



FITSPIRIT

2024-2025 Activity Report

FitSpirit: The leading expert on physical activity among girls!

318 partner schools from all across Quebec and more than **10,000 participants** joined the movement this year!

318
partner
schools

10,810
registered
participants

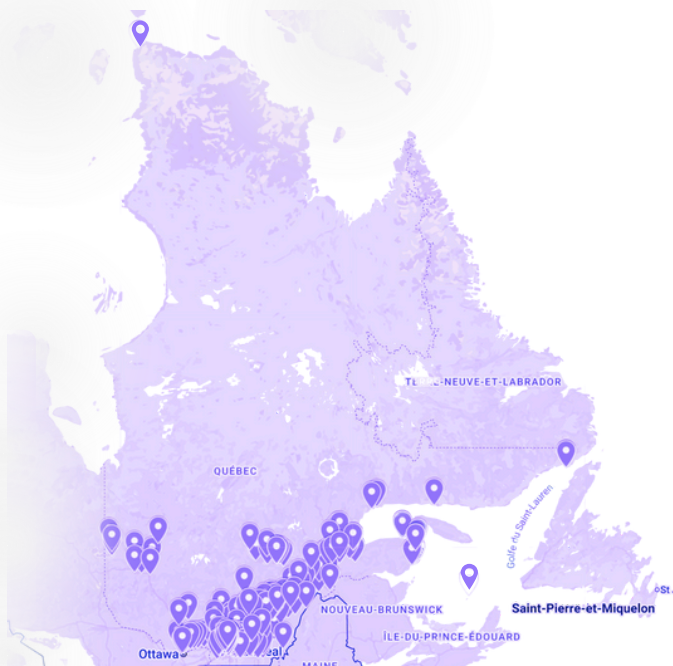
1,187
school
leaders

167
team
leaders

136
physical activity
ambassadors

Included among the extracurricular activities offered in Quebec high schools is FitSpirit's flagship program: A non-competitive multi-sport team open to all girls and anyone who identifies with its offer of activities. This year, FitSpirit surpassed the milestone of 10,000 registered participants—a first for the organization since its inception. We take pride in the knowledge that so many teenage girls had the opportunity to experience physical activity in a different way: without judgment or competition, and just the fun of it!

- **297 high schools**, including:
 - 86 schools in areas considered disadvantaged (decile ranks 8, 9, 10), according to criteria established by the Ministère de l'Éducation du Québec.
 - 3 schools located in Indigenous communities and 12 schools with a significant proportion of Indigenous students.
- **21 elementary schools** that participated in the "FitSpirit for a Day" program aimed at promoting an improved elementary-high school transition, specifically as it relates to girls participating in physical activities and sports.



FITSPIRIT

In addition to implementing its flagship program in high schools, FitSpirit shares its unique expertise in support of parents, physical activity professionals and all those who make up Quebec's ecosystem for the promotion of healthy life habits. FitSpirit's strength lies in presenting physical activity in a caring way that makes it attractive to teens.

The following key activities were carried out in 2024-2025:



Launch of the FitSpirit book

In September, FitSpirit launched its first book, titled "Pas besoin d'être championne pour avoir du fun". Published by Les Éditions de l'Homme and written by journalist Sophie Allard and the FitSpirit team, this guide, geared to the parents of teens, offers valuable tips on how to overcome the obstacles to physical activity and help girls discover – or rediscover – its benefits.

Teaching the FitSpirit approach in CEGEPs and universities

College and university professors invited FitSpirit to present its approach and expertise as part of several courses offered in kinesiology, recreation and leadership training, and physical education programs. Students who benefitted from this innovative initiative are sure to be more inclined, as professionals, to improve the way they interact with girls.

Participation in the TMVPA strategic committee

The Table sur le mode de vie physiquement actif (TMVPA – Issue table on physically active lifestyles) has a mission to mobilize government and non-governmental organizations that promote the adoption of physically active life habits among the general population with the objective of ensuring cooperation and consistency in relation to the actions that are carried out. After working closely with this issue table for the past several years, FitSpirit has further consolidated its commitment by joining the TMVPA's strategic reflection committee.



PROJECTS OF THE YEAR



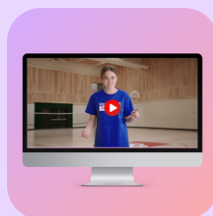
FitSpirit in Indigenous communities

A school in Nunavik registered to join FitSpirit, marking a first for the organization! Some seven Inuit teenage girls had the opportunity to get active with their peers, accompanied by two school leaders. In May, FitSpirit also offered a relaxation zone at the Inter-School Games presented by the First Nations Education Council (FNEC). The event saw close to 150 girls from 11 different First Nations gather to stretch and express their creativity.



FitSpirit Well-being Program powered by Beneva

As part of the third edition of this program, FitSpirit offered teenagers refreshed, appealing and caring content through its social media networks and the Anti-Stress Bubble available at fitspirit.ca.



The video capsule titled “Fillactive, c’est quoi?”

This new [video](#) capsule strikes a humorous note in an effort to highlight the multiple facets of a FitSpirit team, as seen through the eyes of a teenage girl. A captivating way to inspire girls to join the team!



POP Winter!

This winter, thanks to a partnership with the Montreal Canadiens Children’s Foundation, four FitSpirit teams from Montréal-Nord and Val-d’Or were given the opportunity to participate in six sessions led by caring trainers. Participants learned how to skate in an environment free of competition and judgment.



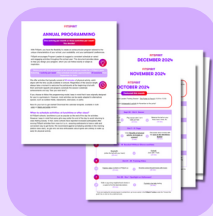
The activity “Dans la boîte à souvenirs de...”

Three new [video capsules](#) were produced. Each features a personality and role model sharing memories of noteworthy events that influenced their relationship with physical activity. These capsules are wonderful tools to present to FitSpirit teams. They allow participants to explore their past experiences and explain how these experiences shaped their relationship with sports, physical activity and recreation.



Relevant and renewed training activities

Interactive webinars were offered to school leaders, team leaders and ambassadors with the objective of helping them better understand the FitSpirit rules of the game. In addition, coordinators received special in-person training, which allowed them to provide effective support to schools, specifically in regard to local recreation activities.



A detailed annual program

FitSpirit made an annual program available to school leaders. More than 50 45-minute activities were offered to enrich and diversify the program presented to FitSpirit teams.

FITSPIRIT Celebrations

Presented by  Manulife

MUSIC FEST

THE LARGEST GATHERING FOR TEENAGE GIRLS IN QUEBEC!

This spring, under the theme of “Music Fest”, five FitSpirit Celebrations presented by Manulife were held throughout Quebec. These events had all the makings of true music festivals, offering a festive and spirited atmosphere.

Thousands of young girls had the opportunity to complete a 2.5 km, 5 km or 10 km walk or run, without having to mark their time with a stopwatch. They also had the pleasure of participating in various activities organized by our activation partners, which allowed them to try out different sports.



5 cities:

Montreal | Quebec City
Trois-Rivières | Rimouski
Gatineau



233

partner schools



6,183

participants



84

activation partners

[WATCH THE VIDEO OF THE 2025 FITSPIRIT CELEBRATIONS](#)



Thank you to our 16 regional partners, thanks to whom FitSpirit successfully deployed an offer of services adapted to local realities across Quebec.



Thank you to our builder partners (\$100,000 and up)



Thank you to our committed partners (\$50,000 to \$99,999)

Alcoa Foundation | AON | CBC & Radio-Canada Media Solutions | Énergir | Eric T. Webster Foundation
Harnois Énergies | iA Financial Group | Nespresso | Promutuel Insurance | Quebecor | RBC Foundation
Sandra and Alain Bouchard Foundation | Tecnica Group Canada