

Fondation

Olo



30
ANS!

Des
bébés
en santé



Kindness and prevention for babies and their families!

2021 · 2022 Annual Report



Message from the General Manager and the Board Chair

Élise Boyer, Olo's General Manager, and Guy Barthell, Chair of the Board of Directors

Spring has reawakened our hopes of lighter health measures and a return to our usual habits, but the pandemic's shadow lingers, with greater inequalities that are still being felt.

Over the past two years, the Olo practitioners have shown creativity and dedication to continue their support despite a role that has become more delicate and sometimes heavier. As demonstrated by our poll, the risk factors have greatly increased. Faced with the isolation of more vulnerable families, food insecurity and inflation, Fondation Olo acts, adapts and carries the voice of families (more information on pages 5 and 6).

While we can be proud of the 250,000 babies we have impacted over three decades, it's now time to look to the next 30 years. We want the Olo follow-up care to be available to all eligible expectant mothers and for this service to have

a guaranteed impact through its application. We want it to be in place for parents before and after a birth, and for it to be rooted in the community through solid relationships between healthcare and community organizations.

Our forward motion is sustained by a generous network, built over many years, that contributes to our shared successes. It is thanks to you—our partners, friends, allies, benefactors and individual donors—that we are able to change the face of perinatality in Quebec and help babies start out healthy.

Many thanks to all of you who believe in our mission and stand with us in our values: to achieve health through prevention, to support cooperation, to accompany individuals with empathy, to manage and innovate with utmost care—and to do all of this with a view to ensuring greater fairness for babies and for our whole society.



To 10 years of commitment from Guy Barthell!

As well as celebrating 30 years of existence, Fondation Olo also celebrates 10 years of Guy Barthell's commitment within the Board of Directors. Fondation Olo recognizes the chance to have on its board a man of projects and ideas! As President, with humility, generosity, a sense of teamwork and unparalleled consensus, he enabled Fondation Olo to consolidate the bases on which it was built and to develop new promising projects that focus on one thing only: the health of babies and support for families in a situation of vulnerability. A big thank you, Guy, for the accompaniment in these years of exceptional evolution and for those yet to come!



This annual report is dedicated to the memory of Lise Denis, an admirable woman with an exceptional career. Ms. Denis was a member of the board of Fondation Olo and an active and involved ally within our extended family for many years. She was for all of us an example of boldness and rigour, of integrity, of management and advocacy skills, and of determination to build a fairer, more equal society that is able to take care of all its members. Thank you, Ms. Denis, for your immeasurable legacy that impacts Quebec today and will continue to do so in the future.



Mission

To give families an equal chance of bringing a healthy baby into the world and of introducing them to healthy eating habits early on.

Vision

We want all babies to have an equal chance of coming into the world healthy and of adopting healthy eating habits early on in life.

To achieve this, Fondation Olo develops innovative tools and methods, contributes to advancing practices and works with partners to deploy services to families throughout Quebec.

Valeurs

Fairness • Prevention • Cooperation
Thoroughness • Empathy

“Thanks to Olo follow-up care, I felt less alone. It helped break my isolation. It was reassuring; that's the best word for it. Reassuring and comforting. I felt I wasn't alone. It was not an easy time.”

Catherine • Mother who benefited from the Olo follow-up in 1998



A year to celebrate of action and continue working for little ones and their families

As Fondation Olo's 30th anniversary comes to an end, the team looks back on the road travelled with a great deal of emotion and pride. From its first steps in 1991, when 47 establishments began providing Olo follow-up care, the foundation has worked continuously to expand its expertise in order to offer complete and accessible support to families. Three decades later, Olo follow-up care is available in all of Quebec's healthcare establishments and in a growing number of community organizations and Indigenous community organizations. One last time, Fondation Olo is taking time to celebrate 30 years and 250,000 healthy babies, before turning toward the future and continuing to support families across Quebec during babies' first 1,000 days of life.

In this way, Olo's action has numerous positive impacts on babies' first months of life, but also over the long term:



Overall health



Attachment to parents



Access to care



Optimal development



School success



Eating habits

“Olo follow-up changed a lot for me. It was very reassuring because, through the thousand-and-one uncertainties I was facing, I didn't have that stress on my shoulders. The vouchers gave me a hand up financially and this allowed me to buy other things for baby and me.”

Julie Simard • Mother who benefited from the Olo follow-up in 1995 and 1998



Making families' voices heard and speaking out for prevention

Fondation Olo has carried the voice of toddlers by welcoming the relevance of the recommendations of the Laurent Commission, which also supports the importance of reaching women in vulnerable situations and offering services to all families.

Fondation Olo has also been present in the media on several occasions over the past year to raise awareness among the Quebec population on the importance of acting early in life. In particular, Olo spoke out on the need to keep its approach under a direction other than that of youth protection in order to maintain a bond of trust between families and practitioners. On January 17th, Élise Boyer, Executive Director of Fondation Olo, signed another letter published in La Presse to highlight the considerable contribution of Dr. Horacio Arruda, then National Director of Public Health for Quebec.



Fondation Olo in pre-budget consultations – For a reinvestment in babies and their families

As part of the Quebec Minister of Finance's pre-budget consultations, Fondation Olo submitted a brief encouraging political decision-makers to reinvest in the health of babies and toddlers. This document demonstrates how increasing funding in two areas (in CISSSs and CIUSSSs for Olo follow-up care and in Fondation Olo itself) can multiply our collective capacity to reduce social and health inequalities early on in life.

Rising food prices: A concern for babies' development

The high cost of food is hitting at an especially difficult time for families, given the major impact that the COVID-19 pandemic has had on their economic situation and on their capacity to access healthy foods in sufficient amounts. For Fondation Olo and the Observatoire des tout-petits, March, as Nutrition Month, presented an opportunity to conduct a series of actions to sound the alarm and raise public awareness about one often-overlooked repercussion of food insecurity: **its impact on child development**. Through several interviews in print media, on the radio and the publication of an open letter, the two organizations spotlighted that, by taking action on families' living conditions, it is possible for society to act collectively to reduce food insecurity and allow little ones to develop their full potential.



L'insécurité alimentaire, c'est quoi?

- avoir peur de manquer de nourriture
- ne pas avoir les moyens de manger des repas équilibrés
- ne pas pouvoir manger à sa faim
- toutes ces réponses

OBSERVATOIRE des tout-petits

Fondation Olo

Fondation Olo rings the alarm about the effects of the pandemic on families' lives

In the fall of 2021, after 18 months of the COVID-19 pandemic, Fondation Olo surveyed **113 Olo practitioners** to find out what the situation was on the ground and what families were experiencing. The results showed that the pandemic has had a very real impact on families' eating habits. It also highlighted that an increased number of risk factors and the higher cost of groceries are impacting the lives of the smallest Quebecers.



Dîner Olo: \$223,000 raised for 30 years of healthy babies!

The 18th annual Dîner Olo, the gourmet benefit for Fondation Olo hosted by Élyse Marquis, took place in November 2021. Presented by the National Bank, Marchés Tradition and Bonichoix, under the theme of 30 years of Olo, the virtual event brought together over **280 participants** from the business world, all enjoying meal boxes created by caterer Agnus Dei. The event was marked by touching and compelling testimonials and musical performances by singer-actress Mélissa Bédard, and \$223,000 was raised for the cause.

The Olo family is growing

It has been delightful to welcome new talents into our team! This year, the Olo family was pleased to welcome **Anne-Sophie Archambault** as the director of philanthropic development, **Maude Bradette-Laplante** as the project manager for collaboration with Indigenous communities, **Laurence Chiasson** as the communications advisor and **Mélanie Scrosati** as the director of administration and finance. Our board will now also be able to count on the know-how of new members **Manon Hélène Desjardins**, **Dr. André Dontigny**, **André Lebon**, **Martin Lefrançois** and **Marie-Josée Pineault**.



Rendez-vous Olo: Celebrating 30 years of action

On June 15, the 2021 Rendez-vous Olo was held. This yearly activity combines Fondation Olo's AGM with a conference on a topic that's relevant to its mission. Deftly hosted by the talented Élyse Marquis, and bringing together partners and members from every part of Quebec, the event was held virtually from the recording studio of Creativ Nation. It was an opportunity to look back at the year's high points and to future directions, and to welcome **Dr. Julie St-Pierre**, world-renowned pediatrician in treating and preventing childhood obesity. She spoke about the importance of developing healthy eating habits early on in life and about her first book for a general audience, titled *Redonner la santé à toute la famille*.

Very special thanks to our guests Dr. Julie St-Pierre and Dr. Horacio Arruda for their generosity and participation in the event.



A healthy future starts

In 2020–2021, Fondation Olo, through the follow-up it offers, helped more than **5,000*** new low-income pregnant women and their families across Quebec! Also, thanks to the Olo Blog and the activities it carries out in community organizations, even more families are benefiting from the Olo approach to healthy eating!

One action with two components, during pregnancy...



MILK JUGS



FOOD VOUCHERS



CHILDREN'S PLATES

The Olo Blog

The Olo Blog is an inexhaustible source of easy-to-use tools and advice on pregnancy and beyond. The Olo Blog is parents' everyday helper. Every year, nearly 1 million visitors use this tool! It offers over 123 articles, including the two new features, *Food safety* and *Expecting twins*, along with 100 recipes, 28 videos, 21 infographics, 44 testimonials, 23 articles about food discovery and 53 games and colouring pages.

So babies are born healthy

Personal follow-up care and direct assistance to expectant mothers by providing prenatal vitamins and redeemable food vouchers

364,600

Olo food vouchers distributed in 2021–2022, including 191,200 milk vouchers, 71,500 egg vouchers, 101,900 frozen vegetable vouchers

601,500

daily doses of prenatal vitamins

in the first 1,000 days of life

So families adopt healthy eating habits

Educational tools and professional advice for parents and practitioners to encourage three healthy behaviours:

Eating well
+
Cooking
+
Enjoying family mealtimes

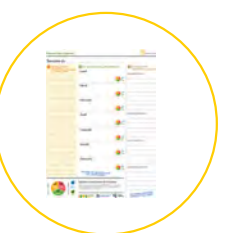
A total of **15,847** educational tools were given to parents each year



ECONOMICAL RECIPES



BABY BOOKS ABOUT FOOD



MEAL PLANNERS

Vital support from our partners!

Funding for Olo food vouchers is provided jointly by Fondation Olo and its partners: the Public Health Agency of Canada through the Canada Prenatal Nutrition Program (CPNP) and, to a lesser extent, the establishments that are part of Quebec's health and social services network. We would like to thank Agropur Dairy Cooperative, the Fédération des producteurs d'œufs du Québec and Bonduelle for their support, which made it possible to distribute Olo food vouchers this year.

...and in the child's first two years

* This data cannot be compared to the ones of the past years because we previously only communicated the total number of women reached as oppose to the number of new women who started the follow-up in the reference year.

Action all across Quebec!

Our **affiliate members** provide Olo follow-up care to families throughout Quebec, embodying Olo's mission in people's homes and at over 150 points of service. In addition to these longstanding partners in the field, there are also **community organizations**, presented in the following pages, that Fondation Olo supports in their planning of healthy nutrition activities for families. →

The *Ma grossesse* service: A new access path for the Olo follow-up care



Fondation Olo is happy to see the **provincial pregnancy notification system *Ma grossesse*** comes to life. This notification system brings hope for increased awareness of the services available, especially for vulnerable women and families, whose isolation has been amplified by COVID-19. This initiative arises from the recommendations of the Laurent Commission and will allow every pregnant woman to be directed to useful services during pregnancy, after filling out a short questionnaire.



Our 27 affiliate members

14 integrated or regional health and social services centres (CISSS or CRSSS)

- CISSS du Bas-Saint-Laurent
- CISSS de l'Outaouais
- CISSS de l'Abitibi-Témiscamingue
- CISSS de la Côte-Nord
- CISSS de la Gaspésie
- CISSS des Îles
- CISSS de Chaudière-Appalaches
- CISSS de Laval
- CISSS de Lanaudière
- CISSS des Laurentides
- CISSS de la Montérégie-Centre
- CISSS de la Montérégie-Est
- CISSS de la Montérégie-Ouest
- CRSSS de la Baie-James

9 integrated university health and social services centres (CIUSSS)

- CIUSSS du Saguenay-Lac-Saint-Jean
- CIUSSS de la Capitale-Nationale
- CIUSSS de la Mauricie-et-Centre-du-Québec
- CIUSSS de l'Estrie – Centre hospitalier universitaire de Sherbrooke
- CIUSSS de l'Ouest-de-l'Île-de-Montréal
- CIUSSS du Centre-Ouest-de-l'Île-de-Montréal
- CIUSSS du Centre-Sud-de-l'Île-de-Montréal
- CIUSSS du Nord-de-l'Île-de-Montréal
- CIUSSS de l'Est-de-l'Île-de-Montréal

4 other health establishments

- Mashteuiatsh health centre
- Opitciwan health centre
- Pointe-Saint-Charles Community Clinic
- Montreal Diet Dispensary

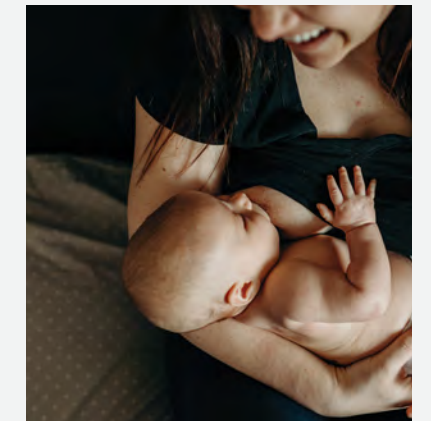
News on the Olo approach



Because Fondation Olo aims to have a long-term impact on the lives of small children, it continuously seeks to improve and adapt its methods, to respond more effectively to families' realities. With this in mind, consultations were held with perinatology experts from other community organizations, professional associations and workers in the field, to reflect on how the Olo follow-up is structured. After several workshops, a new reference framework, combining the Olo nutritional intervention with the *1000 Days to Savour Life* approach, was launched in fall 2022, in partnership with the **Épione research team: public health – community health**.

“At first, I was embarrassed to go ask for help, but people welcome us with a smile. Everything was done with respect, we were put at ease and we felt taken care of without any judgment because the primary goal was to accompany me during my pregnancy in order to give birth to a healthy baby.”

Sotiane • Mother who benefited from the Olo follow-up care at 19



Committees and advocacy

- Participant of the **Table québécoise sur la saine alimentation (TQSA)** in 3 working groups (saine alimentation pendant l'enfance, Accès universel à une offre alimentaire de qualité, Guide alimentaire canadien) and participation to the platform *La marmite éducative* and in the campaign *Chouette on mange*;
- Participant in the **Table des Répondantes SIPPE**;
- Participant in the **Nutritionists' roundtable** on fetal-maternal medicine;
- Member of the working group **Agir tôt** of the ODNQ;
- Member of the steering committee for **Collectif petite enfance**;
- Member of the **Regroupement pour la Valorisation de la Paternité**;
- Member of the **Réseau pour un Québec famille**;
- Member of the **l'Observatoire québécois des inégalités**.

Supporting practitioners to have a greater impact on families

The annual conference of the Olo community of practice: Talks and workshops for reflection

During this annual knowledge-sharing day, **324 Olo practitioners** from across the province gathered virtually to talk about their practices and to attend two talks:

- « **Diversification alimentaire menée par l'enfant (DME)** » by *Cosette Gergès, Dt.P.*, nutritionist and co-founder of Nutritionnistes en pédiatrie
- « **Intervenir en contexte de toxicomanie** » by *Suzanne Lepage, Dt.P.*, nutritionist at the Montreal Diet Dispensary and person responsible for partnerships at Rond-Point.

The practitioners spent the afternoon in a reflection process on the next frame of reference for the Olo follow-up, under the guidance of *Émilie Pigeon-Gagné, Ph.D.*, community psychologist, and *Julie Deschamps, Dt.P., M.Sc.*, nutritionist with Fondation Olo.

We want to thank all the participants, and nutritionist and co-founder of Nutritionnistes en pédiatrie *Cosette Gergès, Dt.P.*, and nutritionist *Suzanne Lepage, Dt.P.*, for helping make this yearly community-of-practice sharing day a real success.



“We are there to spread the good news to families, to equip them, support them and help them out of their situation, one step at a time, one tip at a time. It might not seem much, but saving \$1 here and there, at a certain point, it might make a difference. So can learning to cook.”

Marie-Ève Carrière • Nutritionist-Olo practitioner - Outaouais

2,208 practitioners registered for Olo online training, recognized by 4 professional orders since 2016 (including 475 in 2021-2022).

556 members in the community of practice (with 81 new subscriptions this year!)

Developing online training to better support culturally diverse families

To better respond to the needs of its diverse clientele, Fondation Olo is currently working on a professional development training program for the perinatal teams of its member establishments. This training, aimed at better supporting families from diverse backgrounds, will be offered online free of charge to practitioners.

Fondation Olo would like to thank the experts on the development committee for this training program: **Malek Batal**, full professor with the department of nutrition at Université de Montréal and holder of the Canada Research Chair in Nutrition and Health Inequalities; **Stéphane Decelles**, nutrition research coordinator with the Canada Research Chair in Nutrition and Health Inequalities; **Bilkis Vissandjée**, researcher and professor with the faculty of nursing at McGill University; **Sujata Gill** team leader at CARI St-Laurent immigrant services; **Marianne Lefebvre**, nutritionist with Marianne Lefebvre, Nutrition d'ici et d'ailleurs; and **Suzanne Lepage**, nutritionist-dietitian with the Montreal Diet Dispensary.

Fondation Olo is proud to benefit from National Bank's donation of **\$90,000** over three years to support us in this action!



A platform for Olo champions

Olo champions now have a virtual area where they can find all the tools and documentation needed to make their work with the Olo follow-up easier. Olo's **Panorama** platform also includes a "Mon Pano" area that lets Olo champions access customized information on their area of intervention, follow up on their voucher orders and distribution, and find important data on the population they are helping.

Webinars to help practitioners better support families and enhance their knowledge

La Fondation Olo soutient ses membres par des webinaires et ateliers reconnus par 4 ordres professionnels. Les deux sujets de cette année ont connu un grand succès.

- **Grossesses gémellaires: Faisons le point!** presented by *Claudia Savard, Dt.P.*, doctoral candidate at Laval University 107 participants
- **Allaitement et familles en situation de vulnérabilité** presented by *Suzanne Lepage, Dt.P.*, and *Selma Buckett, IBCLC*, from the Montreal Diet Dispensary 213 participants



Launch of a virtual space for Olo practitioners

To ensure that each new Olo practitioner is familiar with and able to independently use the new Olo approach, a **new virtual space** has been created to help them integrate into the team. *Julie Deschamps*, the Fondation Olo nutritionist who is responsible for practitioner relations, produced four videos presenting the Olo approach, the Olo follow-up care during the first 1000 days of life, the community of practice for practitioners, and reference and educational tools for parents, such as the Olo Blog. This web space also features a video from *Isabelle L'Écuyer*, nutritionist at CLSC Dorval-Lachine (CIUSSS de l'Ouest-de-l'Île-de-Montréal), who has been helping families for over 22 years.

Reaching and supporting community organizations

Over 800 organizations reached by Fondation Olo



In order to reach as many families as possible, the Fondation Olo has given itself the goal of approaching and collaborating with **1,000 organizations of the community** by 2023. This offer has laid the foundations for great relationships between the foundation and these organizations working in the field and with families, around healthy eating and tools.

Since 2019, hundreds of Discoverers have received the Kit free of charge, which allows organizations involved in healthy food for families and children, in the period of the first 1,000 days of life, to quickly become familiar with the messages on healthy food through fifteen educational tools for parents or children (recipes, balanced meal, baby books, games, etc.) and references (reference guide to properly assimilate the messages and technical sheets presenting each of the tools). This year alone, **392 new organizations have taken their first step with Olo.**

Development of a network of connectors

Fondation Olo is fortunate it can count on a growing network of connectors. These points of contact between the health system and the community make it possible to reach more families through community organizations, to direct them to the right services and to create bridges so we better understand the needs on the ground and provide more regionally adapted support.



Olo Allies

In addition to ordering Fondation Olo's Discovery Kit, certain organizations wishing to do even more to support families in healthy eating can **become «Allies»** and thus have access to **activity sheets, webinars or occasional support from one of Fondation Olo's nutritionists.**

This year, **322 organizations have become «Allies»,** bringing us that much closer to our goal.

These and other achievements were made possible through the financial support of the Government of Quebec under the *Government Action Plan to Foster Economic Inclusion and Social Participation.*

Launch of Olo's coffee talks



Launched in September, this new discussion forum connects a nutritionist from Fondation Olo with supporters from community organizations, to give them the tools to face various potential situations. To date, in small groups, three themes have been discussed: **children who refuse to eat; how to manage kids and sweets, and how to make economical and nutritious choices at the grocery store.** The Olo coffee talks give participants the opportunity to discuss so they can better support families afterwards.



Discussions toward supporting Indigenous communities

Fondation Olo has been **collaborating with two Indigenous communities for over 20 years,** offering them its support. Over the years, several other communities have shown an interest in a similar relationship. Now, with the arrival of **Maude Bradette-Laplante** as our new project manager for collaboration with Indigenous communities, Fondation Olo wants to broaden the scope of its action by working with more Indigenous organizations. A series of meetings with the provincial association of Native Friendship Centres of Québec (RCAAQ) and the councils of the Nunavik and James Bay communities and six others are already underway to talk about the opportunities for support from Fondation Olo, on a co-construction basis.



A new guide from Olo on baby's first foods

Baby Discovers Food is a new tool available for parents to answer all their questions about introducing foods to babies. Covering topics like the role of breastfeeding, choking risks and food allergies, and providing sample menus, this **guide is intended to be a go-to reference for helping baby to discover foods and flavours!** A ready-to-use activity sheet is also available for community organizations that want to support families on this topic.

Partners who want the best for toddlers

\$130,000

Tradition and Bonichoix merchants campaigns

The **129 Tradition and Bonichoix merchants** throughout the province also commemorated our 30th anniversary. Through varied fundraising activities throughout the year, including an at-register donation campaign, they raised an impressive **\$130,000** for the health of children and families.



Ginette Gagnon, employee for 14 years, and Hugo Fontaine, owner of the Marché Tradition in Eastman (Estrie).

\$100,000 over 4 years

Association des obstétriciens gynécologues du Québec (AOGQ)

The AOGQ has renewed its commitment to the health of mothers and babies by pledging for the second time a major donation of **\$100,000** over four years. The Association even went beyond this commitment by giving an additional **\$5,000** raised through online and text donations during its annual conference. This donation will allow Fondation Olo, and the practitioners working in health establishments or community organizations, to help babies be born healthy and learn healthy eating habits early on in their life.

“Fondation Olo’s principle of giving vouchers for eggs, milk and vegetables means a great deal to me because I see women who don’t have enough money to make ends meet.”

Dr. Marc-Yvon Arsenault • Executive committee member and co-president of the professional development committee, AOGQ

\$86,716

Les Cercles de Fermières du Québec

Once again this year, Cercles de Fermières across the province held activities to support babies’ health. After selling knitted goods, drinks and desserts, as well as running several Christmas markets and other events, the Cercles de Fermières of Quebec were proud to give Fondation Olo a total amount of **\$86,716**.



\$77,900

Golf tournament by the Fédération des producteurs d’œufs du Québec

On September 2, a bright sunny day at Acton Vale golf club, the 20th annual Omnium de Golf was held, organized by the Fédération des producteurs d’œufs du Québec (FPOQ). At the end of this fun day, which also featured activities like dart golf, a silent auction and a gourmet barbecue, the FPOQ proudly donated **\$77,900** to Fondation Olo to continue distributing vouchers for eggs to families in need.

\$75,000

A new project thanks to Keurig

In addition to continuing its commitment of **\$25,000** to Fondation Olo, the Keurig company donated **\$50,000** to start a project in the Saint-Michel district of Montreal. This project aims to build a stronger link between the healthcare system and the community organizations to join a larger number of vulnerable pregnant women and their families.



New partner benefactors

Fondation Olo is proud to be able to count on **Industrial Alliance**, which just signed a commitment to support our mission over three years. **Intact Insurance** is also becoming one of our partner benefactors.



Strenght in numbers — Olo Allies

A record year for our holiday campaign

From November 30, 2021, to January 8, 2022, Fondation Olo held its yearly holiday donation campaign. Launched on *GivingTuesday – Canada's national donations day*, this campaign celebrated Fondation Olo's 30th anniversary by sharing the stories of Olo moms and babies throughout Quebec. Content creators also joined in, encouraging people to send donations via text message. A total of **\$22,000** was raised in this record-breaking campaign, for even more healthy babies!

Thanks to content creators Andrée-Anne Blais, Josiane Konaté, Mélyna Côté and Vanessa Béland for their support.

\$22,000



Cook It

The ready-to-cook meal service Cook it recently announced the creation of its Star Fund to support five Quebec organizations: Fondation Olo, Anorexia and Bulimia Québec (ANEB), Food banks of Quebec, the Fondation du Centre jeunesse de Montréal and ALS Quebec. This year **201,000 stars** were donated by the company's customers to Fondation Olo, and a total of **\$1,000** was collected.

\$1,000



\$20,000

Charity day at Shorcan and Laurentian Bank

Giving back to the community is an important part of the corporate culture at Shorcan, a Canadian inter-dealer brokerage firm. To do so, it organizes an annual charity day with the related brokerage firms and gives back all transaction fees to different associations. At the end of this day, the Laurentian Bank's transaction fees, for an amount of **\$20,000**, has been generously donated to Fondation Olo.

\$7,144

STERIS

Every year, STERIS, one of the world's major manufacturers of medical, pharmaceutical and biotech devices, encourages one foundation of its choice through income deductions, draws or single donations. Fondation Olo was pleased to have been selected by STERIS employees, who proudly donated an amount of **\$7,144** in support of our activities.

The public sector rallies

Campaign by Quebec MNAs

As part of the volunteer action support program, over 80 Quebec Members of the National Assembly backed Fondation Olo's mission in their respective ridings over this most unusual year, donating a total of **\$41,150**.

\$41,150

Campaign at the CISSS de l'Abitibi-Témiscamingue

Like every year, the perinatal and early childhood team of the CISSS de l'Abitibi-Témiscamingue, which includes nurses, social workers, a nutritionist and a community organizer, mounted a fundraising campaign to be able to offer Olo follow-up care in its community. Thanks to their efforts, the CISSS was able to give our foundation **\$7,830**.

\$7,830



Involved small companies



Fondation Olo is lucky to count on generous support from many small companies that help it to achieve its mission through sales of products for mothers and babies: **Créations Valdo, Moondies Kids, Mini Maestro, YEYO Maternité, Minky Mousse.**

Strenght in numbers — Third-party initiatives



Catherine Cloutier during her event for the benefit of the Olo Foundation.

Two of our employees have generously decided to offer their birthday to Fondation Olo by organizing fundraising campaign on this occasion. Nancy Bourdages and Melanie Scrosati raised the total sum of **\$3,690**.

Catherine Cloutier, a Fondation ally for many years, collected **\$570** for her birthday, in addition to organizing a culinary activity that raised a donation of **\$3,335**.



Cadolo birth gift

Cadolo continues to make its way into the homes of young families, with **187 sold this year**. This is a gift with a charitable aim, since **\$20 of the price is donated** to Fondation Olo.

Companies Deloitte; Raymond Chabot Grant Thornton; and Pomerleau all selected Cadolo as the birth gift given to their employees who become new parents.

Dîner Olo

GOURMET BENEFIT EVENT

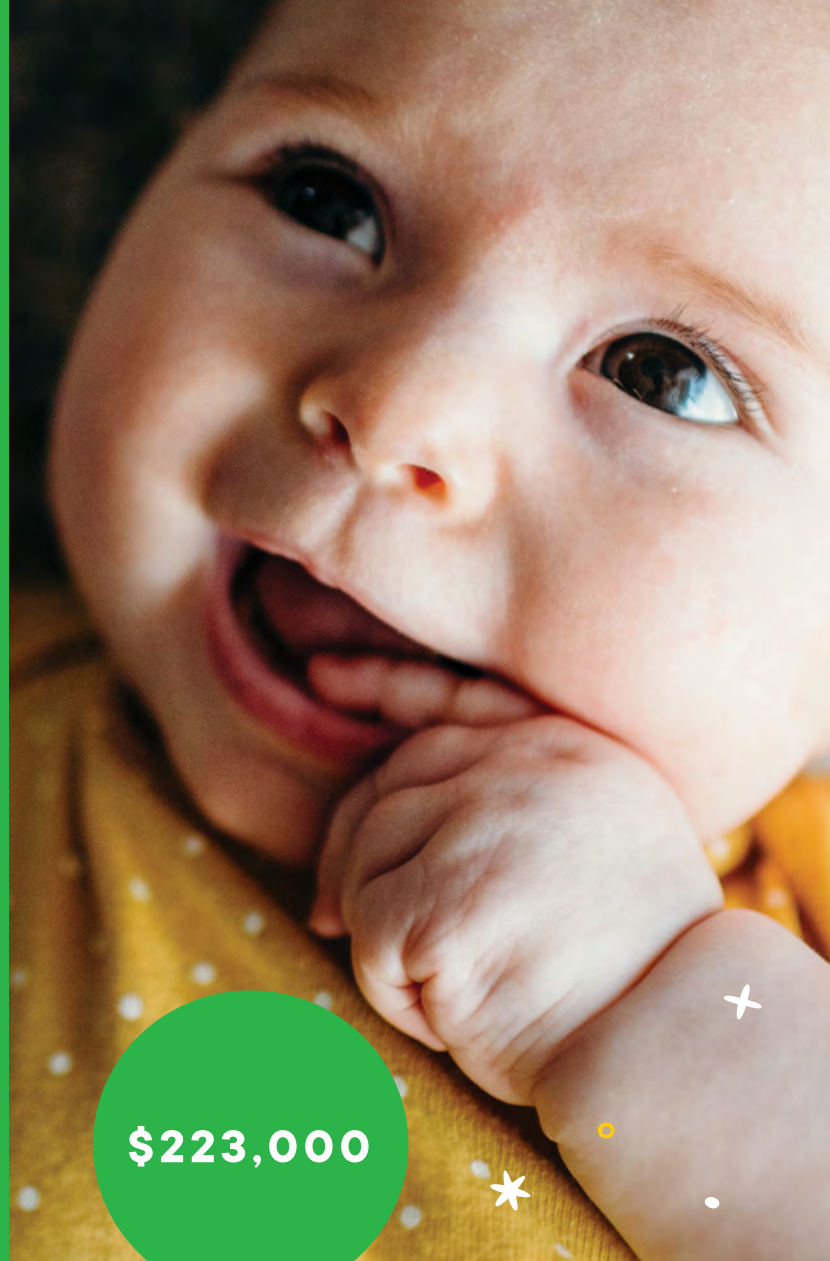
For babies' health—even during social distancing!

On November 5, 2021, Fondation Olo brought together 280 participants at its gourmet benefit celebrating its 30th anniversary.

This celebratory edition, held virtually, was presented by the National Bank and the Marchés Tradition and Marché Bonichoix banners, and was once more hosted by Élyse Marquis. Singer and actor Mélissa Bédard also gave two musical performances and shared a touching testimonial about her own experience with the Olo follow-up during her first pregnancy. Valérie Léveillé, also a former Olo mom, shared her experience of the Olo follow-up care. We were also joined by popular chef Ricardo, his daughter, Beatrice Larrivée, and Lionel Carmant, the Quebec Minister for Health and Social Services, to celebrate 30 years of healthy babies. They gave warm-hearted speeches recognizing the impact of Fondation Olo on the health of little ones and on the healthy eating habits of families.

Participants once again enjoyed a gourmet meal created and delivered by caterer Agnus Dei.

An interactive auction, made possible by the generosity of several individual donors and local companies, raised \$27,400. In total, this 18th annual Dîner Olo closed with a net profit of **\$223,000**.



\$223,000



Honorary Committee

Honorary co-presidents

Martin Gingras, Treasurer - Executive Committee Vice President, Customer Experience Center, National Bank • Alain Ménard, Senior Vice President, Retail Operations at Sobeys

Committee members

Martine Allard (Deloitte) • Christine Barcelo (Rachelle-Béry Beaubien) • Guy Barthell (Guy Barthell, Gestion et Conseil Inc.) • Véronique Boileau (Pomerleau) • Élise Boyer (Fondation Olo) • François Brabant (Dentons Canada S.E.N.C.R.L.) • Pierre Carrier (Agnus Dei Traiteur) • Jean-François Couture (Angelcare) • Caroline Dignard (Cogeco) • Christine Joannou (House of Rohl) • Marie-Claude Landry (Corby Spirit and Wine) • Béatrice Larrivée (RICARDO Media) • Fanie Noiseux (FN Recrutement et Chasse de têtes Inc.) • Luc Reny (Power Corporation du Canada)



Partners presenting the event



Associate partners



Goods and services



“The Olo follow-up] literally saved my life during my pregnancy. I was able to spend on fruits and vegetables and meat thanks to the money I saved on milk and eggs. I learned to cook. I had no choice but to make do with what I had. And now, my daughter is a good cook!”

Valérie • who received the Olo follow-up care when she was younger

“This anniversary edition brought together over 280 participants from the business world who are part of the Olo family, a community that truly cares about prevention and babies' health in Quebec. This success will allow Fondation Olo to pursue its mission of giving families an equal chance of bringing a healthy baby into the world and of introducing them to healthy eating habits early on.”

Martin Gingras and Alain Ménard • Honorary Co-presidents of Dîner Olo

Our partners

For 2021–2022, Fondation Olo is proud to be able to count on the support of companies that share its vision and help it develop its mission even further, benefiting the families in Quebec whose needs are greatest. Thank you for your support.

MAJOR PARTNERS

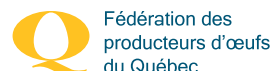


Agence de la santé publique du Canada

Public Health Agency of Canada



MAJOR COLLABORATORS



BENEFACTORS



ALLY

Power Corporation du Canada

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Some partners have donated their precious expertise and Fondation Olo thanks them warmly!



“The importance of acting early in life among vulnerable populations in order to give an equal chance to families and give birth to healthy babies is a mission which fits us perfectly. This partnership is a concrete manifestation of our as a company to be a dynamic player in matter food and health.”

Christian Malenfant • Vice-President Marketing, R&D, CSR at Bonduelle



“Agropur cooperative has been a proud partner of Fondation Olo for over 25 years. Strengthened by our positioning “Better milk. Better world.”, the notion of equality of chances speaks to us. As a partner, Agropur is proud to see how much the foundation has developed over the years. Day after day, whether one is a member of Agropur or an employee, be associated to a promising gesture for future generations takes on its full meaning.”

Dominique Benoit • Senior Vice President, institutional affairs and communications at Agropur



A Message from the Treasurer

Last year, at the end of a first pandemic year, we concluded that the Fondation Olo was neither enriched nor weakened and strong with special measures to help families. A year later, using a financial term, we will say that the balance sheet is favorable with a surplus of almost \$140,000. But what is hidden behind this so-called “favorable” portrait? Both generosity, agility and, sadly, greater precariousness for more isolated families.

Food cost: between inflation and isolation

The rise in food prices is a major issue that affects the entire population and more severely low-income families. Publicly, Fondation Olo has been able to use its voice to raise awareness of this issue. Internally, the foundation is also dealing with inflation, especially for milk, knowing that this is only the beginning. Moreover, it is already expected that operating costs will rise in the coming year. Our estimates put the cost of this inflation at \$200,000 for 2022–2023.

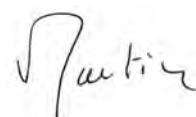
Paradoxically, for Fondation Olo, expenses related to food are lower than forecast. If a low poverty rate explained this, we would be delighted, but isolation seems to be more to blame. Indeed, the various measures put in place during the pandemic have created more isolation among families, despite themselves. The needs for accompaniment and support are still present, and even more glaring, but the number of women reached is fewer. Measures are being deployed to reverse this trend, in particular linking it with My Pregnancy, but in the meantime the coupons are given to fewer women and fewer coupons are used. Thus, the “favorable” aspect of financial statements is relative.

Two initiatives to highlight

Readers of our Financial Statements will note an increase in costs incurred for educational tools and communications. First, we proceeded to a special and free distribution of educational tools to community organizations. While promoting sound inventory management, the operation is consistent with our development with these organizations since this initiative has made it possible to discover, or rediscover, the Fondation Olo’s offer of healthy eating resources. Moreover, it is not every year that the foundation celebrates 30 years of action. For a reasonable additional investment, Fondation Olo was able to shine not only on the web, but also on television. Greater investments were also made in public relations, which generated the expected results.

Looking forward

In this world where issues overlap and where adaptability is essential, Fondation Olo continues to grow stronger, in particular by welcoming people with diverse expertise. In addition, it is fortunate to be able to count on present donors and partners who are as valuable as they are complementary. For their rigor and vigilance, a very special thank you to the employees, members of the Audit Committee and the Board who ensure this sound financial management. The Olo Foundation comes out a winner and stronger. The wind is «favorable» to more impact, for tomorrow and for the years to come.



M. Martin Gingras, CPA, CMA
Treasurer - Executive Committee
Vice President, Customer Experience
National Bank of Canada



Results for the year ended March 31, 2022

	2022			2021	
	Food and resources for families	Support for practitioners and partners	Fundraising and administration	Total	Total
Revenues					
Revenues earmarked for programs					
Member contributions	\$3,194	\$7,212	-	\$10,406	\$58,021
Grant–Canadian government	\$1,384,798	-	-	\$1,384,798	\$1,384,740
Grant–Quebec government	-	-	\$850,000	\$850,000	\$850,000
Service contributions	\$36,530	-	-	\$36,530	\$45,447
	\$1,424,522	\$7,212	\$850,000	\$2,281,734	\$2,338,208
Donations and philanthropic activities					
Donations	\$34,575	-	\$964,485	\$999,060	\$1,123,939
Fundraising activities	-	-	\$366,433	\$366,433	\$302,622
	\$34,575	-	\$1,330,918	\$1,365,493	\$1,426,561
Other revenues					
Membership fees	-	-	\$519,976	\$519,976	\$523,151
Canada emergency wage subsidy	-	-	-	-	\$255,099
Interest	-	-	\$90,229	\$90,229	\$104,907
Other	\$525	-	\$4,797	\$5,322	\$15,491
	\$525	-	\$615,002	\$615,527	\$898,648
	\$1,459,622	\$7,212	\$2,795,920	\$4,262,754	\$4,663,417
Expenses					
Direct costs of services rendered	\$2,030,113	\$131,129	-	\$2,161,242	\$2,958,455
Operating costs	\$509,335	\$534,029	\$578,926	\$1,622,290	\$1,579,415
Communications	\$5,680	\$17,351	\$187,219	\$210,250	\$87,758
Fundraising activities	-	-	\$95,629	\$95,629	\$63,972
Contributions to partners	\$34,575	-	-	\$34,575	-
	\$2,579,703	\$682,509	\$861,774	\$4,123,986	\$4,689,600
Excess (deficit) of revenues over expenses	\$1,120,081	(\$675,297)	\$1,934,146	\$138,768	\$26,183

Fondation Olo wholeheartedly thanks all those who have contributed their time and skills in the pursuit of its mission.

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du Québec (RISUQ)
*Centre Armand-Frappier Santé
Biotechnologie de l'Institut national
de recherche scientifique (INRS)*

And, from Fondation Olo:
nutritionists **Maude Bradette
Laplante, Julie Deschamps,
Mylène Duplessis Brochu,
Julie Strecko** as well as **Élise Boyer**
and **Roxane Fafard**.

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Membership Services Coordinator

Élise Boyer
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Project Manager – Collaboration
with Indigenous Communities

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Allison Cox
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Nutritionist, Research and Analysis

Geneviève Thibodeau
Accounting and Financial Information Officer

Fondation Olo also wants to thank **Caroline St-Louis, Émilie Russo, Aryann-Sarah Veilleux** and **Isabelle Théroux** for their valued services and contribution during their time on the team. Fondation Olo had the chance to welcome 4 interns to its team during the year. Thanks to **Amani Labassi** (trainee in the master's degree in public health), **Laurence Pépin** (trainee in the bachelor's degree in nutrition) as well as **Marie Lamana** and **Mélanie Richard-Laferrrière** (trainees in the pharmacy program) for their work.

2021 · 2022 Annual Report

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KAKEE Design graphique responsable

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Fondation Olo
Marc-Antoine Zouéki

Thanks to our 917 donors and partners!

Thanks to the support of generous donors and partners, Fondation Olo can help babies be born healthy and acquire healthy eating habits, by acting early on, during the mom's pregnancy and during the first two years of the child's life.



“Nutrition is very important, and it's an even more urgent need to be met for an expectant mother who is creating a baby. I wanted to give for the little beings who are developing.”

Frédéric • Father who benefited from the Olo follow-up care at 19

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DONATIONS OF \$50,000 OR MORE

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STERIS Canada and its employees
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Fondation Olo

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