

FAST AND FEMALE 2019 ANNUAL REPORT

WE BREAK BARRIERS
WE BREAK CEILINGS
WE BREAK LIMITS



fast and female



OUR MISSION

**KEEP SELF-IDENTIFIED GIRLS
HEALTHY AND ACTIVE IN SPORTS**

Why is Fast and Female needed?

When girls drop out of sports they miss out on the leadership, teamwork and resiliency skills that positive sport experiences provide.

What is it?

Fast and Female is a Canadian charity on a mission to keep self-identified girls aged 8-14 healthy and active in sports. Founded in 2005 by Olympic gold medalist Chandra Crawford, Fast and Female believes in the power of positive sport experiences and role models to give girls leadership, teamwork and resiliency skills.

How is the mission achieved?

We give **self-identified girls ages 8-14** the role models and skills to succeed in sports and life by hosting **in-person and virtual events and programs in a non-competitive, fun-filled environment**. We partner with local organizations and recruit local inspiring role models to improve the connection and likelihood that girls will stay in sport longer.

At the end of 2019, over 18,000 girls have been inspired thanks to the efforts of 2000 volunteer appearances by our role models at 265 events.

CEO ADDRESS:
EVERY RUBY
MATTERS

How will we know our impact on girls? And without knowing how will we find the strength to persevere?



The answer lies in thinking about one girl: Ruby. Ruby's mom Jill brought her daughter to a Fast and Female event in Toronto in early 2019. Like many of our participants, Ruby absolutely loved getting to try boxing.

Jill took the time to thank us and share that Ruby and her friend Tilda started boxing every week, sharing with us that, **"It was really inspiring for Ruby and like I said, she got her friend Tilda (who wasn't at the event) into it too."**

While we can never capture the magnitude of the ripple effect illustrated by Ruby's story, we can enlist researchers to tell us more about our impact. Kicking off a more **robust evaluation of the impact of Fast and Female's programs** is one of the many exciting highlights from 2019, which also marks Fast and Female's first year as a registered charity in Canada.

Being a charity has been a great boon to our program and fund development ability in 2019. But truthfully, I've found it easy to persevere through 15 years of steady work (9 as a volunteer) growing this organization from the time I was 21. One story like Ruby's is so powerful for myself, our staff, partners, volunteers and role models.

This girl is out there making an impact on the world and on me personally. Go, Ruby!

Yours in empowerment,

A handwritten signature in black ink that reads 'Chandra Crawford'.

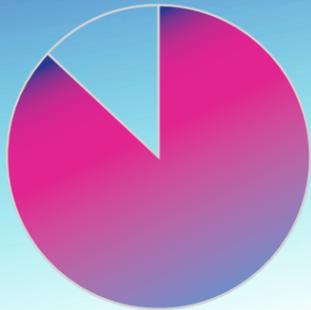
Chandra Crawford, MBA
Olympic Gold Medalist
CEO and Founder



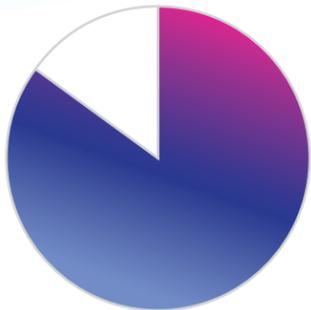
LET'S HEAR FROM THE GIRLS:

“At first I felt nervous because it was my first event and I didn't know anyone, but I soon found other girls from my school and the Role Models made me feel welcomed. The fitness stations were fun and informative. I have come away from the event now wanting to try rowing.”

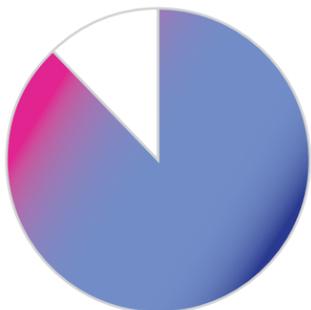
– Jessica R., Victoria BC



87% of participants reported feeling more confident after attending a Fast and Female Event



85% of participants reported that attending a Fast and Female event positively impacted their desire to stay in sports and be more active



88% of participants reported that they would attend another Fast and Female event



OUR CORE VALUES

- INCLUSION
- EMPOWERMENT
- FUN
- SOCIAL CHANGE
- BE YOU. BE REAL.



FAST AND FEMALE'S THREE 2019 STRATEGIC PILLARS:

1. DELIVER

We strive to deliver the most effective programs for keeping a girl in sports in the world.

2. MEASURE

We evaluate our impact and continue improving and designing programming through an evidence-based lens.

3. FUND

Focus on diversified sustainable long term revenue sources and the systems that support them.

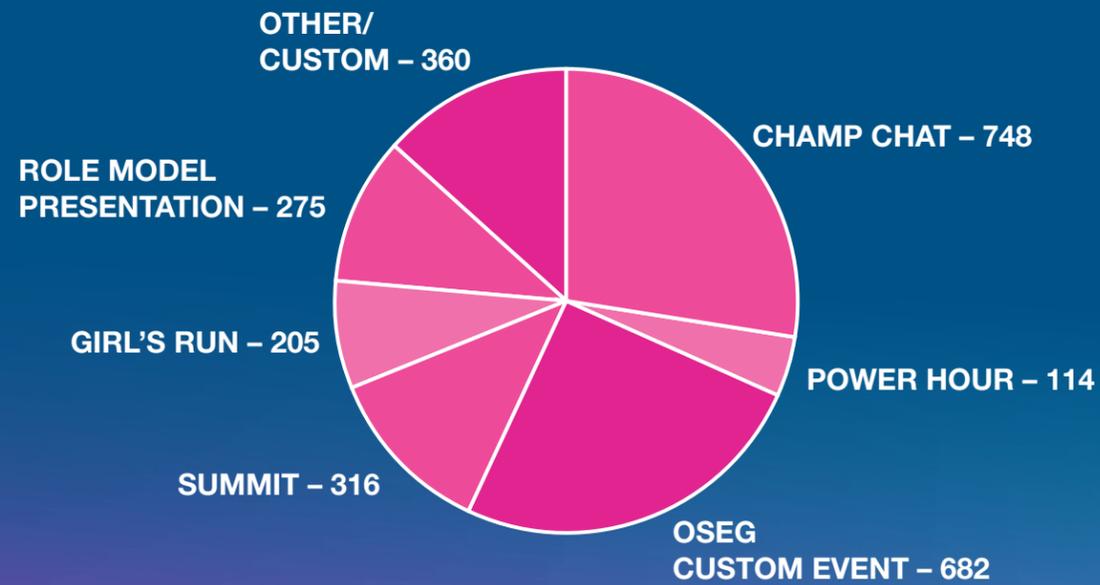


IMPACT METRICS:



- 2700** YOUTH PARTICIPANTS
- 168** PARENT AND COACH PARTICIPANTS
- 325** REAL ROLE MODEL APPEARANCES
- 246** VOLUNTEERS
- 25** EVENTS

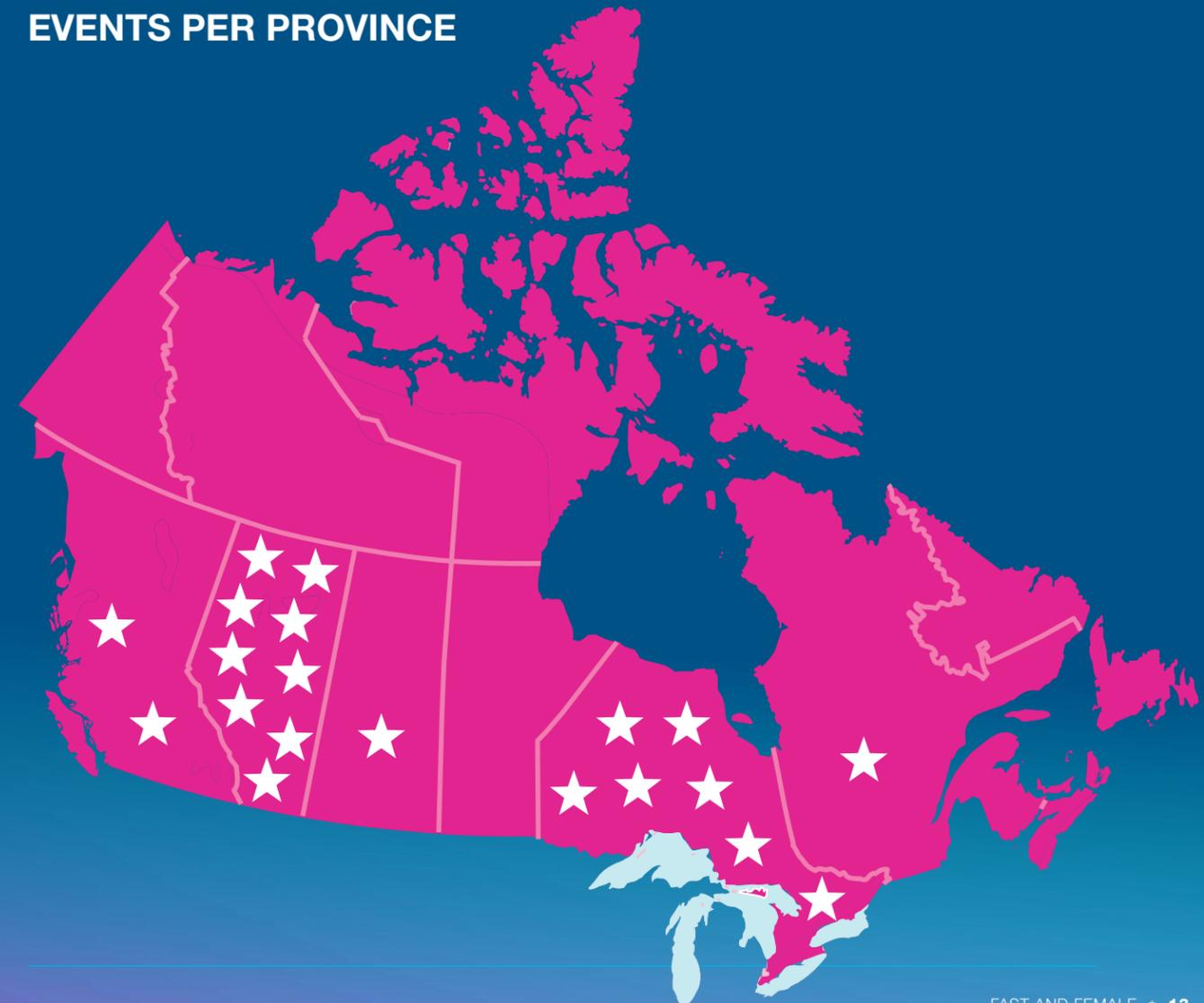
PARTICIPANT # BREAKDOWN BY PROGRAMMING TYPE



4.7 STAR QUALITY RATING (OUT OF 5)



EVENTS PER PROVINCE



FAST AND FEMALE'S **POWER HOURS** GAIN MOMENTUM AND OFFER CONFIDENCE-BUILDING CURRICULUM



Tasha Belix, M.A., Registered Psychologist, speaker and author designed the curriculum for Fast and Female events.

“For me...sports and movement were the stabilizing force that got me through tough times. Sports and the friendships that evolve through these pursuits are essential so all girls can thrive in this world!”

– Tasha

In 2019, Fast and Female re-launched our Power Hour. These 1–2 hour fun-filled, non-competitive events for self-identified girls **connects participants with inspiring female role models and equips them with empowering skills for sports and life.** There are three parts to a Power Hour:

- Introduction to Role Models and F&F’s Mission, and goals for the day
- Empowering Power Hour curriculum
- Inspiring Chat and Q&A with role models

In 2019 Power Hour programs reached 114 youth participants

“There was no doubt in my mind that we changed the perception of leadership for every single girl who attended. Every girl raised her hand at the end of the event when we asked “do you see yourself as a leader”.

– Jessica Kuepfer, top Canadian Endurance athlete, Fast and Female Ambassador/Event Coordinator



2019 **“SPORTS DAY THE GIRLS WAY”** HOSTED BY OSEG FOUNDATION IN PARTNERSHIP WITH THE CITY OF OTTAWA AND FAST AND FEMALE

With a theme of **CONFIDENCE**, the day focused on creating a welcoming and fun environment for all girls that empowered them through sport and movement. Fast and Female’s biggest event EVER!

BY THE NUMBERS:

- 682** YOUTH PARTICIPANTS
- 18** SCHOOLS
- 37** ROLE MODELS
- 50** VOLUNTEERS
- 66** TEACHERS
- 2** EMCEES, **1** YOUTH SPEAKER, **2** SPECIAL GUEST SPEAKERS
- 5** SPORTS
- 1** CONFIDENCE WORKSHOP

“I’m still on a high from the energy, love, and joy that was emanating all day at TD Place. I saw a spark ignited in many hearts that day – I can’t wait to continue to build on the fire.”

- Erica Wiebe, 2016 Olympic Champion

“It was the best and I would not change anything for this moment not even in a million years.”

- Participant

“75% of our students come from countries all around the world. Most do not speak English at home. Many come from cultures where women are not regarded as equal and in some cases, less than human. Many of these children have seen and experienced things that would be difficult to survive. Friday lifted our girls up. They saw spaces filled with strong joyful women, inspiring them and showing them that being a girl is a privilege, not a burden that must be endured. Heartfelt thanks.”

- Ann M, Teacher of girls, Ottawa school



6TH ANNUAL CALGARY SUMMIT

The 2019 Fast and Female Annual Summit theme was “**Be You. Be Real.**” with an emphasis on inclusion and authenticity.

- Fast and Female engaged three **Inclusion Coordinators** to provide insight and recommendations based on their lived-experiences and expertise. These recommendations focused on creating more inclusive, accessible and welcoming environments for individuals identifying as part of the LGBTQ+ community, the Disabilities community, and Indigenous. Recommendations included:
 - Accessibility at the venue
 - Adaptability of all activities
 - Intentional language used in communications and promotion
 - Transportation support
 - Pronouns on Ambassador/Volunteer name tags
 - Land acknowledgment in event opening remarks

- **We partnered with Respect Group** to educate all Summit Role Models and staff through the Keeping Girls In Sport Certificate, an online resource designed for coaches and activity leaders to create a healthy, safe and respectful environment.
- All Role Models attended a training session prior to the Summit, led by the Inclusion Coordinators with an emphasis on the participant experience.
- 92% of Role Models said they found the in-person training helpful.
- High-impact day-of inclusion improvements have been incorporated into all Fast and Female programming and operations:
 - Personal pronouns on adult name tags and email signatures
 - Positive space signs on registration pages and posted at events
 - Registration pages note that our events are for all girls, using the term “self-identified girls” on both our website and registration pages
 - Registration that provides participants the option to connect with F&F staff if cost is a barrier to participation or if additional accommodations are required
 - Emphasis on adaptable activities when recruiting fitness station leaders



ONGOING COMMITMENT TO INCLUSION



“My daughter loved the event! She came away with a greater passion to continue to participate in sports through life. She loved meeting the athletes and the female firefighter also opened her eyes to athletics as a career.”

– Darlene A., Kelowna BC

In 2019, all Fast and Female staff completed education focused on diversity and inclusion including:

- LGBTQ+ Awareness in Sport Introductory Course created by the Canadian Olympic Committee and Canadian Centre for Ethics in Sport
- Abilities Awareness training tools from the Coaching Association of Canada
- Indigenous Communities: Active for Life resource created by Sport for Life.

As we continue working toward our mission of keeping girls healthy and active in sports, we are aware of the many inequalities and barriers that all girls face in participating and accessing sport. Fast and Female was **created in 2005 to tackle the inequalities and systemic barriers for girls and women in sport**. We are also aware of how these inequalities reach far beyond sport culture and how they **affect racialized and marginalized populations more than others**.

In 2020 and beyond, Fast and Female staff, contractors, and volunteers will participate in education and training on an ongoing basis related to awareness and inclusion of racialized and marginalized groups, and creating safe and welcoming spaces and experiences for all participants.

“I absolutely loved the event experience. I was excited to give back to my community and share my passion for sport with the groups of eager young women while I was simultaneously being built up by the Role Models around me.”

– Kirsten V., Saskatoon

PARTICIPANT-CENTERED PROGRAMMING EVALUATION AND IMPROVEMENTS

Fast and Female REAL (Relatable, Empowered, Active Leaders) Role Models are at the core of our mission. They create an inspiring connection with participants and are the unique offering that we bring to all programming. These role models are not only Olympians, Paralympians, coaches, and sports experts, but also strong community leaders who generously volunteer their time to help deliver empowering events and programs.

In 2019, Fast and Female implemented a Code of Conduct for volunteers, REAL Role Models, and participants to continue to work towards a safe, positive, inclusive and FUN environment for all.

THE CODE OF CONDUCT OUTLINES THAT ALL PARTICIPANTS WILL:

- **Treat everyone fairly and with respect** regardless of gender, place of origin, race, physical or mental disabilities, sexual orientation, religion, political beliefs, or economic status.
- **Respect and celebrate** the skill, fitness, and ability level of all volunteers/fitness instructors/REAL Role Models/participants.

The Code of Conduct is required for any individual registering or volunteering for Fast and Female programs and is one of many steps we are committed to taking to continue creating a safe and welcoming environment for all.



TOP 3 REPORTED **BARRIERS TO SPORT** FROM 2019 F&F PARTICIPANTS:



CONFIDENCE

SOCIO-CULTURAL FACTORS

(i.e. Gender inequality between boys and girls, access to sport, “because I am a girl”)

BODY IMAGE

(focus on appearance; body-size)

FUTURE EVENT RECOMMENDATIONS

- **Keep girls moving** by ensuring that there is plenty of time to get active and try new sports at every event
- **You can't be what you can't see** – focus on ensuring there is a diverse range of REAL. Role Models from different sport and physical activity experiences (i.e. variety of levels of competition, involvement, careers) with a focus on having more representation of BIPOC and Para-Athletes
- **Being a bridge to continued sport participation** by connecting girls with the sports and activities they try at Fast and Female programming through the distribution of follow up information on camps, programs, and registration. Work with station leads and sports organizations to track participant registration as a result of the event.

FAST AND FEMALE INVESTS IN IMPACT THROUGH ACADEMIC RESEARCH PARTNERSHIPS

Starting in 2017, Fast and Female participated in “The Alberta Women in Sport Leadership Impact Program,” which was co-directed by the Coaches Association of Canada and Alberta Sport Connection. The program supported those who make a difference for women in their sport organizations in order to have a positive impact on the lives of girls and women in their communities.

As a result of this fantastic program, mentorship from Isabelle Cayer at the Coaches Association of Canada and engagement with the community of practice, Fast and Female developed **a goal of increasing visibility to its impact.**

When Chandra’s “Women & Sport Trophy for the Americas” was awarded to her by the IOC it came with \$40,000 in funding for any project she had in mind. With the Fast and Female core values as our driving force, we invested approximately 67% in inclusion training. The remaining 33% was allocated to impact and program evaluation.

Fast and Female partnered with the University of Toronto (UofT) and the University of Ottawa (uOttawa) on two academic research projects in 2019.



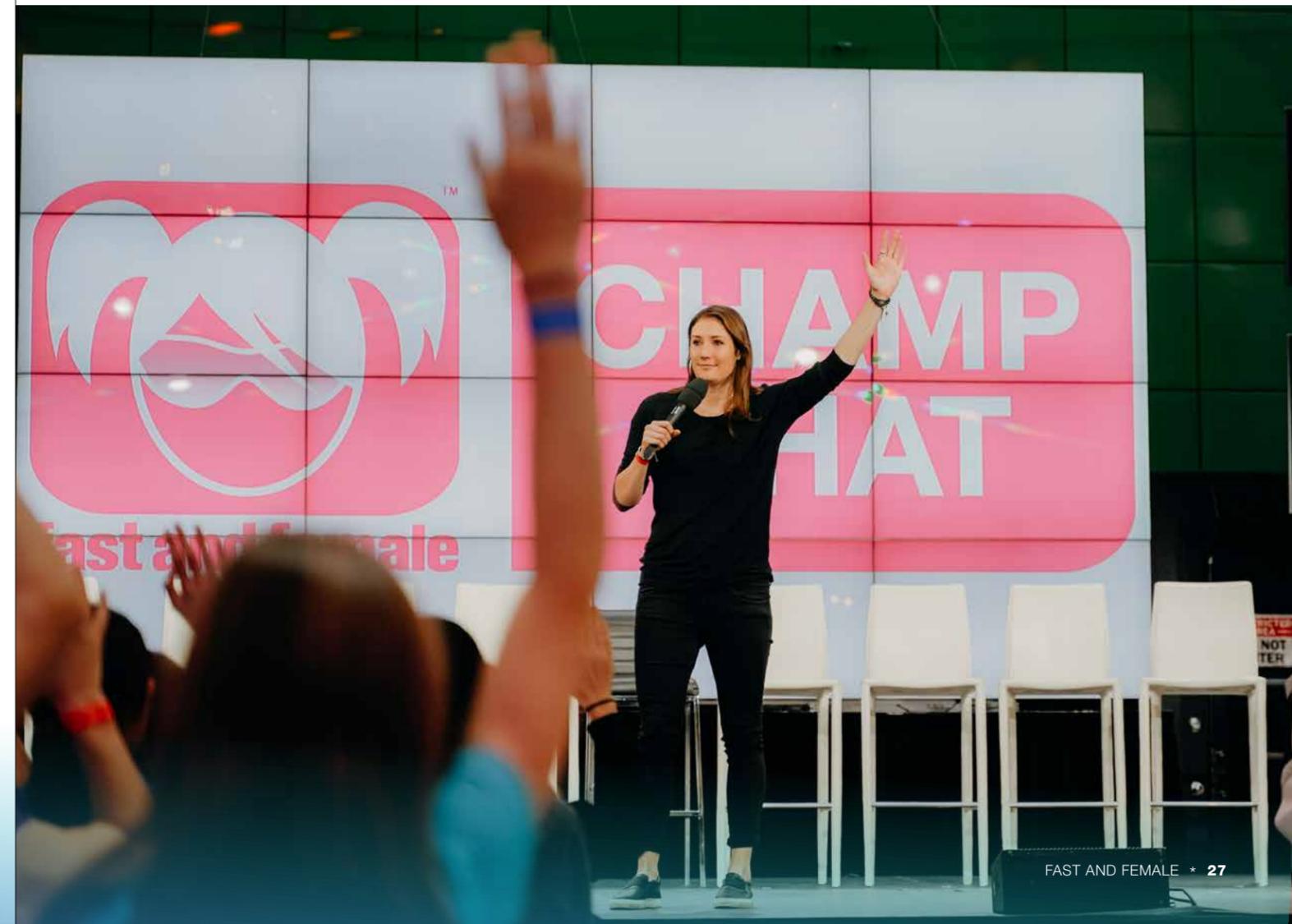
Program Evaluation from Dr. Catherine Sabiston’s Health Behaviour and Emotion Lab from the Faculty of Kinesiology and Physical Education at UofT. Dr. Sabiston and her team of researchers committed to:

- **Complete a Program Evaluation on Fast and Female event and program delivery models.**
- **Evaluate where Fast and Female’s models are grounded in theoretical principles.**
- **Include a Logic Model, analysis of program and event models, and an environmental scan**

Fast and Female partnered with Program Impact Evaluation from Dr. Diane Culver and Laura Parrott (PhD Candidate) at uOttawa from the Faculty of Health Sciences. Dr. Culver and Laura committed to:

- **Review of program impact through semi-structured interviews with past participants, participants turned Role Models, and Role Models.**
- **Evaluation using a phenomenological approach and analyzing data through an inductive and deductive thematic analysis.**

Fast and Female looks forward to implementing recommendations from both UofT and uOttawa’s research reports and continuing to work with academic institutions in integrating evidence-based improvements into our programming to maximize mission achievement.



FUNDING, DONORS, AWARDS & MORE

- **Fast and Female officially became a registered Canadian charity!!**
 - Registered Canadian Charity Number 830781613 RR0002
 - Previously a not-for-profit society incorporated in the province of Alberta, being a national charity increased our fund development efficacy. Big thank you to our charity-specialized lawyer, Yvonne Chenier, and to past COO of Fast and Female, Kelsey Robin, for this big step up.
- **Natalie Spooner chose Fast and Female as her charity of choice for the Battle of the Blades**
 - We had so much fun cheering Natalie and partner Andrew Poje on as they flipped the script on gender norms, fought hard to the end of the competition, and inspired countless youth in the process. Thanks to Battle of the Blades and Natalie's support, Fast and Female received \$17,500 to support our mission.
- **We received the IOC Women and Sport Award Grant for \$40,000**
 - The three main projects we funded were inclusion training, impact research and program evaluation.
- **RBC Foundation and Shels** generously supported the annual **Calgary Summit**, helping reach over 300 participants.
- **Annual International Day of the Girl Fundraiser**
 - In 2019, we celebrated International Day of the Girl with a Fast and Female fundraiser presented by Deloitte with a sold-out breakfast event in Calgary. 120 Calgary business community leaders gathered together and raised \$42,000 to empower girls to stay in sport. Rachel Mielke of Hillberg and Berk delivered an inspiring keynote address.



“Kids need role models. Whether in sports, academics, the arts or any field. So many women with sport backgrounds are truly powerful role models for girls. Especially in today’s social media obsessed society. Fast and Female does such amazing work to allow thousands of girls to meet, and be inspired by, truly wonderful active mentors.”

- Ted Kalil, longtime donor, former board chair, proud dad of three super girls.



FUNDING, DONORS, AWARDS & MORE

These supporters are keeping girls healthy and active in sports with us:



Hannah & Steve Bottoms Clinton Bowman Natalie Spooner Clint Cawsey

Miranda Crowe Ted Kalil Brian Craig, Adventure Capital Katarina Bitove Russell Reynolds Associates

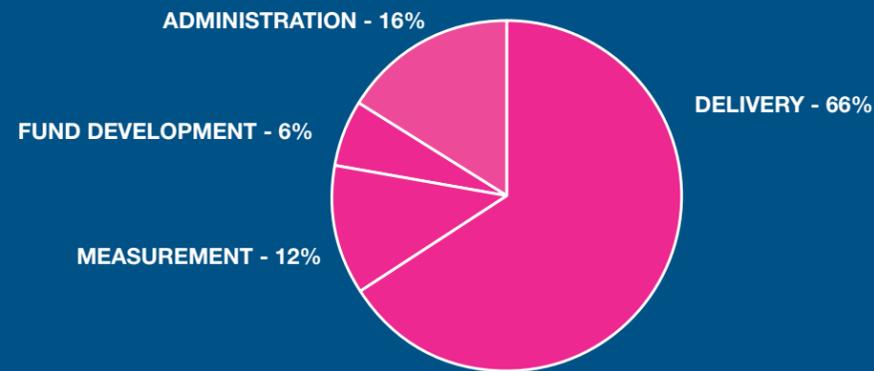
Mike Broadfoot Hannah Parrish Steve Bottoms Aslan Capital 403 Select Volleyball Club

Jamie Coatsworth & Christine Gillespie Greg Cote and Nancy Rourke Tri-Diva Tri Women's Tri Festival in Strathmore Craig Senyk Andy MacRae

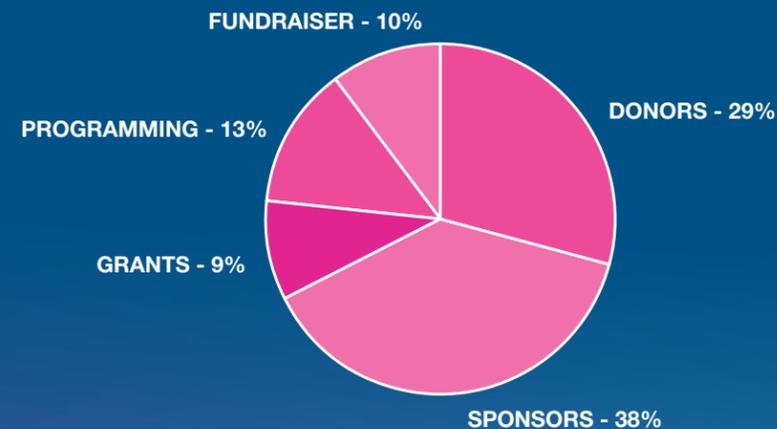
INVESTMENT IN MISSION

Fast and Female is continually evaluating and improving the quality and impact of our programs in order to achieve our mission of keeping girls healthy and active in sports. Based on our 2019 audited financials, **78% of all money raised is used for the creation and delivery of our programs for girls.** Less than \$0.23 of every dollar raised is used for sourcing sponsors, fundraising and driving the processes which ensure an effective charity organization.

USES OF FUNDING – 78% of funds allocated to programming



SOURCES OF FUNDING



HIGHLIGHTS

- Investment in Research and Impact: \$8,000
- REAL Role Models Program: \$13,000
- Inclusion Initiatives: \$22,000



BOARD OF DIRECTORS

This year we welcomed new chair **Di Wilkins**. Bringing a strong background in and passion for strategy, leadership, sport, and empowerment, we are thrilled by her leadership in 2019.

“The mission of Fast & Female is vital. Let’s keep more girls in sport for longer, and in doing so develop our future citizens and leaders. I’m a pretty good example of what sports can do for girls later in life.”

– Di Wilkins

Our 2019 Board of Directors:

JL SCHMIDT

CHANDRA CRAWFORD

CRICK NELSON

NATALIE AGRO

DI WILKINS

Fast and Female would like to thank the following outgoing board members:

KAREN ZYLAK – 13 years

CAM CRAWFORD – 13 years

KIKKAN RANDALL – 10 years

TED KALIL – 8 years, including 5 as chair

CARLY SMITH – 2 years, including 1.5 as chair

WHAT CAN YOU DO TO KEEP GIRLS IN SPORTS? HERE ARE OUR THREE CALLS TO ACTION:

CREATE SOCIAL BELONGING

The first and most fundamental reason girls participate in sports is for a sense of belonging. Each of us can make a difference in creating a positive and inclusive team culture – ALL girls need social acceptance to stay engaged in sports.

PRIORITIZE HEALTH

Keep our girls healthy – mind, body and heart – by educating yourself, girls, coaches, teams and parents about injury prevention and mental health.

PROMOTE WOMEN ROLE MODELS

You can't be what you can't see. Identify, elevate, and celebrate women athlete role models and their stories.

HOW CAN YOU GET INVOLVED IN THIS MOVEMENT?

- **SIGN UP** for our newsletter at fastandfemale.com
- **DONATE** via our website
- **APPLY** to host a virtual event: a Power Hour, Champ Chat, or Summit
- **LEARN** everything you can about the barriers facing women and girls in sports
- **FOLLOW** Fast and Female on Twitter, Instagram, Facebook, and YouTube
- **POST** #FastAndFemale
- **WATCH:** Go to women's sporting events and stream them online



GIRL, YOU GOT THIS!



fastandfemale.com
#fastandfemale

Fast and Female Supporting Women in Sport Foundation

100, 1995 Olympic Way
Canmore, AB T1W 2T6
info@fastandfemale.com

Registered Canadian Charity:
830781613 RR0002



fast and female