



FITSPIRIT

CHAMPIONS OF FUN!

EDITORIAL

The FitSpirit Team

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A WORD FROM THE FOUNDER AND THE CHAIR OF THE BOARD

In a society where physical inactivity is too often the norm, it has become increasingly difficult for young people, particularly girls, to adopt and maintain a physically active lifestyle. As a consequence, it is more important than ever to recognize the fundamental role that physical activity plays in overall well-being. With this objective in mind, FitSpirit reaffirms its commitment to promoting healthy lifestyle habits among teenage girls.

The year 2024–2025 saw our organization reach an important milestone, as FitSpirit passed the mark of 10,000 participants registered annually, while our flagship program gained in popularity in schools, with girls joining teams in greater numbers. Participants also came together at our major events to celebrate the joys of being active and experience powerful and inspiring moments.

By sustaining our involvement with sports and physical activity stakeholders, we played a stronger role as an organization with expertise in physical activity among girls. In addition, we broadened our scope of activity with the parents of teenage girls, notably through the publication of our first book, titled *Pas besoin d’être championne pour avoir du fun*.

In terms of philanthropy, the Father/Daughter Ball was an unprecedented success, raising the sum of more than \$1 million. This remarkable result underscores our community’s power to mobilize and reaffirms the importance of our mission.

That said, significant challenges remain, requiring clear strategic decisions as we set a course for the future. We are now entering a new phase, with a focus on optimizing our efforts to achieve strategic clarity and further consolidate our role as an expert organization on the issue of physical



CLAUDINE LABELLE,
Founder of FitSpirit



BRIGITTE HÉBERT,
Chair of the FitSpirit
Board of Directors

activity among girls. From this perspective, it is essential to clarify our contribution to the *Stratégie nationale de prévention en santé 2025–2035* (National Preventive Health Strategy 2025–2035). This way, we could play an even bigger part in major societal causes that mobilize philanthropy, while preserving our unique branding, which places enjoyment at the heart of our actions.

On a financial level, the current economic context requires that we strengthen our efforts to diversify and intensify our revenue sources. Like other NPOs, we have to hold our own, notably by exploring new avenues for generating independent revenue.

At the same time, we are poised to start this new year with a renewed executive committee, following transitions to retirement. This period of change, while stimulating, requires flexibility and a capacity to adapt.

Finally, concerning our flagship program, we are driven more than ever by the conviction that every Quebec high school should have its non-competitive multi-sport team for girls and all youth who are drawn to the program. We intend to continue pursuing this dream in the years ahead.

WHAT IS FITSPIRIT?

FitSpirit: The leading expert on physical activity among girls!

Did you know that:

9 in 10 girls are not sufficiently active to reap the mental and physical health benefits of physical activity in full.¹

9/10

Fewer girls meet the physical activity recommendations compared to their male counterparts, by a ratio of 25%.¹

25%

When they reach the end of adolescence, girls abandon their sport at 3 times the rate of boys.²

3

¹ Canadian Health Measures Survey (Cycle 7), 2022–2024

² The Rally Report, Canadian Women & Sport, 2020

WHAT IS FITSPIRIT?

Against this concerning background, FitSpirit has given itself a mission to encourage teenage girls to be physically active for life. To achieve this objective, the organization offers a school program that meets the needs and interests of teenage girls. This program draws from an approach geared to generating positive experiences, free of judgment and competition, in an effort to promote physical activity as a vector for fun and enjoyment, particularly for girls who are inactive (or not active enough) and who are not interested in traditional sports.

In addition to its flagship program, FitSpirit continues to assert its role as an expert organization on the subject of physical activity among girls. With this positioning, the organization strives to exert a positive influence on the Quebec-based ecosystem involved in the promotion of healthy lifestyle habits.

Physical activity during adolescence is essential in order for girls to realize their full mental, emotional and intellectual potential. Exercise promotes thinking and learning, helps regulate emotion, and improves self-control, problem-solving, memory, brain plasticity, stress management, the ability to deal with anxiety and depression, self-esteem and confidence, attention, and concentration.



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.

Because in a safe and caring environment, we grow.

TEAM SPIRIT

Together, we motivate and help each other.

Respect, diversity 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 IN 2024-2025

318

schools registered for
the FitSpirit program

136

ambassadors

10,810

registered participants

6,840

varied physical activities offered
to FitSpirit participants
throughout Quebec

1,187

school leaders

1,100

copies sold of FitSpirit's first book,
titled *Pas besoin d'être championne
pour avoir du fun*

167

team leaders

434

FitSpirit mentions in traditional
Quebec media

50

participants in the FitSpirit Alumni
Leadership Program

FITSPIRIT IN 2024-2025

8 presentations given at conferences and the FitSpirit approach taught at the college, bachelor's and master's levels at 4 institutions

8

1 participation, on invitation, in the National Physical Activity Summit

1

6 seats held by FitSpirit on issue tables or committees

6

1 FitSpirit brief tabled under the *Stratégie nationale de prévention en santé 2025–2035* (National Preventive Health Strategy 2025–2035)

1

Our Programs

PROGRAMS THAT HAVE A LIFE-CHANGING IMPACT ON GIRLS!

Encouraging someone to change their lifestyle habits is no small feat, and FitSpirit has certainly taken on a challenging mission. The impact of FitSpirit's approach on physical activity among girls has been well documented by research:

- ✦ Significant increase of 23% in the number of registered participants who meet the physical activity recommendation (60 minutes per day) between the beginning and the end of the year.¹
- ✦ Among the most inactive participants at the time of registration, 32% succeed in increasing their level of activity between the beginning and the end of the year.¹

These results demonstrate the extent to which our organization, by specializing in this segment of the population, is making a significant and timely difference in their lives.

¹ Leduc, G., Marois, K. (2023). *Fillactive, ça marche!* Research results on the impact of the FitSpirit approach



HERE'S HOW WE'VE SUCCEEDED:



An extracurricular high school program

FitSpirit's flagship program is part of the extracurricular offer in Quebec high schools. 297 high schools offered a FitSpirit team to their students, including 86 schools deemed disadvantaged according to criteria set out by the ministère de l'Éducation du Québec (decile ranks 8, 9, 10). In all of these schools combined, 6,840 dynamic and varied activities, respectful of the needs and preferences of teenage girls, were held during the course of the year, allowing more than 10,000 participants to get active on a regular basis, with no competition and no judgment.

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



FitSpirit for a Day Program

Given that the transition from elementary to high school is a crucial time for girls, specifically as it relates to physical activity, and that many among them drop out of sports at puberty, 21 elementary schools took part in a program geared toward girls in Grades 5 and 6. The objective was to promote a better transition from elementary to high school, specifically in relation to their participation in physical activities and sports.



FitSpirit ambassadors

Passionate and inspiring, FitSpirit ambassadors introduce girls at partner schools to new activities. As specialists in their discipline or physical activity professionals, ambassadors facilitate activity sessions where enjoyment and kindness are front and centre. These activities help girls gain self-confidence towards sports and physical activity. Each partner school can host up to three ambassador visits per year. 535 ambassador visits were held during the 2024-2025 school year.



FitSpirit and Indigenous communities

For the first time since FitSpirit’s inception, a school from Nunavik registered for the program! Accompanied by two school leaders, this group of Inuit teenage girls had the chance to get active together. In May, FitSpirit also offered a “chill” zone at the Inter-School Games presented by the First Nations Education Council (FNEC). This event saw close to 150 girls from 11 different First Nations gather to get to know one another, practise stretching, and express their creativity.

Among the registered schools:

- ✦ 3 were located in Indigenous communities.
- ✦ 12 had a large proportion of Indigenous students from neighbouring communities.



FitSpirit Alumni Leadership Program

This program is geared toward former FitSpirit participants who have graduated from high school but want to continue being involved while developing their leadership skills. From January to May, 50 participants took part in interactive workshops and conferences, and participants also received mentorship training. The objective was to bring out their leadership qualities and give them the tools to inspire their peers and help them reconcile their studies with physical activities in a sustainable manner.



POP Winter

Thanks to a partnership with the Montreal Canadiens Children’s Foundation, 4 FitSpirit teams from Montréal-Nord and Val-d’Or took part in a total of 14 “introduction to skating” sessions led by friendly trainers in an environment free of competition and judgment.



FitSpirit Well-being program, powered by Beneva

As part of the third year of this program, FitSpirit offered teenage girls renewed, compelling and caring content through its social media platforms and the Anti-stress Bubble at FitSpirit.ca. We also supplied schools with posters on the subject of menstruation and breasts in an effort to approach these subjects without taboos and normalize these widespread obstacles to physical activity and sources of stress.



Inclusion project

Inclusion is a core component of the FitSpirit approach. We want to create a caring environment where everyone feels good about getting active and trying new physical activities and sports. So that schools can proudly show that they welcome each student interested in joining the team, they receive an explanatory guide to gender and sexual diversity at the beginning of the year, along with two stickers featuring the FitSpirit logo in the colours of the LGBTQ+ flag. Displaying these stickers is a concrete means to promote their openness and their commitment to forming an inclusive team.

THOUSANDS OF GIRLS GATHER FOR THE SHEER JOY OF BEING ACTIVE!

Each spring, FitSpirit Celebrations allow thousands of young girls to benefit from an unforgettable experience.

In addition to running or discovering a variety of physical activities, these events foster a powerful feeling of belonging among the participants. They leave a lasting impression for many, and sometimes they provide the initial spark needed to adopt healthy lifestyle habits.

Last May, under the theme of “Music Fest”, 5 FitSpirit Celebrations presented by Manulife were held throughout Quebec.

233 registered schools

6,183 participants

84 activation partners

5 cities across Quebec!

- ✦ Montreal
- ✦ Quebec City
- ✦ Trois-Rivières
- ✦ Rimouski
- ✦ Gatineau



✦ Watch the [video](#) of the 2025 FitSpirit Celebrations! ✦





“The Celebration is a remarkable gathering! You can really have fun without feeling judged about your skill level in a sport. I love FitSpirit!”

– A FitSpirit participant



“It amazes me to see girls who did no physical activity become so motivated after taking part in the Celebration. FitSpirit creates a positive experience in connection with physical activity.”

– A FitSpirit school leader



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

- Guylaine Bolduc**, École de la Haute-Ville (Montérégie) – 14 years
Line Denis, École polyvalente Saint-Jérôme (Laurentides) – 14 years
Michèle Neveu, Académie les Estacades (Mauricie) – 14 years
Lyne Thériault, École Sainte-Famille/aux Trois-Chemins (Outaouais) – 14 years
Marie-Ève Barrette, École Polyvalente Le Carrefour (Outaouais) – 13 years
Annie Bidégaré, École secondaire Hormisdas-Gamelin (Outaouais) – 13 years
Audrey Dupuis, École des Boisés (Mauricie) – 13 years
Annie Moreau, École secondaire de Neufchâtel (Capitale-Nationale) – 13 years
Cynthia Boucher, École secondaire Val-Mauricie (Mauricie) – 12 years
Nadine Demers, École secondaire de Saint-Anselme (Chaudière-Appalaches) – 12 years
Diane Juteau, École secondaire Jean-Nicolet (Centre-du-Québec) – 12 years
Karine Mayer, École secondaire Mont-Royal (Montréal) – 12 years
Ève Pelletier, École secondaire des Patriotes (Laurentides) – 12 years
Rachel Boudreau, Collège Saint-Bernard (Centre-du-Québec) – 11 years
Jean Brouillet, École secondaire La Camaradière (Capitale-Nationale) – 11 years
Lucille Buist, École secondaire Calixa-Lavallée (Montréal) – 11 years
Fannie Constantin, École secondaire Cap-Jeunesse (Laurentides) – 11 years
Catherine Latulippe, École secondaire de Bromptonville (Estrie) – 11 years
Joannie Lévesque, Pensionnat du Saint-Nom de Marie (Montréal) – 11 years
Nouara Medjber, École Joseph-François-Perrault (Montréal) – 11 years
Mélanie Perrin, École secondaire de Trois-Pistoles (Bas-Saint-Laurent) – 11 years
Andréanne Francoeur, Séminaire Saint-Joseph (Mauricie) – 10 years
Caroline Dubord, École secondaire du Mont-Sainte-Anne (Capitale-Nationale) – 10 years
Véronique Moisan, Collège Saint-Charles-Garnier (Capitale-Nationale) – 10 years

FitSpirit school leaders plan and oversee FitSpirit activities at school, motivate the troops, and encourage camaraderie! Any member of the school team can play the role of FitSpirit school leader (homeroom or physical and health education teacher, support staff, recreation technician, etc.).



“FitSpirit allows girls to dare, to get out of their comfort zone and discover the joys of physical activity.”

– Andréanne Francoeur, FitSpirit school leader at the Séminaire Saint-Joseph for the past 10 years



“I find it so cool when I realize that without FitSpirit, many girls would not get to be active during high school!”

– Joannie Lévesque, FitSpirit school leader at the Pensionnat du Saint-Nom de Marie for the past 11 years

Our Innovative Culture

AN INNOVATIVE APPROACH FOR AN EVEN GREATER IMPACT!

FitSpirit relies on innovation to promote physical activity among girls. The organization draws on a continuing search for best practices, reviews its programs on an ongoing basis, and develops innovative pilot projects and novel tools aimed at allowing participants to discover the joys of physical activity. In collaboration with trusted professional organizations with a reputation for excellence, FitSpirit regularly updates its knowledge in an effort to consolidate its role as an organization with recognized expertise in physical activity among girls.

How is FitSpirit innovating?

★ University research

As part of a pilot project led by Ariane Bélanger-Gravel, professor in the Information and Communication Department at Université Laval, we set out to measure the equity of the FitSpirit brand with registered and non-registered teenage girls. The results of this project will be analyzed so that concrete recommendations can be issued with the goal of strengthening FitSpirit brand awareness and making the brand more attractive to girls between the ages of 12 and 17.

★ Reaching out to girls where they are

FitSpirit is actively working to reach out to girls where they are: in schools, but also on the popular social media platforms that they visit daily, such as Instagram and TikTok. To achieve this, we collaborate with authentic and caring influencers in an effort to optimize the reach of our messages. We also share positive, representative and inspiring content in connection with our mission with the aim of encouraging teenage girls to get active and to take care of and feel good about themselves.

★ Modernization of digital tools

FitSpirit is working to modernize its digital tools so as to offer its community an optimal experience. The portal supporting FitSpirit's offer of services to partner schools was fully redesigned to make the platform more stable and secure while optimizing the user experience. We also proceeded with the migration of the website so as to modernize the platform and improve the navigation experience.

Our Knowledge Transfer

OUR EXPERTISE AT THE SERVICE OF THE ECOSYSTEM

FitSpirit shares its unique expertise to support parents, physical activity professionals and the entire Quebec ecosystem involved in the promotion of healthy lifestyle habits. Presenting physical activity to teens in an attractive and caring manner is what FitSpirit is all about!



✦ Our training offer

Interactive webinars were offered to school leaders, team leaders and ambassadors to help them better understand the FitSpirit rules of the game. In addition, coordinators received special in-person training to ensure that they can provide the proper support to schools in relation to local outdoor recreation activities.

✦ Launch of the FitSpirit book

In September 2024, FitSpirit launched its first book, titled *Pas besoin d'être championne pour avoir du fun*, published by Les Éditions de l'Homme. Written by journalist Sophie Allard and the FitSpirit team, this guide for the parents of teens offers valuable advice for overcoming obstacles to physical activity and helping girls discover – or rediscover – its benefits.

✦ Teaching the FitSpirit approach in CEGEPS and universities

FitSpirit collaborates with a number of educational institutions to ensure that professionals who work with teenage girls are aware of the obstacles to physical activity that they encounter and have the tools to identify courses of action that will have a real impact. FitSpirit has shared its knowledge with students at the Université du Québec à Chicoutimi (Bachelor of Physical Education Teaching and Health), the Université de Montréal (master's, varied programs), the Université Laval (Bachelor of Kinesiology) and the Cégep du Vieux-Montréal (Community recreation and leadership training). The students receiving these innovative messages are sure to become professionals who are more inclined to effect positive changes in the way that they present physical activity to girls.

OUR EXPERTISE IN THE SERVICE OF THE ECOSYSTEM

+ Participation in the TMVPA strategic committee

The Table sur le mode de vie physiquement actif (TMVPA) has a mission to mobilize governmental and non-governmental organizations that contribute to the adoption of physically active lifestyle habits within the general population with the aim of ensuring that their actions are collaborative and consistent. FitSpirit has played an active part in this issue table for years and has now stepped up its involvement by joining its strategic working group.

+ Sharing FitSpirit's expertise with the greatest possible number of people

FitSpirit is pleased to work closely with organizations that are part of Quebec's sports, physical activity and healthy lifestyle habits ecosystem. FitSpirit had the opportunity to contribute to the Table sur le mode de vie physiquement actif and to its strategic working group and sub-committee on the offer of services to schools. It also contributed to Le Réseau, La Lancée, and the "Réenchanter la cour d'école secondaire" project put forward by the Réseau des Unités régionales de loisir et de sport du Québec. In addition, FitSpirit gave presentations at the following events: the Sport for Life Summit; a Nutrium continuing professional education activity; the Colloque Circuit; the annual conference of the Association of Physical Educators of Québec; and "On jase de genre," presented by the Unité de loisir et de sport de la Capitale-Nationale.

Finally, in the era of social media networks, teens and the adults around them gravitate to various platforms, often for enjoyment purposes. FitSpirit uses these spaces to share caring educational content aimed at building greater awareness of the importance and joys of physical activity among girls.

"The presentation of FitSpirit's approach at CEGEP was particularly inspiring to our students, those who, in the future, will work with the clients targeted under this program. It struck a good balance between facts and practical examples, supported by clear theoretical notions and recent research findings, all in a friendly and dynamic atmosphere."

– Roch Giguère, Enseignant et coordonnateur des stages, Programme de Gestion et intervention en loisir, Cégep du Vieux Montréal

Our Philanthropic Development

EVERY DONATION, HOWEVER LARGE OR SMALL, HAS THE POWER TO TRANSFORM A GIRL'S LIFE!

FitSpirit's donors and philanthropic partners play a vital role in fulfilling our vision and building a sustainable future.

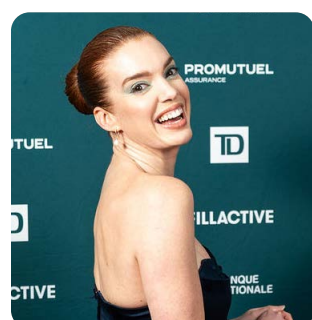
Each philanthropic initiative – a large-scale event or campaign, or a benefit activity organized by individuals, companies or groups – provides a further opportunity for teenage girls to have fun getting active and develop a positive relationship with physical activity.



9th EDITION OF THE FATHER/DAUGHTER BALL: MORE THAN \$1 MILLION RAISED FOR THE HEALTH OF TEENAGE GIRLS!

The Father/Daughter Ball, held every spring, is FitSpirit's largest fundraising event and a major draw for people from the business community. This event alone accounts for close to a quarter of FitSpirit's annual donations, thereby ensuring the organization's sustainability and growth.

The 9th edition of the Father/Daughter Ball was held at the Grand Quay of the Port of Montreal on April 26, 2025. The event saw more than **650 fathers and daughters** enjoy a unique experience, and along the way, it raised the unprecedented sum of **\$1,019,839**.



Among the guests of honour was **Kim Gingras**, the talented professional dancer-choreographer and FitSpirit mentor.



“The Father/Daughter Ball is an exceptional event of great importance to the well-being of teenage girls. It is a magical evening, one that allows fathers and daughters to forge unforgettable memories. Bravo and thank you!”

— A participating father

FitSpirit extends a warm thanks to the honorary committee and the partners of the 2025 edition for their exceptional involvement.

+ Honorary Co-Chairs

Abe Adham with his daughters Victoria and Claudia (TD)

Alain Le Put with his daughter Audrey (Promutuel Insurance)

Frédéric Yale-Leduc with his daughter Amélie (National Bank Financial Markets)

+ Honorary Patrons

Yves Beauchamp with his daughter Laurie (Aéroports de Montréal)

Karl Bissonnette with his daughter Alycia (WSP Global)

Olivier Chouc with his daughter Léa (CN)

Benoit Hudon with his daughter Alice (Drakkar)

François Huvelin with his daughter Juliette (Deloitte)

Emmanuel Jaclot with his daughter Albane (CDPQ)

Jean-François Langlais with his daughters Julianne, Sophie and Delphine (iA Financial Group)

Guy Lecours with his daughter Marie-Pierre (Beneva / L'Unique General Insurance)

Alexandre Petrucci with his daughters Coralie and Jade (Nespresso)

David Rheault with his daughter Jeanne (Air Canada)

Paul Sawaya with his daughter Chloé (CIBC)

+ Presenting Partners: National Bank, Promutuel Insurance, TD

+ Gold Partners: Aéroports de Montréal, Air Canada, Amazon Web Services, Beneva, CGI, CN, iA Financial Group, LaSalle College Montreal, Nespresso, Oxygène, Sagard





3rd EDITION OF MY REGION, MY SCHOOLS, OUR FITSPIRIT GIRLS: BUSINESS LEADERS MOBILIZE TO ENCOURAGE TEENAGE GIRLS TO PRACTISE SPORTS!

OUR 2025 LEADERS

CAMPAIGN
**MY REGION,
 MY SCHOOLS,
 OUR FITSPIRIT GIRLS**

Under the honorary presidency of 



Émilie Bégin Promutuel Insurance	Lysa Bergeron Harnois Énergies	Floriane Bieuzen Nespresso	Benoit Bilodeau Beneva	Naomi Bilodeau National Bank		
Josée Bradette Énergir	Jolyane Caron Dollarama	Marie-Josée Couture Dentons	Julie D'Avignon Cofomo	Geneviève Desautels Éduc'alcool	Nathalie Dionne TELUS	
Véronique Dorval BDC	Laurie Germain Germain Hotels	Mélissa Gilbert Beneva	Jean-Sébastien Guy Micrologie	Valérie Haineault Desjardins	Marie-Douce Huard Langlois	Roxanne Larouche Complexe X
Mélanie Leduc Deloitte	Cynthia Lemme BMO Financial Group	Caroline Ménard Brio Management Boutique	Kevin Robitaille TD	Marie Roussel L'Antidote Médias	John Tartaglia Aliments Putters	Kimrang Te EY

In March 2025, FitSpirit launched the third edition of its *My Region, My Schools, Our FitSpirit Girls* fundraising campaign, under the honorary presidency of Harnois Énergies. To mark the occasion, 25 business leaders from various regions of Quebec mobilized to support FitSpirit partner schools in their region and give teenage girls the chance to enjoy positive and quality physical activity experiences.

Thank you to our partners

Business Development Bank of Canada (BDC), Ellipse Insurance, Harnois Énergies, National Bank of Canada, Saputo

A total of \$164,000 was raised to help FitSpirit maintain and expand its flagship program in high schools across Quebec!

FUNDRAISING INITIATIVES THAT MOVE THE NEEDLE!

Throughout the year, individuals, companies and groups held benefit activities in support of the efforts undertaken by FitSpirit. In 2024-2025, 5 initiatives raised more than \$12,000.

✦ Have a good idea for a fundraising activity? Contact us at donors@fitspirit.ca. ✦

Spotlight on...

On October 18, 2024, Guillaume Filion took on an extraordinary challenge: swimming in the icy waters of the Harlem, East, and Hudson Rivers in New York as part of the “20 Bridges Swim” challenge. His determination and courage helped him raise \$7,000 to support FitSpirit’s mission!



A NEW COMMITTEE COMES INTO BEING: THE YOUNG PHILANTHROPISTS COMMITTEE

THE MEMBERS



Sarah Bouchard
Comité sectoriel de
main-d'œuvre de la
métallurgie du Québec



Frédérique Desgagnés
Morgan Philips



Camille Hallé
Association de la
construction du
Québec



Jessica Lacerte
Sun Life



Frédérique Leblanc
Nvira



Justine Nadeau-Routhier
Alphard Group



Orlina Ngoué
FitSpirit



Yumi Palleschi
OSM



Gabrielle Paré-Simard
Latitude MGMT



Klara Polom
Attraction



Alexandra Robidas
Énergir



Kevin Robitaille
TD



Myriam Sabourin
FitSpirit

FITSPIRIT YOUNG PHILANTHROPISTS COMMITTEE

The 12-member Young Philanthropists Committee has a mission to promote FitSpirit towards people between the ages of 25 and 40.

✦ To discover their very first initiatives, stay tuned to our social media! ✦

Our Partners

THANK YOU TO OUR REGIONAL PARTNERS AND COORDINATORS

FitSpirit coordinators work within regional healthy lifestyle organizations. It is thanks to these regional partners that FitSpirit can extend its reach to all corners of Quebec.

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



“I feel fortunate to be able to coordinate the FitSpirit program in Laval and observe first-hand what a positive impact it has on teenage girls, to see them take pleasure in practising sports and physical activity. And it’s so much more motivating when I see girls in Secondary 1 registering right away to join FitSpirit because they remember how much they enjoyed the ‘FitSpirit for a Day’ event held at their elementary school the previous year.”

– Véronique Rainville, FitSpirit Regional Coordinator, Laval

“FitSpirit means so much more than just moving your body! It means discovering new activities, creating ties and having fun, all in an environment where girls can feel safe and confident. FitSpirit is a major step on the road to adopting more active lifestyle habits. FitSpirit is a way of life... for life!”

– Marie-Andrée Poulin, FitSpirit Regional Coordinator, Estrie

THANK YOU TO OUR PHILANTHROPIC PARTNERS

Builder partners (\$100,000 and up)

Air Canada
Beneva
BMO Financial Group
CN
Gildan
Gouvernement du Québec
Manulife
National Bank
Oxygène
Rossy Foundation
Saputo Inc.
TFI International Inc.
Unilever Canada

Committed partners (\$50,000 to \$99,999)

Alcoa Foundation
Énergir
Eric T. Webster Foundation
Fondation Lise et Richard Fortin
Harnois Énergies
iA Financial Group
La Caisse
Promutuel Insurance
Sandra and Alain Bouchard
Foundation

Caring partners (\$25,000 to \$49,999)

ABP
ABP
Aéroports de Montréal
AWS
CGI
Chamandy Foundation

Deloitte
EY
Hewitt Foundation
LCI Education Foundation
Nespresso
RBC Foundation
Sagard
TD
TELUS Friendly Future Foundation

Compassionate partners (\$10,000 to \$24,999)

Ardene
Attraction
BDC
Beach House Studio
BFL CANADA
Blake, Cassels & Graydon
Cascades
CIBC
Crevier Group
Decathlon
Desjardins
Drakkar
Fasken Martineau DuMoulin LLP
Fondation Famille Boissonnault
Fondation Famille François et Monique
Bourgeois
Fondation Marc Bourgie
Fondation Robert Dutton
GardaWorld Security
Gowling WLG
Guillevin
Hoogan et Beaufort Events
Hublot51
Innergex
KPMG
McCarthy Tétrault LLP

MTY Group
Quebec Iron Ore
Sibylla Hesse Foundation
Stikeman Elliott LLP
Sun Life
The North Face
Tollé
WSP Global

Companion partners (\$1,000 to \$9,999)

Acier TAG Rive-Nord
ALDO
Aliments Putters Inc.
Alstom
Atwill-Morin
AvecPlaisirs Chefs Traiteurs
Aviso
Axiom Infrastructure
Bell Textron Canada Ltd.
BNP Paribas Canada
Brio
Camping Union
Canadian Tire
Capital Fransylval Inc.
Carbonleo
CF Montréal
Ciao Totes
Clean International
Cofomo
Complexe X inc.
Conseil Sport Loisir de l'Estrie
Couche-Tard
CRÉACOR Group
Crédit agricole CIB Canada
Dandurand
Delegatus
Demers Beaulne

Dentons
Dialekta
Dollarama
Earth Rated
ECLO
Éconofitness Foundation
Éduc'alcool
Effix
Ellipse Assurances
FBA Solutions
Fiera Comox
Filion, Guillaume
First Tee - Premier départ Québec
Fondation REGAIN
Ganotec Inc.
Gingras, Kim
Gutsy
Hamier, Alison
Infrastructel
Iris + Arlo
Jarislowsky, Fraser Limited
Jean Coutu Group
Jenaco
JP Morgan
La Moisson Supermarché Santé
La Tablée des Chefs
Langlois Lawyers
L'Antidote Médias
Lavery
Lévesque, Lise
Loisir et Sport Montérégie
Loisir Sport Centre-du-Québec
Management OPS
Marathon de Montréal Beneva
Marianne Clermont
Messier-Lemoyne, Vincent
Metro
Micrologic

Millésime
Mont-Sainte-Anne
Norton Rose Fulbright Canada
Onibi
Pomerleau
Port of Montreal
Quebec Rugby Federation
Raymond Chabot Grant Thornton
RGA Canada
RSEQ Cantons-de-l'Est
Samson, Jean
Sans-Façon Cosmétiques
Scotiabank
Société Traiteur
Sport et Loisir de l'île de Montréal
Sports Laval
Stingray Digital Media Group
Substance Agency
Synergie Immobilière Créative
TACT
Tecnica Group Canada
Tennis Québec
Tenue de Soirée
Vanessa Cyr Photographie
Yale-Leduc, Frédéric
Zeller Family Foundation

Our Team

OUR FITSPIRIT TEAM



JULIE MELOCHE,
Executive Director



KIM MAROIS,
Assistant Executive Director

The Board of Directors and the FitSpirit team wish to highlight the exceptional contribution of Julie Meloche, who served as Executive Director with engagement and care from January 2022 to August 2025. With her leadership, listening skills and vision, Julie left a lasting mark on the organization and helped advance the FitSpirit mission. We are privileged to continue counting on her as an Executive Advisor until her retirement in December 2025. We wish her a richly deserved retirement filled with interesting projects and cherished moments. Thank you, Julie, for these years of collaboration, inspiration, and dedication!



JULIE MELOCHE,
Executive Director



KARINE BOUCHER,
Director, Digital Development and Process Optimization



SOPHIE DESLAURIERS,
Financial Controller



MANON DUROCHER,
Director, Philanthropic Development



ÉLISE HOFER,
Director, Marketing and Communications



ALEXANDRA LAMOUREUX,
Director, Programs and Operations



ANNIQUE PICARD,
Director, Finance and Administration (retirement in June 2025)

OUR FITSPIRIT TEAM



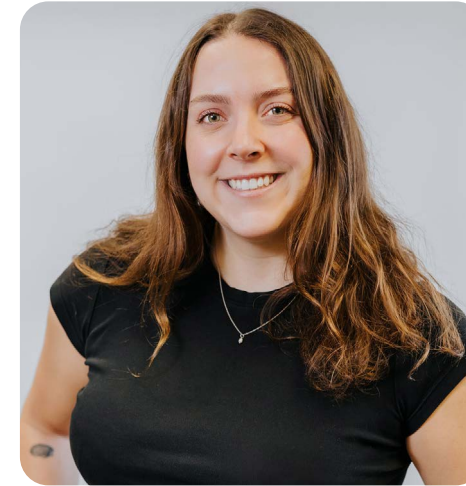
CHARLOTTE BEAUCHEMIN,
Coordinator, Digital
Development and
Operations



CAMILLE BENOIT,
Senior Advisor,
Philanthropic
Development



MARIE-NOËLLE BOUILLON,
Advisor,
Communications



**JEANNE GAUDET-
THIBOUTOT,**
Project Manager,
Communications
and Events



LAURIE GENDRON,
Advisor, Operations



MARION HAMEL,
Senior Advisor,
Communications
and Marketing



ÉLISABETH LAGACÉ,
Advisor, Programs



**MARIANNE
LAVALLÉE,**
Accounting Technician



**GENEVIÈVE LEDUC,
PH. D.,**
Senior Advisor,
Programs



ORLINA NGOUÉ,
Administrative
Coordinator



**MARIE-CLAIRE
OUIMET,**
Project Manager,
Communications
and Marketing

* This list consists of FitSpirit's team members as of August 31, 2025. To consult the list of members for the current year, visit fitspirit.ca.

OUR BOARD OF DIRECTORS

BOARD MEMBERS	Attendance Report (Nov. 19, Jan. 21, Apr. 30, Jun. 17)
BRIGITTE HÉBERT, Chair Executive Vice-President, Employee Experience - National Bank of Canada	4/4
DANIEL BROSSEAU, Treasurer Partner - McKinsey & Company	4/4
MARIE-EVE FERLAND, Secretary Partner, Business Law - Delegatus	4/4
ÉRIC BRUNELLE, Member Professor, Department of Management, and Director of Pôle sports – HEC Montréal	3/4
KATIA FONTANA, Member Vice-President and Chief Financial Officer - Birks Group Inc.	4/4
CLAUDINE LABELLE, Member Founder, FitSpirit	4/4
ÉLISE PROULX, Member Vice-President, Social Infrastructure Development – CDPQ Infra inc.	3/4
BENOIT-HUGO ST-PIERRE, Member Director, Programs of Excellence and Professional Development - Institut national du sport du Québec	4/4
STÉPHANIE TRUDEAU, Member Executive Vice-President, Québec - Énergir	3/4

* This list consists of FitSpirit’s board of directors of the last fiscal year, from September 1st, 2024, to August 31st, 2025. To consult the list of members for the current year, visit fitspirit.ca.

Our governance

OUR STATUTORY COMMITTEES



Audit Committee

+ Members

Daniel Brosseau, Chair of the Committee

Claudine Labelle, FitSpirit Founder, Administrator and Committee Member

Élise Proulx, Administrator and Committee Member

+ Number of meetings: 4

- Review of staff remuneration conditions.
- Review of the Risk Management Plan.
- Receipt of the independent auditors' report.
- Adoption of the Audit Plan.
- 2024-2025 budget recommendation and follow-up with the Board of Directors.
- Review of and follow-up on quarterly financial reports.



Human Resources Committee

+ Members

Katia Fontana, Chair of the Committee

Benoit-Hugo St-Pierre, Administrator and Committee Member

Stéphanie Trudeau, Administrator and Committee Member

+ Number of meetings: 4

- Recommendation on employee remuneration conditions.
- Follow-up on the Management Succession Plan.
- Establishment of objectives and evaluation of senior management.
- Receipt and analysis of annual employee survey results.



Governance Committee

+ Members

Marie-Eve Ferland, Chair of the Committee

Brigitte Hébert, Chair of the Board of Directors and Committee Member

Éric Brunelle, Administrator and Committee Member

+ Number of meetings: 4

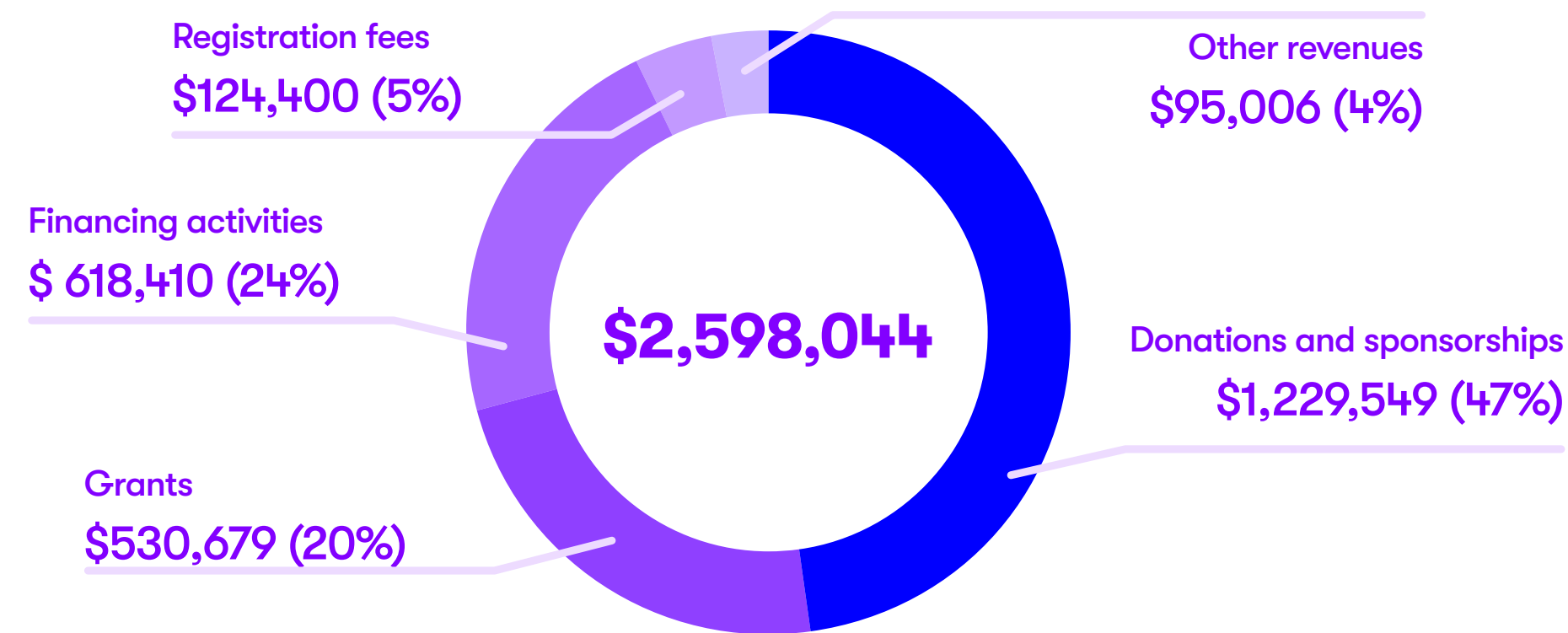
- Integration of a new director.
- Implementation of recommendations arising from the action plan diagnostic and follow-up.
- Updating various policies.
- Board of Directors performance evaluation.
- Identification of training needs for directors.

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, 2025. To receive a copy of the detailed report, please write to info@fitspirit.ca.

FitSpirit hastens to add that a total amount of \$513,906 was received in donations of goods and services during the year 2024-2025. A heartfelt thanks goes out to our valuable partners for their generous contributions!

Distribution of revenues

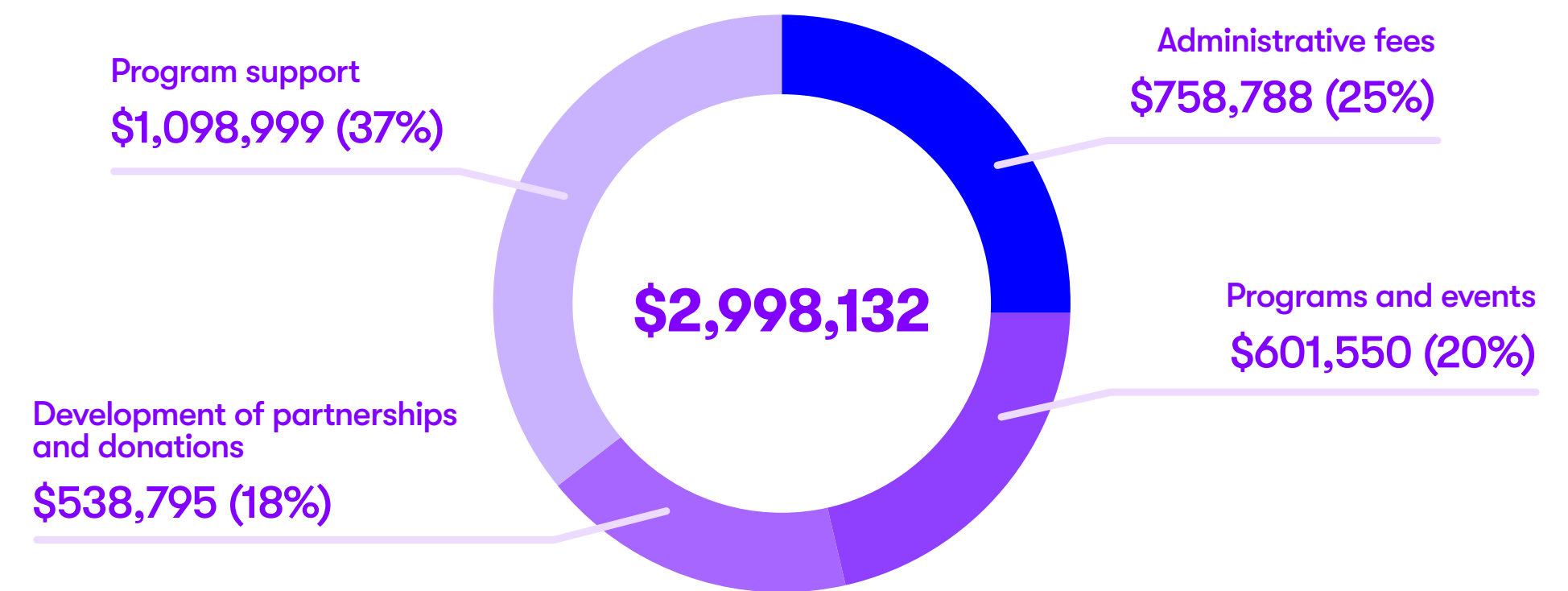


With total revenues of close to \$2.6 million, FitSpirit is closing out the year with a slight decrease of 3% compared to its previous financial year. This decrease can be attributed mainly to the 14% decrease in grants received. Revenues from financing activities, donations and sponsorships, and other revenues remained stable, whereas those generated through school registration fees rose by 7% due to the increase in the number of partner schools.

\$3,059,064: Net assets at the end of the financial year ending on August 31st, 2025

\$2,000,000: Restricted net asset (amount equivalent to 8 months of operating costs)

Distribution of expenditures



Overall expenses increased by 15% compared to the previous financial year, due mainly to exceptional one-time costs related to technological investments, notably the redesign of the portal, and the overlap of resources stemming from the succession plan put in place by three members of the management team. These costs had a significant impact on the program support component, where expenses increased by 40%, and on administrative fees, which increased by 53%. That said, although the number of FitSpirit ambassadors and visits to schools remained stable, expenses for programs and events decreased by 19%, due mainly to the fact that no major one-time event, like the *Grand Rendez-vous Fillactive* held in the fall of 2023, was presented this year. Finally, partnership and donation development costs decreased slightly by 7%.

Our Activity Report

2023-2026 STRATEGIC PRIORITIES - PROGRESS

AXE 1: HEIGHTEN FITSPIRIT'S IMPACT AND REACH WITH TEENAGE GIRLS AND THE COMMUNITY

Priority 1: Enrich the well-being ecosystem around teenage girls to motivate them to stay active for life

Progress report:

- ✦ Improvement of the website section for parents, including the production of new episodes of the podcast *To each their own playing field*, intended specifically for parents.
- ✦ Launch of the first FitSpirit book, titled *Pas besoin d'être championne pour avoir du fun*. Geared toward the parents of teens, this publication offers valuable tips on how to overcome obstacles to the practice of physical activities.
- ✦ Knowledge transfer to partners, CEGEPS, universities, and sports and recreation workers to promote the creation of caring environments and the establishment of conditions conducive to the practice of physical activities among teenage girls.
- ✦ Recruitment of 50 former FitSpirit participants for the FitSpirit Alumni Leadership Program aimed at consolidating their leadership skills and their role as standard bearers for the cause.
- ✦ In collaboration with the Montreal Canadiens Children's Foundation, implementation of an "Introduction to Skating" project on BLEU BLANC BOUGE skating rinks, offered in two municipalities and geared toward teenage girls from disadvantaged communities.

Priority 2: Improve the quality of the FitSpirit experience in schools

Progress report:

- ✦ Continuation of discussions aimed at optimizing regional implementation partnerships across Quebec.
- ✦ Continuation of awareness promotion efforts with government decision-makers concerning the conditions for success required to sustain and increase FitSpirit's impact.
- ✦ Optimization of administrative and operational processes, facilitating the work of regional coordination resources and school leaders.
- ✦ Complete redesign of the portal supporting the offer of services to schools in order to improve the platform's stability and security, improve the user experience, and better support business processes.
- ✦ Migration of the website in order to modernize the platform and improve the navigation experience.
- ✦ Recruitment of 136 FitSpirit ambassadors, who offered 535 visits to partner schools to facilitate a variety of physical activity sessions.
- ✦ Organization of 5 FitSpirit Celebrations (Montreal, Quebec City, Trois-Rivières, Rimouski, and Gatineau).

2023-2026 STRATEGIC PRIORITIES - PROGRESS

Priority 3: Increase the number of FitSpirit participants by 25%

Progress report:

- ✦ Implementation of the FitSpirit program in 318 partner schools throughout Quebec (301 in 2023-2024) for a total of 10,810 participants (9,750 in 2023-2024).
- ✦ Adaptation of the FitSpirit approach to make it attractive to the 189 participants from Indigenous communities (143 in 2023-2024), by offering activities suited to their interests and needs.
- ✦ Involvement of 1,187 FitSpirit school leaders (1,021 in 2023-2024) who worked to establish the program in their respective schools, supported by 167 team leaders (151 in 2023-2024).
- ✦ Implementation, by partner schools, of 6,305 physical activities adapted to the needs and interests of girls (7,300 in 2023-2024).
- ✦ Continuation of the FitSpirit for a Day Program aimed at promoting a smoother transition between elementary and high school, reaching 21 elementary schools (10 in 2023-2024) and 434 participants from Grades 5 and 6 (200 in 2023-2024).



2023-2026 STRATEGIC PRIORITIES - PROGRESS

AXE 2: ESTABLISH STRUCTURAL ACTIONS TO SUPPORT FITSPIRIT'S GROWTH AND ENSURE ITS SUSTAINABILITY

Priority 1: Diversify our sources of funding

Progress report:

- ✦ Increase in government funding for our mission maintained, and submission of an application to renew our funding for 2025-2028.
- ✦ Submission of a financing project to the ministère de l'Éducation's Direction du sport, du loisir et de l'activité physique aimed at developing an approach specific to elementary school
- ✦ Submission of a social innovation project to support efforts to upgrade the implementation model of our offer.

Priority 2: In three years, raise \$5,730,000 by implementing the four strategies set out in the philanthropic development plan

Progress report:

- ✦ Implementation of Year 2 of the Philanthropic Development Plan (major donation campaign, annual campaign, greater public campaign, Father/Daughter Ball) and 78% of the objective of \$5,730,000 met.

Priority 3: Intensify actions aimed at promoting knowledge of physical inactivity among teenage girls and potential solutions

Progress report:

- ✦ Participation in various joint panels and initiatives.
- ✦ Active member of the Table sur le mode de vie physiquement actif and its strategic committee.
- ✦ Participation in consultations on the *Stratégie nationale de prévention en santé 2025–2035* (National Preventive Health Strategy 2025–2035).
- ✦ Participation in meetings with all partners from the Direction du sport, du loisir et de l'activité physique (DSLAP).
- ✦ Implementation partner for the movement La Lancée.

2023-2026 STRATEGIC PRIORITIES - PROGRESS

AXE 3: IMPROVE ORGANIZATIONAL PERFORMANCE SO AS TO SUPPORT FITSPIRIT'S GROWTH

Priority 1: Establish conditions that are favourable to meeting FitSpirit's organizational targets

Progress report:

- ✦ Continuous updating of our organizational Risk Management Plan.
- ✦ Development of a map of operational processes required to deliver our offer of services, with a view to optimizing them.
- ✦ Development of guiding principles for sustainable development.
- ✦ Reorganization and reduction of workloads and administrative duties.
- ✦ Completion of transition plans for three management positions, following retirement departures (Executive Director, Director of Finance and Administration, Director of Philanthropic Development).

Priority 2: Modernize governance

Progress report:

- ✦ Integration of a formal performance evaluation process for the Board of Directors and identification of training needs for directors.

FITSPIRIT

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Toll-free: 1-855-430-5322

info@fitspirit.ca
fitspirit.ca



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