasonably assured.

Interest income is accrued as it is earned.

NOTES TO FINANCIAL STATEMENTS

March 31, 2008

2. *Significant accounting policies (continued)*

Use of estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. These amounts are based on management's best knowledge of current events and actions that the organization may undertake in the future.

Impairment of long-term assets

The organization periodically reviews the useful lives and the carrying values of its long-lived assets. The organization reviews for impairment of long-lived assets whenever events or changes in circumstances indicate that the carrying amount of the assets may not be recoverable. If the sum of the undiscounted expected future cash flows expected to result from the use and eventual disposition of an asset is less than its carrying amount, it is considered to be impaired. An impairment loss is measured at the amount by which the carrying amount of the asset exceeds its fair value; which is estimated as the expected future cash flows discounted at a rate commensurate with the risks associated with the recovery of the asset.

3. *Financial instruments*

The organization's financial instruments consist of cash, accounts receivable and accounts payable and accrued liabilities.

i) Fair values

The carrying value of cash, accounts receivable and accounts payable and accrued liabilities approximate their fair values due to the immediate or short-term maturity of these financial instruments.

ii) Credit risk

The organization is exposed to credit risk in the event of non-performance by customers, but does not anticipate such non-performance. The organization monitors the credit risk and credit rating of customers on a regular basis. The maximum credit risk is the fair value of the accounts receivable.

LIN - LIFESTYLE INFORMATION NETWORK

NOTES TO FINANCIAL STATEMENTS

March 31, 2008

4. Property, plant and equipment

	2008			2007
	Cost	Accumulated Amortization	Net Carrying Amount	Net Carrying Amount
Computer hardware	\$ 37,769	\$ 36,985	\$ 784	\$ -
Computer software	14,532	14,532	-	-
Furniture and fixtures	6,330	6,049	281	563
Leasehold improvements	25,601	22,293	3,308	6,617
Website	28,074	28,074	-	-
	\$ 112,306	\$ 107,933	\$ 4,373	\$ 7,180

5. Deferred contributions

Deferred contributions represent unspent resources received in the previous and current periods, externally restricted for operating funding of subsequent periods. Changes in the deferred contributions balance are as follows:

	2008	2007
Beginning balance	\$ 89,372	\$ 100,419
Less amount recognized as revenue in the year	(89,372)	(100,419)
Add amount received related to the following year(s)	81,176	89,372
Ending balance	\$ 81,176	\$ 89,372