

Fondation

Olo



Des
bébés
en santé

A Key Year for the Future of Families and Their Little Ones

2023 · 2024 Annual Report





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For the well-being of families and their little ones

Message from the Chair and the General Manager

We know the first 1,000 days of life is a key period for a healthy future, and this fiscal year will have contributed several keys to open wide the doors to our ambitions for the coming years. Because Fondation Olo does not shy away from re-examining issues or from in-depth reflection, it carried out a strategic clarity exercise, which both reaffirmed its foundations and provided a new view of its actions. This exercise was done in conjunction with the development of our strategic plan, “Mobilizing an Ecosystem to Act on the Causes and Consequences of Food Inequality.” This title reflects our ambition to break the cycle of inequalities and acknowledges the partners without whom we couldn’t even consider attempting this.

Special attention was given to the means at our disposal, because these must be multiplied to keep growing our impact. Throughout the year, we advocated to the Quebec government for five-year financing to bring us to 2029. As this fiscal year is ending, we do not yet know what the response to our request will be, but the two special grants we received, while non-recurring, seem a positive sign. It is reassuring to hear that the government recognizes the importance of action early on in life in reaching its objectives of alleviating—and indeed preventing—food insecurity and poverty.

Many of you also share this certainty that we can change life paths through action during the first 1,000 days of life, and choose to give tangible support to Fondation Olo. This year, donations and revenue from philanthropic actions increased 29%, from \$1.56 million to \$2 million. This resounding support delights our team and our board of directors and encourages us to do even more. We THANK YOU a thousand times over.

This money goes hand-in-hand with talent, and many of you have told us how much you admire the work accomplished by the Fondation Olo team. This spring, the team includes 15 women and 3 men,



Alain Ménard, Board Chair
Élise Boyer, General Manager of Fondation Olo

combining their expertise to reach our objectives and to set new ones as the situation evolves. However, we need reinforcements, and in the final days of the fiscal year, five essentially new positions were posted, to multiply our capacity in the coming years. There is also talent and commitment within the board of directors, which is comprised of nine people from the business world and nine from the milieus in which our mission is implemented.

The level of know-how is admirable, experience is omnipresent and the calibre is high. As in the team we proudly support, this balance and expertise are keys to Fondation Olo’s success and to its strategic plan. A physicist would say that the strategic planning exercise accumulated a large amount of potential energy that can be released in the near future. An athlete would say it’s the training just before a competition. We selected the image of keys that will open the doors of our ambitions for the coming years. Want some proof? On Day 2 of Year 2 of the strategic plan, Fondation Olo launched its food offering for the post-natal portion of the Olo follow-up. And that’s just the beginning.

To all of you who are right there with us, supporting, feeding, cooking, comforting, mobilizing, soliciting, inspiring and changing lives, THANK YOU!

Raison d’être

To break the cycle of food and social inequality through action during the first 1,000 days of life.

Our mission

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

Values

- EQUITY
- PREVENTION
- COLLABORATION
- RIGOUR
- EMPATHY

Vision

To become the reference point on nutrition during the first 1,000 days thanks to our expertise and our capacity to mobilize the actors with the power to break down the barriers to healthy eating for families.

New horizons for Fondation Olo

This year marked the beginning of a new strategic planning exercise for 2023–2028. I enabled the team to re-examine its objectives for the upcoming period and to give its actions a direction, while always keeping families as the core concern. In addition to 25 new goals, a new vision statement emerged from the reflection process: To become the reference point on nutrition during the first 1,000 days thanks to our expertise and our capacity to mobilize the actors with the power to break down the barriers to healthy eating for families.





A few highlights from 2023–2024

Rendez-vous Olo: A resounding success

On June 14, the 2023 edition of Rendez-vous Olo was held at the offices of Québec Blue Cross, an Olo Major Collaborator, which generously supplied the space. During the event, participants had an opportunity to look back at the year's accomplishments during the annual general meeting, to attend a round table on a current topic and then to chat during a friendly cocktail party.

A hybrid format was used for the second year in a row, with 50 people attending in person and another 20 virtually, from a total of eight Quebec regions.

Attendees saw an exclusive announcement about a pilot project from Fondation Olo that will offer mothers food during the post-natal period. This was followed by a round table on the involvement of fathers, which featured these panellists: Julie Deschamps, nutritionist and manager of the practitioners and healthcare professionals component at Fondation Olo; Thomas Henry, perinatal coordinator of the organization CooPÈRE; Benoit Perrier, perinatal practitioner at the organization Entre Mamans et Papas; and Raymond Villeneuve, executive director of the Regroupement pour la Valorisation de la Paternité.

The evening ended with a cocktail dinner donated by Danserau Traiteur, along with cheese platters offered by Agropur, an Olo Major Partner.



Recurring financing of \$1 million, followed by \$2 million

In spring 2023, Fondation Olo received a grant of \$1 million from the ministère de la Santé et des Services sociaux du Québec (MSSS) to help offset the cost of food offered to families during the prenatal period. After the Quebec government's budget update of November 2023, it provided a second grant, this one for \$2 million, to support the post-natal food offering for families ([see red section](#)).

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



Eating habits



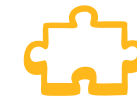
Access to care



Attachment to parents



Overall health



Optimal development



School success

The faces of Olo clients



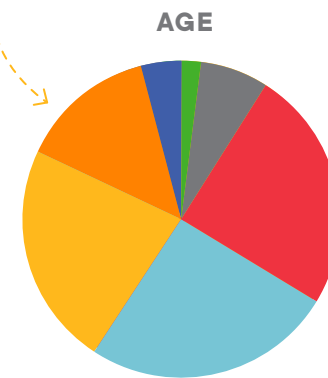
Number of women receiving follow-up



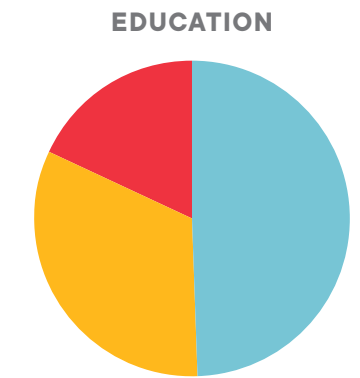
Number of Olo women newly registered for the prenatal component and beginning their follow-up



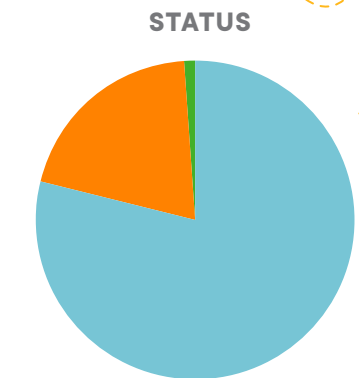
DISTRIBUTION OF OLO WOMEN FOLLOWED IN 2022–23 BY...



- 2% Under 18
- 7% 18–19
- 25% 20–24
- 26% 25–29
- 23% 30–34
- 14% 35–39
- 4% 40 or over



- 50% High school not completed
- 33% Vocational training Diploma (DEP) or high school completed
- 18% College or university diploma completed



- 79% Not immigrants nor off-reserve Indigenous people
- 20% Immigrants
- 1% Off-reserve Indigenous people





Fondation Olo: A reference point on nutrition during the 1,000 first days of life

In the field, across Quebec, our affiliate members deploy the Olo follow-up care with families at over 150 points of service. In addition, there are community organizations, Indigenous communities, and organizations working with Indigenous people, which in their own ways, guide families toward healthy eating. Fondation Olo supports the activities of these key actors in various ways.

Support and kindness: The heart of practitioners' actions

On October 20, the annual day of Olo practitioners was held. For the first time, a hybrid format was used, with Université Laval in Québec City serving as the venue. About 30 professionals working with Olo families attended in person, and another 200 virtually. This was the ninth iteration of this event and it once again allowed practitioners to delve more deeply into topics that are essential to their practice and to network around the central theme of support and kindness. It was a good opportunity to remember that, beyond nutrition knowledge, the Olo follow-up provides supportive care in which the trust between the family and their practitioner is central.

The event featured two talks and one workshop:

- Talk on self-empathy in order to be more available to families, *given by Marianne Corneau, M.A. anthropology, trainer at Dose d'empathie*
- Talk on supporting families in poverty through better understanding and better action, *given by Daniel Beauregard, consultant in prevention and promotion*
- Workshop on including the father or co-parent in the Olo follow-up care, *given by the Olo team*

Our 27 affiliate members



HEALTH AND SOCIAL SERVICES CENTRES-14 INTEGRATED AND 1 REGIONAL

- 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
- Centre de santé d'Opitciwan
- Clinique communautaire Pointe-Saint-Charles
- Alima (formerly the Montreal Diet Dispensary)

In the field, practitioners and Champions work alongside families

Olo practitioners now benefit from the support of Marie-Ève Guérette St-Amour, P.Dt., M.Sc., who joined the Olo team in October as the Nutritionist, Health Practitioners and Professionals Component. Marie-Ève's responsibilities will include providing guidance to Olo practitioners and other healthcare professionals and finding new ways of guiding families to the Olo follow-up. Loubna Aboul Horma, a master's student in public health at the Université de Montréal, did her placement at Fondation Olo from September to December 2023, working specifically on this issue.

Olo also supports and can count on the collaboration of its Champions, who facilitate consistency between the establishments of the healthcare network and Olo. The Panorama platform and the 22 personalized Mon Pano platforms allow them to get an overview of the Olo follow-up on their territory.



Committees and advocacy

- Participant, during the **Table québécoise sur la saine alimentation (TQSA)**, in several working groups, including the one on social norms and fatphobia. Since January 2024, Fondation Olo has been coordinating the working group on healthy eating in childhood
- Animation d'un module de formation autour de l'importance des 1 000 premiers jours des tout-petits dans le cadre de l'**École d'été** « Inégalités sociales de santé et petite enfance » de l'**Université du Québec à Montréal (UQAM)**
- Participant in the **Journées annuelles de santé publique (JASP)**
- Participant in the **“Su-Père” conference** held by the Regroupement pour la valorisation de la paternité
- Participant in a provincial round **table of nutritionists working in maternal-fetal medicine**
- Participant in the **Comité régional en allaitement maternel (CRAM)** of Montréal
- Participant in the **public nutrition course for the B.A.** Program in nutrition at Université de Montréal
- Participant in the Nutrition Department's **career fair**, Faculty of Medicine, Université de Montréal
- Member of the Quebec CRP network (Conseil d'administration du **Réseau des Centres de Ressources Périnatales du Québec-RCRPQ**)
- Member of the **Observatoire québécois des inégalités**
- Management team member of the **Collectif des tout-Petits**
- Member of **Réseau pour un Québec Famille**
- Member of the **group for recognition of fatherhood**, and participant in the advisory committee for the formation of “Pères et périnatalité” within the MSSS
- Member of the partner committee on online training for interventions with families living in poverty, **MSSS**
- Participant in the **Olo-SIPPE** community of practice at the CIUSSS de la Montérégie-Centre-du-Québec
- Participant in the **Nishkat Network meeting** organized by the First Nations of Labrador Health and Social Services Commission
- Participant in the week-long event, “Grande semaine des tout-petits,” organized by the provincial association of Native Friendship Centres, the **Regroupement des centres d'amitié autochtones du Québec (RCAAQ)**





Olo follow-up care during the first 1,000 days of life

In September 2022, a new reference framework for the Olo follow-up care lay down guidelines for support during the crucial first 1,000 days of life, i.e., from during pregnancy to a child's second birthday. To learn more about this period in a child's life, [see our article](#)!

Fondation Olo is becoming the reference point across Quebec on nutrition during this key developmental period. Through its messaging and, especially, through its action like the Olo follow-up care, Fondation Olo has a significant impact on families facing these three major barriers: access to healthy, nutritious and varied foods; nutrition knowledge and cooking skills; and the ability to take action to positively change eating habits.

One of the major components of extending the Olo follow-up care into the first 1,000 days of life was developing a food offering for families during the post-natal period. For a long time, the birth of the baby meant the end of families receiving Olo vouchers. However, these vouchers serve as a gateway for transmitting know-how about healthy eating. The recently announced new offering of vouchers into the post-natal period will allow us to support the development of healthy eating habits while helping parents better understand—and meet—their child's evolving nutrition needs.

In the last few months, the groundwork was laid for the post-natal offering of Olo vouchers, after discussions with Olo practitioners, Champions and the Olo expert committee. During the first stage of deployment, the vouchers will be redeemable for foods like tofu, whole grain sliced bread, and baby cereals and purees. As was already the case for the prenatal vouchers, Olo partners are associated to making this offer available to families ([see green section](#)).

This first stage is notably made possible by significant, non-recurring funding, mentioned in the [red section](#) of this Report.

Ongoing training and knowledge sharing

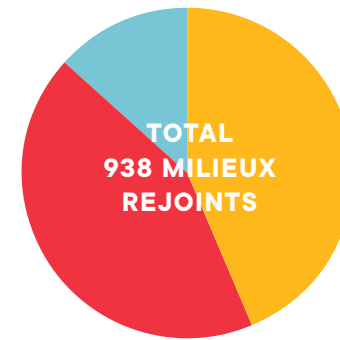
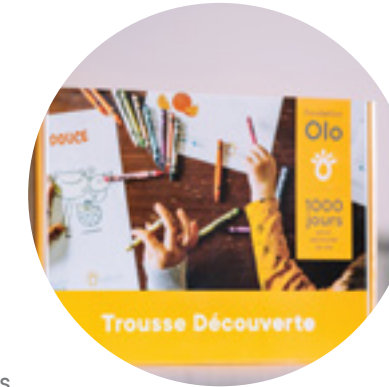
Webinars were organized throughout the year to support practitioners' work and raise their awareness of topics affecting families who are in Olo follow-up care:

- **June 7, 2023: Poverty in all its states**, given by *Virginie Larivière*, spokesperson of the Collectif pour un Québec sans pauvreté **(130 participants)**
- **September 20, 2023: To breastfeed or not to breastfeed: I need help**, given by *Louise Godin*, nurse with a bachelor's degree, and *IBLCE lactation consultant* **(148 participants)**
- **December 7, 2023: Taking action on fatphobia and body image as a step toward well-being**, given by *Hendrik Pineda*, analyst-researcher at the Association pour la santé publique du Québec **(67 participants)**

Nearly 1,000 community organizations reached!

To reach as many families as possible and to develop a growing number of linkages with community organizations (COs), Fondation Olo had given itself the goal in its 2018–2023 Strategic Plan to approach and work with 1,000 organizations that work with families during the first 1,000 days of life.

We are therefore very proud and pleased to have just about reached that objective, with 938 connections, despite the COVID-19 pandemic:



- **473 Explorers** (organizations that have taken their first steps with Olo by ordering its Discovery Kit to become familiar with Olo tools and messaging):
- **464 Allies** (organizations using our tools and integrating Olo's vision in their practices)
- **141 Educational daycares**

Working with communities to offer families a different type of support

Fondation Olo believes that, in complement to the health and social services network, other actors also play an important role in creating environments that foster health and provide support to families. This section talks about community organizations, as well as Indigenous communities, and bodies or organizations working with Indigenous people.

Supporting immigrant and culturally diverse families

Since June 2023, this Olo training course has been available for practitioners in perinatal teams who work with such families. The training's objective is to offer professional development tools, to allow Olo practitioners to feel more skilled with this clientele, and to facilitate the dietetic integration of newly arrived families.

Since the course was launched, more than 582 practitioners have taken it and are thus better equipped to work with this client group.

The training was created in collaboration with an expert committee used to working in intercultural settings. Fondation Olo wants to thank the National Bank, one of its Benefactor Partners, for its financial support in developing this training.





“1,000 Days, 1,001 Journeys”: Solidifying support for families in the community

Last spring, new funding from the Fondation Lucie et André Chagnon made it possible to firm up an important component of the 2023–2028 Strategic Plan, namely, the project “1,000 Days, 1,001 Journeys.”

The idea is that there are as many journeys as there are families to support during the key period of the first 1,000 days of a child’s life.

Fondation Lucie et André Chagnon had already partnered with Fondation Olo, through a support agreement for 2019–2022, which had notably helped put in place the winning conditions to create the new reference framework for the Olo follow-up, mobilize COs, foster the emergence of the new leadership of the Olo Connectors, and to get Olo’s voice heard by the public and decision-makers.

The new funding of \$1,751,000 over four years has made it possible to make our “1,000 Days, 1,001 Journeys” project a reality. Its main goal is to multiply our power to act and our impact in two ways:

- By increasing families’ access to high-quality recurring activities in COs that help break down barriers to healthy eating, and
- By giving as many families as possible in Quebec access to knowledge on healthy eating during the first 1,000 days of life, through the use of Olo’s tools and resources.

In concrete terms, this funding made it possible in the last year to start creating a basic training course on healthy eating, to continue mobilizing Connectors throughout the province, to create various tools for COs, to launch the reflection process about a potential social campaign, and to hire Audrey-Anne Desjardins, P.Dt., M.Sc., as the Advisor, Collaboration and Support to Community Organizations. She joined the team in January 2024.

The Connector network rallies!

Fondation Olo is very happy to continue to count on a network of Connectors, who help establish links between perinatal teams in the health and social services network and in community organizations, to better serve families. Last year provided many opportunities to mobilize and support this network, which now includes 25 Connectors, in 14 Quebec regions. In addition to the facilitation support sheets, other linkage programs emerged, similar to “Olo – Mon bébé en santé,” which was deployed in eastern Montréal by the CIUSSS de l’Est-de-l’Île-de-Montréal, the Carrefour familial les Pitchou and the Les Relevailles de Montréal perinatal resource centre.

The goals of this project, which is largely for families receiving the Olo follow-up care, are to break families’ isolation, give them tools to lower their barriers to healthy eating and allow parents to build their skills and enjoy a positive experience that boosts their self-esteem. Many similar workshops for families are organized in partnership with Olo.

Facilitation support sheets: Even more tools!

New tools were added to our turnkey activity sheets and to Olo coffee talks already available on the Allies Space for COs.

This year, some great partnerships were launched, which allowed us to make facilitation support sheets available to COs. These sheets offer playful and collaborative ways of discussing and participating in healthy eating activities, with the support of a nutritionist from the health and social services network. Many of these sheets were developed with the collaboration of Connectors from the CIUSSS de la Mauricie–Centre-du-Québec, notably on eating well for little money.

Growing collaborations with Indigenous communities

In 2023–2024, Fondation Olo multiplied its contacts with 20 communities. New agreements were reached with the Kanesatake community and with the Cree Board of Health and Social Services of James Bay. These are in addition to the four that were already in place.

These agreements allow us to collaboratively create projects so families can have access to a healthy food offering that specifically meets their needs. For instance, we can cite making Olo vouchers available, creating agreements on food baskets for families in these communities, and adapting Olo tools and recipes to reflect Indigenous realities.

Apart from these agreements, relationships were also maintained with several organizations such as the First Nations of Quebec and Labrador Health and Social Services Commission and the Nunavik Regional Board of Health and Social Services. This gives us an opportunity to attend yearly meetings, such as the one with the Nishkat Network, to introduce Olo’s offer for collaboration with daycares in First Nations communities.

Additionally, collaboration is ongoing with the RCAAQ and with some specific Native Friendship Centres. This will make it possible to offer Indigenous people in urban areas nutritional support adapted to their dietary culture in a safe and trusted environment. We can also mention here the collaboration between Fondation Olo, the CIUSSS de la Côte-Nord and the Native Friendship Centre in Sept-Îles (CASI), to enable Indigenous women who have given birth in Sept-Îles, far from their community of origin, to continue receiving the Olo follow-up care.



Raising awareness of nutrition in Indigenous settings, with Mélanie Napartuk

In 2023–2024, we had the opportunity to talk to Inuk nutritionist and public health educator Mélanie Napartuk. This discussion led to the creation of three awareness videos posted on our social media, and two articles regarding traditional foods and pregnancy in Indigenous settings.

In addition to the videos, Mélanie Napartuk conducted several interviews with expectant mothers in Indigenous communities to talk about pregnancy-related traditions. Several articles on this subject are coming soon.





Making the voices of families heard, for a more just future

The exercise in clarity and strategic planning that we carried out during the 2023–2024 year led us to put forward a raison d'être that is inseparable from the mission-vision-values trio that motivates every action taken by Fondation Olo. This underlying reason for our existence stresses the importance for Fondation Olo to break the cycle of social and food inequalities in which too many Quebec families are trapped.

Thus, during the past year, action and advocacy were undertaken to amplify the voices of vulnerable families even more effectively and to make decision-makers aware of the importance of doing more to support them.



www

Heading toward the next plan to combat poverty and social exclusion (PLP4)

The year 2023–2024 was the sixth in the government action plan to combat poverty and social exclusion 2017–2023, which expired on March 31, 2023. We therefore benefited from an additional year to participate in the public consultations to develop the next (fourth)

action plan (PLP4), which were organized by Chantal Rouleau, Minister Responsible for Social Solidarity and Community Action. Thus, in May and in November, Fondation Olo was invited to work sessions involving Quebec's food security players.

The meetings took place at the same time as a position paper was submitted to the consultations for the PLP4. The position paper, submitted in June, explained the role that Fondation Olo can continue to play to prevent poverty and alleviate its impacts by taking action in the 1,000 first days of life.

This position paper shines a light on the proven fact that Fondation Olo's actions have growing potential to counter poverty and reduce food inequality by using a three-pronged approach:

- The Olo follow-up offered in CISSSs and CIUSSSs to expectant mothers and families in low-income situations
- Activities in community organizations that open their doors to new parents
- Collaborations focused on the specific needs of Indigenous pregnant women and families

This work breaks down three barriers that compromise families' ability to eat healthy:

- Access to healthy, nutritious and varied foods, in sufficient quantities
- Nutrition knowledge and cooking skills
- Families' ability to mobilize to make positive changes to their eating habits

In this position paper, Fondation Olo states that an amount of \$15 million over 5 years (approximately a third of the \$43 million needed) would allow it to expand its action and reduce food inequalities, and thus, the repercussions of such inequalities on the health and development of Quebec children.



www

A third position paper from Fondation Olo: Expanding Olo teams within the network

For the third year in a row, Fondation Olo elected to participate in Quebec's budget consultations 2024–2025 by submitting a position paper in January on increasing the network's capacity to break down the cycle of food inequality in Quebec (*Augmenter la*

capacité du réseau à briser le cycle des inégalités alimentaires au Québec). While the previous two position papers submitted for the development of the budget focused as much on funding Fondation Olo as on funding the Olo teams in the health and social services network, this pre-budget position paper concentrates solely on a proposal to reinvest in this network.

In synergy with the position paper filed for PLP4, this one is built around the importance of bolstering Olo teams in Quebec's health and social services network by creating Olo practitioner positions to support more families and meet growing needs as effectively as possible.

The sole recommendation is in line with the first \$4.25 million reinvestment made by the Quebec government in 2020. Through recurring funding that would reach \$17.5 million by 2028–2029, a minimum of 145 professional positions (notably nutritionists) would be created to offer an optimal Olo follow-up care to 11,700 expectant mothers and their families.



Fondation Olo in the media

Alongside its political action Fondation Olo also takes every opportunity it can to amplify the voices of families in the media, notably through open letters and interviews.

In June, an open letter on the role of fathers during the 1,000 first days of life ("Être un papa dans les 1 000 premiers jours de bébé") reminded readers of the importance of fathers and co-parents during this key period of child development.

In October, an open letter by our General Manager Élise Boyer on alternatives to making reports to child protection services ("**Signalements à la DPJ: il existe des portes de sortie**"), was published in *La Presse* to emphasize the importance of investing in prevention.

Economic update that supports babies' health

In the wake of its participation in the PLP4 consultations, Fondation Olo was delighted with Quebec's 2023 economic and financial update, published in November by Finance Minister Éric Girard.

It announced a \$2 million grant to Fondation Olo to help it support babies' health in Quebec. In the current economic situation, and in light of a significant increase in the number of food-insecure expectant mothers and families, this government grant allows Fondation Olo to continue its battle against food inequality and to give more help to families in vulnerable situations across the province.

This non-recurring additional funding from the Fonds québécois d'initiatives sociales (FQIS), enables Fondation Olo to efficiently expand its food offering in three ways:

- By adding a post-natal food offering through vouchers given from the child's birth to age two
- By making funds available to community organizations to purchase foods needed to organize cooking and food discovery workshops on their premises
- By contributing to financing local initiatives by CISSSs and CIUSSSs to help families access healthy foods or to support mothers during the breastfeeding period

This non-recurring additional funding, which will multiply Fondation Olo's impact, is additional to the helpful \$1 million received in spring 2023 from the MSSS to help Olo offset the rising cost of food.





A community that thinks big for our little ones

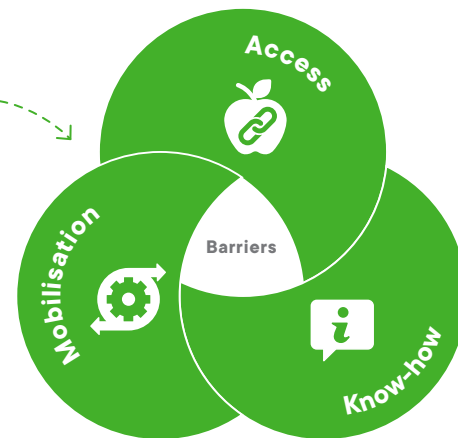
Where do your donations go?

Every year in Quebec, your donations and the support of Olo allies allow 7,000 women in vulnerable situations and their families to start the Olo follow-up care.

Your donations let Fondation Olo implement preventive actions that help break the cycle of food inequality during one of the most critical periods of all: the 1,000 first days of life, covering pregnancy and the child's first two years.

Your donations help **break down three major barriers to healthy eating** that explain why some families are not able to offer their baby optimal nutrition:

- Access to healthy, nutritious and varied foods, in sufficient quantities
- Nutrition knowledge and cooking skills
- Families' ability to mobilize to make positive changes to their eating habits



Here's how donations were used last year:

33%

Olo foods and multivitamins

Every year, we distribute more than 460,000 vouchers redeemable for food and 835,000 daily doses of prenatal vitamins to pregnant women.

31%

Development and distribution of educational tools and content

To encourage families to adopt healthy eating habits, educational tools and professional advice for parents are given by Fondation Olo. Every year, some 20,000 educational tools are provided to the parents of newborns.

28%

Support for practitioners and partners carrying out the mission

There are over 500 Olo practitioners and nearly 1,000 community organizations collaborating with Fondation Olo. We serve as the point of reference on nutrition during the first 1,000 days of life. We develop training programs, family workshops, tools and regionally customized platforms to support the approaches they use with families from their community.

8%

Healthy management and awareness raising

Like any other organization, it is critical to have a team that implements the mission and makes sure the public and decision-makers hear the needs and see the importance of the role it plays in society. Several public relations operations and awareness campaigns are deployed every year.

Our major campaigns



A campaign to meet parents and talk about the critical importance of the first 1,000 days

A fundraising campaign, held from Mother's Day to Father's Day, gave the public a chance to get to know Beatriz Rivera Oropeza, a member of the Olo team. General Manager Élise Boyer explained the importance of the 1,000 first days of life. The campaign ended on Father's Day in collaboration with the Regroupement pour la valorisation de la paternité.

\$34,000

\$34,000 collected during the holiday campaign

Everyone knows Santa can't do it all by himself! And Fondation Olo donors answered the call of our holiday campaign with remarkable generosity. Thanks to them, over \$34,000 was raised for healthy babies. A new record, this amount is the equivalent of 70 Olo follow-ups! Fondation Olo is privileged to be so well supported to accomplish its mission with Quebec's tiny tots and their families.



\$28,000

Bidding with generosity • The Olo auction

Thanks to the generosity of participants and the quality of the products and experiences put up for auction, the annual Fondation Olo auction raised over \$28,000. This success demonstrates our allies' ongoing commitment to our philanthropic action.





The large Olo family

Fondation Olo is proud to be able to count on the support of businesses that believe in equal chances. They help families in vulnerable situations receive support and give babies a chance to come into the world and grow up healthy. Fondation Olo is deeply grateful for the mobilization of these donors who are part of a kind-hearted community—the Olo family—that cares about babies across Quebec!

MAJOR PARTNERS



MAJOR COLLABORATORS



BENEFACTORS



ALLIES

Godin Family Foundation • Pictet Group Foundation • Meat industry • Power Corporation

FRIENDS

Royal Bank of Canada • St-Méthode Bakery • Olymel

NEW MEMBERS OF THE OLO FAMILY



Ben & Florentine

The year started off on the right foot with a new partner proudly associating itself to our organization through a major multiyear commitment. Ben & Florentine restaurants have positioned themselves as important players in the Quebec breakfast market and they have now done the same within the Olo family.

“1,000 Days, 1,001 Journeys”

Fondation Lucie et André Chagnon expands our power to act and our impact on families

Fondation Lucie et André Chagnon will be supporting Fondation Olo in putting into action its “1,000 Days, 1,001 Journeys” project, which aims to strengthen support for families in communities. They have made a significant financial commitment of \$1,751,000. (See [yellow section](#) for further details on the project.)

5 years

Five-year recommitment from our partner Blue Cross

Québec Blue Cross has chosen to continue its philanthropic involvement with Fondation Olo, signing a new five-year partnership agreement.

“Being a big company comes with very big responsibilities. We at IA Financial Group also believe that it comes with a big privilege: having the means to take positive action for others. [...] Through our involvement, we want to be a source of inspiration for others. Together, we can reach lofty goals and build a healthy future for everyone.”

The team at IA Financial Group

New partners for the new food offering

Over the years, we have worked with Agropur, the Fédération des producteurs d'œufs du Québec and Nortera to facilitate access to healthy, nutritious foods, by offering thousands of Quebec families in vulnerable situations vouchers to buy milk, eggs and frozen vegetables.

Fondation Olo is pleased to see its family growing and enthusiastically welcomes its new partners, **BeLov**, **La Mère Poule**, **Unisoya** and **St-Méthode**. Like all those that came before it, these kind-hearted companies are making a concrete gesture to battle food inequality and are allowing more Quebec families to see their little ones develop to their full potential.

This expanded food offering, given as part of the Olo follow-up, optimizes the support for families during babies' 1,000 first days of life.





A circle of kindness surrounding our little ones

Fondation Olo is grateful to depend on the circle of kindness of its monthly donors. Giving monthly is still one of the best ways to support Olo's mission. The stable income lets us plan our actions to battle inequality. We want to thank everyone who gave monthly during the year!

We want to thank everyone who gave monthly during the year!

MONTHLY DONORS

| | | |
|---------------------------|---------------------------|-------------------------|
| Alexandra Brochu | Fanny Bousquet | Marc-Antoine St-Georges |
| Amélie Lemay | Geneviève Carrier | Marie-Claire Ferland |
| Anaëlle Dubuc | Ginette St-Pierre | Marilyse Richard |
| André Dontigny | Gladys Lastennet | Martin Thivierge |
| Anne-Marie Ouellet | Guy Baillargeon | Maryse Plouffe |
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| Caroline Marcoux | Julie Lévesque | Michelle Deslauriers |
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| Chantal Trottier | Laury Paquette | Odette Hélie |
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| Claudia Faucher | Louise Bélanger | Renée Dauphin |
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| Diane Hébert | Lucie Landriault | Simon Ginchereau |
| Dominique Bélanger | Lyne Champoux | Suzanne Tardivel |
| Ève-Marie Valiquette | Lyne St-Hilaire | Sylvie Bélanger |

Total amount of donations received

\$2,011,000



- 526 Individual donors
- 87 Companies
- 51 Monthly donors
- 9 Group and individual initiatives
- 200 Cadolo boxes sent to Quebec homes

Thanks to our donors

DONATIONS OF \$100,000 OR MORE

- Agropur Coopérative laitière
- Aliments Nortera Inc.
- Ben & Florentine
- Fondation Lucie et André Chagnon
- Les Cercles de Fermières du Québec
- Sobeys Québec

DONATIONS OF \$50,000 OR MORE

- Anonyme
- Croix Bleue du Québec
- Fédération des producteurs d'oeufs du Québec
- Fondation d'Amours

DONATIONS OF \$25,000 OR MORE

- Association des obstétriciens gynécologues du Québec
- Banque Nationale du Canada
- Fondation Famille Léger
- iA Groupe financier
- Intact Assurance
- Power Corporation du Canada



"During my time receiving the Olo follow-up care, I promised myself I would donate once my situation improved. I knew my story wasn't the only one of its kind and that other moms would need this support."

Alexandra • Former Olo mom



DONATIONS OF \$10,000 OR MORE

Fondation canadienne des filles de la charité du Sacré-Coeur de Jésus
 François Brabant
 Fondation Famille Godin
 Fondation du Groupe Pictet
 Tournoi de golf de l'Industrie de la Viande

DONATIONS OF \$5,000 OR MORE

Boulangerie St-Méthode
 Christine L'Heureux
 Fondation Lise et Richard Fortin
 Banque Royale du Canada
 Searchlight Pharma

DONATIONS OF \$1,000 OR MORE

| | | |
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| Alice Abou-Khalil, Députée de Fabre | Kateri Champagne Jourdain, Députée de Duplessis | Walmart Lachute |
| Alimentation Isabelle & McCarthy | L'Ouvroir de Saint-Sauveur | Walmart LaSalle |
| André Cimon | Luc Reny | Walmart Laval (Centre) |
| Annie Dubuc | M2D Leadership | Walmart Laval Ouest |
| Baptiste Coursières | Marathon Beneva de Montréal | Walmart Longueuil |
| Benoit Marchessault | Oeuvres Régis Vernet | Walmart Magog |
| Campagne des Œuvres Charitables des Chevaliers de Colomb | Olymel S.E.C. | Walmart Montréal (Côte-des-Neiges) |
| Carole Gagnon | Province de Saint-Joseph des servantes du Saint-Coeur de Marie | Walmart Pointe-aux-Trembles |
| Club Élite de l'alimentation | Raymond Chabot Grant Thornton | Walmart Québec (Capitale) |
| Cook it | Renée Cyr | Walmart Rimouski |
| Dentons Canada S.E.N.C.R.L. | Serge Brochu | Walmart Rosemère |
| Dominique Bélanger | Solange Tremblay | Walmart Saint-Bruno |
| Élise Boyer | Susan Cameron | Walmart Saint-Constant |
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| Elizabeth Candelier | Sylvain Giguère | Walmart Saint-Eustache |
| Fédération autonome de l'enseignement | TLA Porte-Bonheur | Walmart Saint-Hyacinthe |
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| Go RH | Walmart Alma | Walmart Saint-Léonard Ouest |
| Grande Guignolée | Walmart Baie-Comeau | Walmart Shawinigan |
| Hao Yin | Walmart Gatineau | Walmart Sherbrooke |
| Jean Roy | Walmart Gatineau Ouest | Walmart Sorel-Tracy |
| Joelle Fragasso-Marquis | Walmart Granby | Walmart Sorel-Tracy |
| | Walmart Hull | Walmart Terrebonne |
| | | Walmart Val-d'Or |

DONATIONS OF \$500 OR MORE

| | | |
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| Amélie Dionne, Députée de Rivière-du-Loup-Témiscouata | Groupe Bistronomie | Michelle Deslauriers |
| André A. Morin, Député de l'Acadie | Groupe Mito | Nancy Corbeil |
| Arneg Canada | Ian Lafrenière, Député de Vachon | Nathalie Lévesque |
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| | | Isabelle Bossé | Julie Taglang | Ginette St-Pierre | Julie Taglang | Madeleine Leduc | | | Renée Bissonnette | Stéphane Beauchemin | |
| | | | | Ginette St-Pierre | | | | | | Stéphane Caillé | |



Dîner Olo

A GOURMET BENEFIT

20^e édition!

The recipe for healthy babies

On November 3, the 20th yearly Dîner Olo was presented by the National Bank, Les Marchés Tradition and Marché Bonichoix. A net profit of \$320,000 was raised through the event to support our work with Quebec babies and their families. More than 450 people participated.

Fondation Olo wants to draw attention to the support of Shirley Dorismond, Member for the Marie-Victorin riding and Parliamentary Assistant to the Minister Responsible for Social Services, and of Christine Labrie, Member for Sherbrooke and Second Opposition Group Critic for Social Solidarity and Community Action. Their sharing of personal stories related to Olo follow-up were one of the evening's highlights.

\$320,000

The event's theme being "cooking," guests all donned an Olo apron, symbolically showing their support for Olo's mission.



Martin Gingras
National Bank of Canada



Simon Rainville
Marchés Tradition and Bonichoix, Sobeys



Thanks to the event partners!

PARTNERS PRESENTING THE EVENT



ASSOCIATE PARTNERS



PARTNER FOR THE MEAL



PARTNER FOR THE APRON



PARTNER FOR THE AUCTION



SUCCESS PARTNERS



Many thanks to the honorary committee who made the event such a success!

HONORARY CO-PRESIDENTS

Simon Rainville, Les Marchés Tradition and Marché Bonichoix (Sobeys) · Martin Gingras, National Bank of Canada

VOLUNTEER MEMBERS OF THE HONORARY COMMITTEE

Christine Barcelo (Rachelle Béry) · Guy Barthell (Guy Barthell, Gestion et conseil inc.) · Véronique Boileau (Sollio Agriculture) · François Brabant (Dentons Canada LLP.) · Jean-François Couture (Premier Tech) · Caroline Dignard (Cogeco) · Tony Fournier (Agropur) · Sébastien Gagnier (House of Rohl Canada) · Béatrice Larrivée (RICARDO Media Inc.) · Sophie Lauzon (Grandio) · Martin Lefrançois (Intact Assurance) · Paolo Maiolo (Artika) · Alain Ménard (Sobeys) · Antoine Morin (Olymel) · Fanie Noiseux (FN Recrutement & Chasse de tête Inc.) · Luc Reny (Power Corporation of Canada)





A community that thinks big for our little ones

Initiatives benefiting Fondation Olo

22nd Omnium de golf by the Fédération des producteurs d'œufs du Québec

\$85,000

A record amount was raised by Olo's Major Collaborator the Fédération des producteurs d'œufs du Québec (FPOQ) during its 22nd golf tournament on September 8. Thanks to the partnership uniting Olo and the FPOQ, **750,000 Olo vouchers for eggs have been redeemed Quebec-wide in the last decade, and over 10 million eggs have been distributed to Quebec moms.** In 2023-2024, the FPOQ also launched a campaign for its 60th anniversary. Happy anniversary!

A triple for the AOGQ: Health, fun and solidarity

Members of the Association des obstétriciens et gynécologues du Québec (AOGQ) got together on the morning of Saturday, May 6, 2023, for a fun **5 km at the foot of Mont Tremblant, raising \$10,000.** This success was made possible in part by Searchlight Pharma, which chose to support run participants by doubling their donations.

\$10,000



Marchés Tradition and Bonichoix committed to the babies in their communities

Marchés Tradition and Marché Bonichoix are proud to continue their action in support of communities. Over the last year, they deployed multiple initiatives benefiting Fondation Olo by mobilizing **over 135 merchants across the province.**

During the summer, the public and the merchants of Marchés Tradition and Marché Bonichoix displayed Fondation Olo's graphics in a sale of stickers at the check-out counters. This initiative not only raised donations but spread the word about our mission among families.

Olymel makes a gesture of solidarity for pregnant women benefiting from the Olo follow-up

\$4,500 donation

For the second year in a row, on **International Women's Day**, Olymel made a **donation on behalf of its employees to Fondation Olo, a symbol of its support for expectant mothers living in vulnerable situations.**



1 smoothie = \$1

Ben & Florentine restaurants mobilize for babies' health

Our new partner Ben & Florentine held two delicious initiatives to benefit Olo. Throughout the month of September, the company **\$1 to the cause for each smoothie purchased in its restaurants.** And then during the March break, **\$1 was donated to Olo for each child meal bought.** An excellent way to add some colour to the menu!

Beneva marathon: Supporting babies' health step by step

The organizers of the Marathon de Montréal recently launched *Run with Heart*, its new charity program that gives charitable organizations the possibility of recruiting event participants for their fundraising efforts. Fondation Olo invited all its allies to join it for the marathon! A total of **24 committed runners chose to take up the challenge** and contribute to a healthier future for Quebec children.





Initiatives benefitting Fondation Olo



St-Méthode • Day-to-day nourishment for young families

In September, to mark back-to-school, St-Méthode Bakery deployed an online initiative benefitting Fondation Olo. It invited the public to support families in vulnerable situations for whom eating well is a daily challenge. This wonderful campaign achieved several objectives: to let people know about our partnership, encourage donations to support our action, and promote healthy eating through a simple, nutritious recipe for the whole family.



Cadolo adopted by committed businesses

Cadolo is the philanthropic birth gift developed by Fondation Olo, in collaboration with small Quebec businesses. It has been adopted as the official birth gift for the employees at Deloitte, Blue Cross, Navada, and Raymond Chabot Grant Thornton. Cadolo includes a plush toy of our mascot Pikolo, two baby books, a bib, a recipe book and a guide to introducing food to baby. It's the perfect gift for new parents. For each Cadolo box sold, \$20 is donated to Fondation Olo, and in 2023, over 200 Cadolo boxes were given as gifts!

TLA Architectes supports Fondation Olo during the holidays

During its year-end celebrations, TLA Architectes' team members were invited to submit organizations whose mission was in line with the objective of TLA Porte-Bonheur, namely, to support youth and families. In this way, Fondation Olo was selected as a beneficiary. This initiative will have an impact on the lives of the families we support.



RICARDO aprons to make "the best recipes"

RICARDO Media is proud to collaborate with Fondation Olo, since cooking and family are central to our respective missions. This year, the company's actions included the sale of aprons (made in Quebec) in adult and kid sizes, with a portion of the profits being donated to Olo.



"I first want to express my profound gratitude for the invaluable support you gave me during my pregnancy, particularly through the food vouchers that really contributed to the well-being of myself and my unborn child."

Lydia • Mom who received the Olo follow-up care

\$2,700

Cook It • A recipe for healthy babies

At the start of the new year, Cook It renewed its partnership with Fondation Olo. It's a great fit that showcases the importance of cooking and eating healthy as a family. For each portion of its minestrone soup sold, Cook It donated \$1 to Fondation Olo to feed the future of families experiencing vulnerability. A total of \$2,700 was raised in this way for Olo.

Cause marketing

Throughout the year, large and small businesses worked hard for the cause. We want to thank the following businesses that chose to donate a portion of their profits to Fondation Olo: Créations Valdo, Rose Napoleon, Wolseley, and YEYO Maternité.



Group and individual initiatives



\$152,886

Closely knit, for healthy babies • Les Cercles de Fermières du Québec

Once again this year, Les Cercles de Fermières du Québec showered their generosity on Fondation Olo!

If you have ever visited a holiday market, there's a good chance you came across at least one wonderful Fermière working to raise funds for Fondation Olo. This year, \$152,886 was donated to Fondation Olo by the Cercles de Fermières. These approximately 30,000 women across Quebec have been supporting Fondation Olo since the very beginning.

A game show that pays off for Fondation Olo • Le Tricheur

When actor and host Élyse Marquis participated in the TV show *Le Tricheur*, she chose to support Fondation Olo. Her fantastic performance made it possible for Fondation Olo to receive \$2,900. It will contribute to more Quebec babies being born healthy.



\$2,900

\$4,287

Benefit concert by the Orchestre Philharmonia Mundi de Montréal (OPMM)

The OPMM has given itself the mission of democratizing classical music while also making a difference in the community. It was thus with great pride that the OPMM and Fondation Olo worked together to organize a benefit concert in support of our action to foster healthy eating habits for families and young children.

\$8,200

Benefit supper by the Club Élite de l'alimentation

The Club Élite de l'alimentation is an active group in which members can socialize and keep a link with the food industry. On November 8, it held a benefit supper honouring Gaétan Dufresne. As part of the event, Club members supported Fondation Olo to the tune of \$8,200.

\$11,000

Another successful donation campaign at the Amos CLSC

The perinatal and early childhood team of the CISSS de l'Abitibi-Témiscamingue once again mobilized to raise donations to top up the services offered to families benefiting from Olo follow-up care. The \$11,000 collected this year will be used for instance to buy cooking equipment sets, which will be given to vulnerable families, so they can discover the fun of cooking.

Thank you to everyone who made a donation. And congratulations to the Amos CLSC team!

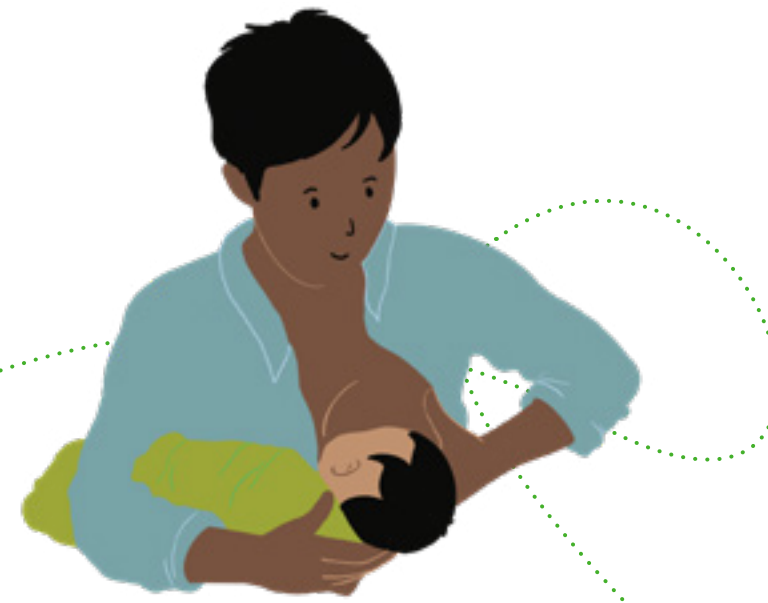
"It's a team choice to continue this yearly fundraiser, to have the means to better support families in acquiring healthy eating habits. It's an extra initiative we take so we can deploy concrete support during the perinatal period. It gives us a way to push the Olo follow-up further and to support vulnerable families."

Karine Bernier • Community organizer at the Amos CLSC, within the CISSS de l'Abitibi-Témiscamingue

\$56,625

Campaign by Quebec MNAsx

As part of the volunteer action support program, over 83 Quebec Members of the National Assembly backed Fondation Olo's mission in their respective ridings. This resulted in a donation of \$53,625. This program is part of the Quebec government's financial support for community organizations and volunteer work. It is part of a broader cooperation between governments and the volunteer sector to highlight the importance of collaborating for the well-being of all citizens.





A Message from the Treasurer

As the treasurer elected in June 2023, I am signing this message for the first time, and in a year that was both atypical and vibrant! We are ending the fiscal year with a surplus, something highly unusual in the history of Fondation Olo, whose balance sheet last year was more representative.

Revenue on the rise

To cope with the exceptional inflation of recent months, Fondation Olo made a point to convey the needs of families and, last year, to bear the cost of a 40% increase in food prices. Given this situation, the Quebec government gave it two grants totalling \$3 million.

These two non-recurring grants added a bit over \$1.3 million to the year's revenues, and an amount of \$1.5 million to the balance sheet, in deferred contributions for use over the next two fiscal years.

At the same time, we are seeing a 29% growth in income from donations and financing activities, from \$1.56 million to \$2 million. These results are directly related to the joint efforts of the team and the board. This growth is aligned with the balanced approach to income sources (private vs public) that Olo calls for. We are thus committed to growing donations to maintain this balance in future.

Paradoxical stagnation in food costs

Food has always been Olo's largest expense. Last year's 40% hike in this area figured in our financial statements as a 32% increase in the cost of food distributed (as seen in Appendix A). This year the cost remained essentially unchanged.

Were fewer coupons redeemed in stores? No. The data compiled show variations in volume of +19% for eggs, +25% for frozen vegetables and +46% for 2% milk. However a 35% decrease in the use of 3.25% milk vouchers just about cancels out the volume increases. Fondation Olo attributes these contradictory trends to the changes it made in the recommendations on milk in its reference framework published in September 2022. Other, administrative, reasons help explain the lower-than-anticipated costs.



Ultimately, one thing remains certain: it is not the need that has diminished, as food insecurity remains a serious problem. Thus, the Olo team is very aware that voucher use is dependent on the network's capacity to provide support from a practitioner: this is at the heart of the Olo follow-up.

A key year to prepare for the next stages

The exceptional, but context-driven, financial situation is a green light to move on to the next stages. The additional income, particularly the government subsidies, allow Fondation Olo to take the financial risks needed to reach its ambitions. Whether considering the new post-natal food offering or local food-access initiatives across Quebec, Fondation Olo aspires to a long-term offering and recurring activities. Helping families give their baby a good start and mobilizing an ecosystem of partners is not the ambition of one fiscal year. It's a dream that involves sustainability, and the means used today will help achieve it in the coming years.

Thank you for standing shoulder to shoulder with us today and again tomorrow.

Martin Lefrançois

Treasurer and Chair of the audit committee of Fondation Olo
Vice President, Operational performance
Intact Insurance

RESULTS FOR THE FISCAL YEAR ENDING MARCH 31, 2024

| | 2024 | | | 2023 | |
|--|---------------------------------|--|---|-------------|-------------|
| | Food and resources for families | Support for practitioners and partners | Governance and philanthropic activities | Total | Total |
| Revenues | | | | | |
| Revenues earmarked for programs | | | | | |
| Member contributions | \$45,146 | \$6,515 | - | \$51,661 | \$108,193 |
| Grant-Canadian government | \$1,384,798 | - | - | \$1,384,798 | \$1,384,798 |
| Grant-Quebec government | \$320,400 | - | \$1,850,000 | \$2,170,400 | \$850,000 |
| Service contributions | \$33,254 | - | - | \$33,254 | \$40,604 |
| | \$1,783,598 | \$6,515 | \$1,850,000 | \$3,640,113 | \$2,383,595 |
| Donations and philanthropic activities | | | | | |
| Donations | \$40,425 | - | \$1,398,776 | \$1,439,201 | \$1,087,196 |
| Fundraising activities | - | - | \$572,134 | \$572,134 | \$476,519 |
| | \$40,425 | - | \$1,970,910 | \$2,011,335 | \$1,563,715 |
| Other revenues | | | | | |
| Membership fees | - | - | \$571,350 | \$571,350 | \$522,120 |
| Net investment yields | - | - | \$328,408 | \$328,408 | \$204,041 |
| Other | \$1,491 | - | \$2,955 | \$4,446 | \$6,256 |
| | \$1,491 | - | \$902,713 | \$904,204 | \$732,417 |
| | \$1,825,514 | \$6,515 | \$4,723,623 | \$6,555,652 | \$4,679,727 |
| Expenses | | | | | |
| Direct costs of services rendered | \$2,433,520 | \$47,006 | - | \$2,480,526 | \$2,541,136 |
| Operating costs | \$601,213 | \$639,525 | \$759,415 | \$2,000,153 | \$1,899,636 |
| Communications | \$26,879 | \$23,906 | \$113,848 | \$164,633 | \$146,162 |
| Fundraising activities | - | - | \$146,377 | \$146,377 | \$114,925 |
| Contributions to partners | \$40,425 | - | - | \$40,425 | - |
| | \$3,102,037 | \$710,437 | \$1,019,640 | \$4,832,114 | \$4,701,859 |
| Excess (shortage) of revenues over expenses | | | | | |
| | (\$1,276,523) | (\$703,922) | \$3,703,983 | \$1,723,538 | (\$22,132) |





Governance

Composition, as of March 31, 2024

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

Board of Directors

EXECUTIVE COMMITTEE

Alain Ménard
Board Chair

Vice President, Affiliated Merchants
RONA

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Vice-Chair

Health and Social Services Consultant

Martin Lefrançois
Treasurer

Vice President,
Operational Performance and Finance
Intact Insurance

Élise Boyer
Secretary

General Manager
Fondation Olo

Guy Barthell
Board Member

Strategic Advisor
Guy Barthell, Gestion et Conseil Inc.

Mireille Fortin
Board Member

Coordinator, Perinatal, Early Childhood
and Child Psychiatry Services
CIUSSS de l'Estrie-CHUS

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CISSS de la Montérégie-Est

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Communications and Corporate
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Sobeys Québec

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**CISSS des Laurentides et
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**Nunavik Regional Board of Health
and Social Servicesk**

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Power Corporation of Canada

Expert committee

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Editor in Chief, *From Tiny Tot to Toddler*
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to Toddler*
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**Department of Physical Activity
Sciences, Université du Québec
à Trois-Rivières**

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Associate Professor and Researcher
Director of the RISUQ
**Armand-Frappier Santé Biotechnologie
Research Centre (INRS)**

And, from Fondation Olo: Nutritionists
**Maude Bradette Laplante, Mylène
Duplessis Brochu, Julie Strecko**
and **Marie-Ève Guérette**, along with
Élise Boyer and **Patrick Lopez**.

Permanence

Anne-Sophie Archambault
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Executive Assistant

Élise Boyer
General Manager

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Project Manager, Collaboration
with Indigenous Populations

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Advisor, Digital Strategies and
Partner Valorisation

Laurence Chiasson
Communications Advisor,
Communication Projects and Impact
Strategies

Allison Cox
Donor Engagement Advisor

Audrey-Anne Desjardins
Advisor, Community Organization
Collaboration and Support

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and Families Manager

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Information

Anthony Touche
Director, Communications

Fondation Olo would like to thank **Julie
Deschamps** and **Stéphanie Boudreau**
for their invaluable services and contri-
butions to the team.

Thanks also to our two public health
interns **Loubna About Horma** and
Sanaa Challouf; to our nutrition intern
Audrey Watier; to our two pharmacy
interns **Nassim Bouhacida** and
Christina Shehata; and our two
philanthropy interns **Myriam Fortier**
and **Lyn Beylouni**.

2023 · 2024 ANNUAL REPORT

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Marc-Antoine Zouéki

Translation
Josée Lafrenière



MAJOR PARTNERS



MAJOR COLLABORATORS



BENEFACTORS



ALLIES

Godin Family Foundation • Pictet Group Foundation • Meat industry • Power Corporation

FRIENDS

Royal Bank of Canada • St-Méthode Bakery • Olymel

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