

Fondation  
**Olo**



Des  
**bébés**  
en santé



# Helping Families Out of Urgency and Into Resilience

2020–2021 Annual Report



# Healthy Babies and Healthy Eating Habits across Quebec!



## Message from the General Manager and the Board Chair

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

During the pandemic, we have seen things we never thought possible: store shelves empty of Olo foods, the Olo follow-ups deemed essential but needing to be reconceived, parents cut off from their support networks, Olo practitioners reassigned to other positions, and generalized anxiety.

The first lesson learned from this year of COVID-19 is that **our mission is essential—and even more so during a crisis.**

Olo practitioners found very creative ways to support families and lessen their anxiety and food insecurity. We want to acknowledge their work. In fact, all our collaborators and partners demonstrated courage and solidarity, including the merchants who play a critical role in Olo moms' access to food.

Starting in the spring of 2020, Fondation Olo implemented several exceptional measures, including offering a special \$10 voucher redeemable for foods. Other measures, described in this report, demonstrated our ability to innovate. However, these good ideas could never have been put into practice if our call for support had not been heard, as shown by the fact that we reached our goal of \$750,000 raised. THANK YOU from the bottom of our hearts, to the individuals, businesses and private foundations that made a first donation or gave more than usual. Special thanks to our Major Partners, who take our mission to heart, like Agropur, Les Cercles de Fermières du Québec, Sobeys (Marchés Tradition and Marché Bonichoix), Bonduelle, the Chamandy Foundation, the Fédération des producteurs d'œufs du Québec, Québec Blue Cross, the Association of Obstetricians and Gynecologists of Quebec, National Bank of Canada, Keurig and many others.

The months-long health crisis has highlighted how urgent it is to take action and how resilient people are. In 2021, which also marks Fondation Olo's 30th anniversary, we will be focusing on our greatest strengths to better tackle future issues.

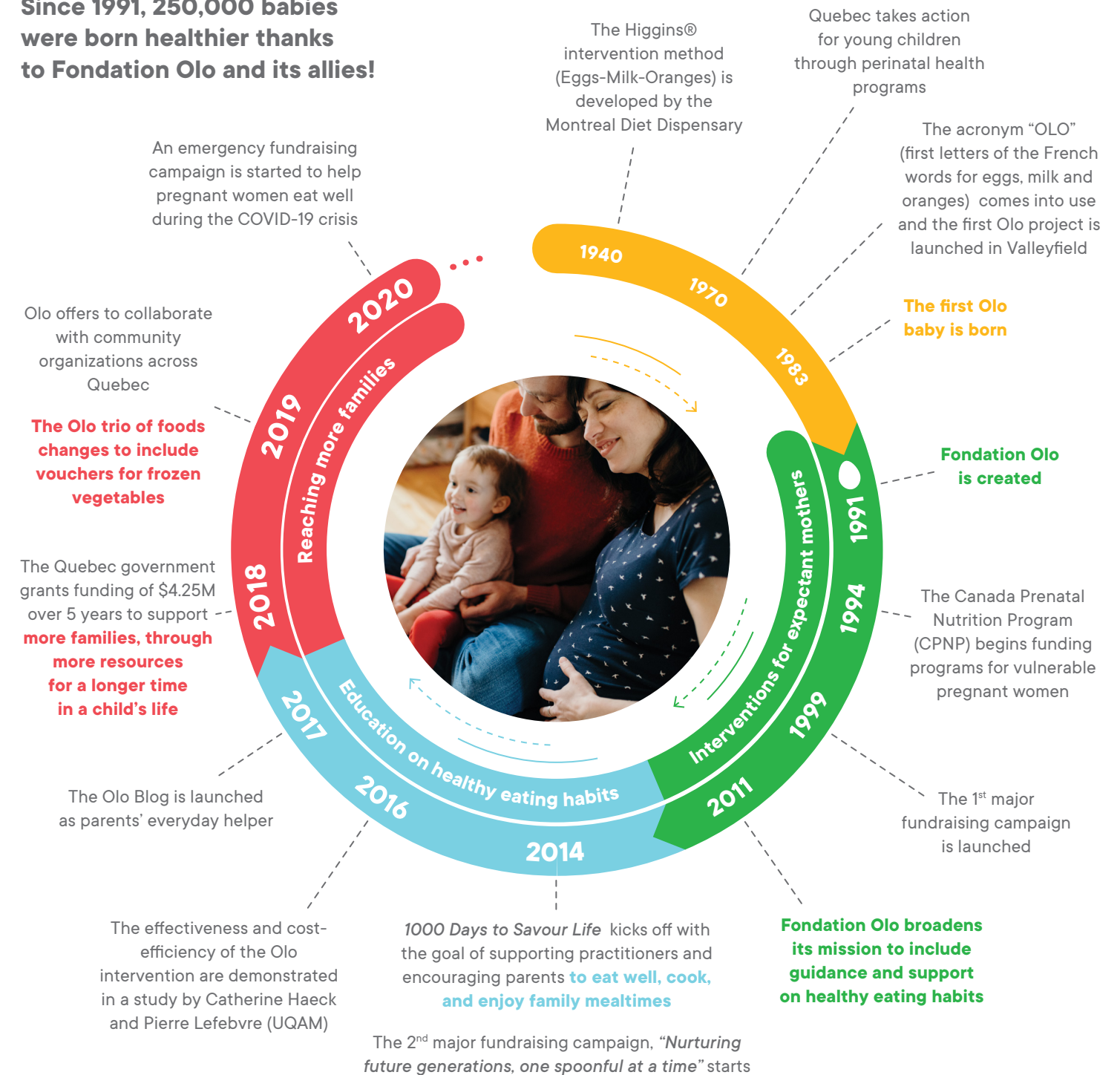
A pandemic deepens inequalities, and the most vulnerable families are often those who tend to isolate themselves most, whether or not they do so consciously. This is the paradox: the need is greater and more widespread, but services are less sought out. Therefore, we have to work even harder to make sure people know about us and to **inspire parents' trust.**

At the same time, we have to work throughout Quebec on **an Olo approach that's accessible and that guarantees a positive impact through its practices,** both before and after babies' birth. The Quebec government's recent additional investment of \$4.5 million, aimed at spreading the Olo approach through all Quebec's CISSS and CIUSSS, is already bearing fruit: practitioners have been hired, and training on Olo practices is being prioritized by managers. This major additional investment shows how decision-makers are making prevention and early action a priority.

Finally, if there is one message to take away, it is the importance of surrounding babies with a **circle of support and goodwill.** The COVID-19 crisis is not over and is still requiring fragile, vulnerable parents to show resilience. We should not underestimate their strength and courage, but we must also not let them face their many challenges alone. So, for the next year, and those to follow, let's work together for the health and well-being of little ones in Quebec and continue on the road to prevention. Quebec babies need this protection more than ever.

## Thirty years of healthy babies!

Since 1991, 250,000 babies were born healthier thanks to Fondation Olo and its allies!



## A year marked by urgency and resilience

### Emergency campaign triggered by the health crisis

As early as spring 2020, Fondation Olo launched an emergency campaign to reduce the impacts of the COVID-19 crisis on families' daily lives. Three exceptional measures were implemented (details on pages 20 and 21). The emergency campaign's \$750,000 goal was reached in February 2021, thanks to the unprecedented support and commitment of individual donors, companies and private foundations. This campaign sent a strong message of hope and solidarity, because expectant mothers should never go hungry.



### Distribution of nearly 40,000 special \$10 vouchers

One of the flagship measures of Olo's emergency campaign was putting into circulation a new special Olo voucher worth \$10 so families could put more food in their grocery cart. The voucher, applicable to the purchase of any food, was given to expectant mothers every week, mainly between May and September, but in some cases until December 2020.

### New collaborations for early childhood wellness

Once again this year, Fondation Olo proved its commitment to defending and speaking up for little ones throughout Quebec. First, it joined Collectif petite enfance, alongside 18 other organizations, with the aim of making early childhood a priority in Quebec. During Early Childhood Week in November 2020, the collective penned an open letter on the long-term impact of COVID-19 on young children. Then, in January, Olo and the Réseau des Centres de ressources périnatales du Québec published another open letter in *La Presse* to raise public awareness of the reality of babies and families in isolation who hesitate to ask for help.



### A new Olo foods trio

In 2020, the evaluation concerning the implementation of the Olo frozen vegetables voucher was clear: Olo practitioners and the women receiving follow-up strongly endorsed the change in the Olo foods trio. Given these results, and building on the trust-based relationship, Bonduelle has renewed its commitment to Fondation Olo for a second year. The success of these vouchers, allowed us to turn the page on an important part of Olo's history: as of April 1, 2021, the Olo vouchers for orange juice will no longer be offered.

## Success in our offer to collaborate with community organizations

In October 2020, we celebrated the first anniversary of Olo's offer to collaborate with community organizations. In one year, 464 Olo Discovery Kits were distributed free of charge to organizations across Quebec. The kits helped them learn about Olo's messages on healthy eating and its various tools. Despite the pandemic, some organizations even decided to do more by becoming "Ally" organizations (more on pages 14 to 17). We look forward to resuming in-person activities for cooking groups and parent meetups.



### MSSS reinvestment in perinatal health

In November 2020, Quebec's Ministère de la Santé et des Services sociaux (MSSS) announced additional funding to enhance perinatal teams in its establishments. This was something Olo and its allies had been hoping for. This reinvestment affects Olo's nutritional intervention as well as the SIPPE program (Services intégrés en périnatalité et petite enfance) in Quebec's CISSSs and CIUSSs. For the Olo follow-up, this means a recurring annual amount of \$4.5 million. As of January 2021, these sums are allocated, for instance, to hiring new Olo practitioners, including a number of nutritionists.

### First online edition of Dîner Olo

This year, the 17th annual Dîner Olo took place in a new virtual format due to COVID. Presented by the Tradition and Bonichoix merchants and the National Bank, this gourmet benefit brought together 238 participants on an interactive platform. The event included the delivery of boxed meals by Agnus Dei catering to all the participants. Hosted by Élyse Marquis, Dîner Olo included a number of surprises, notably the participation of Florence K and Julie Ringuette. The highly successful event raised \$177,000 for babies' health, proving that, even remotely, donors and partners will always rally for Quebec's littlest residents.



### The Fondation Olo team expands

In 2020-2021, several new people joined the Fondation Olo team. Rounding out the communications and philanthropy team are Aryann-Sarah Veilleux, Philanthropic Development Advisor; Allison Cox, Donor Engagement Advisor; and Catherine Caisse, Digital Communications Advisor. In the area of administration and finance, there are two new faces: Fabie Gauthier-Carrière, Coordinator, Operations and Logistics (arrived at the end of the previous fiscal year); and Geneviève Thibodeau, Accounting and Financial Information Officer. The team's growth reflects the broadening of Olo's actions and its ongoing evolution. From four positions in 2010, we grew to eight in 2014, and we now have 16. The team's expertise and mutual assistance are at the service of families!



# A healthy future starts

In 2019–2020, Fondation Olo helped **10,127 families** in need across Quebec with its follow-up care and support. And, thanks to the Olo Blog and activities in community organizations, even more families are now benefiting from the Olo approach to healthy eating!

One action with two components, during pregnancy...



MILK JUGS



FOOD VOUCHERS



CHILDREN'S PLATES

## The Olo Blog

An inexhaustible source of advice and tools that are easy to apply from pregnancy onwards.

It includes more than 111 articles, 100 recipes, 28 videos, 17 infographics, 42 testimonials, 23 articles about food discovery, as well as 53 games and colouring pages. As parents' everyday helper, the Olo Blog attracts nearly 1 million visitors every year!

## So babies are born healthy

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

429,508

Olo food vouchers distributed in 2020–2021: 244,166 milk vouchers, 74,768 egg vouchers, 95,099 vegetable vouchers and 15,475 orange juice vouchers (these coupons are no longer offered, as of April 2021)

588,120

daily doses of prenatal vitamins

# in the first 1,000 days of life

## So families adopt healthy eating habits

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

Eating well  
+  
Cooking  
+  
Family mealtimes

A total of 12,140 educational tools

were distributed to Olo parents in the last year



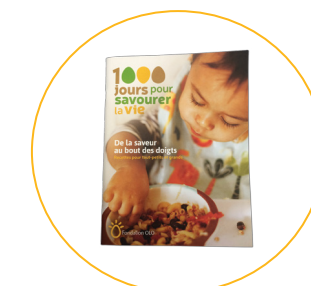
BABY BOOKS ABOUT FOOD



SPECIAL \$10 VOUCHERS



MEAL PLANNERS



ECONOMICAL RECIPES



39,825

special \$10 vouchers were distributed between March and December 2020 as part of the emergency campaign to reduce the effects of the health crisis on family groceries.

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



## Acting early by supporting vulnerable families, starting in pregnancy

Taking action within a child's first 1,000 days of life, starting during the mother's pregnancy, gives that child an equal chance of being born healthy and of acquiring healthy eating habits early on in life. Olo interventions therefore have many positive impacts on the baby's first months of life, but also over the long term:



Overall health



Attachment to parents



Access to care



Optimal development



School success



Eating habits

## Evaluation of 1000 Days to Savour Life: A promising outlook for family support



This evaluation, led by **InterActions**, a research and knowledge-sharing centre now linked to the CIUSSS du Nord-de-l'Île-de-Montréal, looked at the implementation of *1000 Days to Savour Life*, the component of Fondation Olo that supports the acquisition of healthy family eating habits. The assessment was conducted in **31 healthcare** establishments across Quebec. It looked into the short-term impacts of Olo practitioners' support on the behaviours and perceptions of **430 pregnant women** at the start of their Olo support, 10 months after giving birth and 24 months after giving birth.

*1000 Days to Savor Life* as well as its evaluation were made possible thanks to two long-standing partners, **Avenir d'enfants** and **Québec en Forme**, who, for six years, have made it possible to develop the training and sharing of practices component as well as a large amount of educational tools.

### Main findings on implementation within establishments

- The educational tools for families are seen as important interaction levers and are considered to be adapted to the clientele.
- Olo's support and the availability of its team are appreciated.
- Informal links between the health and social services network and community organizations, and the development of collaborative initiatives to offer the services appear to be common. These initiatives are seen as beneficial to reach more isolated and reticent clienteles, to publicize the CLSC's services, and to broaden and synergize the service offering and ensure its continuity.



### Main findings on the impact on women and children

- The educational tools are well liked, especially the books, milk jugs and children's plates, as are the online resources. These were still being used two years after being given.
- In comparing eating habits before and after the follow-up, the participants noted the following improvements in their own behaviours: snacking between meals more often, being more diverse in their food choices, eating vegetables more often, preparing a grocery list more often and having family meals more frequently.
- Also, the young children involved in the study were served a wide range of foods, and babies were generally present at the table during meals.



### Next steps

These results and data will bolster ongoing actions to improve the Olo approach, to **offer more resources, to more families, for a longer period of children's lives**. For instance, **with a view to continuous improvement**, discussion groups will be organized internally and with Olo members this year to take advantage of these important findings and to find ways to improve, enhance or redirect certain activities related to the follow-up offered by practitioners or community organizations. Lastly, these findings are important inputs for the **Olo approach enhancement process**, which is explained on page 11.

*“Often, it's the little things that help a lot in someone's life. And that's what Fondation Olo does. It contributes to peace of mind and it prevents so many of the worries we can have during our 40 weeks of pregnancy.”*

Loudy • Mother who benefited from the Olo follow-up in April 2020 • Outaouais



### Our mission

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

### Our vision

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

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

### Our values

Fairness • Prevention • Cooperation  
Thoroughness • Empathy



## Action all across Quebec!

Our **affiliate members** deliver the Olo intervention on the ground throughout Quebec. They are the ones who implement and embody the mission of Fondation Olo in families' homes and in more than 150 service points. In addition to these affiliate members, there are the **community organizations**, presented in the following pages, that Fondation Olo supports in the planning of activities aimed at supporting young families towards healthy eating habits, from pregnancy to family meals. —>

## Reinvestment in Olo action: Essential for babies' health

In November 2020, Quebec's Ministère de la Santé et des Services sociaux announced additional funding to upgrade perinatal teams in its establishments. This was something Olo and its allies had been hoping for.

This reinvestment, which prioritizes prevention in the area of perinatal health, affects both Olo's nutritional intervention and the SIPPE program (Services intégrés en périnatalité et petite enfance) in Quebec's CISSSs and CIUSSSs.

**For the Olo follow-ups, this means a recurring annual amount of \$4.5 million.** These sums have already been allocated, as of January 2021, notably for hiring new staff, including several nutritionists.

This reinvestment, via Olo, SIPPE and Agir tôt, will make it possible for families to create trust-based links with Olo practitioners, get support as they learn about parenting, be better equipped to meet their own and their babies' nutritional needs, and have easier access to other resources where needed.

## Our 27 affiliate members

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

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

### 9 integrated university health and social services centres (CIUSSS)

- CIUSSS du Saguenay-Lac-Saint-Jean
- CIUSSS de la Capitale-Nationale
- CIUSSS de la Mauricie-et-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 other health establishments

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

## Olo approach integration process



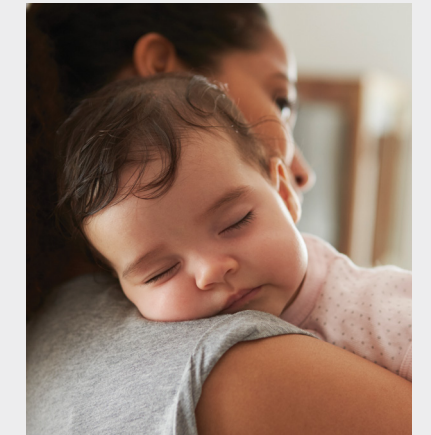
In 2020, work was undertaken to integrate and enhance the frames of reference of Olo's actions and of *1000 Days to Savour Life*. This was done in partnership with the research team at **UQAM's Epione lab on public and community health**, which is directed by Thomas Saïas.

Olo's two action components emerged at two separate times during its 30 years of operation. The component focusing on acquiring healthy eating habits, *1000 Days to Savour Life*, was a natural extension of Olo's initial outreach.

The time has come **to unite and integrate the foundations of these two components**, to reiterate and deepen the objectives and intervention recommendations and, especially, to propose a single logical model and a single reference framework. This will make it easier for practitioners in Olo members' services network to understand and offer the Olo approach.

*“There really is a ‘before’ and an ‘after’ with the Olo follow-up and what it offers us. It gave me so much because I was alone at home. I didn't know anyone. My practitioner listened to me, not only about my pregnancy but my whole life. For example, she encouraged me to go back to school.”*

Isma • Olo mother, 16 weeks pregnant in April 2020 • Estrie



## Committees and advocacy

- Member of the **Table québécoise sur la saine alimentation (TQSA)** and its several associated working groups
- Member of the **nutritionists' roundtable on fetal-maternal medicine**
- Member of the **Réseau pour un Québec Famille**
- Member of the **Partners of Early Childhood Week**
- Member of the **Collectif des tout-Petits transition committee**
- Member of the **Collectif petite enfance**
- Participant in the **Su-Père Conférence du Regroupement pour la valorisation de la paternité** (February 20 and 21)
- Participant in special consultations for the **development of the new government policy on perinatality**



## Supporting practitioners for more impact on families

### New format for the annual conference of the Olo community of practice

The Journée annuelle de la communauté de pratique Olo, the annual conference for the Olo community of practice, had an all-new format in 2020, taking place throughout the fall instead of in a single day. The multi-session virtual format was divided into talks and workshops, which allowed practitioners to explore and enrich those aspects of the Olo approach that go beyond just nutrition.



During the fall, **two webinars** were viewed by a record **150 people each**:

- **On perinatal mental health: “La santé mentale périnatale, bien plus qu’un diagnostic psychiatrique,”**  
presented by Julie Béland, MSc Nursing and Valérie Samson, MSc Nursing Nursing care advisor and nursing sciences manager at Sainte-Justine Hospital’s Centre d’excellence en médecine fœto-maternelle
- **Including fathers in the support of vulnerable women during pregnancy and in early childhood: “Intégrer davantage les pères dans l’accompagnement de mères vulnérables pendant la grossesse et pendant les premières années de vie de leur enfant, pourquoi pas ?!”**  
presented by Jean-Martin Deslauriers, PhD  
Social worker and professor at the University of Ottawa’s School of Social Work

These two webinars were complemented by **two workshops**:

The first was on the impact of 1000 Days to Savour Life on mothers and the second, on babies. The workshops were presented three times each and looked at the findings of the evaluation of 1000 Days, which you can read about on pages 8 and 9.

The workshops, each of which had 10 participants, were facilitated by Julie Deschamps, a Fondation Olo nutritionist.

Fondation Olo wants to thank the participants, and the three speakers who so effectively shared their knowledge.

**“Pregnant women are happy to see that someone cares about them. [...] They are dealing with a lot of stress in other aspects of their life. I feel that, as nutritionists and Olo practitioners, we are there to serve as their guardian angels during their pregnancy.”**

Marie-Josée Audet • Nutritionist  
Mauricie-Centre-du-Québec

## An active virtual community of practice and a growing audience for InfOlo

Online for six years now, our virtual community of practice (VCP) now has **475 members** from across Quebec. Nutritionists, dietary technicians, nurses, social workers and public health stakeholders working in Olo member institutions meet online to discuss various topics.

InfOlo, the Fondation Olo newsletter for VCP members, moved to expand its audience in February 2021. This monthly bulletin will no longer be exclusively for VCP members but will now be going out **to all Olo practitioners from perinatal teams**. It’s a great way to create dialogue among all practitioners about the Olo follow-up.

## Webinars to help practitioners better support families and enhance their knowledge

Starting in March 2020, Olo practitioners demonstrated a great deal of **creativity, resilience and determination** in adapting their practices to stay connected with families despite COVID-19. Under the circumstances, this year more than usual, Fondation Olo wanted to support its members through seminars and workshops. These were highly successful, with some **170 people registering**:

- On stress, pregnancy and the pandemic: “*Le stress, la grossesse et la pandémie: comment intervenir?*” presented by Suzanne King, PhD, professor of psychiatry at McGill University and researcher at the Douglas Research Centre;
- On body image after pregnancy: “*L’image corporelle après la grossesse*,” presented by Andrée-Ann Dufour-Bouchard, Dt.P., M.Sc., nutritionist and project leader at ÉquiLibre;
- A series of workshops, following up on the fall seminar on including fathers: “*Intégrer davantage les pères dans l’accompagnement de mères vulnérables*,” facilitated by Jean-Martin Deslauriers, PhD, social worker and professor at the University of Ottawa’s School of Social Work.

## Online training to learn the Olo approach

A total of **1,733 practitioners have registered for our online training since 2016** (including 324 in 2020–2021).

This online training is recognized by four professional orders:

- 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 (OPPQ)



## Projects to support even more families

The year 2020–2021 gave rise to some good news and the birth of several projects to offer more support to families:

- **ÉquiLibre and the importance of body image:** A new partnership gives Olo practitioners access to a toolkit on body image and baby health: *Maman bien dans sa peau, bébé en santé*. As of April 2021, Olo practitioners get free access to one of the two toolkits (pre- or postnatal). These kits contain videos and tools to help practitioners better support pregnant women on the subject of body image during and after pregnancy.
- **The “Bouche B” project:** The Foundation of the Quebec order of dentists (Fondation de l’Ordre des dentistes du Québec) is now making the assistance offered by this project available to women getting the Olo follow-up. This means that priority dental treatments will be offered free of charge by 400 volunteer dentists in their respective clinics (and occasionally in community clinics).



## Reaching and supporting community organizations

Launched in October 2019, the invitation to collaborate with community organizations aims to bring together **1,000 organizations by 2023** around Olo's messages and tools on healthy eating. This offer has established the foundations for great relationships between Olo and these organizations that are extremely familiar with their areas and families.

## Free Fondation Olo Discovery Kits given to 464 organizations



This kit allows organizations working on nutrition with families and children during the 1,000-day period to quickly become familiar with healthy eating messages. It includes about 15 resources for parents or children: educational tools (recipes, menu planners, the Balanced Plate, children's books, games, and more); and reference materials (the Reference Guide on Olo messages and Olo Tool Briefing Sheets).

Since the launch of this offer, **nearly 470 Olo Discovery Kits** have been given out across Quebec to 470 organizations to lay the groundwork of future collaboration. This was a great step toward helping more families get support to develop healthy eating habits.

### "EXPLORERS" ORGANIZATIONS INVOLVED

- 144 FAMILY RESOURCE CENTRES
- 86 PUBLIC LIBRARIES
- 47 PARTNER GROUPS
- 46 COLLECTIVE KITCHENS
- 38 FOOD BANKS
- 27 DROP-IN CHILDCARE CENTRES
- 15 PERINATAL RESOURCE CENTRES
- 14 FAMILY MEDICINE GROUPS
- 14 BREASTFEEDING ORGANIZATIONS
- 12 SOCIAL PEDIATRICS CENTRES
- 7 COMMUNITY CENTRES
- 5 BIRTHING CENTRES
- 9 OTHERS

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

## "Allies" who care about healthy nutrition for families



In addition to ordering the Olo Discovery Kit, some organizations that want to do more to support family nutrition can become Olo **"Allies."** This gives them access to **turnkey activity sheets, webinars** and occasional **support from an Olo nutritionist** to organize healthy eating activities. These organizations can find all this content in the "Espace E" section of the Olo website, which is for their exclusive use.

In 2020–2021, 56 organizations became "Allies!"

Of these, 25 were finalists in the call for projects "Cultivating the Future: Cooking Local Food Together," led by 100°, an initiative of M361 and in collaboration with the Quebec Ministry of Agriculture, Fisheries and Food (MAPAQ).



## Results of the call for projects with 100°



In 2020, thanks to the call for projects «Cultivating the Future: Cooking Local Food Together,» led by 100° in partnership with Fondation Olo and the MAPAQ, **83 projects from across Quebec were supported** in their work to strengthen Quebec families' cooking skills. Of these projects, 25 were more specifically aimed at pregnant women and young children. One year later, despite the pandemic leading to changes or delays in some projects, a few organizations have made a mark through their creativity and adaptability.

This was the case for **Montréal's Cigogne Association** with its "Découvrons les produits locaux en famille" project: it organized virtual collective kitchen activities for over 23 families, providing boxes containing all the ingredients and some cooking implements needed to make a recipe, and even seeds to grow herbs and vegetables on their balconies. The recipes were made by each family and then shared on the organization's social media.

**Chicoutimi's Maisons des Familles** also stood out for its "Simplement Cuiست Plus" project. It offered free boxes of ingredients to 35 families to make three simple recipes. The families could follow videos to cook together at a time that was convenient to them. It was a big hit. According to worker Sophie Corneau, it even "rekindled the desire to cook in families who had perhaps lost it during the pandemic."



## Collaboration with major networks

In 2020–2021, to better respond to the **more specific needs of their clientele**, collaborations were launched between Fondation Olo and some large-scale community networks:

- With the **Fédération québécoise des organismes communautaires Famille (FQOCF)**, as part of the Priorité Parents confidential telephone support: Olo nutritionists offered free nutritional advice to pregnant women and new parents;
- With the **Association des bibliothèques publiques du Québec** (Quebec Public Library Association), as part of the "Une naissance, un livre" project; and
- Other collaborations are planned with the **FQOCF**, the **Réseau des Centres de ressources périnatales du Québec** and **Dairy Farmers of Canada**.

## Tools for immigrant families

Thanks to the support of the National Bank (an Olo Benefactor Partner), Fondation Olo has been, in the last two years, developing resources and tools for families with an immigrant background and for the practitioners who support them, both in the community and in the health and social services network.

Some basic tools, such as the Balanced Plate, were translated into the two other languages most often encountered by practitioners in their work, **namely, Arabic and Spanish. They were also adapted to the nutritional realities of these families.** New, specific tools inspired by their needs are currently under development, for instance a module on the theme of hygiene and food safety.

Apart from the tools, some webinars were offered to practitioners to enhance their approach with immigrant families and develop their cross-cultural skills. In the coming years, Fondation Olo will continue to translate and adapt some of its tools and will also develop targeted training.



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

**“On top of the food vouchers and prenatal vitamins and minerals that the Olo follow-up offers, as an immigrant, mother and woman, I needed someone to be present, I needed human warmth. That's the most important and that's what the Olo follow-up gave me.”**

Isma • Olo mother, 16 weeks pregnant in April 2020 • Estrie

## Reflection process about support for Indigenous communities

In 2020–2021, Fondation Olo continued its reflection process about the type of support to offer Indigenous communities.

The work done this year includes a preliminary profile of existing practices and the foundations for a needs analysis of these diverse communities. Discussions in view of collaboration were launched with representative Indigenous bodies and with the communities themselves.

Olo has implemented a **development committee** that involves representatives from **five First Nations communities**, a nutritionist from the **First Nations of Quebec and Labrador Health and Social Services Commission (FNQLHSSC)** and a program agent of **the First Nations and Inuit Health Branch**. Discussions were also launched with Indigenous organizations in the hopes that concrete, specific initiatives will take shape in the coming years. In addition, a member of the Olo team has followed the UQAC's cultural safety training in order to deepen the reflection process about the approach to foster in these partnerships.





**Because expectant mothers should never go hungry...**

**Let's help mothers eat well despite the health crisis!**

**Emergency financing campaign**

In the spring of 2020, the COVID-19 pandemic and the ensuing crisis had disastrous consequences for pregnant women, their babies and their families. Fondation Olo wanted to react quickly to reduce the negative effects of stress and food insecurity on babies' health and development with 3 exceptional measures described on page 20.

To face the significant need, an emergency fundraising campaign was launched in May 2020 with a goal to raise **\$750,000 to reduce the crisis' impact on families and unborn babies**. In February 2021—only 10 months after the campaign's launch—the goal was reached!

Fondation Olo warmly thanks the many donors who understood the need to act urgently to help pregnant women and their families.



***“I am making my donation for the unborn Beatrice. In support for all women in Quebec, so they can have access to healthy food during their pregnancy, especially during this period of COVID-19.”***

Stéphanie • Donor to the emergency campaign

Special thanks to the campaign's partners who answered the call, wanting to look out for Quebec's little ones.

MAJOR PARTNERS



MAJOR COLLABORATORS



BENEFACTORS



ALLY



SPONSORS



### Three exceptional measures

#### 1 More healthy foods: 40,000 special \$10 vouchers given to mothers

A new Olo coupon, worth \$10, applicable to any food purchase, was offered to expectant mothers every week for a month. Olo practitioners were able to give out **40,000 of these special vouchers to families**, allowing them to put more food in their grocery carts.

*“As Olo practitioners, we’re one of the only supports they have at the moment. Some don’t have a family; no network. Plus, community organizations are closed. We are practically the only safety net they have left. Given that there are no longer any prenatal classes, that causes added stress for them. We compensate for the lack of information. We do a lot of teaching. Our practitioner role is so much more important during times of crisis.”*

Vanessa Fortin • Olo practitioner • Capitale Nationale



#### 2 More access to Olo foods

Practitioners gave mothers **Olo vouchers** for eggs, milk and frozen vegetables over a longer period of time, **for up to a month after the birth** of their child. Practitioners gave these out while also offering women support and comfort.



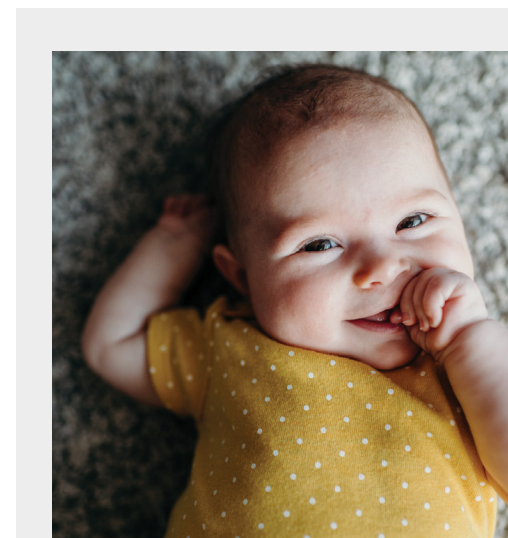
#### 3 Ready to help more families in need



Fondation Olo estimates there are 10,000 pregnant women living in financial insecurity in Quebec. However, paradoxically, we are currently seeing **a decrease in demand, due to the isolation of families**, which prevents them from seeking the help they are entitled to. However, the Olo follow-up is often the last safety net available to them, as well as a bridge to other preventive services offered by the health and social services network.

*“The fact that my practitioner calls me and brings me the vouchers and the tools is like a reassuring companion who holds out her hand to me and walks with me during my pregnancy. And we need that even more during the pandemic.”*

Isma • Olo mother, 16 weeks pregnant in May 2020



#### Other tangible actions for pregnant women, families and the practitioners supporting them

In addition to the three key measures it has implemented, Fondation Olo has remained attentive to families' circumstances and how their needs change. Olo has been able to leverage its expertise, cohesiveness and proximity to partners to adapt and innovate for families in need. These actions have included participating in **Priorité Parents** (see page 16); creating **new Olo Blog content** adapted to parents' realities; **enhancing practitioners' support** (see pages 12 and 13); deploying a communications operation with **grocery store staff**; and strengthening the links with **community organizations**.



## Partners reinventing how they support Fondation Olo

155 000 \$

### Tradition and Bonichoix merchants campaign

Once again this year, the **135 Tradition and Bonichoix** merchants beat their record, collecting **\$155,000** in communities throughout Quebec. The various merchants took action for little ones by collecting at-register donations for buttons encouraging kids to eat vegetables, and through donations for purchases of certain products.

In addition, two highly successful social media campaigns, showcasing testimonials from mothers, gave support and visibility to Fondation Olo and to the fundraising efforts. We want to thank these faithful and generous influencer moms!



74 255 \$

Left to right in the photo: Diane Grenier, Vice-president of the Cercle de Fermières Des Coteaux; Josée Mercier, Pharmacist-owner; Anik Lessard, Head Cosmetician; Martine Bédard, Pharmacist-owner; and Rita Riendeau Lessard, President of the Cercle de Fermières Des Coteaux



## Les Cercles de Fermières du Québec

For the year 2020–2021, social distancing and event restrictions forced the Fermières to rethink how they would fundraise. This was a real challenge because sharing, getting together and talking have always been at the heart of their events. But they managed miracles thanks to their great ideas and creativity!

**They sewed masks, organized quiz games on the French language and on general culture,** and much more! They found all kinds of ways to collect funds to allow more babies to be born and grow up healthy. The Cercles de Fermières have been with Fondation Olo since the beginning, and we can't underscore enough how generous and resilient their members were during this time of change.



77 020 \$

## Fédération des producteurs d'œufs du Québec

The 19th annual "Omnium de golf" tournament had to be reimagined for the pandemic. So, **between August 31 and September 20, 2020**, two industry teams faced off in a **friendly fundraising competition**. The two teams were made up of the egg producers and other partners. A silent auction was also held to great success. Their actions help ensure the continuity of Fondation Olo's action with pregnant women, notably through vouchers for cartons of a dozen eggs. During its 30th anniversary year, Fondation Olo wants to thank the Fédération des producteurs d'œufs du Québec (FPOQ), a Major Collaborator that has donated some \$900,000 since 2002.

***“This year, our golf tournament took on a whole new life, since we wanted to support Fondation Olo more than ever. In that spirit, we decided to run a fundraising campaign that maintained the spirit of the Omnium de golf.”***

Paulin Bouchard • President of the FPOQ

***“As a food processing business, we feel it's our duty to contribute to good nutrition for expectant mothers and young families, while also helping to improve eating habits. Our commitment to Fondation Olo is a tangible way to ensure that kids learn to like the taste of vegetables early on in life.”***

Christian Malenfant • Vice-president, Marketing, Bonduelle



**Bonduelle: \$150,000 to put more veggies on families' plates**

In September 2020, Bonduelle announced **it would increase its commitment** to Fondation Olo for **the second year in a row**. In total, between 2019 and 2020, this company's contribution reached close to \$130,000. Thanks to this major support, combined with the support of its donors, Fondation Olo will be able to give pregnant women and their families thousands of vouchers redeemable for Arctic Gardens frozen vegetables. Bonduelle also contributed to the emergency fundraising campaign with a monetary donation of close to \$20,000.



## A tight-knit, committed community

### Cook It: Stars Donation Program in support of Fondation Olo



Representatives of the supported causes with Judith Fetzer, President of Cook it.

In September 2020, the company Cook It announced the creation of its **Stars Donation Program** to support Quebec organizations: Fondation Olo, Anorexia and Bulimia Québec (ANEB), Food Banks of Quebec, Fondation du Centre jeunesse de Montréal and ALS Quebec. Cook It called on its thousands of subscribers to generously offer up their loyalty points (stars) for the cause of their choice. **For each donation of 1,000 stars, Cook It donates \$5** to its partner organizations that are working toward a better future for people in need. In just six months, Fondation Olo has received several hundred dollars from this initiative!



## Quebec entrepreneurs with a generous heart

In 2020, the urge for solidarity struck Quebec's entrepreneurial landscape and is still alive and well. Several entrepreneurs wanted to support Fondation Olo through the sales of some of their products or by donating a portion of their profits.

The businesses that joined the ranks of Olo supporters were **Moondies Kids** children's underwear, **GENEZZIA** cosmetics, **Minky Mousse** hair scrunchies, **Créations Valdo** children's clothing, **Taktik Santé** sports clothing and health meals, and **Boutiques Mère Hélène** baby products.

In addition to these entrepreneurs, many Chartered Professional Accountants stepped up for Olo during the CPA race in August. Thanks to the firm **PSB Boisjoli** for its support.

## A record holiday campaign

Again this year, Fondation Olo's holiday campaign collected a record amount, and Quebec's children want to thank you 13,737 times! The campaign, launched on Giving Tuesday, **gave participants a chance to win a year's subscription to VÉRO magazine** in exchange for a donation. Our thanks to KO Média for this great collaboration!



## The public sector rallies

### Campaign at the CISSS de l'Abitibi-Témiscamingue

Like every year, the perinatal and early childhood team of the CISSS de l'Abitibi-Témiscamingue, which includes nurses, social workers, a nutritionist and a community organizer, mounted a fundraising campaign to be able to offer the Olo follow-up care in its community. Thanks to the team's energy and the generosity of donors from Amos and the Abitibi RCM, a total of **\$4,300** was collected for the Amos CLSC!



## Record campaign by Quebec MNAs

As part of the volunteer action support program, **73 Quebec Members** of the National Assembly have backed Fondation Olo's mission in their respective ridings over the past year by donating a total of **\$48,000**. This is a record sum since the existence of this campaign which continues to carry out the mission: to provide an equal opportunity for babies to be born and to grow up healthy across the province.

## Cadolo, a baby gift that helps other babies

Available since November 2019, Cadolo is **the perfect baby gift for future parents**. Be it for employees or loved ones who are expecting a child, the contents of Cadolo will be appreciated throughout baby's early years. It includes our two books for babies, a book of recipes to cook as a family, a bib and a plush toy of our mascot, Pikolo. Cadolo gifts were delivered to many Quebec homes this year.

For each Cadolo sold for \$75, \$20 was donated to Fondation Olo.

Of the Cadolo gifts distributed, 78 were for the employees of **Deloitte** and **Raymond Chabot Grant Thornton**, who made it their signature gift to new parents among their team members.

Thanks to the generous donors!





# Dîner Olo

GOURMET BENEFIT EVENT

## For babies' health—even during social distancing!

On November 6, 2020, **238 participants** from Greater Montreal took part in the **17th annual Dîner Olo**, presented by the National Bank and the Marchés Tradition and Marché Bonichoix banners. For the first time in its history, Dîner Olo happened virtually, on an interactive platform dedicated to the event.

For the event, which was hosted by Élyse Marquis, a boxed lunch from Agnus Dei catering was delivered to each participant's door. As always, it offered an exceptional gourmet adventure—and a truly unique taste experience for dessert! The event was peppered with performances from surprise guests. Musician and singer Florence K and TV actress and host Julie Ringuette, both of whom are pregnant, livened up the event with supportive messages, musical performances and exclusive interviews to raise the participants' awareness of how important it is for women and their families to feel supported during a pregnancy.

This 17th Dîner Olo raised profits of **\$177,000**—a great outcome for the first virtual edition! The success of Dîner Olo also resulted from the participation of 135 Tradition and Bonichoix merchants who organized in-store fundraising during fall 2020. In total, these initiatives made it possible to give \$84,000 in donations for Dîner Olo.

Warm thanks to Élyse Marquis for being an entertaining host at the event, and to Florence K and Julie Ringuette for their talented participation.

## Honorary Committee

### Honorary co-presidents

Martin Gingras, VP Retail Distribution, West of Quebec, National Bank • Alain Ménard, Senior Vice President, Retail Operations, Sobeys Québec

### Committee members

Martine Allard (Deloitte) • Guy Barthell (Guy Barthell Gestion Inc.)  
Véronique Boileau (Pomerleau) • Élise Boyer (Fondation Olo)  
François Brabant (Dentons) • Pierre Carrier (Agnus Dei catering)  
Jean-François Couture • Caroline Dignard (Cogeco Media)  
Eve Kirlin (Sobeys Québec) • Luc Reny (Power Corporation Canada)



177 000 \$

## Partners presenting the event

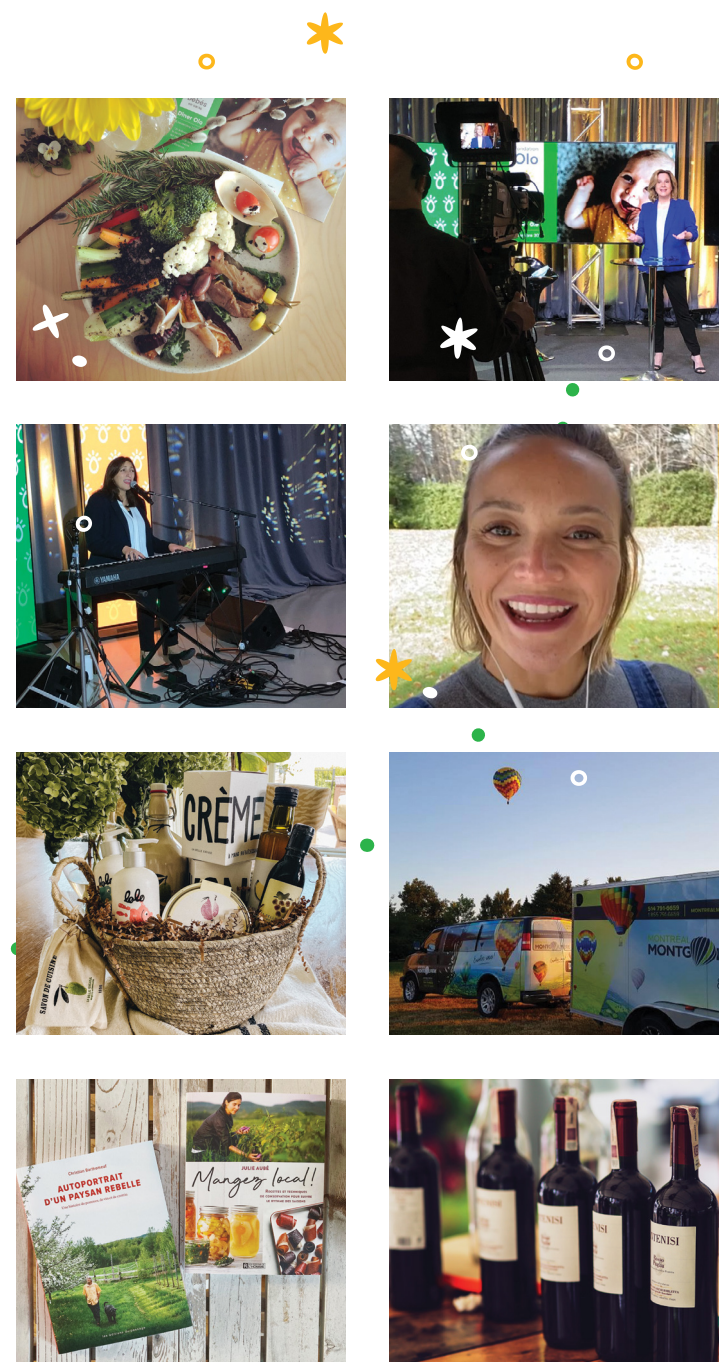


## Associate partners



## Goods and services

Agnus Dei catering, Cidre Rabaska, Connexion, Éclipse, Expert'Ease, Isabelle Moise Conseil, Unibroue, Y Kombucha, as well as Cogeco Media and its radio stations CKOI 96.9, Radio Circulation 730 AM, Rythme FM 105.7, 98.5 FM and The Beat 92.5.



## Dîner Olo's interactive auction

For the third year, Dîner Olo's interactive auction was launched online a week before the event. Offering a record number of varied items, the auction featured many Quebec companies and creators, and thanks to the many participants, raised a total of **\$22,000**.

Our thanks to Éclipse Solutions, which supplied the online auction platform, and to the **generous donors of the 136 lots for the 2020 auction**.



## Rébecca shares with participants her pandemic pregnancy

During the 17th annual Dîner Olo, a very special testimonial helped the audience understand the significance of the Olo follow-up in the lives of pregnant women.

New mother Rébecca went through pregnancy during the pandemic, and gave birth to her first child, Oliver, in September 2020. This Olo follow-up recipient spoke about the changes and uncertainty she experienced during the pandemic, and the importance of the Olo follow-up during that time. Rébecca shared with the audience the role the Olo follow-up played, saying it had **“opened her eyes and really supported her during her pregnancy.”**

**The presence of the practitioner, a person she really trusts, means a lot:** “She checks that I'm OK emotionally, etc. I can ask any question... These meetings are important for me because they go much further than the mainly medical aspect.”

This is a great message to highlight the importance of the Olo follow-up in the lives of pregnant women. This was especially true during the past year's pandemic and lockdown, when practitioners were often **the last safety net for expectant mothers**.



## Our Major Partners

Fondation Olo is proud to depend on the support of companies that share its vision and help it develop its mission even further, benefiting the neediest families. Thank you for your support!

### MAJOR PARTNERS



### MAJOR COLLABORATORS



### BENEFACTORS



### ALLY

Power Corporation du Canada

### SERVICES PARTNERS

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



“Our day-to-day work as OB-GYNs makes us aware of the difficulties that some women who are expecting can face, so partnering with Olo feels completely natural. We’re taking care of the same people in the end, so why not do it together? [...] I personally consider myself very lucky and I thank God every day because I recognize that I have a good job, I don’t have financial problems, I’m healthy, I have a loving family and kids and good friends... I’m really very lucky. I’m in a privileged position. And when you enjoy privileges like these, it’s natural to try and spread the good fortune around, be it through energy, donations or by getting involved. That’s why the AOGQ is full of people who are, first and foremost, very generous and who work every day to promote health, who work days, evenings, nights and weekends. They are extremely generous!”

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



“Fondation Olo fills the fundamental need for healthy nutrition, so that babies can be born healthy and learn to eat healthy foods. Unfortunately, some families who are expecting a child live in a precarious financial situation, and can’t afford to meet that need, which can have a negative impact on the health of the unborn baby. Fondation Olo is there to help reduce these health impacts so the baby can fully develop. [...] The notion of equality is very important to Fondation Olo. It’s at the very heart of our mission. Fondation Olo works so that all babies have an equal chance of coming into the world healthy and of adopting healthy eating habits early on in life. This should be an obvious thing, but there’s still a lot of work to be done.”

Martin Gingras • VP Retail Distribution, West of Quebec National Bank

Photo taken during Diner Olo in November 2019



## Thanks to our donors and partners!

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

Michelle, a monthly donor to the Fondation Olo since 2017, explains her commitment to the cause, which is linked to her past as a nurse who always kept an eye out for the little ones.



*“I’m a retiree from the health sector. I was a pediatric nurse and, through my work, I found out about Olo and the follow-up it offers pregnant women and families. One day, I saw their call for donations on Facebook. That day was also my niece’s birthday, and I knew it was a sign. I signed up for a monthly donation to Olo that very day.”*

Michelle • Monthly donor

### DONATIONS OF \$5,000 OR MORE

Agropur Dairy Cooperative  
Association des obstétriciens gynécologues du Québec  
National Bank  
Bonduelle Canada  
Centraide of Greater Montreal  
Centraide Outaouais  
Québec Blue Cross  
Deloitte

Fédération des Cercles de Fermières du Québec  
Fédération des producteurs d’œufs du Québec  
Chamandy Foundation  
Fondation Famille Léger  
Fondation Lucie et André Chagnon  
Keurig Canada, a KDP company  
Marchés Tradition

Lionel Carmant, Minister for Health and Social Services  
Lowe’s Canada  
Marché Bonichoix  
Power Corporation of Canada  
Raymond Chabot Grant Thornton  
Walmart Canada

### DONATIONS OF \$1,000 OR MORE

Activis Technologies  
Alain Ménard  
Bagel Maguire  
Benoit Marchessault  
Boire & Frères  
Canada Helps  
Canus Goat’s Milk Skin Care Products  
United Way East Ontario  
Cercle Boucherville  
Cercle Cacouna  
Cercle Causapsal  
Cercle des Côteaux  
Cercle Lorraine  
Cercle Plessisville  
Cercle Rivière-du-Loup  
Cercle Sainte-Rose/Auteuil  
Cercle Saint-Pamphile  
Cercle Saint-Valérien  
Cercle Saint-Augustin-de-Mirabel  
Cercle Saint-Noel-de-Thetford  
Cercle Vaudreuil  
Knights of Columbus, Chambly-Carignan  
Christine L’Heureux  
Claude Boulanger  
Clinique Ovo  
Co-operators  
Danièle McCann, Minister of Higher Education  
Dentons Canada  
Desjardins  
Desjardins Business–West of Montreal  
Dominique Anglade, Leader of the Official Opposition  
Egg Farmers of Canada  
Élise Boyer  
Éric Girard, Minister of Finance  
Fédération autonome de l’enseignement  
Ferme avicole Bernard Morin & Fils  
Ferme St-Zotique

Filomena Rotiroti, Chief Official Opposition Whip  
Farm Credit Canada  
François Brabant  
François Chamberland  
Gestion Cabinet Woods  
Gowling WLG  
Groupe AGÉCO  
Groupe Inovo – Villandré  
Groupe Mito  
NutriGroupe  
Guy Barthell  
IGA des Sources Cap-Rouge  
IGA Deschênes  
IGA Extra Magasin Coop de Montmagny  
IGA Extra Marché St-Pierre et Fils  
IGA Extra Supermarchés Jacques Daigle  
IGA Extra Valleyfield  
IGA Mont-Joli  
IGA Morin-Heights  
Jean Boulet, Minister of Labour, Employment and Social Solidarity  
Jean-François Tremblay  
KPMG  
Labatt  
Le Meunier du 8  
Les Producteurs de Lait du Québec  
Lorraine Richard, Vice-chair of the Committee on Labour and the Economy  
L’Ouvroir de Saint-Sauveur  
Luc Reny  
Union des producteurs agricoles  
Marché Bonichoix M.C. Gagnon  
Marché Tradition – Centre d’achat Grande-Vallée  
Marché Tradition Vigneault  
Marie-Pier Lefebvre  
Mathieu Lacombe, Minister of Families  
Michel Baillargeon  
Agnico Eagle Mines

Nancy Bourdages  
Nutri-Expert Bon Conseil  
Pierre-François Legendre  
Procrea Fertility  
Raymond Chabot Grant Thornton  
Sébastien Schneeberger, Deputy Government House Leader  
Serge Brochu  
SIR Solutions  
Sollio Agriculture  
Sonia Lebel, Minister Responsible for Government Administration, Chair of the Conseil du trésor  
Square Victoria Immobilier  
Sylvie d’Amours, Chair of the Committee on Citizen Relations  
Trouw Nutrition Canada  
TVA Productions II  
Vincent Tonietto and Véronique Pineau  
Volailles Labbé-Lavallée et filles  
Walmart Châteauguay  
Walmart Cowansville  
Walmart La Pocatière  
Walmart Lac-Mégantic  
Walmart Lachute  
Walmart Lévis  
Walmart Mascouche  
Walmart Montréal (Hochelaga)  
Walmart Pointe-aux-Trembles  
Walmart Repentigny  
Walmart Rimouski  
Walmart Rivière-du-Loup  
Walmart Saint-Constant  
Walmart Saint-Eustache  
Walmart Saint-Georges-de-Beauce  
Walmart Saint-Hyacinthe  
Walmart Saint-Jean-sur-Richelieu  
Walmart Shawinigan  
Wilfrid Major (Groupe Hubert)  
Yvon Lamontagne





### An organization that keeps up with the times

Among other milestones reached this year, the Fondation Olo team grew to a total of 16 employees.

Driven by its values, fairness, prevention, cooperation, thoroughness and empathy, Fondation Olo has improved its support measures to its employees. In 2020, she obtained its first **Sceau Concilivi**, in recognition of its good practices in the area of work-family balance. Concilivi is an initiative of the Réseau pour un Québec Famille of which Fondation Olo is a member. Among the actions that led to obtaining this Sceau, we find flexible hours, an enhancement of teleworking which began before the pandemic and which will continue after health measures as well as access to telemedicine services and a employee assistance program. In 2020–2021, Olo also completed its first pay equity review. Despite the distance, all team members now aspire to meet their colleagues in person to better tackle the challenges of 2021–2022.

### A Message from the Treasurer

This fiscal year has been one for the books. It began in an atmosphere of great uncertainty. This quickly gave way to action, but the uncertainty remained throughout the ensuing quarters, particularly due to fundraising activities.

As early as spring 2020, the Board wanted to do more. In April, in a special meeting, Board members made the decision to go forward with exceptional measures and to assume the ensuing financial risks. **Our key measure—the \$10 voucher redeemable for food in grocery stores—in itself cost nearly \$400,000. Today, we are happy we were able to make this decision since it had an immediate impact on families in need.**

Happily, our call for donations was heard, and we even hit a historic high. I would highlight two times of strength: the first in late spring 2020 with the emergency campaign, and the second in winter 2021. We are grateful for the trust placed in us. **These donations show that Fondation Olo has the support of its community of allies in times of emergency and innovation, always with the certainty that the Olo approach is part of the solution to new issues.**

While continuing its financial management with the greatest of rigour, Fondation Olo benefited from the Government of Canada’s Emergency Wage Subsidy. With this help, Olo was able to keep all its employees on full-time and thus maintain the expertise needed for the foundation to play its supporting role during the worst part of the first wave and in an ongoing way.

**Ultimately, the grants will have offset the drop in fundraising activity revenue, and the revenue from exceptional donations will have covered the cost of the additional measures. With a deficit of around \$26,000, Fondation Olo is not coming out of this year any richer, but neither is it coming out weakened.**

As the fiscal year ends, the challenges are great. Fortunately, Olo is in good financial health and has a solid balance sheet with the liquidity it needs to meet its commitments.

I want to close by shining a light on and expressing my thanks for the ongoing collaboration of our general manager, her team, the board members, and especially, its president.

**M. Martin Gingras, CPA, CMA**  
Treasurer - Executive Committee

Vice-President, Retail Distribution,  
West of Quebec  
**National Bank of Canada**

### Results for the year ended March 31, 2021

	2021			2020	
	Food and resources for families	Support for practitioners and partners	Fundraising and administration	Total	Total
<b>Revenues</b>					
<b>Revenues earmarked for programs</b>					
Member contributions	\$56 096	\$1 925	-	\$58 021	\$146 759
Grant–Canadian government	\$1 384 740	-	-	\$1 384 740	\$1 384 798
Grant–Quebec government	-	-	\$850 000	\$850 000	\$850 000
Service contributions	\$45 447	-	-	\$45 447	\$47 165
	\$1 486 283	\$1 925	\$850 000	\$2 338 208	\$2 428 722
<b>Donations and philanthropic activities</b>					
Cash donations	-	-	\$1 123 939	\$1 123 939	\$516 452
Fundraising activities	-	-	\$302 622	\$302 622	\$463 442
	-	-	\$1 426 561	\$1 426 561	\$979 894
<b>Other revenues</b>					
Membership fees	-	-	\$523 151	\$523 151	\$523 281
Canada Emergency Wage Subsidy	\$87 037	\$91 532	\$76 530	\$255 099	
Interest	-	-	\$104 907	\$104 907	\$130 939
Other	\$5 978	\$5 435	\$4 078	\$15 491	\$17 628
	\$93 015	\$96 967	\$708 666	\$898 648	\$671 848
	\$1 579 298	\$98 892	\$2 985 227	\$4 663 417	\$4 080 464
<b>Expenses</b>					
Direct costs of services rendered	\$2 828 959	\$129 496	-	\$2 958 455	\$2 268 231
Operating costs	\$497 179	\$513 529	\$568 707	\$1 579 415	\$1 439 629
Communications	\$10 667	\$2 124	\$74 967	\$87 758	\$141 253
Fundraising activities	-	-	\$63 972	\$63 972	\$98 234
Contributions to partners	-	-	-	-	\$105 000
Research and evaluation	-	-	-	-	\$10 803
	\$3 336 805	\$645 149	\$707 646	\$4 689 600	\$4 063 150
<b>Excess (deficit) of revenues over expenses</b>					
	(\$1 757 507)	(\$546 257)	\$2 277 581	(\$26 183)	\$17 314



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

## Board of Directors

### Executive Committee

- Guy Barthell**  
Chair of the Board  
.....  
Strategic Advisor  
*Guy Barthell, Gestion et Conseil inc.*
- Diane Filiatrault**  
Vice President  
.....  
Health and Social Services Consultant
- Martin Gingras**  
Treasurer  
.....  
Vice President, Retail Distribution,  
West of Quebec  
*National Bank of Canada*
- Élise Boyer**  
Secretary  
.....  
General Manager  
*Fondation Olo*
- Nathalie Garon**  
Board Member  
.....  
Youth Program Director  
*CIUSSS de la Mauricie-et-du-Centre-  
du-Québec*
- Alain Ménard**  
Board Member  
.....  
Senior Vice President, Retail Operations  
*Sobeys Québec*

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Youth Program Director  
*CISSS de la Montérégie-Est*
- Véronique Boileau**  
Vice President,  
Communications and Branding  
*Pomerleau*
- François Brabant**  
Associate  
*Dentons Canada*
- Jean-François Couture**  
Vice-president,  
Marketing and communication
- Lise Denis, Knight of the National Order  
of Quebec**  
*Health and Social Services Consultant*
- Manon Hélène Desjardins**  
General Manager  
*Famille à Cœur*
- François Faucher, CPA, CA**  
President  
*Gestion Cinq-F inc. – Conseil et  
accompagnement*
- Mireille Fortin**  
Coordinator, Perinatal and Early  
Childhood Services  
*CIUSSS de l'Estrie-CHUS*
- Béatrice Larrivée**  
Sales Marketing Coordinator  
*RICARDO Media*
- Julie Provencher**  
Director of the Youth Program and  
Public Health Activities  
*CIUSSS de l'Est-de-l'Île-de-Montréal*
- Luc Reny**  
Vice President, Human Resources and  
Administration  
*Power Corporation du Canada*

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Scientific Advisor / Editor in Chief  
*From Tiny Tot to Toddler*  
*Institut national de santé publique du Québec*
- Jackie Demers, R.D.**  
General Manager  
Montreal Diet Dispensary
- Sandy Fontaine, R.D.**  
Head of Perinatal and Early  
Childhood Services  
*CIUSSS de l'Estrie-CHUS*
- Bénédicte Fontaine-Bisson, R.D., Ph.D.**  
Researcher and Associate Professor  
*School of Nutrition Sciences, University  
of Ottawa*
- Lucie Lapierre, Ph.D.**  
Analyst, Public Health Capacity and  
Knowledge Management Division  
*Public Health Agency of Canada*
- Lucie Liard, R.D.**  
Nutritionist, Olo Practitioner,  
Youth Program Director  
*CISSS des Laurentides*
- Anne-Sophie Morisset, R.D., Ph.D.**  
Researcher and Associate Professor  
*Sciences de l'agriculture et de l'alimentation,  
École de nutrition, Université Laval*  
*Centre de recherche du CHU de Québec –  
UL et Centre de recherche NUTRISS, INAF*
- Julie Poissant, Ph.D.**  
Researcher and Associate Professor  
Specialized Education and Training  
Department  
*Université du Québec à Montréal*

**Alena Valderrama, M.D., FRCPC**  
Physician specialized in public health and  
preventive medicine  
*CHU Sainte-Justine*

**Marie-Joëlle Valiquette, R.D., LL. B.**  
Director of Professional Affairs  
*Ordre professionnel des diététistes  
du Québec*

From the Fondation Olo: nutritionists  
**Julie Deschamps, Mylène Duplessis  
Brochu, Julie Strecko** as well as  
**Élise Boyer** and **Roxane Fafard**.



## Staff

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Membership Services Coordinator

**Élise Boyer**  
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**Allison Cox**  
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**Mylène Duplessis Brochu**  
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### 2020–2021 Annual Report

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# Fondation Olo

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