



**Thank You for Helping Us Shine!**

ANNUAL REPORT | 2017-2018



**Fondation OLO**  
des bébés en santé



## FONDATION OLO SPOKESPERSONS

Since we became the spokespersons for Fondation OLO, we have seen its mission fulfilled time and again. While its main focus was originally on pregnancy, Fondation OLO has broadened its scope of action and now helps families develop healthy eating habits.

With the launch of the OLO blog this year, Fondation OLO's expertise and resources are now more accessible to even more parents. Through it, OLO is inspiring more families to eat well, cook and eat together, by offering ideas to make meals with baby more enjoyable, cooking suggestions, games, colouring pages and tips to encourage healthy eating.

This development is reflective of Fondation OLO, an inclusive, open, judgment-free organization working every day to create a better world, where babies are born healthy and where families take pleasure in eating meals together. We are proud to be part of this world and happy to have your support.

Thank you for supporting Fondation OLO so more babies can be born healthy!

Mélissa has two daughters, Jennifer and baby Eva (pictured here). Mélissa benefited from OLO follow-up care during her first pregnancy.

Photos: Sarah Tailleux. (See page 19 for her fundraising activities for Fondation OLO.)

“The work done by Fondation OLO ensures that all children have the opportunity to start their lives off on the right foot. Pregnancy is the beginning of a baby's life, and OLO care ensures there will be no deficiencies during this crucial period. It gives a baby a gift that will keep on giving for the rest of his or her life.”

– Mélissa, mother to two beautiful healthy girls (see cover photo for photo of Mélissa and her youngest)

Hélène Bourgeois Leclerc and Pierre-François Legendre, actors and OLO spokespersons



## MESSAGE FROM THE GENERAL MANAGER AND THE BOARD CHAIR

Rendez-vous OLO, flagship publications, awards and significant contributions: this last year will be remembered for OLO's many accomplishments, which are a testimony to our growing influence. Our new partners, recognizing the essential work done by Fondation OLO to improve babies' health, are supporting our mission to provide more resources to more families and for a longer time in children's lives. These allies, which include the Quebec government, which made a financial commitment of \$4.25M over five years, as well as private companies and devoted individuals, all share the same ideal: for babies to be born healthy, regardless of their families' financial situation, and for these babies to learn healthy eating habits from the very start.

The generous support of the Quebec government allows Fondation OLO to have big dreams for these little children. It will allow us to sustain our activities and solidify the base of the interventions we want to expand even further, to benefit the families who need it most.

In order to succeed, Fondation OLO will continue to work with partners in the health and social services network and increase our collaboration with community organizations. A growing number of these organizations have in fact been using the tools and resources we have developed for families, including our blog.

Even with the very important boost provided by public funds, Fondation OLO still needs all the support we can get to reach our goals. The partners that sustained Fondation OLO "one spoonful at a time" during our major fundraising campaign of 2014–2018 will continue to play an essential role in looking after parents from pregnancy to family meals. And Fondation OLO will need the support of each person who chooses to care for babies by making a donation.

And so, we offer you our heartfelt thanks, dear partners and donors, as a new chapter begins for Fondation OLO. We are certain that, thanks to you, the future is bright for Fondation OLO and for thousands of healthy babies.



**Élise Boyer**  
General Manager of  
Fondation OLO

**Guy Barthell**  
Board Chair

# Thank you!



OUR YEAR TO SHINE



**A successful first Rendez-vous OLO**

This friendly event brought together guests, partners and members of the OLO community for a brunch-conference followed by the annual general meeting. Jean-Pierre Gagnier, psychologist and professor at the Université du Québec à Trois-Rivières (UQTR), and Catherine Haeck, researcher and professor at the Université du Québec à Montréal (UQAM), gave two well-received talks on the proven efficiency of OLO follow-up care and its importance in the lives of young children. Rendez-vous OLO will now be an annual event, not to be missed!



**Launch of *Discovering the world's flavours***

The Montreal Diet Dispensary and Fondation OLO unveiled a complete reference tool on the eating habits and cultural practices of immigrant families in Quebec. For this large-scale collaborative effort, the two organizations received a Prix INNOVATION 2017 from the Quebec order of dietitians.





JANUARY  
2018



**A second Grand Prix DUX for Fondation OLO**

The OLO blog, a trusted ally for parents in helping babies discover their first foods, captured top honours in the Web Communications category at this year's DUX Gala. This recognition is proof of OLO's positive impact on families' eating habits. OLO received its first DUX Grand Prix in 2016 for the *1000 Days to Savour Life* project, the initiative that led to the creation of the OLO blog in February 2017.

FEBRUARY  
2018



**Helping OLO support more families longer**

The Ministère du Travail, de l'Emploi et de la Solidarité sociale and the Ministère de la Santé et des Services sociaux have granted Fondation OLO funding of \$4.25M over five years under the Government Action Plan to Foster Inclusion and Social Participation. These new funds will help make OLO's action more accessible, so it can support more families over a longer period of time, as they strive to eat well, cook and share family meals.

“We know that proper nutrition during pregnancy and early childhood promote health and overall development in children, and we are proud to support Fondation OLO in its important mission. With this in mind, the government's preventive health policy wants to raise to 80% the percentage of children starting school without any developmental vulnerability factors. Today, more tangibly, we commit to giving every child an equal opportunity to be born healthy and to flourish, by offering their parents accessible and complete information. Fondation OLO is a valuable partner in reaching out to the families experiencing food insecurity.”

– Lucie Charlebois, the Minister for Rehabilitation, Youth Protection, Public Health and Healthy Living, announced the funding at a press conference.



# THE OLO SOLUTION: EARLY ACTION, FROM PREGNANCY TO FAMILY MEALS



**IN QUÉBEC  
1 IN 6 BABY**

**is born in a  
food-insecure home**



**Expectant mothers living in these situations often don't have access to enough appropriate food during pregnancy.**

To counter the negative impacts on children's health, Fondation OLO takes two types of action:

- We help pregnant women in need to eat well during pregnancy, to help ensure their baby is born healthy.
- We coach parents to promote healthy eating habits early on in their child's life, by promoting three behaviours: eating well, cooking and having family meals.

**In 2016–2017, thanks to Fondation OLO, 14,277 expectant mothers benefited from personal nutritional support during pregnancy.**



## Educational tools

They were also offered educational tools to promote healthy eating habits in their family before and after their baby's birth.



**3,700**  
PLATES



**3,930**  
BOOKS *DÉCOUVRE  
LES ALIMENTS*



**5,996**  
RECIPE  
BROCHURES



**4,470**  
MILK JUGS



**4,150**  
BOOKS *BIENVENUE  
À TABLE*



**3,780**  
MENU PLANNERS

A large number of other tools were also given to OLO practitioners to help them in their work:

- Two frames of reference documents (on the OLO approach and on the *1000 Days to Savour Life* project)
- Checklist and worksheets for follow-up care
- USB key containing all OLO videos
- Notepads for families, with information on a well-balanced plate and basic pantry.

These tools were developed as part of the *1000 Days to Savour Life* project, made possible thanks to help and financial support from :



# Each food plays a particular role in the baby's development

In 2017-2018, **493,933 OLO food vouchers** were distributed across Quebec.

**83,609**  
EGG  
VOUCHERS

## PROTEIN

To build muscles, organs and skin



1 egg per day



1 L of milk  
(4x 250 ml glasses)  
per day

**285,298**  
MILK  
VOUCHERS

## CALCIUM AND VITAMIN D

To build strong bones and teeth



## VITAMIN C

To ensure a good defence system against illness and to increase iron absorption

**125,026**  
ORANGE JUICE  
VOUCHERS

125 ml (1/2 cup)  
of orange juice  
per day



## VITAMINS AND MINERALS

An add-on to meals to make sure all nutritional needs are met



1 prenatal  
supplement  
dose per day

**Iron**  
To create blood cells and transport oxygen

**Folic acid**  
To develop the brain, nervous system and spinal cord

**956,520**  
DAILY DOSES OF VITAMINS  
AND MINERALS



“ Please know that the help you gave us made a real difference in our lives. Every piece of advice I received, every glass of milk or orange juice I drank, every egg I ate—you were there with me. On behalf of my son and myself, I want to thank you. ”

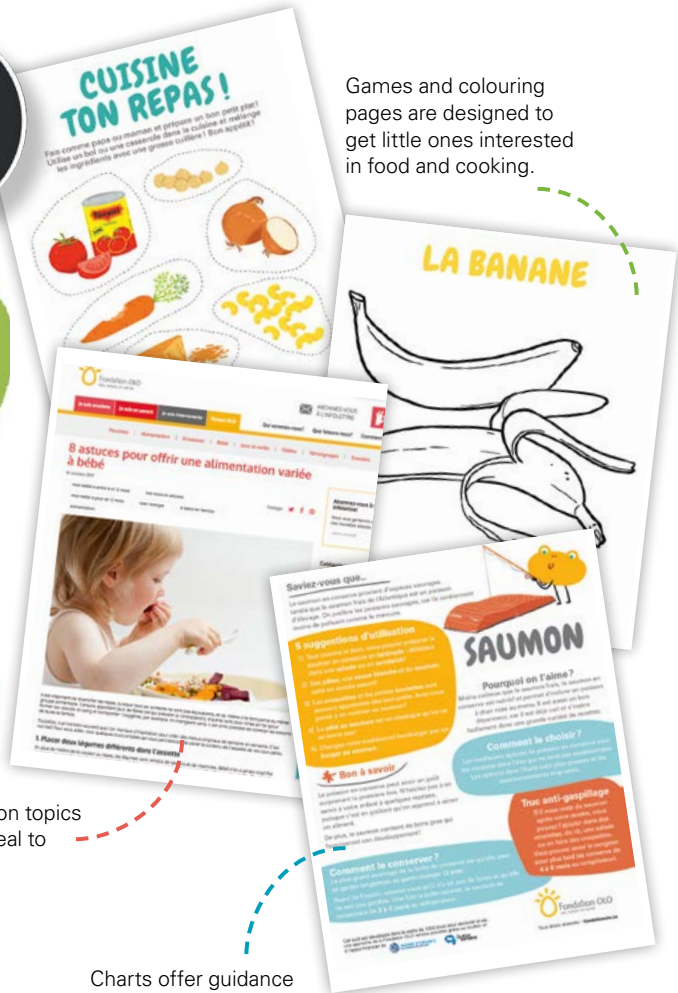
— Odile Boudreau-Rousseau, who benefited from the OLO follow-up care 15 years ago and, on the picture, her son Matis.

OLO vouchers are jointly financed by Fondation OLO, by the Canada Prenatal Nutrition Program (CPNP) under the Public Health Agency of Canada and, to a lesser extent, by establishments in the health and social services network. Since 2014, the portion of the CPNP allotted to food and vitamin supplements has been administered by Fondation OLO in partnership with the Public Health Agency of Canada.

# A blog for parents of young children



Check out the OLO blog. It's a parent's everyday helper!



Games and colouring pages are designed to get little ones interested in food and cooking.

Articles on topics that appeal to parents.

Charts offer guidance on food discovery and can be kept as a reference.

The OLO blog (currently mainly in French) encourages parents to **eat well, to cook and to have family meals**, during pregnancy and after birth as the child learns about food and eating. The blog contains over **40** articles, **100** recipes, **28** videos, **16** charts and **50** games and colouring pages.

## Illustrated recipes

Our illustrated recipes are easy to use for people with little cooking experience or limited financial and food resources.



## Focus on parents

**Six new original videos, Parent Tips**, offer ideas on various subjects like cooking as a family, making mealtimes enjoyable or saving time in the kitchen. Also available are **four new cooking how-to videos** that cover making purees for babies, preparing easy vegetable soups and cooking vegetables.



Fondation OLO wants to thank its spokesperson, actor Pierre-François Legendre, as well as the Dairy Farmers of Canada for their generous participation in this project. **Thanks also to Québec en Forme and Avenir d'enfants for their financial support and help with the development of the blog.**





## **OLO nutritional support** has the potential to reduce inequality

A 2016 study by economics researchers Catherine Haeck and Pierre Lefebvre from the Université du Québec à Montréal showed the effectiveness and cost-efficiency of OLO care:

- It helps reduce by 1.6 times the risk of babies having a low birth weight (i.e., under 5.5.lbs).
- On average, the weight of OLO babies is 70 g higher than that of other babies born in the same area and under the same socioeconomic conditions before the program's implementation.
- Cost-effectiveness begins at birth because it results in considerable savings in hospital fees for problems related to low birth weight.
- It has positive impacts on children's educational success later on.
- It is innovative and performs better than a similar program in the United States.

## **Our mission**

Fondation OLO helps low-income families bring healthy babies into the world and teach them healthy eating habits early on.

## **Our vision**

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

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

## **Our values**

- Fairness
- Prevention
- Cooperation
- Thoroughness
- Empathy

# A SUSTAINABLE IMPACT ON VULNERABLE FAMILIES

Early childhood is when eating behaviours are learned. Poor nutrition is harmful to babies' health (and results in developmental delays, childhood obesity, anemia, diabetes and other chronic illnesses later in life).

## That's why early action is so important!

OLO interventions impact children positively throughout their lives.

### DURING PREGNANCY

- + Access to healthy foods and vitamins
- + Development of a relationship of trust between parents and OLO practitioners
- + Easier access to health and community resources
- + Better eating habits
- + More nutritional education
- + Families feel heard, encouraged and capable

### AT BIRTH

- Fewer cases of
  - low-birth-weight babies
  - developmental delays
  - postnatal anemia
  - postpartum depression
- + More mothers who breastfeed

### LONG TERM

- + Stronger parental skills
- + Improved eating habits
- + A stronger parent-child bond
- + Improved child development in every respect
- Decreased occurrence of obesity and chronic illness
- + Better chances of succeeding at school

“ When a mother realizes she has the power to improve not only her own health but also the health of her child, she becomes a role model for other women, which multiplies the benefits of the OLO intervention. ”

- H el ene H enault

### H el ene H enault, OLO practitioner

A nutritionist with 30 years of experience, H el ene H enault has spent the last 12 years working at Hochelaga-Maisonneuve CLSC, where she meets with pregnant women through the OLO follow-up care program. She also leads group workshops that give her an opportunity to reach out to pregnant women who may live under precarious financial conditions but are not in care at the CLSC. **According to H el ene, OLO's impact extends beyond pregnancy.**

On the picture, H el ene H enault with a group of mothers during a workshop at Carrefour Parenfants. These mothers, thanks to the Entre Mamans et Papas organization, participated in a Fondation OLO pilot project financed by  nergie.

# REACHING FAMILIES ACROSS QUEBEC

There are over 450 OLO practitioners working hard to help families in every part of the province. Thanks to them, thousands of OLO follow-up care sessions are held each year in people's homes and at over 150 points of service.



## Reaching more families longer

Recognizing the considerable need, Fondation OLO aims to make its healthy eating resources and tools more accessible to more families and over a longer period of childhood. To achieve this goal, Fondation OLO will work in greater partnership with community organizations. By engaging these community organizations in addition to its local partner networks, as well as CISSSs and CIUSSSs, OLO will be able to offer families continuity of care and complementary activities and resources to help them adopt sound eating behaviours.

Over the last three years, **five projects** have allowed us to determine the most promising practices, success factors and strategies leading to partnerships with community organizations on a larger scale:

- in Hull and Aylmer
- in Sherbrooke-Est
- in LaSalle
- on the MRC Antoine-Labelle territory
- in Montréal, in the Hochelaga-Maisonneuve neighbourhood (project with financial support from Énergir)

Community family organizations, collective kitchens, daycare centres (CPEs), food banks and other types of organizations have already confirmed their interest in our tools. Examples include one Maison de la Famille that has developed new cooking workshops, and one perinatal organization whose support workers now use OLO publications in their interventions.

Support for these initiatives will require more time and effort within Fondation OLO's future projects. It's the start of great new things!

**These projects were developed as part of the 1000 Days to Savour Life project, made possible thanks to help and financial support from Québec en Forme and Avenir d'enfants.**

## Our 26 affiliate members

We have precious allies in the healthcare establishments and various community organizations that dispense the OLO intervention in the field. Their work helps make Fondation OLO's mission a reality.



### 13 INTEGRATED HEALTH AND SOCIAL SERVICES CENTRES (CISSS)

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



### 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-du-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 ESTABLISHMENTS

Mashteuatsh health centre  
Obedjiwan health centre  
Pointe-Saint-Charles Community Clinic  
Montreal Diet Dispensary



# MAKING SURE OLO INTERVENTIONS

## ARE OPTIMAL AND ADAPTED TO THE NEEDS OF ALL FAMILIES



This year, to better adapt its action to the realities of practitioners and families, Fondation OLO produced two very important documents.

### Frame of reference for the OLO nutritional intervention

While OLO's nutritional interventions play a well-recognized role in public health, perinatal and social services, this frame of reference is essential to guarantee the ongoing effectiveness of these interventions, by clearly documenting how the services are to be offered to families.

In this document, Fondation OLO describes guidelines to follow to achieve the desired results. It works in conjunction with the document from the *1000 Days to Savour Life* approach, two interwoven components of our approach to supporting pregnant women and families.

It was produced with the valuable collaboration of the Ministère de la Santé et des Services sociaux, CIUSSS de l'Estrie-CHUS and the Montreal Diet Dispensary.

### Discovering the world's flavours

Developed jointly by the Montreal Diet Dispensary and Fondation OLO, this 200-page booklet introduces the dietary practices of 44 countries, grouped into 11 world regions. It was designed by perinatal workers to provide guidance for their work with newly arrived families in Quebec. Its goals:

- Promote the creation of trust-based relationships with families of all origins.
- Add to and adapt the support offered to pregnant women and families by better understanding their nutritional culture and beliefs.

“At the heart of the social nutrition approach, as we practice it here at the Dispensary, there is an obligation to be open, innovative and adaptable, and to fully understand the social, cultural and dietary environment of each woman we want to support, to make sure she receives adequate nutrition during her pregnancy.”

– Jackie Demers, P.Dt., General Manager of the Montreal Diet Dispensary, member of Fondation OLO

### Prix INNOVATION 2017

In November, nutritionists from the Montreal Diet Dispensary and Fondation OLO received a Prix INNOVATION 2017 from the Quebec order of dieticians (OPDQ). This year's award was also given jointly to the nutritionists at CHU Sainte-Justine for their in-room food service. The \$1,000 grant that came with the award was shared by the three organizations.



An essential reference for everyone supporting immigrant families in Quebec.



## RECOGNIZED AND SOUGHT-AFTER EXPERTISE

### Webinars

To continuously improve the interventions offered to families, OLO makes free webinars available to Community of Practice members. This year, courses were offered on three topics:

- *Pregnancy during Ramadan* (in partnership with the Montreal Diet Dispensary) – June 2017
- *Presentation of the new frame of reference for the OLO nutritional intervention* – December 2017
- *Introduction to food allergies in babies* (in partnership with Allergies Québec) – February 2018.

### Online trainings

The goal of the trainings developed and offered online by Fondation OLO is to help practitioners master the OLO support approach, whose goal is to promote healthy eating habits in children. Nearly all establishments now have practitioners who have followed the training program in its entirety, for a total of **1,109 registrants**.

This online training program includes five interactive modules lasting one hour each, and it is recognized by the provincial orders of four professions:

- Nutritionists: Ordre professionnel des diététistes du Québec (OPDQ)
- Nurses: Ordre des infirmières et infirmiers du Québec (OIIQ)
- Social workers and couple and family therapists: Ordre des travailleurs sociaux et des thérapeutes conjugaux et familiaux du Québec (OTSTCFQ)
- Psychoeducators: Ordre des psychoéducateurs et psychoéducatrices du Québec (OPPOQ).

### Collaboration with the media

The content of our blog is getting increasing attention from the media. Several partnerships have spread the word about our expertise, including the following: *WIXXMAG*, *Naître et grandir*, *Défi Santé*, *Journal Métro* and *Planète F*.

### Committees, projects and representation

- In May, the **Déclaration pour la reconnaissance du droit de tous les enfants à des services éducatifs de qualité dès la naissance**, recognizing the right of all children to receive quality educational services from birth, was signed at the early education summit organized by the provincial association of daycare centres (AQCPE) and the Institut du Nouveau Monde.
- Two presentations were given in June at the international conference in honour of the 15th annual mother-child week in French-speaking countries: **Semaine du Réseau mère-enfant de la Francophonie** (RMEF) in collaboration with CIUSSS de l'Estrie-CHUS.
- OLO was a member of the Quebec round table on healthy eating (**Table québécoise sur la saine alimentation—TQSA**) and participated in two of its committees (healthy eating in childhood; social norms).
- Our nutritionists presented the services and tools developed by Fondation OLO, at conferences given by the provincial order of nurses, the group of collective kitchens and the provincial association of community drop-in daycare centres.



### Virtual Community of Practice

OLO's Virtual Community of Practice has been in existence since 2014 and is still as lively and popular with its **289 members**. It brings together nutritionists, nurses, social workers and other stakeholders working in public health at our member establishments. This year, the number of registrations increased **22%** and the number of times the platform was accessed rose **50%**.

Every year, members are invited to get together at the Annual Meeting of **Community of Practice Members** to learn more about topics of interest. This year, the event was held in Québec City in October and was attended by **50 practitioners** from every corner of the province.

### How are Quebec toddlers?

**In November, the Observatoire des tout-petits published a new report on how children aged 0–5 are faring in Quebec, titled *Comment se portent les tout-petits québécois ?***

Fondation OLO is happy to see that the health of Quebec children at birth has improved over the last 30 years. This progress is certainly due to the preventive work done with vulnerable families by perinatal workers in the health and social services network and in community organizations. We are proud to be part of this movement taking care of our littlest community members.

**NB:** According to this **2017** report, **5.9%** of babies are currently born with a low birth weight. In **1980**, this number was **6.5%**, and it had remained under the **6%** threshold since 1999. The action of Fondation OLO made a definite contribution to reducing this rate, for more healthy babies!





# Dîner OLO

Edition 2017

## THE 14<sup>TH</sup> FALL EVENT FOR BABIES' HEALTH

The 14<sup>th</sup> annual Dîner OLO was a great success, raising \$107,000. This gourmet benefit, presented by Sobeys and Accenture, was held at Bonsecours Market, where some 400 guests from Montréal's business world came together to help Fondation OLO reach out to 15,000 needy families per year. Hosting the event was actor and OLO spokesperson Pierre-François Legendre.



**Left to right in the photo:** Pierre-François Legendre, actor and OLO spokesperson; Élise Boyer, General Manager (Fondation OLO); Luc Blais, Honorary Co-president (Sobeys); Madeleine Chenette, Honorary Co-president (Accenture); Guy Barthell, Board Chair (Fondation OLO); and Jean-François Couture, Associate Partner (Agropur).



## Honorary Committee

### Honorary Co-presidents

Madeleine Chenette, Montréal Office Managing Director, Accenture

Luc Blais, Vice President National Convenience Store and Fuel, Sobeys Quebec

### Committee members

Guy Barthell (Guy Barthell Gestion et conseils), François Brabant (Dentons), Pierre Carrier (Agnus Dei), Jean-François Couture (Agropur Dairy Cooperative), Caroline Dignard (Cogeco), Martin Gingras (National Bank), Dominic Landry (Bell Media) and Marco Royer (Aon Benfield, London, UK)

## Partners presenting the event

accenture 

## Associate partners

Agropur, Blue Cross and Lassonde

## Goods and services

Agnus Dei catering, Delta, Creativ Nation, the Société des alcools du Québec, CGI, and these radio stations: CKOI, Rythme FM, 98.5 FM and The Beat 92.5

## Thanks to the many generous partners who donated items for the auction!

Agropur Dairy Cooperative, Sobeys Quebec, Ms. Sophie Ouellet, Quebecor Media Sales, Bell Media, Molson Coors, OdysseyRe, Les Sommets, Club de Golf Verchères, Agnus Dei catering, Les Effrontés personal stylists, Mr. Marco Royer, Mr. Michel Deret, Mr. Jean-Pierre Beaulieu, Le Blainvillier, Chlorophylle—Ste-Catherine Street boutique, Philippe Dandurand Wines—Galleon division, Hôtel Suites Lac-Brome, the Italian Chamber of Commerce of Canada, Mr. Lambert St-Cyr, Keurig Canada, Leméac restaurant, Ms. Lynn Boissinot, Pur Vodka Inc., Romeo's Gin, Sho-Dan restaurant, Helena restaurant, Les Cercles de Fermières du Québec and Ovie Création.

Special thanks to **Éclipse Solutions AV** for managing the interactive auction platform.



## NEW: ONLINE INTERACTIVE AUCTION

This year, Dîner OLO guests bid on their favourite auction lots through their cellphones, thanks to our online interactive auction. This popular innovation brought in close to **\$15,000**, thanks to over 150 registered participants.

The auction offered many items to delight the guests, including a gourmet meal prepared by a personal chef, hockey tickets with front row seats, a VIP stay at an inn, and imported wines from a private collection.



# FINANCING ACTIVITIES

## Dedicated partners



**A RECORD-BREAKING  
\$172,655**

### THE CERCLES DE FERMÈRES DU QUÉBEC

The members of the Cercles de Fermières du Québec have been OLO partners since its creation in 1991. And this year, they once again outdid themselves, raising a record amount. Year after year, they have proven their dedication to the cause by organizing bake sales, spaghetti dinners, craft fairs and other events, thereby helping more babies be born healthy and have a good start in life.



**A ROUSING  
SUCCESS:  
\$12,042**

### 9<sup>TH</sup> OLO RUN BY THE AOGQ, POWERED BY DUCHESNAY

Since 2012, the annual conference of the Association of Obstetricians and Gynecologists of Quebec (AOGQ) has included in its program a five-kilometer benefit run for Fondation OLO. We thank all the runners and donors who participated in this year's race. Special thanks to Duchesnay Inc., which matched all donations.



“I give to Fondation OLO because it's important to care for the next generation: they are the future!”

—Jocelyne, member of the Cercle de Fermières of Rivière-du-Loup

### GENEROUS SUPPORT FROM THE OBSTETRICIANS AND GYNECOLOGISTS

The Association of Obstetricians and Gynecologists of Quebec (AOGQ) is making a tangible gesture to support the health of mothers and babies by giving Fondation OLO a substantial donation of \$100,000 over four years. Through this support, these physicians are making a real difference in the lives of families in need.

**NEW  
DONATION:  
\$100,000  
over four years**







**THE  
16<sup>TH</sup> OMNIUM  
DE GOLF  
IS A HIT:  
\$74,000**

### GOLFING BENEFIT BY THE EGG FARMERS

On August 23, 2017, the 16th annual golfing benefit by the Fédération des producteurs d'œufs du Québec (FPOQ) was held. Close to 250 golfers played for the cause, and a record amount was raised. Special thanks to Matthieu Proulx, Bruno Heppell, Yvon Lambert, Patrick Côté and Jacques and Cédric Rougeau for their participation.



**SOLIDARITY  
CAMPAIGN:  
\$28,000**

### The community mobilizes

#### MOTHER'S DAY WITH LANCÔME AND JEAN COUTU

For Mother's Day, Lancôme and Jean Coutu joined forces to offer Fondation OLO a donation of \$10 for each roll-on bottle of Lancôme's La Vie Est Belle perfume sold at Jean Coutu stores. A great way to celebrate mothers!



**The community mobilizes**



**GENEROUS DONATIONS:  
\$23,000**

**FUNDRAISING CAMPAIGN BY MARCHÉ BONICHOIX AND MARCHÉS TRADITION**

For the second year running, Marché Bonichoix and Les Marchés Tradition stores came together to collect funds at store checkouts. It was a success in all communities.



**THANKS!  
\$4,000**

**ST. GEORGE ANTIOCHIAN ORTHODOX CHURCH WALK**

The St. George Antiochian Women held their annual benefit walk on October 14, 2017. More than 30 people walked for the cause despite the rain, and many donations were made to support them.



Fondation OLO  
des bébés en santé



## Banquet 2017

### Mangeons local

THANKS!  
**\$3,456**

### BANQUET BY UNIVERSITÉ LAVAL'S NUTRITION STUDENTS

As part of their collective kitchen management course, second-year nutrition students at Université Laval organized a banquet. All profits from the sale of promotional tools went to Fondation OLO.



THANKS!

### NEW PARTNERSHIPS

- **Ovie Création**, in partnership with **Evive Smoothie**, created a beautiful bracelet in honour of Fondation OLO. For each Claudia bracelet sold, \$5 is donated to the cause.
- **Pick-A-Boo** is a cute and useful bracelet that helps normalize breastfeeding and lactation. For each bracelet sold, \$1 goes to the cause.
- **Sarah Tailleux Photographe** offers new mothers short photography sessions to immortalize the beauty of the intimate breastfeeding bond with their baby. For each breastfeeding photo shoot, \$5 is donated to Fondation OLO.

“Fondation OLO offers something more than eggs, milk, orange juice and prenatal vitamins. What you offer is really the chance for babies to start life healthy. Babies are our future. It’s in everyone’s best interest to contribute to their health right from the start. And Fondation OLO truly understands that.”

– Karine Rivard, creator of the Pick-A-Boo breastfeeding bracelet, and her daughter, Léa



# FINANCING ACTIVITIES

## The public network rallies



**VOLUNTEER  
ACTION  
SUPPORT  
\$26,225**

### CAMPAIGN WITH QUEBEC MLAs

Thanks to Quebec's volunteer action support measures, 61 members of the Legislative Assembly supported Fondation OLO this year. In so doing, they contributed to providing targeted local assistance to families in their region.



**THANKS!  
\$12,870**

### CAMPAIGN IN THE CENTRES INTÉGRÉS DE SANTÉ ET DE SERVICES SOCIAUX (CISSSs)

Every year, our stakeholders mobilize to raise funds to support Fondation OLO and to help families in their local areas. In 2017, we want to highlight the work done in the communities of Amos and Chaudière-Appalaches, who outdid themselves in their fundraising.

The CISSS de l'Abitibi-Témiscamingue held its yearly "OLO Month" in Amos in November, collecting **\$9,020**.

This year once again, the CISSS de Chaudière-Appalaches organized its "Sponsor an OLO Baby" campaign in the fall, raising **\$3,850**.



**THANKS!**

### COMPANIES THAT OFFER OLO GIFTS

**Our thanks to Deloitte, Raymond Chabot Grant Thornton and to Les Entreprises de réfrigération LS for spreading the love.** They offer Fondation OLO-branded gifts to their employees, suppliers and clients who become new parents. Each time they do, these three companies are making donations for healthier babies. Congratulations and thanks to the parents of Théo, Édouard, and the other 90 babies born in 2017 in these companies' communities.

# Nurturing FUTURE GENERATIONS one spoonful at a time

GOAL

\$5 M

MAJOR FUNDRAISING CAMPAIGN 2014-2018

The major 2014–2018 fundraising campaign came to a close in June 2016, having reached its target of \$5M to support its mission and to deploy activities to support families in developing sound eating habits.

Heartfelt thanks to the 20 companies, foundations and organizations that contributed to this major fundraising campaign. Your support spurs us on to pursue our mission with even greater enthusiasm.

## Major donors

### DIAMOND SPOON – \$250,000+



**AGROPUR**  
Coopérative laitière



Fédération des  
producteurs d'œufs  
du Québec



**DUCHESNAY**



Les  
**CFQ**

### PLATINUM SPOON – \$150,000 TO \$249,000



**BANQUE  
NATIONALE**



**CGI**



**COMINAR**



**iA**  
Groupe financier



**OASIS**

### SILVER SPOON \$50,000 TO \$99,999

SSQ Financial Group  
TC Transcontinental

### BRONZE SPOON \$25,000 TO \$49,999

Fondation Madeleine et Jean-Paul Tardif  
Énergir  
Desjardins Group  
RBC Royal Bank

TFI International  
Sobeys  
CIBC

### PORCELAIN SPOON \$10,000 TO \$24,999

Blue Cross  
Domtar

### HONORARY CO-PRESIDENTS OF THE MAJOR FUNDRAISING CAMPAIGN

Our campaign's achievements are largely due to the efforts of its Honorary Co-presidents: Claude Marcoux, previously Senior Vice-President and General Manager of CGI, and Josiane Moisan, formerly with the Desjardins Group.





## THANKS

### TO OUR KIND-HEARTED DONORS AND PARTNERS!

Thanks to the support of generous donors and partners like you, Fondation OLO can help some 15,000 families per year throughout Quebec. Your dedication to the cause is admirable and your loyalty fills us with gratitude. With your help, we can offer babies an equal chance of a healthy birth and childhood. Since 1991, over 200,000 babies have been born healthy.

Dear donors and partners, we thank you 200,000 times over!

#### Donations of \$5,000 or more

A. Lassonde  
 Accenture  
 Agropur Dairy Cooperative  
 Association of Obstetricians and Gynecologists of Quebec (AOGQ)  
 CIBC  
 CGI  
 Cominar  
 Creativ Nation  
 Blue Cross of Quebec  
 Cercles de Fermières du Québec  
 Dairy Farmers of Canada  
 Duchesnay Inc.  
 Énergir  
 Fédération des producteurs d'œufs du Québec  
 Fondation Actions Enfance  
 Fondation Jeunesse-Vie  
 Fondation Madeleine et Jean-Paul Tardif  
 Gaétan Barrette, Minister of Health and Social Services  
 iA Financial Group  
 Jean Coutu Group  
 L'Oréal  
 Ministry of Health and Social Services  
 National Bank of Canada  
 Sobeys Quebec  
 SSQ Financial Group  
 TFI International

#### Donations of \$1,000 or more

Alida Rossy  
 Alimentation Couche-Tard  
 AON  
 Bell Media  
 Benoît Marchessault  
 BRP  
 BSA FRUTAROM  
 Cartier  
 Cercle Barraute  
 Cercle Belœil  
 Cercle Bonaventure  
 Cercle Boucherville  
 Cercle Bourg-Royal  
 Cercle Christ-Roi  
 Cercle Joly  
 Cercle Labelle  
 Cercle Magog  
 Cercle Maria  
 Cercle Neufchâtel  
 Cercle Nouvelle  
 Cercle Pincourt  
 Cercle Plessisville  
 Cercle Saint-Bruno-de-Montarville  
 Cercle Sainte-Rose-Auteuil  
 Cercle Sainte-Thérèse  
 Cercle Saint-Henri  
 Cercle Saint-Noël de Thetford  
 Cercle Saint-Pamphile  
 Cercle Saint-Prosper  
 Cercle Saint-Sulpice  
 Cercle Saint-Valérien  
 Cercle Sept-Îles  
 Cercle Saint-Apollinaire  
 Cercle Saint-Césaire  
 Cercle Varennes  
 Cercle Vimont  
 Cercle Oka  
 Cercle Le Rocher  
 Claudine and Stephen Bronfman Family Foundation  
 Cogeco Media Acquisitions  
 Comité de soutien à la pédiatrie de l'Abitibi-Témiscamingue  
 Co-operators  
 Deloitte Canada  
 Deloitte Foundation Canada  
 Delta Air Lines  
 Demers Beaulne  
 Dentons Canada  
 Desjardins Business—West of Montreal  
 Desjardins Group  
 Desjardins Trust  
 Élise Boyer

## Allies

Fondation OLO is lucky to be able to count on loyal partners that support its work with families.



### Fédération des producteurs d'œufs du Québec

**\$74,000** donated from the egg farmers' annual golf benefit



### Agropur Dairy Cooperative

Annual donation of **\$100,000**  
Special rate on milk purchases and total coverage of the management and printing costs for the **285,298** OLO food vouchers given to families  
Sponsorship of Dîner OLO  
Advertising campaign on Québécois milk cartons



### Lassonde Industries

Donation of \$0.25 per container of Oasis orange juice distributed through OLO food vouchers, for a total yearly amount of **\$36,000**  
Sponsorship of Dîner OLO



### Duchesnay

Donation of thousands of daily doses of PregVit® and PregVit Folic 5® prenatal multivitamins  
Sponsorship of the AOGQ's OLO Run

Étienne Richer  
Farm Credit Canada  
Fondation Jean Dupéré  
Fonds de bienfaisance des Pompiers de Montréal  
Fonds de solidarité FTQ  
François Brabant  
GenPOS  
Gestion Cabinet Woods Inc.  
Gowling WLG (Canada)  
Grande guignolée des médias  
Guy Barthell, Gestion et conseil Inc.  
Keurig Canada  
KPMG Canada LLP  
Langlois Lawyers  
Les Entreprises de réfrigération LS  
LG2  
Lise Denis  
Lise Thériault, former Minister responsible for the Status of Women  
Louis Gagnon  
L'Ouvroir de Saint-Sauveur  
Luc Fortin, Minister of Familles  
Lucie Charlebois, Minister for Rehabilitation, Youth Protection, Public Health and Healthy Living

Madeleine Chenette  
Manulife Financial  
Marché Roméo Roy & Fils  
Nancy Bourdages  
NATIONAL Public Relations  
PA supermarkets  
Patrick Daoust  
PFD Avocats  
Pierre Leblanc  
Power Corporation of Canada  
PP Deslandes  
PricewaterhouseCoopers LLP  
Quebecor Media Sales  
Radio-Canada  
Raymond Chabot Grant Thornton  
RBC Royal Bank  
St. George Antiochian Church Women  
Robert Bédard  
Roger Auclair  
Sir Solutions  
TVA Productions II  
Université Laval nutrition students



“ I give to OLO to help families see the light at the end of the tunnel... I grew up in a family that had a modest but stable income. I'm grateful for that and I want to pay it forward. ”

– Jean-Guy, age 64, a Fondation OLO donor since 2014





## A WORD FROM THE TREASURER

Dear donors,

For several years now, 2018 had been a source of concern regarding the future of OLO’s work, given that the end of the 2017–2018 fiscal year also marked the end of the major funding from Avenir d’enfants and Québec en Forme for the *1000 Days to Savour Life* project. However, the extension of that funding, support from our new allies and the financial results of this last year prove that 2018 is not the end of the road, but rather a new beginning.

### Major support from the Government of Quebec

Substantial funding from the Government of Quebec was announced in December and will strengthen the work of Fondation OLO. This year for the first time, under the Government Action Plan to Foster Economic Inclusion and Social Participation, funding of \$4.25 million over five years has been allocated to Fondation OLO. This makes it possible for the organization to clearly announce its ambitions for the period until 2023, to support its mission to always better assist families in the greatest need.

And so, at the start of the new fiscal year, OLO is looking forward with confidence to this first year in the five-year agreement with the government and the sixth year of the *1000 Days to Savour Life* project. At the same time, the project evaluation is ongoing and the cost of some activities will still be accounted for under this funding.

### Increased donations

The efforts made in the area of donations and fundraising activities have borne fruit. Donations increased 20% in the last year, proof that Fondation OLO’s work in Quebec’s communities is needed.

### Use of the reserve

As planned, this year, OLO used \$175,000 from the reserve it had established over the last four fiscal years, to honour its contribution to the *1000 Days to Savour Life* project.

The balance remaining in the reserve (\$225,000) will be used in the future fiscal years, as nutrition education tools are distributed to CISSSs and CIUSSSs for practitioners to give families.

### Record-breaking distribution

These actions make available an unprecedented amount of \$1.3 million to fund more OLO food vouchers over the coming months, and meet the most urgent needs of expectant mothers.

Though this great news allows us to face the future with optimism, the support of our faithful corporate partners and generous donors remains crucial so we can continue to help babies be born healthy and grow up healthy.

Thank you all for your support!

**M. Dominic Landry, CPA, CA**  
Senior Director Finance  
Lowe’s Canada  
Treasurer – Executive Committee

# FINANCIAL PERFORMANCE 2017–2018

Results and changes in net assets for the year ended March 31, 2018

	2018			TOTAL	2017 TOTAL
	OLO-FOOD DISTRIBUTION	1000 DAYS TO SAVOUR LIFE	PHILANTHROPY ADMINISTRATION		
<b>Revenues</b>					
<b>REVENUES EARMARKED FOR PROGRAMS</b>					
OLO voucher sales	1 188 048 \$	—	—	<b>1 188 048 \$</b>	1 677 513 \$
Grants–PCNP	1 384 798 \$	—	—	<b>1 384 798 \$</b>	1 476 405 \$
Grants–MSSS	100 000 \$	—	—	<b>100 000 \$</b>	—
Partner contributions	—	524 279 \$	—	<b>524 279 \$</b>	569 630 \$
	2 672 846 \$	524 279 \$	—	<b>3 197 125 \$</b>	3 723 548 \$
<b>DONATIONS AND PHILANTHROPIC ACTIVITIES</b>					
Cash donations	—	—	446 544 \$	<b>446 544 \$</b>	371 367 \$
Vitamin donations	135 000 \$	—	—	<b>135 000 \$</b>	545 688 \$
Restricted donations	—	25 000 \$	—	<b>25 000 \$</b>	23 000 \$
Fundraising activities	—	—	452 839 \$	<b>452 839 \$</b>	425 943 \$
	135 000 \$	25 000 \$	899 383 \$	<b>1 059 383 \$</b>	1 365 998 \$
<b>OTHER REVENUES</b>					
Membership fees	—	—	520 226 \$	<b>520 226 \$</b>	409 293 \$
Investment income	—	—	79 379 \$	<b>79 379 \$</b>	74 162 \$
Deferred investment gains	—	—	—	—	79 318 \$
	—	—	599 605 \$	<b>599 605 \$</b>	562 773 \$
	2 807 846 \$	549 279 \$	1 498 988 \$	<b>4 856 113 \$</b>	5 652 319 \$
<b>Expenses</b>					
Direct costs of services rendered	2 291 992 \$	111 040 \$	—	<b>2 403 032 \$</b>	3 188 791 \$
Activity charges	145 941 \$	430 388 \$	378 499 \$	<b>954 828 \$</b>	969 604 \$
Communications	2 757 \$	106 921 \$	57 322 \$	<b>167 000 \$</b>	149 370 \$
Fundraising activities	—	—	81 090 \$	<b>81 090 \$</b>	77 175 \$
Research and evaluation	—	90 451 \$	—	<b>90 451 \$</b>	103 024 \$
Copyright	—	28 000 \$	—	<b>28 000 \$</b>	—
	2 440 690 \$	766 800 \$	516 911 \$	<b>3 724 401 \$</b>	4 487 964 \$
<b>Distribution to members</b>					
Credits for purchase of eggs, milk and orange juice	1 304 712 \$	—	—	<b>1 304 712 \$</b>	1 162 355 \$
	3 745 402 \$	766 800 \$	516 911 \$	<b>5 029 113 \$</b>	5 650 319 \$
<b>Excess (deficit) of revenues over expenses</b>					
	(937 556) \$	(217 521) \$	982 077 \$	<b>(173 000) \$</b>	2 000 \$
<b>Opening balance of net assets</b>					
	—	400 000 \$	129 393 \$	<b>529 393 \$</b>	527 393 \$
Interfund transfers	937 556 \$	42 521 \$	(980 077) \$	—	—
<b>Closing balance of net assets</b>					
	—	225 000 \$	131 393 \$	<b>356 393 \$</b>	529 393 \$



# GOVERNANCE

Governance make-up as of March 31, 2018

Fondation OLO warmly thanks everyone who contributed their time and talents to achieve our mission.

## Board of Directors

### MEMBERS OF THE EXECUTIVE COMMITTEE

**Guy Barthell**

Strategy and Management Consultant  
Guy Barthell, Gestion et conseils Inc.  
**Board Chair**

**Diane Filiatrault**

Retired from the healthcare network  
**Vice-president**

**Dominic Landry, CPA, CA**

Senior Director Finance  
Lowe's Canada  
**Treasurer**

**Élise Boyer**

General Manager  
Fondation OLO  
**Secretary**

**Julie Provencher**

Youth Program Director  
CIUSSS de l'Est-de-l'Île-de-Montréal  
**Board Member**

### ADMINISTRATEURS

**Dr. Dalal Badlissi**

Physician and Chief - Department of Preventive Medicine  
CISSS de Lanaudière  
**Board Member**

**Francis Belzile**

Youth Program Director  
CISSS de la Montérégie-Est  
**Board Member**

**François Brabant**

Associate  
Dentons  
**Board Member**

**Jean-François Couture**

Vice-president, Marketing  
Agropur Dairy Cooperative  
**Board Member**

**Lise Denis, Knight of the Ordre national du Québec**

Health and Social Services Advisor  
**Board Member**

**François Faucher**

President  
Gestion Cinq-F Inc. – Consulting and Coaching  
**Board Member**

**Mireille Fortin**

Coordinator, Perinatal and Early Childhood  
CIUSSS de l'Estrie-CHUS  
**Board Member**

**Nathalie Garon**

Youth Program Director  
CIUSSS de la Mauricie-et-du-Centre-du-Québec  
**Board Member**

**Marco Royer**

Vice-president  
Aon Benfield, London, UK  
**Board Member**

### MEMBERS WHO COMPLETED THEIR TERM DURING THE FISCAL YEAR

**Louise Simard**

Vice-president, Commercial Banking  
Montérégie/Estrie and Agrifood  
National Bank

**Line Desjardins**

Coordinator, Perinatal and Early Childhood  
CISSS de Laval

**Caroline Losson**

Vice-president, Marketing  
Keurig Canada

## Staff

**Jocelyne Bourbeau**

Executive Assistant

**Nancy Bourdages**

Membership Services Coordinator

**Élise Boyer**

General Manager

**Laurence Courteau**

Coordinator, Funding and Community Engagement

**Julie Deschamps**

(on maternity leave)  
Nutritionist

**Mylène Duplessis Brochu**

(on maternity leave)  
Nutritionist

**Roxane Fafard**

Director, Operations and Projects

**Lyson Gélinas**

Nutritionist  
(maternity leave replacement)

**Marie-Josée Roch**

Accounting and Financial Information Officer

**Émilie Russo**

Development and Communications Director

**Julie St-Pierre**

Communications Advisor

**Julie Strecko**

Nutritionist  
(maternity leave replacement)

## Committees

### SCIENTIFIC COMMITTEE

**D<sup>re</sup> Dalal Badliissi – Chair**

Physician and Chief - Department of Preventive Medicine  
CISSS de Lanaudière

**Amélie Bourret**

Editor in Chief of *Tiny Tot to Toddler*  
Institut national de santé publique  
du Québec (INSPQ)

**Élise Boyer, M.Sc.**

General Manager  
Fondation OLO

**Jackie Demers, P.Dt.**

General Manager  
Montreal Diet Dispensary

**Julie Deschamps, P.Dt, M. Sc.**

(on maternity leave)  
Nutritionist  
Fondation OLO

**Mylène Duplessis Brochu,  
P.Dt, M. Sc.**

(on maternity leave)  
Nutritionist  
Fondation OLO

**Marie-Josée Godin**

Teaching Professor,  
School of Nursing  
Université de Sherbrooke

**Khady Kâ**

Analyst, Public Health Capacity and  
Knowledge Management Unit  
Public Health Agency of Canada

**Josée Trahan**

Early Childhood Program Coordinator  
CISSS de la Montérégie-Est

**Huguette Turgeon O'Brien, P.Dt.**

Professor, Department  
of Food and Nutrition Sciences  
Université Laval

### 1000 DAYS TO SAVOUR LIFE PROJECT STEERING COMMITTEE

**Élise Boyer**

General Manager  
Fondation OLO

**Isabelle Dubois**

Project Manager,  
Partnership and Innovation  
Avenir d'enfants

**Diane Filiatrault**

Retired from the health and social  
services network

**Roxane Fafard**

Director, Operations and Projects  
Fondation OLO

**Julie Provencher**

Youth Program Manager  
CIUSSS de l'Est-de-l'Île-de-Montréal

**Annual Report 2017–2018****English Translation**

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Hélène Camirand

**Photography**

Fondation OLO  
Marc-Antoine Zouéki  
Sarah Tailleux

**Illustrations**

Julien Castanié

**Printing**

Imprimerie L'Empreinte



# PARTNERS 2017-2018

## MAJOR PARTNERS



## MAJOR COLLABORATOR



## BENEFACTORS



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