

2020-2021 Annual Report

# A COMMUNITY WE CAN COUNT ON!



**FITSPIRIT**



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The FitSpirit team in collaboration  
with MCGF Communication

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## A word from the President and Founder and the Chair of the Board



**Claudine Labelle**  
President and Founder



**Isabelle Viger**  
Chair of the Board

In 2020-2021, FitSpirit was running at full speed, responding to the vital need to support teenage girls and get them moving, despite the trying times caused by the pandemic. Our team and our partners adapted ably, finding agile solutions to keep our programs alive while respecting all Quebec government guidelines.

Although extracurricular activities in schools were at a standstill, our FitSpirit groups showed openness and flexibility, quickly implementing innovative ideas, and this, even remotely. The expertise and professionalism of our regional partners and our school leaders were key to helping us achieve this feat.

Motivated by the coming together of our amazing community, the FitSpirit team redoubled its efforts to maintain close ties with our members and provide them with new tools to improve our core service offer. The pillars of the latter include our workout sessions, conferences, trainings and Celebrations, all of which were adapted to help teenage girls experience incredible moments that were almost as magical as those in our usual format were.

We also took the time to reflect on our strategic priorities for the next two years. It is within the framework of defining these orientations that we have decided to increase our presence here, in *La Belle Province*, focusing our efforts on Quebec high schools until at least 2023. Furthermore, we successfully maintained our role of positive influence in the matter of transfer of expertise across Canada.

We are also proud and grateful to the Quebec government for inviting us to contribute to *La Lancée*, a wide-ranging mobilization initiative aimed at the advancement and fulfillment of girls and women in the sectors of sport, the outdoors and physical activity, as well as creating sustainable change in matters of participation and leadership.

Moreover, we pursued our efforts to raise awareness about the problem of physical inactivity. A new campaign outlining the barriers that teenage girls face when it comes to sport and physical activity was widely disseminated. The concept chosen to convey our vital message was based on humour and featured accessible female role models. The initiative reached both our target audience and the public at large.

In terms of funding for FitSpirit, we are delighted to report that our donors and allies are more committed than ever to our mission. Their involvement has not wavered amidst the turmoil. These generous supporters have shown us that the health and well-being of girls are still at the heart of their priorities by renewing their financial commitments at the term of our major fundraising campaign, or by taking part in other fundraising events.

It is therefore, with great pride that, once again this year, we submit a positive assessment. It is important to note that FitSpirit was one of the few organizations dedicated to sports and physical activity that succeeded in maintaining dynamic activities for its clientele throughout the year. We, therefore, thank everyone who contributed, from near or far, to help teenagers in their journey to be active for life.

Thank you from the bottom of our hearts for helping FitSpirit make an even greater impact on the lives of teenage girls!

A handwritten signature in black ink, appearing to read 'Claudine Labelle'.

A handwritten signature in black ink, appearing to read 'Isabelle Viger'.

## A word from the official spokespeople

FitSpirit is a cause that we support wholeheartedly, firstly because we are deeply concerned about the health and well-being of teenage girls, but also because we know how to recognize the quality of the proposed intervention. Once more, the organization demonstrated that its programming is not only accessible and highly engaging; it is also based on the best practices in sport and physical activity for teenage girls.

Even through a remote offer, FitSpirit took no shortcuts and made sure to rely upon the most up-to-date scientific knowledge base, as well as the preferences of girls to develop its activities.

We all know from experience that physical activity is infinitely more fun when it is done in an inclusive, healthy, caring context.

With FitSpirit, teenage girls can develop a strong sense of belonging in an inspiring group, access positive and diverse female role models, all while having fun with each activity.

It is therefore with confidence and enthusiasm that we have been carrying FitSpirit's message for several years now. We love talking to ever-greater numbers of teenage girls about their health, their concerns, and the solutions that contribute to their well-being.

Together, we have everything we need to help them overcome the barriers that still too frequently, hinder their motivation to move.



**Sophie Grégoire Trudeau**  
Official FitSpirit Spokesperson



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

# A SOLID NETWORK THAT CARES FOR THE WELL-BEING OF TEENAGE GIRLS



Over the past year, FitSpirit has maintained close ties with teenage girls, its regional partners, its partner schools and its school-leaders, its ambassadors and its student-leaders—all in full compliance with Quebec government guidelines; a great opportunity to evaluate the incredible ecosystem we have built over the last few years. In fact, despite the pandemic and the extracurricular activities put on hold, 192 schools and no less than 3,850 girls signed up for FitSpirit in 2020-2021. When it came time to optimize and improve our activities, we continued to apply our proven approach that strikes the perfect balance between fun and science. While we focused our deployment efforts in Quebec, our expertise in the relationship between teenage girls and physical activity continued to shine on a national scale. In this regard, we should mention that all our tools and activities were available remotely and were produced in both official Canadian languages with the exception of our program *Paroles de filles*. In short, the last year will have been one through which we cut the mustard in so many ways.

## Centralizing our activities for greater proximity

The pandemic gave us an opportunity to define new strategic objectives that will inform our decisions until 2023. The following are the priorities that emerged from this exercise:

1. Get 50% of high schools in Quebec to sign up with FitSpirit by June 2023 and support them.
2. Influence other organizations and improve our practices through knowledge sharing.
3. Increase our funding in Quebec to support our strategic priorities by raising \$6 million by 2023.

These objectives confirm our decision to focus, in the short term, our efforts, here in Quebec. We want to conquer this market on a large scale before deploying our approach elsewhere. It was an obvious choice due to the pandemic.

Furthermore, we wish to express our growing desire to pursue the development of our model by creating strategic ties with other organizations. We already have an amazing network of committed partners, and we believe that FitSpirit's growth will come from our strength in joining existing resources.

Let us note that the year 2020-2021 marks a first for FitSpirit, who signed partnerships with organizations enabling us to reach all 17 administrative regions throughout Quebec.

Thanks to these collaborations, we will continue to exchange ideas to generate innovative solutions aimed at helping teenage girls be active for life.

## THANK YOU TO ALL OUR REGIONAL PARTNERS:



## 2020-2021 Annual Report

A solid network that cares for the well-being of teenage girls

### Raising awareness through comedy

In February of 2021, FitSpirit launched *Paroles de filles*, a 15-minute special that humorously tackles the barriers to physical activity in teenage girls.

Three comedians on the up and up here in Quebec spoke eloquently about the numerous factors that prevent girls from being more active: the lack of activities adapted to girls' tastes, unwanted stares, bodily changes, their friends, performance anxiety, boys, etc.

We thank the authors and the production team at Casadel Films, in collaboration with Alexandre Pelletier, for their compelling, intelligent and highly entertaining approach to this subject.

This initiative enabled us to raise awareness with both teenage girls and the general public to our *raison d'être* and the expertise we have developed to circumvent all these obstacles.

The special has been viewed over 6,500 times. A short version of our awareness campaign was also very successful on the web and on television.

To view *Paroles de filles*:

[FitSpirit.ca/filles/tv](https://FitSpirit.ca/filles/tv)

Thank you to our distribution partners:



Thank you to our financial partner:



### Excerpts from *Paroles de filles*

“Then there’s the inappropriate comments and gestures. Boys can be good at that, girls too... You throw like a girl! Normal! I AM A GIRL! Is that supposed to be an insult?”

“In tampon ads, there’s always this girl doing yoga in white pants, on a white paddleboard. The happiest girl in the world. But in real life...”

A solid network that cares for the well-being of teenage girls



## Our media expertise

We leveraged our expertise in physical activity for teenage girls by writing different articles in partner publications.



[Ma fille n'aime pas l'éducation physique : 4 trucs pour l'aider avant la rentrée](#)

[L'impact de la pandémie sur l'activité physique des adolescentes](#)

[Apparence et poids : 5 conseils pour les parents](#)

**Note:** These articles are available in French only.

## Our virtual community



**21,000**

Facebook likes



**1,635**

LinkedIn subscribers



**6,300**

Instagram followers



**950**

YouTube subscribers

We also have regular private exchange groups that we host with passion, featuring highlighted events or members with specific roles within our community.

FitSpirit Mother/Daughter Challenge Group

FitSpirit Ambassadors Group

FitSpirit School Leaders Group

## Our awards and recognition

Claudine Labelle, President and Founder of FitSpirit, was selected as one of the 100 Women Entrepreneurs campaign, a Femmessor initiative presented by RBC.

## An all-new website

In order to share our wealth of information about activities and services with all our audiences more easily, we completely redesigned our website. We added a dedicated section where girls can quickly access our training sessions, nutrition tips, plus all the content and initiatives created specifically for them. We opted for a more refined through which we also improved the user experience by making navigation more fluid. After numerous hours of work in collaboration with the firm AX2, our new website officially launched in August of 2021.

You can visit our new website at [FitSpirit.ca](https://FitSpirit.ca).

# What teenage girls think of their FitSpirit experience

## The fun of being among girls

“Taking part in sports with other girls was really cool!”

“I really liked spending time with my friends while I was working out!”

“I liked being with my friends after school and trying to follow the training session all together, talking and thinking about anything other than school 😊”

## Recognised benefits

“Keep on doing what you’re doing. Thank you! Because of you, I move a lot! Before I hardly did anything and now, yes. Don’t change, we love you!”

“Thanks a lot for creating this program. It puts a smile on our faces!”

“I love FitSpirit because I’ve gained so much self-confidence and energy!”

## Motivation to continue

“It’s very interesting; I can’t wait for next year! ❤️”

“I loved it and I will certainly sign up again next year!”

“I really enjoyed FitSpirit and for sure my friends and I will redo it!”

## Activities they like

“I really like doing the workouts with my friends and teachers.”

“I love FitSpirit and all its activities! Thanks so much! 😊”

“I think your program is fantastic! Encouraging teenage girls like me to get moving is an initiative that should be taken more often and I thank you for everything you’ve permitted me to experience! ❤️😊”

## Optimising our online services

**We put much effort to ensure our partner schools are well equipped to deploy a remote offering that encourages teenage girls to get active regularly.**

On social media, we challenged them starting in the fall, in addition to sharing with them a variety of **live workouts in dance, yoga, weight training and cardio**. We accompanied them over the Holiday season by offering creative ideas for outdoor activities. We also developed a contest where schools had the chance to win an **exclusive VIP virtual meeting with the Dufour-Lapointe sisters**.

The last initiative was a beautiful moment where everyone bonded through their shared interest in sports, motivation, family, love and their individual journeys. A big thank you to our spokespeople, Justine, Chloé and Maxime, as well as to l'école secondaire Charles-Gravel, who were very happy to have this unique experience.

We also offered **recorded conferences** featuring two



**Vanessa Destiné**  
Journalist and columnist



**Joannie Fortin**  
Radio host and author of *La Course c'est la Vie*

eloquent women who each presented their own particular journeys in regards to physical activity: Vanessa Destiné and Joannie Fortin.

With all these new features, we enriched our bank of **training videos and other content**, providing everyone in our amazing community with a wealth of resources to help get teenage girls moving in the context of physical activity, sport and outdoor activities specially designed for them.

A solid network that cares for the well-being of teenage girls

## Training tailored to teenage girls

This year, the context of the pandemic did not allow us to organize a training tour the way we usually do; nevertheless, we had a fabulous experience. Our flexible virtual mode enabled us to connect easily with our FitSpirit groups in the four corners of Quebec and even connect with members of our community who generally cannot participate in the trainings because of their geographic location.

More than ever, our ambassadors, as well as our school-leaders and student leaders, really appreciated the opportunity to exchange, learn and share. It should be noted that the training of student leaders and ambassadors was made possible thanks to the financial support of the RBC Foundation.

Our ambassadors' training, focusing on the facilitation of remote workouts, allowed us to maintain close ties in a year when the ambassadors were called upon less frequently than usual.

In order to measure the pulse of high schools and support school leaders in their search for solutions adapted to the Quebec government's guidelines, we organised monthly lunchtime discussions and held a private discussion group on Facebook. These initiatives helped us generate rapid feedback on our new offerings, giving us a better chance to evolve proactively throughout the pandemic.

Moving forward, we will be keeping these successes and learnings in mind as we continue to improve and refine our approach.

### A few testimonials following the training sessions

"I found it very interesting to see everyone taking part and sharing their ideas. You, (The FitSpirit team) was super energetic! Thank you for what you do and who you are. Your commitment is really inspiring."

— A student-leader

"During the training, I loved learning about what other schools were doing. Thanks to everyone's participation, I was inspired to try new publicity tactics in our school."

— A school-leader



## The launch of our new recognition program

As part of our optimization process, we launched the FITSPIRIT/GO project, a data management platform that will soon enable us to create distinct digital pathways for every category of community member, including our cherished FitSpirit participants.

This year, after countless hours of upgrading and centralizing the data generated since 2007, we launched our first communication initiatives to recognize the number of years of school participation and the involvement of our school-leaders. We



also recognized the years of participation and involvement of our ambassadors, participants and student-leaders with a similar communication.

This important project will continue to evolve over the course of the coming years, allowing us to pursue more effectively our efforts of recognition, encouragement and even evaluation with our various stakeholders.

A solid network that cares for the well-being of teenage girls

## The power of our Celebrations presented by Scotiabank

Scotiabank. presents

# FITSPIRIT Celebrations

2020-2021 was truly a unique year, and so were the FitSpirit Celebrations we created! All teenage girls participating in our program throughout Quebec enjoyed a wonderful experience thanks to our highly original programming, which spanned several weeks and was filled with surprises: a FitSpirit journal for participants to complete as a way of staying motivated, beach balls, stickers, a camera, decorations, plus t-shirts, socks and medals to remit to all participants.

The proposed formula was flexible, festive, screen-free and accessible both in school and at home, in complete compliance with the Quebec government guidelines. In the weeks prior to the event, participants rehearsed a special choreography created by Kim Gingras and then performed it all together to launch the festivities. They also had access to an audio event, which included a workout guided by a kinesiologist and set to an energizing FitSpirit playlist on Spotify. Everyone was able to move and celebrate, free from judgment, competition and without a stopwatch. It was all for fun and fun it was!

More than 3,400 girls from 108 schools took part in this unique activity. This would not have been possible without the unflagging support of our school-leaders, who were all deeply committed to providing the girls with a uniquely memorable experience. While the smiles behind the masks were concealed, their eyes shone with the radiance of a thousand suns.

To view our FitSpirit Celebrations presented by Scotiabank:

<https://bit.ly/2ZS9pCn>

**Thank you to our presenting partner:**  
Scotiabank



**A few words from girls in the video:**

“Dancing with everyone was really cool!”

“It gives you energy and we are all together, all the time!”

“You might regret not doing it, but you’d never regret doing it!”

# FitSpirit measures the extent of its positive impact on schools

The rigorous evaluation process of FitSpirit's approach, launched in 2017 and led by the University of Montreal, in collaboration with several Canadian universities, continues to progress, making a wealth of insight available.

This year, we began analyzing the elements that affect the school environment. More specifically, FitSpirit surveyed school-leaders about their perceptions of FitSpirit's presence and involvement in their locale. From this report, several noteworthy observations emerge.

**FITSPIRIT IMPROVES  
TEENAGE GIRLS' FEELING  
OF BELONGING TO THEIR  
SCHOOL**

**90%**

of respondents agreed.

**FITSPIRIT INCREASES  
CAMARADERIE BETWEEN  
GIRLS WHEN A SCHOOL  
BECOMES A PARTNER**

**82%**

of respondents agreed.

**FITSPIRIT HELPS IMPROVE  
GIRLS' ATTENTION TO THEIR  
PHYSICAL ACTIVITY NEEDS  
AND INTERESTS AT SCHOOL**

**76%**

of respondents agreed.

**FITSPIRIT CONTRIBUTES  
TO THE QUALITY OF  
TEACHER-STUDENT  
RELATIONSHIPS**

**63%**

of respondents agreed.

**FITSPIRIT HAS A POSITIVE  
IMPACT ON STUDENT  
ENGAGEMENT IN PHYSICAL  
EDUCATION CLASSES.**

**54%**

of respondents agreed.

**ADDITIONAL DATA  
TO ILLUSTRATE THE INVOLVEMENT  
OF FITSPIRIT SCHOOLS DESPITE THE  
CONSTRAINTS RELATED TO THE PANDEMIC**

**2/3 schools**

organised more than 10 FitSpirit activities/events during the year.

**1/3 schools**

started offering FitSpirit activities before January, adhering to the idea that our approach should be offered all year.

**4/5 schools**

used our new online training capsules.



## FitSpirit participant benefits, as observed by school leaders

**74%**

**OF RESPONDENTS FELT THAT AT LEAST  
HALF OF ALL PARTICIPANTS  
improved their **confidence in their skills.****

**82%**

**OF RESPONDENTS SAID THAT AT LEAST  
HALF OF ALL PARTICIPANTS  
experienced less **fear of being judged.****



### The transfer of expertise related to physical activity and teenage girls

- Participation in the Canadian Parks and Recreation Association (CPRA) evaluation committee on gender equity in recreational sports;
- Presentation at the *Fédération des kinésiologues du Québec* conference;
- Expertise collaboration with *ÉquiLibre*.

### Involvement with organizations dedicated to sports and physical activity

- *Table sur le mode de vie physiquement actif (TMVPA)*;
- TMVPA's *Comité sur les offres de services au milieu scolaire (COSMS)*;
- Partnership development with the *Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ)*;
- Partnership with the *La Lancée* mobilization movement for the participation and leadership of girls and women in sport, physical activity and the outdoors.

# DONORS AND ALLIES DRIVEN BY OUR MISSION



FitSpirit can say with conviction that its dedicated donors and allies have been extremely generous over the past year. Our fundraising events—the FitSpirit Father/Daughter Ball and the FitSpirit Mother/Daughter Challenge—proved they have strong backs by offering adapted, original formulas that were appreciated in the context of the pandemic. 2021 also marked the last year of financial engagements for the major fundraising campaign that began in 2017. The organization is pleased to announce that many of the donors we met to renew their contributions responded positively, further motivating us to seek the \$6 million that we wish to raise in order to achieve our strategic priorities by 2023.

## Revenues that continue to diversify

FitSpirit benefits from a well-developed fundraising strategy. It is based on major donations from companies and foundations with a strong presence in Quebec, two unique fundraising events that rally our business community, government grants that recognize the quality of the FitSpirit approach, as well as several smaller initiatives that mobilize professional groups or the public at large.



## A public sector that supports the health and well-being of girls

Through this annual report, FitSpirit acknowledges the ongoing support of the Quebec Government and the Canadian Public Health Agency, both of which have supported our mission for several years.

Our collaboration with the Quebec Government continued this year, with an invitation to share our expertise in physical activity for teenage girls, as part of a major new project entitled *La Lancée*. Backed by the Quebec Government and implemented by M361, in partnership with FitSpirit and *Égale Action*, this thought-provoking and inclusive initiative is aimed at the advancement and fulfillment of girls and women in the sectors of sport, the outdoors and physical activity, as well as creating sustainable change in matters of participation and leadership.

Donors and allies driven by our mission

## A virtual FitSpirit Father/Daughter Ball that exceeded our expectations and a thriving campaign in Quebec City

This year marked the fifth edition of the Annual FitSpirit Father/Daughter Ball in Montreal and the second edition in Quebec City. Both events underwent a transformation and our leaders joined forces in certain respects to raise remarkable sums in support of FitSpirit's mission.

The circumstances of fall 2020 prevented us from holding an in-person event so the Quebec City co-chairs and honorary patrons decided to transform that edition into a fundraising campaign. By tapping into their respective networks, this dedicated team managed to raise \$110,811 thanks to this initiative.

**Our sincere thanks to the members of the honorary committee who contributed to this year's resounding success:**

### Honorary Co-Chairs

**Patrick Cyr**, Executive Vice-President and Lead, Integration (La Capitale / SSQ Insurance)

**Marc Villeneuve**, Vice-President, Development and Partnerships - Eastern Quebec (Desjardins)

### Honorary Patrons

**Alain Girard**, President (Château Laurier)

**Pierre Miron**, Executive Vice-President, IT and Investment Operations (iA Financial Group)

**Jean Morency**, President and CEO (Eximm Development Corporation Inc.)

As for the Montreal edition, the event was held virtually on April 17<sup>th</sup> 2021. The honorary committee, supported by our valued partners, enabled us to raise \$437,847. A total of 547 fathers and daughters took part in this unique ball, which many called **"the best online event of the year!"**

Via a web-based event platform, fathers and daughters were able to gather in the comfort of their own homes, dressed in their most elegant attire, to experience an unforgettable evening under the theme **ROSE TA VIE (Pink your life)**.

FitSpirit relied on a rich and varied program that reflected the Ball as we know it. Performances, quizzes and activities in the company of artists punctuated this special moment.

Special guests included international dance star Kim Gingras, professional soccer player Patrice Bernier, the Dufour-Lapointe sisters, DJ Abeille, singer Claudia Bouvette, comedian Rosalie Vaillancourt and a host of others!

**"It was a wonderful event that gave me the chance to spend time with my dad and left me with unforgettable memories" — Victoria, one of three daughters of Christian Leblanc, partner and intellectual property attorney at Fasken Martineau DuMoulin.**

**"It was a really unique evening where we had a lot of fun." — Liliane, Christian's second daughter.**

**"Dancing with my dad, wearing a ball gown and playing games all night long: the FitSpirit Father/Daughter Ball is truly an evening unlike any other." — Gabrielle, Christian's third daughter.**



### Special thanks to the members of our honorary committee:

#### Honorary Co-Chairs

**Grégoire Baillargeon** and his daughter Simone (BMO Capital Markets, Quebec)  
**Stéphane Lemay** and his daughters Rosalie and Sara-Jeanne (Power Corporation of Canada)

#### Honorary Patrons

**Patrick Cyr** and his daughters, Camille and Coralie (Beneva)  
**Ronald Dahms** and his daughter, Vivian (Optimum Talent)  
**Christian Leblanc** and his daughters, Victoria, Liliane and Gabrielle (Fasken Martineau DuMoulin LLP)  
**Martin Leroux** and his daughters, Maya and Gabriella (PayFacto Inc.)  
**Eric Michaud** and his daughter Marine, (Deloitte Corporate Finance Inc.)  
**Pierre-Olivier Perras** and his daughter, Alice (Power Sustainable Corporation)  
**David Savard** and his daughter, Frédérique (National Bank Financial Markets)  
**Karim Sharobim** and his daughters, Megan and Emma (Inovia Capital)  
**Karl Tabbakh** and his daughters, Chloé and Audrey (McCarthy Tétrault LLP)  
**Mathieu Tessier** and his daughter, Zoey (Sun Life)  
**Stéphane Trudel** and his daughters, Marie-Eve and Émilie (Alimentation Couche-Tard)  
**Marc Villeneuve** and his niece, Béatrice (Desjardins)

### Thank you to our partners:

#### Presenting Partners

BMO Capital Markets, Quebec and Power Corporation of Canada

#### Rose passion Partners

Beneva, Blake, Cassels & Graydon, Cogeco, Crevier Group, Deloitte, Dentons Canada, Desjardins, Fasken Martineau DuMoulin LLP, McCarthy Tétrault LLP, National Bank Financial Markets, Optimum Talent, PayFacto Inc., Quebecor Media, Scotiabank, Sun Life, TELUS

**Next edition of the Montreal Ball: April 2022**

**Next edition of the Quebec City Ball: Fall 2023**



## Funds for the cause of teenage girls

Since its first edition in 2017, the FitSpirit Father/Daughter Ball has raised nearly \$3 million for the cause of teenage girls.

	FitSpirit Father/Daughter Ball in Montreal	FitSpirit Father/Daughter Ball in Quebec City	Total
<b>2017</b>	\$450,000	-	<b>\$450,000</b>
<b>2018</b>	\$600,000	-	<b>\$600,000</b>
<b>2019</b>	\$660,000	\$250,000	<b>\$910,000</b>
<b>2020</b>	<b>Cancelled</b> (Campaign to solicit \$400,000)	<b>Cancelled</b> (Campaign to solicit \$110,000)	<b>\$510,000</b>
<b>2021</b>	\$438,000	-	<b>\$438,000</b>
<b>Amount raised</b>	<b>\$2,548,000</b>	<b>\$360,000</b>	<b>\$2,908,000</b>

It is important to note that behind this event, there are dedicated honorary committee members who believe in this unique formula and come together for the well-being of teenage girls.

The decline of the practice of physical activity among young girls and the widening gap between girls and boys have gone on long enough.

**The FitSpirit Father/Daughter Ball is the occasion to experience a memorable evening and fund FitSpirit's mission to get more girls to be active for life!**

## 2020-2021 Annual Report

Donors and allies driven by our mission

# A record year for the FitSpirit Mother/Daughter Challenge presented by Sun Life

No less than 1,500 girls and women, a record for this event, shared an unforgettable moment filled with happiness and pride by taking part in the 2021 edition of the FitSpirit Mother/Daughter Challenge. This year's challenge was to walk, run or cycle a total of 20, 30 or 40 km as a team, over the course of the two-day event.

**This event, which has become a must, enabled FitSpirit to raise a remarkable \$347,398—an increase of over 100% compared to last year!**

Since its launch in 2018, the event has continued to grow in popularity. This fundraising initiative had the opportunity to be led by a group of 31 influential Quebec businesswomen who joined forces to make the event memorable. Over the years, the programming has evolved, but its success still revolves around its stimulating workout programs and the incredible weekend that highlights physical activity and the unique bond that unites mothers and daughters of all ages.

Our free eight-week support program stands out as a highly appreciated element by our participants. It is the true cornerstone of the dynamic community created around the FitSpirit Mother/Daughter Challenge.



“The Challenge helped my daughter gain self-confidence. To experience that with her was truly a gift of life! Thank you to everyone involved for all the wonderfully creative ideas behind this unique experience.”»  
— **Véronique Dorval, Senior Vice-President, Client Experience Office, Sun Life**

“When I entered the school after the event, I felt like a Superwoman!”—  
**Juliet, daughter of Véronique Dorval**

### A special thanks to the members of our amazing cohort of leaders:

**Marie-Lise Andrade**, President and Executive Director, Lise Watier Foundation  
**Nancy Avoine**, Associate Director - Quebec offices, EY  
**Julie Bédard**, President, Mediacart  
**Anne-Marie Boissonnault**, Vice-President of Sales and Marketing, Solisco  
**Anne Bouchard**, Director of Corporate Taxation, Innergex, and athlete The North Face  
**Karinne Bouchard**, Corporate Director, Alimentation Couche-Tard  
**Magalie Boutin**, Head of Media Relations, National Film Board of Canada  
**Evangelia Chalkiadakis**, Small Business Development Manager, Scotiabank  
**Patricia Châteauneuf**, General Manager, Sales Media Multiplatform, Montreal and East of Canada, Radio-Canada & CBC  
**Marie-Huguette Cormier**, Executive Vice-President, Human Resources and Communications, Desjardins Group  
**Viviane Croux**, Vice-President, National Accounts, TD  
**Véronique Dorval**, Senior Vice-President, Client Experience Office, Sun Life  
**Mylène Duguay**, Partner, Cabana Séguin inc.  
**Isabelle Foisy**, President and Founder, Point Cardinal Inc.  
**Geneviève Fortier**, CEO, Promutuel Insurance  
**Brigitte Hébert**, Executive Vice-President, Employee Experience, National Bank of Canada  
**Claudine Labelle**, President and Founder, FitSpirit  
**Nathalie Langevin**, General Manager, TVA Québec, Managing Director of Sales at TVA Québec and the Journal de Québec, Quebecor  
**Cynthia Lemme**, Managing Director, Corporate & Commercial US Enterprise Risk and Portfolio Management, BMO  
**Mélanie Lussier**, Director, External Communication, Lowe's Canada  
**Sherine Morsi**, Vice-President Business Financial Services Montreal East Region, RBC Royal Bank  
**Katherine Poirier**, Lawyer and Associate, BLG  
**Julie Pomerleau**, Vice-President of Marketing, Nespresso  
**Marie-France Poulin**, Vice-President, Camada Group  
**Geneviève Provost**, Managing Partner, Quebec and NCR, Deloitte  
**Valérie Sapin**, Director of Marketing and Innovation, Énergir  
**Mylène Savoie**, Senior Vice-President, Managing Director Borderless, TANK Worldwide  
**Laurence St-Germain**, Olympic athlete, TELUS  
**Sandy Vassiadis**, Vice-President, Communications and Corporate Responsibility, BRP  
**Isabelle Verreault**, Senior Vice-President and General Manager, Quebec City, H+K Strategies



**FITSPIRIT  
MOTHER/DAUGHTER  
CHALLENGE**

presented by  Sun Life

**Our 2021  
leaders!**



# What our participants said about the Mother/Daughter Challenge

## An appreciated concept

“What a great organization! Keep encouraging physical activity in girls. Your concept works very well!»

“I enjoyed the remote concept, doing our walk wherever and whenever we desired.”

## A way to live The FitSpirit experience

“It’s a great way to keep girls and mothers active together. Teaming up together makes it more motivating...”

“It was really fun to see all those moms and daughters getting active together. It’s encouraging!”

## An opportunity to bond

“I really enjoyed taking part in the Challenge, especially doing it with my daughter.”

“Honestly, I believe even though it was a virtual event, you were able to motivate us and ensure that we motivated each other all together! I haven’t experienced the in-person events, but virtually speaking, everything was awesome!”

**Next edition**  
Summer - August 2022

**Thank you to our partners:**

**Presenting Partner**  
Sun Life

**Silver Partners**  
CBC & Radio-Canada Media Solutions, KSL, National Bank Financial Markets, Promutuel Insurance, Quebecor Media, RBC Foundation, Sanimax, Stingray Digital Group, TD Bank Group

**Bronze Partners**  
Bell Canada, Saputo Inc.

# THANK YOU TO OUR DONORS

FitSpirit is proud to acknowledge the many outstanding donors who gave generously to our mission in 2020-2021. Their dedication has been incredible! We thank them sincerely for supporting teenage girls on their journey to a life filled with physical activity and its countless benefits.

## \$100,000 and up

Godin Family Foundation  
 Ministère de l'Éducation, du  
 Loisir et du Sport du Québec  
 Public Health Agency of  
 Canada  
 RBC Foundation  
 Saputo Inc.  
 Scotiabank

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

BMO Bank of Montreal  
 Canadian Tire Jumpstart  
 Charities  
 Fondation Sandra et Alain  
 Bouchard  
 National Bank of Canada  
 Sun Life  
 TFI International Inc.  
 The Molson Foundation

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

AON Canada  
 Beneva  
 Desjardins  
 Gantcheff, Georges  
 McKesson Canada  
 PayFacto Inc.  
 Power Corporation of Canada  
 TD Bank Group  
 TELUS

## \$10,000 to \$24,999

Alimentation Couche-Tard  
 Blake, Cassels & Graydon  
 Cabana Séguin Inc.  
 CIBC Children's Foundation  
 Claudine and Stephen  
 Bronfman Family Foundation  
 Cogeco  
 Crevier Group

Deloitte  
 Dentons Canada  
 Énergir  
 Eric T. Webster Foundation  
 EY  
 Fasken Martineau DuMoulin LLP  
 iA Financial Group  
 Ivori  
 KPMG LLP  
 KSL  
 McCarthy Tétrault LLP  
 McConnell Foundation  
 Optimum Talent  
 Procter & Gamble Inc.  
 Promutuel Insurance  
 Quebecor Media  
 Rabobank Canada  
 Sanimax  
 Stikeman Elliott LLP  
 Stingray Digital Group  
 WSP Global

## \$1,000 to \$9,999

Ameublement Tanguay  
 Anelli, Albert  
 Axiom Infrastructure  
 Behaviour Interactive  
 Bell Canada  
 Bérubé, Vincent  
 Biathlon Laurentides  
 Biron Health Group  
 Boralex  
 CAA-Québec  
 Canadian Women & Sport  
 Cascades  
 CBC & Radio-Canada Media  
 Solutions

CFDF promo Inc.  
 CGI Inc.  
 Christian Fabi and Geneviève  
 Cayouette Fund  
 CN  
 Cominar  
 Davies Ward Phillips & Vineberg  
 Deschênes, Yanik  
 Duchesnay Inc.  
 Dufresne, Guy  
 EgR Inc.  
 ÉquiLibre  
 Femmessor Quebec  
 Ferreira, Laurent  
 Fondation Dupont  
 Fondation ECLO  
 Fondation Famille Lavigne  
 Fonds philanthropique Benjo  
 FX Innovation  
 Gauthier, André  
 GDI Integrated Facilities  
 Services  
 Gestion Beaurival  
 Groupe Leclair  
 Hubert, Anne-Marie  
 Image Folie  
 Innergex  
 Laramée, Danielle  
 Lassonde Industries Inc.  
 Laval University  
 Lavallée, Hugo  
 Ig2  
 Lowe's Canada  
 Malenfant Dallaire SENCRL  
 MANJI / PAQUIN  
 Marché Public 440  
 MAVRIK CORP.

Mercer  
 Molson Coors Canada  
 MTL Grandé Studios  
 Nanji, Hanif  
 NATIONAL Public Relations  
 Nespresso  
 Norton Rose Fulbright Canada  
 Ogesco  
 Osler, Hoskin & Harcourt  
 Poirier, Katherine  
 Port Québec  
 Poulin, Marie-France  
 Provincial deputy for Groulx,  
 Minister of Finance  
 PwC Canada  
 Reha, Michael  
 RGA Canada  
 Rizzuto, Giovanni  
 Sagard Holdings  
 Sobey's  
 Société de développement  
 Eximm inc.  
 Stébenne, Antoine  
 Syrus Reputation Services  
 TACT Conseil  
 TANK Worldwide  
 TC Transcontinental Inc.  
 The North Face  
 Valero Energy  
 Vivier Pharma Inc.  
 Walter Capital Partners inc.  
 Whissell, Martin

**Note:** This list consists of donors of the last fiscal year, from September 1, 2020, to August 31, 2021. Every effort has been made to ensure the accuracy of these lists. However, if your name or company name has been omitted or misspelled, please accept our apologies and let us know, so we can correct our records.

# THANK YOU TO OUR ENGAGED ALLIES

Many engaged allies joined the committees for the FitSpirit Mother/Daughter Challenge and the Father/Daughter Ball, drawing upon their personal and professional networks to raise funds. Thanks to them, FitSpirit can continue to grow its network of generous donors. The organization wishes to thank them for their devotion and generosity.

## The many ways to contribute to the FitSpirit mission

### Donations of gifts in kind

Every year, many organizations support FitSpirit by way of offering materials and services free of charge. These donations, valued at \$1,000 or more, are used in a variety of ways.

### Door prizes for our fundraising events

Fiddler Lake Resort offered a generous prize package for participants in the Father/Daughter Ball.

### Professional fees

AX2 donated \$103,750 by offering discounts on their services used for the FITSPIRIT/GO project and on our website redesign.

### Gifts for our FitSpirit participants

For several years now, The North Face has given athletic shoes to help encourage drive, creativity and innovation, as well as to recognize the leadership of our student-leaders and improve access to the practice of physical activity for disadvantaged communities. To date, The North Face has given out more than 880 pairs since the beginning of our collaboration in 2018.

### Visibility

Radio-Canada provided airtime to broadcast the short commercial for our Paroles de filles campaign.



## Here are our donors of gifts in kind in 2020-2021:

### \$100,000 and +

AX2 Inc.

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

Groupe Marcelle Cosmetics  
Radio-Canada  
The North Face

### \$10,000 to \$24,999

Mile Wright & Co  
Quebecor / TVA  
Télé-Québec  
Tollé Agence marketing

### \$1,000 to \$9,999

Bell Media  
Casadel Films  
CCM  
Communications Chantale Baar  
Evenko  
Fiddler Lake Resort  
Hill+Knowlton Strategies  
KSL  
L'Oréal  
Lowe's Canada  
MCGF Communication  
Monsieur Cocktail inc.  
Nespresso  
TACT Conseil  
Vanessa Cyr Photographie

### Corporate fundraising

A number of organizations mobilize themselves by soliciting their staff through various initiatives in order to raise funds on behalf of FitSpirit.

Boralex  
Duchesnay  
Mirego  
Power Corporation of Canada, an initiative led by  
Marilyne Rougeau

### Event-based fundraising

#### Bromont Ultra Teams

The Bromont Ultra gives participants the chance to outdo themselves in a footrace or on their bikes, as well as through philanthropy; 50% of the event registration fees are donated to a cause on a list established by the organization. FitSpirit has been one of the causes supported by this sporting challenge since 2019. We would therefore like to thank everyone who supported FitSpirit during the 2020 edition of the Bromont Ultra.

### Public fundraising

For the past few years, FitSpirit has solicited donations from the public in order to make a difference in the life of teenage girls through Giving Tuesday, an initiative created to stimulate mutual aid during the Holiday season. We thank all who participated in this outpouring of generosity thus helping get more teenage girls to become more active.

### Personal initiative

During the Holiday season, Mr. Vincent Cauchy visited his contacts disguised as Santa Claus to solicit donations for FitSpirit. It was a generous and original effort that may generate new ideas for other engaged allies in the future!

All of these campaigns and others were created using our online funding platform:

[activites.fillactive.ca/en](https://activites.fillactive.ca/en)

We invite you to visit the platform to get ideas for your own creative fundraising campaign or to donate to existing ones.



### FitSpirit Mother/Daughter Challenge teams

This year, over 600 teams entered the Mother/Daughter Challenge. The following are the teams that raised \$500 or more:

All Girls  
Anne et Marie les actives  
Antonietta and Giovanna  
BLG, Go!  
Brigitte et Livia  
Bronwen and Robin Walking Wonders  
CalGirls  
Candiacoise  
Clara & Jacynthe  
En avant les filles!  
Équipe KSL Team 1  
Équipe KSL Team 27  
Faryal, Ana, et Evelyne  
Generations Power  
Geneviève & Léa  
Is@ et RoRo  
Isabelle Maranda  
Les Ambitieuses  
Les Championnes en vélo  
Les couraillieuses  
Les coureuses de la Pointe Gibraltar  
Les crinquées  
Les Darlinies à vélo  
Les déterminées de L'Estrie  
Les gazelles  
Les gazelles nomades  
Les hyperactives  
Les LiBELLEules  
LeS M  
Les poulettes à bicyclette  
Les randonneuses de la nature  
Les Rhinocéros magiques  
Les trotteuses  
MEDICART-Cricri  
Mélanie et Karine - Les belles-soeurs  
Nana & Tania  
Real Life Outside  
Simply the Best  
Team Lapines

The complete list of fundraising teams is available here: <https://bit.ly/3BPEynp>

## Financial results

Our 2020-2021 fiscal year was characterized by an ongoing concern to control expenses and a strong desire to avail ourselves of every means to pursue our mission against all odds.

With total revenues of \$3 million, FitSpirit ended the year with a 10% increase for the second year in a row. This is a noteworthy increase given the fact that the two years in question were plagued by a global pandemic.

This positive result was primarily due to the grants we received throughout the year as well as the success of our fundraising efforts. We also continued to rationalize our expenditures, which permitted us to end the year with a reserve fund well in line with sound NPO management practices.



## Distribution of revenues



Overall, as compared to last year, FitSpirit enjoyed greater balance in the distribution of our revenue. Our three main sources of capital were of almost equal parts. The adjustment in distribution mainly affected the increase in grants from \$860,000 to \$1 million, due to a substantial contribution from the *ministère de l'Éducation du Québec* in parallel to the decrease in donations and sponsorships from \$1.6 to \$1.2 million, due to the eminent ending of our major campaign that will end this year.

It is also important to note that our fundraising activities continue to be highly successful, and this, despite the pandemic. The FitSpirit Mother/Daughter Challenge alone saw its net income rise from \$136,000 to \$329,000, which represents a 10% growth in FitSpirit's total revenue.

Finally, registration fees remained stable in terms of revenue distribution, but were down 15% from last year. This is mainly due to fewer schools participating in our programs due to the pandemic and our desire to keep fees both fixed and affordable.

## Distribution of expenditures



In terms of the distribution of expenses, it remains very similar to that of last year. It is however, important to note that we are continuing to reduce administrative expenses. These now represent 18% of our total spending, down 1% from the previous year.

Finally, our increased revenues, combined with the decrease in expenses, generated a surplus of \$1 million this year. Of this amount, we added \$500,000 to our reserve fund, for a current total of \$1.5 million. These sums kept in surplus bear witness to FitSpirit's ongoing commitment to maintain sound financial management, one that features a safety margin to ensure the minimum deployment of its operations for one year.

Overall expenditures decreased by 7% from last year. We were vigilant about not incurring greater costs while making every effort to comply with health guidelines. This is the main reason for this reduction.

More specifically, we reduced our event and travel-related costs as well as those related to the smooth functioning of our office while we were there in person.



## Board of Directors

FitSpirit is very proud to be able to count on the support and expertise of the members of its Board of Directors. We thank them all for their genuine commitment in many important issues this year. The members were able to support the team and the priorities of the organization brilliantly, showing benevolence and consistency.



**Chair:** **Isabelle Viger,**  
Lawyer



**Treasurer:** **Katia Fontana,**  
Vice-President and Chief Financial Officer, Birks Group Inc.



**Secretary:** **Marie-Eve Ferland,**  
Partner, Business Law, Novalex

### Members:



**Daniel Brosseau,**  
Partner, McKinsey & Company



**Yanik Deschênes,**  
APR, General Manager, PR, Sid Lee and President, YPR



**Marie-France Desnoyers,**  
Vice-President, Human Resources, Omnitrans



**Olivia Goodfellow,**  
Director, Marketing and Communications, Goodfellow Inc.



**Claudine Labelle,**  
President and Founder, FitSpirit



**Stéphanie Trudeau,**  
Executive Vice-President - Quebec, Énergir

### New members:



**Karinne Bouchard,**  
Corporate Director, Alimentation Couche-Tard



**Brigitte Hébert,**  
Executive Vice-President, Employee Experience, National Bank of Canada

### Members who ended their mandate this year:



**Patrick Bossé,**  
Retired Partner, EY



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

## The FitSpirit Team

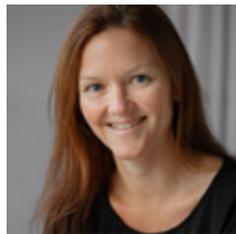
We wish to offer a special thank you to the entire FitSpirit team who energized this great collaboration throughout the entirety of our community and who worked passionately to develop all our successful initiatives. Together, we succeeded in maximizing opportunities for teenage girls to be active in a safe environment, all while working on various organizational projects. Thank you to you all! You have shown remarkable commitment, availability and creativity and never missed one beat!



**Claudine Labelle,**  
President and Founder



**Jasmine Basque,**  
Administrative Assistant



**Marie-Noëlle Bouillon,**  
Advisor, Marketing and  
Communications



**Manon Durocher,**  
Director of Philanthropic  
Development



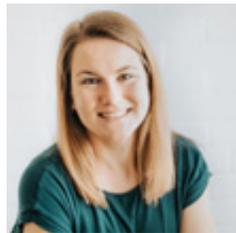
**Josée Dutrisac,**  
Accounting and Administrative  
Assistant



**Marion Hamel,**  
Project Manager, Marketing and  
Communications



**Élise Hofer,**  
Director, Marketing and  
Communications



**Alexandra Houle,**  
Advisor, Programs



**Geneviève Leduc,**  
Ph. D., Senior Advisor, Programs



**Cynthia Licursi,**  
Partnership Manager



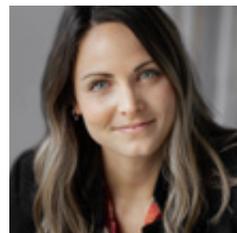
**Kim Marois,**  
Director, Programs and  
Operations



**Annique Picard,**  
Director of Finance, HR &  
Administration



**Marie-Catherine  
Sénéchal,**  
Event Manager



**Audrey St-François,**  
Advisor, Operations



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