



ANNUAL
REPORT 2014/2015





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A word from our founder Claudine Labelle



FitSpirit was born from the need to help teenage girls discover the benefits of maintaining a healthy lifestyle. Our programs were developed in the spirit of adapting to the specific needs of teenage girls, but also with the goal of maximizing the long-term impact.

After eight years, we can now say that FitSpirit has reached the level of a 'movement' in Quebec and Ontario schools and as a result, has achieved its goal of being firmly positioned as the solution for girls 12 to 17—the women of tomorrow—to discover the fun of a healthy, active lifestyle in the short, medium and long term. Indeed, we are very proud that in 2015, FitSpirit has created awareness of the benefits of a healthy lifestyle with 95,000 girls.

This growth in recent years is the result of a program that has truly proven itself and which today opens doors for FitSpirit to position the organization over the next few years as the leader in Canada in engaging teenage girls to adopt a healthy lifestyle. And positioning the program nationally means expanding the program to other Canadian provinces while supporting the growth we've achieved over the last few years. There are some great opportunities to continue the work we've begun and bring our message to an even broader audience. In 2015, FitSpirit's management also worked on a three-year strategic plan, from 2015 to 2018. The plan's key components support the implementation of concrete initiatives to provide Canadian girls the valuable gift of adopting a healthy way of life over the long term, regardless of their environment or their background.

To conclude, our achievements both past and future wouldn't have been possible and could only have been possible with the involvement of key people such as our team members, Board of Directors, volunteers, school program leaders and loyal partners who generously support FitSpirit. I would also like to highlight the appointment of Isabelle Viger to the role of Chair of the Board of Directors. She enthusiastically agreed to take over from François Côté, Executive Vice-President, TELUS, and Chair of TELUS Ventures, whose term of office ended this year. I would like to thank him for the dynamism and dedication with which he chaired the Board of Directors of FitSpirit during the past three years.

Finally, to all of you who have been part of the FitSpirit movement in 2014-2015, I want to personally thank you for your commitment to making FitSpirit what it is today, but also what it will be tomorrow.

Claudine Labelle, Founder and President

A word from the Chair of the Board of Directors

It is with great enthusiasm that I accepted the role of Chair of FitSpirit's Board of Directors in early 2015 after two years as a member of the Board of Directors, during which time I took part in developing the strategy for the organization's growth.

I am convinced of the benefits of physical activity, having found that it's an important part of the 'school of life'. Being active helps us learn important concepts such as self-confidence, determination, collaboration... it's something that I feel truly connected to!

In close collaboration with the Board of Directors and the President and Founder, Claudine Labelle, I am committed to realizing the organization's growth, focusing on a pan-Canadian presence and developing

specific ideas such as accessibility to programs for girls from various backgrounds. By developing strong relationships with the communities where our programs are in place, I am confident that we can positively influence the future of several generations of young women.

At the start of my mandate, the FitSpirit team and the Board of Directors began the strategic planning process for 2015 to 2018. FitSpirit is thinking big! The next two years will be essential to consolidate and develop the tools required to achieve the national growth we envision. A new adventure begins!

Isabelle Viger, Executive Vice President, Legal Affairs, Saputo inc.





Board of Directors

- 1 Isabelle Viger**,
Executive Vice President,
Legal Affairs, Saputo inc.
- **Chair**
- 2 Katia Fontana**,
Vice-President,
Finance and Administration,
Groupe Dynamite inc.
- **Trésorière**
- 3 Daniel Brosseau**, Associate,
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- 4 Julie Godin**,
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Strategic Planning, CGI
- **Director**
- 5 Danny Serraglio**,
Vice-President,
Business Solutions,
TELUS Québec and
Atlantic Canada
- **Director**

- 6 Janine Szczepanowski**,
Principal,
JRS Solution providers
- **Director**
- 7 Claudine Labelle**,
Founder and President,
FitSpirit - **Director**

Who We Are

A word about FitSpirit

Since 2007, FitSpirit has travelled all over Quebec and Ontario to create awareness among young girls about the importance of adopting healthy lifestyle habits. Thanks to a school program which takes into account the realities that teenage girls live with, FitSpirit promotes the idea that it's fun to do physical activities in a supportive

environment that's open to all.

With nearly 95,000 girls learning about FitSpirit to date, the organization has definitely created a formula that appeals to its target audience, as well as the staff and volunteers in the many schools who want to repeat the experience year after year.

Mission

FitSpirit's mission is to help teenage girls discover the advantages and enjoyment that come from taking part in physical activity in an environment that is positive, promotes a healthy self-image and is open to everyone. This knowledge will allow them to develop a healthy lifestyle based on realizing their own potential.

Vision

FitSpirit believes that incorporating healthy lifestyle habits will have numerous positive effects on the lives of young girls who are the women and mothers of tomorrow. By working alongside them today, FitSpirit is helping to create an active, healthy society in which women are fully aware of their own potential.

Values

Through its programs, FitSpirit promotes several important values:

**SELF-ESTEEM • SUPPORTING ONE ANOTHER
HAVING FUN • SURPASSING YOUR LIMITS**



The Team

HEAD OFFICE

Enthusiastic and dynamic, the people who make up the head office team are truly committed to FitSpirit's mission. What motivates them on a daily basis? The desire to carefully use the resources at their disposal to create awareness among the greatest number of teenage girls possible.

IN THE FIELD

FitSpirit's field team is made up of an inspiring group of people: 15 regional coordinators, 105 ambassadors and 600 school program leaders.

They bring together their knowledge and their enthusiasm to help teenage girls adopt a healthy, active lifestyle.

VOLUNTEERS

The FitClub program has been able to count on 250 people who have volunteered for the 5K/10K running events.

Thank you to the companies that have organized volunteer groups:

Saputo inc.

TELUS

AON

CGI/Oxygène

Stikeman Elliott

KPMG

Mackenzie Placement

Cossette

OAKLEY

KPMG

Keller Williams

EllisDon



FitClub









Strategic direction 2012-2015



In 2012, FitSpirit set strategic priorities to guide its actions over the next three years, i.e. until 2015.

- 1. Continue developing awareness among young girls**
- 2. Improve the program and operational model**
- 3. Increase the number of programs and activities offered by FitSpirit**
- 4. Monitor the program/activities and evaluate the impact on participants**
- 5. Develop technological tools to support FitSpirit's activities**
- 6. Develop a long-term funding model**

In order to highlight our achievements of the past year, we used the priorities listed above as a guide. In this way, we're illustrating the links between the various activities carried out during the year and the organization's priorities.



"What an amazing day! I'm so satisfied with how it turned out. There must have been 240 girls in the room and despite the fact that the sound wasn't always great, you could have heard a pin drop. The girls seemed really excited. I made 100 photocopies of the registration form and they disappeared in no time – had to race back to do 60 more copies. It's beyond my expectations. And on Facebook, everyone is talking about it."

***Local program coordinator
for Black Lake School***

1. Continue to develop awareness among young girls

- The program reached 15,706 girls through presentations in schools.
- The first-ever FitSpirit Skype presentation with an ambassador-speaker was organized for 242 girls in Thetford Mines.

Public relations activities

In Quebec, a public relations firm was given the mandate to support FitSpirit through the following activities:

- Coordinate media visits in three pre-selected schools (Montreal, Quebec City and Trois-Rivières).
- Develop a media guide to support and encourage school program leaders to approach their local media.
- Ensure maximum visibility at running events.
- Media penetration in major Quebec news outlets: RDS, Radio-Canada, TVA, La Presse, The Gazette, Rouge FM, Métro, etc.

FitSpirit's online presence in numbers

11,939 fans on Facebook, an increase of 21%

111

posts on Instagram followed by 1,092 subscribers

5,177

views on YouTube

374

tweets and 483 subscribers on Twitter

20,861

unique visitors, an increase of 37.7%

91,809

page views, an increase of 48%

848

photos on Flickr

6

newsletters in French to 95 school program leaders in Quebec and 3 in English to 70 program leaders in Ontario

38

media appearances



Claudine Labelle, Founder and President – La Presse Personality of the Week

Each week, La Presse presents a «Personality of the Week» to celebrate the achievements of a Canadian or Quebecer in various areas. On May 14, 2015, Claudine Labelle received the honour.

2. Improve the program and operational model

Development FitClub tools

In order to support all the participants as well as the ambassadors and school program leaders, FitSpirit has developed a dozen tools adapted to the needs of each group, in addition to organizing onsite training for ambassadors and school program leaders. Training is part of our knowledge-sharing model which has a mandate to promote independence in the community.

Tools for participants to support them in their challenge:

- Custom Web page to download the tools from FitClub
- Erasable calendar to keep track of the schedule
- Nutrition information page
- Official FitClub music
- Video tutorial of the choreography
- Zumba and dance activity
- Training guide

Tools for ambassadors to support them in their role:

- Secure Web page to download the tools from FitClub
- Information guide

Tools for school program leaders to support them in leading the program:

- Secure Web page to download the tools from FitClub
- Information guide
- Media guide

Creation of a committee of experts to evaluate the FitClub activities

A committee of experts was set up to review and suggest improvements for each of the FitClub program activities (presentation, launch, nutrition, Zumba).

TRAINING PROGRAM FitClub
Preparing for a 5K or 10K run

LEGEND
 ● Time in minutes
 ○ Number of repetitions
 ● Level of intensity (heart rate approx)

PERCEIVED
 ● Jogging/walk
 ● Slow walk
 ● Normal walk
 ● Fast walk
 ● Really fast walk
 ● Light jogging
 ● Medium jogging
 ● Fast jogging
 ● Fast running
 ● Race pace

2> RUNNING TRAINING AND STRENGTH TRAINING EXERCISES

WEEK 1
 RUN 20
 WALK 10
 SQUATS 10
 WALL PUSH-UPS 10
 RUN 20
 WALK 10
 WALL PUSH-UPS 10
 RUN 20
 WALK 10
 ABDOMINALS 10

WEEK 2
 RUN 20
 SQUATS 10
 RUN 20
 WALL PUSH-UPS 10
 RUN 20
 ABDOMINALS 10

WEEK 3
 CIRCUIT 1: RUN
 8 SPRINTS of 15 to 20 metres, resting for 15 seconds in between
 PAUSE FOR ONE MINUTE
 CIRCUIT 2: STRENGTHENING
 SQUATS 10
 FORWARD LUNGES 10
 KNEE PUSH-UPS 10
 PLANK 10

WEEK 4
 CIRCUIT 1: RUN
 8 SPRINTS of 15 to 20 metres, resting for 15 seconds in between
 PAUSE FOR ONE MINUTE
 CIRCUIT 2: STRENGTHENING
 SQUATS 10
 FORWARD LUNGES 10
 KNEE PUSH-UPS 10
 PLANK 10

WEEK 5
 CIRCUIT 1: RUN
 RUN 20
 WALK 10
 CIRCUIT 2: STRENGTHENING
 SQUATS 10
 FORWARD LUNGES 10
 KNEE PUSH-UPS 10
 PLANK 10

WEEK 6
 This week, you need to use a distance runner shoe to give your feet good cushioning and support and your 200ml running water bottle for your 5K.
 IF YOUR GOAL IS RUNNING A 5K, RUN 3K OR THE MAXIMUM YOU CAN DO
 IF YOUR GOAL IS RUNNING A 10K, RUN 6K OR THE MAXIMUM YOU CAN DO
 Walk out! It's not a sprint! Try to maintain a constant pace.

WEEK 7
 CIRCUIT 1: RUN
 WHETHER YOUR GOAL IS A 5K OR 10K
 CIRCUIT 2: STRENGTHENING
 SQUATS 10
 FORWARD LUNGES 10
 KNEE PUSH-UPS 10
 PLANK 10

3> MY MOMENT OF ZEN (COOL DOWN)
 Stretch #1 LEG AND ABDOMINALS
 Stretch #2 BACK OF THIGH
 Stretch #3 FRONT OF THIGH
 Stretch #4 NECK

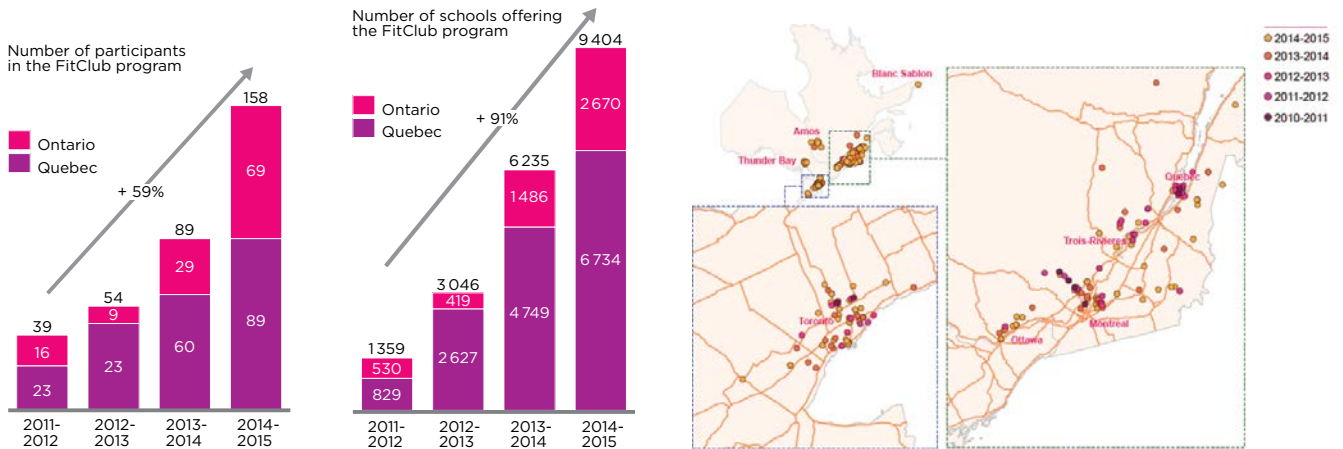
ON FIRE?
 VISIT US AT www.fitclub.ca/fitclubing

FITSPIRIT
 Sponsors: Sepateo, TELUS



3. Increase the number of programs and activities offered by FitSpirit

In 2014-2015, the program continued its growth as demonstrated by the following results:



Self-managed model

First edition of a self-managed event in London (100 participants), Sudbury (220) and Ottawa (250), Blanc-Sablon (8), and the second edition in Rouyn-Noranda (380).

Second year of a self-managed FitClub in Rouyn-Noranda, Blanc-Sablon, London and Sudbury.

With the self-managed model, school program leaders work independently to identify and select their ambassadors. However, the regional coordinator is always there to guide them through the process.



4. Monitor the program/activities and evaluate the impact on participants

Survey of participants

In May 2015, we decided to survey the 2015 FitClub participants to get their feedback and learn more about the impact the experience has had on them. Approximately 1,300 girls completed the survey.

Prior to FitClub	During FitClub	After FitClub
81% of students said they were participating in FitClub for the first time.	90% increased their level of physical activity (MVPA) at least 1 hour per week.	97% want to take part in the next FitClub program
40% were doing less than 3.5 hours of moderate-to-vigorous physical activity (MVPA) per week.	70% decreased the amount of time they spend doing sedentary activities.	
70% said lack of time was their main obstacle.	67% influenced their friends to stick with the program and in turn, felt supported by the majority of girls in the program.	FitClub's main impact according to participants: <ul style="list-style-type: none"> - Improved fitness - Better self-esteem - Better self-confidence



“I have to be honest, when I registered, I lacked motivation. I wanted to register to get in shape, but I wasn’t sure that I was going to get to the race. Why? I didn’t like sports, I wasn’t any good, I felt ridiculous sometimes. But everyone encouraged me, supported me, and made me feel better. One person managed to make me truly understand that sport is not something that should make you suffer, but rather a key ingredient to feeling happy. Who is this person? You probably guessed it... my teacher.

This woman has probably changed my life. She’s not only given me confidence in my abilities, but she’s made me love the amazing sport that is running. I am forever grateful.”

2016 FitClub participant

Workshops with schools

In 2015, FitSpirit also led workshops to get feedback from the schools, especially in terms of what FitClub should maintain, expand and develop for the future.



“We have 50 participants and it continues to grow. In fact, I had to find two colleagues to help me. We have so much fun that the girls tell all their friends and it has a ‘snowball’ effect. I even have girls from very disadvantaged backgrounds where sports are not really a priority, who managed to find running shoes and came to train with us. I had tears in my eyes yesterday seeing young girls from all kinds of backgrounds and at all different levels of physical activity smile and have fun together. They share a common goal and it’s beautiful to see!

Thank you FitSpirit!”

*Geneviève Rousseau,
FitClub program leader, École Dalbé-Viau*

Interviews with partners

The partners who work with FitSpirit were also asked to identify the organization’s strengths in order to get their point of view on areas for improvement as well as the vision and strategy of the Foundation.

Research program with different universities

In August 2015, FitSpirit established an agreement with various universities to initiate a study that will measure the impact that FitSpirit programs have on the physical and psychological health of the participants in the short, medium and long term. This type of research requires expertise and material resources which are found at universities.

5. Develop technological tools to support FitSpirit activities

With the success we’ve have in Quebec and Ontario—which have two very different educational systems—we have developed an expertise in knowledge transfer. The current model allows for expansion across all areas thanks to its adaptability. To provide support from an operational point of view, we continued to work on development and implementation of a Web platform. Starting in the fall of 2016, this tool will help ensure planning for our activities and loyalty within our community. A first phase of tests took place with a regional coordinator, an ambassador and a school program leader.

6. Develop a long-term funding model

One of the priorities in 2015 has been the development of a long-term funding model to support FitSpirit’s growth and expansion objectives. For this purpose, a plan for the fundraising campaign was developed to identify our target groups and how we will approach them. At the same time, many business development activities were done in 2015 to grow and diversify the network of partners and donors.



Future outlook

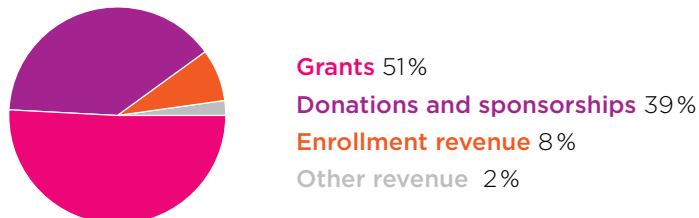
Finally, since 2015 marked the completion of the three-year plan for strategic priorities as stated above, it was a time for strategic reflection for FitSpirit which resulted in the development of the next strategic plan which will run from 2016 to 2018.

2014-2015 Financial Review

Generosity was a hallmark of the 2014-2015 financial year! Compared to the 2013-2014 year, the level of revenues was maintained.

REVENUES

The Foundation's revenues come mostly from grants, donations and sponsorships:



The major contributions from our founding partners (in the form of sponsorships) and the foundations mentioned in the "Donors and Partners" section of this report allowed us to achieve two principal objectives of our annual strategic planning: increase the number of schools visited through the program, and make our activities and events more accessible.

EXPENSES

The total expenses for the 2014-2015 financial year were \$1,186,354. As shown in the table below, the majority of the budget was invested in programs and events.



In closing, the organization exercises sound management in its spending. There was no significant variation in expenses even though there was significant growth in the number of participants.

Thank you!

We can't say it enough: FitSpirit's work would not be possible without the valuable support of our generous partners. Through their financial support, they contribute directly to improving the quality of life of thousands of young women.

To all of our cherished partners and donors, a huge thank-you for the generosity you've demonstrated over the course of the past year.

Founding partners



Donors

\$50,000 and up

Québec en Forme
Public Health Agency of Canada
TELUS
Saputo
Ontario Trillium Foundation
McConnell Foundation
Fondation Jeunesse vie

\$25,000 to \$49,999

JumpStart
Power Corporation of Canada
Hydro-Québec

\$1,000 to \$24,999

Opération Enfant Soleil
Pharmaprix FEMMES
CN
Sun Life Financial

Donations of goods and services

Stikeman Elliott Oakley Burton

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