

Fondation
Olo



Des
bébés
en santé

A close-up photograph of a woman with dark curly hair smiling warmly at a baby. The baby is looking directly at the camera with a slight smile. The woman is wearing a green top and a gold necklace. The baby is wearing a pink sleeveless top.

Supporting practices and making families' voices heard, for healthy babies

2022 · 2023 Annual Report



Message from the
General Manager
and the Board Chair

Élise Boyer, Fondation Olo's
General Manager, and Alain Ménard,
Chair of the Board of Directors

During the 2022 Rendez-vous
Olo, Alain Ménard,
Vice-President, Business
Development and Commercial
Relations, Affiliate Merchants
at Sobeys, was appointed
the new Chair of the Board
of Fondation Olo.
Congratulations

This year, there was a changing of the guard on the board [p.28], so we want to begin by saying THANK YOU to Guy Barthell for his nine years as board chair. Having occupied the roles of strategic planning consultant, board member and then chair, there is no doubt that Guy has left his mark on the organization.

This consensus-seeking, rational and pragmatic man only chose to shake us up when it was time to be creative, daring and ambitious in adopting our vision.

He was able to set up an engaged, competent and dedicated board of directors. Thank you, Guy!

At the same time, 2022–2023 was the fifth year of a five-year strategic plan and the tenth year of uninterrupted innovation and expansion (of our mission, activities, intervention period, partners, means, etc.), which began in 2013 with *1000 Days to Savour Life*. Over that decade, each year was different from the last—and that was very much the case again last year!

In 2022, outsized inflation arrived in the wake of the uncertainty of the pandemic period. As shown by our survey [p.5], families now often have zero financial wiggle room: Pay for groceries or pay the rent? Feed the unborn child or the one at the table? These dilemmas illustrate all too well the day-to-day difficulties and anguish experienced by the families working with our Olo practitioners. And thus, due to the economic situation, the success of the pregnancy notification system [p.4] and the arrival of a large number of pregnant asylum seekers, the number of women accepted for Olo follow-up has risen. On the ground, voucher redemption increased 22% between 2021 and 2022 (comparing the months of April and December).

The combined effect of this increasing need and the higher price of eggs, milk and vegetables is putting pressure on Fondation Olo, as our treasurer Martin Gingras explains [p.26].

Through all this, we can celebrate that we reached a new milestone with the publication of the Olo follow-up frame of reference. After two years of reflection and consultation, our network partners were very pleased to read the highly anticipated document. Like us, our members are convinced that Olo follow-up care must be accessible, impactful in its practices and rooted in the community, throughout the 1,000 first days. The next big step in the same direction is developing and implementing a food offering for the postnatal portion of the Olo follow-up. As it is, the current inflationary situation is both an added reason for this and a further difficulty in achieving it.

But in the face of these obstacles, we have many significant assets. Among them are your confidence in us, dear partners, and your generosity, dear donors. Your support and donations give us the means and a voice to continue breaking down barriers to healthy eating—barriers that are both the reason for and the result of social inequalities. For babies, we want ever more equality, more equity and more health.

There is only one road to take: to set out a single ambitious vision for the next 10 years, to work on it in 100 ways, to multiply our impact by being present in the 1,000 first days of babies' lives and to alter the path of some 10,000 babies every year.



Thank you,
Diane Filiatrault!

Very special thanks to Diane Filiatrault for her 10 years of involvement with Fondation Olo. Drawing on 36 years of experience in the health and social services network, Diane provided advice and expertise that guided Olo's development since the launch of *1000 Days to Savour Life* to the release of the new reference framework this year. Thank you, Diane, for this meaningful involvement.

“Providing good nutrition and support to expectant mothers, so unborn babies can develop, is both wonderful and necessary.”

Serge Brochu • Donor

“Olo care was really critical for me. It was a period in which I was very vulnerable. I lived below the poverty threshold and I was alone. I had a good support network but, financially it was very hard, and Olo care was very helpful.”

Katherine • Olo mother



Photo : Charlie Bourdeau



Our mission

To give all mothers an equal chance of bringing a healthy baby into the world and every member of their family the chance to acquire healthy eating habits early on.

Vision

That all babies will have an equal chance of being born healthy and of adopting healthy eating habits early on in life.

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

Valeurs

Fairness • Prevention • Cooperation
Thoroughness • Empathy

A year of action to support the future of babies in Quebec

Success of the pregnancy notification system

Nearly one year after its implementation, *Ma grossesse* has been deployed across Quebec and is bearing fruit! This goal of this pregnancy notification system is to contact pregnant women as early as possible to target their needs and direct them to the services they need. Fondation Olo considers this platform essential to contact more women eligible for Olo follow-up care. In fact, it likely is one of the reasons behind the **22%** increase in the number of Olo vouchers redeemed last year—proof that *Ma grossesse* is contributing to providing more follow-up care in the 1,000 first days of life for healthier babies. Data published by the Ministère de la Santé et des Services sociaux reports that, since March 2022, **35,000** pregnant women filled out the pregnancy notification form, **22,000** were contacted for a needs analysis and close to **11,000** were directed to network services.



A worrisome second survey

In November, Olo sent out a survey to its practitioners to get a clearer picture of the situation of families receiving Olo follow-up care. Concerning results emerged from this probe of **194 practitioners** from the health and social services network and from several community organizations. The practitioners' responses highlighted a situation in which inflation is threatening the food safety of Olo families, who are literally having difficulty feeding themselves adequately. The document, titled *Les familles en suivi Olo et l'inflation*, shows that because housing and grocery prices have risen, Olo families' eating and buying habits have changed, for instance, increasing their need to turn to food banks. Our survey also revealed that Olo practitioners are very worried and feel increasingly helpless in the face of the families' greater needs.



A year of generosity

Fondation Olo is grateful to its donors who were there at our side throughout the year to support the cause during our various campaigns. This growing circle of support has allowed Olo to collect over \$1.5 million for its activities.

The Association pour la santé publique du Québec (ASPQ) recognizes the new Olo frame of reference

The ASPQ, which honours people and organizations that make an exceptional contribution to sustainable health for Quebecers, congratulated Fondation Olo for its new frame of reference. On November 29, Olo received the **Distinction santé durable volet communautaire** award for the framework and to emphasize how Olo's community activities work as a complement to and in synergy with the health and social services network. Read more about the new framework and its dissemination in the yellow section of this annual report.

“The families’ situation means that they are not able to absorb the changes in the price of a grocery basket, to face the increases. They are already living on little, and it is now becoming impossible for them. And now, we’re talking about having enough food, not just nutritious foods.”

Marie-Ève Carrière • Nutritionist and Olo Practitioner for 20 years in Gatineau, Aylmer Sector



Taking a stand to better support families

Fondation Olo is aware that its follow-up falls under a preventive approach that depends on many economic and social factors. Since its objective is to increase our collective capacity to reduce social and health inequalities early on in life, Olo is speaking out more often, to amplify the voices of families and to advocate for change to ensure a healthy future for all Quebec children. A new section of this annual report will focus on this advocacy, which includes creating an electoral platform and submitting its first brief during the government's budget consultations.





Rendez-vous Olo returns to an in-person format

Happy to finally see each other in person again, the guests of Rendez-vous Olo participated in group discussions in the collaborative space of our Major Partner, Nortera (formerly Bonduelle). This event, which combines Olo's annual general meeting and a round table on a current issue, was a chance to look back at the past year's major events and to give a round of applause for Guy Barthell's long and impressive involvement with our organization, as well as his achievements in his final year as Board Chair.

The round table with the four following experts then looked at the problem of inflation and the resulting hike in grocery costs, and their impact on families and their well-being: **Mylène Duplessis Brochu**, Nutritionist and Nutritionist and Manager of the Communities and Families Chapters, Fondation Olo; **François Fournier**, Researcher at the Observatoire québécois des inégalités; **Jordan LeBel**, Full Professor at the John Molson School of Business, Concordia, and Co-Directeur of Concordia's Centre for Sensory Studies; and **Laure Saulais**, Associate Professor with the agri-food economics and consumption studies, and regular researcher at the NUTRISS centre of the Institute of Nutrition and Functional Foods (INAF), Université Laval.

For the second year in a row, the event was hosted by actor and radio host Élyse Marquis. A closing networking event was held around a selection of cheeses offered by our Major Partner Agropur, and bites from Artoun Traiteur.



Changes within the Olo family

Fondation Olo is happy to see its team growing, with the arrival of three new people. **Stéphanie Laurin-Boudreau** has joined as the Accounting Coordinator, **Beatriz Rivera Oropeza** will be acting as the Coordinator of Administrative Management and **Anthony Touche** will be Communications Manager.

On the Board of Directors, **Alain Ménard** began his new role as Chair, and **André Lebon**, **Chantal Cusson** and **Martin Lefrançois** have joined the board, contributing their knowledge of social services, public health and finance, respectively.



In this way, Olo's action has numerous positive impacts on babies' first months of life, but also over the long term:



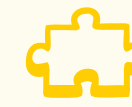
Overall health



Attachment to parents



Access to care



Optimal development



School success



Eating habits

The face of Olo families

9,320

Number of women receiving Olo follow-up

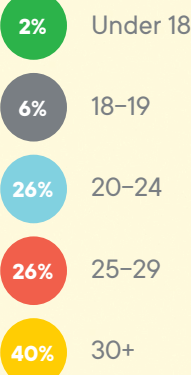
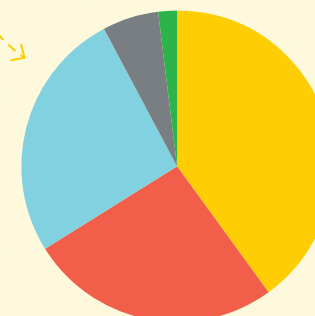
6,876

Number of Olo women newly registered for prenatal care and beginning follow-up

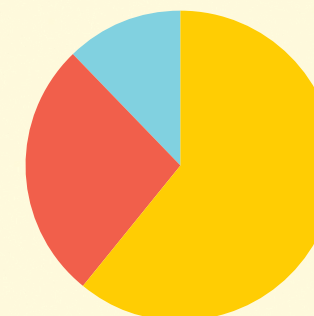


DISTRIBUTION OF WOMEN RECEIVING OLO FOLLOW-UP IN 2021-2022

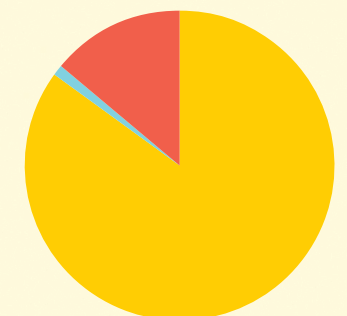
AGE



EDUCATIONAL LEVEL



STATUS



A healthy future starts

in the first 1,000 days of life

One action with two components, during pregnancy...

Every year, Olo follow-up care helps about **7,000 new expectant mothers** living in vulnerable situations and their families, all across Quebec! Also, thanks to the Olo blog and Olo's activities in community organizations, even more families are now being reached, so they can benefit from the Olo approach to healthy eating.

SO BABIES ARE BORN HEALTHY

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

462,400

Olo food vouchers distributed in 2022–2023, including 231,600 milk vouchers, 92,000 egg vouchers, 137,900 frozen vegetable vouchers

835,200

daily doses of prenatal vitamins

The Olo blog

The Olo blog is an inexhaustible source of tools and advice that are easy to use, right from the early days of pregnancy.

The Olo blog is parents' everyday helper. This year, it had over 300,000 visitors. It presents 200+ articles, including three new features: *Saving money*, *How pharmacies are allies during perinatality*, and *Food allergies*. It also has 100 simple recipes, 30 educational videos, more than 70 tools like practical charts, games and colouring pages for kids, and more!

SO FAMILIES ADOPT HEALTHY EATING HABITS

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

Eating well
+
Cooking
+
Enjoying family mealtimes

A total of **18,340** educational tools

were given to parents each year

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 issue the Olo food vouchers distributed this year.

MILK JUGS

FOOD VOUCHERS

CHILDREN'S PLATES

ECONOMICAL RECIPES

MEAL PLANNERS

and in the child's first two years

Improved approach for better action

Our **affiliate members** provide Olo follow-up care to families throughout Quebec, embodying Olo's mission in people's homes and at over 150 points of service. In addition to these longstanding partners in the field, there are also **community organizations**, presented in the following pages, which receive support from Fondation Olo to plan healthy nutrition activities for families.

Committees and advocacy

- Took part in the **Table québécoise sur la saine alimentation (TQSA)** in several working groups, including the one on social standards and fatphobia. Since January 2023, Fondation Olo has been coordinating the working group on healthy eating in childhood
- Helped organize the **Journées annuelles de santé publique (JASP)**
- Participated in the **Su-Père Conférence** on the role of fatherhood
- Participated in the **Table ronde provinciale des nutritionnistes œuvrant en médecine fœto-maternelle**
- Took part in the **Comité régional en allaitement maternel de Montréal (CRAM)**
- Gave two presentations for the **public nutrition course** in the BA in nutrition program at Université de Montréal (fall and winter)
- Participated in the **introduction to practice course** in the BA in nutrition program at Université de Montréal
- Member of the **Observatoire québécois des inégalités**
- Took part in a round table for the launch of the position paper on the role of prevention in reducing inequalities, *La prévention : une voie essentielle pour réduire les inégalités, la pauvreté et l'exclusion sociale* by the **Comité consultatif de lutte contre la pauvreté et l'exclusion sociale**
- Member of the steering committee of the **Collectif petite enfance**
- Member of **Réseau pour un Québec Famille**

Our 27 affiliate members



14 INTEGRATED CENTRES AND 1 REGIONAL HEALTH AND SOCIAL SERVICES CENTRE

- 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-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
- Centre de santé d'Opitciwan
- Clinique communautaire Pointe-Saint-Charles
- Montreal Diet Dispensary



A new frame of reference to better support practitioners and Olo families

After two years of holding consultations with various actors on the ground (Olo practitioners, Olo **champions**, public health professionals, expert committees, and working with the Épione public and community health research team, from the UQAM

Psychology Department, Fondation Olo is very proud to introduce its new frame of reference, titled **Le suivi Olo dans les 1000 premiers jours de vie**.

The goal of this document is to lay the groundwork for a stronger Olo follow-up that takes place during the key period of a newborn's 1,000 first days of life. The recommendations made in this frame of reference are practices for offering Olo follow-up care optimally, with new attention on the postnatal period.

To make the frame of reference easier to use, we have laid it out in a number of tabs in an online platform, to optimize Olo practitioners' support for families. There are also a number of Intervention Assistance Info Sheets available with content that can be brought up with Olo families as part of the broad themes covered by the follow-up care: **1. Pregnancy; 2. Nursing and feeding the newborn; 3. Introducing complementary foods; and 4. Eating behaviours and autonomy**.

In order to properly support each of its CISSS and CIUSSS members as they implement the recommendations in the new frame of reference, Olo chose to release it gradually. This will be done over time. However, several actions directly related to the recommendations have already taken place over the last year:

- On September 14, the first virtual provincial meeting brought together some **200 people** from the health and social services network who were curious about the new frame of reference and wanted to learn the Olo follow-up's **11 new recommendations** and **five steps**.
- Fondation Olo began a virtual tour of Quebec, holding regional meetings to talk to perinatal teams. **In the last two months and until the end of November, 15 meetings** were held, with **over 600 attendees** involved in Olo follow-up to varying degrees.
- On September 28, annual practitioners' day, practitioners had an opportunity to discover and make comments on the new recommendations and to talk more about the new frame of reference.

- On November 14, as part of the Early Childhood Week 2022, Fondation Olo organized a webinar to introduce the new frame of reference to its partners working in community groups, institutions, early childhood education, healthy eating and inequality reduction.
- Other meetings are also being organized in other regions to explore linkage opportunities between the health network and community organizations. Regional deployment will continue throughout the year.

This work has already started to bear fruit since the new frame of reference received an award from the Association pour la santé publique du Québec (ASPQ). Fondation Olo is proud to have received the **“Distinction santé durable, volet communautaire”** award.

Journée annuelle de la communauté de pratique Olo

September 28 was the annual conference for Olo practitioners. Some **350 practitioners** and managers from across the province came together to talk about Olo’s new frame of reference, some of its recommendations, the Olo intervention help tools and the importance of linkages between Olo and the Programme de services intégrés en périnatalité et en petite enfance (SIPPE).

The participants also had an opportunity to attend several talks and participate in workshops during the day:

- **The Olo follow-up in five steps: Overview of recommendations with an intervention focus,**
by Julie Deschamps, Dt.P., M.Sc., Manager of the Health Practitioners and Professionals Chapter, Fondation Olo;
- **Sharing of experiences – How are Olo families doing?** (workshop),
by Maude Dubois Mercier, public health trainee at Fondation Olo;
- **Olo trio update: What about milk,**
by Mylène Duplessis Brochu, Dt.P., M.Sc., Manager of the Communities and Families Chapters, Fondation Olo;
- **Position statement: Toward optimal nursing and feeding practices for newborns and infants,**
by Amani Labassi, Nurse Consultant, Fondation Olo;
- **Reflections on a postnatal food offering** (workshop),
by Sarah Chade Kakanina Musangi, public health trainee at Fondation Olo, and *Roxane Fafard,* Director, Operations and Projects, Fondation Olo;
- **Overview of the Olo follow-up platform and presentation of intervention Assistance Info Sheets,**
by Julie Deschamps, Dt.P., M. Sc., Manager of the Health Practitioners and Professionals Chapter, Fondation Olo;
- **Olo-SIPPE coordination** (workshop),
by Julie Fortier, Prevention and Health Promotion Advisor, Direction du développement, de l’adaptation et de l’intégration sociale, and *Julie Deschamps, Dt.P., M. Sc.,* Manager of the Health Practitioners and Professionals Chapter, Fondation Olo.



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“I want to thank Fondation Olo for all the work it does. I love browsing the platform and I really appreciate all the tools available to us.”

Stéphanie Gilbert-Baron •
Nutritionist-Dietitian

Position on breastfeeding

Fondation Olo acknowledges the importance of breastfeeding and includes it in its vision of healthy eating. Olo commits to encouraging support for all women’s decisions on this matter and in their journey of feeding their child.

To do this, Olo has decided to implement a position statement founded on five principles, to guide Olo itself, its practitioners and community workers working to support families.



Webinars to share knowledge

- **November 14, 2022: Toward healthy eating habits in our babies during the first 1,000 days of life** presenting the new frame of reference for the Olo follow-up,
by Julie Deschamps and Mylène Duplessis Brochu, Nutritionists with Fondation Olo.
- **June 8, 2022: The importance of choline during pregnancy and nursing,**
par Caroline Richard, Dt.P., Ph. D., Professor in Human Nutrition, University of Alberta,
114 participants.
- **September 21, 2022: Zoom on FASD: Adverse effects of alcohol on the fetus and child, and prevention,**
by Sylvie Roy, Dt.P., M. Sc., Project Manager at the Association pour la santé publique du Québec (ASPQ),
155 participants.
- **February 22, 2023: Jordan’s Principle: Health equity for Indigenous children,**
by Catherine d’Amour, Senior Manager Jordan’s Principle – A Child First Initiative, dedicated to Inuit children, primarily for the Quebec region; and *Tania Bergamin,* Manager, Indigenous Services Canada, Government of Canada,
49 participants.
- **March 20 and 27, 2023: From the Higgins Method to perinatal social nutrition** (training),
by Suzanne Lepage and Ouardia Zeggane, Nutritionists at the Montreal Diet Dispensary
150 registrations.



Online training

In spring 2023, Fondation Olo will launch online training courses to enrich the support offered to immigrant and culturally diverse families. Thanks to a commitment of **\$90,000 over three years** from the National Bank, Olo practitioners will be able to benefit from this know-how to provide their clients with even better adapted care.

Spring 2023 also marks the end of the Olo training 1000 Days to Savour Life, after six years of existence. Since its creation, close to **2,400 people** received this training. It is now making way for the new teachings in Olo’s new frame of reference.

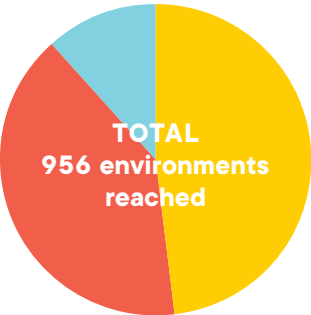


Fostering work with communities

Over 956 community organizations reached!



Fondation Olo strongly believes that the community sector has an essential role to play in creating health-promoting environments. To reach as many families as possible and to develop linkages with community organizations, Olo set a goal to contact and partner with 1,000 organizations. We are proud to say we are already very close to reaching this objective, with a total of **956 contacts made**, despite the pandemic. We are continuing to work to raise awareness of our action in the community sector:



- 461** **Explorer** organizations (taking their first steps with Olo by ordering the Discovery Kit to familiarize themselves with our tools and messages)
- 383** **Ally** organizations (using our tools and integrating Fondation Olo's vision in their work practices)
- 111** Educational childcare centres



PAGIEPS

These and other achievements were possible thanks to the financial support of the Government of Quebec under the Government Action Plan to Foster Economic Inclusion and Social Participation (PAGIEPS). With this funding, Fondation Olo's achievements in the area of supporting practices have multiplied. In fact, **our targets have been reached or surpassed (22 establishments reached with a goal of one manager and one team per CISSS/CIUSSS, and 19 Indigenous communities rather than the targeted 12) or are close to being reached (over 900 community organizations out of a goal of 1,000)**. All this despite the pandemic! Fondation Olo's five-year plan expired on March 31 and was renewed for a sixth year. At the same time, consultations are ongoing with a view to developing the next five-year plan.



A strong network of connectors in the field

Fondation Olo is happy to rely on a network of **connectors**, who help establish linkages between perinatal teams from the health network and from community organizations in order to better reach families. This network now includes **25 connectors, in 14 regions** of Quebec. The foundation's activities are also boosted by Olo champions, who serve as resource persons to foster cohesiveness between Olo and healthcare network establishments. These champions are committed to the Olo follow-up care offered on their territory and to ensuring it has as much impact as possible with women, babies and their families. To provide these champions with an overview of their area of concern, **22 customized Mon Pano platforms** were launched.

Collaborating with Indigenous communities

There has been significant progress since Maude Bradette-Laplane began her role at Olo as Project Manager, Collaboration with Indigenous Populations. Contact was established with **20 communities**, and relationships were developed with a number of organizations that together represent some 20 First Nations communities: the First Nations of Quebec and Labrador Health and Social Services Commission (FNQLHSSC); the provincial association of Native Friendship Centres (Regroupement des Centres d'amitié autochtones du Québec, or RCAAQ); the Nunavik Regional Board of Health and Social Services (CBHSSJB). In the wake of these meetings, one initial partnership agreement has been signed with a community, and four others are currently under discussion. The tools are currently being adapted.



Olo coffee talks: Opportunities for dialogue and discussion

Launched last year, Olo coffee talks offer a way for community workers to talk about topics relevant to their experiences and questions, and to gain some theoretical knowledge from a nutritionist, to enable them to better support families. This discussion group met in October on the theme of avoiding food loss and waste.

New sections on the blog to support parents on a daily basis

The Olo blog is continuing to provide useful advice and resources for parents. In the last year, a section was added on the role pharmacies can play after birth, along with a tab on ways to save money, which contains several articles with tips on coping with the rising price of groceries.



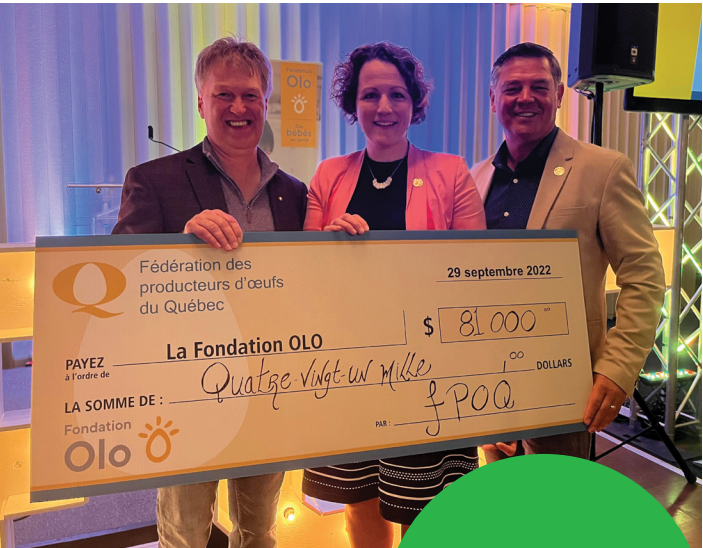
Strengthened
by a committed community

\$150,000

Campaigns
of Marchés Tradition
et Bonichoix

Fondation Olo is deeply grateful to be able to depend on the mobilization of **135 Tradition and Bonichoix merchants** in the province.

A record amount of **\$150,000** was collected in the last year thanks to various activities and initiatives. In winter and summer, two large-scale fundraisers were organized at Tradition and Bonichoix stores in support of Fondation Olo's work. Mothers who are content creators took to social media to encourage their communities to go to stores and participate in the donation campaign. Marchés Tradition and Bonichoix have also graciously offered kids' bicycles to Fondation Olo. Thanks to a contest advertised on our social media accounts last spring, several families took home a beautiful children's bike in Olo colours.



\$81,000

Annual FPOQ
gold tournament

On September 29, the Fédération des producteurs d'œufs du Québec (FPOQ) held its 21st annual golf tournament. Some **215 golfers** attended the event, raising **\$81,000** for Fondation Olo. This amount brings the total donated by the FPOQ for Quebec families to the **\$1 million** mark since the beginning of this yearly fundraising event in 2002. Thanks to the partnership between Olo and the FPOQ, some **750,000 Olo egg vouchers** have been redeemed across Quebec, and over **10 million eggs** have been given to mothers over the last 10 years.

Answering the call
to respond to changes

To respond to inflation and the greater number of Olo follow-ups, **Nortera** has increased its donation to **\$125,000**. **Fondation d'Amour** and **Fondation de la Famille Godin** have also joined the Olo family to support other families.

\$125,000

\$5,000

AOGQ activity

In addition to its major donation of **\$100,000 over 4 years**, the Association of Obstetricians and Gynecologists of Quebec (AOGQ) organized the 13th edition of the Olo run, giving its members an opportunity to make a renewed commitment to the health of mothers and babies. At the end of the run, the association presented **\$5,000** to Fondation Olo.



\$138,000

Cercles de fermières
du Québec

Once again this year, Cercles de Fermières across the province have worked very hard in support of babies' health. Thanks to their activities like organizing holiday markets and sales of knits and pastries, Cercles de Fermières donated the record amount of **\$138,000** to Fondation Olo.



Wanted:
Donations for
healthy babies

In March, our major partner Agropur offered Fondation Olo exceptional visibility by posting a call for donations on Québon milk cartons.



The Intact Insurance team
gets involved

The marketing team at Intact Insurance had the opportunity to volunteer their expertise and share their ideas during a think-tank session about Fondation Olo's notoriety.

Strength in numbers —
succesful initiatives

Olo follow-up under
the Christmas tree

Fondation Olo is thrilled that its holiday campaign broke a new record! This year, **over \$23,000** was raised thanks to Olo’s generous donors. The campaign, **Un suivi Olo sous le sapin**, which took place in December, gave the public an opportunity to see the points of view of three people involved with Olo: Katerine, a former Olo mom; Andrée, an Olo practitioner; and Benoît Marchessault, one of our monthly donors. Each gave a testimonial about their experience with Fondation Olo.

Several content creators who are themselves mothers and find our cause meaningful spread Olo’s mission throughout their communities.

Our thanks to Andrée-Anne, Josiane, Vanessa and Mélyna, for your commitment to babies’ health across Quebec!



Campaigns
to broaden
families’ circle
of support and
goodwill

A fundraising campaign took place from Mother’s Day to Father’s Day. It introduced the public to an Olo practitioner and an Olo mom and dad through moving testimonials. The campaign raised **\$10,000** for Olo.

In February, we held a campaign to encourage people who believe in our mission to commit year-round. Eleven new monthly donors joined the ranks to support our action over a longer term, thereby increasing our annual revenue from monthly donations to 50%.



A gourmet calendar
in collaboration
with Marchés
Tradition and
Bonichoix
and RICARDO

In collaboration with RICARDO Media Inc., Fondation Olo helped produce a beautiful 2023 calendar, featuring a recipe per month from the popular chef. The recipes showcase Olo foods and tips are given to help families discover these foods. These cute and functional calendars, available at Marchés Tradition and Bonichoix, are now found in the kitchens of families across Quebec wanting to feed their little ones well.

RICARDO magazines also offered free advertising in their publications to promote Fondation Olo and of Cadolo.



Un réseau public mobilisé

Campaign by Quebec MNAs

As part of the volunteer action support program, over **83 Quebec Members of the National Assembly** backed Fondation Olo’s mission in their respective ridings over this exceptional year, donating a total of **\$54,675**.



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 add to the services offered to families. Heading the organization of this fundraiser is Kaven Bernier, community organizer at the Amos CLSC. This year, the community raised **\$11,050**.



Philanthropic initiatives
that bear fruit



Fondation Olo is fortunate to count on the support of small businesses who also care about babies’ health and about Olo’s mission: **YEYO Maternité, Créations Valdo, Moka Toutou musical, Cook it, Pharmacie Caroline Beauchemin, La Coupe des Divas – le spectacle Mama Divas and Les Pétards**.

Revamped Cadolo
and new corporate offer

We launched an updated Cadolo that includes a new bib branded in Olo colours, a revamped and improved Pikolo toy and the new Olo guide on introducing foods to baby.

Additionally, a new offer for companies makes it possible for them to adopt Cadolo as the official birth gift for their employees. The companies Deloitte, Raymond Chabot Grant Thornton, and Pomerleau have already selected Cadolo as the birth gift given to their employees who become new parents.



Dîner Olo

GOURMET BENEFIT EVENT

Eating well, a family affair!

After two years of holding Dîner Olo online due to COVID-19, this year's edition was held in the ballroom of Marché Bonsecours. The atmosphere at this 19th Dîner Olo was warm and friendly. Olo's yearly gourmet benefit took place on Friday, November 4, and raised **\$269,000**. This amount includes the money raised through the interactive auction, presented by Blue Cross, which raised **\$27,600** thanks to the involvement of donors and the local businesses that made generous contributions to the auction's **more than 130 lots**.

Sold out before the ticket office closed, Olo's flagship event, presented by Les Marchés Tradition et Bonichoix and the National Bank of Canada, brought together **415 people** from the business world, to share in a gourmet meal created by Agnus Dei Traiteur, spotlighting the talents of three celebrated Quebec chefs: Christian Uhoda (Avec Plaisirs Chefs Traiteurs), Fred Morin (Joe Beef) and Ricardo Larrivée.

The theme of this year's Dîner Olo was "Eating well is a family affair." Hosted for the 3rd year in a row by actor and radio and television host Élyse Marquis, the event included some touching speeches and anecdotes about family meals and the importance of eating together.

Fondation Olo warmly thanks everyone who participated in Dîner Olo, whether they bought a ticket, made a donation or bid at the auction, and to all the businesses that donated lots for auction.

\$269,000



Martin Gingras
Senior Vice-President,
Customer Experience
Centre
National Bank of Canada



Simon Rainville
Retail Operations
Director
Marchés Tradition and
Bonichoix, Sobeys



As co-presidents of the honorary committee and presenting partners of this year's event, we're delighted that our colleagues from the business community have come together for the babies of today and tomorrow. After two virtual years, it's wonderful to see everyone so united for the same cause, and belonging to the same family that is the great Olo family.



Honorary Committee

HONORARY CO-PRESIDENT

Simon Rainville, Retail Operations Manager, Les Marchés Tradition and Marché Bonichoix (Sobeys) • Martin Gingras, Senior Vice-President, Customer Experience Centre, National Bank of Canada, honorary co-presidents.

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Christine Barcelo (Rachelle Béry) • Guy Barthell (Guy Barthell, Gestion et conseil inc.) • Véronique Boileau (Sollio Agriculture) • François Brabant (Dentons Canada S.E.N.C.R.L.) • Jean-François Couture (Premier Tech) • Caroline Dignard (Cogeco) • Sébastien Gagnier (House of Rohl Canada) • Marie-Claude Landry (Corby Spirit and Wine Limited) • Béatrice Larrivée (RICARDO Media Inc.) • Sophie Lauzon (Groupe Grandio) • Martin Lefrançois (Intact Assurance) • Paolo Maiolo (Artika) • Alain Ménard (Sobeys Québec) • Fanie Noiseux (FN Recrutement) • Luc Reny (Power Corporation of Canada)

Thank you to our event partners!

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Our partners

For 2022-2023, Fondation Olo is proud to be able to count on the support of companies that share its vision and help it develop its mission even further, benefiting the families in Quebec whose needs are greatest. Thank you for your support.

MAJOR PARTNERS



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ALLY

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



“We are honoured to be part of the Olo family and to contribute to the health of babies across Quebec. We are persuaded that our partnership will have a significant positive impact on the lives of many newborns and their families.

We are committed to supporting your cause and to working together to improve the health and well-being of babies.”

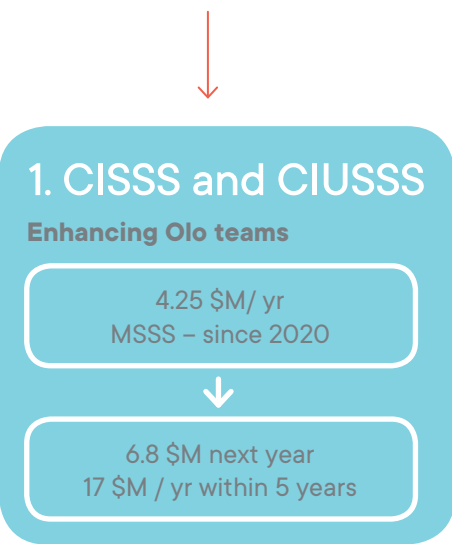
Josiane Cousineau • Vice President,
Marketing & Customer Experience



Fondation Olo's second brief

In light of recent inflation, which is creating a heavy burden for Quebec families, Fondation Olo presented a brief in January: *Suivi et Fondation Olo : vers un réinvestissement pour les futurs bébé et leurs familles*. The brief explains the financial pressure that is afflicting Quebec families more than ever, and its resulting negative impacts. The message conveyed by this brief is in line with that of last year: By increasing the funding for Olo in these three areas, we can multiply our collective capacity to reduce the social inequalities of health early on in life.

In addition to this three-part increase, which requires support for practices as well as annual funding to face the high cost of food, Fondation Olo is asking for a reinvestment in all of Quebec's CISSS and CIUSSS to strengthen the Olo teams present in the field.



First platform for the electoral campaign

During the recent provincial elections, Fondation Olo established its first electoral platform to raise candidates' awareness and have them commit to equal opportunities and to working to eliminate the inequalities experienced by families. This platform revolved around three major principles:

- **Taking early action** by fostering access to Olo follow-up, so more babies can be born healthy and adopt healthy eating habits, along with their family members;
- **Taking action together** by promoting strong linkages between the health network and community organizations; and
- **Acting globally** by creating environments that promote health, while also taking action against determining factors that may not depend on individual choices but do condition those choices.

Together with the brief published earlier this year, this platform was designed to highlight the Olo Foundation's contribution to the fight against inequality, and to put forward sustainable solutions for the future of Quebec's babies. The Olo Foundation team had the opportunity to present its demands to a number of influential members of the current government and opposition parties.



Participation in budget consultations and meetings

For the second year in a row, Fondation Olo spoke out during the government's pre-budget consultations, sharing the need for funding so that more Quebec families can bring healthy babies into the world and acquire healthy habits early in life.

For the first time, Olo had the opportunity to participate in the **closed budgetary proceedings** and in several meetings to discuss its recommendations more in depth. Fondation Olo was to speak to representatives of the **Finance Minister's office** and with members of the office of **Lionel Carmant**, the Minister Responsible for Social Services, and also with **Chantal Rouleau**, the Minister Responsible for Social Solidarity and Community Action.

Fondation Olo also brought its brief to the attention of the opposition parties, by talking to **Elisabeth Prass**, Quebec Liberal Party, Official Opposition Critic for the Fight Against Homelessness, for Mental Health, for Social Services and for Persons Living with a Disability or with Autism Spectrum Disorder; **Christine Labrie**, Québec Solidaire, Vice-chair of the Committee on Public Administration and Second Opposition Group Critic for Social Services and for Mental Health; and **Joël Arseneau**, Parti Québécois, Third Opposition Group Critic for Health, Social Services and Home Care as well as for Social Solidarity and Community Action.

After the release of the provincial budget, Fondation Olo made a statement about its concerns regarding the lack of clear support for its recommendations.

Fondation Olo also looked to the federal government, because it believes that an increased contribution from the Government of Canada is essential for it to achieve its next step for babies and families: offering food during the postnatal portion of Olo follow-up care. Given that the Canada Prenatal Nutrition Program (CPNP) has not indexed its contribution for nearly 25 years, Fondation Olo is concerned that its capacity to financially support action is only 60% of what it was.



Media presence to amplify the voices of little ones and their families

In addition to advocacy with the governments, Fondation Olo also made sure families' voices were heard in the media through several open letters and interviews.

The open letter, "Nourrir l'enfant à naître ou celui à table?" written by Élise Boyer, General Manager of Fondation Olo, was published on November 18, 2022, in the daily newspaper *La Presse*. After Olo's survey of practitioners, **over 30 media publications** relayed the worrisome trends observed on the ground by the practitioners, notably *Le Devoir*, *La Presse*, Radio-Canada and *L'actualité* magazine. These conclusions also received coverage on several radio programs and in TV interviews with Élise Boyer at TVA Nouvelles and with Mylène Duplessis-Brochu at LCN. In total, Fondation Olo garnered **over 100 mentions** in the media (all formats).

This advocacy work has had a considerable impact with the public, since, afterwards, **32 new donors** decided to support the action of Fondation Olo, for a total of **\$5,470**.



A Message from the Treasurer

Turning the corner after two years of pandemic and social isolation, the 2022–2023 fiscal year saw some significant rebounds. The demand for the Olo follow-up has risen sharply in response to three factors: the economic situation, which places a heavy burden on families; the success of the provincial pregnancy notification system; and the arrival of a large number of pregnant refugees and asylum seekers. Fondation Olo quickly observed this year that more Olo vouchers were being redeemed in Quebec stores—a 21% increase from April to March.

At the same time, food prices are rising significantly and the Olo foods (milk, eggs and vegetables) are no exception. The combined impact of inflation and higher demand have had enormous repercussions on Fondation Olo, with bills rising 40% in the same comparison period mentioned above.

The fiscal year ends with a slight deficit, which would have been four times higher if we had not altered our investment strategy. The financial verdict would also have been even less forgiving had it not been for the pleasant surprises received from our precious donors during the year.

We look to the coming years with a mixture of uncertainty, necessary caution, confidence in our ability to take calculated risks, and determination to deliver our mission. In the event of difficult choices, the solution could only be to considerably reduce expenses. While food accounts for a significant proportion of costs, others were incurred to develop educational tools about healthy eating, to support the quality and the sharing of Olo intervention practices, to equip community organizations wanting to participate in adopting healthy eating habits in babies, to foster linkages between teams in the network and community organizations, to make connections and share mutual learning with Indigenous populations, and more. These actions contribute at least as much to Olo’s impact as providing food does, though they account for only a fraction of the costs.

Fully cognisant of the sound management practices for Fondation Olo, the board of directors is aware that the solution lies in revenues. In this regard, Olo can be proud of its proven, balanced formula, called “1/3 – 1/3 – 1/3,” that explains its past successes. Looking at the averages from the last three or even four fiscal years, we see that one third of the revenue comes from the Government of Canada, one third from the Gouvernement du Québec, and one third from donations.

During the last fiscal year, only the donations component increased.

This leads to two observations. First, it’s essential that Fondation Olo maintain its pressure on the Quebec government and intensify its lobbying with the Canadian government. Our brief focused clearly on this tripartite equilibrium.

Finally, we close on the most important message: Fondation Olo is infinitely grateful to its donors, be they partners or individuals. It is reassuring and stimulating to know you are right at our side in facing this unprecedented pressure. It is just as comforting and motivating to see so many of you backing this cause that acts to improve the future of thousands of children.

Martin Gingras, CPA, CMA
Treasurer - Executive Committee
Vice President, Customer Experience
National Bank of Canada

RESULTATS FOR THE FISCAL YEAR ENDING MARCH 31, 2023

	2023			2022
	Food and resources for families	Support for practitioners and partners	Fundraising and administration	Total
Revenues				
Revenues earmarked for programs				
Member contributions	\$101,592	\$6,601	-	\$108,193
Grant–Canadian government	\$1,384,798	-	-	\$1,384,798
Grant–Quebec government	-	-	\$850,000	\$850,000
Service contributions	\$40,604	-	-	\$40,604
	\$1,526,994	\$6,601	\$850,000	\$2,383,595
Donations and philanthropic activities				
Cash donations	-	-	\$1,087,196	\$1,087,196
Fundraising activities	-	-	\$476,519	\$476,519
	-	-	\$1,563,715	\$1,563,715
Other revenues				
Membership fees	-	-	\$522,120	\$522,120
Net investment yields	-	-	\$204,041	\$204,041
Other	\$525	\$106	\$5,625	\$6,256
	\$525	\$106	\$731,786	\$732,417
	\$1,527,519	\$6,707	\$3,145,501	\$4,679,727
Expenses				
Direct costs of services rendered	\$2,430,972	\$110,164	-	\$2,541,136
Operating costs (appendix)	\$566,495	\$591,142	\$741,999	\$1,899,636
Communications	\$35,500	\$18,873	\$91,789	\$146,162
Fundraising activities	-	-	\$114,925	\$114,925
Contributions to partners	-	-	-	-
	\$3,032,967	\$720,179	\$948,713	\$4,701,859
Excess (shortage) of revenues over expenses				
	(\$1,505,448)	(\$713,472)	\$2,196,788	(\$22,132)

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

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And, from Fondation Olo: nutritionists **Maude Bradette-Laplante, Julie Deschamps, Mylène Duplessis-Brochu, Julie Strecko**, as well as **Élise Boyer** and **Roxane Fafard**.

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Fondation Olo wants to thank **Nancy Bourdages** and **Roxane Fafard** for their valued services and their contributions to the team.

Over the last year, Fondation Olo was pleased to welcome 10 trainees. Our thanks to **Frédérique Aubin, Vasile Ciobanu, Roxane Côté, Claudel Cyr, Émilie Dumont, Gabrielle Labelle-Brissette, Maude Dubois Mercier, Pei Yao Han, Erica Marone** and **Sarah Chade Musangi**.

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Thank you,
to the 1,068
donors and
partners!

The generous donors to Fondation Olo know that the world of tomorrow should not be built on current inequities but on the hopes of those who shape and transform it. We thank you from the bottoms of our hearts. Thank you for believing in providing equal chances and thank you for allowing so many vulnerable families to get support and so many babies to be born and grow up healthy.



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OF \$100,000
OR MORE

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