

**GOAL
INITIATIVES**
FOUNDATION

GOAL initiatives Foundation 2026





The GOAL initiatives foundation enables the next generation to play and benefit from the many positive aspects of football.

We believe promoting a culture of health and wellness through play is a great way to encourage people to stay active and engaged, and to foster a sense of fun and enjoyment in physical activity and conversation.



‘Because Football is for Everyone’

GOAL INITIATIVES

FOUNDATION

Founder



Paul Desbaillets

Football Culture Strategist for
Community & Business | Co-Founder
of the Burgundy Lion Group |
Founder & Host of The 1st Half

GOAL'S 4 PILLARS

ENCOURAGE PARTICIPATION ON ALL LEVELS

Make it:

**ACCESSIBLE
SOCIAL
FUN**

HOW?

- By providing scholarships to kids that are marginalized and in underprivileged community settings.
- Helping fund youth football programs for kids that are marginalized and in underprivileged community settings.
- Supporting clinics and camps
- Partnering with schools and community organizations that focus on youth development & support.



GOAL MTL - Main initiative

2026 Beneficiaries



& Riverview Elementary, Verdun

Some of our past recipients ...



PARTAGEONS | SHARE THE L'ESPOIR | WARMTH



SAINT-LAURENT SC







WINTERFEST



2024



39^E ÉDITION SOCCERFEST





la fondation
Patrice Bernier





 **DeRo**
FOUNDATION
DEVELOP • STRENGTHEN • SUSTAIN

 derotfc



Past Beneficiaries





as our Marketing Partner

VISIBILITY WITH EVENKO.CA

- 5.3 million unique visitors
- 32.2 million page views

INCLUSION IN VARIOUS EVENKO NEWSLETTERS

- 450,000+ subscribers

VISIBILITY ON EVENKO SOCIAL MEDIA CHANNELS

- Facebook: 327k+
- Twitter: 88.5k+
- Instagram: 75k+

PR SUPPORT

- 400+ media list

POSSIBILITY OF BRAND ACTIVATIONS AT VARIOUS EVENKO EVENTS WHERE GOAL IS PRESENT

- Bell Centre, Osheaga, ileSoniq, etc.

*subject to fit and approvals

ACCESS TO THE EVENKO NETWORK

- Comprised of management clients, ambassadors and influencers

Just a few of our 25/26 Influential GOAL Ambassadors

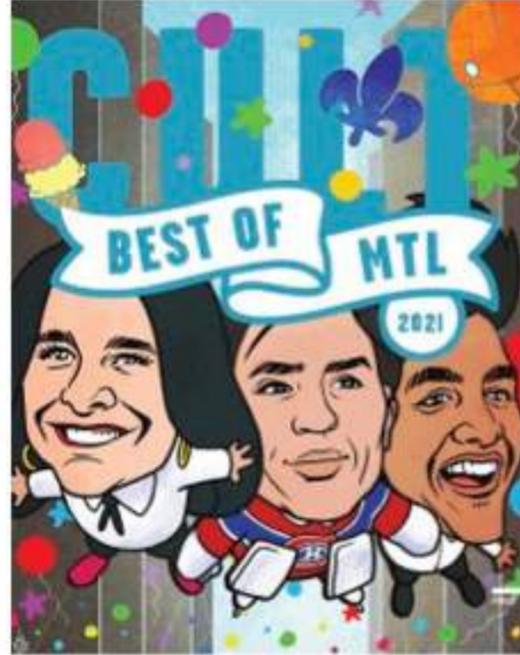
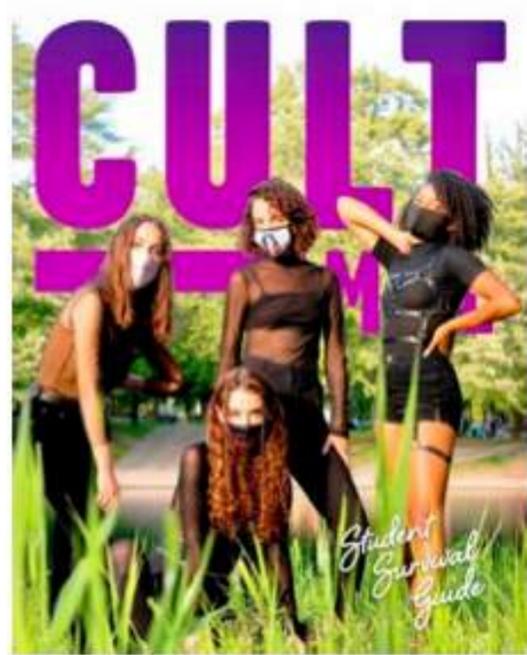




as our Marketing Partner

Cult MTL is a daily web and monthly magazine focusing on Montreal arts, culture, news, sports and city life. Along with interviewing artists, promoters, entrepreneurs and other prominent local and international figures, we feature analysis and criticism by our editorial staff, columnists and freelancers, curate a daily To-Do List and run the annual Best of MTL readers poll.

It is our primary goal and mission to promote culture in this incredible city.



GOAL VISIBILITY WITH CULTMTL

Print & PDF readership

- 100k monthly

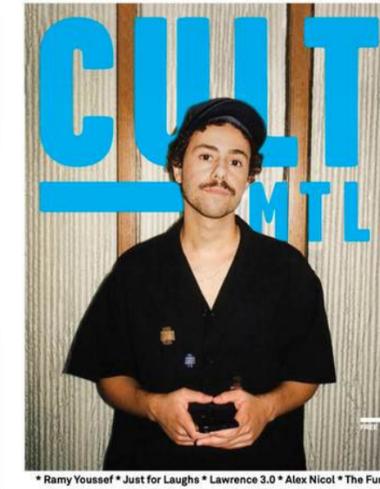
CultMTL.com

- 1 M monthly page views

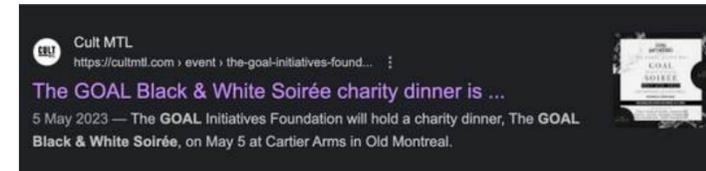
Social Media

- 72.3k+ followers

Digital & Print



CULTMTL.com



Social Platforms



Montreal, July 25, 2024
 20°C Max Humidity 70% Wind 6.00 km/h

THE MAIN Original Stories Montreal News City Guides Sign In Shop Subscribe

THE GOAL INITIATIVES FOUNDATION & GOAL MTL: THE DEPTHS OF MONTREAL'S FOOTBALL COMMUNITY

Competition becomes collaboration at this interactive Montreal sports charity where the city explores the cultures of health, wellness, and inclusivity through play.



MONTREAL NEWS

[VIDÉO] On connaît ENFIN l'avenir du Passé Composé, ce resto brunch adoré des montréalais
 via Silo 57 / 07.22.2024

Montreal hotel workers walk out after union adopts strike mandate | CBC News
 via CBC Montreal / 07.22.2024

9 Black-Owned Restaurants In Montreal, Quebec - Travel Noire
 via Travel Noire / 07.22.2024

Montreal's historic neighbourhood celebrates first-ever Chinatown Day
 via CTV Montreal / 07.21.2024

LIVE GOAL Initiatives Foundation



DARBY

GOAL INITIATIVES

A Football Festival in the Heart of Montreal



GOAL Notable Mentions

food & drink, music february 15, 2023

Caribbean Carnival pop-up promises food by Paul Toussaint, music by Paul Beaubrun on Feb. 19

by Lorraine Carpenter



GOAL Initiatives welcomes the Kamúy chef and the Haitian Montreal musician to the Burgundy Lion for a very special event.



DIARY OF A SOCIAL GAL

PARTY LOOK THE PARTY MAKE THE PARTY ESCAPE THE PARTY INSPIRE THE PARTY DIARYTV DIARY DETAILS

GOAL INITIATIVES INAUGURAL GOAL SOIREE

THE POWER OF THE BALL!

MAY 8, 2023 by JENN CAMPBELL in PARTIES

A round of applause is in order for the incredibly impactful inaugural **Goal Initiatives' GOAL Soiree** at the new **Cartier Arms**, where Initiatives founder/beloved Montreal Restaurateur **Paul Desbaillets** – and his dream team – outdid themselves. Indeed, the “Power of the Ball” theme resonated throughout the glam fun evening (notably attended by a pack of elite athletes, creatives and business leaders), underscoring for one and all the profound impact that community and the joy of play assume in young lives. For more information, or to get involved, head to the **Goal Initiatives Foundation**.

Photography **VASILI VROULIS**




Global NEWS

FROM THE PITCH TO THE PEOPLE: YOUR COMPLETE GUIDE TO GOAL MTL 2025

Soccer, street food, DJs, and community – Montreal's free festival of sport and culture returns for its 15th edition.

The Van July 15, 2025 · Read time: 8 min



LALIGA + GOAL INITIATIVES FOUNDATION

CityNews Everywhere News Video Weather

Montreal community kicking it at charity soccer tournament



GOAL MTL 2025: CHARITY SOCCER TOURNAMENT

“It's breaking barriers,” says Team Event's Emily Zaga Mendez at GOAL MTL 2025's charity soccer tournament to help raise funds to support local youth sports initiatives. Dave MacIntyre reports.

CBC Menu NEWS Top Stories Local Climate World Canada Politics Indigenous VIDEO Channels



Montreal soccer festival kicks it up a notch for a good cause
 July 28 | 2:41 PM

Montreal soccer festival kicks it up a notch for a good cause

ONE37 PM

Goal Initiatives Football Festival Returns to Montreal



clubeven and goalinitiatives

CTV NEWS MONTREAL

NEWS VIDEO WEATHER TRAFFIC MORE OTHER CITIES CONTACT

CTV MONTREAL: PART OF THE CTV NEWS VIDEO NETWORK

goalinitiatives and 3 others
 goalinitiatives · Original audio

Soirée caribéenne au Burgundy Lion Pub



PHOTO FOURNIE PAR LA FONDATION GOAL INITIATIVES

Les chefs Michel Childe et Paul Toussaint créent un menu à quatre mains pour une soirée au profit de la Fondation Goal Initiatives.

Sortez vos habits colorés et votre bonne humeur pour une soirée carnavalesque inspirée des Caraïbes, alors que les chefs Paul Toussaint (Kamuy) et Michel Childe (Brugundy Lion Pub) concocteront un menu unique, le 19 février.

THE MAIN

WHY YOU SHOULD CHECK OUT GOAL MTL THIS WEEKEND

FREE EVENT



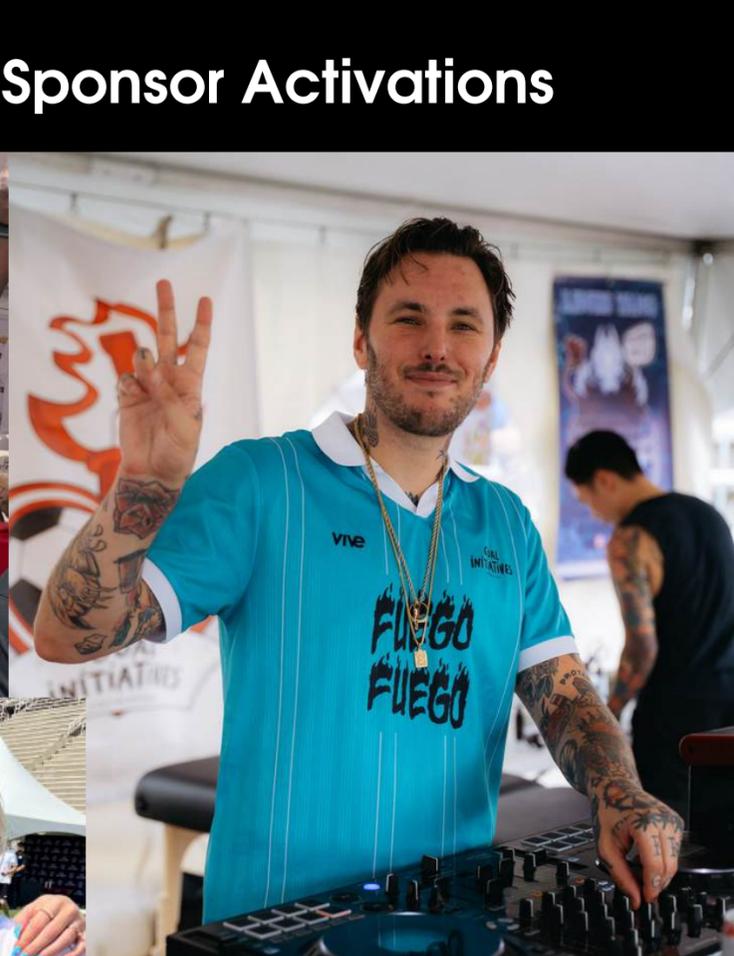
LE FESTIVAL ET TOURNOI DE SOCCER LE PLUS IMPORTANT AU CANADA

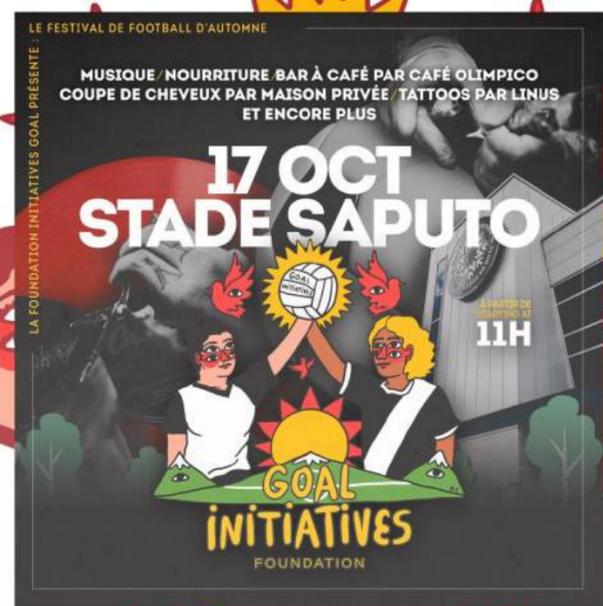
FOOTY FESTIVAL & TOURNAMENT

GOAL INITIATIVES FOUNDATION



GOAL MTL Sponsor Activations





STADE SAPUTO TO HOST GOAL MTL EVENT ON OCTOBER 17

MONTREAL - For the first time ever, Stade Saputo will host GOAL MTL, a friendly community soccer tournament and skills competition event, on Sunday, October 17, at 11am.

This annual event celebrates the Montreal restaurant industry while raising money for the [Goal Initiatives Foundation](#).

The Goal Initiatives Foundation, whose mission is to promote mental health and well-being through soccer, has been organizing such events since 2010.

"We are thrilled to team up with CF Montréal for this year's event. Soccer has the ability to bring together Montreal's diverse community like no other sport. As such, Stade Saputo is the perfect venue for this tournament," said Paul Desbaillets, founder of the Goal Initiatives Foundation. "The past 18 months have been a trying time for Montreal's restaurant and bar industry, as has been the case for numerous small businesses around the world. As we edge closer to a return to normalcy, we are pleased to be able to come together again to fundraise for a cause so dear to our hearts."

This revamped version of GOAL MTL will include more than 20 teams made up of key figures from all across Montreal's restaurant and small business communities who will compete in a tournament and skills competition. Live music, artist performances, an array of food and beverages, and several special activities will be awaiting participants at the door!

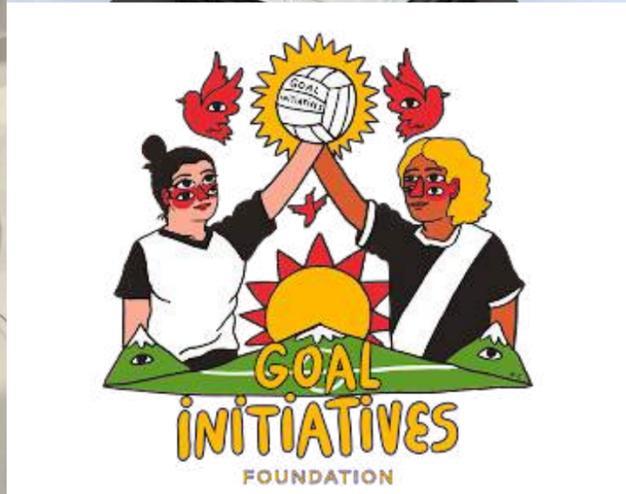
Access to this event is reserved for season tickets members and [Collectif CFM](#) subscribers. More details will be communicated to members in the coming days.



GOAL X ART



GOAL INITIATIVES - MONTREAL



FOOTBALL ISN'T JUST A GAME - IT'S A CANVAS. IT'S WHERE ART MEETS ENERGY, WHERE STYLE MEETS THE STREET, AND WHERE THE CONVERSATION NEVER ENDS.

FROM BUILDING WALLS TO TATTOOED ARMS, FROM RUNWAY FITS TO STADIUM DRIP, FOOTBALL INSPIRES. IT'S BORDERLESS, LANGUAGE-FREE, AND LOUDER THAN POLITICS. IT BUILDS BRIDGES. IT TELLS STORIES. IT STARTS MOVEMENTS. BRINGS PEOPLE TOGETHER.

THIS IS MORE THAN SPORT. IT'S CULTURE IN MOTION.

WE'RE STILL PINCHING OURSELVES THAT THIS PROJECT CAME TO LIFE. THE 1ST HALF IS PROUD TO BRING TOGETHER THE ICONIC BRITISH HERITAGE BRAND LYLE & SCOTT WITH UK-BORN ARTIST LUKE SMILE TO LAUNCH THE 12TH MAN PROJECT, A COLLABORATION WHERE FOOTBALL MEETS PURPOSE.

PROCEEDS WILL SUPPORT THE GOAL INITIATIVES FOUNDATION, USING THE POWER OF THE GAME TO CREATE REAL CHANGE IN COMMUNITIES.

BECAUSE FOOTBALL IS FOR EVERYONE.

CHEERS
P.



GOAL
INITIATIVES
FOUNDATION



The
1st
Half

www.goalinitiatives.org

GOAL
iNITIATIVES
FOUNDATION

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