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## 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

- Encourage parents to act as allies in the achievement of FitSpirit's mission.
- Structure a training offer geared towards staff in schools and in the physical activity and recreation sector.
- Recruit 25 alumni per year to act as allies.
- Foster greater collaboration with municipalities in order to establish solutions that promote the practice of physical activity among teenage girls.

### Improve the quality of the FitSpirit experience in schools

- Optimize processes with regional partners and adjust their financing.
- Adjust the offer of services based on the research results and the ongoing evaluation of FitSpirit programs.
- Optimize tools and support for school leaders.
- Secure a formal commitment from three school service centres that have implemented FitSpirit in order to test a model aimed at ensuring FitSpirit's sustainability in schools.
- Increase the average number of visits to schools by ambassadors.

### Increase the number of FitSpirit participants by 25%

- Increase the number of partner schools to 400 and the number of teenage girls registered to 12,000 by 2026.
- Establish actions aimed at ensuring the participation of teenage girls belonging to equity-deserving groups.
- Implement an elementary-secondary transition program across 10 schools/year.

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## Establish structural actions to support FitSpirit's growth and ensure its sustainability

### Diversify our sources of funding

- Renew funding in support of FitSpirit's mission from the Government of Quebec, thereby making it possible to pursue our development.
- Align with various government action plans geared towards teenage girls in connection with prevention, healthy habits, physical activity and FitSpirit's priorities.

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

- Major donation campaign
- Annual campaign
- Benefit events
- Individual donation campaign

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

- Position FitSpirit as an expert in the public sphere and as a key player in Quebec's preventive health ecosystem.
- Influence national partners and collaborate with key actors in order to maximize FitSpirit's impact.

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## Improve organizational performance so as to support FitSpirit's growth

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

- Establish and track performance indicators related to internal and external human resources as well as financial, technological and material resources, and monitor risk management.
- Adopt IT solutions aimed at ensuring follow-up with stakeholders and project management.
- Update the establishment of an evaluative culture.
- Adopt a sustainable development policy.

### Modernize governance

- Implement recommendations based on the governance diagnostic.
- Complete work aimed at complying with the code of governance for Quebec-based sports and recreation NPOs.

## MISSION

Helping teenage girls to be physically active throughout their lives by creating unforgettable experiences for them and building a community of inspirational, committed individuals around them.

## VISION

Reverse the trend by ensuring that an ever-increasing number of teenage girls meet the recommended 60 minutes of physical activity per day.

## VALUES

- FUN
- TEAM SPIRIT
- FULFILMENT
- COMMITMENT

