

**EVEN MORE GIRLS  
GETTING ACTIVE ALL  
OVER QUÉBEC!**





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# OUR MISSION AND VALUES

## Our mission

Helping teenage girls to be physically active throughout their lives. Creating unforgettable experiences for them. Building a community of inspirational, committed individuals around them.

## Our values

### FUN

Fun should always be part of the game!  
When we have fun, it makes us want to do it all over again.

### FULFILMENT

We make sure that everyone feels welcome.  
Promoting a caring environment—always a win!

### TEAM SPIRIT

Together, we motivate and help each another.  
Respect and inclusion are at the core of our playbook.

### COMMITMENT

We are building an inspiring community for healthy teenage girls.  
Each action makes a difference and creates a domino effect!

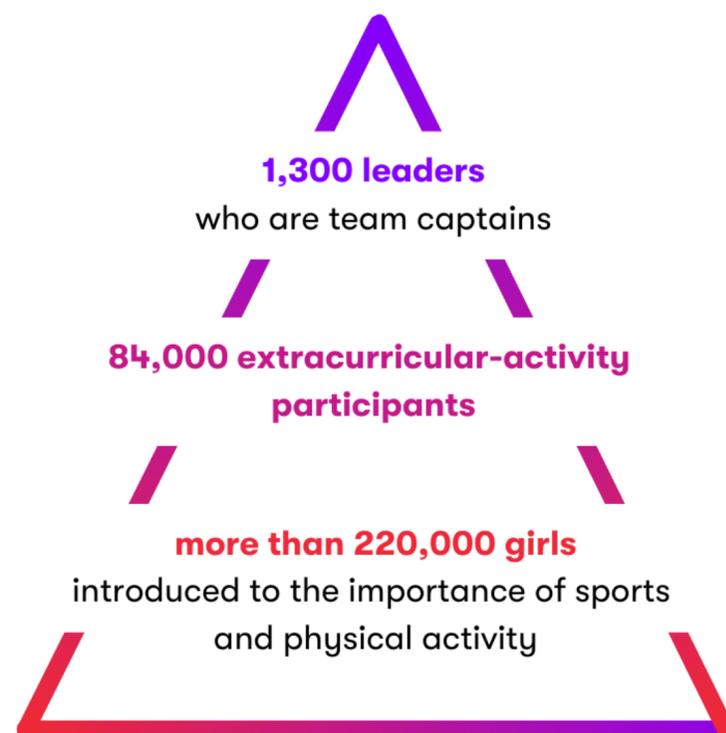


# EVEN MORE GIRLS GETTING ACTIVE ALL OVER QUÉBEC!

In 2022-2023, **285** high schools chose to offer their students a non-competitive multisport team for girls, and **9,000** girls participated in FitSpirit, an increase of 58 schools and 2,750 girls compared to 2021-2022. Moreover, a total of **7,296** physical activities were held across all regions of Québec and in Indigenous territories.

Our unifying philanthropic events, including the FitSpirit Celebrations and the Father/Daughter Ball, continued to gain in popularity with our community. New projects and pilot projects were also initiated in an effort to ensure that even more schools give teenage girls the opportunity to join FitSpirit for the duration of the school year.

## TEENAGE GIRLS ARE MORE PHYSICALLY ACTIVE SINCE 2007



# OUR SPOKEPERSONS AND FITSPIRIT MENTORS



**CLAUDINE LABELLE,**  
*President and Founder of FitSpirit*



**BRIGITTE HÉBERT,**  
*Chair of the FitSpirit Board of Directors*



**CHLOÉ, MAXIME AND  
JUSTINE DUFOUR-LAPOINTE,**  
*FitSpirit Mentors*



**KIM GINGRAS,**  
*FitSpirit Mentor*



**GENEVIÈVE LEDUC, Ph.D.,**  
*Senior Advisor of Programs at FitSpirit  
and Expert in Physical Activity among  
teenage girls*

# OUR PROGRAMS FOR TEENAGE GIRLS

## THROUGHOUT THE YEAR



### SCHOOL ACTIVITIES

School Leaders held a variety of physical activities throughout the year, with support from FitSpirit.



### FITSPIRIT WELL-BEING PROGRAM, POWERED BY BENEVA

An entire section of our [website](#) is devoted to stress management and anxiety. It features a variety of calming and caring resources for teenage girls.



### TRAINING VIDEOS

More than 50 circuit training, dance and yoga videos, available free of charge at [fitspirit.ca](#).



### VISITS FROM AMBASSADORS

FitSpirit Ambassadors visit partner schools to hold physical activities.

## FALL



### FITSPIRIT TOUR

*New!*

Unifying event held in partner schools at the beginning of the year with the aim of recruiting FitSpirit participants.



### FITSPIRIT ROUTES

Outdoor activity held in schools that pairs walking or running with the arts to successfully launch FitSpirit.



### TRAINING FOR FITSPIRIT SCHOOL LEADERS, TEAM LEADERS AND AMBASSADORS

Interactive activities where FitSpirit shares best practices to help the people surrounding teenage girls change the way physical activity is presented to them.

## WINTER



### INSPIRATIONAL CONFERENCES

Inspiring female role models meet participants to share their stories and talk about their relationship with physical activity.



### THE FITSPIRIT HOCKEY RENDEZ-VOUS

With the contribution of the Hockey Canada Foundation, events are held throughout Québec to introduce teenage girls to the multiple ways of practicing hockey.

## SPRING



### THE PODCAST TO EACH THEIR OWN PLAYING FIELD

*New!*

Produced as part of the *FitSpirit Well-being program, powered by Beneva*, this podcast, available on our [website](#), features experts, athletes and public personalities who discuss the practice of physical activity among teenage girls. A podcast for parents of teenage girls!



### TRAINING PROGRAMS

Running, walking or biking, FitSpirit offers 8-week programs to help schools and girls prepare for longer distances, one step at a time, and safely.



### FITSPIRIT CELEBRATIONS

End-of-year celebrations of physical activity held in six Québec cities.

# FITSPIRIT IN 2022-2023...



285

PARTNER SCHOOLS



9,000

FITSPIRIT PARTICIPANTS



967

SCHOOL LEADERS



200

TEAM LEADERS



114

FITSPIRIT AMBASSADORS

## REGIONS

Abitibi-Témiscamingue	5
Bas-Saint-Laurent	28
Capitale-Nationale	29
Centre-du-Québec	10
Chaudière-Appalaches	24
Côte-Nord	9
Estrie	10
Gaspésie—Îles-de-la-Madeleine	10
Lanaudière	17
Laurentides	25

## SCHOOLS

## REGIONS

Laval	11
Mauricie	15
Montréal	34
Montréal	32
Nord-du-Québec	3
Outaouais	11
Saguenay—Lac-Saint-Jean	11
Cree territory	1

## TOTAL QUÉBEC

## SCHOOLS

285

View [the list of FitSpirit partner schools](#) for the current year.



FitSpirit saw strong growth in the number of partner schools, with an increase of 24% compared to the year 2021-2022.

## OUR UNIFYING EVENTS

### FITSPIRIT Celebrations

#### The largest gathering of teenage girls in Québec

This spring, 6 FitSpirit Celebrations were held across Québec. Thousands of young girls had the opportunity to complete a 2.5 km, 5 km or 10 km walk or run, without having to worry about a stopwatch! They also had the chance to participate in a variety of activities held by our activation partners, thereby allowing them to try different sports.

The following athletes attended the FitSpirit Celebrations: Kim Boutin, Maxime and Chloé Dufour-Lapointe, Annie Guglia, Valérie Maltais, Marie-Ève Nault, and Laurence St- Germain.

# 220

FITSPIRIT PARTNER SCHOOLS

# 50

ACTIVATION PARTNERS

#### 6 grand events that reached 7,000 girls!

📍 May 9<sup>th</sup>, Montréal

📍 May 18<sup>th</sup>, Québec City

📍 May 26<sup>th</sup>, Gaspé

📍 May 11<sup>th</sup>, Trois-Rivières

📍 May 24<sup>th</sup>, Rimouski

📍 May 30<sup>th</sup>, Baie-Comeau



[View the video of the 2023 FitSpirit Celebrations! \(French only\)](#)

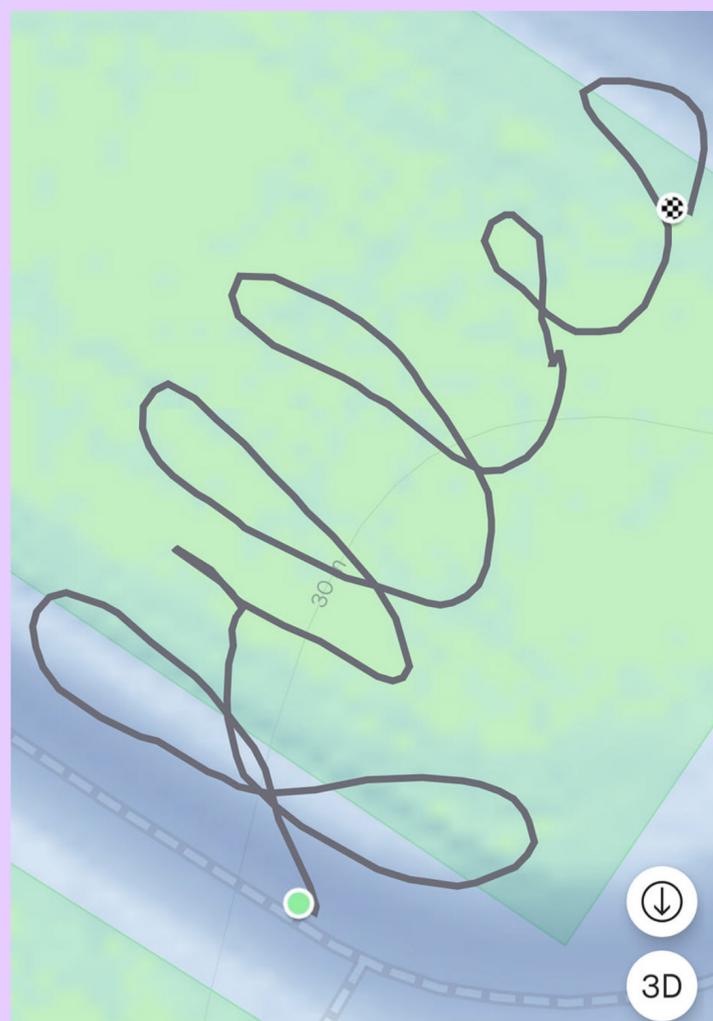
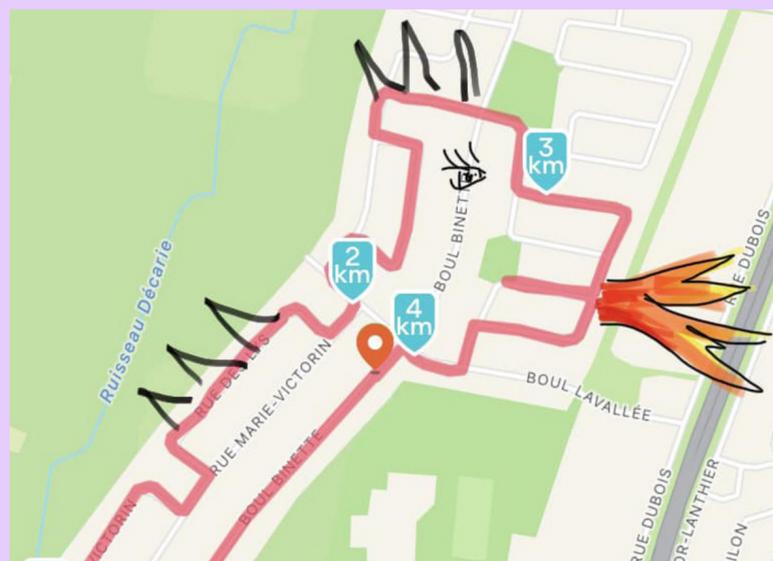
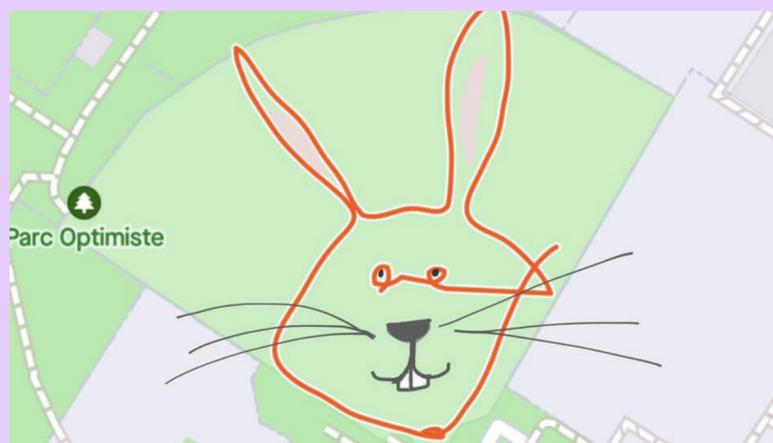




# OUR UNIFYING EVENTS

## FitSpirit Routes

From November 1 to 11, 2022, all the girls at FitSpirit partner schools were invited to chart their own path by using technology in a creative way. This event aims to encourage teenage girls to get active outdoors and motivates them to join FitSpirit.



## The FitSpirit Hockey Rendez-vous

Last winter, 385 teenage girls from the Îles-de-la-Madeleine, Côte-Nord and Estrie had the opportunity to try ball hockey and ice hockey, with fun the only objective!

Thank you to our regional partners for presenting these events:



Thank you to the **Hockey Canada Foundation** for supporting the FitSpirit Hockey Rendez-vous.



# OUR NEW PROJECTS AND PILOT PROJECTS

## FitSpirit Tour

In response to a request from partner schools to help them recruit participants in the fall, we have deployed the all new FitSpirit Tour in order to offer girls a dynamic conference. This project was made possible thanks to the Government of Québec's PAFprojets program.

- ✦ 15 schools for a total of 2,000 girls reached.
- ✦ 3 regions: Montréal, Québec and Montérégie.

## FitSpirit for a Day

Considering that girls begin to give up on sports and physical activity as early as age 9, and considering that our mission to motivate teenage girls to be active for life would be that much more difficult without a healthy transition between elementary and high school, we conducted a pilot project in the spring of 2023 entitled *FitSpirit for a Day*, and the results were conclusive enough to continue in 2023-2024.

- ✦ 9 schools and 263 girls in Grades 5 and 6 took part in the project.
- ✦ 4 physical activity ambassadors were involved in the training and facilitation process.
- ✦ 3 regions: Capitale-Nationale, Estrie and Montérégie.

## FitSpirit and First Nations Communities

With this three-year project (2022-2025), FitSpirit aims to make physical activity more accessible to Indigenous teenage girls. By developing partnerships with organizations representing Québec's First Nations and schools located on Indigenous territories, we are contributing directly to the health and well-being of young girls in these communities. For Year 1 of this project, we have had:

- ✦ 5 partner schools in Indigenous territories (Amik Wiche, Manikanetish, Pakua Shipi, Uashkaikan and Voyageur Memorial).
- ✦ 48 Indigenous teenage girls enrolled in FitSpirit.
- ✦ 1 new coordination partnership with the Cree School Board.

## FitSpirit concentration

At the initiative of a FitSpirit champion school – Collège Saint-Bernard – we tested our program, offered in the form of a school concentration. Students at this school had 11 concentration options, including FitSpirit, among which they had to select two for the 2022-2023 school year.

- ✦ 85 participants in the FitSpirit concentration.
- ✦ 2 groups from Secondary 1-2-3 and 1 group from Secondary 4-5.

Thank you to **Manulife** for its three-year commitment to this project.



# MORE OPPORTUNITIES TO GET ACTIVE!

From September to June, in addition to FitSpirit events, FitSpirit partner schools made considerable efforts to offer participants numerous activities and opportunities to get active.

7,296 activities were held by FitSpirit partner schools in 2022-2023\*:

- ✦ Sports activities (volleyball, badminton, etc.).
- ✦ Group training sessions set to music (circuit training, Zumba, yoga, aquafitness, etc.).
- ✦ Outings (hiking, snowshoeing, etc.).
- ✦ Active games (catch-the-flag, free swim, hoops, etc.).
- ✦ Running.
- ✦ Etc.

## FitSpirit active spring

As part of the ParticipACTION Community Challenge, FitSpirit improved its offer of services to regional partners, schools and ambassadors in an effort to motivate even more girls to get active, particularly during the stressful end-of-year exam period.

Thank you to **ParticipACTION** for supporting the FitSpirit active spring.

\*Data estimated on the basis of the response from 194 schools during the 2023 FitSpirit Celebrations.



# A CARING COMMUNITY

At a FitSpirit partner school, participants receive coaching from caring people who help implement FitSpirit activities and ensure that they enjoy positive, high-quality experiences practicing a physical activity.



## FitSpirit School Leader

The FitSpirit School Leader plans and oversees FitSpirit activities at school, motivates the troops, and encourages camaraderie! Any member of the school team can play the role of FitSpirit School Leader (homeroom or physical and health education teacher, support staff, recreation technician, etc.).

## FitSpirit Team Leader

The FitSpirit Team Leader is a dynamic and responsible participant who helps implement FitSpirit activities at school. She is the “team captain”! Through her positive, caring and non-judgmental attitude, she helps motivate the participants and works alongside the team of FitSpirit School Leaders on organizing, facilitating and ensuring the proper conduct of activities.

## FitSpirit Ambassador

The FitSpirit Ambassador is a physical activity professional or specialist in a sports discipline who visits partner schools to lead a physical activity or sports sessions in a supportive atmosphere, where the pleasure of being active among girls is front and centre. She offers positive and high-quality experiences that help girls develop their self-confidence through sports and physical activity. Partner schools receive up to three visits from Ambassadors per year.

IN 2022-2023...

**967**

FITSPIRIT SCHOOL LEADERS

**200**

FITSPIRIT TEAM LEADERS

**114**

FITSPIRIT AMBASSADORS

FitSpirit partner schools received **369** visits from Ambassadors in the past year.

# OUR TRAINING ACTIVITIES

Training activities are a core component of the FitSpirit approach aimed at transforming the way that physical activity is presented to teenage girls. In order to achieve this goal, we support individuals who rally the participants in an effort to help them better identify the obstacles to physical activity among teenage girls and offer them solutions adapted to their specific needs and based on conclusive data.

Every year, FitSpirit School Leaders, Team Leaders and Ambassadors receive training adapted to their knowledge and role.

## FitSpirit training activities in 2022-2023:

- ✦ **87** FitSpirit School Leaders.
- ✦ **54** FitSpirit Team Leaders.
- ✦ Mandatory online training for the 114 Ambassadors, including new capsules presented in collaboration with the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ).
- ✦ Six lunch-and-learns offered throughout the school year to maintain contact with dozens of FitSpirit School Leaders.

Thank you to **RBC** for supporting the training activities offered to FitSpirit School Leaders, Team Leaders and Ambassadors for the last six years.

*“Thanks to this training, I learned that the important thing is to band together as girls and encourage one another by creating a sense of belonging, and not to beat records.”*

– A FITSPIRIT TEAM LEADER



# OUR RECOGNITION PROGRAM

## FITSPIRIT/GO

With FITSPIRIT/GO, FitSpirit highlights the involvement of different groups within its community through a variety of personalized initiatives made possible thanks to its dynamic data culture. The following recognition actions were carried out in 2022-2023:

- ✦ A FitSpirit banner to hang in the gymnasium, sent to each new partner school.
- ✦ Personalized badges for partner schools, School Leaders, participants, Team Leaders and Ambassadors to highlight their role and years of involvement or participation.
- ✦ A FitSpirit T-shirt for School Leaders whose involvement with a school dates back five years or more, and for Ambassadors whose commitment dates back two years or more.
- ✦ FitSpirit T-shirt crests for Team Leaders to highlight their role within their respective FitSpirit team.
- ✦ Personalized portraits of School Leaders on our [website](#), to highlight the dedication of those who have been involved for 10 years or more.
- ✦ The list of schools that have partnered with FitSpirit for 10 years or more, posted on our [website](#).



# THANK YOU TO OUR FITSPIRIT SCHOOL LEADERS INVOLVED FOR 10 YEARS AND MORE

- ✦ Guylaine Bolduc, École de la Haute-Ville (Montérégie) – 13 years
- ✦ Line Denis, École polyvalente Saint-Jérôme (Laurentides) – 13 years
- ✦ Michèle Neveu, Académie les Estacades (Mauricie) – 13 years
- ✦ Lyne Thériault, École Sainte-Famille/aux Trois-Chemins (Outaouais) – 13 years
- ✦ Marie-Ève Barrette, École Polyvalente Le Carrefour (Outaouais) – 12 years
- ✦ Annie Bidégaré, École secondaire Hormisdas-Gamelin (Outaouais) – 12 years
- ✦ Audrey Dupuis, École des Boisés (Mauricie) – 12 years
- ✦ Annie Moreau, École secondaire de Neufchâtel (Capitale-Nationale) – 12 years
- ✦ Cynthia Boucher, École secondaire Val-Mauricie (Mauricie) – 11 years
- ✦ Nadine Demers, École secondaire de Saint-Anselme (Chaudière-Appalaches) – 11 years
- ✦ Diane Juteau, École secondaire Jean-Nicolet (Centre-du-Québec) – 11 years
- ✦ Karine Mayer, École secondaire Mont-Royal (Montréal) – 11 years
- ✦ Ève Pelletier, École secondaire des Patriotes (Laurentides) – 11 years
- ✦ Rachel Boudreau, Collège Saint-Bernard (Centre-du-Québec) – 10 years
- ✦ Jean Brouillet, École secondaire La Camaradière (Capitale-Nationale) – 10 years
- ✦ Lucille Buist, École secondaire Calixa-Lavallée (Montréal) – 10 years
- ✦ Fannie Constantin, École secondaire Cap-Jeunesse (Laurentides) – 10 years
- ✦ Catherine Latulippe, École secondaire de Bromptonville (Estrie) – 10 years
- ✦ Joannie Lévesque, Pensionnat du Saint-Nom de Marie (Montréal) – 10 years
- ✦ Nouara Medjber, École Joseph-François-Perrault (Montréal) – 10 years
- ✦ Mélanie Perrin, École secondaire de Trois-Pistoles (Bas-Saint-Laurent) – 10 years



*“FitSpirit gives me the opportunity to see both sides of the same coin. It lets me spend time with girls who are motivated, while also allowing those who aren’t quite as keen to make progress by taking part in a positive project.”*

– NADINE DEMERS,  
FitSpirit School Leader at the École  
secondaire de Saint-Anselme for the  
past 11 years



**KARINE MAYER**, FitSpirit School Leader at the École secondaire Mont-Royal for the past 11 years

# THANK YOU TO OUR REGIONAL PARTNERS AND COORDINATORS



“FitSpirit means rediscovering physical activity in a fun and safe context.”

– CATHERINE GALLANT,  
FitSpirit Regional Coordinator,  
Côte-Nord

“FitSpirit is the perfect opportunity for girls to get active together, have fun, and, most importantly, build positive relationships. A great approach to enhance the sense of belonging to a group and even to one’s school!”

– ERIKA LAFRENIÈRE LAHAIE,  
FitSpirit Regional Coordinator,  
Centre-du-Québec

The complete list of FitSpirit Regional Coordinators is available on our [website](#).

# FITSPIRIT WELL-BEING PROGRAM, POWERED BY BENEVA

## The Anti-Stress Bubble

In the past year, FitSpirit has improved the tools in the Anti-Stress Bubble available on its [website](#) in order to support teenage girls in a caring manner on how to better manage stress and anxiety.



Thank you to **beneva** for supporting this program over the past two years.

## The podcast *To each their own playing field*

With this new five-episode podcast available on our [website](#) and on the most popular streaming platforms, FitSpirit supports the parents of teenage girls by offering them advice from experts, athletes and public personalities around the practice of healthy physical activities by teenage girls.



- **Who has time to be active?** How to ensure that physical activity and sports are not a source of stress in families. Hosts: Sylvie Bernier (Olympic champion and guest speaker), Geneviève O'Gleman (nutritionist and author) and Lysianne Vallée (recreation technician).
- **Do sports stress you out or make you feel good?** Better understanding and supporting your child in their development as a young athlete. Hosts: Dominick Gauthier (Olympian and parent), Chloé Dufour-Lapointe (Olympian) and Amélie Soulard (mental preparation coach and psychologist).
- **Learning to enjoy being active from a young age.** How can we promote the development of basic motor skills at a young age and what are the consequences of gender stereotypes on the development of abilities among girls? Hosts: Édith Cochrane (host and actor), Mariève Blanchet (professor and researcher) and Nancy Forest (education consultant, AQCPE).
- **What is the intuitive approach to movement?** Parallels with intuitive eating, body image among teenage girls and the dangers of toxic messaging around physical activity. Hosts: Karine Paiement (nutritionist and Ph.D. student), Karah Stanworth-Belleville (project manager, ÉquiLibre) and Chloé Rochette (founder of Happy Fitness).
- **What motivates teenage girls to be active?** Physical activity as a way to connect with others, learn to know oneself and respect one's body and limits. Hosts: Isabelle Doré (professor and researcher), Simon Brinck Boucher (physical and health education teacher) and Joëlle Bourdeau (choreographer of the dance troupe Clique).

# OUR IMPACT ON TEENAGE GIRLS

## OUR RESEARCH PROJECT

In the past year, the FitSpirit team has worked hand-in-hand with the firm Voilà to present the results of its ambitious research project it conducted between 2017 and 2022. In collaboration with the Université de Montréal and other Canadian universities, FitSpirit collected data over a five-year period with the aim of evaluating the benefits of its approach for teenage girls and school environments.

While the final results will be announced to the public in the fall of 2023, in conjunction with the *Grand Rendez-vous Fillactive*, a major knowledge-sharing event, we are proud to share the following data, which attests to our impact on teenage girls:

The FitSpirit programming is adapted to the needs and preferences of teenage girls and leads to a significant increase in physical activity among the latter. While participants meet the recommended amount of physical activity an average of 2.6 days per week at the beginning of the school year – i.e., when they register to join FitSpirit – this average increase to 3.2 days per week by the end of the school year, a significant increase of 23%. This improved weekly average amounts to an extra 30 days of physical activity over an entire year. This increase is an indicator of the quality and the very real impact exerted by FitSpirit in a context where girls, in general, become increasingly less active during the course of their adolescence.



# KNOWLEDGE-TRANSFER AND IMPLICATION

## Knowledge-transfer activities concerning girls and physical activity

- ✦ Presentations given at conferences (FÉÉPEQ, Colloque ACTIVES presented by the Observatoire national de l'activité physique et de la sédentarité).
- ✦ Teaching of university courses (Université de Montréal, Université Laval,
- ✦ University of Ottawa, Université du Québec à Trois-Rivières).
- ✦ Participation in panels (TIR-SHV, Congrès des URLS).
- ✦ Signature of or collaboration on various articles (La Lancée, Les Débrouillards, VIFA Magazine, 100 Degrés).

## Involvement with organizations associated with sports and physical activity

- ✦ Table sur le mode de vie physiquement actif (TMVPA).
- ✦ Comité sur les offres de services au milieu scolaire (COSMS) of the TMVPA.
- ✦ Participation in the Québec engagement session held as part of the renewal of the Canadian Sport Policy.
- ✦ Presence at conferences (Ontario Physical Literacy Summit, AEQ PaRQ, Sommet de la santé durable, Rencontre sur le développement du sport au Québec, CLS Presents: It Takes All Three: Sports, Mental Wellness, and Indigenous Youth).
- ✦ Content partner for La Lancée, a movement aimed at mobilizing participation and leadership among girls and women in sports, physical activity and outdoor recreation.



# OUR VISIBILITY

# FITSPIRIT IN THE MEDIA

## Positive media coverage!

As an organization with expertise on the subject of physical activity among girls, FitSpirit is regularly invited to comment on various issues related to adolescence, including on obstacles to the practice of physical activity and on mental health and screen time. In the past year, therefore, our expert spokesperson on physical activity among teenage girls, Geneviève Leduc, Ph.D., gave several interviews for print, radio and television media. In December, in collaboration with the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ) and the Fédération des kinésiologues du Québec, FitSpirit shared its recipe for motivating young girls to become active which was published by the Journal de Montréal and TVA Nouvelles. Finally, in the spring, FitSpirit drew media attention with the presentation of its Celebrations.

In total, **FitSpirit** compiled more than 200 mentions in print media, on the radio and on television during the course of the year, across all regions of Québec.

## Our virtual community

**f** 23,000 Facebook subscribers

**ig** 7,610 Instagram subscribers

**in** 2,700 LinkedIn subscribers

**yt** 1,250 YouTube subscribers

**tt** 875 TikTok subscribers

**globe** FitSpirit website: **20,000** visits per month

**envelope** Newsletters: **20,000** subscribers, average opening rate of 45%



# OUR PHILANTHROPIC EVENTS

## FATHER/DAUGHTER BALL

### One of Montréal's most beautiful ball events!

Amidst the enchanting décor at Montréal's New City Gas, the business community had the pleasure of gathering for the 7<sup>th</sup> edition of the Father/Daughter Ball, one of FitSpirit's flagship events, on April 22, 2023.

Under the theme *Between nature and fairy*, **460 fathers and daughters** enjoyed an absolutely magical ball. Guests were treated to a grand evening featuring official red carpet photo sessions, performances by guest artists, father-daughter activities, and much more. Also in attendance were several special guests, including Ms. Isabelle Charest, the Minister responsible for Sport, Recreation and the Outdoors, accompanied by her father Gilles, Laurence St-Germain and her father Jean-François, Chloé and Maxime Dufour-Lapointe with their father Yves, Kim Gingras and choreographer Mel Charlot, Stefano Faita and his daughter Anna, and the dance troupe Clique.



A total sum of **\$759,900** was raised so that thousands of young girls can enjoy memorable experiences practicing physical activities and sports!



# FATHER/DAUGHTER BALL

## Thank you to the members of our honorary committee

### Co-Chairs

Nicolas Jacob with his daughter Andréa (National Bank)

Pierre-Olivier Perras with his daughter Alice (Power Sustainable)

Karl Tabbakh with his daughters Audrey and Chloé (McCarthy Tétrault LLP)

### Honorary patrons

Abe Adham with his daughters Claudia and Victoria (TD)

Réjean Bourgault with his daughters Camille and Laurence (AWS)

Patrick Cyr with his daughters Camille and Coralie (Beneva)

Ronald Dahms with his daughter Vivian (SuccessFinder)

Marc-André Goyette with his daughters Claire and Simone (Énergir)

Jean-François Langlais with his daughters Delphine, Julianne and Sophie (iA Financial Group)

Christian Leblanc with his daughters Gabrielle, Liliane and Victoria (Fasken Martineau DuMoulin)

Guy Lecours with his daughter Marie-Pierre (L'Unique General Insurance)

Alain Le Put with his daughter Audrey (Promutuel Insurance)

Eric Michaud with his daughter Marine (Deloitte)

David Rheault with his daughter Jeanne (Air Canada)

Mathieu Tessier with his daughter Zoey (Sun Life)

## Thank you to our partners

### Presenting Partners

McCarthy Tétrault LLP, National Bank, Power Corporation of Canada

### Gold Partners

Air Canada, Beneva, CGI, iA Financial Group, LaSalle College, Oxygène, PayFacto Inc., Promutuel Insurance, Sun Life, TD



# FATHER/DAUGHTER BALL



## Messages from our Co-Chairs

*“FitSpirit is taking concrete actions to counter the problem of physical inactivity among teenage girls and thus allow young girls to find fulfilment through sport.”*

– NICOLAS JACOB,  
Managing Director, Head of Clean Technology,  
National Bank

*“Through a variety of sports activities, the organization offers teenage girls the opportunity to come together and have fun. There’s no better way to break the isolation that some young girls feel and to lift their spirits and improve their well-being.”*

– PIERRE-OLIVIER PERRAS,  
President, Power Sustainable

*“FitSpirit helps future generations of women reach their potential and become people who persevere and are well-balanced and confident. Our girls deserve nothing less.”*

– KARL TABBAKH,  
Managing Partner, Québec Region, McCarthy  
Tétrault LLP

# MY REGION, MY SCHOOLS, OUR FITSPIRIT GIRLS

In 2023, FitSpirit held its first annual fundraising campaign titled *My Region, My Schools, Our FitSpirit Girls*. To mark the occasion, 25 business community leaders from several regions of Québec mobilized in an effort to reverse the trend towards physical inactivity among teenage girls.



A total sum of **\$170,000** was raised in order to reach even more teenage girls across Québec!

## Thank you to our leaders

**MY REGION,  
MY SCHOOLS,  
OUR FITSPIRIT GIRLS**

FITSPIRIT ANNUAL CAMPAIGN

### OUR 2023 LEADERS!

 Derek Allen WatchMojo	 Julie Bédard Synergie Immobilière	 Émilie Bégin Promutuel	 Naomi Bilodeau National Bank of Canada	 Karinne Bouchard Alimentation Couche-Tard	 Patricia Châteauneuf Radio-Canada	 Geneviève Desautels Éducalcool
 Nathalie Dionne TELUS	 Cécile Dufour Clinique Viva	 Isabelle Foisy Point Cardinal inc.	 Geneviève Fournier Hydro-Québec	 Méilssa Gilbert Beneva	 Anne-Valérie Guidollet Nespresso	 Valérie Haineault Mouvement Desjardins
 Camille Hallé Stikeman Elliott	 Julie Lavoie Levio	 Lyne Lazure Cofomo	 Mélanie Leduc Deloitte	 Cynthia Lemme BMO	 Annie Marsolais BDC	 Sophie Paquet National Bank Financial
 Dany Paradis Alithya	 Kevin Robitaille TD Commercial Banking	 Isabelle Simard Énergir	 Kimrang Te EY			

## Thank you to our partners

Nespresso and Saputo

# OUR PHILANTHROPIC PARTNERS

# THANK YOU TO OUR PHILANTHROPIC PARTNERS

## Builder partners (\$100,000 and up)

Beneva  
BMO Financial Group  
Desjardins  
Gouvernement du Québec  
Manulife  
National Bank  
Power Corporation of Canada  
Rossy Foundation  
Sandra and Alain Bouchard Foundation  
Saputo Inc.

## Committed partners (\$50,000 to \$99,999)

Alcoa Foundation  
AON Canada  
Énergir  
Eric T. Webster Foundation  
Harnois Énergies  
iA Financial Group  
ParticipACTION  
RBC Foundation

## Caring partners (\$25,000 to \$49,999)

Air Canada  
Chamandy Foundation  
Deloitte  
EY  
Fondation Lise et Richard Fortin  
Godin Family Foundation  
La Presse +  
LCI Education Network

McCarthy Tétrault LLP  
Nespresso  
PayFacto Inc.  
Promutuel Insurance  
Sun Life  
TD  
The North Face

## Compassionate partners (\$10,000 to \$24,999)

AWS  
Biron Health Group  
Blake, Cassels & Graydon  
Cascades  
CBC & Radio-Canada Media Solutions  
Claudine and Stephen Bronfman Family Foundation  
CN  
Cogeco Fund  
Crevier Group  
Éconofitness Foundation  
Fasken Martineau DuMoulin LLP  
Fondation Ariane Riou et Réal Plourde  
Fondation Famille Lafond  
Fondation Robert Dutton  
Fortier, Michael M.  
Godin, Julie  
Groupe Marcelle Cosmetics  
Groupe Module  
Hockey Canada Foundation  
Ivari  
KPMG  
Point Cardinal  
PwC Canada  
Stikeman Elliott LLP

Stingray Digital Group  
SuccessFinder  
TELUS  
TVA  
Ville de Montréal

## Companion partners (\$1,000 to \$9,999)

ABP  
Aéroports de Montréal  
Aiglon Indigo  
Alimentation Couche-Tard  
Alithya Canada  
Axium Infrastructure  
Baillargeon, Grégoire  
BDC  
Bédard, Julie  
Behaviour Interactive  
Bélanger, Marcel  
Bell Media  
BFL Canada  
Bouchard, Frédéric  
Brio  
CAE  
Canadian Tire Jumpstart Charities  
Cataford, David  
CIBC Children's Foundation  
Co-operators  
Cofomo  
Cogir Foundation  
Cognitif  
Dandurand  
DATAide  
Davies Ward Phillips & Vineberg  
Doré, Isabelle

Éduc'alcool  
FBA Solutions  
Fiera Capital Corporation  
Fondation Famille Lavigne  
Fondation Marc Bourgie  
Fonds de solidarité FTQ  
Fortier, Philippe  
GFT Canada  
Gingras, Kim  
Gourmet Sauvage  
Guilmette, Bruno  
Habitation Solano  
Hydro-Québec  
Idem Real Estate  
Image Folie  
Innergex  
Intact Insurance  
Investissements Éclo  
Jarislowsky, Fraser Limited  
KO Média  
La Tablée des Chefs  
Lassonde Industries Inc.  
Lavallée, Hugo  
Levasseur, Pierre-Elliott  
Levio Consulting Inc.  
LOOP Mission  
Lussier  
Marsh McLennan  
McManus, Brian  
Moov Activewear  
National Bank Financial  
NATIONAL Public Relations  
Norton Rose Fulbright Canada  
Paquet, Sophie  
Paradis, Benoit

Parent, Marc  
Perreault, Jocelyn  
PMA Insurance  
PMP Strategy  
Pomerleau  
Previan  
Quebec Iron Ore  
Quebec Rugby  
Raymond, Jean-François  
Revau  
Roy, André  
Samson, Jean  
Samson, Patrick  
Scotiabank  
TC Transcontinental Inc.  
Télé-Québec  
Tollé Agence marketing  
Vanessa Cyr Photographie  
Viva  
WatchMojo  
WSP Global

*This list consists of FitSpirit's philanthropic partners. Every effort has been made to ensure the accuracy of these lists. However, if your name or company name has been omitted or misspelled, please accept our apologies and let us know, so we can correct our records.*

# OUR TEAM

# OUR FITSPIRIT TEAM

**Claudine Labelle**

President and Founder

**Julie Meloche**

Executive Director

**Manon Durocher**

Director, Philanthropic Development

**Élise Hofer**

Director, Marketing and Communications

**Kim Marois**

Director, Programs and Operations

**Annique Picard**

Director, Finance and Administration

**Isabelle Arseneault**

Advisor, Operations

**Jasmine Basque**

Philanthropic Development Clerk

**Camille Benoit**

Senior Advisor, Philanthropic Development

**Marie-Noëlle Bouillon**

Advisor, Communications

**Josée Dutrisac**

Accounting and Administrative Assistant

**Marion Hamel**

Senior Advisor, Communications and Marketing

**Élisabeth Lagacé**

Advisor, Programs

**Geneviève Leduc, Ph.D.**

Senior Advisor, Programs

**Justine Lefebvre**

Project Manager, Communications and Marketing

**Orlina Ngoue**

Administrative Coordinator, Programs and Operations

**Marie-Catherine Sénéchal**

Project Manager, Events

**Audrey St-François**

Advisor, Operations

# OUR BOARD OF DIRECTORS

## CHAIR:

**Brigitte Hébert**

Executive Vice-President, Employee Experience  
National Bank of Canada

## TREASURER:

**Katia Fontana**

Vice-President and Chief Financial Officer  
Birks Group Inc.

## SECRETARY:

**Marie-Eve Ferland**

Partner, Business Law  
Novalex

## MEMBERS:

**Karinne Bouchard**

Corporate Director  
Alimentation Couche-Tard

**Daniel Brosseau**

Partner  
McKinsey & Compagnie

**Yanik Deschênes, ARP**

General Manager, PR, Sid Lee  
President, YPR

**Marie-France Desnoyers**

Vice-President, Human Resources  
Omnitrans

**Claudine Labelle**

President and Founder  
FitSpirit

**Stéphanie Trudeau**

Executive Vice-President - Québec  
Énergir

\*This list consists of FitSpirit's board of directors of the last fiscal year, from September 1<sup>st</sup>, 2022, to August 31<sup>st</sup>, 2023. To consult the list of members for the current year, visit [fitspirit.ca](https://fitspirit.ca).

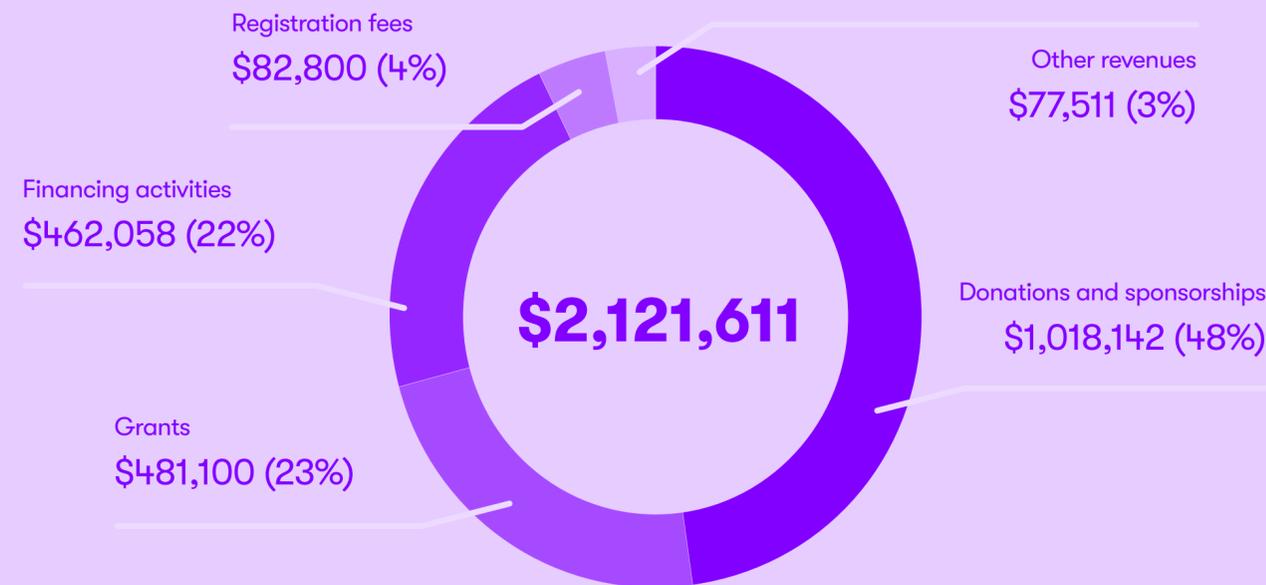
# OUR FINANCES

# OUR FINANCES

The data shown in the following graphs were extracted from FitSpirit’s audited financial statements for the financial year ending on August 31<sup>st</sup>, 2023. To receive a copy of the detailed report, please write to [info@fitspirit.ca](mailto:info@fitspirit.ca).

## Distribution of revenues

With total revenues of \$2.1 million, FitSpirit closed out the year with a 32% decrease in revenues compared to last year. This result can be attributed mainly to a 58% decrease in grants received following the end of our financing agreement with the Public Health Agency of Canada (PHAC). Revenues from financing activities as well as donations and sponsorships decreased by 27% and 19%, respectively, due in part to the decision not to hold the Mother/Daughter Challenge and to the final year of our major fundraising campaign. Meanwhile, revenues from registration fees increased by 22% with the growth in the number of partner schools. Finally, our other revenues also increased significantly, due to our reserve fund, which ensures that we can cover a year of operating costs in order to continue offering our programs to teenage girls.



**\$3,391,084**

Net assets at the end of the financial year ending on August 31<sup>st</sup>, 2023

## Distribution of expenditures

Overall expenses increased by 4% compared to last year. The development of partnerships and donations saw the biggest increase (42%), which can be attributed to the addition of a resource and to external coaching, which allowed us to establish a development plan for the years to come. Our administrative fees also increased by 20%, due mainly to our strategic planning work. Costs associated with programs and operations, for their part, decreased by 10%, marked by the end of our research and evaluation project.



**\$2,000,000**

Restricted net asset (amount equivalent to one year of operating costs)

# FITSPIRIT

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