



**FITSPIRIT MARKS ITS
15TH ANNIVERSARY!**



EDITORIAL

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OUR MISSION AND VALUES

Our 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.

Our values

FUN

Fun should always be part of the game!

When we have fun, it makes us want to do it all over again.

FULFILMENT

We make sure that everyone feels welcome.

Promoting a caring environment—always a win!

TEAM SPIRIT

Together, we motivate and help each another.

Respect and inclusion are at the core of our playbook.

COMMITMENT

We are building an inspiring community for healthy teenage girls.

Each action makes a difference and creates a domino effect!

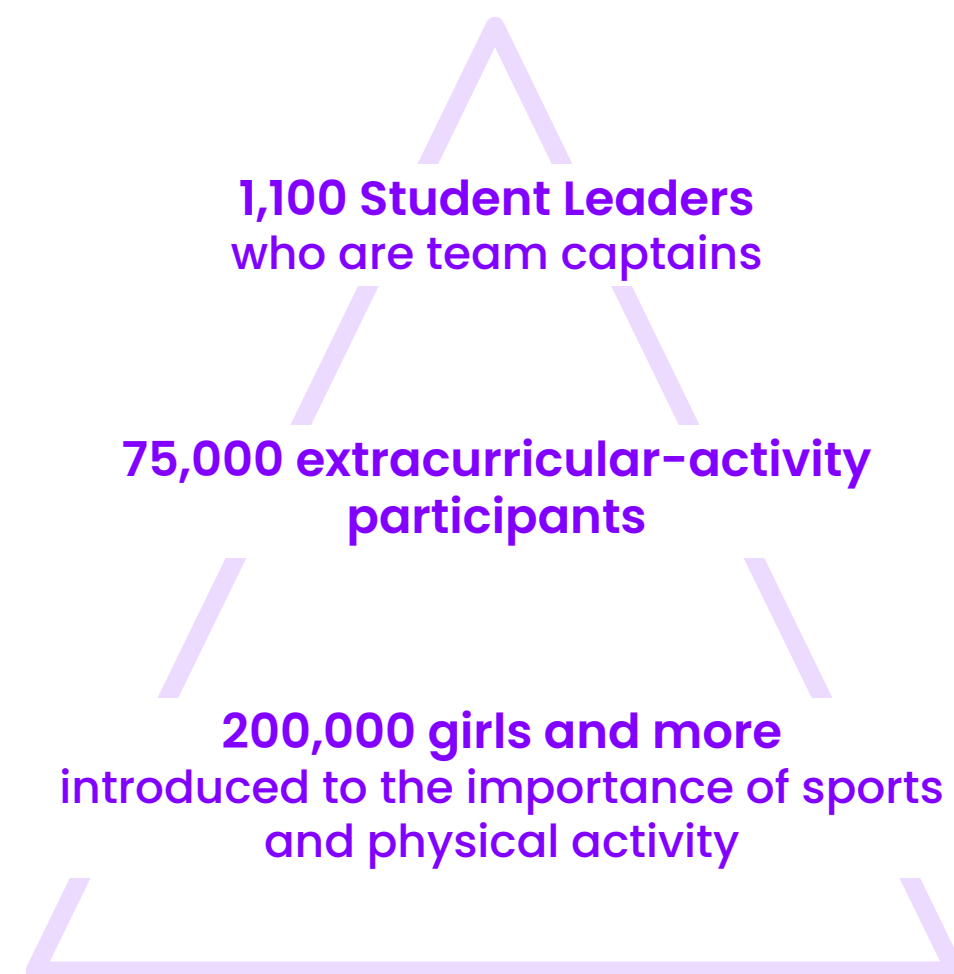


FITSPIRIT MARKS ITS 15TH ANNIVERSARY!

What a thrill it was to see the smiling faces of thousands of teenage girls at our events! The return of FitSpirit Celebrations presented by Scotiabank in six Quebec cities was undoubtedly one of the highlights of the year.

FitSpirit's 15th anniversary was also marked by a growth in the number of partner schools across Quebec. The annual programming theme – “Get some fresh air with FitSpirit” – helped inject renewed energy into schools and encouraged teenage girls to discover the joys of being active outdoors.

How teenage girls are more physically active since 2007



[▶ VIEW THE VIDEO OF FITSPIRIT'S 15TH ANNIVERSARY CELEBRATIONS!](#)



OUR SPOKESPERSONS



“FitSpirit’s 15th anniversary is an opportunity to celebrate and recognize the involvement of the extraordinary people who have made a difference for our organization and allowed us to make such great strides. It’s about remembering the smiling faces of thousands of young girls whose lives took a turn for the better. For me, as an entrepreneur, it’s about taking a moment to look back on all that we’ve achieved, at all the minor and major victories, and also the difficult times when key people reached out to lend us a helping hand. It’s about marking 15 years filled with gratitude.”

– **CLAUDINE LABELLE,**
President and Founder of FitSpirit

“Since it was founded, FitSpirit has made a difference in the lives of thousands of teenage girls by promoting physical activity. It’s an honour to take over as Chair of the Board of Directors and to continue working with a high-quality team of dedicated directors. Together, we will continue to ensure the success and development of this inspiring mission.”

– **BRIGITTE HÉBERT,**
Chair of the FitSpirit Board of Directors

“For a third year, we are happy to be FitSpirit mentors and role models for teenage girls by sharing our respective journeys with them; our successes, our challenges, but most of all, our learnings. FitSpirit is a big family that listens to teenage girls and we hope to be part of it for many years to come so that we can inspire more young girls to discover physical activities that they enjoy.”

– **CHLOÉ, MAXIME AND JUSTINE DUFOUR-LAPOINTE,**
FitSpirit mentors

“Dance allowed me to experience the many benefits of physical activity. I would like to see all teenage girls benefit from it, regardless of what their activity of choice is! It’s an honour, therefore, to team up with FitSpirit as a mentor! I have nothing but admiration for the work this great team has been able to achieve. I’m proud to represent FitSpirit’s values and to help fulfil its mission.”

– **KIM GINGRAS,**
FitSpirit mentor

OUR SCHOOL PROGRAMS

OUR PROGRAMS

FitSpirit provides coaching to partner schools throughout the year:

THROUGHOUT THE YEAR

SCHOOL ACTIVITIES

School Leaders held a variety of physical activities throughout the year, with support from FitSpirit.

VISITS FROM AMBASSADORS

FitSpirit Ambassadors visit partner schools to hold physical activities.

FITSPIRIT ROUTES

New!

Festive outdoor event held at schools, pairing physical activity with arts and technology.

TRAINING FOR FITSPIRIT SCHOOL LEADERS, STUDENT LEADERS AND AMBASSADORS

Interactive activities where FitSpirit shares best practices to help the people surrounding teenage girls change the way physical activity is presented to them.

FALL

TRAINING VIDEOS

12 new yoga and circuit training videos available free of charge at FitSpirit.ca.

INSPIRATIONAL CONFERENCES

Kim Gingras, the Dufour-Lapointe sisters, Ariane Lajeunesse, Chloée Deblois and Kristel Ngarlem shared their stories with participants and spoke about their relationship with physical activity.

THE FITSPIRIT HOCKEY RENDEZ-VOUS

New!

With a contribution from the Hockey Canada Foundation*, events were held in the Gaspé and Eastern Townships regions with the objective of helping teenage girls discover hockey.

WINTER

FITSPIRIT WELL-BEING PROGRAM, POWERED BY BENEVA

New!

An entire section of our website is devoted to the issues of stress and anxiety. The section also features helpful tools intended specifically for teenage girls.

TRAINING PROGRAMS

Running, walking or biking, FitSpirit offers 8-week programs to help schools and girls prepare for longer distances, one step at a time, and safely.

FITSPIRIT CELEBRATIONS PRESENTED BY SCOTIABANK

End-of-year celebrations of physical activity held in six Quebec cities.

SPRING

* The Hockey Canada Foundation is its own entity, separate from Hockey Canada. FitSpirit is very sensitive to the recent events involving Hockey Canada. We continue to work on providing a variety of safe, high-quality sport and physical activity experiences for teenage girls.

FITSPIRIT IN 2021-2022...



227

SCHOOLS PARTNER



6,250

FITSPIRIT PARTICIPANTS



750

SCHOOL LEADERS



200

STUDENT LEADERS

REGIONS

Abitibi-Témiscamingue
 Bas-Saint-Laurent
 Capitale-Nationale
 Chaudière-Appalaches
 Centre-du-Québec
 Côte-Nord
 Estrie
 Gaspésie—Îles-de-la-Madeleine
 Lanaudière
 Laurentides

SCHOOLS

7
 23
 26
 21
 10
 7
 7
 7
 8
 19

REGION

Laval
 Mauricie
 Montérégie
 Montréal
 Nord-du-Québec
 Outaouais
 Saguenay—Lac-Saint-Jean
TOTAL QUEBEC

SCHOOLS

13
 14
 20
 20
 3
 12
 10
227

View [the list of FitSpirit partner schools](#) for the current year.



A record number of partner schools joined the FitSpirit movement in 2021-2022. We hope to continue this growth in 2022-2023!

OUR FESTIVE EVENTS

Scotiabank presents

FITSPIRIT Celebrations

[View the video of the 2022 FitSpirit Celebrations! \(French only\)](#)

The largest active event for teenage girls in Quebec

FitSpirit's year of participation culminated in the FitSpirit Celebrations presented by Scotiabank. These major events, deployed throughout Quebec, allow thousands of teenage girls to experience a memorable day with friends. All Quebec high schools were invited to participate.

These festive events challenged participants to run or walk a distance of five or 10 kilometres without a stopwatch. Participants were also invited to enjoy various activities organized by our activation partners.

176

FITSPIRIT PARTNER SCHOOLS

45

ACTIVATION PARTNERS

6 grand events that reached 6,000 girls!

- May 10th, Montreal
- May 12th, Trois-Rivières
- May 19th, Quebec City
- May 25th, Rimouski
- June 1st, Sainte-Gertrude-Manneville
- June 14th, Port-Cartier







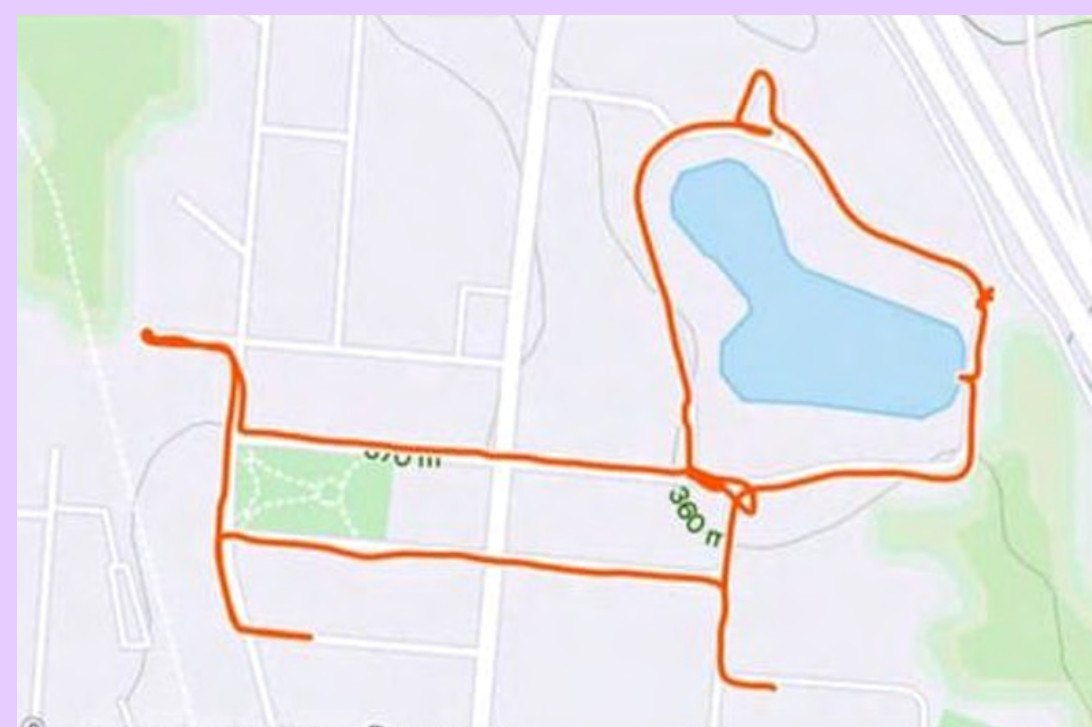
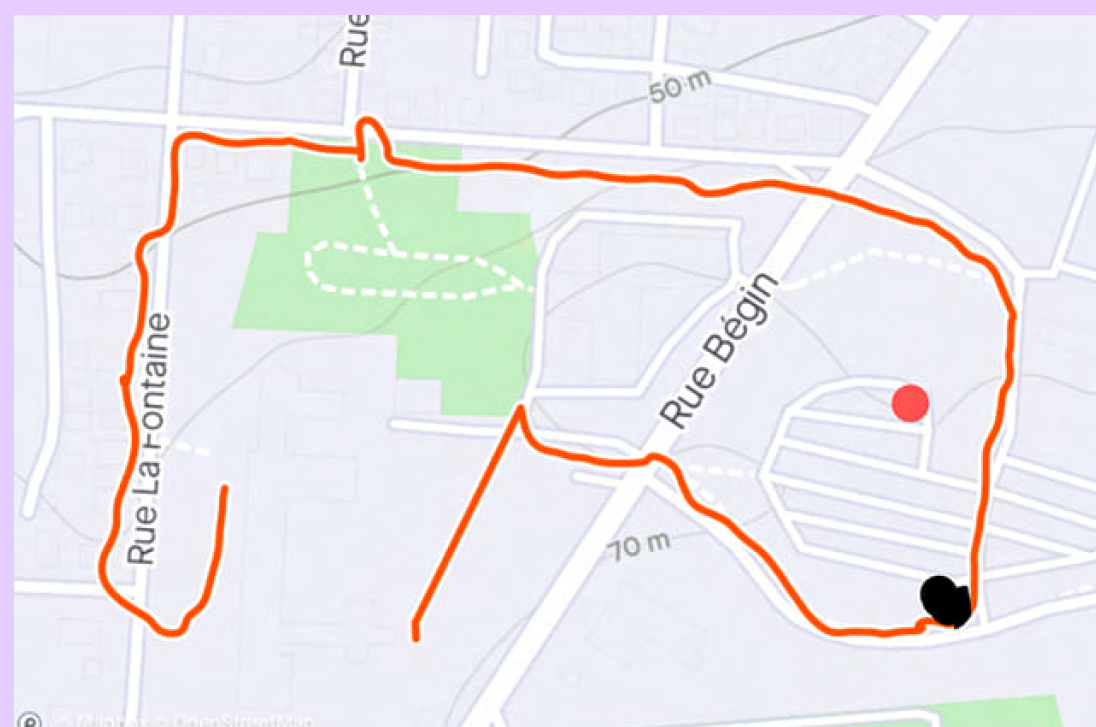
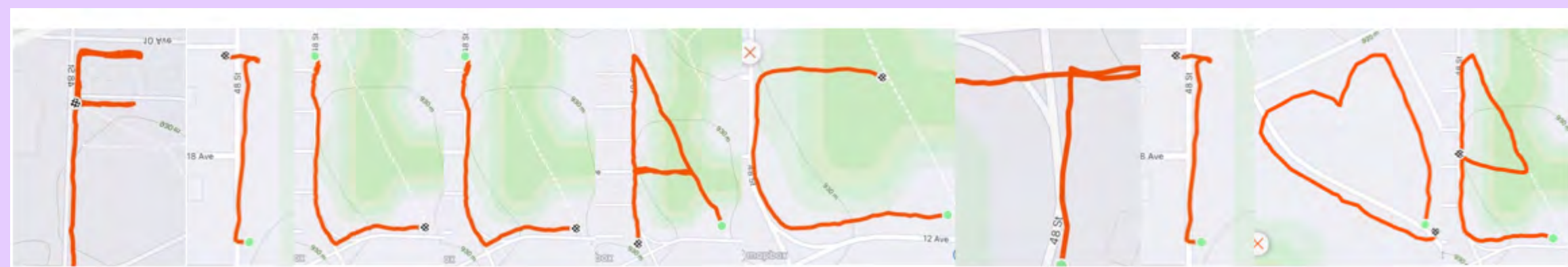
Thank you to Scotiabank for its donation of \$1 million over five years in support of the FitSpirit Celebrations.



OUR FESTIVE EVENTS

FitSpirit Routes: A new outdoor event held during the fall

From November 1st to 5th, 2021, all the girls in FitSpirit partner schools were invited to draw their own path using technology in creative ways. This new event is meant to encourage teenage girls to get active outdoors and sign up for the program.



The FitSpirit Hockey Rendez-vous

With a contribution from the Hockey Canada Foundation*, events were held with the objective of helping teenage girls discover the joys of hockey. In the Gaspé region, participants had the opportunity to try para ice hockey, with the collaboration of Parasport Québec, and in the Eastern Townships region, they were introduced to deck hockey.

Thank you to our regional partners for their support:



Thank you to the Hockey Canada Foundation for its donation of \$30,000 over two years in support of the FitSpirit Hockey Rendez-vous.



* The Hockey Canada Foundation is its own entity, separate from Hockey Canada. FitSpirit is very sensitive to the recent events involving Hockey Canada. We continue to work on providing a variety of safe, high-quality sport and physical activity experiences for teenage girls.

MORE OPPORTUNITIES TO GET ACTIVE!

From September to June, in addition to FitSpirit events, FitSpirit partner schools made considerable efforts to offer participants numerous activities and opportunities to get active.

3,220 activities were held by FitSpirit partner schools in 2021-2022*:

- ✦ Sports activities (volleyball, badminton, etc.).
- ✦ Group training sessions set to music (circuit training, Zumba, yoga, aquafitness, etc.).
- ✦ Outings (hiking, snowshoeing, etc.).
- ✦ Active games (catch-the-flag, free swim, hoops, etc.).
- ✦ Running.

** Soft data based on FitSpirit partner schools that completed their activity report on the school portal.*



A CARING COMMUNITY

At a FitSpirit partner school, participants receive coaching from caring people who help implement FitSpirit activities and ensure that they enjoy positive, high-quality experiences practicing a physical activity.



FitSpirit School Leader

The FitSpirit School Leader plans and oversees FitSpirit activities in school, motivates the troops, and encourages friendship! Any member of the school team can act as a FitSpirit School Leader (homeroom or physical education/health teacher, member of the support team, director of recreation or extracurricular activities, etc.).



Student Leader

The Student Leader is a dynamic and responsible participant who plays an instrumental role in deploying FitSpirit activities in its school. In other words, she is the “team captain”! Through her positive, caring, and non-judgmental attitude, she motivates participants and helps the team of FitSpirit School Leaders to organize and lead activities and ensure that they run smoothly.



FitSpirit Ambassador

The FitSpirit Ambassador is a physical activity professional or specialist in a sports discipline who visits partner schools to lead a physical activity or sports sessions in a supportive atmosphere, where the pleasure of being active among girls is front and centre. She offers positive and high-quality experiences that help girls develop their self-confidence through sports and physical activity. Partner schools receive up to three visits from Ambassadors per year.

FitSpirit partner schools received **255** visits from Ambassadors in the past year.

IN 2021-2022...

750

FITSPIRIT SCHOOL LEADERS

200

STUDENT LEADERS

53

FITSPIRIT AMBASSADORS

OUR TRAINING ACTIVITIES

Training activities are a core component of the FitSpirit approach aimed at transforming the way that physical activity is presented to teenage girls. In order to achieve this goal, we support individuals who rally the participants in an effort to help them better identify the obstacles to physical activity among teenage girls and offer them solutions adapted to their specific needs and based on conclusive data.

FitSpirit training activities in 2021-2022:

- ✦ 80 FitSpirit School Leaders in 64 schools.
- ✦ 95 Student Leaders in 22 schools.
- ✦ Mandatory online training for Ambassadors, including a new module on body image presented in collaboration with the organization ÉquiLibre.
- ✦ Six lunch-and-learns offered throughout the school year to maintain contact with dozens of FitSpirit School Leaders.

Thank you to the RBC Foundation for its donation of **\$425,000** over five years in support of training activities.

"Thanks to this training, I learned some things that I didn't know about the benefits of physical activity, for example that it stimulates your artistic side or helps you deal with the inconveniences of menstruation. I also learned why girls are not active enough, so now I have a better idea of how to encourage girls at my school to participate in activities."

– A STUDENT LEADER



OUR RECOGNITION PROGRAM

FITSPIRIT/GO

Under the FITSPIRIT/GO project launched in 2020, FitSpirit highlights the involvement of different groups within its community through various personalized initiatives, made possible thanks to its dynamic data culture, which includes a new data management platform. The following recognition actions were undertaken in 2021-2022:

- ✦ A FitSpirit banner to hang in the school gym to proudly display their colors.
- ✦ Personalized badges for partner schools, School Leaders, participants, Student Leaders and Ambassadors to recognize their role and their years of involvement or participation.
- ✦ A FitSpirit T-shirt for School Leaders whose involvement with a school dates back five years or more, and for Ambassadors whose commitment dates back two years or more.
- ✦ Badges to affix to their FitSpirit Student Leader T-shirts to highlight their role within their respective FitSpirit groups.
- ✦ Personalized portraits of School Leaders on our [website](#), to highlight the dedication of those who have been involved for 10 years or more.
- ✦ The list of schools that have partnered with FitSpirit for 10 years or more, posted on our [website](#).



Thank you to the TELUS Foundation for its donation of \$25,000 in support of the FITSPIRIT/GO project.

THANK YOU TO OUR FITSPIRIT LEADERS INVOLVED FOR 10 YEARS AND MORE

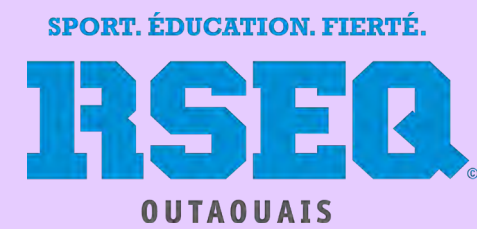
- ✦ Karine Mayer, École Mont-Royal (Montreal) – 10 years
- ✦ Nadine Demers, École secondaire de Saint-Anselme (Chaudière-Appalaches) – 10 years
- ✦ Ève Pelletier, École secondaire des Patriotes (Laurentides) – 10 years
- ✦ Diane Juteau, École secondaire Jean-Nicolet (Centre-du-Québec) – 10 years
- ✦ Cynthia Boucher, École secondaire Val-Mauricie (Mauricie) – 10 years
- ✦ Annie Bidégaré, École secondaire Hormidas-Gamelin (Outaouais) – 11 years
- ✦ Audrey Dupuis, École des Boisés (Mauricie) – 11 years
- ✦ Marie-Ève Barrette, École Polyvalente Le Carrefour (Outaouais) – 11 years
- ✦ Annie Moreau, École secondaire de Neufchâtel (Capitale-Nationale) – 11 years
- ✦ Michèle Neveu, Académie les Estacades (Mauricie) – 12 years
- ✦ Lyne Thériault, École Sainte-Famille/aux Trois-Chemins (Outaouais) – 12 years
- ✦ Line Denis, École polyvalente Saint-Jérôme (Laurentides) – 12 years
- ✦ Guylaine Bolduc, École de la Haute-Ville (Montérégie) – 12 years

"FitSpirit is impressive, it's beautiful, and it has wonderful energy. It's something that allows us to thrive and through which girls can connect with each other. When you're a teacher, you have to find a sideline. I don't do anything in particular, and I'd even say it's selfish on my part to be a FitSpirit Leader, as it allows me to take part in tons of activities that I would not take part in without this program."

– GUYLAINE BOLDUC, FitSpirit School Leader at the École de la Haute-Ville in Granby for the past 12 years



THANK YOU TO OUR REGIONAL PARTNERS AND COORDINATORS



“Thanks to FitSpirit, girls in the Gaspésie-Îles-de-la-Madeleine region can take part in activities, such as yoga, dance and cardio workouts, by using the videos created by FitSpirit. These activities would not be possible due to the lack of animators in some areas of the region. Thank you FitSpirit!”

– LYNE LALANDE,
Regional FitSpirit Coordinator,
Gaspésie-Îles-de-la-Madeleine

“As a FitSpirit partner and coordinator, it’s always a pleasure to renew our connections with partner schools year after year. The motivation of participants and School Leaders is stimulating, and FitSpirit meets a real need by ensuring that girls get active while having fun.”

– HÉLÈNE BOUCHER,
Regional FitSpirit Coordinator,
Outaouais

The complete list of Regional FitSpirit Coordinators is available on our [website](#).

FITSPIRIT WELL-BEING PROGRAM, POWERED BY BENEVA

The Anti-Stress Bubble

Under the FitSpirit Well-being program, powered by Beneva, FitSpirit created a new section on its [website](#) to address the issues of stress and anxiety among teenage girls. The section features a number of tools, including a quiz, tips for feeling better, and a series of six video capsules. The capsules are presented in the form of spontaneous discussions during which girls, without taboos or constraints, tell us about the place that stress and anxiety occupy in their daily lives, along with the tricks they use to feel better.



Lunch-and-learns for parents

FitSpirit organized two lunch-and-learns geared to the parents of teenage girls. Developed and presented by Isabel Dagenais, consultant-psychologist, who helped our team create all the content, and Geneviève Leduc, senior advisor for programs at FitSpirit, these lunch-and-learns covered the following subjects:

- ✦ The role that physical activity and healthy habits have on stress and anxiety management during adolescence.
- ✦ Tips for better supporting your teenage girl and guiding her towards more optimal mental health.

Thank you to Beneva for its donation of \$200,000 in support of the FitSpirit Well-being program, powered by Beneva.

OUR IMPACT ON TEENAGE GIRLS

OUR RESEARCH PROJECT

2021-2022 was the last year for data collection under an ambitious university research project spread out over five years. In collaboration with the Université de Montréal and various Canadian universities, FitSpirit pledged to evaluate the benefits of its approach for teenage girls and school environments. While the final results will be shared in 2023, we are proud to report on the success of this past year of data collection:

- ★ More than 1,100 FitSpirit participants answered the research questionnaire, making 2021-2022 a record year for participation in this initiative.
- ★ We issued an invitation to former FitSpirit participants, some 500 of whom answered the questionnaire to help us better understand the reasons for which they stopped participating in the program and the benefits that FitSpirit had on girls who left high school.
- ★ We questioned staff at FitSpirit partner schools to better identify obstacles to the implementation of the program, along with FitSpirit's remarkable benefits for partner schools.

FitSpirit participants

FitSpirit helped:

MOTIVATE ME TO PRACTICE SPORTS MORE OFTEN;

GAIN GREATER SELF-CONFIDENCE;

LET OFF SOME STEAM IN GOOD COMPANY;

RELEASE ALL THE STRESS I HAD BUILT UP;

GET OUT OF THE HOUSE MORE OFTEN.



KNOWLEDGE-TRANSFER AND IMPLICATION

Knowledge-transfer activities concerning girls and physical activity

- ★ Presentations given at conferences (FÉÉPEQ, Sport for Life, Acfas).
- ★ Teaching of university courses (Université de Montréal, Université Laval, University of Ottawa).
- ★ Participation in panels (Loisir sport Outaouais for youth centres, Comité estrien pour les saines habitudes de vie).
- ★ Writing of various articles for publication by our collaborators (La Lancée, VIFA Magazine and 100 Degrés).
- ★ Conferences for leaders in the FitSpirit Mother/Daughter Challenge and the A Effect.
- ★ Interview broadcast on the Radio-Canada show entitled “Le genre humain” with Monic Néron.

Involvement with organizations associated with sports and physical activity

- ★ Table sur le mode de vie physiquement actif (TMVPA) (Issue table on physically active lifestyles).
- ★ TMVPA committee on the offer of services in schools (COSMS).
- ★ Partnership with the Fédération des éducateurs et éducatrices physiques enseignants du Québec (FÉÉPEQ) to:
 - ★ Provide FitSpirit Ambassadors with better tools.
 - ★ Share knowledge about physical activity among girls with physical education and health teachers.
- ★ Content partner for La Lancée, a movement aimed at mobilizing participation and leadership among girls and women in sports, physical activity and outdoor recreation.
- ★ Meetings on the development of sports in Quebec.
- ★ Voix de Sportives project in collaboration with the Réseau Accès Participation.
- ★ Participation in the “ParticipACTION Community Better Challenge”, presented by ParticipACTION:
 - ★ FitSpirit counted more than 1 million active minutes last June through the FitSpirit Celebrations presented by Scotiabank and the training sessions in preparation for the FitSpirit Mother/Daughter Challenge.

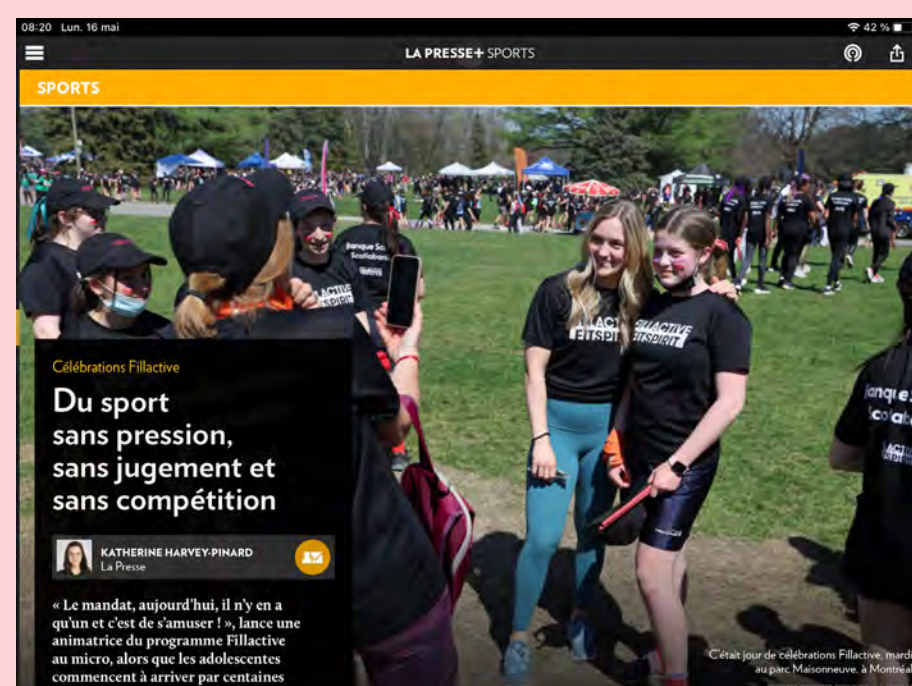


OUR VISIBILITY

FITSPIRIT IN THE MEDIA

An outreach across Quebec

FitSpirit captured the attention of the media during its 15th anniversary and the FitSpirit Celebrations presented by Scotiabank. In total, there were 89 FitSpirit mentions in print media, on the radio and television during the course of the year, in every region of Quebec. Claudine Labelle, President and Founder of FitSpirit, and Justine Dufour-Lapointe, FitSpirit mentor, acted as the leading spokespersons in the media.



Our virtual community

23,000 Facebook subscribers

2,000 LinkedIn subscribers

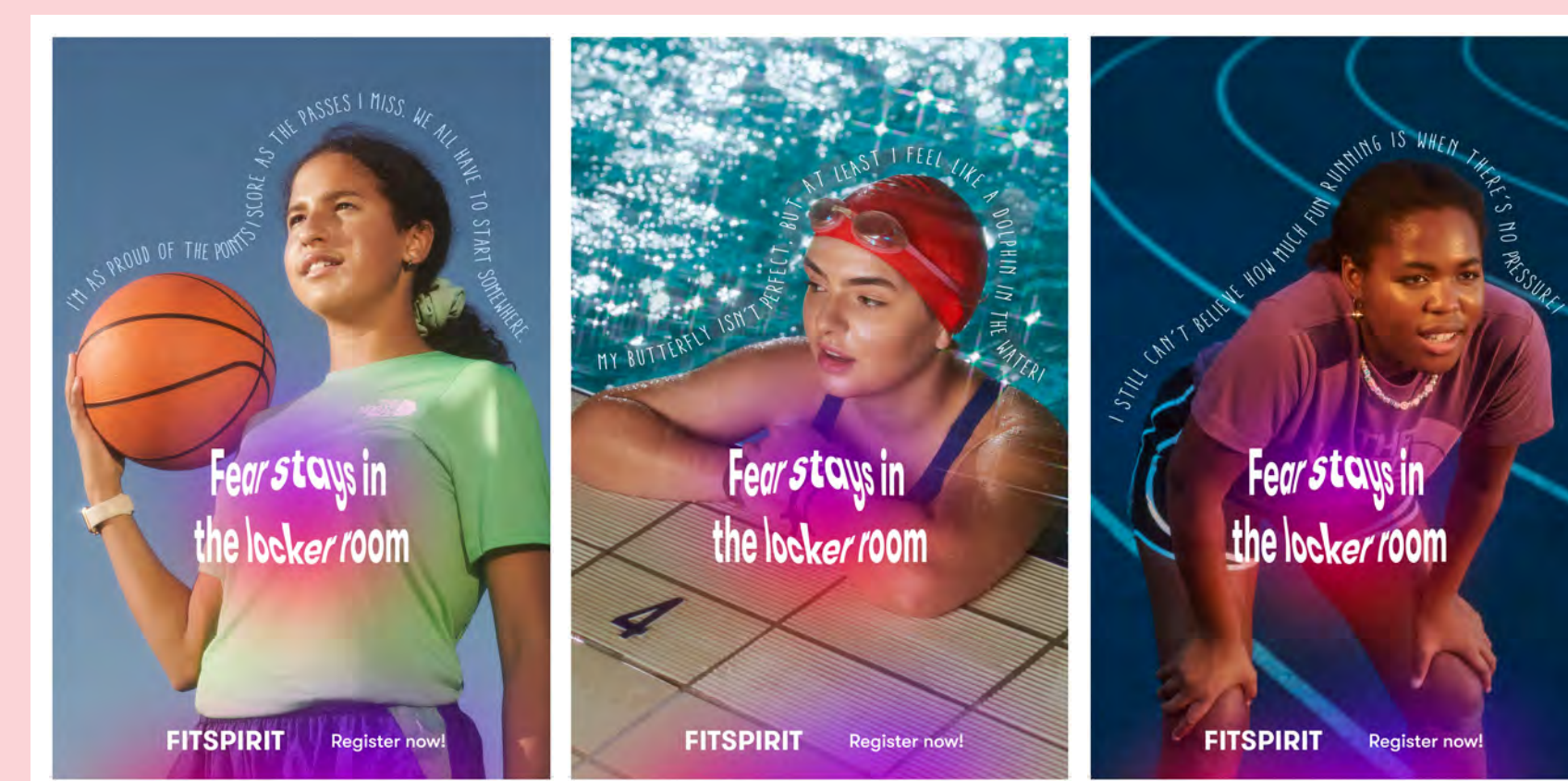
7,000 Instagram subscribers

1,200 YouTube subscribers

"Fear Stays in the Locker Room" Campaign

In the fall of 2021, FitSpirit teamed up with the Sid Lee creative agency to launch its new campaign titled "Fear Stays in the Locker Room." The message features three protagonists dealing with insecurities experienced in the practice of various physical activities, illustrated by animated monsters. This initiative demonstrated to teenage girls that there is much more to sports than they imagine.

FitSpirit was thrilled to receive the Silver Award presented as part of the Concours Idéa for its campaign [video soundtrack](#) (French only), performed by a teenage girl.



The campaign was broadcast on television, via wild posting, in bus shelters and on several websites.

Thank you to our broadcast partners:



[VIEW THE VIDEO OF OUR "FEAR STAYS IN THE LOCKER ROOM" CAMPAIGN!](#)

OUR PHILANTHROPIC EVENTS

FATHER/DAUGHTER BALL

Father/Daughter Ball: The business community always there for us!

On June 11th, 2022, the business community had the pleasure of gathering at Montreal's Windsor Station for the 6th edition of the Father/Daughter Ball.

Under the theme "Play the Game", **360 fathers and daughters** had the opportunity to immerse themselves in the world of sports—because that's FitSpirit's mission after all! Guests were treated to a sumptuous evening featuring performances by guest artists, sports challenges, a quiz and various other activities. Several personalities from the arts and sports communities took part in the event, including professional dancer and FitSpirit mentor Kim Gingras, actor Ludivine Reding and her father, Olympic track and field medallist, Bruny Surin, with his daughters Kimberley and Katherine, as well as comedian Maxim Martin and his daughter Livia.



A total of \$600,000 was raised to allow FitSpirit to continue its mission.



FATHER/DAUGHTER BALL

Thank you to the members of our honorary committee

Co-Chairs

Grégoire Baillargeon and his daughter Simone (BMO Capital Markets, Québec)

Pierre-Olivier Perras and his daughter Alice (Power Sustainable)

Karl Tabbakh and his daughters Chloé and Audrey (McCarthy Tétrault LLP)

Honorary patrons

Patrick Cyr and his daughters Camille and Coralie (Beneva)

Ronald Dahms and his daughter Vivian (SuccessFinder)

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 Miron and his daughters Catherine and Valérie (iA Financial Group)

Mathieu Tessier and his daughter Zoey (Sun Life)

Marc Villeneuve and his niece Béatrice (Desjardins)

Thank you to our partners

Presenting Partners

BMO Financial Group, McCarthy Tétrault LLP, Power Corporation of Canada

Gold Partners

iA Financial Group, National Bank, PayFacto Inc., TD

Silver Partners

Air Canada, AWS, Beneva, Canaccord Genuity, Catalys Lubrifiants, Claudine and Stephen Bronfman Family Foundation, CN, Cogeco, Deloitte, Desjardins, EY, Fasken Martineau DuMoulin LLP, Groupe Module, Harnois Énergies, KPMG, Promutuel Insurance, Saputo, Stikeman Elliott LLP, SuccessFinder, Sun Life, TELUS Health

Bronze Partners

Biron Health Group, Cascades, Davies Ward Phillips & Vineberg, Gowling WLG, Idem Real Estate, National Bank Financial Markets, Previa, Scotiabank, SYRUS Reputation



FATHER/DAUGHTER BALL



Messages from our Co-Chairs

“At FitSpirit, we’re breaking down the barriers that prevent teenage girls from practicing sports in an optimal way, and BMO is pleased to support the organization’s financing activities.”

– GRÉGOIRE BAILLARGEON,
President, BMO Capital Markets, Québec

“The concrete actions that the organization is taking with an often-neglected segment of the population make a real difference in the lives of girls, and it’s a real honour for me to support the FitSpirit cause.”

– PIERRE-OLIVIER PERRAS,
President, Power Sustainable

“When I see, with regret, that girls are abandoning sports when they reach adolescence, I make it my personal mission to take action, and that’s why I got involved with FitSpirit.”

– KARL TABBAKH,
Associate Director, McCarthy Tétrault LLP

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

An event for mothers and daughters to raise funds for teenage girls!

On August 13th and 14th, 2022, **1,400 mothers and daughters** teamed up to run, walk or cycle a total of 20, 30 or 40 km or more. The fifth edition of the FitSpirit Mother/Daughter Challenge presented by Sun Life raised the sum of **\$300,000**.

In order to meet the challenge while having fun, the FitSpirit team offered participants an eight-week preparation schedule including:

- ✦ Training programs focused on running, walking or cycling, prepared by the Running Clinic and kinesiologist Isabelle Gagnon.
- ✦ In-person training sessions given free of charge in a park, by videoconference or podcast, offered by Cardio Plein Air.
- ✦ Videos filmed by a kinesiologist, featuring complementary muscular exercises.
- ✦ Access to a nutritionist and a kinesiologist at all times, to answer questions related to nutrition and physical activity.
- ✦ A weekly challenge presented in the form of a video capsule.
- ✦ A private Facebook group.
- ✦ The option of participating in various contests for a chance to win wonderful prizes.



Thank you to Sun Life for its donation of **\$100,000** over two years in support of the FitSpirit Mother/Daughter Challenge.

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

Fly Away with FitSpirit & Air Canada contest!


As part of the Father/Daughter Ball and the FitSpirit Mother/Daughter Challenge, participants had the opportunity to participate in our *Fly Away with FitSpirit & Air Canada* contest for a chance to win a pair of airline tickets valued at **\$6,200**. The winners were invited to book a flight between Montreal and an international destination of their choice.




Influential women mobilizing in favour of health among teenage girls

39 influential Quebec businesswomen, motivated to make a difference in the lives of teenage girls, put their voices together for the fifth edition of the FitSpirit Mother/Daughter Challenge. Together, these leaders exerted a positive influence on women across their respective networks by inviting them to take action and participate in the FitSpirit Mother/Daughter Challenge alongside their daughters or mothers.












































FITSPIRIT MOTHER/DAUGHTER CHALLENGE

presented by 

Our 2022 leaders!

 Christine Babkine BRP	 Julie Bédard Medicart	 Naomi Blodeaux National Bank Financial Markets	 Karinne Bouchard Alimentation Couche-Tard	 Magalie Boutin National Film Board of Canada	 Patricia Châteauneuf CBC/Radio-Canada Media Solutions
 Marie-Huguette Cormier Desjardins Group	 Marilne Côté Événements Harricana	 Viviane Croux TD Commercial Banking	 Flavia D'Orazio Media Experts	 Danielle Danault Cardio Plein Air	 Sigrid Ellefsen TELUS
 Isabelle Folsy Point Cardinal Inc.	 Geneviève Fournier Hydro-Québec	 Marie-Josée Fournier Québecor Expertise Media	 Marie-Josée Gagnon Cosacom	 Mélanie Gilbert Beneva	 Danièle Henkel Henkel Média
 Isabelle Laprise Jarislowsky, Fraser Limited	 Christine Lavole Deloitte	 Lucie Lazar Saputo	 Marie-Christine Lemerise SuccessFinder	 Valérie Lemieux HSBC Canada	 Cynthia Lemme BMO
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 Julie Pomerleau Nespresso Canada	 Christine Potvin Sun Life	 Élise Proulx Ivanhoé Cambridge	 Valérie Sapin Energi	 Mylène Savois	 Stephanie Stjepac Oakley
 Kimrang Te EY	 Isabelle Verreault Hill+Knowlton Strategies	 Mariama Zhour HammerSmith Consulting Group			

August 13 and 14, 2022
fitspirit.ca/challenge

FITSPIRIT MOTHER/DAUGHTER CHALLENGE

Thank you to our partners

Presenting Partner

Sun Life

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Beneva, Cardio Plein Air, CBC & Radio-Canada Media Solutions, KSL, National Bank, TD Bank Group

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"Thank you to the entire team for their great work in organizing this exciting challenge. Based on what people have shared, I think that participants had loads of fun this weekend thanks to you—and that includes me and my mother!"

– A PARTICIPANT IN THE FITSPIRIT MOTHER/DAUGHTER CHALLENGE

"Mission accomplished! Kudos to my super teammates who walked, ran or cycled... A special thanks to the organizers of the challenge and the social media team for the masterful job they did of motivating and encouraging us throughout the weekend! See you next year!"

– A PARTICIPANT IN THE FITSPIRIT MOTHER/DAUGHTER CHALLENGE

"I really appreciated the chance to introduce my daughter to the notion of leadership in support of a cause, and the conversations I had with her about the purpose of the challenge and the influence that she can have on her peers."

– A LEADER IN THE FITSPIRIT MOTHER/DAUGHTER CHALLENGE



OUR DONORS AND ENGAGED ALLIES

THANK YOU TO OUR DONORS

\$100,000 and up

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Godin Family Foundation
Gouvernement du Québec
Public Health Agency of Canada
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Scotiabank

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This list consists of donors of the last fiscal year, from September 1st, 2021, to August 31st, 2022. 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

Each year, many individuals and organizations mobilize their networks and organize philanthropic activities in support of FitSpirit's mission. Through these various initiatives, we have raised **\$37,085**.

Thank you to the following individuals and organizations for supporting our cause:

Acte & LeBicar • Bromont Ultra • Bronfman Family • Dominique Lewis-Tremblay • Duchesnay Inc. • Gilles Poulin • Isabelle Simard • Katherine Cochrane • Mirego • Sara Lola Grondin-Segal • Sébastien St-Hilaire • The participants at the Bromont Ultra who chose to support FitSpirit • Virginie Ann & Catherine Paquin-Béchar

Donors of goods and services:

ABP • Air Canada • CBC & Radio-Canada Media Solutions • Cogir Real Estate • Événements Harricana • Groupe Marcelle Cosmetics • Henkel Média • Lowe's Canada • MCGF Communications • Nespresso • Oakley • Publicité Sauvage • Quebecor Média • Rodeo Production • Sid Lee • Stikeman Elliott LLP • Télé-Québec • TELUS • The North Face • Tollé Agence marketing • Vanessa Cyr Photographie

Teams in the FitSpirit Mother/Daughter Challenge that raised \$500 or more:

2 pareilles • Annable Girls • Evelyne et Ana Faryal • Girl Power • La famille bröxs • Les 3 Mousquetaires • Les croquettes coquettes • Les Darlinies à vélo • Les étincelles • Les Papouettes • Les Rayonnantes • Les sœurs Masson en action! • Les souriantes • Livia et Marraine • Mélanie et Juliette • Olivia • Osez BougEY! • Simply the best • Sun Life Walk and Talk



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OUR FITSPIRIT TEAM

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A special thanks to Isabelle Viger

FitSpirit wishes to thank Isabelle Viger, who joined its board of directors in 2013 and served as Chair from 2015 until the fall of 2021. This inspiring woman, who holds a profound belief in the benefits of physical activity and has the interests of girls at heart, exerted an enormous impact on FitSpirit's journey. The entire team thanks Ms. Viger for her rigour, dedication, presence, knowledge and listening skills.

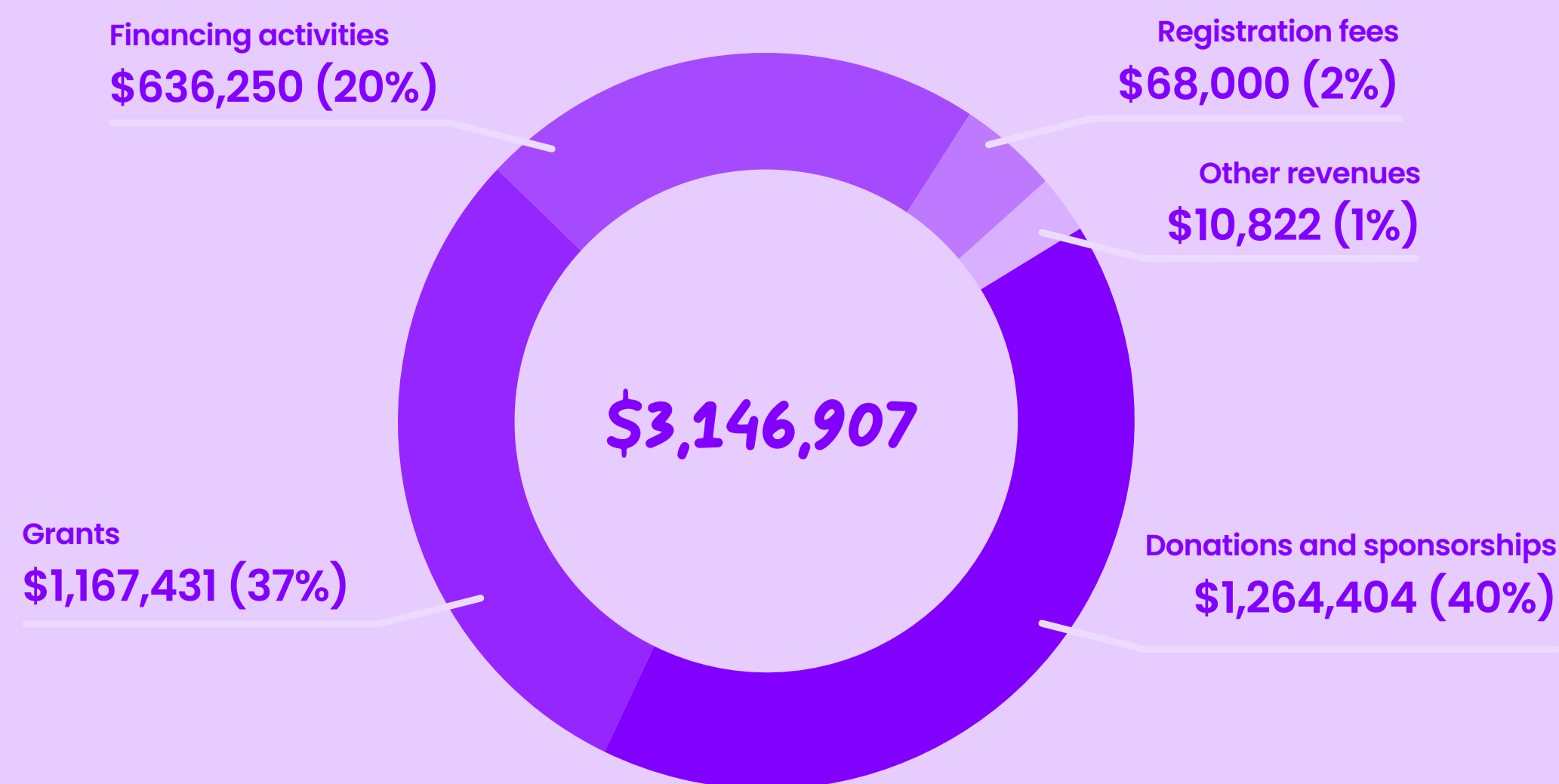
OUR FINANCES

OUR FINANCES

The data shown in the following graphs were extracted from FitSpirit’s audited financial statements for the financial year ending on August 31st, 2022. To receive a copy of the detailed report, please write to info@fitspirit.ca.

Distribution of revenues

With total revenues of \$3.1 million, FitSpirit closed out the year with a growth of 3% compared to last year. This positive result can be attributed mainly to the increase in grants from both levels of government, donations from various foundations, and the increase in the number of FitSpirit partner schools. Revenues from financing activities remain stable.

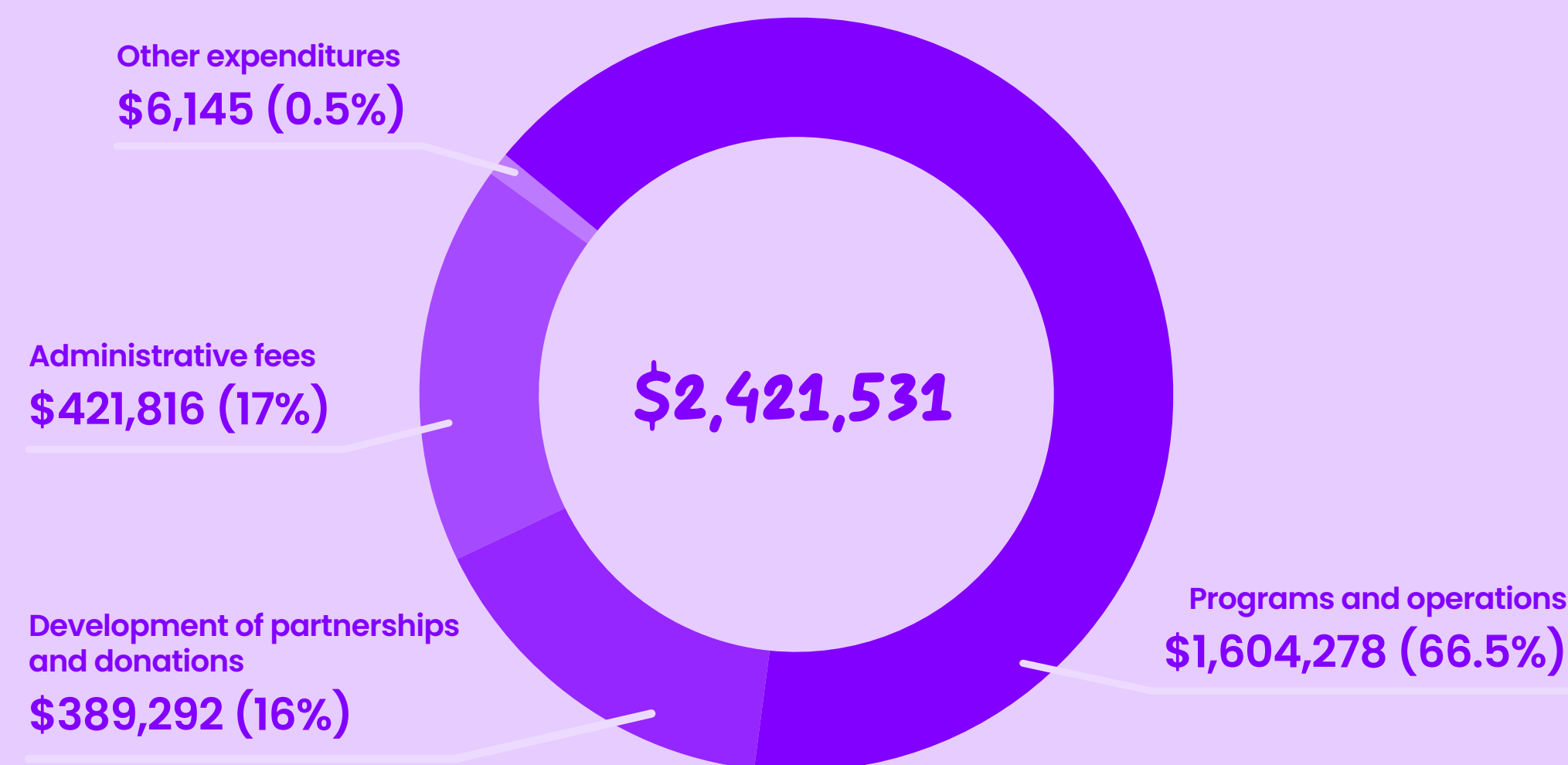


\$3,796,333

Net assets at the end of the financial year ending on August 31st, 2022

Distribution of expenditures

Overall expenditures increased by 23% compared to last year. This increase can be attributed to the gradual return to normal in the second half of the year, which allowed us to resume our activities with teenage girls and our programs in FitSpirit partner schools. As for the distribution of expenditures, it is the sector of programs and operations that has experienced the largest increase (62% to 66.5%). There was a decrease in fees associated with the development of partnerships and donations and in administrative fees, a sign of continuity in our sound management of expenditures.



\$2,000,000

Restricted net asset (amount equivalent to one year of operating costs)

FITSPIRIT

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Toll-free: 1-855-430-5322

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