



# A YEAR OF ACTION

**FITSPIRIT**

# A YEAR OF ACTION



## MISSION

- Helping teenage girls to be physically active throughout their lives.
- Creating unforgettable experiences for them.
- Building a community of inspirational, committed individuals around them.

## VALUES

- Believing in yourself
- Supporting one another
- Surpassing your limits
- Having fun

## Table of Contents

**4**

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

**5**

A word from Sophie Grégoire Trudeau, official FitSpirit spokesperson, and Tessa Virtue, FitSpirit mentor

**6-13**

Programs and Operations

**14-17**

Highlights

**18-22**

Philanthropic Development

**23**

Thank You to Our Donors

**24-25**

Communications and Marketing

**26**

Financial Results

**27**

Board of Directors

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



**Claudine Labelle**  
President and Founder



**Isabelle Viger**  
Chair of the Board

2019 was a year of action for FitSpirit. By completing the process of transformation that began a little over two years ago, FitSpirit created a more robust organizational structure.

We embarked on a research project in 2017 to support innovation and the ongoing development of programs of the highest standard. This project allowed us to scientifically backup the benefits of FitSpirit's programs and their importance to teenage girls, providing the evidence needed to have greater impact.

As our organization followed its natural evolution, we took the opportunity to update our mission to better reflect the goal of effecting lasting change in the lives of teenage girls and encouraging them to be active for life. FitSpirit remains committed to steadily increasing the number of girls it reaches without compromising the quality of its programs.

We have attracted the support of a number of major partners. The Public Health Agency of Canada confirmed its participation in a three-year project with FitSpirit, enabling us to surpass by \$1 million our major fundraising campaign target of \$10 million. The mounting interest in FitSpirit has led to the creation of a growing number of fundraising activities and contributed to the success of its leading benefit event, the Montreal Father-Daughter Ball. People are rallying around FitSpirit and its mission - energized to take action for the cause.

On the ground, FitSpirit is expanding the territory in which it operates in Quebec and Ontario. An increasing number of activities and events offered by our organization creates more opportunities for girls to be active year-round. FitSpirit continues to conduct innovative projects to improve its existing programs and ensure that they surpass expectations.

Through its training program, we take the time to meet with facilitators, participants, and other members of the community to keep abreast of their experiences and provide them with the necessary tools to deliver the best quality activities.

The high-energy atmosphere and the innovative way FitSpirit offers its different activities helps to bolster its reputation. More and more high-profile personalities accept to work with us. Among others, Sophie Grégoire Trudeau and Tessa Virtue, who are helping to spread FitSpirit's message.

We continue to deliver the activities on which our success was built and which remain the heart of the organization - exciting events and a wide variety of physical activities led by FitSpirit Ambassadors. Over the year, we held 475 activities that drew 26,000 participations. In addition, our partner schools organized 4,700 activities under the FitSpirit banner that drew 89,000 participations. We are happy to say that we ended the year with 115,000 participations and 12,000 registered participants.

Our many achievements are a testament to a year in action!



**Sophie Grégoire Trudeau**  
Official FitSpirit spokesperson



**Tessa Virtue**  
FitSpirit mentor

Photo credit: Renata Kaveh

## A word from Sophie Grégoire Trudeau, official FitSpirit spokesperson, and Tessa Virtue, FitSpirit mentor

We strongly believe that FitSpirit has the right formula. For us, supporting this worthwhile cause was a natural fit.

At FitSpirit, it isn't about competition or the stopwatch. The emphasis is on the fun of being active. There's no better way to encourage girls and give them positive experiences than by celebrating every victory, no matter how big or small.

FitSpirit is breaking the vicious cycle of negative experiences that, too often, lead girls to drop out of sports. When girls feel they have failed, it can undermine their self-confidence. Confidence is fragile; it must be nurtured throughout one's life. Based on our personal experiences, building confidence is an ongoing effort. Today, girls are under intense pressure to be the embodiment of perfection, adding another layer of difficulty when it comes to maintaining a positive self-image.

The way FitSpirit promotes inclusiveness and caring makes girls feel comfortable when they participate in FitSpirit activities. Every girl is welcome. It doesn't matter what she's wearing, how much she weighs, what her skill level is. This is a wonderful gift to give our girls. It's why we are true believers in the FitSpirit message and are working so hard to spread it far and wide.

# PROGRAMS AND OPERATIONS

Throughout 2018-2019, the Programs and Operations team worked to provide the FitSpirit community with resources tailored to its new mission. To this end, we continued and expanded our training and research efforts, developed a new event and deepened our ties within different regions, all the while continuing to refine our technological platforms to improve the experience of program leaders, ambassadors, and participants.

## APPLYING BEST PRACTICES TO ENCOURAGE GIRLS TO BE ACTIVE FOR LIFE

At a time when teenage girls are becoming more sedentary than ever, FitSpirit has adopted the ambitious mission of encouraging girls to be active for life. We are working to reverse the trend by adopting best practices in promoting physical activity among girls and gaining a better understanding of the needs of teenage girls and how they can benefit from the FitSpirit approach.

To further our mission, the FitSpirit Training team visited nine cities across Quebec and Ontario over a three-month period starting in November 2018, and

held two webinars. By collaborating with organizations such as Équilibre, Rugby Québec, Rugby Ontario, and Égale Action, the training sessions provided an enriched experience for those in attendance. The sessions reached 184 school program leaders, 53 ambassadors, 160 student leaders and 20 members of partner organizations, double the number of trainees in the previous year. In all, 417 people returned to their institutions better equipped to help girls discover sports and fitness in a different way, in a high-quality FitSpirit way.

Our interactive web platform, Fitspirit.club, which was specifically designed for teenage girls but accessible to anyone, was enhanced with a new option to private message a kinesiologist, who can now answer questions about physical activity. This new option complements the contributions of a nutritionist who has been answering questions about nutrition for several years now.



## RESEARCH TO SUPPORT THE DEVELOPMENT OF HIGH-QUALITY FITSPIRIT PROGRAMS

FitSpirit wants to maintain its status as an authority on promoting physical activity for girls in Canada. To support innovation and the ongoing development of programs of the highest standard, we continued the rigorous evaluation of our efforts. In the second year of a three-year study, data was collected from a growing sample of FitSpirit participants, with the support of a research team drawn from several Canadian universities and led by Marie-Ève Mathieu, professor in the School of kinesiology and physical activity sciences, Faculty of medicine at Université de Montréal.



### POSITIVE PRELIMINARY RESULTS

We are pleased to share preliminary results from our research initiative. Our data shows that FitSpirit is having a positive impact on its participants' overall health.

As girls progress through adolescence, their level of physical activity tends to drop. But the results of our study show that in comparison with girls who are in their first or second year of participating in FitSpirit programs, girls who are third year participants:

- are more likely to meet Canadian exercise guidelines;
- have higher weekly levels of physical activity.

It was also found that these girls are more likely to meet Canadian guidelines for recommended hours of sleep. As sleep deficits in teenagers have reached epidemic proportions and can have many negative effects on their physical and mental health, FitSpirit continues to be part of the solution, since regular exercise is recognized as an important way to improve sleep.

Lastly, the results show that girls who participate in FitSpirit programs adopt better lifestyles and perceive themselves as healthier, which puts them on track to optimal overall physical and mental health.

*Note: Data collected in spring 2018 (sample of 276 respondents).*

## INNOVATIVE PROJECTS HELP US ADVANCE

During the year, FitSpirit conducted a number of pilot projects as part of its drive to find innovative solutions to the problem of girls abandoning physical activity during adolescence. New initiatives were tested on a small scale and evaluated. An impact report and assessment of resources was also performed to help evaluate if the new initiative should be continued or not. Working with new partners on these projects also gave us an opportunity to assess the usefulness of combining our efforts. New projects carried out during the year included:

≥ FitSpirit-branded summer activities in partnership with a municipality in the Lower St. Lawrence.



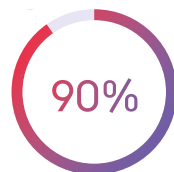
≥ Support for all-girl activities in Mauricie area elementary schools.



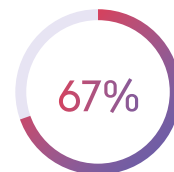
≥ Encouraging FitSpirit partner schools to participate in ParticipACTION's Community Better Challenge.



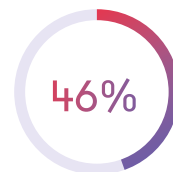
## OTHER RESULTS AT A GLANCE...



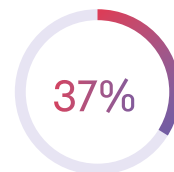
of respondents said they were satisfied or very satisfied with the FitSpirit activities in which they participated during the year



said they thought they would be able to maintain their current level of physical activity throughout the summer



said they were more active than they had been before signing up for FitSpirit activities



said they were physically active for at least 60 minutes per day (counting only activities that builds up a sweat and leaves them out of breath) at least 4 days a week

*Note: Data collected in spring 2019 (sample of 319 respondents).*

#### Participants

Participants include all girls that have enrolled in at least one activity organized/sponsored by FitSpirit. They all completed the official online FitSpirit registration form.

#### Participations

Participations include the number of times that girls (whether or not they are officially registered for FitSpirit) show up to participate in a FitSpirit activity. We do not distinguish whether the same girl presents herself at the various activities. This is an estimated data based on the teachers that completed the online activity log.



Scotiabank presents  
**FITSPIRIT**  
 Celebrations

**11,800**  
 PARTICIPANTS

**MAJOR CELEBRATIONS**

Toronto  
**2,615**  
 participants

Ottawa/  
 Gatineau  
**1,120**  
 participants

Greater Montreal  
**3,415**  
 participants

Quebec City  
**2,975**  
 participants

**LOCAL CELEBRATIONS**

Windsor  
**545**  
 participants

Rimouski  
**530**  
 participants

Sudbury  
**475**  
 participants

Abitibi-  
 Témiscamingue  
**125**  
 participants

**CREATING MEMORABLE EXPERIENCES FOR GIRLS THROUGH HANDS ON EVENTS**

Every spring, the FitSpirit Celebrations presented by Scotiabank bring together thousands of girls for a memorable, high-energy day of fitness and fun with friends. In the second year of its five-year partnership with Scotiabank, FitSpirit added an eighth city to the list of venues where the major events are held; Windsor, Ontario.

For the first time this year, schools that were not FitSpirit partners were also invited to participate. The Celebrations events are a splendid showcase for the FitSpirit experience, giving educators a chance to see first-hand the concrete impact on their girls. We are pleased that a total of 11,782 participants (including 901 girls from non-partner schools) were

able to experience such a unique event that leaves participants with lasting memories.

FitSpirit is constantly working to enrich the Celebrations by inviting sports federations and other partners to set up Activation Zones on the site to attract girls and inspire them to try a variety of sports and physical activities. During the year, we worked with 35 Activation Partners, three times as many as the previous year. We thank these sports enthusiasts for giving FitSpirit participants a taste of physical activity in a new fun way.



## FITSPIRIT RENDEZVOUS: ANOTHER DAY TO REMEMBER

In October 2018, we held the inaugural FitSpirit Rendezvous in Quebec's Lanaudière region at 45 Degrés Nord, an event site in Saint-Calixte. Participants tackled a 5K obstacle course and enjoyed trying out a variety of outdoor activities. The focus was on fun, cooperation, and striving for a personal best. The Programs and Operations team organized this pilot project in order to:

- diversify FitSpirit's offerings by adding an activity that is currently trending with girls;
- help them discover the pleasure of outdoor exercise in the fall;
- reinforce the message that FitSpirit happens year round;
- encourage schools to partner earlier in the year;
- boost participant registration;
- promote FitSpirit's values and approach.

The FitSpirit Rendezvous was attended by 863 girls from 23 schools in 10 regions, stretching from Ottawa to Charlevoix. An on-site survey of a sample of participants found that 97% wanted to attend again next year. Mission accomplished! 36 schools were visited by FitSpirit Ambassadors between September and December 2018 as a direct result of our increased visibility during the Rendezvous event and the new availability of our ambassadors to visit schools earlier in the year.



## NEW PARTNERSHIP WITH OPHEA

At the beginning of 2019, FitSpirit established a partnership with the Ontario Physical and Health Education Association (OPHEA). The organization has a solid reputation for supporting health and wellness in Ontario schools and has proven to be a valuable ally in raising FitSpirit's profile in schools.

"Our main goal in teaming up with OPHEA was to increase FitSpirit's visibility with Ontario schools and school boards in order to get more schools to partner with us and bring the benefits of our approach to more girls," says Kim Marois, FitSpirit's Director of Programs and Operations. "Our collaboration with OPHEA has helped us open doors in the school community because they are an authority on fitness and healthy lifestyles in Ontario."

OPHEA has represented FitSpirit and promoted its programs in Ontario schools through its different communications channels (monthly newsletter, social media, etc.). For its part, FitSpirit makes sure that all the activities and events held under its name comply with OPHEA's safety standards for school activities organized by outside partners.

In the spring of 2019, we invited Ontario school boards to attend the FitSpirit Celebrations, with the support of OPHEA. For the first time, schools that had not partnered with FitSpirit during the school year were invited. As a result, 23 Ontario schools were introduced to our organization at the Celebrations and they now have a strong incentive to become FitSpirit partners in 2019-2020.

Our new partnership with OPHEA is already bearing fruit for FitSpirit, helping to drive strong growth in Ontario during the 2018-2019 school year:

- 109 schools signed up as FitSpirit partners, a 22% increase from 2017-2018;
- the number of registered participants increased by 14%, totaling 3,901 girls.

## AN OPPORTUNITY FOR PERSONAL GROWTH

FitSpirit knows that autonomy is an important factor in motivation. Accordingly, the Student Leader program gives participants an opportunity to take their involvement to the next level by supporting the coordination of FitSpirit activities in their schools. In 2018-2019, 350 passionate and energetic girls stepped into this role. One of them was Laurence Robertson, a Grade 10 student at École secondaire Grande-Rivière in Ottawa.

From the time she started high school, Laurence was a FitSpirit enthusiast. Wanting to become more involved, she became a Student Leader in the fall of 2018. Since then, Laurence has been helping to promote the program and recruit participants. She attends all FitSpirit activities and is available to answer girls' questions.

Taking on these responsibilities has helped Laurence develop skills and abilities she didn't know she had. Her new role gives her self-confidence and lets her acquire experience that she will be able to apply in other areas of her life.

However, the most impactful aspect of Laurence's involvement with FitSpirit remains the regular exercise. She practices a sport with FitSpirit twice a week and it helps her reduce the anxiety caused by the academic pressures: "Girls can do sports just like the guys. They belong in the gym too. Talking to my girlfriends and being active brings me relief when I feel anxious."

**"Talking to my girlfriends and being active brings me relief when I feel anxious."**

In the spring of 2019, Laurence ran her first 10K at her local FitSpirit Celebration. She is looking forward to sharing other rewarding experiences with girls from her school during the 2020 Celebration in her community. Laurence hopes to continue her involvement in FitSpirit in the future by becoming an ambassador.

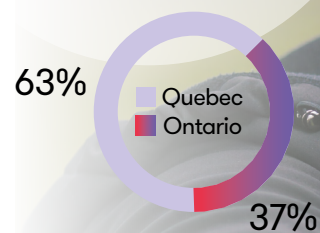


# HIGHLIGHTS

## FITSPIRIT'S GROWING COMMUNITY

FitSpirit is one big family of diverse individuals who care and who speak the language of inclusion. They make sure every girl feels welcome and is encouraged to stay active for life. In this family, each girl finds:

More than  
**12,000**  
PARTICIPANTS\*  
WHO GET MOVING, LIKE HER,  
WITH FITSPIRIT ACTIVITIES



More than  
**600**  
DONORS FUNDING  
THE VARIOUS ACTIVITIES  
AVAILABLE TO HER

More than  
**250**  
VOLUNTEERS ENCOURAGING  
HER TO STRIVE FOR A  
PERSONAL BEST

More than  
**950**  
SCHOOL PROGRAM LEADERS  
GUIDING HER THROUGH  
A SERIES OF SMALL  
VICTORIES

More than  
**350**  
STUDENT LEADERS  
HELPING HER RISE TO  
EVERY CHALLENGE

More than  
**150**  
AMBASSADORS  
INSPIRING HER  
TO GET MOVING

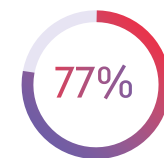
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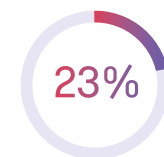
## MOMENTS TO REMEMBER

We logged a total of nearly 26,000 participations\*\* in 475 festive events and physical activities of all kinds led by ambassadors. In addition, our partner schools organized 4,700 activities under the FitSpirit banner that drew 89,000 participations.

**115,000**  
PARTICIPATIONS

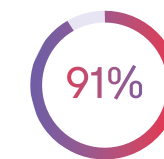


GENERATED BY  
SCHOOLS

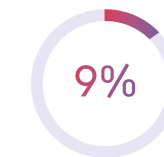


GENERATED BY  
FITSPIRIT

**5,175**  
ACTIVITIES



ORGANIZED BY  
SCHOOLS

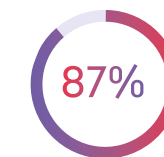


ORGANIZED BY  
FITSPIRIT

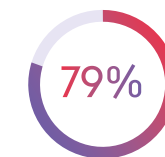
## LASTING CHANGE E

**24%**  
OF PARTNER SCHOOLS START  
ACTIVITIES IN THE FALL

### PARTNER SCHOOL RETENTION RATE



QUEBEC



ONTARIO

**417**

STAKEHOLDERS ATTENDED  
A TRAINING SESSION

**184**  
SCHOOL PROGRAM  
LEADERS

**160**  
STUDENT LEADERS

**53**  
AMBASSADORS

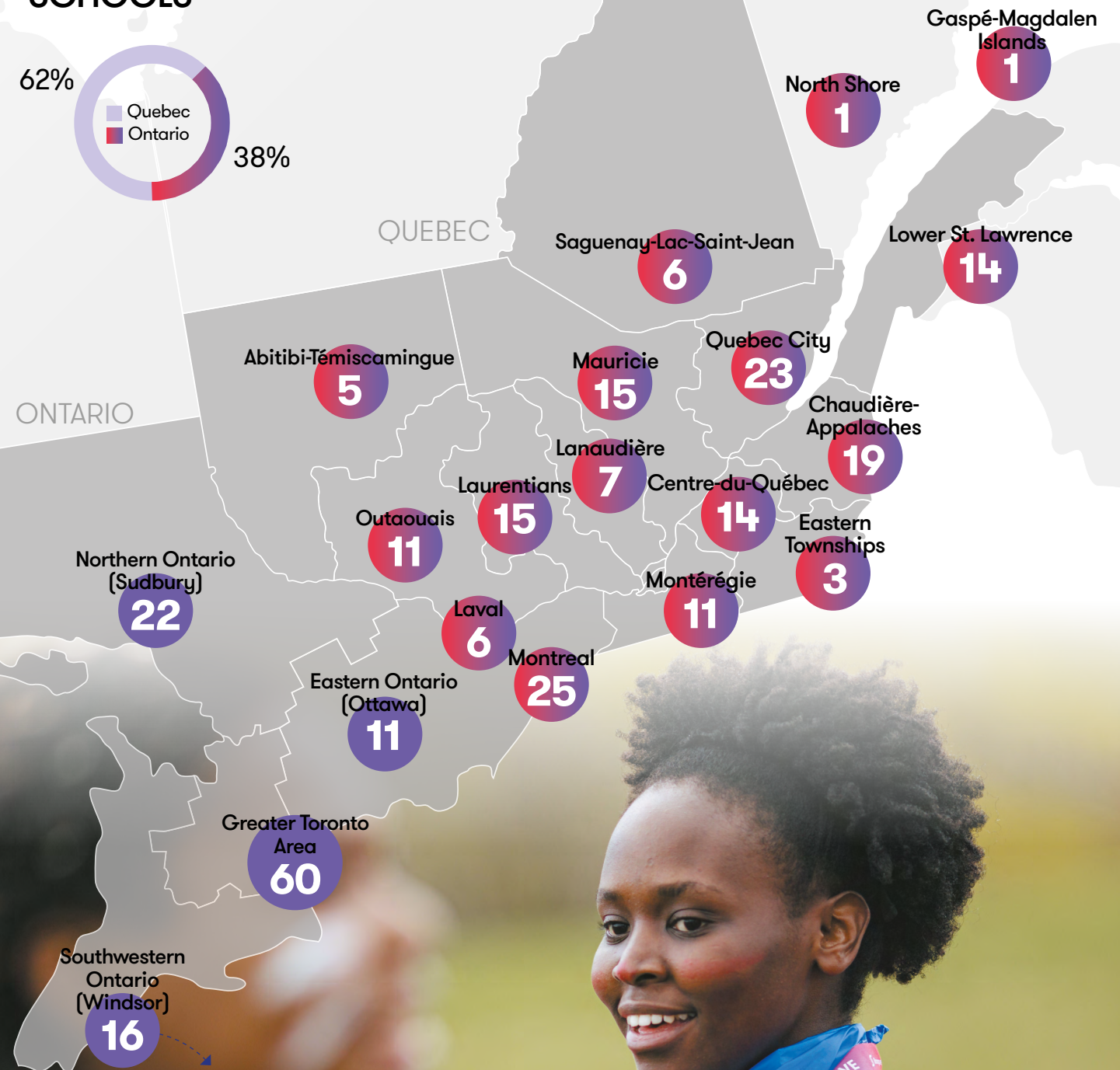
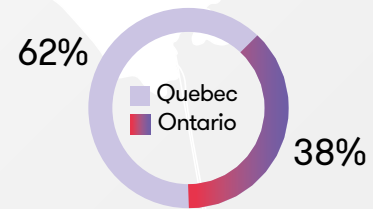
**20**  
PARTNERS

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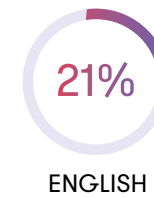
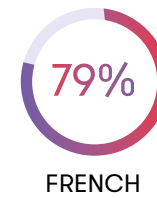
# 285

## FITSPIRIT PARTNER SCHOOLS



### PRESS REVIEW

**62** articles and interviews about or in collaboration with FitSpirit



### KNOWLEDGE TRANSFER ABOUT GIRLS AND PHYSICAL ACTIVITY

- ≥ Workshop facilitation at **4** national or provincial conventions.
- ≥ **3** invitations to contribute to a university course.
- ≥ Participation in **3** Quebec round-table discussion groups.

### IN THE MEDIA

We also used our expertise in physical activity for girls to write different articles for our collaborators.



### AWARDS AND DISTINCTIONS

Our President and Founder, Claudine Labelle, received *L'actualité* magazine's 2019 Social Impact Award for social entrepreneurship.

Our President and Founder, Claudine Labelle, gave the first interview of the season in the series Brave "Des femmes qui ont du cran".

FitSpirit had the privilege of attending Michelle Obama's talk in Quebec City.

### OUR VIRTUAL COMMUNITY

**f**  
19,682  
Facebook page likes

**ig**  
5,629  
Instagram followers

**tw**  
2,080  
Twitter followers

# PHILANTHROPIC DEVELOPMENT

## MORE ACTIVE THAN EVER ON THE FUNDRAISING FRONT!

Given the large number of worthwhile causes, organizations that seek charitable donations need to redouble their efforts to attract the attention of donors. In 2018-2019, FitSpirit made a strong push to not only maintain but also diversify its revenue streams and apply best practices in fundraising.

## 1 EFFORT PAYS OFF

### “LET’S RAMP UP THE MOVEMENT” FUNDRAISING CAMPAIGN

FitSpirit’s first major fundraising campaign, launched in 2016 under the campaign theme “Let’s ramp up the movement,” ended in January 2019 with a total of \$11 million raised. Thanks to the support of generous donors,<sup>1</sup> we finished the campaign with 10% more than our initial \$10 million goal. The funds will be used to support FitSpirit’s projects through 2021.

We would like to thank the major donors to our “Let’s ramp up the movement” fundraising campaign

#### RACERS (\$1,000,000 and up)

Saputo Inc.  
Scotiabank

#### RUNNER (\$500,000 to \$999,999)

Ministère de l’Éducation et de l’Enseignement supérieur

#### JOGGERS (\$250,000 to \$499,999)

BMO Bank of Montreal  
Canadian Tire Jumpstart Foundation  
Molson Foundation  
National Bank of Canada  
TD Bank Group  
TFI International Inc.

#### HIKERS (\$100,000 to \$249,999)

AON Canada  
CIBC Children’s Foundation  
McKesson Canada  
Ministère de la Santé et des Services sociaux  
MLSE Foundation  
Power Corporation of Canada  
RBC Foundation  
SSQ Insurance

<sup>1</sup> For a complete list of FitSpirit’s donors, see page 23.



### FATHER-DAUGHTER BALL

The third edition of the Montreal Father-Daughter Ball, which has become a highlight of Montreal’s philanthropy scene, was held on April 13<sup>th</sup>, 2019. Five hundred and fifty fathers and daughters enjoyed a marvelous night in the unique setting of the Arsenal Contemporary Art space. The event raised **\$660,000** for FitSpirit.

We would like to thank the members of the Honorary Committee of the third Montreal Father-Daughter Ball

#### Honorary Co-Chairs

Robert Dumas and his daughter, Camille  
Sun Life Financial Quebec

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

#### Honorary Patrons

Albert Anelli and his daughters, Carina and Sara  
EY

Ronald Dahms and his daughter, Vivian  
Optimum Talent

Benoit Dubé and his daughter, Léa  
CGI

Julie Godin and her father, Serge  
CGI

Claudine Labelle and her godfather, Daniel  
FitSpirit

Martin Leroux and his daughters, Maya and Gabriella  
PayFacto

Frederic Martel and his daughter, Emy  
Claridge

Danny Serraglio and his daughter, Clara  
TELUS

**A COMMITTED SUPPORTER'S IMPACT**

One of Power Corporation of Canada's core values is making tangible contributions to the wellness of communities in which it operates through corporate donations, community engagement, and investment. In 2017, the company embraced the cause of fitness for teenage girls by making a major three-year pledge to FitSpirit's major fundraising campaign. It's a cause that's close to the heart of Stéphane Lemay, Vice-President, General Counsel, and Secretary of Power Corporation. He decided to become personally involved in supporting FitSpirit's mission.

As co-chair of one of FitSpirit's largest benefit events, the Montreal Father-Daughter Ball, Mr. Lemay has guided the Honorary Committee's work since 2018 to make sure the event achieves its financial targets. By inviting his network of contacts to the ball, he spreads the word about FitSpirit's mission. Guests at the ball are captivated by the experience and become aware of FitSpirit's important work at the same time. New donors are recruited and a growing number of girls choose to participate in FitSpirit activities at their school.

And Stéphane Lemay's involvement doesn't stop there. He attends FitSpirit activities in the schools where programs and events are offered, such as the Celebrations, to see first-hand the real impact of FitSpirit's efforts on the ground: "FitSpirit builds self-discipline, creates a community for the girls and gives them the concrete benefits of engaging in physical activity. It makes a real difference in the lives of teenage girls."

He is conveying that positive message to his daughters, Rosalie, 14, and Sara-Jeanne, 16. Sara-Jeanne is very involved in the FitSpirit program at her school and both girls are quickly becoming as dedicated to our cause as their father is.

Stéphane Lemay is currently working hard to make the fourth Montreal Father-Daughter Ball a success. He is proud of his continued involvement in the cause: "The Honorary Committee for the next Montreal Father-Daughter Ball is aiming to increase the number of donors in order to achieve the ambitious fundraising target of \$700,000. We want to continue extending FitSpirit's reach and publicizing its work to as many people as possible."



**PEER-TO-PEER FUNDRAISING ACTIVITIES**

FitSpirit took advantage of its newly launched web platform ([activites.fitspirit.ca](http://activites.fitspirit.ca)) to support its fundraising efforts during the year. 13 peer-to-peer fundraising activities were organized in 2018-2019, raising a total of \$39,672 - a 68.8% increase over the previous year. FitSpirit is on a roll!

**Examples of peer-to-peer fundraising activities in 2018-2019:**

- > Bowl-a-Thon
- > Jeans Day
- > Loot Bag Sale
- > Team Building Activity
- > Ultimate Frisbee Tournament

**2 NEW FUNDRAISING INITIATIVES**

**MOTHER/DAUGHTER RELAY**

On September 15<sup>th</sup> and 16<sup>th</sup>, 2018, FitSpirit held its first Mother/Daughter Relay in Quebec City as a pilot project, in collaboration with the MégaRelais Madame Labriski. The event gave mothers and daughters a chance to bond by sharing a challenge and raised money for FitSpirit.

This initiative raised nearly **\$9,100**.



Photo credit: Michel Pelletier

**ACTIVE WEAR DAY**

To celebrate Quebec's National day of Physical Activity and Sports FitSpirit's Circle of Influence called on businesses to make May 2<sup>nd</sup>, 2019 a day where employees are encouraged to wear sports or active wear to work, and participate in a sporting activity, in exchange for a donation to FitSpirit. It was an ideal opportunity for companies to encourage their employees to adopt a healthy lifestyle while supporting the cause of fitness for teenage girls.

This initiative raised nearly **\$6,650**.



**WE WOULD LIKE TO THANK THE MEMBERS OF**



**Co-Chairs**

**Alexandra Duron**  
McKinsey & Company

**Marie-Christine Boucher**  
Laurent Duvernay-Tardif Foundation

**Executive Committee**

**Alexandra Racette**  
Laurentian Bank

**Anne Vincent**  
Predictive Success

**Brigid Quinlan**  
Caisse de dépôt et placement du Québec (CDPQ)

**Chantal Ferland**  
Complice de marque

**Catherine LaRoche**  
Tetragone

**Sandy Poiré**  
CN Investment Division





### 3 APPLYING BEST PRACTICES IN PHILANTHROPY

Several initiatives were taken during 2018-2019 to implement best practices in philanthropy.

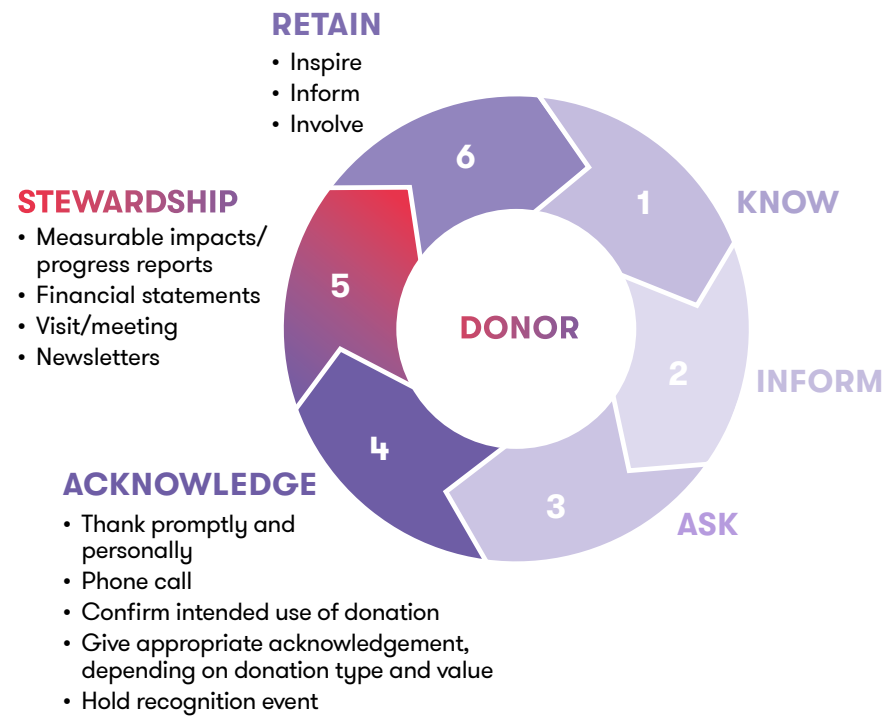
A database was created to centralize information on each donor. It has proven to be a highly effective tool for improving donor relations (accountability, recognition, invitations to FitSpirit events and activities, tracking of information, etc.) and supporting the success of our future fundraising efforts.

FitSpirit also adopted a policy on donations that provides guidelines for the process of accepting donations of all kinds. The policy's general purpose is to ensure informed decision-making on accepting donations, compliance with legal requirements, including the *Income Tax Act*, appropriate administrative methods and accounting practices, transparency in reporting of donations, and the uniform application of policies and directives.

FitSpirit also redoubled its efforts to solicit in-kind donations in order to reduce project expenses and enhance its programs. FitSpirit estimates the total value of the goods and services received in-kind during 2018-2019 at \$1.5 million.

A considerable effort was also made to set up a recognition and loyalty program as part of the donor relations cycle. FitSpirit has thus developed a strategy and taken a series of actions to recognize, retain and update its donors. The new program will enable FitSpirit to build meaningful and lasting relationships with its donors - essential steps in successful fundraising.

FitSpirit has also surrounded itself with engaged allies to support its fundraising initiatives. For example, the invaluable help of the Honorary Committee for its Montreal Father-Daughter Ball and of the Campaign Cabinet for our major fundraising campaign made it possible for both events to exceed their financial targets.



# THANK YOU TO OUR DONORS

FitSpirit is pleased to acknowledge the many donors who generously contribute to the success of its mission.

#### \$100,000 and up

Ministère de l'Éducation et de l'Enseignement supérieur  
Public Health Agency of Canada  
RBC Foundation  
Saputo Inc.  
Scotiabank

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

BMO Bank of Montreal  
Godin Family Foundation  
National Bank of Canada  
Power Corporation of Canada  
TFI International Inc.  
The Molson Foundation

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

AON Canada  
Caisse de dépôt et placement du Québec  
Deloitte  
Isabelle Viger and Louis-Philippe Carrière  
McKesson Canada  
Nike Inc.  
PayFacto  
Sun Life Financial  
TD Bank Group  
TELUS

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

Bell  
Blake, Cassels & Graydon  
CIBC Children's Foundation  
Claudine and Stephen Bronfman Family Foundation  
Davies Ward Phillips & Vineberg  
Dentons Canada  
Eric T. Webster Foundation  
EY  
Fasken Martineau DuMoulin LLP  
Fiera Capital Corporation  
Groupe Lefebvre  
iA Financial Group  
KPMG LLP  
Malo, Charles

McCarthy Tétrault LLP  
National Bank Private Banking 1859  
Procter & Gamble Inc.  
Québec en Forme  
Quebecor  
RBC Royal Bank  
Rio Tinto  
Robitaille, Steeve  
SSQ Insurance  
Stikeman Elliott LLP  
The Wayne Gretzky Foundation  
Virtue, Tessa  
WSP Global

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

A. Girardin inc.  
Adam, Jean-René  
Aitken, Ian  
Anelli, Albert  
Archer, Paul  
Arsenault, Chris  
Behaviour Interactive  
Bérubé, Vincent  
Boissonneault, Maxime  
Boralex  
Bossé, Patrick  
Boyden Montréal  
Brousseau, Daniel F.  
Burgundy Asset Management Ltd  
Carbonleo  
Cascades  
Caterina Monticciolo et Franco Cianci  
Cianciulli, Bruno  
CIM Conseil  
Clouâtre, Benoit  
CN, Canadian National  
Coalision Inc.  
Cordeau, Émile  
Costantini, Dominic  
Côté, Guy  
Crevier, Jean-François  
De Montigny, Jean-Philippe  
Dorel Industries Inc.  
EBC Inc.  
ECLO Capital  
Effix  
Énergir

Fabi, Christian  
FX Innovation  
Ghali, Rafik  
Goulet, Richard  
Grenier, Jean-François  
Group ABP  
Grubert, Philippe  
HRS Global  
Lassonde Industries Inc.  
Laurin, Pierre Eloi  
Lavery de Billy SENCRL  
Leduc, Pierre-Yves  
Leroux, Martin  
Les développements Robko  
M.A. Droit et Stratégie d'Affaires inc.  
McCann Worldgroup Canada  
MégaRelais Madame Labrisky  
Mouvement Desjardins  
MTL Grandé Studios  
National Bank Financial  
NATIONAL Public Relations  
Nault, David  
Norton Rose Fulbright  
Omnitrans  
Optimum Talent  
Picard, Sébastien  
Poplaw, Mason  
Ring Central  
Roussel, Martin-Pierre  
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Salon de quilles du Terminus  
St-Eustache  
Sanimax  
Savard, David  
Services Immobiliers Andrew Bissett Inc.  
Sharobim, Karim  
SuccessFinder  
Tarnowski, Jan Marcos  
TC Transcontinental  
Telesystem  
Touché!  
Tremblay, Jean-François  
Tremblay, Pascal  
Tremblay, Simon  
Tremblay, Stéphane  
Tull, Maxime  
Vainberg, Gregory  
Wyn Media Group

#### GIFTS IN KIND

##### \$100,000 and up

CBC & Radio Canada  
Media Solutions  
McKinsey & Company Canada  
Outfront Media  
UB Media

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

Bell Media  
Groupe Dynamite

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

Evenko  
Oxygène  
TANK MONTREAL  
The North Face

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

Air Canada  
Edelman  
Mile Wright & Co  
Nike Inc.  
Stikeman Elliott LLP  
Tollé Agence marketing

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

Aon Canada  
Au Premier Coiffure - Spa  
Cadillac Fairview  
Cogir Real Estate  
Équilibre  
Group ABP  
Stingray Digital Media Group  
L'Oréal  
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Touché!  
Tungsten Studio  
TVA Publications  
Vanessa Cyr Photographie  
YPR

Note: This list shows donors who contributed in the last financial year (September 1, 2018, to August 31, 2019). It includes gifts in kind and installments on multi-year pledges made since FitSpirit was founded in 2007. Every effort has been made to ensure the accuracy of the information. 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.

# COMMUNICATIONS AND MARKETING

## UPDATED MISSION AND NEW PROJECTS TO INCREASE FITSPIRIT'S VISIBILITY

In 2018-2019, FitSpirit updated its mission statement to better reflect its desire to promote lasting change in the health and wellness of teenage girls.

Previously, our mission was “to help teenage girls discover the joys and benefits of physical activity.” FitSpirit now focuses its efforts on “helping teenage girls to be physically active throughout their lives.” FitSpirit continues to encourage girls to practice sports and physical activity in a new fun way by offering them activities that revolve around friendship, role models, and, most of all, fun!

From a communications and marketing point of view, this change has led FitSpirit to create new tools to fully integrate its updated mission into all of its activities and projects. By the end of 2018-2019, new marketing material had been produced for most of FitSpirit's major programs, allowing the team to promote FitSpirit to our community and the general public.



With its powerful message and these tools in hand, FitSpirit conducted phase 2 of its first advertising campaign, “The Break-Up,” from July 2018 to January 2019.

In this second and final phase, nearly \$1 million in free advertising was obtained. The Touché! team worked with FitSpirit on the project, adding more videos to top off our successful campaign. Among other things, they worked with television personality, Valérie Chevalier, to produce a new video that was broadcast during the grand finale of a television show that is popular with FitSpirit's target audience in Quebec.

Several versions of “The Break-Up” campaign were seen and heard throughout the year. 72% of advertising occurred outside of our target audience's home, 10% was online, 16% on television, and 2% on the radio.

In all, the campaign was seen by millions of people, giving FitSpirit major exposure.

To watch the video for “The Break-Up” campaign, go to FitSpirit's YouTube channel.



FitSpirit signed up another prominent personality to help increase awareness of its work. Tessa Virtue, Olympic medalist in figure skating, joined Claudine Labelle and Sophie Grégoire Trudeau to share FitSpirit's message in the media and to the general public.

Tessa's official announcement that she was adding her voice to our cause was made during a media tour in Toronto in January 2019. It was a natural fit, as the well-known Canadian skater had long supported FitSpirit's values and its mission of encouraging teenage girls to be active for life. “As an athlete, I know from experience how being active can make a difference in girls' lives,” she said in an interview after the announcement.

The announcement helped raise FitSpirit's profile by generating nearly 5 million views on television, online and in magazines.



## FITSPIRIT STORIES, SEEN THROUGH TUNGSTEN'S EYES



In 2017, FitSpirit carried out its first successful collaboration with Tungsten - a video production studio. Tungsten's project manager, Roxanne Geoffroy, was immediately drawn to FitSpirit's mission, and the collaboration led to a second series of videos in 2018-2019. The idea behind this second project was to depict the FitSpirit experience from the point of view of different members of its community.

“I was very excited to meet this wonderful community,” says Roxanne. “I had the

opportunity to meet FitSpirit participants, program leaders, ambassadors, coordinators and volunteers. They were all very authentic, and they were so generous, forthcoming and humble in telling me their stories.”

This opportunity was a dream project for her: “With FitSpirit, I can apply my talents to support a cause I care about. That's what I've always tried to do in my career and it's very rewarding.”

Roxanne is also working with FitSpirit on our distribution strategy for the series of

videos Tungsten produced on the love of sports. “Organizations spend a good deal on projects of this type and it's unfortunate when they don't find an audience because of lack of means or expertise. We're working hand in hand with FitSpirit to make sure the videos will be seen and the initial investment pays off.”

Tungsten overhauled the look of FitSpirit's social media accounts and developed a six-month content strategy to maximize the distribution of its videos on the web.

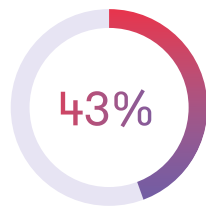
The project made Roxanne realize the need for FitSpirit and its impact on the lives of teenage girls. She says that if FitSpirit had existed when she was in high school, she would have signed up and been able to make sports part of her life from an early age.

To watch the videos, go to FitSpirit's YouTube channel.

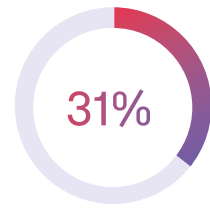
# FINANCIAL RESULTS

2018-2019 was a year of financial continuity in which FitSpirit diversified its revenue streams and maintained sound management of expenses.

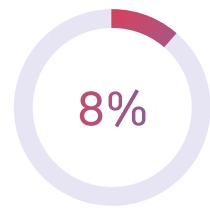
## BREAKDOWN OF REVENUES



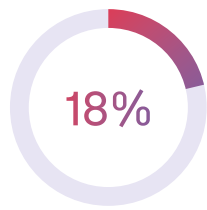
DONATIONS AND SPONSORSHIPS



GRANTS



REGISTRATION FEES



FUNDRAISING ACTIVITIES

2018-2019 was a year of financial continuity in which FitSpirit diversified its revenue streams and maintained sound management of expenses.

Our revenue was relatively stable at \$2.5 million. FitSpirit received less in donations and sponsorships but the decrease was largely offset by an increase in funds from grants, primarily a \$2.8 million grant from the Public Health Agency of Canada. Several years of preparation went into the application. That work paid off and enabled FitSpirit to rebalance its revenue streams.

FitSpirit increased the number of fundraising activities during the year, contributing to the diversification of our revenue sources. The revenues generated by FitSpirit's main fundraising event, the Montreal Father-Daughter Ball, also continued to grow. These initiatives offset the gradual decline in revenues from our major fundraising campaign, which ends in 2021.

Revenue from participant registrations remained stable, which is in line with our priority in keeping our activities affordable for teenage girls.

To increase its revenue, FitSpirit will launch a new fundraising campaign targeting Ontario corporate donors next year. Work on the campaign began in 2018-2019 with the signing of a contract with an Ontario service provider and the recruitment of a Campaign Cabinet.

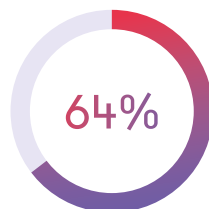
The increase in expenses was due in part to the addition of the new service provider and the fact that additional employees are now dedicated to programs and operations.

It should be noted that spending increased primarily in the areas of programs and events, indicative of the fact that FitSpirit's concentrates its expenditures and efforts on its teenage participants.

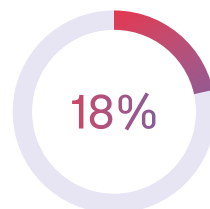
Administrative costs were stable and remained under 20%.

The \$400,000 reserve fund initially established during the previous year was maintained.

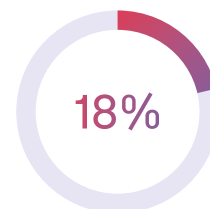
## BREAKDOWN OF EXPENSES



PROGRAMS AND EVENTS



ADMINISTRATIVE COSTS



DEVELOPMENT OF PARTNERSHIPS AND DONATIONS

Note: Percentages do not include depreciation of capital assets.

# BOARD OF DIRECTORS

FitSpirit is grateful for the support and expertise of the members of its Board of Directors.



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(Chair)  
Senior Advisor,  
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Saputo Inc.

**Katia Fontana**  
(Treasurer)  
Vice President and  
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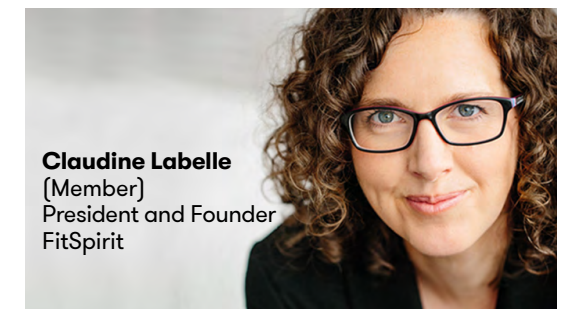
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**Claudine Labelle**  
(Member)  
President and Founder  
FitSpirit

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