

FITSPIRIT, IT WORKS!



EDITORIAL
The FitSpirit team

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WHAT IS FITSPIRIT?

FitSpirit is THE expert organization of physical activity among girls. Its flagship program aims to develop non-competitive multisport teams in high schools across Quebec.

Our mission

Helping teenage girls to be physically active throughout their lives by creating unforgettable experiences for them and building a community of inspiring, 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 other.
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!

Our areas of action

SCHOOL PROGRAMS

FitSpirit develops non-competitive multisport teams for girls in high schools across Quebec, fostering a caring environment with no pressure to perform. In addition to offering girls and the adults around them physical activity and healthy lifestyle tools based on research and recognized best practices, FitSpirit presents large-scale events, such as the FitSpirit Celebrations, with a focus on the pleasure of getting active with friends.

PARTNERSHIP DEVELOPEMENT

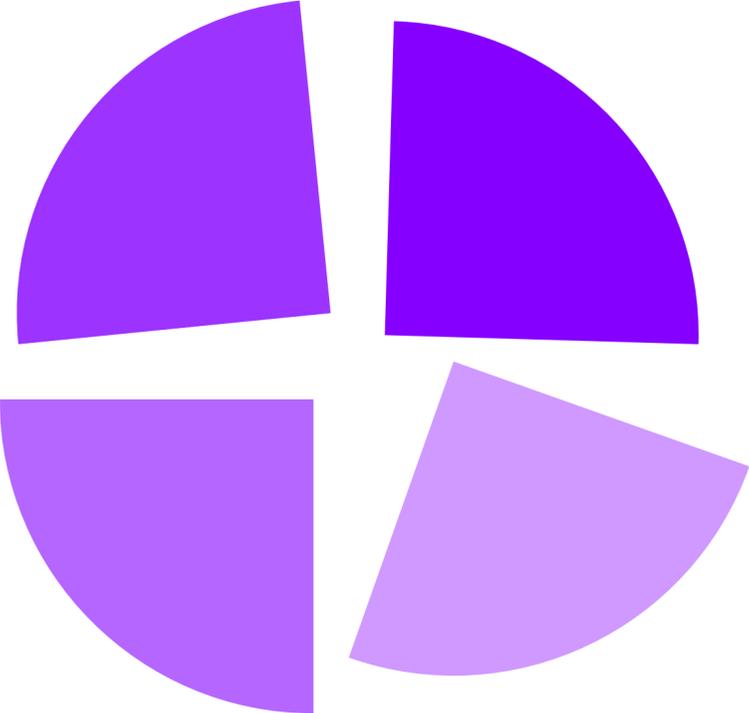
At FitSpirit, developing partnerships is essential to fulfilling our vision and ensuring a sustainable future. We invest resources and considerable efforts in forging implementation partnerships, which are indispensable to the development and deployment of our initiatives. By financing regional NPOs, we reach more than 300 schools and 10,000 girls annually through our programs.

KNOWLEDGE TRANSFER

FitSpirit promotes knowledge transfer to inspire sustainable change in relation to healthy life habits. The organization facilitates training activities for educational community stakeholders to encourage physical activity, shares a variety of resources with the greater public, helps train staff at CEGEPs and universities, speaks to healthy living experts at conferences, and participates in provincial issue tables to promote active and healthy habits.

INNOVATION

FitSpirit relies on innovation to promote physical activity among girls. The organization draws on a continuing search for best practices, reviews its programs on an ongoing basis, and develops innovative pilot projects and novel tools aimed at allowing participants to discover the joys of physical activity. In collaboration with credible professional organizations with a reputation for excellence, FitSpirit regularly updates its knowledge in an effort to consolidate its role as an organization with recognized expertise in physical activity among girls.



A WORD FROM THE FOUNDER AND THE CHAIR OF THE BOARD

The year 2023-2024 was rich in notable achievements and fresh perspectives. In addition to being firmly established in numerous high schools across Quebec, FitSpirit expanded its offer to include elementary schools and Indigenous communities. As a result, 301 institutions chose to offer their girls a non-competitive multisport team, generating more than 7,300 activities meant to help each individual realize their full potential.

In our commitment to encouraging inclusive participation in physical activities and sports, our team also addressed the issue of gender identity, with support from experts. Thanks to this work, schools can now clearly and kindly express their desire to welcome all youth interested in joining the FitSpirit team.

Our major events, including the FitSpirit Celebrations, continued to draw thousands of young girls from all over Quebec, providing them with the opportunity to celebrate the joys and the benefits of physical activity.

Teenage girls, school employees, physical activity experts, and public personalities gathered for our very first *Grand Rendez-vous Fillactive*, a large-scale event held on October 19 and 20, 2023. During this event, FitSpirit unveiled the results of its ambitious research project, which demonstrated the positive impact of FitSpirit both for teenage girls and for school environments.

In its continuing efforts to promote the well-being of teenage girls, FitSpirit also improved its tools to help them better manage their stress and anxiety through caring support.

On a philanthropic front, the Father/Daughter Ball enjoyed a record for attendance, raising more than \$850,000 in support of FitSpirit. A new fundraising campaign entitled “You don’t have to be a champion to have fun” was launched in the media, further enhancing the organization’s public visibility.

While FitSpirit continues to expand its offer, we have begun reviewing our deployment model to strengthen our position as the leading organization for physical activity among teenage girls. We have clear ambitions to go even further by adapting our support approaches and exploring new environments conducive to the practice of physical activity as early as elementary school.

To ensure the sustainability of our mission, it is essential that we forge solid partnerships. Our biggest challenge remains our capacity for development, which depends on stable and sustainable public and private funding.

The FitSpirit team thanks you for your invaluable support and for sharing our vision for a more active and inclusive future for all girls.




CLAUDINE LABELLE,
founder of FitSpirit



BRIGITTE HÉBERT,
chair of the FitSpirit board of directors

OUR SPOKEPERSONS AND FITSPIRIT MENTORS



CLAUDINE LABELLE,
founder of FitSpirit



BRIGITTE HÉBERT,
chair of the FitSpirit board of directors



**CHLOÉ, MAXIME AND
JUSTINE DUFOUR-LAPOINTE,**
FitSpirit mentors and olympians



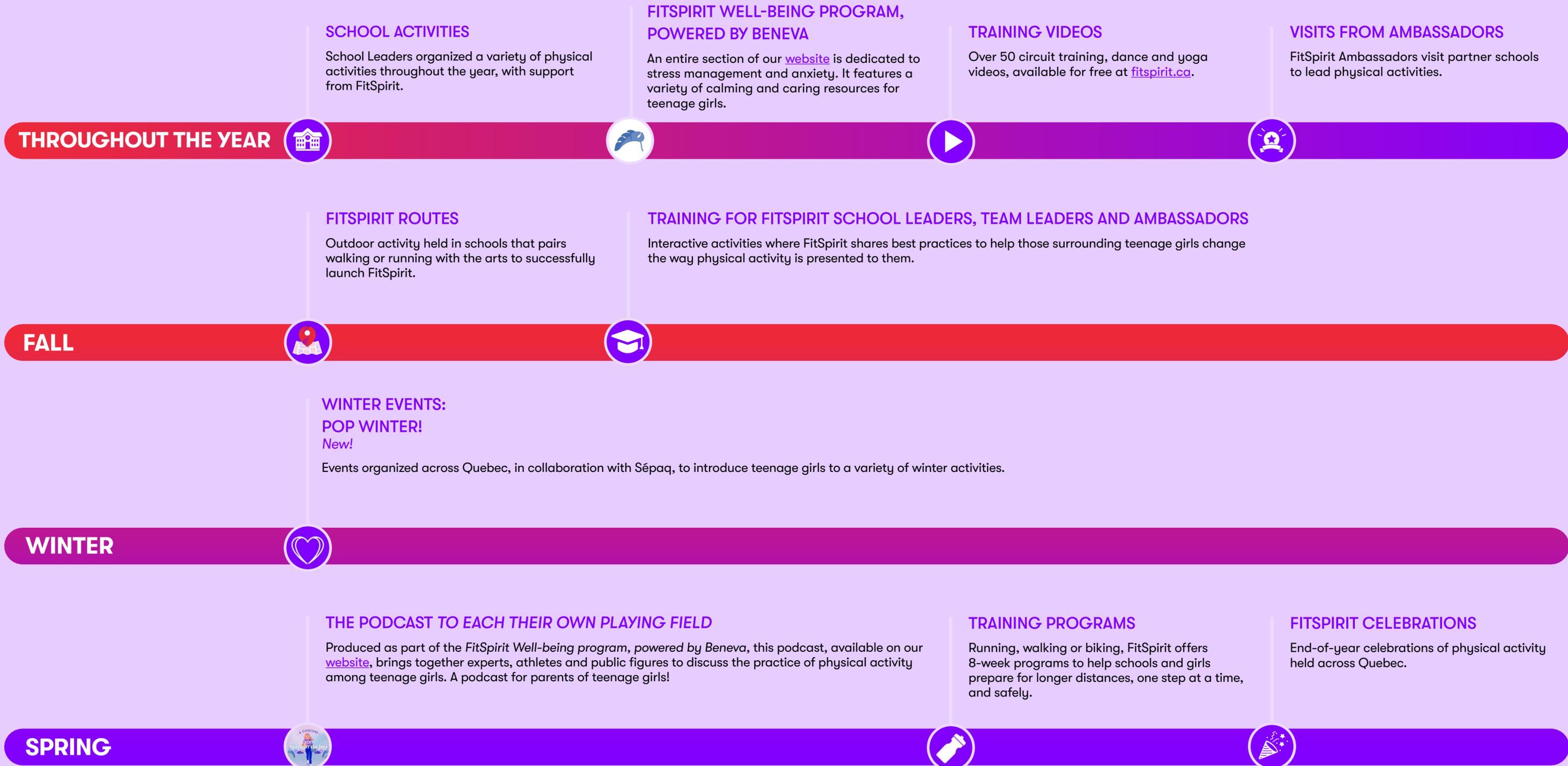
KIM GINGRAS,
FitSpirit mentor and professional dancer



GENEVIÈVE LEDUC, PH.D.,
*senior advisor of programs at FitSpirit
and expert in physical activity among
teenage girls*

OUR PROGRAMS

OUR PROGRAMS



FITSPIRIT IN 2023-2024

More FitSpirit teams than ever!

FitSpirit is THE expert organization of physical activity among girls. Its flagship program, a non-competitive multisport team, is offered as an extracurricular activity for girls and all young people who identify with the program in high schools across Quebec.

In addition to high schools, FitSpirit is expanding its offerings to other environments. Its teams can now be found in:

- ✦ **288 high schools**, including:
 - ✦ **86 schools that are considered disadvantaged** (decile rank 8, 9, 10) according to the criteria of the ministère de l'Éducation du Québec.
 - ✦ **3 schools located in Indigenous communities** and **2 schools with a large proportion of Indigenous students.**
 - ✦ **3 schools** that offered FitSpirit in **academic concentration.**
- ✦ **10 elementary schools** that participated in the pilot project *FitSpirit for a Day*, aimed at facilitating the transition between elementary and high school regarding girls' participation in physical and sports activities.
- ✦ **2 youth centers.**
- ✦ **1 Indigenous community and health center.**



REGIONS

REGIONS	PARTNER SCHOOLS
Abitibi-Témiscamingue	8
Bas-Saint-Lauren	28
Capitale-Nationale	25
Centre-du-Québec	14
Chaudière-Appalaches	23
Côte-Nord	9
Estrie	12
Gaspésie—Îles-de-la-Madeleine	12
Lanaudière	20
Laurentides	27

PARTNER SCHOOLS

REGIONS

REGIONS	PARTNER SCHOOLS
Laval	18
Mauricie	12
Montréal	38
Montréal	29
Nord-du-Québec	2
Outaouais	12
Saguenay—Lac-Saint-Jean	12
TOTAL	301

OUR UNIFYING EVENTS

FITSPIRIT Celebrations

The largest gathering for teenage girls in Quebec!

This spring, 5 FitSpirit Celebrations were held across Quebec. Thousands of teenage 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, giving them the opportunity to try different sports.

221

PARTNER SCHOOLS

7,000

PARTICIPANTS

66

ACTIVATION PARTNERS

5 cities across Quebec!

📍 May 8th, Montreal

📍 May 16th, Québec City

📍 May 22nd, Trois-Rivières

📍 May 28th, Rimouski

📍 June 5th, Lebel-sur-Quévillon

Here are the public figures who attended the FitSpirit Celebrations:

- ✦ **Horacio Arruda**, Assistant Deputy Minister at the Ministry of Health and Social Services
- ✦ **Caroline Bourgeois**, Sports Manager on the Executive Committee of the City of Montreal
- ✦ **Julie Carré**, Municipal Councillor for Pointe-au-Père
- ✦ **Isabelle Charest**, Minister responsible for Sport, Recreation, and the Outdoors
- ✦ **Bianca Dussault**, Executive Committee Member of the City of Quebec
- ✦ **Kim Gingras**, Professional Dancer and Choreographer
- ✦ **Annie Guglia**, Skateboarder and Olympian
- ✦ **Marie-Ève Nault**, Soccer Player and Olympian
- ✦ **Laurence St-Germain**, Alpine Skier and Olympian
- ✦ **Amy Walsh**, Soccer Player, Olympian, and Technical Advisor for the Women’s Program at the CF Montréal Academy

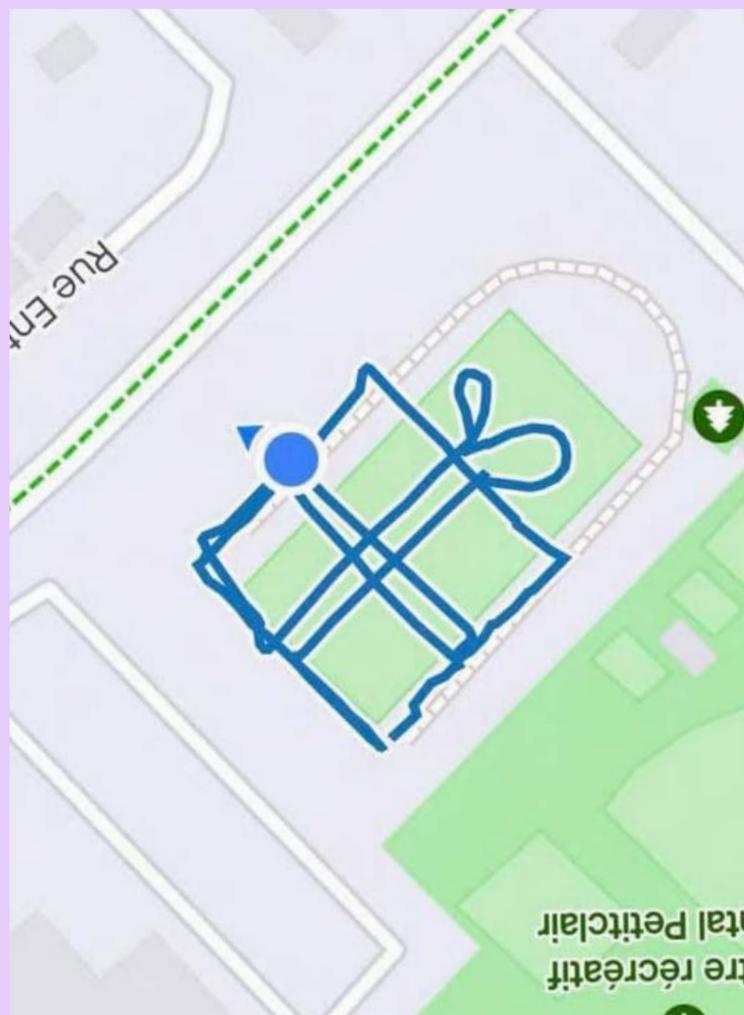
[▶ View the video of the 2024 FitSpirit Celebrations! \(French only\)](#)



OUR UNIFYING EVENTS

FitSpirit Routes - 3rd edition

From November 6 to 17, 2023, in large groups or small teams of 4-5 girls, all partner schools were invited to creatively use technology to trace letters, words, or drawings - by walking or running - using a route-tracing application. An original way to kick off FitSpirit in schools!



POP Winter!

In February, FitSpirit, in collaboration with Sépaq, organized two new events at Mont-Saint-Bruno National Park and Mont-Tremblant National Park to introduce a variety of winter activities to 226 teenage girls.



Thank you to **Sépaq** for its collaboration in these unique events!

OUR SPECIAL PROJECTS

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 second edition of our pilot project entitled *FitSpirit for a Day* in spring 2024.

- ✦ **10 schools and 200 girls** in Grades 5 and 6 took part in the project.
- ✦ **14 physical activity ambassadors** were involved in the training and facilitation process.
- ✦ **3 regions:** Bas-Saint-Laurent, Gaspésie-Îles-de-la-Madeleine and Laval.

Inclusion project

FitSpirit has always encouraged inclusion in physical activities and sports. This year, with the help of experts, our team focused particularly on the issue of gender identity. Allowing schools to express that they welcome all young people who wish to join their FitSpirit team, new complementary logos in the colors of the rainbow flag were provided to promote the team and its inclusive programming.



FitSpirit concentration

While FitSpirit is implemented as an extracurricular activity in most cases, three high schools instead offered our approach to their students in the form of a concentration or a special educational project.

- ✦ **Collège Saint-Bernard,** Drummondville
- ✦ **École secondaire de l'Odysée,** Valcourt
- ✦ **École secondaire Horizon Jeunesse,** Laval

FitSpirit in Indigenous communities

Since 2022, FitSpirit has taken concrete steps to make physical activity more accessible to Indigenous teenage girls. By forging partnerships with organizations representing First Nations in Quebec and with schools in Indigenous territories, we contribute directly to the health and well-being of young girls in those communities. In 2023-2024, FitSpirit had:

- ✦ **6 partner institutions** welcomed students from Indigenous communities (Amik-Wiche school, École Manikanetish, École Uashkaikan, Gesgapegiag Health and Community Services, MacLean Memorial School, École Cité étudiante).
- ✦ **143 teenage girls** from First Nations registered with FitSpirit.
- ✦ **4 field visits** were held to three Indigenous communities (Manawan, Mashteuiatsh, Opitciwan).
- ✦ **2 new expertise partnerships** were forged with the First Nations of Quebec and Labrador Health and Social Services Commission (CSSSPNQL) and the First Nations Education Council (FNEC).
- ✦ **74 teenage girls** from the Atikamekw community of Manawan had the opportunity to participate in a non-competitive physical activity in an outdoor recreation setting, as part of our collaboration with the FNEC Ancestors Challenge in October.

Thank you to **Manulife** for its commitment to the deployment of this project.



MORE OPPORTUNITIES TO GET ACTIVE!

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

7,300 activities were held by FitSpirit partner schools in 2023-2024*:

- ✦ 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.

**Data estimated on the basis of the response from 208 schools during the 2024 FitSpirit Celebrations.*



A CARING COMMUNITY

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



FitSpirit School Leaders

FitSpirit School Leaders plan and oversee FitSpirit activities at school, motivate the troops, and encourage 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 Leaders

FitSpirit Team Leaders are dynamic and responsible participants who help implement FitSpirit activities at school. They are the “team captains”! Through their positive, caring and non-judgmental attitude, they help motivate the participants and work alongside the team of FitSpirit School Leaders on organizing, facilitating and ensuring the proper conduct of activities.



FitSpirit Ambassadors

As professionals in physical activity or specialists in their sports discipline, FitSpirit Ambassadors visit partner schools to lead physical activity or sports sessions in a supportive atmosphere, where the pleasure of being active among girls is front and centre. They offer 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 2023-2024:

1,021

FITSPIRIT SCHOOL LEADERS

151

FITSPIRIT TEAM LEADERS

125

FITSPIRIT AMBASSADORS



FitSpirit partner schools received **511** 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.

Throughout the year, School Leaders, Team Leaders and FitSpirit Ambassadors benefit from various resources, including programs available on our website, newsletters, and publications on social media networks to help them transmit the organization's values to FitSpirit teams all over Quebec. Also offered are online and in-person training activities adapted to their knowledge and respective roles.

Participants in online training activities in 2023-2024:

- ✦ **54** FitSpirit School Leaders.
- ✦ **67** FitSpirit Team Leaders.

Thank you to **RBC Foundation** for supporting the training activities offered to FitSpirit School Leaders, Team Leaders and Ambassadors since 2018.

“Thanks to this training activity, I learned that being a FitSpirit Team Leader means encouraging other girls to practice sports for the fun of it and not to lose weight, count time, or measure distances.”

– 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 2023-2024:

- ✦ 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](#).
- ✦ An Alumni Leadership Program to support and maintain connections with former FitSpirit participants.

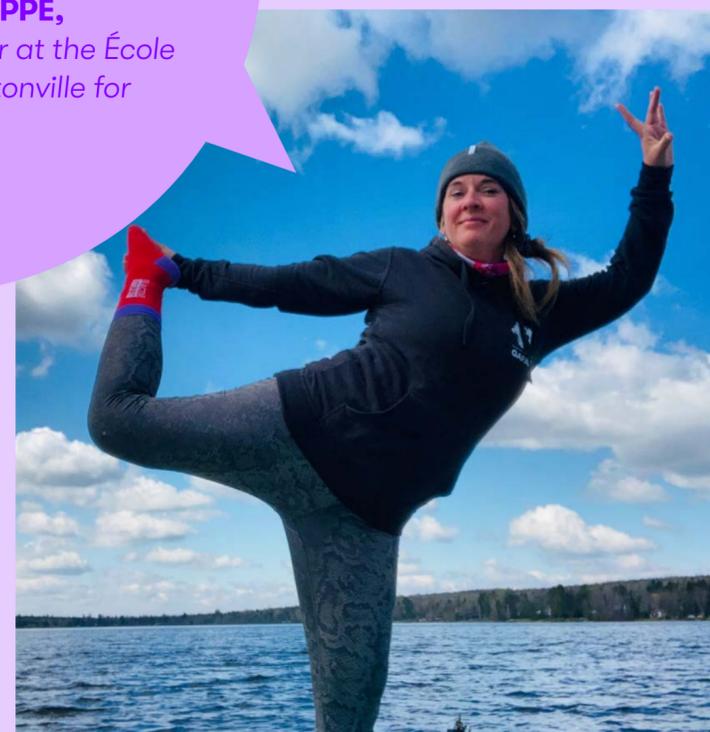


THANK YOU TO OUR FITSPIRIT SCHOOL LEADERS INVOLVED FOR 10 YEARS AND MORE

- ✦ 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 has always been successful. No other school activity reaches more girls. It’s a real accomplishment, and I couldn’t be prouder!”

– **CATHERINE LATULIPPE**,
FitSpirit School Leader at the École
secondaire de Bromptonville for
the past 10 years



RACHEL BOUDREAU, FitSpirit School Leader at the Collège Saint-Bernard for the past 10 years

THANK YOU TO OUR REGIONAL PARTNERS AND COORDINATORS

FitSpirit coordinators work within regional healthy lifestyle organizations. It is thanks to these regional partners that FitSpirit can extend its reach to all corners of Quebec.



“FitSpirit means getting to know and trust yourself, respecting your limitations, wishes and interests when it comes to sports and physical activity. It means finding your passion, while enjoying yourself to the fullest!”

– **ÉLIZABETH FARRIER,**
FitSpirit Regional Coordinator, Mauricie

“You can just tell how proud the different COSMOSS partners are to help promote the joys of physical activity among teenage girls at almost every school in the Bas-Saint-Laurent region.”

– **JULIE BERTHIAUME,**
FitSpirit Regional Coordinator, Bas-Saint-Laurent

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

FITSPIRIT WELL-BEING PROGRAM, POWERED BY BENEVA

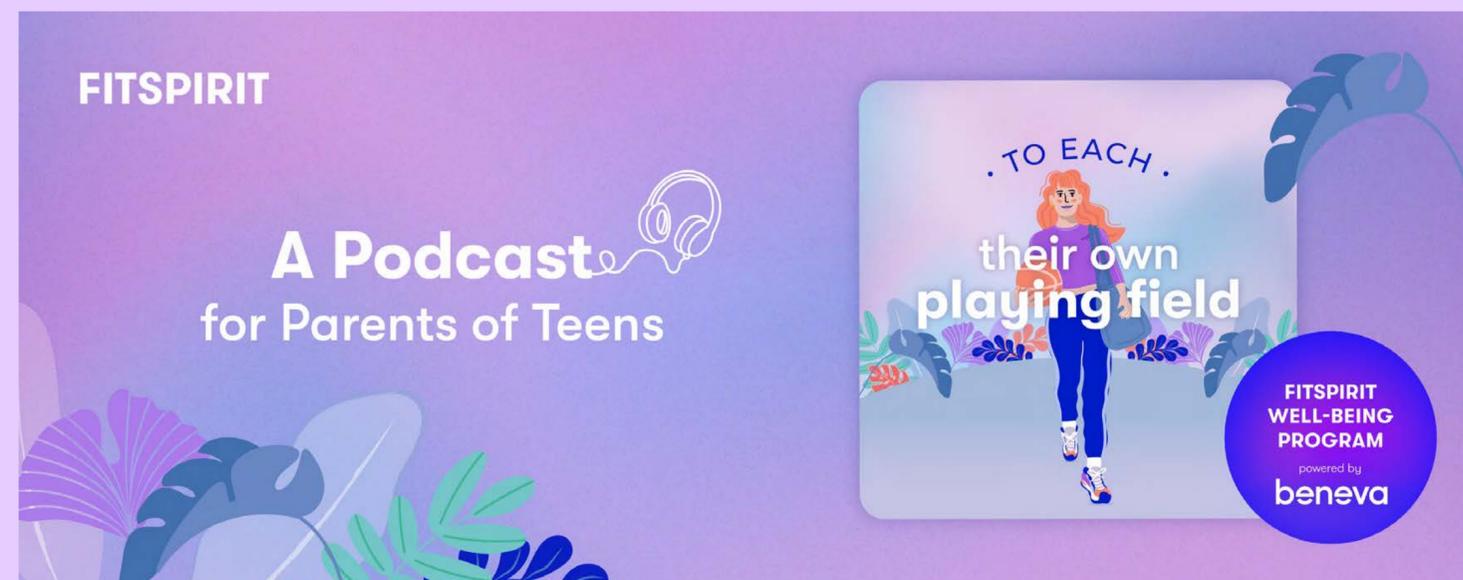
The Anti-Stress Bubble

Under the third year of this program, which highlights the benefits of getting active in nature, FitSpirit further improved the Anti-stress Bubble tools available on its [website](#) with the objective of helping teenage girls better manage their stress and anxiety in a spirit of caring support. A [new section](#) with exclusive content geared to parents of teenage girls was also launched.



FITSPIRIT
WELL-BEING
PROGRAM
powered by
beneva

Thank you to
Beneva for
supporting this
program since
2022.



The podcast *To each their own playing field*

Last spring, teenage girls, public figures, experts and parents took part in the second season of the FitSpirit podcast *To each their own playing field*.

Through this new series, available on our [website](#) and through the most popular online platforms, FitSpirit offers concrete tips for the parents of teenage girls, with topics including puberty, the benefits of being in contact with nature, social media networks, and youth diversity and inclusion.

- ✦ **To each their own playing field season 2.**
- ✦ **When puberty changes the game plan. (French only)**
- ✦ **Outdoor recreation: Exploring this playing field. (French only)**
- ✦ **Understanding the rules of the game on social media. (French only)**
- ✦ **Inclusion: Let's pass to all the girls! (French only)**

This podcast series was produced under the FitSpirit Well-Being Program, powered by Beneva.

OUR IMPACT

OUR RESEARCH PROJECT

The *Grand Rendez-vous Fillactive*

On October 19 and 20, 2023, FitSpirit held its very first *Grand Rendez-vous*, an event that promoted the exchange of knowledge. This experiential congress focused on teenage girls physical activity, with a distinct and relevant path for each category of participants:

- ✦ 40 teenage girls (participants, FitSpirit Team Leaders)
- ✦ 75 school employees (physical and health education teachers, recreation technicians, FitSpirit School Leaders)
- ✦ 53 experts in the field of physical activity and health promotion (researchers, graduate students, coaches, municipal recreation managers)

Several public figures also participated in this significant event:

- ✦ **Horacio Arruda**, Assistant Deputy Minister at the Ministry of Health and Social Services
- ✦ **Sylvie Bernier**, Chair of the Quebec Tables on Healthy Eating and Physically Active Lifestyles
- ✦ **Martine Biron**, Minister responsible for the Status of Women
- ✦ **Loounie**, culinary content creator

Thank you to our partners

RBC and Saputo

The results of the ambitious FitSpirit research project were also unveiled. Here is a summary of the key results, showing that **FITSPIRIT, IT WORKS!**

Results specific to teenage girls

- ✦ After one year of participation in FitSpirit, participants meet the recommended physical activity level (60 minutes/day) 30 days more per year!
- ✦ Between the beginning and end of the year, 32% of the most inactive participants increased their physical activity level. FitSpirit makes a difference for those who need it most!
- ✦ Participants enrolled for at least three years are more likely to meet the physical activity recommendation than new participants, a remarkable fact considering the decline in physical activity as adolescence progresses. Between the 2nd and 3rd year of participation, the percentage meeting the recommendation doubles from 13% to 26%!

Results specific to schools environment

- ✦ Physical and health education classes: School Leaders observed improvements in participants' confidence in their skills, attitude, participation, and self-confidence.
- ✦ Quality of life determinants at school: 90% of school employees have reported a positive impact of the FitSpirit team on girls' sense of belonging to their high school.
- ✦ Overcoming barriers to physical activity: School Leaders noted that FitSpirit helps girls overcome several barriers to physical activity, particularly by improving confidence in their abilities, their capacity to overcome negative experiences, self-perception, and reducing the fear of being judged.

[CONSULT THE FULL RESEARCH REPORT \(French only\)](#)

KNOWLEDGE-TRANSFER AND IMPLICATION

Knowledge-transfer activities concerning girls and physical activity

- ✦ Launch of five pedagogical worksheets for all physical education and health teachers, in collaboration with the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ).
- ✦ Presentations at conferences (Congrès de la FÉÉPEQ, Sport for Life Summit, Colloque Le Réseau).
- ✦ Teaching of university courses (Université de Montréal, Université du Québec à Chicoutimi).
- ✦ Guest expert at the informal coffee meetings on gender equity held by the Canadian Parks and Recreation Association.
- ✦ Signature of or collaboration on various articles (La Lancée, 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.
- ✦ Consultation – Government strategy for physical activity.
- ✦ Réseau Éducation physique et à la santé.
- ✦ Meeting for the development of sports in Quebec.
- ✦ Government of Canada ministerial forum for physical activity stakeholders.
- ✦ Attendance at conferences (Sommet de la santé durable, Forum québécois du loisir).
- ✦ Partner for the 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

As an organization with expertise in physical activity for girls, FitSpirit is regularly invited to comment on various topics, such as barriers to physical activity, mental health, and screen time. Over the past year, our expert spokesperson on physical activity among teenage girls, Geneviève Leduc, Ph.D., has given several interviews in print media, on the radio and on television.

The months of October 2023 and May 2024 were particularly notable, with each drawing 110 media mentions. In October, the media coverage mainly concerned our event entitled *Le Grand Rendez-vous Fillactive*, where we unveiled the results of our research project, conducted in collaboration with the Université de Montréal and other Canadian institutions from 2017 to 2022. In May, meanwhile, the attention turned to the FitSpirit Celebrations held across five regions of Quebec. Also attracting strong media interest was our fundraising campaign, “You don’t have to be a champion to have fun”, which ran from February 11 to March 25, 2024.

In total, FitSpirit compiled more than **359 mentions** in print media, on the radio and on television during the course of the year, across all regions of Quebec.

Our virtual community

24,300 Facebook subscribers

9,050 Instagram subscribers

3,250 LinkedIn subscribers

1,400 YouTube subscribers

1,400 TikTok subscribers

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

Newsletters: **31,355** subscribers, average opening rate of 48%

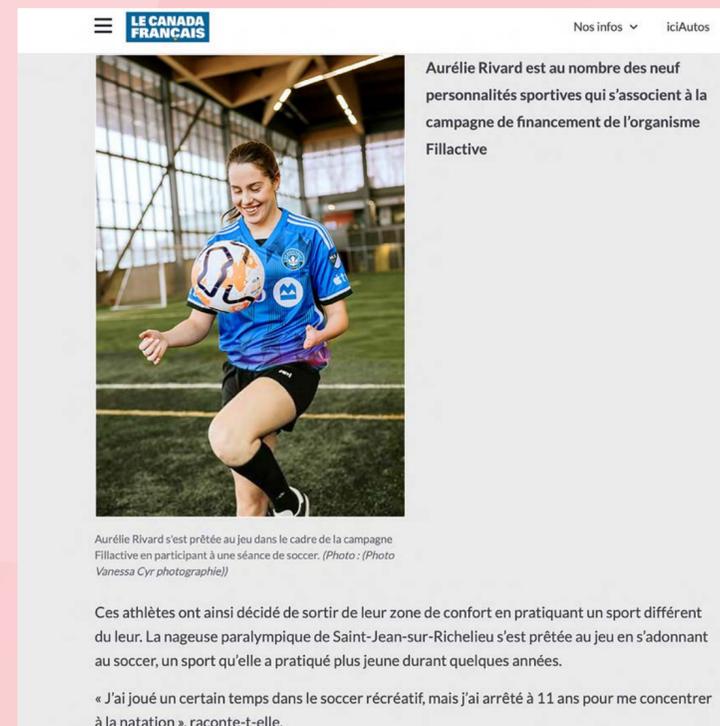


Image couverture du rapport / Fillactive

Entrevue avec Geneviève Leduc, Ph. D, Conseillère principale aux programmes chez Fillactive.

Fillactive est une activité parascolaire spécialement conçue pour les filles de 12 à 17 ans.

9 filles sur 10 ne sont pas suffisamment actives à l'adolescence.

De 2017 à 2022, Fillactive a tout mis en oeuvre pour continuer d'approfondir sa compréhension de la relation des adolescentes avec l'activité physique en menant un rigoureux processus d'évaluation de son approche.

En étroite collaboration avec l'Université de Montréal et bénéficiant du soutien de l'Agence de la santé publique du Canada, l'organisme a voulu connaître les retombées de Fillactive autant sur les participantes que sur les écoles inscrites.

Fillactive est enthousiaste de présenter ce rapport qui fait état des résultats-phares de cet important projet de recherche qui montrent que Fillactive, ça marche!

[RÉSULTATS DE LA RECHERCHE SUR L'IMPACT DE L'APPROCHE FILLACTIVE](#)



OUR PHILANTHROPIA PROJECTS

FATHER/DAUGHTER BALL

8th edition of the Father/Daughter Ball: Record participation and funds raised!

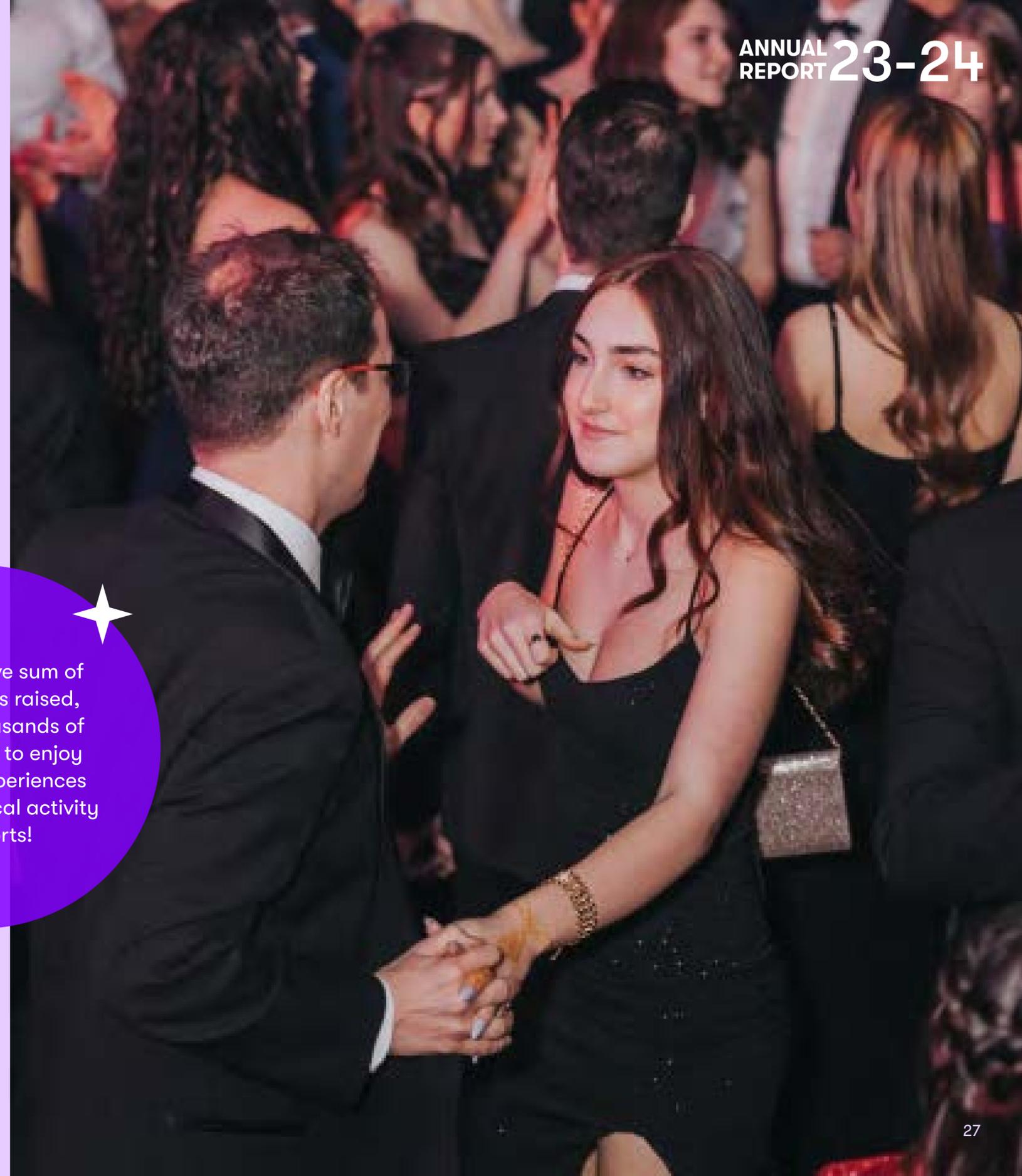
On April 20, 2024, **505 fathers and daughters** gathered at New City Gas in Montreal to enjoy a memorable experience at the 8th edition of our prestigious Father/Daughter Ball.

Under the theme *A thousand and one lanterns*, guests were immersed in a world with a thousand flavors and colors, through three stations inspired by the charms and riches of the Orient. Guests enjoyed an unforgettable evening featuring official red-carpet photos, performances by guest artists, father-daughter-s activities, and the traditional Father/Daughter Ball dance.

Among the distinguished guests were **Ms. Isabelle Charest**, the Minister responsible for Sport, Recreation and the Outdoors, sisters **Kim and Marie-Ève Gingras**, as well as **Stefano Faita** and his daughter **Anna**.



The impressive sum of **\$881,981** was raised, allowing thousands of teenage girls to enjoy rewarding experiences through physical activity and sports!



FATHER/DAUGHTER BALL

Thank you to the members of our honorary committee

Co-Chairs

Abe Adham with his daughters Claudia and Victoria (TD)

Nicolas Jacob with his daughter Anaïs (National Bank Financial Markets)

Alain Le Put with his daughter Audrey (Promutuel Insurance)

Honorary patrons

Karl Bissonnette with his daughter Alycia (WSP Global)

Olivier Chouc with his daughter Léa (CN)

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

François Huvelin with his daughter Juliette (Deloitte)

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 (Beneva / L'Unique General Insurance)

Martin Pesant with his daughter Emma (Nespresso)

David Rheault with his daughter Jeanne (Air Canada)

Thank you to our partners

Presenting Partners

National Bank, Promutuel Insurance, TD

Gold Partners

Air Canada, Beneva, CGI, CN, iA Financial Group, LaSalle College Montréal, Nespresso, Oxygène, Power Corporation of Canada, Quebec Iron Ore



FATHER/DAUGHTER BALL



Our Co-Chairs

“By giving teenage girls the opportunity to find fulfillment through sports, FitSpirit allows future generations to build self-confidence and adopt a balanced lifestyle. I understand the unique benefits that an organization like FitSpirit offers, and I feel privileged to be a part of it.”

– ABE ADHAM,
Managing Director & Group Head, TD Securities;
Chair, TD Bank, Québec

“It’s so inspiring to see the dedication and dynamism of FitSpirit, which advances the cause of physical activity among teenage girls every single day.”

– NICOLAS JACOB,
Managing Director, National Bank
Financial Markets

“Through its concrete actions, FitSpirit gives teenage girls the tools to meet the challenges that they will encounter throughout their lives. KUDOS for your commitment and thank you for being THERE!”

– ALAIN LEPUT,
Vice-President, Member Experience and Claims,
Promutuel Insurance

MY REGION, MY SCHOOLS, OUR FITSPIRIT GIRLS

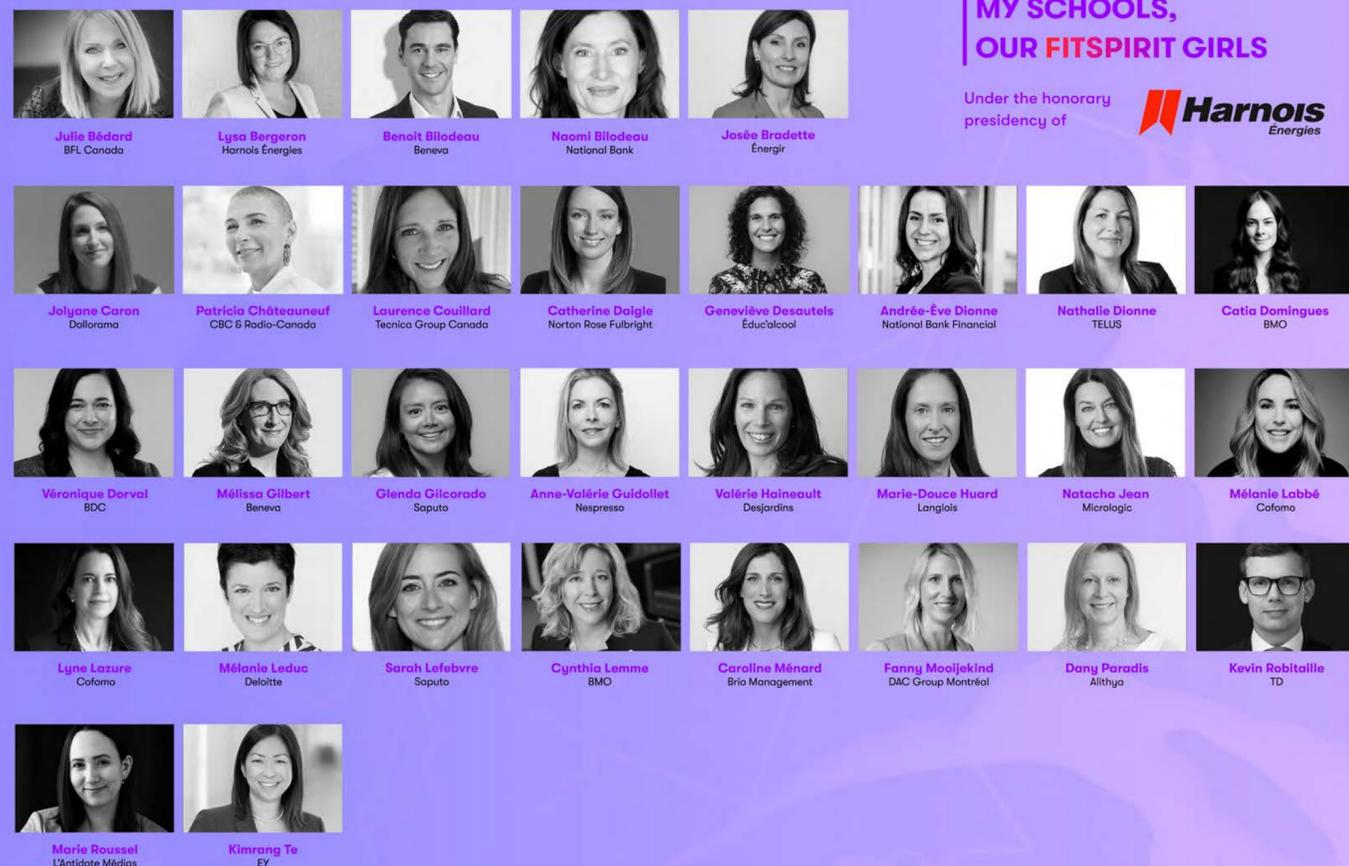
In March 2024, FitSpirit launched the second edition of its fundraising campaign *My Region, My Schools, Our FitSpirit Girls*, under the honorary presidency of Harnois Énergies. For the occasion, 31 business community leaders from various regions of Quebec came together to support FitSpirit partner schools in their area and provide teenage girls with the opportunity to experience positive and high-quality physical activity experiences.

Thank you to our partners

Gowling WLG, Harnois Énergies, Leclair Family Foundation, NATIONAL Public Relations, TVA

Thank you to our leaders

Our 2024 leaders!



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

Under the honorary
presidency of **Harnois**
Énergies

A total of **\$217,715** was raised to help FitSpirit maintain and expand its flagship program in high schools across Quebec!



YOU DON'T HAVE TO BE A CHAMPION TO HAVE FUN

Last winter, FitSpirit launched its new fundraising campaign titled *You don't have to be a champion to have fun!* As part of this initiative, nine sports personalities stepped out of their comfort zone to try a different sport, demonstrating that you don't need to excel in a physical activity to have fun!

Sports personalities

- ✦ **The Dufour-Lapointe Sisters**, freestyle skiers, had fun playing volleyball on the same team.
- ✦ **Kim Gingras**, professional dancer, scaled her first climbing wall.
- ✦ **Anabelle Guay**, adventurer, learned how to make a touchdown in football.
- ✦ **Annie Guglia**, professional skateboarder, attempted a hole-in-one in golf.
- ✦ **Kristel Ngarlem**, weightlifter, made her tennis debut.
- ✦ **Aurélie Rivard**, paralympic swimmer, had fun juggling a soccer ball.
- ✦ **Laurence St-Germain**, alpine skier, tried to skateboard without falling.

Thank you to our partner

Éconofitness

Thank you to our media partners

Astral, CBC & Radio-Canada Media Solutions, Cogeco Media, La Presse, Neo-Traffic Media inc., Pattison Affichage, Publicité Sauvage, Quebecor, Télé-Québec, TVA

A total of **\$48,512** was raised, enabling even more girls to enjoy getting active.



Anabelle Guay, the adventurer who raises awareness among young people about the inclusion of everyone in sports, learns to make a touchdown in football!



Kim Gingras, professional dancer, goes bouldering for the first time!



Laurence St-Germain, alpine skier, tries to skate without falling.



The Dufour-Lapointe Sisters, freestyle skiers, find it fun to play on the same team.



Annie Guglia, professional skateboarder, dreams of getting a hole-in-one!

You don't have to be a champion to have fun



Aurélie Rivard, paralympic swimmer, tries to beat her juggling record.



Kristel Ngarlem, professional weightlifter, plays tennis for the first time in her life!

OUR PHILANTHROPIC PARTNERS

THANK YOU TO OUR PHILANTHROPIC PARTNERS

Builder partners (\$100,000 and up)

Beneva
BMO Financial Group
CN
Cogeco Media
Desjardins
Gouvernement du Québec
Manulife
National Bank
Power Corporation of Canada
Rossy Foundation
Saputo Inc.
The North Face

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

Alcoa Foundation
AON
CBC & Radio-Canada Media Solutions
Énergir
Eric T. Webster Foundation
Harnois Énergies
iA Financial Group
Nespresso
Promutuel Insurance
Quebecor inc.
RBC Foundation
Sandra and Alain Bouchard Foundation
Tecnica Group Canada

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

Air Canada
Chamandy Foundation
Decathlon

Deloitte
Éconofitness
EY
Fondation Lise et Richard Fortin
Godin Family Foundation
LCI Education Network
Neo-Traffic Media inc.
Oxygène
Pattison Affichage
Publicité Sauvage
Quebec Iron Ore
TD
TELUS Friendly Future Foundation

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

Aéroports de Montréal
BDC
BFL CANADA benefits
Blake, Cassels & Graydon
Bombardier
Bovet, Pierre
BRP
Cascades
CDPQ
CIBC
Cofomo
Cognitif
Crevier Group
Éconofitness Foundation
Fasken Martineau DuMoulin LLP
Fondation Robert Dutton
Fortier, Michael
Groupe Marcelle Cosmetics
Guillevin
H31 Agence de pub
KPMG

La Presse +
McCarthy Tétrault LLP
Mongeau Family Foundation
MTY Group
PwC Canada
Sibylla Hesse Foundation
Stikeman Elliott LLP
Sun Life
Ville de Montréal
WSP Global

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

Alithya Canada
Ardene
Atwill-Morin
Atwill-Morin, Mark
Autostop Inc.
Behaviour Interactive
beMONDO
Bergeron, Michel
Brio
Brunet, Guillaume
Cadillac Fairview
CAE
CF Montréal
Chantiers Chibougamau
Charest, Alexandre
Choinière, Sylvain
Cogir Foundation
Côté, Alain
Côté, Marie-Pierre
Côté, Stéphane
Coveo
DAC
DATAide
Delegatus

Dentons
Dollarama
Éduc'alcool
Effix
Electi, Recrutement de cadres Inc.
FBA Solutions
Filiatrault, Jean-Michel
Formations Infopresse
Fransylval Inc.
Frenette, Vincent
Gagné, Guillaume
GBI
Gestion Quantum³
GFT Canada
Gingras, Kim
Godin, Julie
Gowling WLG
Hamel, Nicolas
Hydro-Québec
Idem Real Estate
Innergex Renewable Energy Inc.
Intact Insurance
Iris + Arlo
Izzard, Robert
La Tablée des Chefs
Langlois Lawyers
Leclair Family Foundation
Lepelco Assurances
Les Aliments Faita Forgione
Les tranquilles mais pas sages
Lozza, Lino
Magazine Prestige
Micro Logic
Moov AI
Nasso, Samuel
National Bank Financial - Équipe conseil
Gosselin Dionne

National Bank Financial Team Szöghy
NATIONAL Public Relations
New City Gas
Nooé
Norton Rose Fullbright Canada
PayFacto Inc.
Pense Bon Inc.
PMA Insurance
Point Cardinal
Pomerleau
René, Sébastien
Rivard, Etienne
Robillard, Antoine
Rodier, Luc
Rondeau, Eric
Routhier, Jean-François
RTS Canada
Rugby Québec
Ryan, Erik
Samson, Jean
Sépaq
Substance Agency
SuccessFinder
Taiga
Télé-Québec
Tollé Agence marketing
TOPTOP Outfit
Tremblay, Pascal
TVA
Ville de Rimouski
Viva
Zeller Family Foundation

OUR TEAM

OUR FITSPIRIT TEAM

Claudine Labelle

Founder

Julie Meloche

Executive Director

Karine Boucher

Director of Digital Development and Process Optimization

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 Ngoué

Administrative Coordinator, Programs and Operations

Marie-Catherine Sénéchal

Project Manager, Events

OUR BOARD OF DIRECTORS

Board Members	Attendance Report (Nov. 8, Jan. 24, Apr. 24, Jun. 19)
Brigitte Hébert, Chair Executive Vice-President, Employee Experience - National Bank of Canada	4/4
Katia Fontana, Treasurer Vice-President and Chief Financial Officer - Birks Group Inc.	4/4
Marie-Eve Ferland, Secretary Partner, Business Law - Delegatus	3/4
Daniel Brosseau, Member Partner - McKinsey & Company	4/4
Claudine Labelle, Member Founder, FitSpirit	4/4
Élise Proulx, Member Vice-President, Social Infrastructure Development – CDPQ Infra inc.	2/4 Start Date: Nov. 2023
Benoit-Hugo St-Pierre, Member Director, Programs of Excellence and Professional Development - Institut national du sport du Québec	2/4 Start Date: Jan. 2024
Stéphanie Trudeau, Member Executive Vice-President, Québec - Énergir	4/4

**This list consists of FitSpirit’s board of directors of the last fiscal year, from September 1st, 2023, to August 31st, 2024. To consult the list of members for the current year, visit fitspirit.ca.*

OUR GOVERNANCE

OUR STATUTORY COMMITTEES

Audit Committee



Members:

Daniel Brosseau
chair of the committee

Élise Proulx
administrator and committee member

4 meetings:

- ✦ Review of staff remuneration.
- ✦ Review of the risk management plan.
- ✦ Receipt of the independent auditor's report.
- ✦ Adoption of the audit plan.
- ✦ Recommendation of the 2024-2025 budget to the board of directors.

Human Resources Committee



Members:

Katia Fontana
chair of the committee

Stéphanie Trudeau
administrator and committee member

Benoit-Hugo St-Pierre

administrator and committee member

4 meetings:

- ✦ Recommendation on employee remuneration conditions.
- ✦ Monitoring of the management succession plan.
- ✦ Receipt and review of the annual employee survey results.

Governance Committee



Members:

Marie-Eve Ferland
chair of the committee

Brigitte Hébert
chair of the board of directors
and committee member

4 meetings:

- ✦ Recruitment and integration of two new administrators.
- ✦ Work on compliance with the Code de gouvernance des organismes à but non lucratif (OBNL) québécois de sport et de loisir (Governance code for Quebec-based non-profit organizations (NPO) in sports and recreation).
- ✦ Updating of various policies.
- ✦ Work on the performance evaluation of the board of directors.

OUR FINANCES

OUR FINANCES

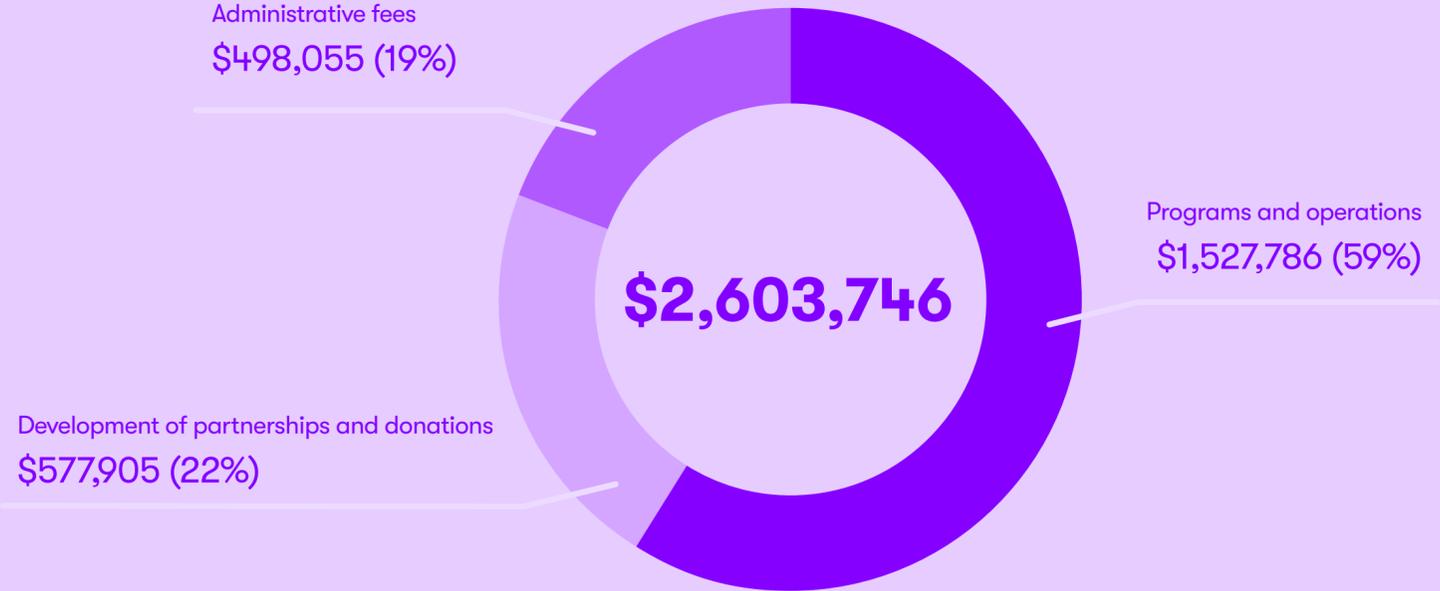
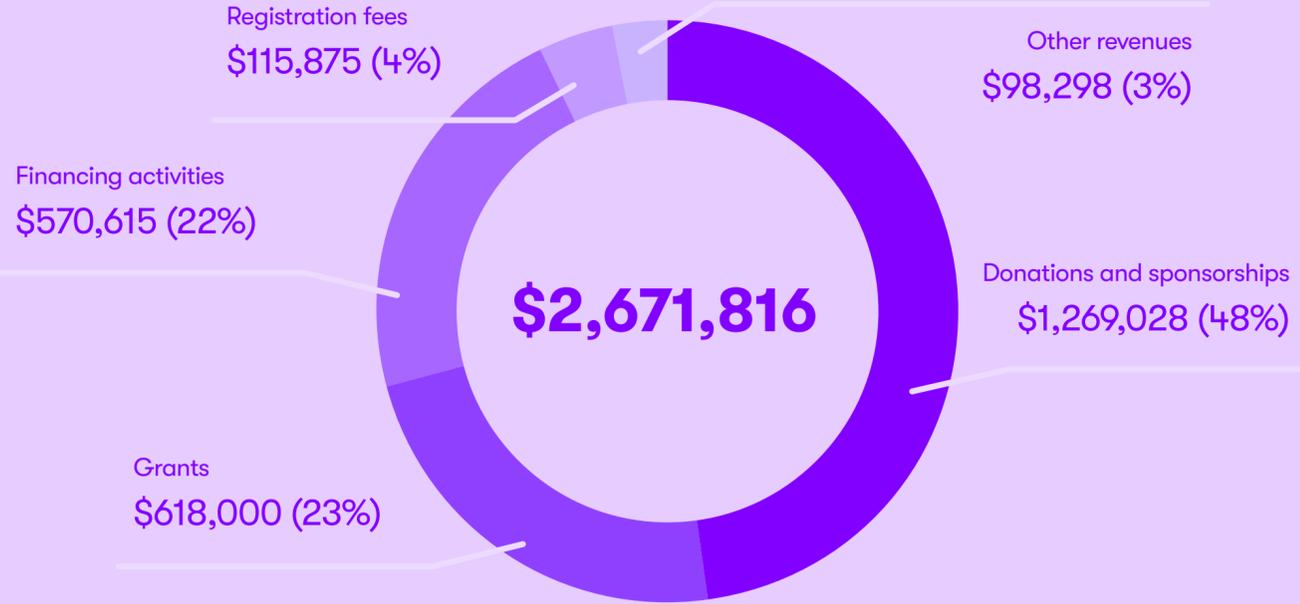
The data shown in the following graphs were extracted from FitSpirit’s audited financial statements for the financial year ending on August 31st, 2024. To receive a copy of the detailed report, please write to info@fitspirit.ca.

Distribution of revenues

With total revenues of \$2.7 million, FitSpirit has closed out the year with an increase of 26% compared to the previous year. This result can be attributed mainly to the increase of more than 24% in revenues from grants and financing activities and from donations and sponsorships. We also posted a 40% increase in revenues from school registration fees, due to the increase in the number of partner schools. Finally, our other revenues increased notably, which can be attributed to our reserve fund, which ensures that we are able to cover a year of operating costs and to continue offering our programs to teenage girls.

Distribution of expenditures

Overall expenses rose by 3% compared to the previous year, a relatively modest increase. Programs and operations posted the highest increase, rising by 5%. This growth may be attributed to the addition of our *Grand Rendez-vous Fillactive* event in the fall of 2023, and to the increase in the number of FitSpirit ambassadors and visits to schools. Our partnership development fees and donations increased by 4%, mainly due to salaries. Finally, our administrative fees decreased slightly by 3%, in part because no strategic planning exercise was held this year.



\$3,559,152

Net assets at the end of the financial year ending on August 31st, 2024

\$2,000,000

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

OUR ACTIVITY REPORT

2023-2026 STRATEGIC PRIORITIES - PROGRESS

HEIGHTEN FITSPIRIT'S IMPACT AND REACH WITH TEENAGE GIRLS AND THE COMMUNITY

Enrich the well-being ecosystem around teenage girls to motivate them to stay active for life

Main achievements:

- ✦ Creation of a section for parents on our [website](#), including tools and a podcast.
- ✦ Preparation of a book published in fall 2024.
- ✦ Knowledge transfer to partners, universities and stakeholders in the sports and recreation sector.
- ✦ Recruitment of 26 former participants in the Alumni Leadership Program.
- ✦ Start of a collaboration with the Montreal Canadiens Children's Foundation on various projects undertaken by municipalities.

Improve the quality of the FitSpirit experience in schools

Main achievements:

- ✦ Adjustment and increase in the amounts remitted to our regional partners for their support to high schools that register for the FitSpirit program (17 agreements renewed and two Indigenous organizations brought in as expert partners).
- ✦ Improved efficiency and streamlined administrative processes.
- ✦ Maintenance of the training activities offered to School Leaders and Team Leaders in spite of the strike in the fall of 2023.
- ✦ Recruitment of 33 new FitSpirit Ambassadors.
- ✦ Design and delivery of two winter events offered at schools in collaboration with SÉPAQ.
- ✦ Design and delivery of five FitSpirit Celebrations (Montreal, Québec City, Trois-Rivières, Rimouski, Lebel-sur-Quévillon).

Increase the number of FitSpirit participants by 25%

Main achievements:

- ✦ Deployment of the FitSpirit program across 301 schools in Quebec, for a total of 9,746 participants.
- ✦ Creation of specific tools for school staff members geared to the LGBTQ+ community.
- ✦ Organization of events in Indigenous communities.
- ✦ Establishment of the second edition of the *FitSpirit for a Day* pilot project on the transition from elementary to high school, reaching 10 elementary schools and 200 girls in Grades 5 and 6.

2023-2026 STRATEGIC PRIORITIES - PROGRESS

**ESTABLISH STRUCTURAL ACTIONS TO SUPPORT
FITSPIRIT'S GROWTH AND ENSURE ITS SUSTAINABILITY**

Diversify our sources of funding

Main achievements:

- ✦ Upward revision of our mission funding by the ministère de l'Éducation du Québec.
- ✦ Submission of a project to the Secrétariat à la condition féminine.

In three years, raise \$5,730,000 by implementing the four strategies set out in the philanthropic development plan

Main achievements:

- ✦ Implementation of Year 1 of the philanthropic development plan (major donation campaign, annual campaign, public campaign, Father/Daughter Ball) and 38% of the objective (\$5,730,000) met.

Intensify actions aimed at promoting knowledge of physical inactivity among teenage girls and potential solutions

Main achievements:

- ✦ Design and delivery of a knowledge transfer event announcing the results of a research project on the benefits of the FitSpirit program for teenage girls and in school environments.
- ✦ Participation in various panels.
- ✦ Active member of the Table sur le mode de vie physiquement actif.
- ✦ Partner for the movement known as La Lancée.

2023-2026 STRATEGIC PRIORITIES - PROGRESS

IMPROVE ORGANIZATIONAL PERFORMANCE SO
AS TO SUPPORT FITSPIRIT'S GROWTH

Establish conditions that are favourable to meeting FitSpirit's organizational targets

Main achievements:

- ✦ Updating of an organizational action plan for risk management.
- ✦ Development of a preliminary map of technology needs.
- ✦ Creation of a sustainable development committee.

Modernize governance

Main achievements:

- ✦ Implementation of the main recommendations arising from the governance diagnostic
- ✦ Completion of work on compliance with the Code de gouvernance des organismes à but non lucratif (OBNL) québécois de sport et de loisir.



FITSPIRIT

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