

Fondation
Olo



Des
bébés
en santé

Annual Report
2018 · 2019

**Together
for a Healthy
Future!**



Fondation Olo spokespersons

When Fondation Olo asked us to be their spokespersons six years ago, we agreed without a moment's hesitation.

Why? Because it's an honour and a pleasure to proclaim Olo's message loud and clear: *Healthy babies across Quebec!*

When a pregnancy begins and a baby arrives in our lives, it's not always easy to know what to do, what to eat, what habits to adopt. As parents ourselves, we know the questions and doubts that come up when it's time to feed your little ones to help them grow.

Luckily, Fondation Olo is here in Quebec to support families in need during babies' first 1,000 days of life, that is, during pregnancy and until they reach the age of two.

Thanks to Olo's education and practical tools—particularly its blog—essential knowledge is being made available to the population at large. The recipes, games and articles make it easy to learn how to plan meals, cook healthy on a small budget, choose healthy dietary habits during pregnancy, use games to make mealtimes with baby more fun, and more!

Thank you for supporting Olo, for more healthy babies!



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



“Olo was a great help for me, but it was especially a source of reassurance in my life during and after my pregnancy. It's complete follow-up care that provides support at a really wonderful time of life.”

Kim Perreault • mom of Abigaël

Message from the General Manager and the Board Chair

After a first chapter in Fondation Olo's history that spanned from 1991 to 2013 and focused on nutritional support for pregnant women, and a second chapter, from 2013 to 2018, that aimed at helping families acquire healthy eating habits, we began our third chapter in 2018. For the next five years, we will be building on a new strategic plan to meet our ambition to reach even more families, give them access to more needs-appropriate resources and support them over an even longer period in the life of their child.

In 2018, the wonderful six-year partnership with Avenir d'enfants and Québec en Forme came to an end, leaving behind some profound organizational changes. Without their partnership and generous commitment, our postpartum work on healthy eating would never have gotten off the ground, and Fondation Olo's work would not have taken on the scope it has today. We thank them wholeheartedly for believing in us and our mission, and allowing us to support families after the birth of a child.

This last year was also exceptional because it marked the beginning of a period of substantial funding from the Quebec government: \$4.25 million over five years, under the *Foster Economic Inclusion and Social Participation* action plan. This support will enable us to develop new projects over the coming years, but also to reach even more families.

This significant government support and our alignment with some of Quebec's major players in the area of perinatal care, child development and nutrition are proof that major institutions acknowledge the relevance of our organization and of our work with families in need.

Fondation Olo would be nothing without the invaluable support we receive from many sources. Foremost among them are the practitioners, professionals and managers from the health and social services network and our growing number of allies from the community sector. In addition, our main partners—notably Agropur, the Cercles de Fermières du Québec, the egg producers of Quebec (Fédération



Élise Boyer, Fondation Olo's General Manager, and Guy Barthell, Board Chair

des producteurs d'œufs du Québec), Blue Cross, iA Financial Group, the National Bank of Canada, Sobeys, the AOGQ, Keurig, Lassonde Industries, along with many other companies and organizations—are always there for us when we need them, be it through substantial donations or during events like Dîner Olo. Their support makes all the difference in what we can do for families. In addition, individual donors, who give monthly or one-time amounts, confirm that our mission touches their hearts.

Expanding our outreach with community organizations is another step toward achieving our mission. Long before the official launch of this new component, which is planned for this September, close to 85 organizations had already approached us and had tested our tools. This augurs well for future partnerships. This keen interest in our activities and our tools is also demonstrated by the ever-growing popularity of our blog.

Healthy babies and healthy eating habits across Quebec: it's not a utopian dream, it's a future we've never been so close to reaching. And we'll do it together, one step at a time.

Vision 2018-2023

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

Strategic directions for 2018-2023

THE 3 THINGS TO INCREASE



RESOURCES WE PROVIDE THEM



TIME ACTIVE IN CHILDREN'S LIVES

THE 3 BROAD AREAS OF TRANSFORMATIVE ACTION

During pregnancy, broaden the food offering to include fruits and vegetables

Collaborate with community organizations and Indigenous communities

Implement the Signature campaign to recruit new members

Our planning objectives: 6 focus areas

01

FAMILIES

Provide direct nutritional help to families during pregnancy, along with information and means to acquire healthy eating habits

04

CORPORATE PARTNERS

Retain major partners and confirm new support

02

PRACTITIONERS

Give tools and training to practitioners by disseminating knowledge, developing skills and sharing best practices

05

INDIVIDUAL DONORS

Develop individual donations via donor recruitment, retention and growth

03

MEMBERS AND KEY PLAYERS

Align our activities to those of our members and of major players in nutrition, perinatal care and the fight against inequality

06

PUBLIC AT LARGE

Increase Fondation Olo's notoriety



A year of deployment

A second, inspiring Rendez-vous Olo

Each year, Rendez-vous Olo gathers the foundation's members, partners, volunteers and donors for a networking activity that combines our AGM with a talk on a topic relating to our mission.

This year, Jean-François Chicoine, a specialist physician and pediatrician at Montréal's Centre hospitalier universitaire (CHU) Sainte-Justine, gave an exclusive talk on nourishing the parent-child bond and nourishing child-parent attachment. His address fully supported the Olo approach, from the scientific basis of our nutritional intervention to the quality and variety of educational tools offered to parents and practitioners. It was a rewarding and informative experience.



S.O.S. vulnerable babies

An article was published about Fondation Olo in a report written by journalist Isabelle Morin for *La Presse+* on August 21, 2018, titled "S.O.S., bébés vulnérables." The report covered the work done by Olo and discussed the importance of early action in children's lives. It shone a light on Olo, the families benefiting from our support and the experienced practitioners who provide Olo care. It was definitely one of the year's highlights!

August
2018



June
2018



New board members and a growing team

During 2017–2018, four new members were added to Fondation Olo's Board of Directors. The year's appointments were ratified at the AGM in June. Martin Gingras, C.P.A., C.M.A. (National Bank), Béatrice Larrivée (RICARDO Media), Luc Reny, C.F.A. (Power Corporation Canada) and Isabelle Thibault (Centre Marie Eve) have joined the Olo adventure and are offering their skills in support of more healthy babies.

The Olo team also welcomed two new staff members during the summer: Caroline St-Louis, Project Manager for the community component, and Patrick Lopez, Communications Advisor.

Fondation Olo invited to France

Élise Boyer, Fondation Olo's General Manager, travelled to the Centre hospitalier régional universitaire (CHRU) in the city of Lille, France, to give a presentation on Olo, as part of that hospital's research program titled "1,000 jours qui comptent pour la santé" (A thousand days that matter for health). She was welcomed by obstetrician-gynecologist Philippe Deruelle, who is also the Coordinator of the Maternité Jeanne de Flandre perinatal centre of the Lille CHRU. Then, Ms. Boyer gave a talk before an audience of some 40 healthcare professionals. It was a great opportunity to spread the word about Olo's areas of activity, in terms of nutritional intervention and healthy eating habits during the first 1,000 days of a child's life, and it may have opened doors to future trans-Atlantic collaboration.

Sept.
2018



Oct.
2018



New member in the Baie-James region

Fondation Olo gained a new member in October: the Centre régional de santé et de services sociaux de la Baie-James. This CRSSS is already very familiar with nutritional interventions during pregnancy, since a milk-eggs-vitamin (LOV) program has been implemented there for many years. It wanted to benefit from the many advantages that Fondation Olo can offer its members, such as access to reference tools and educational tools on healthy eating, and the opportunity to participate in the community of practice group for perinatal practitioners across Quebec.

Nov.
2018

A record campaign for Sobeys

In the fall, 135 Tradition and Bonichoix merchants throughout the province mobilized and raised a record amount of \$50,000 for Quebec's babies! The amount was raised through two campaigns that encouraged customers to make donations at check-out or through the purchase of various products.



The Olo Solution:

One action with **two components**, during pregnancy and in the child's first two years



So babies are born healthy

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

478,838

Olo food vouchers distributed in 2018–2019: 274,370 milk vouchers; 82,819 egg vouchers; and 121,649 orange juice vouchers

612,360

daily doses of vitamins and minerals

The Olo blog is an inexhaustible source of tools and advice that are easy to apply from pregnancy onwards.

It includes over **70** articles, **100** recipes, **28** videos, **16** charts, **23** testimonials, **23** articles about food discovery, as well as **53** games and colouring pages.

fondationolo.ca/parent

Act early, in the first 1,000 days of life

In 2017–2018, Fondation Olo helped **14,249 families** in need in every part of Quebec.



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 **29,718** educational tools

were distributed to parents in the last year, including the following



BOOKS FOR BABIES ABOUT FOOD



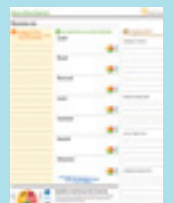
CHILDREN'S PLATES



MILK JUGS



ECONOMICAL RECIPES



MEAL PLANNERS



Let's talk about breastfeeding!

How do you help your baby latch on properly? What do you do if breastfeeding is painful? What are some breastfeeding positions? How do you express milk? As a dad, what role can you play? These are five new videos giving parents more information about breastfeeding. Fondation Olo warmly thanks our partner in this project: the Comité de concertation des groupes d'entraide en allaitement (COCOGREN).



Our mascot, Pikolo, who is the main character in our books for babies, was created by illustrator Julien Castanié, who also drew the food illustrations used in our games and colouring pages. Thanks to Julien for his commitment as an artist and an Olo donor!

Vital Support for Six Years!

The year 2018–2019 was the last in a six-year funding period from Avenir d'enfants and Québec en Forme. This support allowed us to develop a large quantity of educational material for the *1,000 Days to Savour Life* as well as for training and for practice-sharing. The support of these two organizations enabled a major shift within our organization. We thank them for their immeasurable assistance!



Supporting vulnerable families for a sustainable impact

Taking action within a child's first 1,000 days of life, starting during pregnancy, gives that child an equal chance of being born healthy and of acquiring healthy eating habits early on in life.

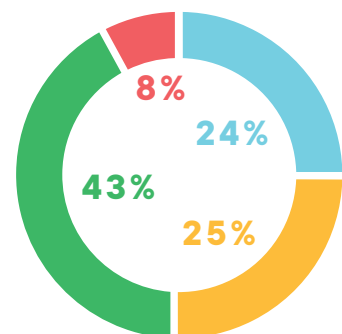
Olo interventions therefore have numerous positive impacts on the baby's first months of life, but also over the long term:



Snapshot of the pregnant women receiving follow-up

Here is a look at the women receiving Olo follow-up care, according to data from Quebec's Ministry of Health and Social Services.

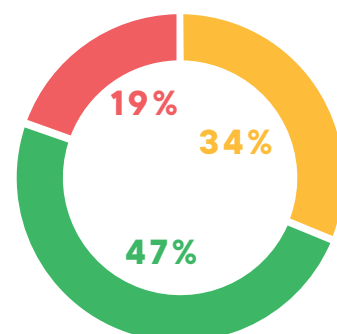
Age of Women Who Gave Birth in 2017-2018



19 and under
20 to 24
25 à 29 ans
30 +

32% of Olo clients who gave birth in 2017-2018 were under the age of 25. This is twice as high as in Quebec's population overall.

Educational Level of Women Who Gave Birth in 2017-2018



College or university diploma
Vocational studies (DEP) or high school diploma
High school not completed

47% of the women receiving Olo follow-up care who gave birth in 2017-2018 did not have a high school diploma. By comparison, only 5% of new mothers province-wide did not finish high school.

Did you know?

Among the women who received nutritional follow-up care from Olo in 2017-2018, 14.5% were immigrants, which is a 53% increase since 2014-2015.

Action across Quebec!

Our members provide Olo follow-up care to families throughout Quebec. They are our precious allies in implementing our mission, and in providing sessions in people's homes and at over 150 points of service.

Working with communities to support more families

Fondation Olo wants to make its tools more widely available and to collaborate with community organizations like the Maisons de la famille, perinatal resources centres, collective kitchens, after-school programs, drop-in daycares and organizations working with families and children on nutrition in the first 1,000 days of a child's life.

Adding these community organizations to Olo's list of collaborators will help even more families develop healthy eating habits. Initial meetings with the large community networks will take place in spring 2019, and a clearly defined collaboration offer will be launched in September 2019.

"Olo follow-up care with a nutritionist allowed me to learn which foods are good to eat, which are less good, and whether I'm eating well for my unborn child. That's good to hear. It's like getting confirmation that I'm a good mother."

Fanny • Olo mom

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 establishments

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

Gaining expertise to have even more impact on families



Fourth annual Community of Practice Day: Success and learning

The latest meeting of the community of practice was held in September 2018 in Longueuil, bringing together **72 practitioners** from every corner of the province. They had the opportunity to discuss and attend five exceptional talks on varied topics: nutritional transition and immigration, gestational weight gain, body image during pregnancy, and the nutritional risks of Olo clients.

We want to thank all the participants, as well as speakers Stéphane Decelles, Isabelle Dubé, Andréa McCarthy, Anne-Sophie Morisset, Karah Stanworth-Belleville and Bénédicte Fontaine-Bisson, who shared their know-how with us.

A new expert committee



Fondation Olo is very pleased to have established a committee of experts on nutrition and perinatalty: physicians, nutritionists, professors, researchers, analysts and other professionals working to improve the health of Quebec families.

The mandate of this new committee will be to support Fondation Olo in researching analyzing, interpreting and positioning itself on issues of interest.

Drawing on their wealth of expertise and by including sound data and experiential knowledge, Fondation Olo will ensure it remains abreast of the latest scientific recommendations on perinatal nutrition.

For a complete list of committee members, see page 26.

Our expertise recognized and sought out

Virtual community of practice

The virtual community of practice brings together nutritionists, dietary technicians, nurses and social workers, along with people working in public health within Olo's member establishments.

After the **14%** increase in registration last year, the community now has **330 members**. While the community modernized, it also managed to maintain its vitality and is still appreciated by its members, who make use of it **547 times a month** on average.

Webinars

With a view to continuously perfecting the action it takes with families, Fondation Olo offers free webinars for members of its community of practice. This year, webinars were offered on these topics::

- Pregnant teens and nutrition (by Suzanne Lepage, nutritionist-dietitian and food security coordinator at Montreal Diet Dispensary)
- Physical activity during pregnancy (by Stéphanie-May Ruchat, Ph.D. and professor with the Human Kinetics Department of the Université du Québec à Trois-Rivières)
- Gestational diabetes (by Anne-Sophie Morisset, R.D., Ph.D. and assistant professor with the School of Nutrition at Université Laval)

Online training

Training that is offered online is developed by Fondation Olo to help practitioners acquire a better understanding of our follow-up care approach. To date, some **1,330 practitioners have been trained since 2016** (including 221 in 2018–2019).

This online training 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 (OPPQ)

Committees, projects and advocacy

- Member of the **Quebec roundtable on healthy eating** (Table québécoise sur la saine alimentation—TQSA)
- Member of the **nutritionists' roundtable on fetal-maternal medicine**
- Member of **Réseau pour un Québec Famille**
- Participant in the Sommet de la famille (May 14–15)
- Participant in the Avenir d'enfants partners' day (May 24)
- Participant in the Grand rassemblement pour les tout-petits (GRTP) (November 20–21)
- Co-presenter of a poster presentation at the Journées annuelles de la santé publique (JASP), in partnership with the Montreal Diet Dispensary (December 4–5)



At centre: Caroline St-Louis and Julie Strecko, both of Fondation Olo. On either side, Isabelle Dubé and Carole Guglielmo, both of the Montreal Diet Dispensary.

Dedicated partners



\$170,554

Cercles de Fermières du Québec

Once again, the Cercles de Fermières in every part of Quebec demonstrated that they have the future of the babies in their communities at heart. They organized various fundraisers for Fondation Olo, ranging from bake sales and holiday craft sales, to voluntary contributions from the members themselves during their meetings. They are a shining example of commitment and loyalty.



“Fondation Olo’s work is important because someone must defend babies and speak on their behalf. I also support the cause because I’m a mother and a grandmother. We all adore our grandchildren, but we also know that not all children are so lucky.”

Carole Blackburn • member of the Montbeillard Cercle de Fermières

The FPOQ Omnium de Golf

The 300 participants in the 17th Omnium annual golfing benefit organized by the Fédération des producteurs d’œufs du Québec (FPOQ) helped raise an unprecedented amount for Fondation Olo this year. The tournament was held on August 22, 2018, at the Verchères golf club and was followed by a dinner and a successful auction. Since 2002, the FPOQ has given Olo over \$750,000 in donations. Thanks to all for their generosity, and particular thanks to Yvon Lambert, Paulin Bouchard, André Roy, Pierre Bouchard, Bruno Heppell and Patrick Leduc.

\$77,000



Fundraising in Marché Bonichoix and Marchés Tradition stores

In fall 2018, 135 Tradition and Bonichoix merchants mobilized across Quebec to collect donations for Olo babies. The first campaign raised funds at the register in early September: those donating \$2 or more received an apple to promote healthy eating. The second campaign, held in October, targeted suppliers, who donated between 50 cents and a dollar for every purchase of selected products. The third and last campaign took place over the holidays, through sales of a yule log benefiting Fondation Olo. Thanks to everyone who participated!

\$50,000



\$6,170

Corporate baby gifts

Fondation Olo wishes a happy arrival to the **57 bébés engagés** born in 2018 to parents working at **Deloitte** and at **Raymond Chabot Grant Thornton**. Offering a Fondation Olo birth gift to employees who become new parents is a supportive way to celebrate the arrival of a new little person, while contributing to giving a healthy start to Olo babies. Helping others is a value that will surely follow Emma, Alaina, Nathan and other babies who are helping to promote health!



\$15,600

Olo Zumba by the AOGQ, powered by Duchesnay

On June 8, 2018, the Association of Obstetricians and Gynecologists of Quebec (AOGQ) held their very first Olo Zumba, which this year replaced the annual benefit run for Olo held at every AOGQ conference. For this 10th annual benefit, a dozen participants Zumba’ed away under the Québec City sun, on the terrace of Château Frontenac.

In addition to the proceeds of this campaign we also gratefully received the yearly \$25,000 donation from the AOCQ—a great demonstration of obstetricians and gynecologists supporting the cause of healthy babies!

The community mobilizes

The two following events were organized on a voluntary basis by two Olo employees, who are also donors: Laurence Courteau and Émilie Russo.



\$6,700

Shopping night

On September 20, 2018, a shopping night was held to benefit Fondation Olo. This ladies' night featured snacks, cocktails, a sale of new and used clothing, and a draw. Thanks to the generosity of the 100 participants, an amount of **\$6,700** was donated to Olo. A good time, for a good cause!



\$1,700

Crabfest supper

Véronique and Vincent held their fourth annual "crabfest" supper on April 14, 2018. This was the first time that this event, which gathers about 20 friends and family members, was also a benefit. They collected **\$1,700** for Fondation Olo. Thanks to their family and friends!



Montréal Relève

Learning about philanthropy

On August 14, 2018, Fondation Olo was very pleased to welcome eight young interns as part of the philanthropic career preparation program of Montréal Relève. To learn about the fields of philanthropy and communications, the students participated in a public awareness-raising workshop and they took control of Olo's social media!

\$1,623

Wilderton Pharmaprix

During the annual Tree of Life campaign held by Pharmaprix across Canada, the pharmacy of Samir Djaoued gave a donation of **\$1,623** to Olo. This Pharmaprix, located in the Wilderton mall in Côte-des-Neiges, is one of Olo's faithful supporters. This was its fourth fundraiser for Quebec babies.

The public network rallies

\$14,750



\$35,250

Campaign with Quebec MLAs

Thanks to Quebec's volunteer action support measures, 67 members of the National Assembly of Québec supported Fondation Olo over the last year, donating a total of \$35,250 and thereby helping to offer all babies a chance to be born and grow up healthy.

Campaign in the Centres intégrés de santé et de services sociaux (CISSSs)

Fondation Olo is proud to recognize the work of two CISSSs that chose to get involved for the babies in their area by organizing fundraisers in their communities.

For its 2018 "Olo Month" campaign held in Amos in November, the Amos CLSC, which is part of the **CISSS de l'Abitibi-Témiscamingue** collected **\$11,350** for babies in that region.

And the **CISSS de Chaudière-Appalaches** is proud to announce that it collected **\$3,400** during its annual "Sponsor an Olo Baby" campaign in November-December 2018.



Bébé Cardio

The company Bébé Cardio showed its commitment to the Olo cause by organizing a motor skills class for parents and children on December 21, 2018. This wonderful initiative, called *Le Noël des bouts de chou*, raised **\$300**.



Photographer Sarah Tailleir

Thanks to Sarah Tailleir, who donated \$150 to Fondation Olo after her photo shoots of mothers breastfeeding their baby. The beautiful photos were also donated to Olo.

I come from an underprivileged neighbourhood, where Fondation Olo is active and well known. Even though my mother didn't need Olo's help, I know the foundation helped several of our neighbours and that it was well regarded. Through the breastfeeding photo shoot, I wanted to give back to a cause that promotes breastfeeding while also supporting and helping moms in vulnerable situations."

Sarah Tailleir

Dîner Olo

GOURMET-BENEFIT

**A gourmet benefit
for babies' health**

In 2018, the average life expectancy for people in the West was about 82 years old. This means that the **Olo babies born in 2018 will be alive to see the 22nd century**. It was with the hope of a healthy future for babies that over 400 guests from the Montréal business world gathered on November 13, 2018, in the ballroom of Marché Bonsecours, to take part in Dîner Olo.

This 15th Dîner Olo was presented by Aon companies and by the Sobey's Marchés Tradition and Marché Bonichoix banners. The event was a great success, collecting **\$119,500**.

Thanks to actors and Fondation Olo spokespersons Hélène Bourgeois Leclerc and Pierre-François Legendre for hosting the event.



Honorary Committee

Honorary co-presidents

Marie-Frédérique Senécal, Senior Vice President and Montréal Office Manager, Aon • Alain Ménard, Senior Vice President, Retail Operations, Sobey's Quebec

Committee members

Guy Barthell (Guy Barthell Gestion et conseils inc.) • Véronique Boileau • (Agropur Dairy Cooperative), Élise Boyer (Fondation Olo) • François Brabant (Dentons) • Pierre Carrier (Agnus Dei catering) • Jean-François Couture (Essilor) • Caroline Dignard (Cogeco) • Lyne Gagné (Aon Risk Services) • Martin Gingras (National Bank of Canada) • Eve Kirlin (Sobey's) • Dominic Landry (Lowe's Canada) • Luc Reny (Power Corporation Canada) • Marco Royer (formerly of Aon Benfield London UK).

Partners presenting the event



Associate partners



Goods and services

Agnus Dei catering, Delta, Mark Anthony Wine and Spirits, Creativ Nation, as well as Cogeco Media and its radio stations: CKOI 96.9, Rythme FM 105.7, 98.5 FM, Radio Circulation 730 AM, and The Beat 92.5.



Inspiring testimonial from a mother and her practitioner

Deitane Bissonnette shared her story with the guests of Dîner Olo. She was accompanied by nurse clinician Julie Caron, the practitioner who worked with her throughout her pregnancies. Deitane told how the Olo follow-up care she received during her two pregnancies gave her the help she needed to bounce back. "When you're pregnant and you're not very well off, you feel powerless," she told the audience. But despite all the problems, the support Julie offered became "the light at the end of the tunnel" for Deitane, offering her security and giving her back control over her health and her nutrition. "At 18, with a baby, you might not see yourself going to university; you believe that's impossible," she said. But with Julie's encouragement, Deitane did go on to university and became a nurse.

Today, she is determined and confident, and is pursuing her dream to become an Olo practitioner herself. She wants to encourage mothers to overcome their temporary challenges. "I want to help these young women connect with their baby and connect with themselves, to encourage them not to stay stuck in that situation." It was a great message about resilience.



\$24,057

Interactive auction

New this year, Dîner Olo's interactive auction was launched online a week before the event. This new approach generated a lot of interest—with a record 279 participants!

Thanks to Éclipse Solutions, which supplied the online auction platform, and to the **generous donors of 57 lots for the 2018 auction**.

Our major partnerships

Fondation Olo is proud to be able 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

SSQ Groupe financier

PRO BONO PARTNERS

Some partners have donated their precious expertise and time, and we want to thank them!

SPONSORS

Énergir • Duchesnay • Fondation Madeleine et Jean-Paul • Tardif • TFI International



Natural partnerships

Among the most significant partnerships for Olo are those that offer support for Olo's nutritional interventions.

Agropur Dairy Cooperative

Annual donation of \$100,000 • Special rate for milk purchases • Management and printing of over 274,370 milk vouchers • Associate partnership for Dîner Olo • Ad campaign on Québon milk cartons

Fédération des producteurs d'œufs du Québec

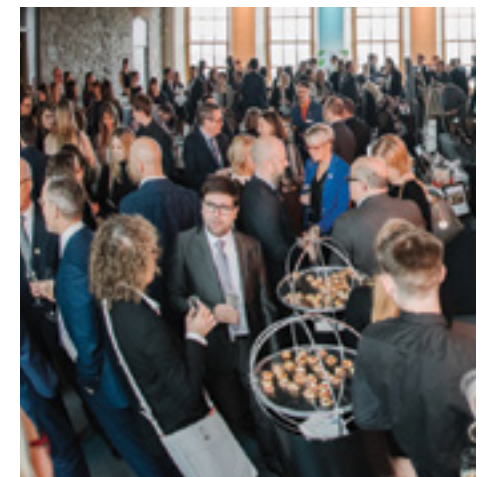
\$77,000 donated as part for the FPOQ's annual golf tournament

Lassonde Industries Inc.

Donation of 25 cents per container of Oasis orange juice distributed via Olo food vouchers, for a total annual amount of \$36,000

Canada Prenatal Nutrition Program (CPNP)

Funding for Olo food vouchers is provided jointly by Fondation Olo and its partners: the Public Health Agency of Canada through the CPNP and, to a lesser extent, the establishments that are part of Quebec's health and social services network.



"We all have a responsibility to do good around us and to improve well-being in our society [...] Keurig Canada takes this responsibility very seriously and knows that the best way to maximize its social impact is to support the organizations that work every day with vulnerable populations. Therefore, we associate ourselves with organizations that share our values and our vision of sustainable development, and whose expertise and experience can make a real difference in people's lives."

Marie-Anne Champoux-Guimond • Advisor, Sustainability and Strategic Partnerships, Keurig Canada

Thank you to our donors and partners!

Thanks to the support of generous donors and partners like you, Fondation Olo can act early on in children's lives to offer them an equal chance of being born and growing up healthy.

Getting Olo follow-up care is lucky, explains Jessica, who received this support in the past and is now a donor:



“Fondation Olo removed an added stress by letting me make sure my baby would get necessary foods like milk and protein. I’m 26 years old now, and I understand how lucky I was to have access to this enormous help during two of my pregnancies. Now that I have the financial means, I think it’s important to give back to those who have less.”

Jessica • Mom of Aly-Sun, Malorie and Dylan

DONATIONS OF \$5,000 OR MORE

Agropur Dairy Cooperative	Fédération des Cercles de Fermières du Québec	Lassonde Industries Inc.
Aon, Risk Solutions	Fédération des producteurs d'œufs du Québec	Ig2
Association of Obstetricians and Gynecologists of Quebec (AOGQ)	Fondation Madeleine et Jean-Paul Tardif	Lionel Carmant, Junior Minister for Health and Social Services
Atelier Boutique Isabelle Elie	Fondation Suzanne et Jean Robert	L'Oréal Canada
Avenir d'enfants	Leclerc	Lowe's
Blue Cross of Quebec	Grande Guignolée des médias, MRC	National Bank of Canada
CGI	Abitibi	Québec en Forme
Cominar	iA Financial Group	Sobeys Québec
Dentons	Jeunesse-Vie Foundation	SSQ Financial Groupe
Duchesnay Inc.	Keurig Canada	TFI International
Energir		Wilson Family Fund

DONATIONS OF \$1,000 OR MORE

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Cercle de Fermières Sainte-Thérèse	La Coop fédérée	TVA Productions
Cercle de Fermières Saint-Henri	Langlois lawyers	United Way Centraide Ottawa
Cercle de Fermières Saint-Noël de Thetford	Lassonde Industries, Saint-Léonard office	Willis Towers Watson



“I’m a retired pediatric nurse. I was aware of Fondation Olo through my work. One day, I saw a call for donations for Olo on Facebook. That day also happened to be my niece’s birthday, so I told myself it was a sign! I signed up for a monthly donation of \$42. This lets me support one mother and baby per year.”

Michelle • Monthly donor since 2017



A message from the treasurer

Dear donors,

As our Board Chair and Executive Director have already pointed out, the year 2018–2019 marked the beginning of a third chapter in Olo’s history, one that creates hope for even more babies across Quebec. I would also add that the financial situation of this fiscal year has been conducive to the development of new projects for the coming years.

An unusual context

This year, Fondation Olo was in an unusual position, since two major funding sources overlapped, generating an extraordinary surplus. The five-year funding from Avenir d’enfants and Québec en Forme for the *1,000 Days to Savour Life* project was extended for a sixth year. In addition to this extension, this was the first year of the government support from the *Foster Economic Inclusion and Social Participation* plan, which has allocated funding of \$4.25 million over five years and which is accompanied by some ambitious goals.

Since the Board is aware that the investments needed to implement our mission will increase as of next year, it wanted to make the most of this unique context to achieve the ambitions that were set by Fondation Olo and that form the core of its strategic plan. Thus, an optimal financial management strategy was put in place, notably by creating short- and medium-term reserves, to allow us to best reach the major upcoming goals.

So, at the start of the 2019–2020 fiscal year, Fondation Olo has everything it needs to carry out its major projects and to set the foundation for the solid, effective and visionary achievements it is known for. While this situation is very favourable, we cannot anticipate that it will occur again in future years. But one thing is certain: Fondation Olo cannot do without the unwavering support of its members and partners, and every single one of its donors.

Fondation Olo has all the expertise and optimism needed to carry out its mission successfully and ensure that ever more babies are born and grow up healthy in every last part of our province.

To each of you, thank you for your support!

M. Dominic Landry, CPA, CA

Vice President -
Central Finance Services

Lowe’s Canada
Treasurer, Executive Committee

Results and changes in net assets for the year ended March 31, 2019.

	2019				2018	
	Food and resources for families	Support for practitioners and partners	1000 Days to Savour Life	Fundraising and administration	Total	
Revenues						
Revenues earmarked for programs						
OLO voucher sales to members	\$1,156,656	\$1,606	-	-	\$1,158,262	\$1,188,048
Grant-PCNP	\$1,384,798	-	-	-	\$1,384,798	\$1,384,798
Grant-Quebec govt.	-	-	-	\$850,000	\$850,000	\$100,000
Partner contributions	-	\$1,150	\$620,000	-	\$621,150	\$524,279
	\$2,541,454	\$2,756	\$620,000	\$850,000	\$4,014,210	\$3,197,125
Donations and philanthropic activities						
Cash donations	-	-	-	\$406,803	\$406,803	\$446,544
Vitamin donations	-	-	-	-	-	\$135,000
Restricted donations	-	-	\$15,000	-	\$15,000	\$25,000
Fundraising activities	-	-	-	\$468,112	\$468,112	\$452,839
	-	-	\$15,000	\$874,915	\$889,915	\$1,059,383
Other revenues						
Membership fees	-	-	-	\$523,541	\$523,541	\$520,226
Investment income	-	-	-	\$98,666	\$98,666	\$79,379
	-	-	-	\$622,207	\$622,207	\$599,605
	\$2,541,454	\$2,756	\$635,000	\$2,347,122	\$5,526,332	\$4,856,113
Expenses						
Direct costs of services rendered	\$2,019,980	\$3,185	\$89,193	-	\$2,112,358	\$2,403,032
Operating costs (Relevé A)	\$257,380	\$123,611	\$260,009	\$431,787	\$1,072,787	\$954,828
Communications	\$5,045	\$1,417	\$20,065	\$51,170	\$77,697	\$167,000
Fundraising activities	-	-	-	\$88,628	\$88,628	\$81,090
Research and evaluation	\$2,724	\$145	\$52,442	-	\$55,311	\$90,451
Copyright	-	-	-	-	-	\$28,000
	\$2,285,129	\$128,358	\$421,709	\$571,585	\$3,406,781	\$3,724,401
Distribution to members						
Credits for purchase of eggs, milk and orange juice	-	-	-	-	-	\$1,304,712
	\$2,285,129	\$128,358	\$421,709	\$571,585	\$3,406,781	\$5,029,113
Excess of revenues over expenses						
	\$256,325	(\$125,602)	\$213,291	\$1,775,537	\$2,119,551	(\$173,000)
Opening balance of net assets						
Interfund transfers	-	\$125,602	-	(\$125,602)	-	-
Reserves for future fiscal periods	\$993,675	\$105,000	-	(\$1,098,675)	-	-
Closing balance of net assets	\$1,250,000	\$105,000	\$438,291	\$682,653	\$2,475,944	\$356,393

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

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