

FITSPIRIT

Annual Report 2016-2017



Focus
on Growth

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Concept and copywriting
Courtesy of Mélanie Dugré,
with the FitSpirit team

Revision
Courtesy of Manon Deschamps,
with the FitSpirit team
Courtesy of Janet Sanders,
with the FitSpirit team

Translation
Analogos

Art direction
Graphic design
Courtesy of Camden

Photography
Jennifer Leigh Photography
Vanessa Cyr Photographie

A word from Claudine Labelle, Founder and President, and Isabelle Viger, Board Chair

Focus on growth

FitSpirit turned ten years of age on April 4, 2017. A milestone like this is an opportunity to reflect on the last decade, and we couldn't be prouder of what we've accomplished while staying true to the FitSpirit mission. For ten great years, the entire team have put their hearts and souls into inspiring and motivating thousands of girls in Quebec and Ontario to be physically active. For ten years, we have been doing everything in our power to give girls a chance to experience physical activity in a fun and different way, in a non-competitive, confidence-building setting.

2016–2017 was a year of major changes and significant achievements for FitSpirit. Our first Father–Daughter Ball, held in the spring, was a resounding success appreciated by all involved that raised an impressive \$460,000 to help FitSpirit pursue its mission. Our awareness-raising campaign, designed to inspire girls to fall in love with sports all over again, had a powerful impact in the media and raised FitSpirit's profile in the community. At our FitSpirit Celebrations, thousands of FitSpirit participants continued testing their limits and discovering the pleasure of physical activity.

However, the statistics on physical activity remain troubling. One out of two girls quits playing sports at puberty, and this dramatic drop in physical activity continues until, by the end of high school, nine out of ten girls no longer meet Canadian standards for physical activity. FitSpirit has set itself an important challenge for the next decade: to reverse this trend by educating girls throughout Canada on the importance of an active, healthy lifestyle. We believe our message can have an impact that lasts a lifetime.

In pursuit of this goal, concrete actions were taken over the past year to shepherd FitSpirit through a period of growth and lay a solid foundation for the years to come. A new organizational structure has been put in place and new tools developed. Our processes have also been reviewed and upgraded. Among other things, we developed and implemented an outreach approach designed to build school and community partnerships with the aim of providing activities that get teenage girls moving and keep them physically active over the long term.

Over the past year, FitSpirit has focused on developing the means to make our dreams a reality. We mobilized and engaged with partners and developed the resources needed to achieve our ambitious goal of reaching 80,000 girls Canada-wide by 2021.

Thanks to these efforts, FitSpirit is now ready to focus on growth, and we urge the entire community to join us and support the health, wellness and success of today's Canadian girls, who are, of course, tomorrow's Canadian women.



Claudine Labelle
Founder and President



Isabelle Viger
Board Chair

Claudine Labelle *Isabelle Viger*

A word from Sophie Grégoire Trudeau, official FitSpirit spokesperson

Every time we exercise, we give our bodies a gift, one that can last a lifetime!

When FitSpirit asked me to act as spokesperson for a second year, I readily agreed. It was a role I had originally accepted out of my deep-seated desire to share my own experiences and carry the banner for a cause that is dear to my heart.

FitSpirit helps girls discover the benefits and joys of an active lifestyle and regular exercise. This in turn helps build a more active and healthy society, where girls are better able to reach their full potential. Getting girls of every background and ability level to exercise together, and have fun doing it, is what FitSpirit strives to achieve.

In the last year, I had the good fortune to take part in a number of FitSpirit activities, each of which was a memorable, inspiring experience. To see girls being active with their friends, having fun, encouraging each other, and taking pride in achieving personal goals they themselves set, never fails to fill me with happiness and makes me proud to be part of the FitSpirit team.

The human body is designed to be active. Every time we exercise, we give our bodies a gift, one that can last a lifetime! When girls push their physical and psychological limits through sports, they build self-esteem and the ability to face whatever obstacles life may throw their way. Healthy girls, healthy women and healthy mothers add up to a healthy society and a healthy world.



Sophie Grégoire Trudeau
Official FitSpirit spokesperson



Programs and operations

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To provide an accurate overview of FitSpirit programs and operations, key people in our organization were interviewed for the following texts.

More than a program—a far-reaching approach

Since graduating with degrees in kinesiology and psychology more than 15 years ago, Steeve Ager has devoted his career to promoting physical activity. After a ten-year stint as a senior advisor with Québec en Forme, he moved on to a position with Quebec's health and social services ministry, where his achievements included helping to draft a province-wide public health program, as well as the province's vision for a physically active lifestyle.

Steeve first met Claudine Labelle during his years with Québec en Forme, as the organization was involved in the creation and early development of FitSpirit. In 2017, FitSpirit invited Steeve to join the team as Director of Programs and Operations. Already familiar with FitSpirit and its goals and operations, Steeve was eager to come on board, and he arrived at a critical juncture when FitSpirit was reflecting on how to handle expected growth.

Steeve was immediately struck by the success FitSpirit had achieved in ten years. His role was to build on that success and help FitSpirit boost its impact and get more girls involved in non-competitive physical exercise while having fun and building friendships.

Despite the popularity of its 8- to 10-week running program, FitSpirit had long wanted to diversify the range of physical activity options on offer in order to effect lasting changes in girls' lifestyles and experiences at school. The idea was that FitSpirit shouldn't be just one of many activities to choose from but rather a vision, a way of life, a set of values for a healthy lifestyle. During 2016-2017, with the help of Steeve and every member of our team, we conducted a more in-depth discussion of how to do so. This process was very consistent with the year's theme of managing growth.

The first priority was to redefine FitSpirit as more than just a running program, without abandoning that activity. The idea of the "FitSpirit Celebration" was born, an opportunity for girls to discover lesser-known sports and enjoy a wide range of activities. Partnerships with various sports federations are being explored, as is the possibility of giving girls more choice by offering a broader range of activities.

Secondly, FitSpirit aims to be a valued partner of schools and community organizations by offering its tools and services as part of a comprehensive approach that provides customized, flexible support to schools and organizations that want to motivate girls to participate in activities that fit their needs and lifestyles. Concretely, this new direction means helping school teams identify obstacles to girls' enjoyment of sports and physical activity. It would also be desirable to begin our involvement earlier in the school year and to enhance the services we offer. The end goal is to equip schools to manage FitSpirit activities independently by providing the tools they need along with adequate support. The success of this approach also hinges on involving the girls themselves and on the FitSpirit ambassadors.



Thirdly, FitSpirit needs the technological means to manage growth. This step alone has involved developing and implementing new tools. We've revamped our website to update its look and feel and its content, created microsites, and developed training programs designed to be viewed on smartphones. We have also produced videos and created web portals for schools and ambassadors to expand our reach and help them independently manage activities, with an appropriate level of support from FitSpirit. Some of these technological initiatives are still in progress and we will pursue this critical aspect of our work in the year ahead.

Fourthly, a pilot project was begun last fall to allow schools that develop their own activities to take part in contests and share their ideas and experience on social media. The project reached around 70 schools and over 2,300 girls with fun activities like yoga, bubble soccer, dance and climbing. This project's success is a clear sign that, with the right support, schools are well-equipped to create their own activities and run their own projects.



Programs and operations (cont'd)

While 2016-2017 saw an increase in participation, it was also a year of development and reorganization on the operational and program fronts, with a view to support teenage girls in adopting and maintaining an active lifestyle.

Finally, FitSpirit has worked actively to improve program evaluation and reporting methods. In spring 2017, another pilot project was launched to assess the methodological soundness of our evaluation forms and surveys. A research project led by Université de Montréal professor Marie-Ève Mathieu will be conducted over the next three years to shed light on the following questions: How does FitSpirit help change girls' habits? How does the presence of FitSpirit change schools? What impacts are associated with these changes? Which environments present favourable conditions for FitSpirit and deliver strong results?

Clearly, the FitSpirit Celebration will be a key part of our activities. The goal is to offer memorable single-day physical activity experiences to the community. In this context, FitSpirit is seeking to develop a more consistent experience for girls at FitSpirit Celebrations, no matter where they are held. The idea is to forge partnerships with businesses in targeted communities, a strategy that can ensure we deliver unforgettable events in big cities and less-populated areas alike.

Steeve Ager feels the success of this year spent laying the foundation for growth wouldn't have been possible without such a dependable, hard-working team. The role of regional coordinator has been updated to focus more broadly on support rather than mere logistical help, which is now handled through technology. An additional community outreach position was created to support networking efforts and sharing of best practices among all stakeholders.

Moreover, the team has added an event coordinator, who is responsible for the ongoing growth and development of FitSpirit Celebrations. New agreements have also been reached with local partners to share resources for regional coordination and make hands-on local support more readily available to schools.

2016-2017 was yet another year of rising participation rates in the FitSpirit program. But more importantly, it was a year of significant development and redefinition of operations and programs to meet ever-growing community demand and help these communities give girls the support they need to adopt and maintain physically active lifestyles.



The FitSpirit team





Charles Vien, principal of a FitSpirit participating school and Karine Mayer, FitSpirit program leader

A tight-knit community for the leaders of tomorrow

When **Charles Vien** took the helm at École Secondaire Mont-Royal in the Marguerite-Bourgeoys school district in 2009, the high school was going through a difficult period. Though he's always played a lot of sports, Charles now found himself caught up in a whirlwind of professional responsibilities and struggled to find the time to exercise and stay in shape. Luckily, in his hour of need Charles found a small grass track next to the school, the perfect place for a quick run—the only activity he could squeeze into his busy schedule. Charles developed a passion for the sport and has been a faithful runner ever since. He now puts in five or six kilometers three times a week, rain or shine, and enjoys every single run.

So Karine Mayer, a teacher freshly back from maternity leave, was preaching to the converted when she approached Charles to talk about FitSpirit. What Charles didn't yet know was just how big an impact FitSpirit would have on the school's students. Firmly convinced of the potential positive impacts of physical activity and a healthy lifestyle on young people's overall health, he pledged his full support. Karine responded by mobilizing her colleagues and the student body to form a group and kick off the FitSpirit adventure. Scarcely two years later, almost 150 girls had come on board, and the number has continued growing since.

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Charles becomes enthusiastic and emotional when he talks about how FitSpirit has positively impacted his students. He points out with delight that girls who previously showed little interest in sports have given it a try and now derive great satisfaction and fulfillment from being physically active in group workout sessions and the annual FitSpirit Celebration.

In Charles's view, the group workouts and overall spirit of friendship and camaraderie have helped many girls overcome the nervousness they traditionally feel around sports and physical exercise. The FitSpirit approach has been instrumental in changing the girls' attitudes. They especially enjoy the motivational presentations given by FitSpirit ambassadors and the big annual running event, a highly emotional moment that instills a strong sense of pride and accomplishment.



Even the boys at the school began noticing FitSpirit's resounding success, leading to the creation of another group, BoyZactifs, to promote healthy lifestyle choices for boys.

Charles says a special bond has formed between École Secondaire Mont-Royal and FitSpirit. Without a doubt, the shared adventure has become a great point of pride, not only for the girls who take part in the program but also for the entire school community.

Over the year, Audrey promoted FitSpirit services to the 18 participating schools in Ottawa and the Outaouais region.

Physical activity has always been a big part of **Audrey St-François's** life. Guided by her natural curiosity, Audrey has tried her hand at all kinds of group and individual sports and activities over the years. Her love of physical exercise and understanding of its benefits led her to pursue studies in kinesiology, followed by a Master's degree in sports management from the University of Ottawa.



Audrey St-François
FitSpirit coordinator

Audrey has been active with FitSpirit since 2014. She began as a FitSpirit ambassador, a role that provided the opportunity to visit schools, lead training sessions and give advice on exercise techniques.

Eager to spread the word about FitSpirit's vision and values, Audrey became a FitSpirit coordinator for Ottawa and the Outaouais region. In this role, she acts as FitSpirit spokesperson in the region's schools and helps schools develop a range of physical activities for girls. During the past year, Audrey promoted FitSpirit services to her region's 18 participating schools and held discussions with the FitSpirit program leaders at the schools to set objectives for them, determine their needs, and provide individualized support tailored to the school's specific situation.

"FitSpirit program leaders tend to be extremely dedicated and highly motivated to give girls a fantastic experience, one that can truly light a spark in their hearts and minds. As FitSpirit program leaders are crucial to the success of the FitSpirit mission, the FitSpirit coordinator's role is to support them and boost the impact of their work by facilitating their initiatives, sharing best practices and listening to their needs. All in all, over 900 girls in the area have joined the movement toward a more active lifestyle through FitSpirit activities at their school."

Audrey has also been active recruiting and training the region's FitSpirit ambassadors, whose interactions with the girls have a powerful impact on their motivation and interest in the FitSpirit program. The team of ambassadors mobilized by Audrey has made over 50 visits to participating schools in the region in support of FitSpirit's activities for girls.

Thanks to her strong experience and excellent work, Audrey was recently made the FitSpirit Community Support Coordinator. In a nutshell, Audrey oversees all FitSpirit coordinators, program leaders and ambassadors in Ontario and Quebec, and is responsible for implementing actions, systems and measures to structure and support their work—a pivotal role for FitSpirit's development.

As teamwork is a key part of the coordinator's role, FitSpirit is fortunate to have the support of coordinators like Audrey to build and maintain lasting ties between FitSpirit and participating schools.



Angelina Roy
FitSpirit student leader

Angelina Roy is a Grade 11 student at École Secondaire Catholique Pierre-Savard in Ottawa. When she began Grade 9, the school's FitSpirit program leader, Ms. Chartrand-Dubois, launched the FitSpirit program at the school. As an avid runner and, more importantly, a team player, Angelina was immediately attracted to FitSpirit's program, which meshed with her own interests. She signed up right away and her enthusiasm has never waned.

Angelina's passion, energy and team spirit soon attracted the attention of her peers and the FitSpirit program leader. It didn't take long for her to be named FitSpirit student leader, a role she felt right at home in. Her tasks involve following up with participants to make sure girls attend training sessions and keeping motivation levels up. For Angelina, being a student leader is an outstanding opportunity to make a positive difference for her schoolmates and get everyone active in a supportive environment where everyone can progress at their own pace.

For Angelina it's been a thrill watching FitSpirit's popularity at her school grow and seeing girls who once dreaded physical activity suddenly embrace it because of the activities and the encouragement of their peers. Angelina is now looking ahead, and her FitSpirit experience and leadership skills have her contemplating a military career—one that will obviously give her ample opportunity to exercise and be physically active.

FitSpirit key stats for 2016–2017



SECTION 1 - Participants

Girls learning about the importance of being active	28,648
FitSpirit activity participants	13,097
FitSpirit workshops offered to participants	603

SECTION 3 – Stakeholders

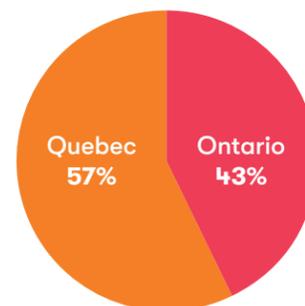
Paid stakeholders who contribute to FitSpirit’s mission	77
Volunteer stakeholders who contribute to FitSpirit’s mission	761
Volunteers	185

SECTION 2 - Schools



Schools in Quebec	%
Lower St-Lawrence	5
Saguenay Lac-Saint-Jean	1
Capital region	19
Mauricie	10
Eastern Townships	2
Montreal	12
Outaouais	7
Abitibi-Temiscamingue	7
North Shore	0
Northern Quebec	0
Gaspésie-Îles-de-la-Madeleine	0
Chaudière-Appalaches	3
Laval	2
Lanaudière	3
The Laurentians	17
Montérégie	4
Centre-du-Québec	8

Schools in Ontario	%
Southwestern Ontario	25
Central Ontario	43
Eastern Ontario	7
Northern Ontario	25



SECTION 4 - Celebration events

Provincial events	3
Regional events	2
Local events	1

SECTION 5 – Online community

Number of “Likes” on Facebook	18,479
Number of Instagram subscribers	3,250
Number of Twitter subscribers	1,757

Philanthropic development and communication

FitSpirit launches a major fundraising campaign

Since our beginnings in 2007, FitSpirit has striven to lead the way in promoting physically active lifestyles for teenage girls in Canada. Thanks to the generosity of our many donors, FitSpirit has successfully launched its program in many parts of Quebec and Ontario over the past decade.

To support its drive for growth and enable it to pursue its dream of making more and more girls interested in physically active lifestyles no matter where they live in Canada, FitSpirit launched a major fundraising campaign in 2016–17 called “Let’s ramp up the movement.”

The campaign, with a target of \$10 million by 2021, has raised over \$6.3 million to date. This money is earmarked for three priorities:

Support the development of new technologies: Implement technological tools to support FitSpirit’s activities and growth, ensure an optimal experience and cut operating costs per participant.

Support programs and operations: Develop materials to support application of the FitSpirit approach at new and existing locations and create new initiatives to expand our offering.

Evaluation assistance: Develop an evaluation plan in conjunction with internationally respected academic researchers to gauge the effect FitSpirit has on girls (physically, psychologically, etc.) and their communities.

To help FitSpirit achieve its objective, a Montreal Campaign Cabinet has been created. Cabinet members act as FitSpirit representatives in their networks. Two other cabinets will be formed in the year ahead, in Toronto and Quebec City.



FitSpirit extends its heartfelt thanks to its major donors and the members of the Montreal Campaign Cabinet for their generous support:

Co-chairs

Geneviève Fortier
Diane Giard
National Bank of Canada

Leaders

Lise-Anne Amyot
National Bank of Canada
Louis-Philippe Carrière
Saputo
Nicolas Chevalier
Pembroke
Diane Lafontaine
Sun Life Financial
Stéphane Lespérance
Aon Canada
Steve Robitaille
Stikeman Elliott
David Savard
National Bank Financial

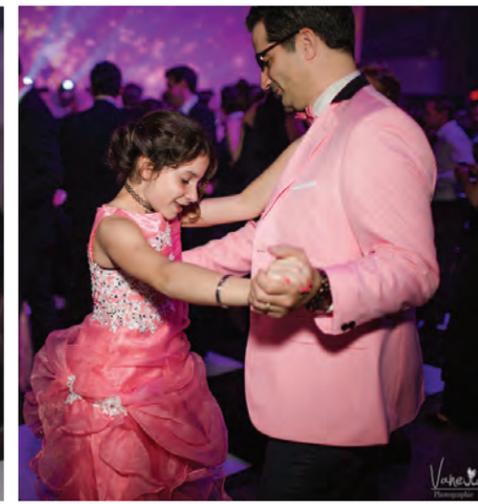
Philanthropic development and communication (cont'd)

The first FitSpirit Father-Daughter Ball: Enchanting!

Always willing to go the extra mile to give their daughters a night to remember, Martin Lavigne and Nicolas Patard came up with the idea of a Father-Daughter Ball to raise money for FitSpirit just over a year ago, and brought it to former board member Julie Godin and Danny Serraglio. Now an annual event, the Ball will have a new geographical theme every year. It's the perfect occasion for fathers to spend quality time celebrating with their daughters and creating memories that will be cherished for a lifetime.

The inaugural Ball was held May 6, 2017. Over 450 guests attended, including FitSpirit spokesperson Sophie Grégoire Trudeau. FitSpirit's first major fundraising event was an evening to remember, giving fathers and daughters a taste of a laid-back California ambiance. The event raised \$460,000.

Inspired by the unfortunate fact that one out of two girls quits playing sports at puberty, FitSpirit is working to substantially boost the number of girls we reach through our activities, while providing communities with the education and tools they need to expand their offering of physical activities. The success of the Father-Daughter Ball, with a second edition planned for spring 2018, will help us achieve these important objectives.



FitSpirit would like to extend its heartfelt thanks to the Honorary Committee of the first-ever Father-Daughter Ball, for their generous support:

- Honorary Co-chairs**
Julie Godin, CGI
François Gratton, TELUS
Martin Lavigne, National Bank Financial

- Patrons of Honour**
Chris Arsenault
iNovia Capital
Eric Belly
EBC Inc.
Mariane Chenail
Motherforlife.com
Isabelle Chevalier
Bio-K Plus International
Claudine Labelle
FitSpirit
Stéphane Lemay
Power Corporation of Canada
Nicolas Patard
National Bank of Canada
Danny Serraglio
TELUS
Alexandre Taillefer
XPND Capital

▶ To watch the video and enjoy photos of some magical moments from the first-ever FitSpirit Father-Daughter Ball, visit the event microsite at ballfillactive.com.

Fundraising activities

Every year, committed individuals, businesses and groups organize fundraisers for FitSpirit. Through a range of projects, our dynamic FitSpirit allies promote our cause in their personal and professional networks, while helping us raise donations, both large and small, that make a real difference to FitSpirit's philanthropic development.

We would like to give special thanks to Lolë, which generously donated 10% of sales on last year's International Women's Day (March 8, 2017) to FitSpirit.

FitSpirit would also like to thank the Bossy/Creamer Bowl-a-thon for holding a sold-out event on March 11, 2017, a fantastic opportunity for guests to laugh and have fun while doing their part for our mission.



Pascale Lemay, FitSpirit participant

Pascale Lemay, a Secondary 4 student at École Dalbê-Viau, now has new athletic shoes through the generosity of The North Face, National Bank of Canada and FitSpirit.

The North Face donated 98 pairs of shoes, valued at \$120 per pair, to FitSpirit participants. To place the donated footwear where it was needed most, FitSpirit studied the locations and relative levels of affluence at its participating schools before selecting two Greater Montreal secondary schools. 75 girls from École Dalbê-Viau in Lachine and 23 girls at Vanguard School in Ville Saint-Laurent received the donated athletic shoes. At this event, the girls had the opportunity to try out their new kicks and stretch their legs to a few Zumba numbers. To supplement this sponsorship, the Women's Leadership Network, a National Bank of Canada initiative, lent their support to the cause with a financial contribution of nearly \$10,000 to help FitSpirit achieve its mission.

Pascale Lemay has been a keen FitSpirit participant ever since she joined the program at the beginning of her first year of high school. The FitSpirit experience has allowed Pascale to find satisfaction in physical activity and discover a passion for running, a sport she enjoys to this day. Pascale especially appreciates the FitSpirit values of building participant confidence and self-esteem while respecting everyone's own pace without judgment from peers.

After a few weeks of admiring her North Face shoes and refusing to wear them because she wanted to keep them pristine, Pascale finally decided it was time to lace up. The verdict: it's a great pair of shoes that has even helped Pascale improve her running performance.



High-impact media campaign

Since one out of two girls gives up sports at puberty due to discouragement, fatigue or social pressures, FitSpirit launched a media campaign in spring 2017 to educate people about the importance of physical activity for girls while also raising our organization's public profile.

We teamed up with Sid Lee to rekindle girls' love of sports with a "teen romance" storyline where sports, like an ex after a breakup, came back pleading for a second chance. We wanted to show girls that, despite the highs and lows, injuries, sweat and exhaustion, physical activity is their friend, an ally that will help them be all they can be. Being physically active is not only good for your health but also boosts your overall wellness.

The campaign was a hit with teenage girls and the general public, and garnered positive conventional and digital media coverage in Quebec and Ontario.

FitSpirit is proud of the campaign results and plans to hold a second round in spring 2018. At FitSpirit, we believe wholeheartedly that by encouraging girls to remain active and develop their love of sports we can build a better future for all.





Thanks to our donors

FitSpirit wishes to express its heartfelt gratitude to each and every one of its donors, sponsors and partners. Your unflinching commitment to FitSpirit's mission and your role as agents of change show that, like us, you truly care about the health and wellbeing of Canadian girls. Thank you!

\$100,000 and up

Ministère de la Santé et des Services sociaux
Québec en Forme
Saputo Inc.

\$50,000 to \$99,999

National Bank of Canada
TELUS
The Molson Foundation
TFI International Inc.

\$25,000 to \$49,999

Aon Canada
Bell Media
Caisse de dépôt et placement du Québec
CIBC Children's Foundation
Industrial Alliance Insurance and Financial Services
Isabelle Viger and Louis-Philippe Carrière
McKesson Canada
Ministère de l'Éducation, du Loisir et du Sport
National Bank Financial
Power Corporation of Canada
Quebecor
Robitaille, Steeve
Sun Life Financial
TD Bank Group

\$10,000 to \$24,999

Apotex Inc.
CGI Group Inc.
Deloitte
Eric T. Webster Foundation
EY
Héroux-Devtek
Jewish Community Foundation of Montreal
KPMG LLP
Motherforlife.com
Procter & Gamble
Stella-Jones
Stikeman Elliott LLP
Stingray
Transcontinental Inc.

\$1,000 to \$9,999

Anelli, Albert
Avaya Inc.
Bio-K +
Biron Groupe Santé
Blake, Cassels & Graydon LLP
BNP Paribas
Bossé, Patrick
Claridge
Cogir Real Estate
Davies Ward Phillips & Vineberg LLP
DBC Communications inc.
Démo Spec inc.
Dentons
Desjardins Securities
DLA Piper
EBC Inc.
Energir
Fontana, Katia
FX Innovation
Groupe Capitales Médias
Groupe Dynamite
iNovia Capital
Khosla, Deep
La Presse, Itée
Lassonde Industries Inc.
Laurin, Emmanuel
LVL Studio Inc.
McCarthy Tétrault LLP
McKinsey & Company Canada
MegaRelais Madame Labriski
Mizuho Bank
Montreal Neuropsychology Center
Morneau Shepell Ltd.
Ontario Trillium Foundation
Optimum Talent
Pembroke Private Wealth Management
Purfacts Financial Solutions
Rabobank Canada
Raymond Chabot Grant Thornton LLP
Robko Inc.
Ropack Inc.
Royal Bank of Canada
Sanimax
Telesystem
Touché!
WSP Canada inc.
XPND Capital

GIFTS IN KIND

\$100,000 and up

Bell Media
Groupe Dynamite
Pattison Outdoor
Quebecor
Sid Lee
UB Media Inc.

\$50,000 to \$99,999

CBC / Radio-Canada
La Presse, Itée
Newad inc.
Outfront Media Inc.
TVA Group

\$25,000 to \$49,999

Dynamic
National Public Relations
Stikeman Elliott LLP
Touché!

\$10,000 to \$24,999

Atedra Inc.
The North Face

\$1,000 to \$9,999

Aveda Corp.
Avenue Coaching
Brooks Sports, Inc
Burton Snowboards
Camden
Coalition Inc.
Edelman Canada
Elixirs Vins et spiritueux
KRONObar
LoriCorps
Motherforlife.com
McKesson Canada
MEC
Publicité Sauvage
TELUS
Tollé Agence Marketing
Tremblay, Lou-Pascal
Vanessa Cyr Photographie

NOTE: This list shows donors who contributed in the last financial year (September 1, 2016, to August 31, 2017). It includes both financial donations and in-kind contributions, as well as 2016–2017 installments on multi-year gifts. Every effort has been made to ensure the accuracy of information on the list. However, if you or your business have been omitted or incorrectly spelled, please accept our sincere apologies and contact us so we can make the necessary corrections to our records.

Financial results

Thanks to the generosity of our donors, partners and volunteers, and the outstanding work of the FitSpirit team, our revenues for the 2016–2017 financial year were just over \$1.5 million, a figure comparable to our 2015–2016 results. This past year saw new revenue streams, such as the Father-Daughter Ball and our major fundraising campaign that will be significant in securing the organization’s future.

In 2016–2017 FitSpirit took concrete steps to prepare for the growth of our organization and support it in the years ahead. This has meant that expenses for programs and events in the last year totalled \$764,560, around 47% of total expenditures.

52%

donations and sponsorships

22%

grants

10%

enrollment revenue

16%

fundraising revenue

47%

programs and events

23%

administrative costs

19%

development of partnerships and donations

Note: These expenses do not include an intangible asset write-off.

Board of Directors

FitSpirit wishes to recognize the outstanding efforts and commitment of its Board of Directors, whose dedication in offering their time and expertise has helped FitSpirit maintain its focus on growth. Thanks to these volunteers and partners from various industries, FitSpirit has been able to position itself as a credible organization in its field. We thank you for all that you do.



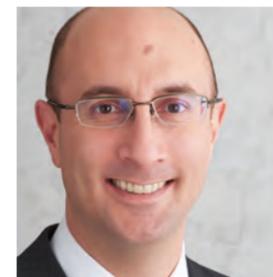
Isabelle Viger
Executive Vice President,
Legal Affairs | Saputo
(Board Chair)



Katia Fontana
Vice President, Finance
and Administration |
Groupe Dynamite (Treasurer)



Patrick Bossé
Partner and Quebec Energy
Sector Leader | EY



Daniel Brosseau,
Consultant |
McKinsey & Company



Karine Courtemanche
President | Touché!



Claudine Labelle
Founder and President |
FitSpirit



Danny Serraglio
Vice President, Sales, Business
Solutions, SME | TELUS Quebec
and Atlantic Provinces



Janine Szczepanowski
Owner | JRS Solution Providers

MISSION

FitSpirit's mission is to help Canadian girls discover the benefits and the fun of being physically active.

VALUES

Self-esteem

Helping others

Striving for excellence

Having fun

FITSPIRIT

141 Saint-Charles Street, Suite 4
Sainte-Thérèse, Quebec J7E 2A9

450-430-5322

Toll-free: 1-855-430-5322

info@fitspirit.ca



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