

Fondation  
**Olo**



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Des  
**bébés**  
en santé



# Helping Families, One Step at a Time!

2019 · 2020 Annual Report





## 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

## Many thanks to our spokespersons!

Fondation Olo would like to warmly thank Hélène Bourgeois Leclerc and Pierre-François Legendre, proud Olo spokespersons from 2014 to 2019. Thanks to them, our events, such as the Rendez-vous Olo and the Dîner Olo, were alive with humour and emotion, and sparked special moments at each and every event.



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

*“Olo’s follow-up care put everything I needed at my fingertips. I didn’t worry that I was missing anything. [...] Olo has helped me make a huge positive change in my life! Olo’s work is priceless and a privilege that really helps a lot.”*

Marie-Chantal Trépanier • Kayla’s mother



## Message from the General Manager and the Board Chair



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

A year focused on development came to a close with the COVID-19 pandemic, a crisis that has certainly impacted us all. This exceptional situation is a stark reminder of the need to protect the most vulnerable.

Prior to the health crisis, 2019 was marked by several events highlighting the importance of acting early on in our little ones’ lives. During Early Childhood Week and at the Special Commission on the Rights of Children and Youth Protection, chaired by Régine Laurent, voices from different sectors especially from workers in the field, rose together to ensure that “early action” regains its rightful place in Quebec society. *Despite the sacrifices the economy will require in the coming years, we must focus on reinvesting in the health and development of babies in Quebec. And we must do this through prevention first and foremost, the same prevention-based method that has driven us for nearly 30 years.*

During the past year, we were also able to complete two transformational projects from our 2018–2023 Strategic Plan. We started providing Arctic Gardens frozen vegetables, in partnership with Bonduelle, and began a collaborative project with community organizations. The speed with which our practitioners ordered the new vegetable coupons and the enthusiasm of hundreds of community organizations prove that the support we offer families is essential.

As always, the reach of our mission and actions would not have been possible without the unwavering support of many people.

Fondation Olo could not be as active without the hundreds of practitioners, community workers, and health and social services professionals and managers doing the on-the-ground work. *We warmly thank them for their commitment on a daily basis and especially at this year-end, with the pandemic making their work more complex but all the more*

*necessary. We are also honoured to receive the government’s continued financial support and new funding from the Lucie and André Chagnon Foundation.*

Also, a huge thank you to our amazing partners: Agropur, Les Cercles de Fermières du Québec, Sobeys (Marchés Tradition and Marché Bonichoix), the Fédération des producteurs d’œufs du Québec, Québec Blue Cross, the Association des obstétriciens et gynécologues du Québec, National Bank of Canada, Bonduelle, Keurig and many others. Your involvement clearly demonstrates that you care deeply about our mission. Finally, we would not be able to accomplish our actions without the support of our individual donors, who, through their monthly or one-time donations, help ensure that each gift works wonders for many families in Quebec.

*Creating food insecurity and anxiety, and disrupting support networks, the COVID-19 health crisis will definitely have an impact on babies. Because we want to continue helping vulnerable families and reduce the impact of the pandemic on their babies, we will be rolling out exceptional measures that we hope you will all support.*

The year 2020–2021 is already revealing its share of challenges. Thanks to its expertise and optimism, our big Fondation Olo family is ready to take them on to help more families and make sure more babies are born and grow up healthy across Quebec.



## 2019–2020: A Year of Outreach

### For babies' well-being

Fondation Olo has spoken up on behalf of babies and families several times this year. Last December we submitted a brief to the Special Commission on the Rights of the Child and Youth Protection highlighting the importance of prevention and early action in children's lives. During the Commission, Olo follow-up care was among the solutions in the Commission's first recommendations. By jointly signing a letter with several partners during Early Childhood Week, Fondation Olo underscored its involvement in a movement that takes the health and development of children in Quebec very seriously.



### Vegetables in family meals

As of October 23, 2019, women receiving Olo follow-up care can receive vouchers redeemable for Arctic Gardens brand frozen vegetables. This encourages families to eat more vegetables more often, and is made possible by a new partnership with Bonduelle. Fondation Olo is pleased that this generous agreement will help us further develop the three staple foods we offer, and we warmly thank our new partner for its commitment!

### A fresh, new logo

Thanks to the Ig2 advertising agency, Fondation Olo has a brand-new image. The logo, photographs and many other visual elements have been updated to be more representative of the Fondation and the families we help. Our website's home page has also been redesigned to make it easier to use.



### A third inspiring Rendez-vous Olo with RICARDO Media

On June 17, the Olo community gathered in the RICARDO Media offices in Saint-Lambert to celebrate the third Rendez-vous Olo, an annual networking event that combines our Annual General Meeting with a conference on a topic related to our mission. To close the event, we had the pleasure of welcoming Hélène Laurendeau, a well-known nutritionist and contributor to the Ricardo show. She enthusiastically shared her knowledge and tips to promote healthy eating in her talk "Big Fruit Syndrome, or How to Eat without Racking Your Brains!"

June  
2019

### A first call for projects with 100°

In partnership with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), Fondation Olo is participating in the call for projects organized by 100°, an M361 initiative. *Cultivating the Future: Cooking Local Food Together* is offering more than \$500,000 to local-food projects that will build the food knowledge and culinary skills of families across Quebec.



Oct.  
2019



Oct.  
2019

### A new way to collaborate with community organizations

Since October, organizations that work in perinatal care and support families in acquiring healthy eating habits have a new way to collaborate with Fondation Olo. They can order the Olo Discovery Kit to learn more about our healthy eating tools. The Kit offers some 15 educational and reference tools as well as clear definitions and a common vocabulary on the behaviours to encourage in families, particularly those in a low-income situation.

### Cadolo, a baby gift that helps other babies

At the 16th Dîner Olo, Fondation Olo launched Cadolo, a baby gift. Intended for expectant parents and their newborns, Cadolo includes two baby books, a Pikolo plush toy, a waterproof bib and a recipe book for cooking for and with baby. For each Cadolo sold for \$75, \$20 will be donated to Fondation Olo. We would like to thank Quebec companies Raplapla and Béké-Bobo for their products and illustrator Julien Castanié for the design and images. Cadolo is available in our online shop [Don.fondationolo.ca](http://Don.fondationolo.ca).



Nov.  
2019

# A Healthy Future Starts

# in the First 1,000 Days of Life

One action with two components, during pregnancy...

In 2018–2019, Fondation Olo provided follow-up care and support to **13 880 Quebec families** in need. Also, thanks to the Olo blog and our activities in community organizations, even more families are now benefiting from our approach to healthy eating!



MILK JUGS

FOOD VOUCHERS

## So babies are born healthy

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

374 865

Olo food vouchers distributed in 2019–2020: 198 298 milk vouchers, 63 217 egg vouchers, 35 766 orange juice vouchers and 77 584 vegetable vouchers (since the program launch on October 23, 2019)

724 320

daily doses of prenatal multivitamins

## The Olo blog: An inexhaustible source of tools and advice that are easy to apply from pregnancy onwards!

Winner of a DUX Grand Prix Award in 2018, the Olo blog is growing in popularity every year, with nearly **70 000 visits** per month and **41% more users** than the past year. It includes more than **85 articles**, **100 recipes**, **28 videos**, **16 infographics**.

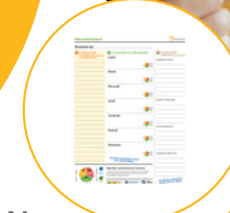
## So families adopt healthy eating habits

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

Eating well  
+  
Cooking  
+  
Family mealtimes



BABY BOOKS ABOUT FOOD



MEAL PLANNERS



ECONOMICAL RECIPES



CHILDREN'S PLATES

A total of **16 445 educational tools**

were distributed to parents in the last year.



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

## Vital support from our partners!

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

We would like to thank Agropur Dairy Cooperative, the Fédération des producteurs d'œufs du Québec and Bonduelle for their support, which made it possible to distribute food vouchers this year.

Finally, a big thank you to our long-time partners Avenir d'enfants and Québec en forme whose six years of support have enabled us to develop the training and practice-sharing component and a large number of educational tools under the *1000 Days to Savour Life*.



## Acting Early by Supporting Vulnerable Families, Starting at Pregnancy

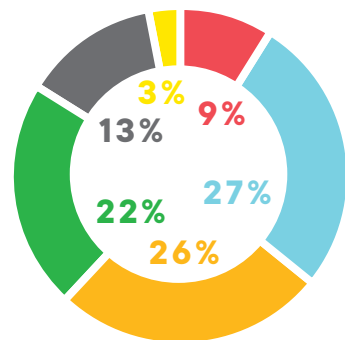
Taking action within a child's first 1,000 days of life, starting during pregnancy, gives that child an equal chance of being born healthy and of acquiring healthy eating habits early on in life. Olo interventions therefore have numerous positive impacts on the baby's first months of life, but also over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



## Snapshot of the Pregnant Women Receiving Follow-up Care

Here is a look at the women receiving Olo follow-up care, according to data from Quebec's Ministère de la Santé et des Services sociaux.

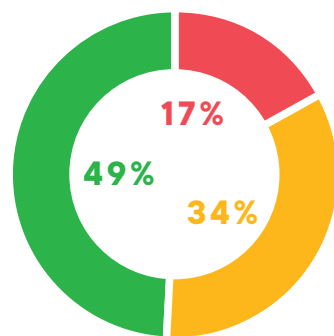
Percentage of women by age, who gave birth in 2018–2019



19 years and under  
20–24 years old  
25–29 years old  
30–34 years old  
35–39 years old  
40 years and over

**36%** of Olo clients who gave birth in 2018–2019 were under the age of 25. This is three times as many as in Quebec's overall population.

Percentage of women by education level, who gave birth in 2018–2019



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

**49%** of the women receiving Olo follow-up care who gave birth in 2018–2019 did not have a high school or vocational diploma. By comparison, only **5%** of new mothers province-wide did not finish high school.

### Did you know?

The percentage of women in the Olo program who are immigrants is increasing every year. In 2014–2015, the rate of immigrant women who gave birth was **11%**, while it was **16%** in 2018–2019.

## Action All 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. In addition to our members are the **community organizations** presented in the following pages, which share our tools with families to encourage them to acquire healthy eating habits.

*“Olo's action has been a safety net. Being in a rather precarious situation with new financial circumstances and sometimes empty pockets, I knew that the Olo follow-up care would ensure I always had the basics and would be able to eat every day of the week. [...] Fondation Olo's main action, through the follow-up care,*



*is to reassure mothers and reduce their stress.”*

Valérie • Olo mother

## 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 members

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

## A New Collaboration with Community Organizations

The Fondation Olo's Strategic Planning 2018–2023 places a great deal of emphasis on helping more families through community organizations. By 2023, Fondation Olo wants to unite **1000 organizations** in support of its messages and tools.

### Free Olo Discovery Kit for organizations



The Kit allows organizations to quickly familiarize themselves with the messages and tools on healthy eating through some 15 educational tools (recipes, baby books, menu planner, balanced plate, USB key with videos, etc.) and references (reference guide to help them assimilate the messages and info sheets presenting each of the tools). Between October 15, 2019, and March 31, 2020, **408 free Olo Discovery Kits** were sent throughout Quebec.



#### ORGANIZATIONS INVOLVED

- Family resource centres
- Perinatal resource centres
- Collective kitchens
- Birth centres
- Educational and drop-in childcare centres
- Breastfeeding organizations
- Community centres and libraries
- Food banks
- Other organizations working in the area of nutrition with families and with children in their first 1,000 days

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

### The Discovery Kit is distributed in the following regions

- 9 ABITIBI
- 25 BAS-ST-LAURENT
- 35 CAPITALE NATIONALE
- 17 CHAUDIÈRE APPALACHES
- 17 CÔTE-NORD
- 13 ESTRIE
- 8 GASPÉSIE-ILES-DE-LA-MADELEINE
- 26 LANAUDIÈRE
- 39 LAURENTIDES
- 14 LAVAL
- 29 MAURICIE-CENTRE-DU-QUÉBEC
- 79 MONTÉRÉGIE
- 57 MONTRÉAL
- 14 OUTAOUAIS
- 14 SAGUENAY-LAC-ST-JEAN
- 7 JAMESIE
- 3 CREE
- 2 NUNAVIK

### Fondation Olo on the road

In 2019–2020, Fondation Olo met with several community network partners to present its new program. Some invited us to participate in their events to create or strengthen ties with organizations also working in perinatal and early childhood, including:

- the Regroupement des Cuisines Collectives du Québec (RCCQ) – May 28, 2019
- the Réseau des centres de ressources périnatales – September 5, 2019
- Food Banks of Quebec – September 19, 2019
- Événement Impulsion, an event organized by 100° – September 25, 2019
- the Association des haltes-garderies communautaires du Québec (AHGCQ) – October 17, 2019
- the Fédération des organismes communautaires Famille (FQOCF) – November 5 and 6, 2019
- the Journée OCF, organized by the CISSS de Lanaudière – November 12, 2019
- the Ordre des infirmières et infirmiers du Québec – November 25 and 26, 2019
- the Journées annuelles de la santé publique – November 27, 28 and 29, 2019
- As well as the Association québécoise des centres de la petite enfance (AQCPPE) and the Nourri-source Federation for various meetings.



Caroline St-Louis at Événement Impulsion, an event organized by 100°



### A call for projects to offer families more activities

The launch of our Discovery Kit was complemented by Fondation Olo's first call for projects to promote activities focusing on healthy families and local foods.

Produced by 100°, an initiative of M361 (Québec en Forme's new corporate name) and in collaboration with the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), the *Cultivating the Future: Cooking Local Food Together* call for projects has resulted in the funding of **82 of the 537 projects submitted**, thanks to a budget of more than **\$512,000 (including \$100,000 from Fondation Olo)**.

Twenty-five of the 82 selected projects in **16 regions of Quebec** that could receive up to \$7,000 are specifically intended for pregnant women or children 0–2 years of age. This is great news for Quebec families and babies!



## Supporting Health Care Practitioners for Greater Impact on Families



### Annual Community of Practice Day

In September 2019, **65 practitioners** from all over the province came together on the Université de Montréal's Laval campus for the fifth community of practice day. They were able to expand their practical skills by attending two workshops on topics exploring how to best support families:

- **“A Therapeutic Alliance to Improve Interventions in Families”**  
*presented by George M. Tarabulsky*  
Full professor at the Université Laval School of Psychology and Scientific Director of the Centre de recherche universitaire sur les jeunes et les familles at the CIUSSS de la Capitale-Nationale.
- **“Plain and Simple Language to Communicate Health Concepts Vocally and in Writing,”**  
*presented by Amélie Bourret and Chantale Audet*  
Founders of Autrement Dit and, from 2006 to 2016, authors of the Government of Quebec's *From Tiny Tot to Toddler* guide for parents, from pregnancy to age 2

Thank you to our participants, and to our three speakers who so generously shared their knowledge with us.



### Tools for immigrant families

Thanks to support from National Bank, an Olo Benefactor, Fondation Olo began developing tools this year for immigrant families and the practitioners who work with them that will facilitate Olo follow-up care. A hundred or so practitioners participated in a webinar to develop their cultural skills so that they may better serve their immigrant clients.

In the coming years, Fondation Olo will continue the project by, for example, adapting and translating certain educational tools into various languages to better meet the needs of these families.

**We are proud to benefit from National Bank's donation of \$90,000 over three years to support us in this action!**



## Online training session to learn the Olo approach

A total of **1409 practitioners** have registered for our online training since **2016** (including 79 in 2019–2020). This online training session is recognized by four professional orders in Quebec:

- 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 **Table québécoise sur la saine alimentation (TQSA)** and its 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**
- Participant in the launch of the **Semaine québécoise des familles** (May 13)
- Participant in the launch of the 10-year review of **Avenir d'enfants** (October 23)
- Participant in the **Forum en périnatalité in Québec City** (November 12)
- Participant in the **Su-Père Conférence du Regroupement pour la valorisation de la paternité** (February 20 and 21)



Mylène Duplessis Brochu and Julie Strecko of Fondation Olo at the annual conference of the Ordre des infirmières et infirmiers du Québec

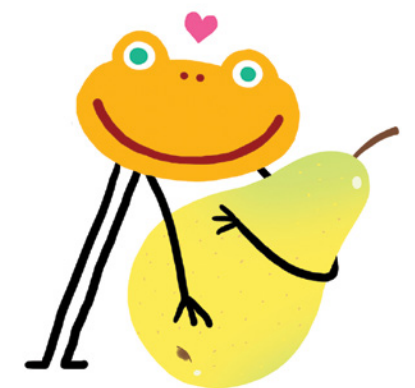
## An active virtual community of practice

Created five years ago, our virtual community of practice now has **338 members** throughout Quebec. Nutritionists, dietetic technicians, nurses, social workers and public health stakeholders working in Olo member institutions meet online to discuss various topics.

### Webinars to deepen knowledge

This year, Fondation Olo offered its members three free webinars:

- *“Iron Deficiency and Its Impact on Mother and Baby,”* by Dr. France Rioux, nutritionist and full professor in the University of Ottawa's School of Nutrition Sciences
- *“Evolution of the Olo Food Trio,”* by Julie Deschamps, Fondation Olo nutritionist and Roxane Fafard, Director of Practices and Social Impact at Fondation Olo
- *“Developing Cultural Skills, a Major Asset in 2020” (in two parts),* by Marianne Lefebvre, nutritionist specialized in international nutrition





## Dedicated Partners

\$163 019

### Les Cercles de Fermières du Québec

Since Fondation Olo started in 1991, Les Cercles de Fermières have been collecting donations throughout Quebec for our cause. **They have donated more than two million dollars in all. What a feat!** The year 2019–2020 fundraiser was no less of a success, thanks to their members' dedication, generosity and unparalleled enthusiasm for the health of pregnant women and babies.



### The Omnium de golf by the Fédération des producteurs d'œufs du Québec

More than 200 golfers braved the rain on August 28, 2019, to take part in the 18th Omnium de golf. This benefit event for the Fondation Olo was held at Club de golf Verchères and was organized by the Fédération des producteurs d'œufs du Québec (FPOQ). The impressive turnout raised a record amount! Year after year, rain or shine, golfers have taken up the cause and, in **18 years, the FPOQ has donated more than \$800,000 to Fondation Olo.** Thanks to all the participants for their generosity, and especially to Paulin Bouchard (third in the picture) and Yvon Lambert (fourth in the picture).

*“We have been supporting Fondation Olo since 1991. It is the main organization the CFQ supports. We are committed to remaining involved for many years to come, because we want our babies to be born healthy! I'm from the Saguenay region. It's when a mother comes to the Cercle saying how Olo helped her that it really sinks in that Olo's follow-up care comes all the way here and truly improves the lives of women in our area. Olo's work is so important!”*

Colombe Bergeron • Member of the Cercle de Fermières chapter in Saint-Charles-de-Bourget



\$79 500



\$100 000

### Tradition and Bonichoix campaign

The **135 Tradition and Bonichoix merchants** around the province worked together to raise \$100,000, a new record! The stores showed their commitment to the cause through their in-store campaigns and the Rendez-vous Sobey's campaign in Québec City, which the Fondation was part of.

*“I am very proud of the joint efforts of Tradition and Bonichoix merchants across the province for the Olo campaign. Through at-register collections, merchant donations, product discounts and the merchants' other fundraising initiatives, we were able to greatly increase our donations to Fondation Olo.”*

Alain Ménard • Senior Vice President, Retail Operations at Sobey's and a member of Fondation Olo's Board of Directors



\$11 500

### The Olo Run, by the Association des obstétriciens et gynécologues du Québec

On June 1, 2019, the Association des obstétriciens et gynécologues du Québec (AOGQ) held the 11th Olo Run as part of their annual convention. About 30 runners met at the Chicoutimi marina early in the morning to run or walk five kilometres along the Saguenay River. Sponsored by the vitamin-maker Duchesnay, which for a third consecutive year promised a matching donation, this activity raised an amazing **\$11,500** for the cause!

**The Association's major donation in 2017 of \$100,000 over four years,** a concrete gesture to improve the health of babies and pregnant women in need throughout Quebec, added to the fundraising success of the Olo Run.



## The Community Mobilizes

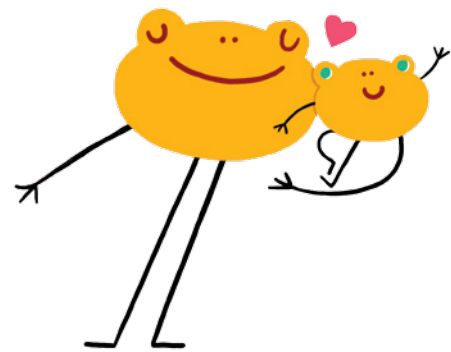


\$12 175

Marguerite St-Georges, Olo practitioner, nutritionist at the CLSC de Saint-Hyacinthe and winner of our Giving Tuesday contest

## Everybody's rallying for our holiday campaign

Each year, Fondation Olo's holiday campaign presents an opportunity to give the best gift there is: a healthy future for Quebec babies. This year, the campaign raised an impressive sum in conjunction with the Giving Tuesday initiative, a new national day of generosity that invites people to support a cause of their choice. In thanks for their gift on this special day, donors were given a chance to win a Cadolo!



## (The Best) recipe for healthy babies with RICARDO

In May 2019, RICARDO Media offered us an amazing opportunity for an advertising campaign in connection with their "The Best" recipe series. For several days, a healthy recipe for little ones as well as banners highlighting the Fondation were posted on their website and social media pages. We warmly thank Ricardo and his team for their support and this great opportunity to gain visibility!



## Grande Foire de la maternité et des tout-petits

\$1 623

An annual sale held in March featuring discounted baby products produced by local artisans and companies, the Grande Foire decided to donate a portion of its profits from the Sherbooke sale to Fondation Olo. A touching gesture for our little protégés!

## The Public Sector Rallies



\$20 820

## Campaign by Quebec MNAs

As part of the volunteer action support program, 74 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 \$20,820. These funds will help all babies in the province have the opportunity to be born and grow up healthy.

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

\$8 390

In fall 2019, the perinatal and early childhood team of the Centre intégré de santé et de services sociaux (CISSS) in Abitibi-Témiscamingue mounted a fundraising campaign to be able to offer Olo follow-up care in its community. In all, the group of nurses, social workers, a nutritionist and a community organizer raised \$8,390 for the Amos CLSC. Thank you to all the donors in Amos and the Abitibi MRC who showed their support during this campaign for babies!



## Québec Blue Cross contest on social media

As an Olo Major Collaborator, Québec Blue Cross organized a contest on its social media pages during the summer of 2019 to highlight its partnership with Fondation Olo and remind their followers of the importance of healthy eating. Through a gift card drawing for breakfast at the restaurant of the winners' choice, Québec Blue Cross **donated \$100 to Fondation Olo on behalf of each winner, for a total of \$1,000!**

\$1 000



\$4 000

## Corporate baby gifts

Fondation Olo wishes a happy arrival to the **45 bébés engagés born in 2019** to parents working at Deloitte and at Raymond Chabot Grant Thornton. Offering a Fondation Olo baby gift to employees becoming new parents is a wonderful way to celebrate a child's arrival and help Olo babies get a healthy start. In 2019, Fondation Olo's bébés engagés baby gifts were revamped into Cadolo, a box of unique and practical items for new parents (see p. 5 of this report).



# Dîner Olo

A GOURMET BENEFIT EVENT

On November 1, 2019, nearly 400 guests from Montreal's business community gathered in the ballroom of the Bonsecours Market for a magical evening of Olo families' touching stories.

This 16th Dîner Olo was presented for a second consecutive year by Aon companies and Sobeys' Marchés Tradition and Marché Bonichoix banners. The event was a great success, collecting a record **\$230,000** in profits.

Of the total profits announced, \$100,000 were collected in 2019 by Tradition and Bonichoix merchants across the province.

Thank you to actors and spokespersons Hélène Bourgeois Leclerc and Pierre-François Legendre for once again making the event so enjoyable!



## Inspiring testimonial from a mother, who is also a Les Cercles de Fermières member and a nurse

During this 16th edition of the Dîner Olo, a very special story showed audience members just how important their support is for the community and those in need.

Myriam Ménard, mother of five, perinatal nurse and member of the Les Cercles de Fermières Saint-Césaire chapter, shared her story and her family's commitment to Fondation Olo's mission.

Behind her chapter's many fundraising activities over the past 11 years, including a used book sale that her whole family takes part in, Myriam quickly earned the nickname "Madame Olo"!

Myriam sees every day in her work the "happiness and support" the Olo program brings to the women who need it most during a more vulnerable time in life.

She sent a strong message encouraging everyone to get involved however they can.

For Myriam,

**"it is our duty as citizens to support and help others. And when it comes to babies, it's everyone's responsibility to do their part. Together we can make a big difference."**

What a great message to inspire us all as we keep working now for all future babies!



## Honorary Committee

### Honorary co-presidents

Marie-Frédérique Senécal, Senior Vice President and Montréal Office Manager, Aon • Alain Ménard, Senior Vice President, Retail Operations, Sobeys Québec

### Committee members

Guy Barthell (Guy Barthell Gestion Inc.) • Véronique Boileau, (Agropur) • Élise Boyer (Fondation Olo) • François Brabant (Dentons) • Pierre Carrier (Agnus Dei Catering) • Jean-François Couture (Essilor Canada) • Caroline Dignard (Cogeco) • Lyne Gagné (Aon Risk Services) • Martin Gingras (National Bank of Canada) • Eve Kirlin (Sobeys Québec) • Luc Reny (Power Corporation Canada)

## Partners presenting the event



## Associate partners



## Goods and services

Agnus Dei Catering, Creativ Nation, Delta Air Lines, SAQ, as well as Cogeco Media and its radio stations: 96.9 CKOI, Radio Circulation 730 AM, Rythme FM 105.7, 98.5 FM, and The Beat 92.5

## Interactive auction

For the second year, Dîner Olo's interactive auction was launched online a week before the event. Thanks to the great number and variety of auction items, a record **350 participants** raised a total of **\$30,000**.

Thanks to Éclipse Solutions, which supplied the online auction platform, and to the **generous donors of the 83 items for the 2019 auction**.



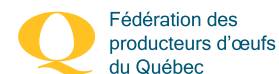
## Our Major Partnerships

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



### SPONSORS

Duchesnay

### PRO BONO PARTNERS

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



*“Olo’s purpose touches us, inspires us and reflects our values. We are proud to help improve mothers’ and babies’ health by supporting these initiatives. [...] Its mission extends far beyond concrete interventions. It makes us all aware of the importance of adopting good nutritional habits early on, of valuing family time at mealtimes, of thinking about what goes on our plates and of showing compassion and generosity towards people experiencing food insecurity. It’s easy to forget that not everyone has the same resources to start life off on a solid footing, but Fondation Olo is certainly helping to change that mindset.”*

Sylvain Charbonneau • President and Chief Executive Officer, Québec Blue Cross





## 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 healthy and learning to eat healthy food.

Danielle and her husband Bryan explained that they decided to get involved in the cause when Danielle's daughter, Mélissa, was receiving Olo follow-up care:



*“The mission of Fondation Olo is very dear to me because I experienced it firsthand with my daughter, Mélissa, who was a single mother and had recently moved to the Mont-Tremblant area. Olo follow-up care really helped her break out of the isolation she was feeling. After she saw her practitioner or went to group meetings, she would come home with recipes and tips for eating well, breastfeeding advice and ideas to help her get organized with the baby.”*

Danielle • Danielle, donor and Olo baby Owen's grandmother

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

Agropur Dairy Cooperative  
Anthony Patry  
Aon  
Association des obstétriciens  
gynécologues du Québec  
National Bank of Canada  
Bonduelle Amérique du Nord Inc.

Québec Blue Cross  
Delta Air Lines  
Duchesnay Inc.  
Fédération des Cercles de Fermières  
du Québec  
Fédération des producteurs d'œufs  
du Québec (FPOQ)  
Fondation Lucie et André Chagnon

Keurig Canada  
Marchés Tradition  
Lionel Carmant, Junior Minister for Health  
and Social Services  
Marché Bonichoix  
SIR Solutions  
SSQ Financial Groupe

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

&CO Collaborateurs créatifs  
A. Lassonde  
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United Way East Ontario  
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Cercle de Fermières Boucherville  
Cercle de Fermières Cacouna  
Cercle de Fermières Carleton-sur-Mer  
Cercle de Fermières Causapscal  
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Cercle de Fermières Le Rocher  
Cercle de Fermières Montbeillard  
Cercle de Fermières Neufchâtel  
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Cercle de Fermières Pointe-au-Père  
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Cercle de Fermières Saint-Noël  
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Cercle de Fermières Saint-Patrice  
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Zurich Canada





### A New Treasurer

Martin Gingras, a member of the Board since 2017, became its Treasurer in 2019. Father of two boys, Vice President at the National Bank of Canada and an active member of the business community, Mr. Gingras brings solid expertise in finance and strong conviction in regard to Olo’s mission.

### New Director of Administration and Logistics

Fondation Olo was happy to welcome the utmost professional Ms. Valérie Bergeron, CPA, to its management team last September. She has been putting her vast expertise from the private sector in financial management, internal oversight and the strategic use of technology to good use.

Ms. Bergeron has been optimizing several aspects of the Fondation’s management: improving inventory management and logistics for our range of educational tools, reinforcing IT system integration, reviewing policies, managing cash flow, reducing the ecological footprint and much more.

### New Auditors

The 2019–2020 fiscal year is the first to be audited by Raymond Chabot Grant Thornton. Readers will notice a few changes in presentation, which are explained in the notes to the financial statements. These latter are available in full at [fondationolo.ca](http://fondationolo.ca).

### A Message from the Treasurer

The year 2019–2020 follows on the footsteps of an exceptional fiscal year. Last year, Fondation Olo benefited from the overlapping of two major funding sources: the last year of funding from Avenir d’enfants and the first of five years of funding from the Government of Quebec, granted as part of the *Government Action Plan to Foster Economic Inclusion and Social Participation*.

If there’s one thing in particular we should note from the 2019–2020 fiscal year, it is the organization’s newly reached level of maturity.

Six years after it launched as a pilot project, *1000 Days to Savour Life* has become a living legacy that merges perfectly with our mission. The “Food and resources for families” and “Support for practitioners and partners” columns reflect a solid conviction: For Fondation Olo, maximum impact is achieved not only by providing food and educational resources, but also through real collaboration with partners in the field, support for practitioners and a constant connection with key players in nutrition, perinatal and toddler care, and the fight against social inequality.

This maturity can also be seen in our operating methods. While Ms. Bergeron’s arrival certainly contributes to this professionalization, the very creation of the position is indicative of the organization’s desire to improve and to employ best practices on par with our partners.

Although the fiscal year is ending amid the public health crisis, Fondation Olo will rise to the challenge, thanks to its solid financial health and the certainty that its mission will be more relevant than ever.

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

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

### Results for the fiscal year ending March 31, 2020

	2020				2019	
	Food and resources for families	Support for practitioners and partners	1000 Days to Savour Life	Fundraising and administration	Total	Total
<b>Revenues</b>						
<b>Revenues earmarked for programs</b>						
Member contributions	\$143 784	\$2 975	-	-	\$146 759	\$152 116
Grant–Canadian government	\$1 384 798	-	-	-	\$1 384 798	\$1 384 798
Grant–Quebec government	-	-	-	\$850 000	\$850 000	\$850 000
Service contributions	\$47 165	-	-	-	\$47 165	\$53 136
NPO partner contributions	-	-	-	-	-	\$568 100
	\$1 575 747	\$2 975	-	\$850 000	\$2 428 722	\$3 008 150
<b>Donations and philanthropic activities</b>						
Cash donations	-	-	-	\$516 452	\$516 452	\$431 398
Restricted donations	-	-	-	-	-	\$15 000
Fundraising activities	-	-	-	\$463 442	\$463 442	\$443 517
	-	-	-	\$979 894	\$979 894	\$889 915
<b>Other revenues</b>						
Membership fees	-	-	-	\$523 281	\$523 281	\$523 541
Interest	-	-	-	\$130 939	\$130 939	\$98 666
Other	\$8 568	\$4 315	-	\$4 745	\$17 628	-
	\$8 568	\$4 315	-	\$658 965	\$671 848	\$622 207
	\$1 584 315	\$7 290	-	\$2 488 859	\$4 080 464	\$4 520 272
<b>Expenses</b>						
Direct costs of services rendered	\$2 187 390	\$80 841	-	-	\$2 268 231	\$2 203 857
Operating costs (appendix)	\$510 677	\$358 555	-	\$570 397	\$1 439 629	\$1 072 787
Communications	\$7 564	\$4 446	-	\$129 243	\$141 253	\$77 697
Fundraising activities	-	-	-	\$98 234	\$98 234	\$88 628
Contributions to partners	-	\$105 000	-	-	\$105 000	-
Research and evaluation	\$4 524	\$29	\$6 250	-	\$10 803	\$55 311
	\$2 710 155	\$548 871	\$6 250	\$797 874	\$4 063 150	\$3 498 280
<b>Excess of revenues over expenses</b>						
	(\$1 125 840)	(\$541 581)	(\$6 250)	\$1 690 985	\$17 314	\$1 021 992



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.**

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Retired from  
**the healthcare and social services network**

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.....  
General Manager  
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.....  
Youth Program Director  
**CIUSSS de la Mauricie-et-du-Centre-du-Québec**

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

**Véronique Boileau**  
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**Agropur Dairy Cooperative**

**François Brabant**  
Associate  
**Dentons Canada**

**Jean-François Couture**  
Vice President, Marketing, Communications & PMO  
**Essilor Canada**

**Lise Denis,**  
Health and Social Services Consultant  
**Knight of the National Order of Quebec**

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**Gestion Cinq-F Inc. – Conseil et accompagnement**

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

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**RICARDO Media**

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**Sobeys Québec**

**Julie Provencher**  
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**CIUSSS de l'Est-de-l'Île-de-Montréal**

**Luc Reny**  
Vice President, Human Resources and Administration  
**Power Corporation of Canada**

**Isabelle Thibault (member until February 18, 2020)**  
Executive Director  
**Centre Marie Eve**

## Expert Committee

**Émilie Audy, Ph.D.**  
Scientific Advisor / Editor in Chief  
*From Tiny Tot to Toddler*  
**Institut national de santé publique du Québec**

**Dalal Badlissi**  
Physician and Chief, Department of Preventive Medicine  
**CISSS de Lanaudière**

**Jackie Demers, R.D.**  
Executive Director  
**Montreal Diet Dispensary**

**Bénédicte Fontaine-Bisson, R.D., Ph.D.**  
Associate Professor  
**School of Nutrition Sciences, University of Ottawa**

**Khady Kâ (replaced by Julia Mazza between April and November 2019)**  
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.**  
Associate Professor  
**School of Nutrition, Université Laval**

**Julie Poissant, Ph.D.**  
Researcher and Associate Professor  
Specialized Education and Training Department  
**Université du Québec à Montréal**

**Josée Trahan**  
Chief of Administration  
for Family-Child-Youth Programs  
Assistant Director, Mother-Child Health  
**CISSS de la Montérégie-Est**

**Huguette Turgeon O'Brien, R.D.**  
Full Professor  
**School of Nutrition, Université Laval**

**Alena Valderrama, M.D., F.R.C.P.C.**  
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

**Valérie Bergeron**  
Director, Administration and Logistics

**Jocelyne Bourbeau**  
Executive Assistant

**Nancy Bourdages**  
Membership Services Coordinator

**Élise Boyer**  
General Manager

**Laurence Courteau (until February 2020)**  
Coordinator, Funding and Community Engagement

**Julie Deschamps**  
Nutritionist

**Mylène Duplessis Brochu**  
Nutritionist

**Roxane Fafard**  
Director, Social Practices and Impact

**Fabie Gauthier-Carrière**  
Coordinator, Operations and Logistics

**Patrick Lopez**  
Communications Advisor

**Marie-Josée Roch**  
Accounting and Financial Information Officer

**Émilie Russo**  
Director, Development and Communications

**Caroline St-Louis**  
Project Manager, Community Component

**Julie St-Pierre**  
Web Communications Advisor

**Julie Strecko**  
Nutritionist

### 2019 · 2020 Annual Report

**Reviser (French original)**  
Monique Thouin

**Translator (into English)**  
Josée Lafrenière

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KAKEE Design graphique responsable

**Photographs**  
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Fondation Olo  
Marc-Antoine Zouéki

**Illustrations**  
Julien Castanié



# Fondation Olo

## MAJOR PARTNERS



## MAJOR COLLABORATORS



## BENEFACTORS



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