

Fondation

Olo



Des
bébés
en santé

For tangible local food security

Empowering families and supporting little ones

2024 · 2025 Annual Report



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For the well-being of families and their little ones

Message from the Chair of the Board and the Executive Director



Élise Boyer
Executive Director,
Fondation Olo

Martin Gingras
Senior Vice-President for
Personal Banking Solutions
and Distribution Strategy,
National Bank

The year 2024–2025 saw significant achievements and a strengthened commitment to ensuring food security for families.

- Fondation Olo has reached a historic milestone by offering Olo foods for the postnatal period, which was made possible thanks to enthusiastic and committed partners.
- An “Aliments du Québec au menu” recognition was granted to Olo for the local foods it offers.
- An eagerly awaited cookbook now accompanies families on a daily basis, encouraging moments shared around the table and in the kitchen.
- Online, the newly designed Family hub further strengthens the support we offer parents in making informed food choices.
- Cooking workshops offered in 86 organizations enhance our collaboration with community settings and increase our impact tenfold.

These advances testify to the strength of collective action. Together, we can provide families with an equal chance of bringing a healthy baby into the world and of introducing them to healthy eating habits.

However, we cannot ignore the fact that the context remains worrying—for the fourth year running, food insecurity is on the rise. According to the Observatoire des tout-petits, **1 in 5 households** with a child aged between 0 and 5 has experienced food insecurity in Quebec. This reality deeply concerns us, because the consequences will be felt over the long term and by an entire generation.

In the face of this challenge, we are convinced that taking action early

in a child’s life is essential to reverse this trend.

In 2025–2026, we will relentlessly continue our advocacy efforts. We will keep providing access to healthy, local foods, increase our nutrition education efforts and advocate for public policies that provide solutions to meet the needs of families.

We will also strengthen our relationships with Indigenous communities and take action to break down barriers to healthy eating.

To all of you who believe in our mission, support our cause and work alongside us to nurture hope, we say a huge thank you. Thank you for opening doors with us. Thank you for contributing to a fairer, more united future.

✦ About Fondation Olo

Fondation Olo's mission is to provide families with an equal chance of bringing a healthy baby into the world and of introducing them to healthy eating habits early on. Olo acts in the first 1,000 days of a child's life—from pregnancy to age two— a crucial development period. Fondation Olo will soon be celebrating its 35th anniversary.





About Fondation Olo

Fondation Olo's actions are founded on personalized nutritional support provided by trusted care providers, combined with direct assistance in the form of coupons redeemable for basic foods and prenatal multivitamins.

Olo works in Quebec's health and social services network and with many organizations and Indigenous communities to support access to healthy foods and practical tools for eating well, cooking and eating as a family. In this way, it helps to reduce food inequalities and build a society where every child can develop to their full potential.



Purpose

Breaking the cycle of food and social inequalities by acting in the first 1,000 days of a child's life.

Mission

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

Vision

Becoming the reference in nutrition during the first 1,000 days by leveraging our expertise and ability to mobilize stakeholders with the power to break barriers to healthy eating that families face.

Valeurs

- **EQUITY**
- **PREVENTION**
- **COLLABORATION**
- **RIGOUR**
- **EMPATHY**



Our 27 affiliate members



13 INTEGRATED AND 1 REGIONAL HEALTH AND SOCIAL SERVICES CENTRES

- 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 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
- Clinique communautaire Pointe-Saint-Charles
- Alima, Perinatal Social Nutrition Centre (formerly the Montreal Diet Dispensary)

The impacts of Olo Care

Olo Care has **many positive impacts** during babies' first months of life, but also on many elements over the long term:



Their eating habits



Their access to care



Their attachment to their parents



Their overall health



Their optimal development



Their school success



Find out more about Olo Care



Olo Care in numbers

11,559

Number of women receiving Olo Care

7,567

Number of women newly enrolled in Olo Care and beginning prenatal follow-up

502,920

Olo food coupons distributed in 2024-2025

Coupons distributed

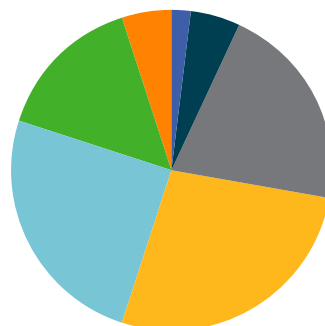
- 208,250 milk
- 114,350 eggs
- 149,800 frozen vegetables
- 5,565 cereal for babies
- 5,565 puree for babies
- 10,015 bread
- 9,375 tofu

A total of **15,862** educational tools

were handed to parents during the past year

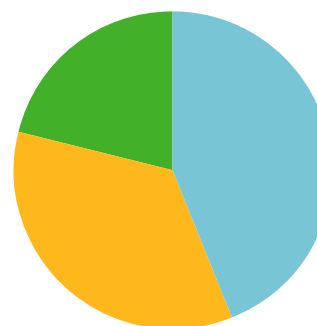
Breakdown of women receiving Olo Care in 2023-2024 according to...

AGE



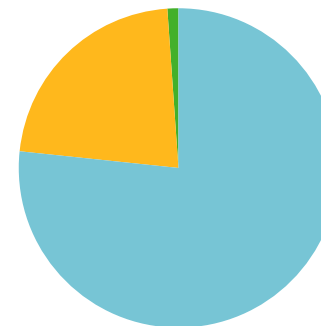
- 2% Under 18
- 5% 18-19
- 21% 20-24
- 27% 25-29
- 25% 30-34
- 15% 35-39
- 5% 40 or more

LEVEL OF EDUCATION



- 44% Secondary 5 not completed
- 35% Diploma of vocational studies (DEP) or Secondary 5 diploma
- 21% Diploma of college studies (DEC) or university diploma

STATUS



- 73% Neither immigrants nor Indigenous peoples living off reserve
- 21% Immigrants
- 1% Indigenous peoples living off reserve

6,594

bottles of prenatal multivitamins distributed



Rendez-vous Olo

On June 11, 2024, Fondation Olo successfully held its Rendez-vous Olo, an **event that brought together its members and partners**. During the Annual General Meeting, participants reviewed the year's achievements and attended a **roundtable discussion on barriers to healthy eating and the related social inequalities**. The event also featured a networking cocktail reception. Olo presented its **new 2023–2028 Strategic Plan** and highlighted major initiatives. Changes to the Board of Directors were also announced, with the departure of Alain Ménard and Guy Barthell, and the arrival of Annie Rochefort.



[www](http://www.fondationolo.ca)

To mark the occasion, Fondation Olo also presented recognition awards to initiatives that stood out during the year.

● Mission

Fondation Olo, a reference in nutrition during the first 1,000 days

The success of Olo Care depends on the dedicated efforts of key players in the Quebec health and social services network, community-based organizations and Indigenous communities. Fondation Olo's mission is to provide support, advice and resources to all those who work every day to ensure a healthy future for Quebec's little ones and their families.





A historic step forward for access to food

With a view to offering Olo Care during the entire key period of the first 1,000 days, Fondation Olo has worked hard to offer Olo foods during the postnatal period. It is therefore with great pride that Fondation Olo now offer Olo foods during the postnatal period for Quebec parents of newborn babies, in collaboration with the government of Quebec and a number of partners. Families receiving Olo Care will now get **food coupons redeemable** for a wider variety of foods, including **meat puree, iron-fortified baby cereal, tofu and bread**, all selected for their nutritional value.

10th edition of the Annual Olo Care Provider Day

The 10th edition of the Annual Olo Care Provider Day was held on September 27, 2024, bringing together **257 participants from across Quebec**. The hybrid event revolved around the theme “Navigating postnatal opportunities” and participants discussed practices and challenges related to family follow-up.

A panel of experts debunked the misconceptions surrounding soy consumption, and renowned chef Loounie (Caroline Huard) gave a cooking demonstration. Olo care providers also learned about the initiatives aimed at supporting Olo families implemented by their colleagues at the Amos CLSC and received useful Olo tools to help them improve their support. The day ended with a training session on group facilitation techniques.





Webinars and training courses for care providers

- “The ABCs of the elimination diet during breastfeeding,” by Cosette Gergès, *registered dietitian (RD)*
Training given in French on June 19, 2024, to **182 participants, including 175 Olo care providers**
- “Eating a vegetarian or vegan diet during pregnancy,” by Thao Bui, *RD*
Training given in French on October 15, 2024, to **81 participants, all Olo care providers**
- “Eating well as a family: helping cautious eaters at the table,” by Valérie Vaillancourt, *RD*
Training given in French on January 23, 2025, to **195 participants**
- “New Olo tools to better support families,” by Audrey-Anne Desjardins, *RD, MSc*, and Marie-Ève Guérette St-Amour, *RD, MSc*
Training given in French on March 25, 2025



Committees and advocacy

- Participation in the **Table québécoise sur la saine alimentation** within several working groups, including the one on social standards and fatphobia
- Participation in the **Su-Père Conférence 2025** on the place of paternal involvement in Quebec society organized by the Regroupement pour la valorisation de la paternité
- Participation in the **Table ronde provinciale des nutritionnistes œuvrant en médecine foeto-maternelle**
- Participation in a regional meeting at **CISSS de Laval** aimed at improving the support around the Olo foods offered in the postnatal period
- Participation in the **Comité régional en allaitement maternel de Montréal**
- Participation in the **Public Nutrition course** of the bachelor's degree in Nutrition at Université de Montréal
- Member of the **Observatoire québécois des inégalités**
- Member of the steering committee of the **Collectif petite enfance**
- Member of the **Réseau pour un Québec Famille**
- Member of the **Regroupement pour la valorisation de la paternité** and participation in the advisory committee of the “Pères et périnatalité” training course of the Ministère de la Santé et des Services sociaux
- Member of the partners committee for the **online training course “Intervenir auprès des familles vivant en contexte de pauvreté”** of the Ministère de la Santé et des Services sociaux
- Participation in a meeting of the **Nishkat Network** organized by the First Nations of Quebec and Labrador Health and Social Services Commission
- Participation in the “Journée de la petite enfance” of the **Regroupement des centres d'amitié autochtones du Québec**



Cooking workshops across Quebec

In partnership with M361 and **thanks to funding from the government of Quebec**, Fondation Olo started a new project to support community-based organizations. In the fall, Olo invited community organizations interested in helping families develop cooking skills to apply for funding to purchase food and equipment for organizing cooking workshops. In less than five days, the initiative reached full capacity!

A total of **86 organizations from all over Quebec are now offering cooking workshops** to parents.



Additional resources for Olo Care families

We used more than \$400,000 from the grant provided by the Fonds québécois d'initiatives sociales so that 25 of our members could set up local initiatives to provide complementary support to families in the Olo Care program. Numerous projects have been launched in the health and social services network, in collaboration with community-based organizations. Cooking and food discovery workshops, breastfeeding equipment or local vegetable baskets enhanced the support offered to families. This additional help has even enabled some settings to offer postnatal support in the form of group workshops.

Olo corporate ambassadors

Fondation Olo recently launched a program to train Olo ambassadors within companies. The initiative, initiated by the Québec Blue Cross, takes the form of a **casual workshop bringing together about ten participants** and a nutritionist from Fondation Olo. Together, they discuss various food-related topics and prepare an Olo recipe.



Miroskamin, cobuilding healthy futures with Indigenous populations – a first illustrated report

In the spring of 2024, two of our employees visited the **Atikamekw community of Wemotaci**, which has an agreement with Fondation Olo to codevelop sustainable solutions for families. Accompanied by Isabelle Greffard, nutritionist at the Wemotaci Health Centre, and other key partners, they met members of the community and gained a better understanding of the issues they face. An illustrated report entitled ***Miroskamin, cobuilding healthy futures with Indigenous populations*** was created by Olo after the visit.

Fondation Olo currently has **agreements with seven different** First Nations communities in Quebec and continues to develop relationships.

A full recognition for Olo Care foods

Fondation Olo is proud to have received the **recognition of the “Aliments du Québec au menu”** program managed by Aliments du Québec for the foods given as part of Olo Care. With the help of its valued partners, Olo provides nearly **350,000 local food products** free of charge every year.





A cookbook for the entire family

Fondation Olo is proud of its new cookbook entitled *Manger en famille*, which includes simple recipes for the entire family. With **54 recipes** developed by our team of nutritionists and a practical toolkit, this book answers an essential question many parents have: **How can I feed my child a balanced diet while making daily meal preparation simpler?**

The book will be given free of charge to all parents starting Olo Care, but people [can also buy it](#) and contribute to raising funds to support Fondation Olo's mission.

Fondation Olo's blog becomes the Family hub

Fondation Olo's blog got a makeover. The new virtual Family hub is dedicated to all those who have questions about feeding their little ones. It includes **articles, tools, recipes** and **games** to **make healthy eating accessible to all!**





Advocacy

Giving families a voice for a fairer future

Fondation Olo is actively committed to giving a voice to Quebec families by taking a stand on crucial perinatal issues.

By grasping every opportunity to raise our voice, we advocate for policies and actions that support the well-being of expectant mothers, little ones and families.





Concrete actions to influence policies

Fondation Olo took advantage of multiple opportunities to advocate for the importance of early childhood in public policies.

Upstream as part of the consultations and downstream after its publication, Fondation Olo reacted to the **government's 4th Plan d'action gouvernemental pour lutter contre la pauvreté et l'exclusion sociale**, which includes a specific measure to enhance the follow-up offered by Fondation Olo.

Fondation Olo submitted its brief entitled **La prévention par la saine alimentation dans les 1000 premiers jours** to the Minister of Finance of Quebec Eric Girard as part of the pre-budget consultations.

Olo also acknowledged the explicit mention of Olo Care in the **Plan d'action en périnatalité et petite enfance 2023-2028** and the recognition of the importance of collaboration and a strong, structured continuum of services for families and little ones.

Finally, in March, Fondation Olo took part in the first stages of the consultations on the future **Stratégie nationale de prévention en santé** and emphasized the importance of taking action in the first 1,000 days to combat inequalities.

An inside look at Olo Care organized for Minister Lionel Carmant during Early Childhood Week

In November 2024, during Early Childhood Week, Fondation Olo invited Lionel Carmant, minister responsible for social services of Quebec, Shirley Dorismond, MNA and parliamentary assistant, and Dr. Horacio Arruda, assistant deputy minister at the Ministry of Health and Social Services, to immerse themselves into the world of Olo Care.

In collaboration with CISSS de la Montérégie-Est, CLSC Simonne-Monet-Chartrand hosted the event, where political figures, Olo staff and Olo care providers **exchanged views on the valuable impact of Olo Care** in the lives of Quebec families.

A cooking activity was also held so guests could discover one of Fondation Olo's flagship practices: group workshops designed to deepen families' knowledge about healthy eating and expand their cooking skills.



A booth at the National Assembly

For Nutrition Month 2024, Élise Boyer, executive director of Fondation Olo, and Mylène Duplessis-Brochu, nutritionist and manager of the community and family components, went to the city of Québec to host a booth in the agora of the National Assembly. Many elected officials learned more about **Fondation Olo's leading projects and its mission of giving babies an equal chance to be born and grow up healthy**. Copies of Olo's latest brief were also distributed.





Philanthropy

**A community with great ambitions
for our little ones**

Fondation Olo is proud to be able to count on a network of kind-hearted people who are committed to advancing its mission. Year after year, **dedicated partners and generous donors make a real difference** difference in the lives of Quebec families by helping to break the cycle of food inequality and giving babies a chance to be born and grow up healthy.

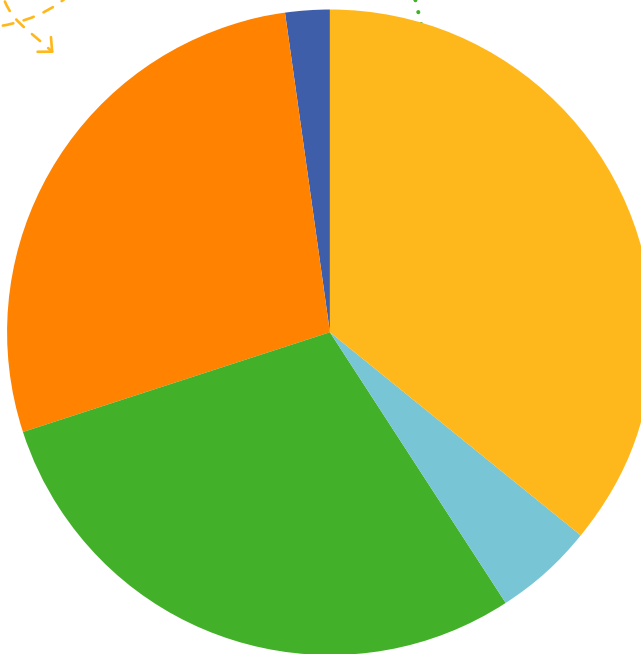




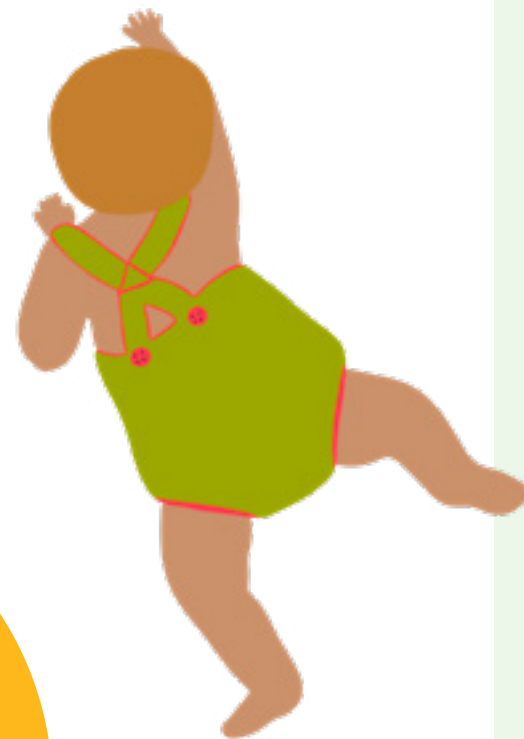
Where your donations go?

Your donations allow Fondation Olo to implement preventive actions that help break the cycle of food inequality during the period that matters most for children: the first 1,000 days.

When you give to Fondation Olo, here's **how your donation is used**:



The chart above is based on averages over the last five fiscal years and takes into account the allocation of government grants as well as investment income and membership fees.





Our major campaigns



Our major
campaigns raised
\$45,000

Every gesture counts

Each gesture has the power to change lives and inspire others to do the same.

Every day, Fondation Olo bears witness to the impact of these gestures, whether through the kindness of a care provider, the courage of a parent making changes to see their little one born healthy, or the generosity of all the donors who provide us with the means to pursue our mission. The holiday campaign highlights these gestures through touching testimonials.

For history to be written differently

Not every story starts out the same, but they all deserve to end with a healthy baby, regardless of the family's background. This was the message of Fondation Olo's spring campaign. By sharing powerful stories of mothers who have chosen to make healthy changes in their lives to protect their little one's future, the campaign has raised donor awareness of the positive impact of Olo Care.





Dîner Olo 2024: a resounding success

The 21st edition of Dîner Olo, supported by Les Marchés Tradition and Marché Bonichoix as well as National Bank, was a great success and **raised \$430,000** for Fondation Olo's mission. This record sum included a **\$240,000 from Sobeys**, thereby renewing its commitment to Quebec babies and their families. The event, hosted by Élise Marquis, brought together **500 participants** at Marché Bonsecours to enjoy a three-course menu crafted by the chefs of AvecPlaisirs Chefs Traiteurs.

The event was filled with inspiring moments of solidarity and included a performance by the Orchestre Philharmonia Mundi de Montréal and testimonials on the connections between the people involved in Fondation Olo.

An **interactive auction** raised **\$39,655**.

Participants, partners and volunteers were warmly thanked for their vital support in helping Fondation Olo continue to provide Quebec families with an equal chance of bringing healthy babies into the world.





Thank you to the Honorary Committee for making this event a success!

Honorary co-presidents

Simon Rainville

Les Marchés Tradition and
Marché Bonichoix, Sobeys

Martin Gingras

National Bank

Volunteer members of the Honorary Committee

Christine Barcelo

Rachelle-Béry Barcelo

Élise Boyer

Fondation Olo

François Brabant

Dentons Canada LLP

Isabelle Champagne

Barilla Group

Jean-François Couture

Sobeys

Stéphanie Couturier

Sollio

Caroline Dignard

Cogeco

Sébastien Gagnier

House of Rohl Canada

Béatrice Larrivée

RICARDO Media

Sophie Lauzon

Grandio

Martin Lefrançois

Intact Insurance

Paolo Maiolo

Artika

Antoine Morin

Olymel

Fanie Noiseux

FN Recrutement &
Chasse de tête

Luc Reny

Power Corporation
of Canada

Annie Rochefort

Agropur

Thank you to our event partners!

Presenting partners



Associate partners



Meal partner



Auction partner



Cocktail partner





New additions to the Olo family

The Alliance du personnel professionnel et technique de la santé et des services sociaux (APTS) committed to supporting Fondation Olo over the coming years.

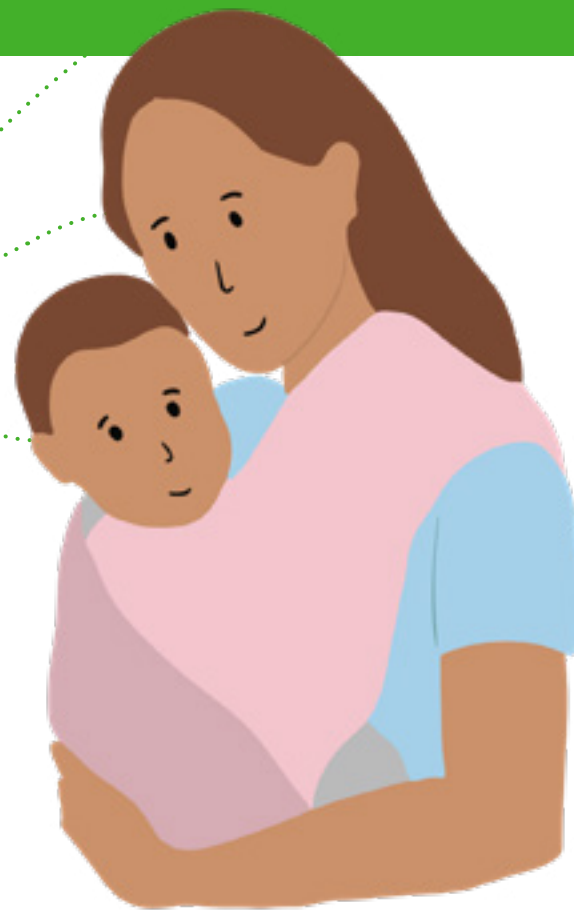
The APTS has made an initial donation of **\$45,000** to help Olo tackle food and social inequalities, all from a feminist perspective.

A generous donation from Pharmaprix

With a donation of **\$30,000** to Fondation Olo, Fondation Pharmaprix pour la santé des femmes™ supports the capacity for action of mothers in vulnerable situations through access to information, adapted tools and healthy food.

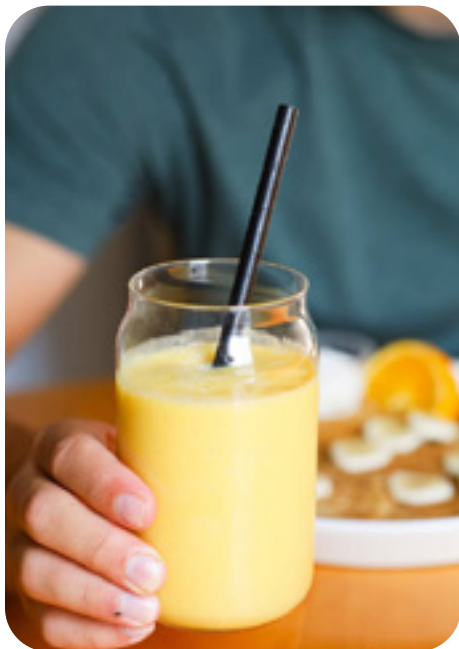
The Air Canada Foundation steps up its commitment

A long-time supporter of Dîner Olo, the Air Canada Foundation made a major donation of **\$30,000** this year to foster children's food security.





Initiatives benefiting Fondation Olo



Ben & Florentine: several visibility and engagement initiatives

Our partner Ben & Florentine, champion of breakfasts, brunches and lunches, generously supports Fondation Olo. In 2024, the organization multiplied its philanthropic promotions benefiting little ones: children's menu, smoothie promo, holiday gift card sales and much more, and raised a **total of \$103,200**.

This partner also spreads the word about our cause among its employees and franchisees, which results in exceptional commitment from some teams, including the employees and franchisees of Ben & Florentine in Beauport, Sainte-Foy, Lévis and Saint-Romuald who took part in the half-marathon in Québec on October 6 and **raised \$6,000**. Well done!

Ben & Florentine also shot three video segments for its series entitled **La brigade des p'tits dejs**, a fun concept highlighting the children's menu – our partner's new signature philanthropic operation.

A record donation from Les Marchés Tradition and Marché Bonichoix in 2024

Every year, Tradition and Bonichoix merchants join forces to support their communities across Quebec. In 2024, their commitment took on exceptional proportions with **\$240,000** in donations given to Fondation Olo thanks to a multitude of solidarity initiatives throughout the year: checkout campaigns, in-store sales of our cookbook, golf tournament and much more.



Organizations committed to the health of babies

Once again, the members of Les Cercles de Fermières du Québec (CFQ) have outdone themselves!

The CFQ proudly donated a record **\$169,677** to Fondation Olo in support of its mission. This women's association, the largest in Quebec, has been supporting the health of women and little ones since the very beginnings of Fondation Olo. It is a privilege to have you ladies by our side!

The continued generosity of the Fédération des producteurs d'œufs du Québec (FPOQ)

182 golfers took part in the classic annual round organized by the FPOQ. For this 23rd edition, an impressive **\$88,200** was raised for Fondation Olo.

The AOGQ sets a new record for generosity

The Association des obstétriciens et gynécologues du Québec (AOGQ) proudly donated over **\$17,500** to Fondation Olo this year, a record amount! During their annual conference, AOGQ members held their traditional 5 km walk or run to raise funds for Olo. The AOGQ also makes a major annual donation of \$25,000 to Fondation Olo.

Agropur, a partner for over 30 years

Did you know that food is Fondation Olo's second-largest expense, with milk representing the largest share? Agropur has always stood by Fondation Olo, both to meet the essential needs of expectant mothers and their babies, and to contribute to the development of healthy eating habits among little ones.



In 2024, **Pictet** once again supported Fondation Olo by presenting it with a donation **\$1,500**, raised during its anniversary cocktail party.

The team at **BCF Avocats d'affaires** organized a big garage sale last February, during which employees were able to shop while enjoying a delicious smoothie. Participants contributed to the fight against food inequality by donating part of the money earned to Fondation Olo.

During Dîner Olo, guests from **Cordon Bleu** heard accounts from mothers saying they didn't even have the tools required to open cans given to them by food banks and decided to donate **250 can openers**, which we had sent to 3 healthcare settings and 2 Indigenous communities.



Finally, we were able to benefit from the generosity of **TLA Architectes**, who presented Fondation Olo with a check for **\$1,000** for healthy babies, thanks to their holiday campaign: TLA Porte-Bonheur.



A birth gift that helps other babies!

There are now **6 companies** proudly offering **Cadolo** to staff going on parental leave. Thank you to the **Québec Blue Cross, Deloitte, Navada, Pomerleau, Raymond Chabot Grant Thornton** and **RICARDO Media**!



A passionate community

Steve Moisan – the challenge of a lifetime for healthy babies!

Marathon enthusiast Steve Moisan will embark on the challenge of his lifetime this November. He'll be running **7 marathons in 7 days on 7 different continents!** Mr. Moisan will perform this incredible feat in support of Fondation Olo. He has **already raised \$2,475** and **aims to reach \$7,777** for the health of babies.

Students run for Fondation Olo

Thirteen medical students from a gynecology and obstetrics interest group at the Université de Sherbrooke got together to organize fundraising activities for Fondation Olo. They reached out to friends and family to support them at the MudGirl race in Sherbrooke and exceeded their goal by raising **\$4,450**.



Marathon Beneva de Montréal

For a 2nd year running, **a few members of Fondation Olo's staff were on the starting line** at the Marathon Beneva de Montréal. Among them was Marie-Ève Guérette St-Amour, nutritionist and responsible for the healthcare professionals and intervention workers component, who led a fundraising campaign and motivated athletes to run alongside her.



Cause-related marketing

Créations Valdo

For the 5th year in a row, Valérie from Créations Valdo has decided to give **\$1 per product sold during the month of February**. To date, this initiative has raised nearly **\$600**.

YEYO Maternité

Olo's cause is important to Kentya, as her mother benefited from Olo Care when she was pregnant. A mother herself, Kentya gives back to Fondation Olo by donating **\$1 per maternity sweater sold** by her company.

News from the Amos CLSC

Once again this year, the perinatal and early childhood team at CISSS de l'Abitibi-Témiscamingue has collected donations to enhance Olo Care services offered to little ones and their families in vulnerable situations in the region. The **\$6,450** raised helps provide them with baskets of local vegetables and basic kitchen tools to prepare healthy meals. Thank you to all donors and congratulations to the Amos CLSC team!

An apron for healthy babies

RICARDO Media's apron sale in support of Fondation Olo has **continued over the past year**. Made in Quebec, these aprons designed for children and adults support the three dimensions of healthy eating: eating well, cooking and eating as a family.



The 31st edition of Les sportifs de l'alimentation's hockey tournament shines a spotlight on Fondation Olo

For its 2024 edition, Les sportifs de l'alimentation's friendly hockey tournament welcomed over **90 players** working in the food industry.



The Olo family

Major partners



Major collaborators



Benefactors



Allies

Belov • Chamandy Foundation • Power Corporation of Canada

Friends

St-Méthode Bakery • Fondation Lise et Richard Fortin • Unisoysa

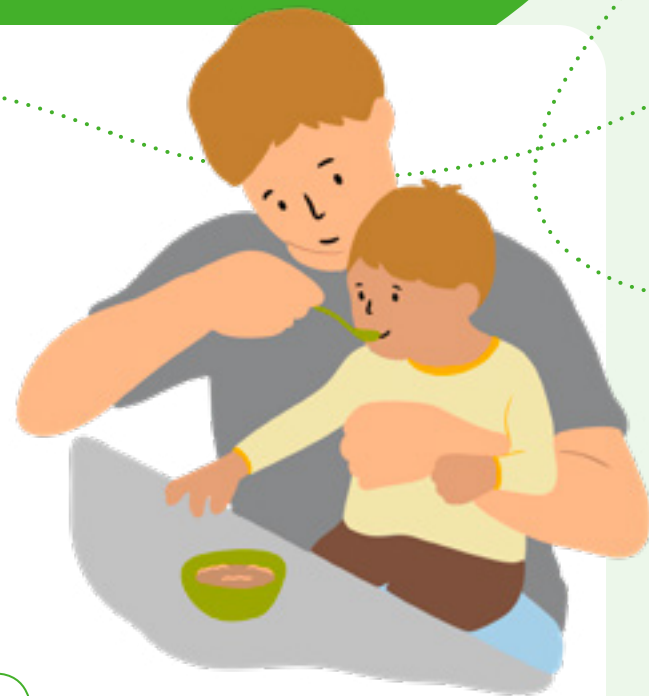




A circle of kindness for our little ones

Fondation Olo is proud to be supported by a circle of kindness formed by its monthly donors. Monthly donations are one of the most effective ways to support Fondation Olo's mission, providing stable revenue that enables better planning to combat inequalities.

Thank you to everyone who gave monthly during the year!



Monthly donors

Alexandra Brochu	Chantal Trottier	Gladys Lastennet	Lyne Champoux	Renée Dauphin
Amélie Lemay	Charles Olivier Duranceau	Guy Baillargeon	Marc-Antoine St-Georges	Rosalie Bérubé-Lalancette
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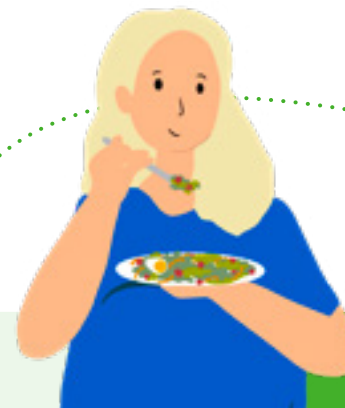
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André L											



Finance and governance

A team committed to the health of babies

Fondation Olo relies on the renewal of its grants and the support of its many partners and donors afin de pouvoir poursuivre sa to continue its mission of supporting Quebec families.





Finances

A message from the treasurer



Martin Lefrançois

Treasurer – Chair of Fondation Olo's Audit Committee
Vice-President, Operational Performance
Intact Insurance

Dear donors and partners,

The year began with the launch of the new Olo foods offered during the postnatal period. Coupon use is growing, although issues related to capacity in the field and accessibility in some regions have slowed progress. In addition, more than 10,000 families have been reached through Olo Care, cooking workshops, local food security initiatives and new agreements with Indigenous communities.

The significant increase in expenses, from \$4.9M to \$6.3M, is directly linked to these diverse, high-impact initiatives that have expanded the scope of Fondation Olo's support. Despite higher costs, the forecast deficit turned into a surplus at the end of the financial year.

This surplus is mainly due to three factors: the return of coupons unused since 2022 (reflecting unstable demand after the pandemic), the recognition as assets of expenses related to books in inventory until they have been distributed, and favourable market conditions for certain renewed investments. These items are non-operating and non-recurring.

The new year begins against a backdrop of high food insecurity, economic uncertainty and the implementation of Santé Québec. The special grant from the government of Quebec will be fully used during our next fiscal year, which will increase the pressure to find new sources of funding. Investment prospects are also

less favourable in the current environment.

The decisions taken by the Audit Committee, which has added a new IT mandate this year, are intended to reduce risk and protect future financial flexibility. In this context, the allocation of funds has been reviewed at a responsible level to take into account the pressure related to food costs and the increase in our services provided to various clienteles.

Finally, whatever the context, it is reassuring to know that Fondation Olo can count on the loyal and growing support of its donors to take action during the key period of the first 1,000 days. To all of you, thank you for your commitment.



Financial statements

Results for the year ended March 31, 2025

	2025			2024	
	Food and resources for families	Support for care providers and partners	Governance and philanthropic activities	Total	Total
Revenues					
Revenues earmarked for programs					
Member contributions	\$9,752	\$7,900	-	\$17,652	\$51,661
Grant – Government of Canada	\$1,384,798	-	-	\$1,384,798	\$1,384,798
Grant – Government of Quebec	\$1,471,337	\$501,509	-	\$1,972,846	\$2,170,400
	\$2,865,887	\$509,409	-	\$3,375,296	\$3,606,859
Donations and philanthropic activities					
Donations	-	-	\$1,701,085	\$1,701,085	\$1,439,201
Fundraising activities	-	-	\$637,332	\$637,332	\$572,134
Non-cash contributions in the form of services	\$112,219	-	-	\$112,219	\$117,020
	\$112,219	-	\$2,338,417	\$2,450,636	\$2,128,355
Other revenues					
Membership fees	-	-	\$595,354	\$595,354	\$571,350
Net investment income	-	-	\$474,199	\$474,199	\$328,408
Other	\$1,008	\$873	\$9,226	\$11,107	\$4,446
	\$1,008	\$873	\$1,078,779	\$1,080,660	\$904,204
	\$2,979,114	\$510,282	\$3,417,196	\$6,906,592	\$6,639,418
Expenses					
Direct cost of services rendered	\$2,904,485	\$397,745	-	\$3,302,230	\$2,564,292
Operating expenses	\$735,875	\$850,491	\$958,898	\$2,545,264	\$2,000,153
Communications	\$51,859	\$65,923	\$167,964	\$285,746	\$164,633
Fundraising activities	-	-	\$165,843	\$165,843	\$146,377
Contributions to partners	-	-	-	-	\$40,425
	\$3,692,219	\$1,314,159	\$1,292,705	\$6,299,083	\$4,915,880
ss (deficiency) of revenues over expenses	(\$713,105)	(\$803,877)	\$2,124,491	\$607,509	\$1,723,538



Governance

Membership as of March 31, 2025

Fondation Olo warmly thanks all those who have contributed their time and talents to the pursuit of its mission.

Board of Directors

Members of the Executive Committee

Martin Gingras
National Bank

Élise Boyer
Fondation Olo

Diane Filiatrault
Health and Social
Services Consultant

Mireille Fortin
CIUSSS de l'Estrie - CHUS

Martin Lefrançois
Intact Insurance

Directors

Francis Belzile
CISSS de la Montérégie-Est

Véronique Boileau
Director

François Brabant
Dentons Canada LLP

Jean-François Couture
Sobeys Québec

Chantal Cusson
CISSS de l'Abitibi-Témiscamingue

Manon-Hélène Desjardins
Famille à Cœur

Marie-Ève Giroux
CIUSSS du Nord-de-l'Île-de-Montréal

Éric Goyer
CISSS des Laurentides and CRSSS
de la Baie-James

Béatrice Larrivée
RICARDO Media

André Lebon
Nunavik RBHSS

Marie-Josée Pineault
CISSS du Bas-Saint-Laurent

Luc Reny
Power Corporation of Canada

Annie Rochefort
Agropur





Expert Committee

Members who served on Fondation Olo's Nutrition and Perinatal Period Expert Committee from April 1, 2024, to March 31, 2025

Émilie Audy, PhD

Specialized Scientific Advisor
Editor-in-Chief of *From Tiny Tot to Toddler*
Institut national de santé publique
du Québec

Laurence Charton, PhD

Associate Professor and Researcher
Urbanisation Culture Société Research
Centre (INRS)

Marie-Jean Cournoyer, P.Dt.

Coordinator, Professional Affairs
and Continuing Education
Ordre des diététistes-nutritionnistes
du Québec

Bénédicte Fontaine-Bisson, P.Dt., PhD

Associate Professor and Researcher
School of Nutrition Sciences, University
of Ottawa

Catherine Herba, PhD

Associate Professor and Researcher
Department of Psychology – Université
du Québec, Centre de recherche
du CHU Sainte-Justine, Chairholder
of the Chaire de recherche stratégique
UQAM en santé mentale périnatale
et bien-être de la famille

Élise Jalbert-Arsenault, P.Dt., MSc

Scientific Advisor, *From Tiny Tot to Toddler*
Institut national de santé publique
du Québec

Suzanne Lepage, P.Dt.

Coordinator, Perinatal Social
Nutrition Practices
Alima, Perinatal Social Nutrition Centre

Lucie Liard

Nutritionist and Olo Care Provider
Youth Program Director
CISSS des Laurentides

Anne-Sophie Morisset, P.Dt., PhD

Full Professor and Researcher
Department of Agriculture and Food
Sciences, School of Nutrition – Université
Laval, CHU de Québec Research Center –
Université Laval, Centre Nutrition, santé
et société (NUTRISS) of the Institute
of Nutrition and Functional Foods (INAF)

Julie Poissant, PhD

Professor and Researcher
Specialized Education and Training
Department, Université du Québec

Marie-Josée Rainville, P.Dt.

Director, Continuing Education
Ordre des diététistes-nutritionnistes
du Québec

Stephanie-May Ruchat, PhD

Professor and Researcher
Department of Physical Activity Sciences,
Université du Québec à Trois-Rivières

Cathy Vaillancourt, PhD

Full Professor and Researcher
Armand-Frappier Santé Biotechnologie
Research Centre (INRS)
Director
Regroupement intersectoriel
de recherche en santé de l'Université
du Québec (RISUQ)

And, from Fondation Olo: nutritionists

**Maude Bradette Laplante, Audrey-Anne
Desjardins, Mylène Duplessis Brochu**
and **Marie-Ève Guérette St-Amour** as
well as **Élise Boyer** and **Patrick Lopez**.



Permanence

Anne-Sophie Archambault

Director, Philanthropic Development

Jocelyne Bourbeau

Executive Assistant

Élise Boyer

Executive Director

Maude Bradette-Laplante

Project Manager – Collaboration with Indigenous Peoples

Audrey-Anne Desjardins

Advisor, Community Organization Collaboration and Support

Catherine Caisse

Communications Advisor – Digital Strategies and Partner Visibility

Laurence Chiasson

Communications Advisor – Projects and Impact Strategies

Nadine Cormier

Advisor, Partnerships and Government Relations

Allison Cox

Advisor, Philanthropic Intelligence and Donor Engagement

Isabelle Desroches

Advisor, Food Accessibility

Mylène Duplessis Brochu

Nutritionist and Manager of the Community and Family Components

Carl Girard Champagne

Analyst, Organizational Intelligence and Information Technologies

Marie-Ève Guérette St-Amour

Nutritionist, responsible for the Healthcare Professionals and Intervention Workers Component

Claire Guiard-Marigny

Lead, Major Campaign and Donations

Audrey Houle

Advisor, Philanthropic Development

Monique Konaté

Coordinator, Governance, Leadership, and Team Support

Patrick Lopez

Director, Practices and Social Impact

Beatriz Rivera Oropeza

Coordinator, Administrative Operations

Mélanie Scrosati

Director, Finance, Talent and Organizational Development

Julie Strecko

Nutritionist, responsible for the Research and Analysis Components

Jesline Thevasagayam

Accounting Technician

Geneviève Thibodeau

Lead, Accounting and Financial Information

Anthony Touche

Director, Communications

www

Fondation Olo is delighted to welcome five new members to its team!

2024-2025 Annual Report

Revision-correction

Monique Thouin

Graphic design

KAKEE

Illustrations

Laurence Chiasson

Photographs

Catherine Giroux
Fondation Olo
Marc-Antoine Zouéki

The Olo family

Major partners



Major collaborators



Benefactors



Allies

Belov • Chamandy Foundation • Power Corporation of Canada

Friends

St-Méthode Bakery • Fondation Lise et Richard Fortin • Unisoay



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