

Annual
Report

| 2015-2016

FITSPIRIT



**INSPIRE,
MOTIVATE,
MOVE!**

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SUPPORTING THE WOMEN OF TOMORROW

Today's teenage girls are the next generation of women, but too many of them are hesitant even resistant to the idea of being physically active. The fear of being judged, concerns about body image, as well as a lack of self-esteem and confidence in their ability to do sports are all reasons that girls give to explain their reluctance to engage in physical activity.

The finding is troubling, but worse still is the fact that only 4% of teenage girls in the country incorporate high-intensity physical activities or strength training into their lifestyle three times a week, which is the minimum level of daily physical activity recommended in Canada. This statistic is alarming and implies significant risk factors in terms of both the physical and mental health of young girls.

Yet time and again, studies confirm that physical activity has a critical impact not only on the overall health of adolescent girls but also on their personal and professional development, as well as on the development of qualities such as leadership.

FitSpirit has thus developed its mission to help teenage girls discover the advantages and the enjoyment which come from taking part in physical activity. The values of supporting one another, having fun, self-esteem, and surpassing one's limits are also at the core of the projects and initiatives put forward by FitSpirit and remain essential in mobilizing teenage girls.

In addition, there are four motivating factors that play a key role in the development of FitSpirit's programs and activities. It's essential for young girls to be able to:

1. Be with their **friends**;
2. Be **encouraged**;
3. Be inspired by **role models**;
4. Have **fun**.

With its mission, values and motivational factors in mind, FitSpirit commits to:

1. **Create engagement of teenage girls in a healthy and active lifestyle** through activities that emphasize the fun of being active;
2. **Promote a non-competitive environment** by encouraging them to adopt values of mutual support, teamwork, inclusion and openness to others.
3. **Create an environment that allows each girl to feel valued** and motivated to achieve her goals, while discovering what it means to surpass her limits and build healthy self-esteem.

Thanks to this personal approach, since it was founded in 2007, FitSpirit has created awareness among tens of thousands of teenage girls in Quebec and Ontario of the importance of adopting a healthy and active lifestyle, and, in its way, has left a significant mark on the lives of these young women.



A group of FitSpirit girls just before the start of the run at the Montreal Celebration Event in 2016.

A DYNAMIC AND ORIGINAL PROGRAM VALUED AMONG TEENAGE GIRLS



FitClub is a program aimed at promoting physical activity and the fun of doing it together among girls. It runs for eight to 10 weeks and includes a training program developed by FitSpirit, especially for girls 12 to 17 years old. Since its start in 2010, FitClub, which is made available at a very affordable cost mainly in secondary schools, has been a huge success. The program, which has just completed a pilot project in Alberta, is found in nearly 200 organizations in Quebec and Ontario and has three major components: inspire, move, and celebrate.

The program starts with a presentation by a FitSpirit ambassador, a talk which is designed to inspire and motivate teenage girls. Through the ambassador's personal experience and in their own words, they present the benefits of an active lifestyle.

The presentation is followed by the official launch of the training program, a made-to-measure program designed to prepare the girls for a 5K or 10K run. Supported by the program leaders in their schools and organizations, as well as the FitSpirit team, the participants commit to 90 minutes of physical activity per week, 60 minutes of which is with the group, under the supervision of their FitSpirit program leader. Throughout the program, in an open and constructive dialogue on its social networks, FitSpirit also shares information and advice about healthy eating. Another highlight of the FitClub experience is a visit from a FitSpirit ambassador who offers a popular dance workshop.

The program concludes with a major event, a day in which girls from all schools that participated in the

FitClub program meet to run a 5K or 10K and celebrate their journey with music and a variety of fun activities. A day full of excitement and emotion, FitSpirit's values and the participants' great sense of accomplishment and going beyond their limits are evident throughout.

A survey conducted among the participants in the FitClub program in Quebec City, Montreal and Toronto this year confirmed the program's success as well as its influence on the target audience. Between 65% and 73% of participants were experiencing FitSpirit for the first time. Before participating in the program, between 14% and 33% did 60 minutes of moderate to vigorous physical activity per day. After completing it, between 90% and 93% of participants said they thought it would be possible to maintain the level of physical activity they'd achieved. Among the reasons stated were: personal enjoyment, acquiring a healthy habit, the desire to stay in shape, and discovering running. These statistics are indicative of the FitSpirit program's relevance and the organization's success in motivating, inspiring and encouraging girls to get moving.



*“The participants
commit to 90
minutes of physical
activity per week.”*

A WORD FROM CLAUDINE LABELLE, PRESIDENT AND FOUNDER, AND ISABELLE VIGER, CHAIR OF THE FITSPIRIT BOARD OF DIRECTORS

FitSpirit was born from Claudine's hope and vision of seeing young women integrate physical activity into their lifestyle in a spirit of fun and camaraderie. The organization is now on the cusp of celebrating its 10th anniversary; 10 years of passionate work where each member of the team has invested in the development of programs and tools designed to inspire, motivate and move teenage girls. FitSpirit has in effect given itself the mission to reverse the statistics on sedentary lifestyle, which show that teenage girls reject or abandon physical activity at a crucial period in their lives.

This year, 12,000 girls took part in our flagship program, FitClub, a unique and innovative formula that appeals to teenage girls as well as those around them. FitSpirit's presence among young girls, its openness and awareness of their reality and of the difficulty they have integrating physical activity into their way of life, as well as its determination to find lasting solutions have allowed the organization to build expertise and credibility.

FitSpirit's visibility has without a doubt reached a new level in 2016 as Sophie Grégoire Trudeau became the organization's official spokesperson and disseminated our message on a large scale. Ms. Grégoire Trudeau has made the cause of young women her own and, speaking publicly with honesty and sincerity, has contributed to extending the reach of our message.

That visibility and renown is now adding to the expertise and credibility of our organization, and FitSpirit is ready to meet the challenges that come with growth, as our activities become increasingly popular. FitSpirit's goal is to take advantage of this positive situation by establishing a Canada-wide expansion designed to provide the FitSpirit experience to a growing number of teenage girls across the country. These new initiatives will enable FitSpirit to increase the number of girls, organizations and provinces covered by its programs.

Our expansion plan also includes the implementation of technological tools that will simplify the deployment of programs, enhance the experience for participants, and reduce operating costs. Similarly, tools to support communities will be reviewed and improved, and new initiatives designed to get girls moving will be launched. Finally, FitSpirit is working with recognized academic researchers to develop an evaluation framework to measure the physical and psychological impact of its programs among participants and in their communities.

The future is filled with promise for FitSpirit, and it is with enthusiasm that we invite you to join us to inspire, motivate and change the lives of thousands of teenage girls.



Claudine Labelle
President and Founder

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



Isabelle Viger
Chair of the FitSpirit
Board of Directors

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

A WORD FROM SOPHIE GRÉGOIRE-TRUDEAU, OFFICIAL SPOKESPERSON FOR FITSPIRIT

It's with great pride and pleasure that I agreed to be part of FitSpirit. During my career I have often spoken about the issues confronting young women and the challenges they face in adolescence with respect to body image and self-esteem. For these reasons the mission and values promoted by FitSpirit have deeply interested me.

FitSpirit makes physical activity more accessible to young girls by integrating key motivational factors such as being with friends, the element of having fun, and bringing inspiring ambassadors into the mix. The result is a movement that nourishes teenage girls' confidence and self-esteem and promotes their full development.

A source of pleasure and physical and mental well-being, physical activity occupies an important place in my daily life, and I believe that the customized programs developed by FitSpirit bring together the essential ingredients to integrate physical activity into the lives of teenage girls. Through my involvement, I hope to add my voice to those of the FitSpirit team in order to promote the organization and share widely its message of inspiration and motivation for an entire generation.



Sophie Grégoire-Trudeau
Official spokesperson
for FitSpirit

A handwritten signature in black ink, which is a stylized and cursive representation of the name Sophie Grégoire-Trudeau.

THE TEAM

Enthusiastic and dynamic, the FitSpirit team is fully engaged in its mission of developing and implementing physical activity initiatives that will appeal as much to girls aged 12 to 17 as to the program leaders in their communities and organizations.

FitSpirit counts on nearly 200 ambassadors to inspire and motivate teenage girls to be active on a daily basis. The participation of these ambassadors is essential to the success of the FitClub program since they act as realistic and accessible role models for young girls. Our ambassadors give life to the FitSpirit message since physical activity continues to play a key role in their

own development. Their powerful and impactful message conveys the importance of healthy lifestyle, self-esteem, confidence and surpassing one's limits.

On the ground, the girls are surrounded and supported by a growing number of volunteers who are present at various stages in the projects and programs and bring together their knowledge and passion in order to guide teenage girls towards adopting a healthy and active lifestyle. FitSpirit is also supported by more than 400 corporate volunteers during the running events, which take place annually in Quebec City, Montreal and Toronto.



A few of our FitSpirit ambassadors at the Quebec City Celebration Event in 2016.

Our president, Claudine Labelle, with master of ceremonies Roxane Bergeron at the Quebec City Celebration Event in 2016.



A volunteer gives out medals at the Montreal Celebration Event in 2016.



**“Enthusiastic
and dynamic,
the FitSpirit team
is fully engaged
in its mission.”**



“I am blown away by seeing girls who haven’t met before encourage each other.”

SCOPE OF OUR ACTIVITIES

Julianne Giannetti Participant

A grade 10-student at Polyvalente Ste-Thérèse high school, Julianne has taken part in FitSpirit programs for four years. Upon entering high school, Julianne was introduced to FitClub, which was being held for the first time at her school. The teen was caught by the FitSpirit wave and got her friends to sign up for the adventure too. Julianne admits to immediately loving the idea of sport in general, without focusing on a particular discipline or being part of any team. She likes the participation aspect of sport, rather than the competitive aspect, something that is incorporated into the FitSpirit programs.

For Julianne, FitSpirit is a great opportunity to be active and get moving, while always having in mind the goal of running a 5K or 10K, but above all, the chance to let go with friends without feeling any pressure. Julianne loves the fact that participation in her school’s FitClub is constantly growing, and she’s always thrilled to hear the inspiring talks that are given at the launch of the program.

Last but not least, Julianne is particularly taken by the spirit of camaraderie, mutual support and solidarity that develops between girls during the final running event. As she says, “I am blown away by seeing girls who haven’t met before encourage each other and cross the finish line together, supporting one another... it just makes the moment even more magical.”



Julie Robert
Volunteer

With 20 years of experience behind her, Julie Robert teaches social studies to secondary IV and V students at Polyvalente Ste-Thérèse.

In 2012, while flipping through a newspaper, this avid runner noticed a photo of a former colleague who started a FitSpirit program in her school. Curious to find out more, she looked up FitSpirit's website and without a moment's hesitation, registered her school for the start of the following year. In September, she established contact with FitSpirit and four of her teaching colleagues joined her to start the program at their school. There was immediate interest and 70 students enrolled in the first year.

Julie is thrilled with the positive effects the FitClub program has had on the students. Julie is a first-hand witness of the ups and downs girls experience during adolescence, and

she finds that physical activity is sometimes a real test for them at a time when their bodies are going through big changes. The FitSpirit activities give them momentum to get moving and feel a sense of pride. The group spirit and sense of belonging that are hallmarks of the program also solidify the bonds of friendship and camaraderie among girls of all different backgrounds.

Julie sums it up: "At Polyvalente Ste-Thérèse, FitSpirit is now part of the family, and the school community continues to take part year after year with excitement and enthusiasm... to my complete delight!"



Jade Tremblay
Ambassador

Responding to an ad on Facebook looking for new ambassadors to get involved in the program, Jade Tremblay landed in the FitSpirit

family two years ago and never looked back.

Buoyed by encouragement from her friends and relatives who believed in her creative ideas for physical activities and her talent for motivating a group, Jade enthusiastically donned her FitSpirit ambassador's shoes for the Laurentian region in Quebec. She gave four presentations in 2015-2016, and along the way, she took part in the celebration events and FitClub launch activities, during which she leads the initial training session in a fun and completely original way.

It goes without saying that Jade is passionate about sport and physical activity! A snowboarding fanatic for many years, she unfortunately had an accident in 2015, after which she had to temporarily set aside her beloved sport and explore other options. It was then that she discovered cycling and triathlons.

A dynamic young woman who's a graduate in fashion marketing and a certified private trainer, Jade has been very fulfilled by her role as a FitSpirit ambassador, which allows her to encourage girls to be brave enough to try out physical activities. "I am so happy to see that FitSpirit succeeds in showing them they're capable of meeting the challenge, of running a 5K or 10K," she says. "And I am particularly moved by the mutual support and sense of solidarity that develops between the girls during their FitSpirit adventure."

“The expansion project into other parts of Canada also got off the ground with a pilot project in Alberta.”

2015-2016 ACHIEVEMENTS

Several aspects of the organization have experienced significant success or undergone transformations this year.

First, new more efficient technology systems were developed. Virtual tool boxes were implemented so that ambassadors and program leaders in the field could have better access to FitClub materials. To facilitate collaboration, sharing and communication, private discussion groups were created on Facebook, where honest and constructive conversations between peers took place throughout the year.

As well, the nutrition component of the program was completely transformed for Quebec schools and organizations. In collaboration with Vivaï sports nutrition experts, the program took on an interactive element and focused on changing eating habits over the long term. A nutrition page, bringing together all the new tools, was developed for the website and a strategy was implemented to encourage teenage girls to participate. Throughout the FitClub program, girls were invited to try out recipes from Saputo, a founding partner of FitSpirit.

The expansion project into other parts of Canada also got off the ground with a pilot project in Alberta. The reception was very positive, and things look promising for the implementation of programs outside of Quebec and Ontario. Similarly, FitSpirit's niche expanded with the development of a pilot project in a youth centre.



Furthermore, the sources of funding for FitSpirit were diversified during the year, notably through the creation of a fundraising campaign cabinet and the involvement of the team from Oxygène, which was given the mandate to organize FitSpirit's first fundraising event. The first edition of the Bal père-fille (the Father-Daughter Ball) to benefit FitSpirit will take place in May 2017. In addition, members of the business community have joined forces with FitSpirit and mobilized for the cause, as evidenced by a new collaboration initiated with L'Effet A.

Finally, FitSpirit's media coverage experienced an important turning point this year with the arrival of Sophie Grégoire Trudeau as official spokesperson for the organization.

A number of public relations activities took place following the official announcement on April 14, and coverage was significant in most major media outlets. In addition, FitSpirit's president and founder, Claudine Labelle, was named Young Leader of Quebec in the Social Responsibility category during the 2016 ARISTA Gala, organized by the Junior Chamber of Commerce of Montreal, and the Trophy for Sport and Innovation from the International Olympic Committee (IOC) was awarded to FitSpirit in May.



01

FITSPIRIT

KEY STATS FOR 2015-2016

Participants

Number of girls learning about the importance of being active

24,856

FitClub participants

10,018

FitSpirit workshops offered to participants

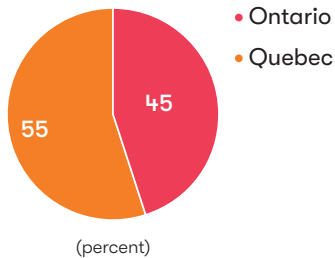
676

02

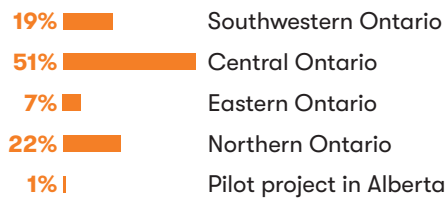
Schools and organizations

Number of schools and organizations in FitClub

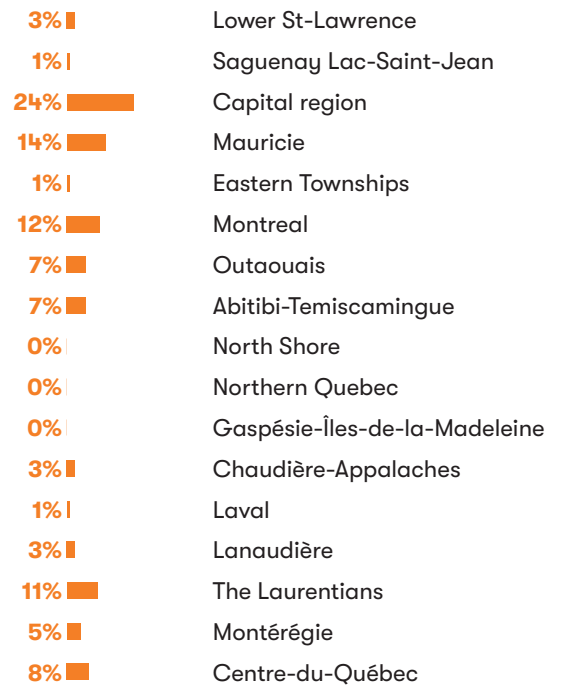
196



Schools and organizations Ontario



Schools and organizations in Quebec



03

Volunteers and stakeholders

Ambassadors who contribute to FitSpirit's mission	95
Volunteers who contribute to FitSpirit's mission	627
Corporate volunteers	255

04

Celebration events

Provincial events	3
Regional events	3
Local events	1

05

Online community

Number of "Likes" on Facebook	14,945
Number of Instagram subscribers	2,280
Number of Twitter subscribers	1,432

BOARDS AND COMMITTEES

FitSpirit's boards and committees ensure its programs and resources are optimized. To that end, FitSpirit would like to acknowledge the dedication and involvement of its members who offer their expertise to the organization, allowing it to grow and achieve its goals over the short, medium and long term. Thanks to these volunteers and partners from various sectors, FitSpirit can take its place as a credible organization within its field. Thank you for supporting FitSpirit.

CAMPAIGN CABINET

Co-chairs

Diane Giard, Executive Vice President, Personal and Commercial Banking | National Bank
Geneviève Fortier, Senior Vice President, Human Resources and Public Affairs | McKesson

MEMBERS

- **Lise-Anne Amyot**, Vice-President, Remote Sales and Service | National Bank
- **Louis-Philippe Carrière**, Chief Financial Officer | Saputo
- **Nicolas Chevalier**, Chief Risk Officer and Partner | Pembroke - Private Wealth Management
- **Claudine Labelle**, President and Founder | FitSpirit
- **Diane Lafontaine**, Assistant Vice President, Marketing and Communications | Sun Life Financial
- **Ève Laurier**, General Manager | Edelman Montreal
- **Stéphane L'Espérance**, Executive Vice President, Eastern Canada | AON Canada
- **Steeve Robitaille**, Partner | Stikeman Elliott
- **David Savard**, Managing Director, Head of M&A and Financial Sponsors | National Bank Financial

BOARD OF DIRECTORS

- **Isabelle Viger**, Executive Vice President, Legal Affairs, Saputo (Chair)
- **Katia Fontana**, Vice-President, Finance and Administration | Group Dynamite inc. (Treasurer)
- **Daniel Brosseau**, Associate | McKinsey & Company
- **Karine Courtemanche**, President | Touché
- **Claudine Labelle**, President and Founder | FitSpirit
- **Éric Myles**, Executive Director of Sports | Canadian Olympic Committee
- **Danny Serraglio**, Vice-President, Business Solutions | TELUS Québec and Atlantic Canada
- **Janine Szczepanowski**, Principal | JRS Solution Providers
- **Julie Godin**, Vice-Chair of the Board, Chief Planning and Administration Officer | CGI



“FitSpirit can take its place as a credible organization within its field.”

FINANCIAL RESULTS

Thanks to the generosity of our donors, partners and volunteers and the hard work of the FitSpirit team, the 2015-2016 fiscal year end showed revenues of slightly more than \$1.5M, an increase of nearly 30% over the 2014-2015 year. During the last year, we started diversifying our revenue sources by laying the groundwork for our first major fundraising campaign and our first fundraising event, two projects which will bear fruit in the coming years.



51.43% Donations and sponsorships
38.53% Grants
9.62% Enrollment revenue
0.42% Other revenue

We have continued to streamline and increase efficiency in order to allow FitSpirit to offer quality programs while taking into account our limited resources. Program expenditures for the 2015-2016 fiscal year total \$817,981, representing 62% of total expenditures.

Despite the 25% growth in the number of participants, our expenses did not change significantly. For another consecutive year, our expenditures were managed wisely.

62.42% Programs
22.09% Administrative expenses
15.25% Philanthropic development and communication



THANK YOU TO OUR DONORS

FitSpirit would like to sincerely thank its donors for their support towards the cause and their efforts to create awareness among their networks and in their communities about the realities facing young girls who abandon sports and physical activity in their teenage years. Their donations help make programs and activities available to teenage girls from many different backgrounds that respond to their needs and allow them to adopt a healthy, active lifestyle over the long term.

\$50,000 AND UP

Fondation Jeunesse-Vie
Ontario Sport and Recreation Communities Fund (OSRCF)
Ontario Trillium Foundation
Québec en Forme
Saputo inc.
TELUS
The Mirella and Lino Saputo Foundation

\$25,000 TO \$49,999

Canadian Tire Jumpstart Charities
Power Corporation of Canada

\$1,000 TO \$24,999

AON Canada

GOODS AND SERVICES

Edelman Montréal
EY Canada
Groupe Dynamite inc.
John st.
Stikeman Elliott S.E.N.C.R.L

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