

# MOVING FORWARD WITH AGILITY





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# A Word from the President and Founder and the Chair of the board



**Claudine Labelle**  
President and Founder

FitSpirit began 2019-2020 with a bang. The goals were clear: continue to grow throughout Quebec, optimize activities in Ontario and deploy the FitSpirit model across Canada—all while ensuring an adequate financial structure to support our projects. Between September 2019 and February 2020, we had a number of resounding successes in these areas. First, in response to several years of successful fundraising in Quebec, we mobilized our efforts towards Ontario. Visibility and awareness events were launched and a campaign cabinet was created to lead fundraising in the province. Furthermore, our community continued to grow and thrive. The Dufour-Lapointe sisters joined the influential people who are proud to promote the FitSpirit message. We also saw several years' efforts come to fruition with the official launch of our activities in British Columbia.

As we are all painfully aware, 2020 was marked by the COVID-19 pandemic. A crisis that still has us in its grip today. The challenges it presents are, to say the least, unprecedented in our lifetime.

To weather this storm, FitSpirit focused on its agility and resilience. We already had successful tools in place and our capacity to adapt quickly had proven its worth time and time again in the past. It is in part thanks to these character traits that we were able to make difficult decisions. It's also what helped us act quickly when needed. As a result, we were there for our young girls who, more than ever, needed sports and physical activity in their lives.

Little by little, some of our obstacles transformed into opportunities. A few good examples are the success of our FitSpirit Mother-Daughter Relay, and our Celebrations, which were held online. Even from a distance, we found innovative ways to support teenage girls by offering ways for them to enjoy staying active from the comfort and safety of their homes.

Furthermore, despite the cancellation of our signature event, the Father-Daughter Ball, we were still able to raise an appreciable amount of our planned funding. The strength of our network of partners, donors and committed allies, coupled with the sound management of our expenses, have all helped our organization maintain its financial flexibility.

Thanks to the agility, strength, resilience and commitment of our impassioned community, the 2019-2020 year was a positive one, in spite of the numerous unforeseen challenges.

We sincerely thank the many individuals, companies and partners who, from near or far, continue to lend their support to the FitSpirit cause. It's because of you that we are determined to pursue our mission of supporting teenage girls in their drive for more active lives. The physical and mental health of these girls is at the heart of all our decisions and, looking forward, we have many unforgettable moments planned for the years to come.



**Isabelle Viger**  
Chair of the Board

A handwritten signature in black ink that reads "Claudine Labelle".

A handwritten signature in black ink that reads "Isabelle Viger".



**Sophie Grégoire Trudeau**  
Official FitSpirit Spokesperson



**Tessa Virtue**  
FitSpirit Mentor

Crédit photo : Renata Kaveh



**Maxime, Justine and Chloé Dufour-Lapointe**  
FitSpirit Mentors

## A Word from our official spokespeople

Physical activity has long held a special place in our lives, but with the COVID-19 pandemic rocking the world to its core, it has literally become a basic human need. For decades, we've known about the positive impact of physical activity on cardiovascular, bone and muscle health, but for too long, we've neglected to stress that physical activity directly benefits mental health. With that in mind, we applaud FitSpirit for the effective way it adapted to the pandemic, ensuring young girls had easy access to programming through virtual channels. Teenage girls need healthy bodies and brains to function well. Being active helps them regulate their emotions, exercise self-control, increase their problem-solving capabilities, develop effective stress management skills, and so much more. When they're not getting enough physical activity, their mental health and psychological well-being can suffer. Knowing this only deepens our desire to support this vital organization devoted to providing young girls with a myriad of ways to incorporate physical activity into their lives. We know the best is yet to come, and we'll continue to promote the FitSpirit message so it can be heard loud and clear by all. Together we can help reverse the trend of girls abandoning physical activity.



FILLACTIVE • FITSPIRIT

PATRIOTIC

# OUR ACTIVITIES TO GET GIRLS MOVING

FitSpirit started the 2019-2020 year with several new activities and successes, including the addition of an autumn event, the geographic expansion of our organization and a number of insightful results stemming from our research project. We also showed remarkable agility adapting to several unforeseen circumstances, including the COVID-19 pandemic. Creativity and sustained efforts have helped us adapt our methods and activities admirably when needed—with the same heartfelt mission of ensuring the well-being of teen girls.

## FALL, A NEW SEASON OF MOVEMENT

In an effort to encourage schools to begin their FitSpirit activities immediately following the back-to-school period, FitSpirit began offering new events, adding two FitSpirit Rendez-Vous to our 2019-2020 schedule.

Together, these two events provided 1,200 girls with a great opportunity to enjoy engaging outdoor activities. On October 8, 2019, 800 girls from 21 schools gathered at the 45 Degrés Nord event site, in Saint-Calixte (Quebec), to run an obstacle course; while on October 10, 400 of them from 13 schools climbed Mont Sainte-Marguerite (Quebec) at the Domaine du Radar.

In the years ahead, the FitSpirit Rendez-vous will move to different regions around the province, offering a variety of popular activities to girls with varying interests. Naturally, all of these events are aligned with our mission to help schools organize physical activities that appeal to girls, encourage them to participate in large, festive events to discover outdoor physical activity and sports.

To facilitate the planning and management of these events, while easing the burden on our team, FitSpirit collaborates with community partners. This approach helps empower the many persons who come together to ensure the successful organization and deployment of our events and activities. It also helps

reduce direct costs and facilitates the introduction of the FitSpirit model to new areas.

FitSpirit is grateful for the support of the Réseau du sport étudiant du Québec (RSEQ) of Quebec and Chaudière-Appalaches (QCA) and the Table régionale de concertation sur les saines habitudes de vie (TSHV) in Chaudière-Appalaches for the organization of the FitSpirit Rendezvous – Mountain hike. To ensure the success of the FitSpirit Rendezvous – Obstacle course, we collaborated with four partners: the RSEQ Laurentides-Lanaudière, Sport et Loisir de l'Île de Montréal, Loisir et Sport Montérégie and the l'Unité régionale de loisir et de sport (URLS) of Mauricie. We offer our heartfelt thanks to all of the dedicated partners who contributed to the success of our 2019-2020 Rendez-vous.

### THANKS TO OUR REGIONAL PARTNERS:

- COSMOSS Bas-Saint-Laurent
- Loisir et Sport Abitibi-Témiscamingue
- Loisir Sport Centre-du-Québec
- Loisir et Sport Gaspésie-Îles-de-la-Madeleine
- Loisir et Sport Montérégie
- RSEQ Laurentides-Lanaudière
- RSEQ Outaouais
- RSEQ Québec - Chaudière-Appalaches
- RSEQ Saguenay-Lac-Saint-Jean
- Sport et Loisir de l'île de Montréal
- Sports Laval
- URLS - Côte-Nord
- URLS - Mauricie

## BRINGING FITSPIRIT TO ONTARIO

Ontario represents a vast territory that offers exciting growth opportunities. To increase our visibility, we decided to participate in a number of events created specifically for girls. As such, Tessa Virtue traveled to Woodstock, Ontario on November 28, 2019, to speak on behalf of FitSpirit at the GROWgirls

event. This former Olympic athlete shared an inspiring message with the 900 young girls gathered for the occasion. The theme of self-confidence was perfect for Tessa as it offered a natural link to introduce the countless benefits of physical activity. She also took the opportunity to inform the girls

about the great FitSpirit community that was ready to welcome them and help them reach their full potential by having fun while taking part in FitSpirit's many activities.

**“Girls need a variety of physical activities to move out of their comfort zones and really make the most of the benefits activity provides.”**

**- Tessa Virtue**





## SUPPORT AND ACTIVE LISTENING: THE KEYS TO BEING PREPARED

Every year, the FitSpirit training team carries out an annual tour. This year, it took place between November 2019 and January 2020. With renewed content, and accompanied by outstanding partners like Le GRAND club de course and CANU, our team trained 142 FitSpirit program leaders, 116 student-leaders—and the entirety of its ambassadors—with financial support from the RBC Foundation for the training of the last two groups. Each of the ambassadors completed an online training course and several of them also took part in a webinar aimed at increasing their understanding of the obstacles young girls face when considering physical activity. Through these activities and many others, FitSpirit added 341 enthusiastic participants to its roster of people working together for the benefit of young girls.

The FitSpirit training program is a vital tool for maintaining a high level of quality in our activities, and for maintaining the strong bond that unites our organization with the members of our broader community. Furthermore, our training days give members an

opportunity to voice concerns and share ideas that help guide the team in the future development of new tools and content.

To that end, FitSpirit shared several new online video workouts at the start of 2020 - something that had been requested by FitSpirit program leaders who realized there was a distinct lack of appropriate, high-quality online workouts available for our audiences on the world wide web. In addition, our team wanted videos that featured teenage girls with diverse body shapes—something that's rare in traditional online offerings. With that goal in mind, and, with the help of our great collaborators, FitSpirit created a dance workout, a bootcamp workout and a Zen workout featuring real FitSpirit participants! Additional tools, like the FitSpirit Guide and other new content related to nutrition and workouts were also developed to meet the needs of our vibrant and engaged community.

# 341

PEOPLE TOOK  
PART IN TRAINING  
ACTIVITIES

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# 142

FITSPIRIT  
PROGRAM LEADERS

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# 116

STUDENT-LEADERS

---

# 83

AMBASSADORS

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# INCREASING THE NUMBER OF POSITIVE ROLE MODELS FOR GIRLS

In April 2016, for the very first time, FitSpirit decided to add a second voice to that of Claudine Labelle, President and Founder, to promote our mission on a larger scale. And so, Sophie Grégoire Trudeau was entrusted with the role of Official Spokesperson. Three years later, Olympic gold medalist Tessa Virtue joined forces with these two inspirational women, enhancing visibility and awareness of our many vital activities.

In January 2020, FitSpirit made the most of this momentum by announcing its association with the Dufour-Lapointe sisters. The commitment of these athletes echoes our heartfelt desire to provide a growing number of young girls with access to positive female role models. They will encourage them to take greater pleasure in physical activities, free from judgement and competition.

This announcement was made during a media tour, where the freestyle ski champions shared their sports-related stories with young girls from the Pensionnat du Saint-Nom-de-Marie, one of the

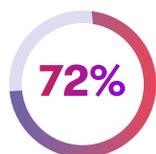
300 schools in Quebec, Ontario and BC that partnered with FitSpirit in 2019-2020 to offer physical activities geared towards young girls.

During their three-year mandate, the Dufour-Lapointe sisters will have a number of opportunities to meet girls and participate in different physical activities or by sharing words of encouragement, both in person and online.

**“We’re really thrilled about joining FitSpirit and teaming up with Claudine Labelle once again with whom we worked with in the early days of this vital cause. It will be very rewarding for us to offer concrete solutions to, help young girls find fun new ways to stay active thanks to FitSpirit.”–  
the Dufour-Lapointe sisters**

## IN THE NEWS

**50** articles and interviews related to FitSpirit



FRENCH



ENGLISH



## DISSEMINATING KNOWLEDGE ABOUT GIRLS AND PHYSICAL ACTIVITY

- ≥ Presentation of web conferences offered by the Canadian Parks and Recreation Association (CPRA);
- ≥ Participation in an evaluation committee of the Gender Equity in recreational sport program, of the CPRA;
- ≥ Involvement in various sports organizations:
  - Think tank on healthy active living (TMVPA);
  - Committee on service offers in school settings (COSMS) / TMVPA;
- ≥ Development of an expertise-sharing partnership with Équilibre.



## OUR VIRTUAL COMMUNITY



21,500

Facebook followers



2,050

Twitter followers



6,400

Instagram followers

## IN THE MEDIA

We also leveraged our expertise in the field of physical activity for girls by contributing to various articles for our partners.





## FITSPIRIT FROM COAST TO COAST

For some time now, FitSpirit has been driven by a strong desire to grow and encourage more girls than ever, from all across Canada, to be active for life through our unique approach, which is centered on fun, friends and inspiring female role models.

In Quebec, FitSpirit has been successful over the past few years. Enthusiasm for our program has exceeded our goals as we enlisted 217 partner schools across the province. This represents an increase of almost 19% while the organization aimed for 10% to 15% growth across Canada. In addition to the increase in partner schools, FitSpirit continues to expand across Quebec with the inclusion of new areas, like the Gaspésie-Îles-de-la-Madeleine.

In 2019-2020, our expansion continued outside the borders of Quebec, with our official launch in British Columbia. After

several years of negotiations with partners key to the success of FitSpirit—namely viaSport, PacificSport Interior BC and PacificSport Fraser Valley—our President and Founder, Claudine Labelle, travelled to the Tournament Capital Center in Kamloops during February to participate in the EmpowerHer event. Hundreds of teenage girls from School District 73 had the opportunity to experience an incredible day of fun physical activity, urged on by a number of positive female models from different backgrounds. The event was an illustrious kick-off to our activities in BC and the extraordinary community involvement in the Kamloops and Surrey areas helped us establish ourselves in Western Canada.

Meanwhile in Ontario, the challenges were numerous. The Ontario school year began among teacher pressure tactics protesting government cuts to education.

As part of the conflict between government and teachers, several school boards suspended extracurricular activities indefinitely. As a result, FitSpirit couldn't be rolled out according to plan, which led to a decrease in participation by Ontario schools of nearly 24%. To help us better understand the challenges inherent to operating in Ontario, FitSpirit was proactive and met with several important players in the field of sports, health and education. The team forged strong links with the Ontario Ministry of Education, Ophea and the MLSE Launchpad group—partners with whom our message resonates positively and who will ultimately help us define our strategies to motivate Ontario's teenage girls to engage in regular physical activity.

# THE COVID-19 PANDEMIC: BEING THERE FOR GIRLS WHEN THEY NEED US MOST

In March, with schools closing due to the COVID-19 pandemic, FitSpirit was obliged to cancel all of its school activities. Despite how suddenly it happened, our team stepped in quickly to find solutions to keep girls active and motivated during the lockdown. Given the stress caused by this exceptional situation, we made every effort to ensure that physical activity remained present in their lives.

To that end, shortly after announcing the cancellation of our activities, FitSpirit launched a series of live virtual happenings through our social-media channels. Every week, different health and physical activity professionals were accompanied by young girls, to share ideas, tips and complete training sessions so teenage girls could continue getting the activity they needed, from the comfort and safety of their living rooms. These workouts were also designed to help keep the girls excited and active in preparation for our grand virtual Celebration!

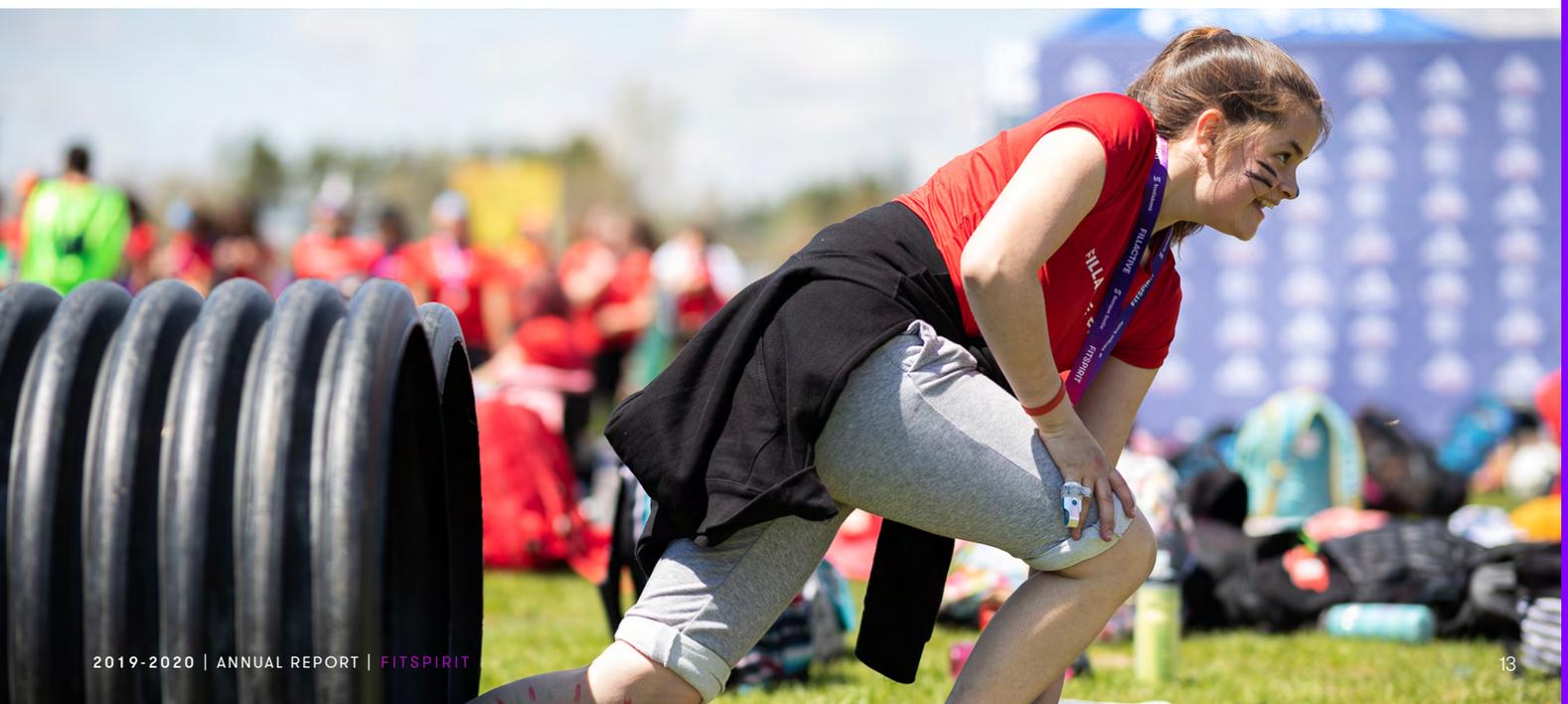
This year, because of the unusual circumstances, all of our FitSpirit Celebrations presented by Scotia Bank—large festive gatherings that typically crown our annual programming—were converted to one large virtual Celebration. The organization

of this event, which happened in a matter of weeks, required a large undertaking as we had to define an attractive concept, organize it and bring together the adequate resources to make our dream a reality.

Our FitSpirit team and our countless collaborators were rewarded for their efforts when the girls answered the call! By the end of this virtual event, more than 1,000 people were connected live. What's more, the video has been viewed over 60,000 times to date. These figures prove that the formula we adopted met the needs of our FitSpirit community. To launch our event, we had our dynamic spokespersons share their messages of encouragement. From their respective homes, our President and Founder, Claudine Labelle; our Official Spokesperson, Sophie Grégoire-Trudeau; and our organization mentors, Tessa Virtue and the Dufour-Lapointe sisters—Maxime, Justine and Chloé—were able to share a few positive words to the girls, lending their passion and commitment to the opening ceremonies. To reproduce the festive atmosphere of our traditional celebrations, DJ Sandy Duperval kept the crowd moving and grooving, while host, reporter and sports commentator Émilie Duquette, animated the event. At the heart of this memorable moment, we

had a lively and upbeat training session given by Karine Opasinski, internationally renowned instructor. To make the event energetic and even more memorable, we had satellite centres across Quebec. This made it possible to see young girls do the live training from their home, smiling the entire time.

This event is a great example of how FitSpirit and its community remain resilient and highly adaptable, and it's not the only one. After the Celebration, the FitSpirit Mother-Daughter Relay, also converted to a virtual format. Building on our previous experience, our team transformed the event, traditionally focused on fundraising, into a unifying event that helped introduce many young girls to running, to share a unique experience with their mothers and stay active throughout the summer. Internally, this large-scale event required a great deal of synergy between our program and operations team and our philanthropic development team. The efforts paid off. You can read more about the success of this event on page 18 of this report.

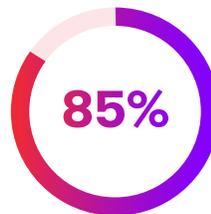


# FITSPIRIT WORKS TO FOSTER GREATER PSYCHOLOGICAL WELL-BEING IN TEEN GIRLS

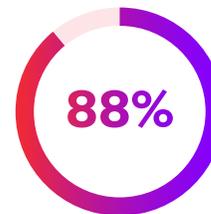
Since 2017-2018, FitSpirit has partnered with a number of Canadian universities to actively and meticulously evaluate its approach. In 2019-2020, the positive impact of our programs was documented rigorously, and we're proud to share the most recent results here.

First, the results now give us a precise portrait of our FitSpirit participants. One interesting set of facts: among those who reported having a medical condition, 43% reported at least one mental-health diagnosis (anxiety, depression, ADHD, eating disorder) for a total of 13% of respondents.

Through FitSpirit activities offered at school, participants experience and enjoy physical activity differently, supported by caring adults who act as role models.



of the girls agreed or strongly agreed with the statement "The FitSpirit leader knew how to put them at ease and create an enjoyable atmosphere."



of the girls agreed or strongly agreed with the statement "The FitSpirit leader was dynamic and encouraged everyone's participation during the sessions."

## The top four reasons girls sign up for FitSpirit

**79%**  
to improve health

**78%**  
to try something new

**74%**  
to improve physical fitness

**56%**  
to improve self-confidence

## How did the girls feel at the end of a FitSpirit session?

**81%**  
proud

**78%**  
motivated to stay active

**63%**  
good about themselves

**57%**  
full of energy

## At the end of the year, their overall takeaway from the FitSpirit program was:

**85%**  
enjoyment

**76%**  
motivation to stay active

In addition, 51% of them said they had improved their physical fitness thanks to their participation in FitSpirit. While the activities are not designed specifically with that objective in mind, girls' physical condition declines with age, and, as opposed to boys, teenage girls have more difficulty evaluating themselves positively in a sports context, therefore this result is more than encouraging!

Also, between the beginning and the end of the school year, participants reported an increase in the number of days per week of physical activity and a decrease in their daily consumption of sweets. The most significant changes were seen in participants who did not meet the Canadian guidelines at the start of the school year. For example, the least-active group of participants at the beginning of the year showed the greatest improvement in the practice of physical activity. Also, the participants with

the most reported screen time were the also ones who reduced their screen time the most. In conclusion, participation in FitSpirit seems to contribute to the improvement of specific teenage lifestyle habits, particularly among those who don't meet recommended physical activity levels at the beginning of their participation.

Finally, research data is essential to the development of quality FitSpirit programming. By combining data with a keen sense of innovation and active listening to community stakeholders, we can pursue our mission of providing schools and teenage girls with concrete, creative solutions based on best practices. In doing so, we contribute significantly to the development of knowledge on the challenges surrounding the promotion of physical activity in teenage girls.



# MOBILIZATION

Over the past few years, FitSpirit has worked tirelessly to define its fundraising strategy. We granted a particular attention to it to ensure that it clearly reflected our values while engaging donors with the FitSpirit experience. Through that process, came the development of major fundraising events, including the Let's ramp up the movement major gifts campaign in 2016, the Father-Daughter Ball in 2017, the FitSpirit Mother-Daughter Relay in 2018 and the fundraising campaign in Toronto in 2019. With successful beginnings, these initiatives have been targeted for growth and evolution in the upcoming years.

## OUR 1<sup>ST</sup> EDITION OF THE FATHER-DAUGHTER BALL IN QUEBEC CITY

The 1<sup>st</sup> edition of our Quebec City Father-Daughter Ball took place on October 19, 2019, at the Voltigeurs de Quebec Armoury. The formula for this gala was greatly inspired by the 3<sup>rd</sup> edition of the Montreal Ball, which took place in the spring of 2019. Our 325 guests were treated to a majestic evening worthy of the grand balls of the Palace of Versailles. This prestigious event raised a total of \$230,000 for FitSpirit.

### Our thanks to our Honorary Committee members who contributed to the success of the 1<sup>st</sup> Edition of the Quebec City Father-Daughter Ball:

#### Honorary Co-Presidents

Éric Bujold and his daughter, Gabrielle  
National Bank of Canada

Michel Paquet and his daughter, Isabelle  
Groupe Dallaire



#### Patrons of Honour

Marie-Huguette Cormier and her father, Louis-Philippe  
Mouvement Desjardins

Patrick Cyr and his daughters, Camille and Coralie  
SSQ Insurance

Sophie D'Amours and her father, Alban  
Université Laval

Martin Daraiche and his daughter, Mahée  
NATIONAL Public Relations

Alain Girard and his daughters, Aude and Corinne  
Hôtel Château Laurier de Québec

Louis Khalil and his daughters, Alexandra and Laurence  
National Bank Financial

Claudine Labelle and her godfather, Daniel  
FitSpirit

Denis Ricard and his daughters, Christine and Jacinthe  
iA Financial Group



# EXTENDING OUR FINANCING STRATEGY TO ONTARIO

After successfully holding our first fundraising campaign in Quebec in January 2019, FitSpirit decided to quickly lay the groundwork for a similar campaign in Ontario. In the fall of 2019 we hired a contractual resource based in Toronto to complete the recruitment of a campaign cabinet ready and eager to rise to this challenge. To launch this major campaign, we organized an awareness event at the Scotiabank Center in January 2020. Several influential members of the Toronto business community were present to witness inspiring testimonials from FitSpirit participants. They gained valuable insight from the panel discussions

on the positive impact of sports and physical activity on teenage girls. Moderated by Gillian Riley, President and CEO of Tangerine and Executive Vice-President at Scotiabank, the panels featured Olympic athlete and FitSpirit Ambassador, Micha J. Powell, and her mother, Olympian Rosey Edeh. Thanks to their inspiring speeches, the event raised awareness among prominent Toronto business leaders about issues surrounding abandonment of sports and physical activity in teenage girls.

Sadly, FitSpirit had to make some difficult decisions in the spring of 2020,

when the COVID-19 pandemic caused the cancellation of several of our events and disrupted certain elements of our strategic plan. As such, we had to reduce our workforce and temporarily shelve the fundraising campaign that had just been launched. The latter would have required additional efforts before it could give concrete results to the organization, efforts made particularly challenging by the pandemic.

**We offer our heartfelt thanks to the committee members who worked on the first milestones of this major donor campaign:**

## The Co-Presidents

**Gillian Riley,**  
President and CEO of Tangerine and  
Executive Vice-President of  
Scotiabank

**Brian Cooper,**  
President of MKTG Canada

## Committee Members

**Michael Bartlett,**  
Vice-President of Community Affairs,  
Maple Leaf Sports & Entertainment

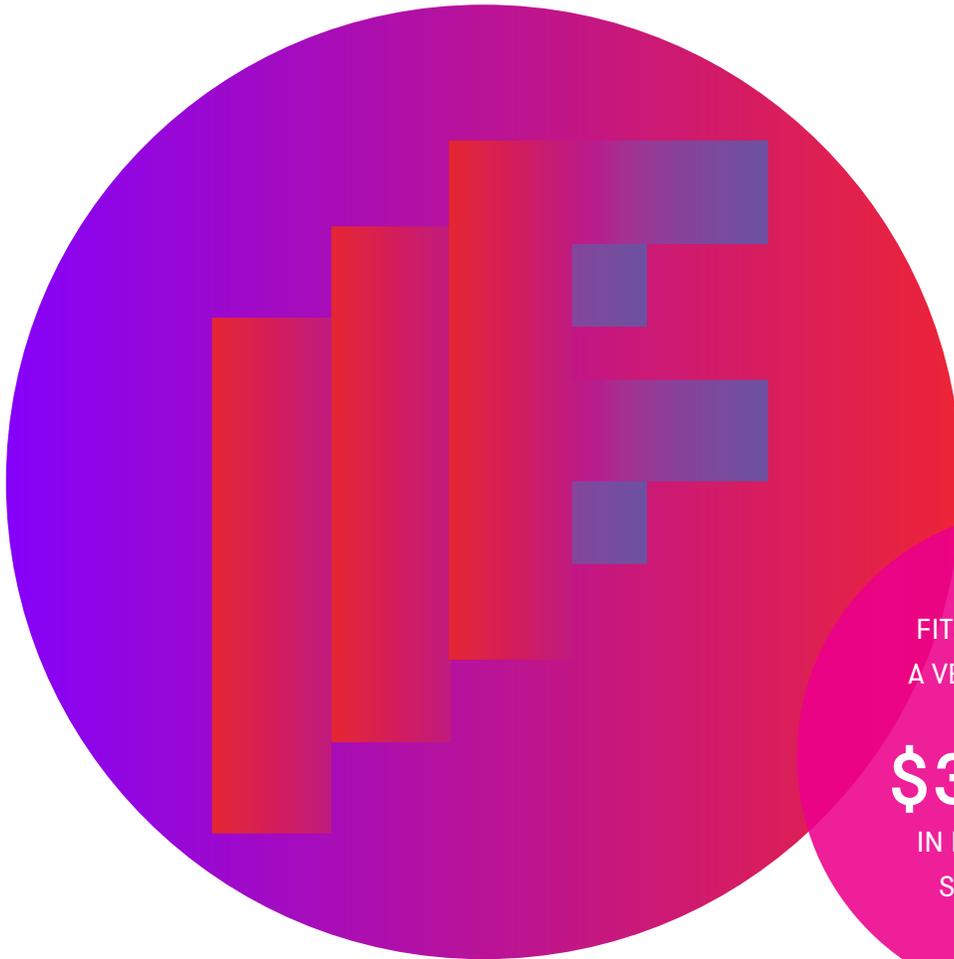
**Diane Kazarian,**  
Managing Partner,  
PwC Canada

**Elaine Kunda,**  
Managing Partner,  
Disruption Ventures

**Jennifer Laidlaw,**  
Diversity Partnership Manager,  
CIBC

**Colleen Moorehead,**  
Chief Client Officer,  
Osler, Hoskin & Harcourt LLP





FITSPIRIT RECEIVED  
A VERY APPRECIABLE  
AMOUNT OF  
**\$390,000**  
IN DONATIONS AND  
SPONSORSHIPS

## GENEROSITY IN THE FACE OF ADVERSITY FATHER-DAUGHTER BAL CANCELLED:

In the wake of the impacts of the COVID-19 pandemic, FitSpirit also had to cancel the 2020 edition of its Montreal Father-Daughter Ball, scheduled for April 18. The 600 guests who confirmed their presence for the fourth edition of the Ball were delighted by the promise of an evening designed to transport them to the colourful streets of Tokyo and to the heart of traditional Japan. Unfortunately, the highly anticipated event, which had been sold out since January, was not to be. However, we were still able to rely on the support of our many guests, partners, donors and sponsors who generously contributed to a very appreciable amount of \$390,000 in donations and sponsorships.

### Honorary Co-Presidents

Grégoire Baillargeon and  
his daughter, Simone  
BMO Capital Markets, Quebec

Stéphane Lemay and his daughters,  
Rosalie and Sara-Jeanne  
Power Corporation of Canada

### Patrons of Honour

Albert Anelli and his daughters,  
Carina and Sara  
EY

Ronald Dahms and  
his daughter, Vivian  
Optimum Talent

Julie Godin and  
her father, Serge  
CGI

Claudine Labelle and  
her godfather, Daniel  
FitSpirit

Martin Leroux and his daughters,  
Maya and Gabriella  
PayFacto

Frédéric Martel and  
his daughter, Emy  
Claridge

Sean O'Donnell and  
his daughter, Alison  
Groupe Lune Rouge Immobilier

Danny Serraglio and  
his daughter, Clara  
TELUS

# THE REMARKABLE TRANSFORMATION OF THE FITSPIRIT MOTHER-DAUGHTER RELAY



In 2018, FitSpirit launched the 1<sup>st</sup> edition of the FitSpirit Mother-Daughter Relay. At the time, it was considered a pilot project, produced in collaboration with the MegaRelais Madame Labriski, which helped mothers and daughters strengthen their bond by working together to achieve a common goal. Admittedly our event has evolved in a grandiose way.

First, to help boost participation and funding for the 2019 event, FitSpirit named two new Co-Presidents, Sandy Vassiadis, Vice-President of Communications and Corporate

Responsibility at Saputo; and Isabelle Verreault, Senior Vice-President and General Manager of Quebec at Hill + Knowlton Strategies. The efforts of these two women enabled the Relay to better organize itself, increase visibility and raise almost six times more funding than its inauguration year. Eager to capitalize on that momentum, FitSpirit recruited a new cohort of leaders composed of 17 influential Quebec business women who joined the 2020 edition of FitSpirit Mother-Daughter Relay. In addition to this cohort of leaders, the voices of Isabelle Charest,

Member of Parliament for Brome-Missisquoi and Minister responsible for Education and for the Status of Women; and Suzanne Roy, President of the Union of Quebec Municipalities invited women to take part in this challenge. With such a powerful group of women behind us, there was no question of giving up following several difficult governmental announcements related to the COVID-19 pandemic. Thus FitSpirit decided to change the Relay formula to make it a virtual event.

To support our participants and help them reach their goals successfully, the

girls were accompanied by different FitSpirit partners from Sunday, June 21<sup>st</sup> to Friday, August 14<sup>th</sup>, 2020. The duos and trios of mothers and daughters had access to The Running Clinic's training program, which offered beginner and intermediate/advanced running programs as well as weekly online strength training sessions. They were also offered nutritional advice and smaller challenges.

To create a sense of community, each participant was invited to share photos and videos of the challenge through the Relay's private Facebook group. The

official runs on Saturday, August 15<sup>th</sup> and Sunday, August 16<sup>th</sup> were streamed live via Facebook to allow participants to share the excitement. A yoga session on Saturday and a souvenir video montage were also streamed on the Relay's private Facebook group.

This virtual edition held a special meaning for the FitSpirit team. Given the unprecedented and worrying situation caused by the pandemic, teenage girls needed support and encouragement to stay active. Despite the distance, participants took part in the event together, as one,

and we were quite touched by the commitment of the mother-daughter teams that rose to this unique challenge highlighting the relationship between a mother and a daughter. This is another initiative that has given concrete testimony to the strength that resides in the large community behind FitSpirit who has at heart the health and well-being of teenage girls.

	2018 Edition	2019 Edition	2020 Edition
<b>Concept</b>	In collaboration with the MégaRelais Madame Labriski	In collaboration with the MégaRelais Madame Labriski	Virtual edition
<b>Dates</b>	September 15-16, 2018	September 14-15, 2019	August 15-16, 2020
<b>Mother-Daughter Duos/trios participating</b>	40	63	417
<b>Challenge</b>	Complete the first two segments (Saturday) and the last two segments (Sunday) of the MégaRelais Madame Labriski, for a total of 25 km.	Complete the first two segments (Saturday) and the last two segments (Sunday) of the MégaRelais Madame Labriski, for a total of 25 km.	Cover a distance of 20 km, walking or running, over the course of two days.
<b>Amount raised</b>	<b>\$9,000</b>	<b>\$58,000</b>	<b>\$156,000</b>

*"I found that the organization was impeccable, and the event received excellent media coverage."*  
 Caroline Lemoine,  
 CEO, Legal and Secretarial Affairs,  
 Industries Lassonde

*"The FitSpirit Mother-Daughter Relay was a real spark plug for me and my team. A marvelous experience, to definitely repeat."*  
 Julie Bédard,  
 President,  
 Médicart

*"It was inspiring to see these women and girls from across Quebec and to realize that some of them had never run before. The event helped create a new generation of runners who will reap the countless benefits of this activity."*  
 Julie Pomerleau,  
 Vice-President Marketing,  
 Nespresso



## THE REMARKABLE TRANSFORMATION OF THE FITSPIRIT MOTHER-DAUGHTER RELAY



**Thank you to this group of passionate women who helped ensure that the FitSpirit Mother-Daughter Relay reached new heights:**

Anne-Marie Boissonnault,  
Vice-President Sales and Marketing,  
Solisco

Caroline Lemoine,  
CEO, Legal and Secretarial Affairs,  
Industries Lassonde

Claudine Labelle,  
President and Founder,  
FitSpirit

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Julie Pomerleau,  
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Nespresso

Karinne Bouchard,  
Service Director, Investor and  
Treasury Relations,  
Alimentation Couche-Tard Inc.

Marie-Huguette Cormier,  
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Mélanie Lussier,  
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Mylène Duguay,  
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Nancy Avoine,  
Associate Director,  
Quebec Office,  
EY

Patricia Châteauneuf,  
Director of Multiplatform National Sales  
and Client Innovation,  
CBC & Radio-Canada Media Solutions

Sandy Vassiadis,  
Vice-President, Communications  
and Corporate Responsibility,  
Saputo Inc.

Valérie Sapin,  
Director of Marketing,  
Client Experience and Energy  
Efficiency,  
Énergir

*“Even though I was quite skeptical about holding the event in a virtual format, I had an incredible experience with my daughter. It was different but just as motivating and I’m very proud of her.”*

Sandy Vassiadis,  
Vice-President,  
Communications and  
Corporate Responsibility,  
Saputo Inc.

*“The fact that the event was held virtually meant that far more people from our team could take part. It was a fantastic team-building exercise for a cause that touched us all!”*

Valérie Sapin,  
Director of Marketing,  
Client Experience  
and Energy Efficiency,  
Énergir

*“This unique event created real connections between mothers and daughters. We witnessed many heartwarming stories throughout the event.”*

Patricia Châteauneuf,  
Director of Multiplatform National  
Sales and Client Innovation,  
CBC & Radio-Canada  
Media Solutions

# OUR THANKS TO DONORS

FitSpirit is pleased to recognize the many generous donors\* who contribute to our mission.

## \$100,000 and up

Godin Family Foundation  
MLSE Foundation  
Public Health Agency of Canada  
Saputo Inc.  
Scotiabank

## \$50,000 to \$99,999

BMO Bank of Montreal  
Canadian Tire Jumpstart Charities  
Ministère de l'Éducation du Québec  
National Bank of Canada  
Power Corporation of Canada  
TFI International Inc.  
The Molson Foundation

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AON Canada  
EY  
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PayFacto  
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## \$10,000 to \$24,999

Alternia Savings and Credit Union  
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*This list includes donors of the last fiscal year, from September 1, 2019 to August 31, 2020. Every effort has been made to ensure the accuracy of this list. However, if your name or that of your company has been omitted or misspelled, please accept our sincere apologies and inform us so that we can update our records.*

# DONATION OF GIFTS IN KIND

## \$25,000 to \$49,999

The North Face

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# THANK YOU TO OUR ENGAGED ALLIES

Fundraising at FitSpirit is supported by our valued engaged allies who leverage their personal and business networks to attract new donors. We thank them sincerely for their dedicated efforts.

Mr. Gabriel Allaire  
 Mrs. Lise-Anne Amyot  
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## COMMITTED FITSPIRIT MOTHER-DAUGHTER RELAY TEAMS\*

BMO Girls!  
 Chlonika  
 Cosmic Girls!  
 Equipe Les gazelles  
 Filles en action  
 Generation Power  
 GUGU  
 H&K 1  
 Les blancs  
 Les connectées  
 Les coquettes  
 Les couraillouses  
 Les débutantes motivées!  
 Les Démones  
 Les dynamiques  
 Les étoiles filantes  
 Les Filles de Shefford  
 Les galopeuses  
 Les Globe-coureuses

Les guerrières  
 Les Inséparables  
 Les Joyeuses!  
 Les skieuses qui courent  
 Les Triplettes de l'adminnnn  
 Lucky Charms A Team  
 Mamasittas  
 McCann  
 Patricia et Éva  
 Road runners  
 Sapin/Nguyen  
 Simply the Best  
 Sole Mates  
 Solemates  
 St.James4Sports  
 Telle mère, telle fille!  
 Trio Arno  
 Trio Setlakwe-Fortier

*\*This list includes teams who raised \$500 or more during the two editions of the 2019-2020 Mother-Daughter Relay.*

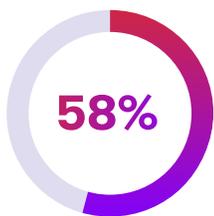


# FINANCIAL RESULTS

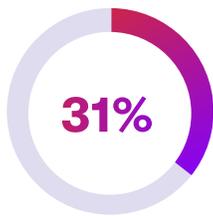
In 2019-2020, FitSpirit had a financial year punctuated by a number of changes that ended nonetheless, on a positive note.

Overall revenue increased from \$2.5 million to \$2.8 million. This increase of over 10% is primarily attributable to increased funding from the Public Health Agency of Canada, added donations from various foundations and the launch of our major fundraising campaign in Ontario. This is a significant increase in funding considering decreased school registration fees and the cancellation of philanthropic events with respect to the COVID-19 pandemic.

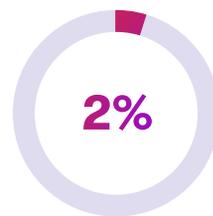
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DONATIONS AND SPONSORSHIPS



GRANTS



REGISTRATION FEES

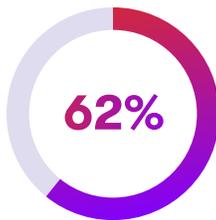


FUNDRAISING ACTIVITIES

Donations were up 49% from last year, and grants were up 10%. School closures in the spring however, caused a 70% decrease in registration fees. Furthermore, FitSpirit generally receives additional income in May from girls registering for our Celebrations. This explains the considerable decrease in registration revenue.

Revenue from fundraising activities decreased 47% this year. The cancellation of the Montreal Father-Daughter Ball was the primary cause. Still, several guests converted the value of their ticket or table purchase into donations, which reflected positively on revenue from donations and sponsorships.

## DISTRIBUTION OF EXPENDITURES



PROGRAMS AND EVENTS



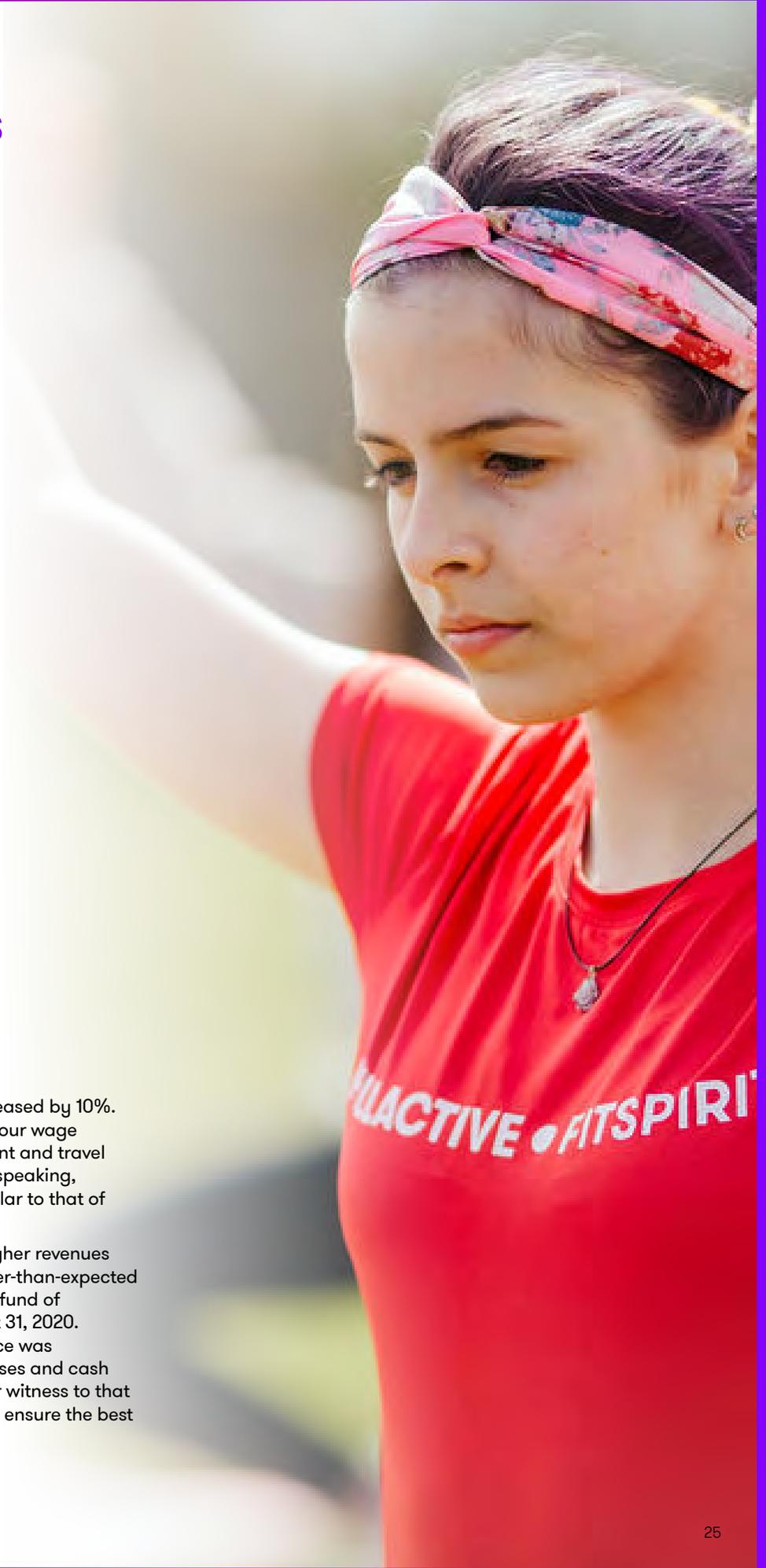
ADMINISTRATIVE COSTS



DEVELOPMENT OF PARTNERSHIPS AND DONATIONS

Overall spending compared to last year decreased by 10%. Given the changes caused by the pandemic, our wage burden was reduced, as was spending on event and travel expenses and certain office costs. Generally speaking, the distribution of expenditures remained similar to that of last year.

The combination of reduced expenses and higher revenues enabled FitSpirit to end the year with a greater-than-expected surplus, which augmented our yearly reserve fund of \$600,000, for a total of \$1 million as of August 31, 2020. During this time of uncertainty, fiscal prudence was paramount and sound management of expenses and cash flow were our top priorities. These results bear witness to that commitment and to the many efforts made to ensure the best financial results possible.



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FitSpirit is proud to count on the support and expertise of the members of its Board of Directors.



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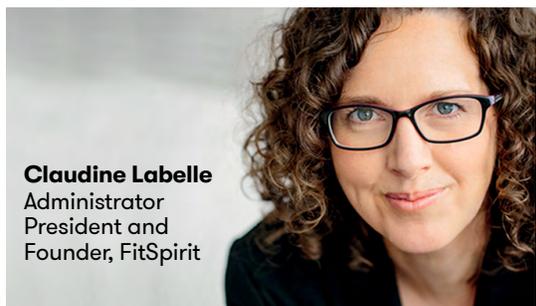
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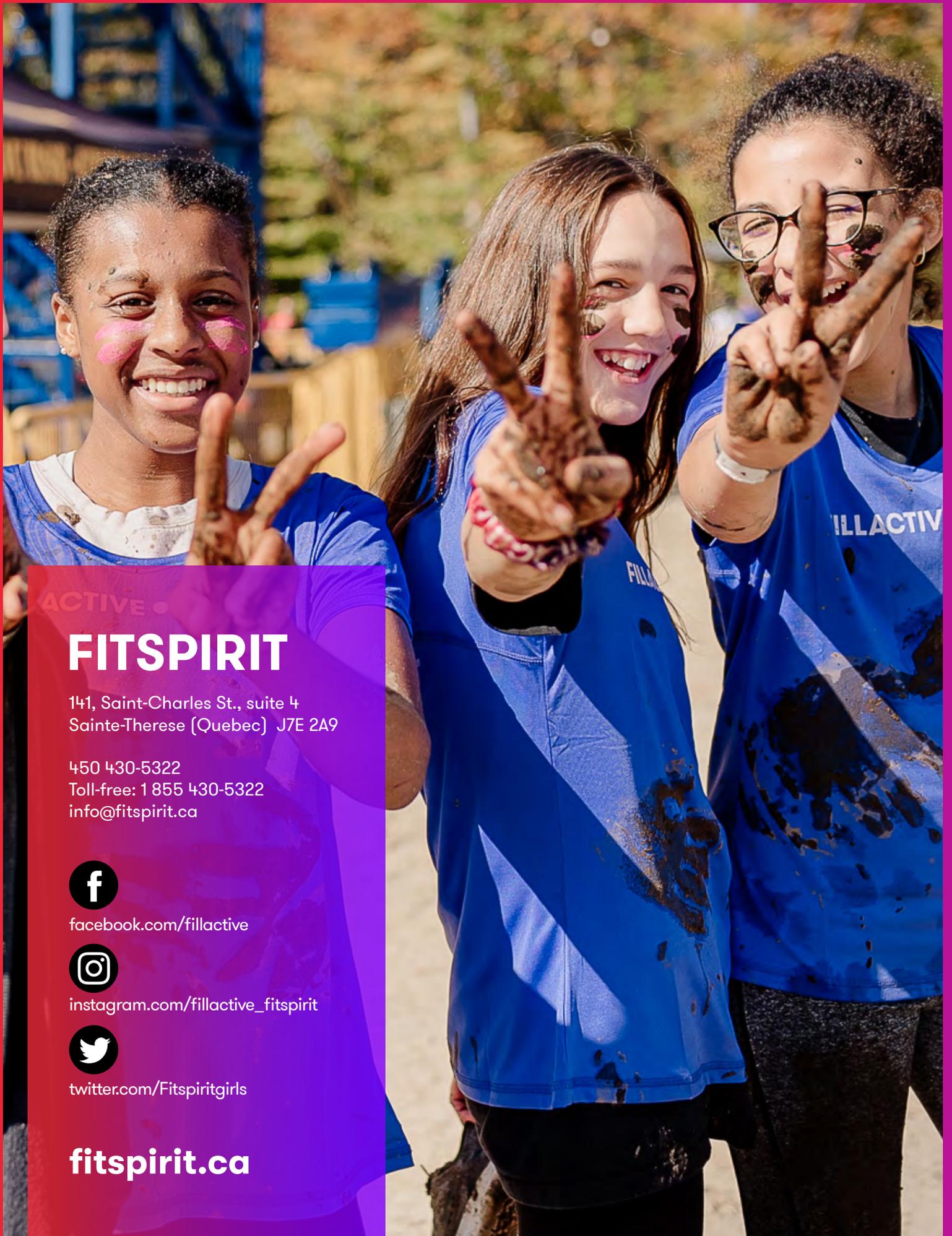


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# FITSPIRIT

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