



fast and female

2020 FAST AND FEMALE ALBERTA CHAMP CHAT SERIES

Presented by
ATB Financial



#GirlsInSports #EmpoweredForLife



“You are real life champions and role models – inspiring. It was amazing. I don’t participate in a lot of sport activities. Sometimes I like the sport, but then I feel like I can’t do it because even though I try, I fail to get it right. But after this, I felt encouraged to keep playing and do my best even if I am not good at it. I can flip the situation around.”

Thank you for taking the time to encourage us all. I’m sure this will change the lives of many women and encourage numerous amounts of women around the world to be active in sports. There are no words to describe how incredible and motivating it was for me. What I was taught, I feel like I can apply it with my studies too! Keep it going! Inspiring! :)”

- St. Helena School Participant

EXECUTIVE SUMMARY

2020 was all about Breaking Barriers, and thanks to Fast and Female's partnership with ATB Financial, we were about to do exactly that! In working together, ATB and Fast and Female were able to host 5 in-person Champ Chats and a week worth of virtual programming, investing in Alberta's future leaders and helping girls recognize their full potential.

The goal of this partnership was to provide girls who may face financial and other barriers to sport with the opportunity to gain exposure to local programming and Fast and Female REAL (Relatable, Empowered, Active Leaders) role models to give them skills to succeed in sports and life. Studies have repeatedly shown that during adolescence, girls drop out of sport at a significantly higher rate than boys – 41 percent of girls between the ages of 3 and 17 don't participate in sport, and as girls enter their teens, the overall participation rate drops substantially compared to boys. By exiting sport during adolescence, girls miss out on more than just the chance to play and compete: they leave behind intangible lessons that can empower them to grow up to become strong, confident leaders in their communities.



EVENT AND PROGRAMMING OVERVIEW:

In the first three months of 2020, over 396 girls (grades 5-8) and 90 REAL Role Models and volunteers came together to participate in 5 Fast and Female Champ Chats at 4 schools and the Calgary Boy's and Girl's Club across Alberta.

The Champ Chats, presented by ATB Financial, were filled with opportunities for the participants to connect with strong women role models who have been involved in sport in a variety of roles, including coaches, elite athletes, and sports experts. Participants also had the opportunity to participate and possibly try for the first time, new sports and physical activities in a non-competitive environment. 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.

In March 2020, the global pandemic resulted in the postponement and cancellation of events and programs across the country. At the outset, Champ Chats were set to take place in five Alberta schools, with each school hosting two events. The first set of events were to take place between January – March 2020, with the second events taking place between April – June 2020. As the safety and health of our participants, Role Models, volunteers and staff are of utmost priority to Fast and Female, the decision was made to postpone and then pivot and adapt our second set of events to Virtual Programming over Zoom in November 2020. A total of 371 youth participants (mixed-gender*) returned for a week of programming from November 23rd to the 27th.

**Due to the COVID-19 procedures in place at schools, our Virtual Programming was also adapted to include any male-identifying participants as classes were not able to mix or be separated.*



“I really like this event because it shows how different we all are.”

– Edmonton Event Participant

SUMMARY

- 767** PARTICIPANTS
- 4** SCHOOLS
- 1** BOYS AND GIRLS CLUB
- 65** REAL ROLE MODELS
- 8** TEACHERS
- 16** SPORTS
- 2** CONFIDENCE BUILDING WORKSHOPS

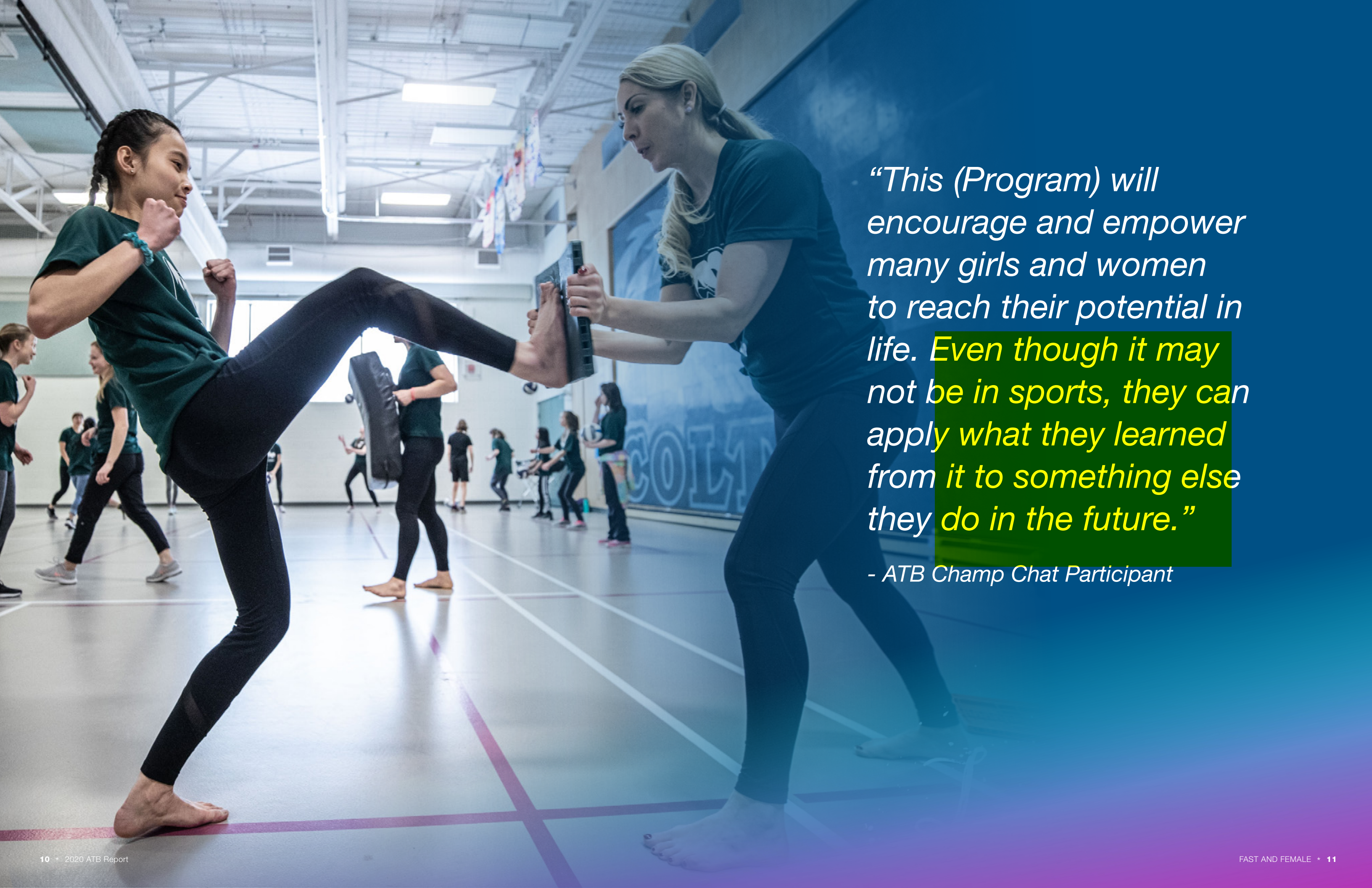
SAMPLE SCHEDULE:

Fast and Female ATB Champ Chat Schedule

NOVEMBER 23 - NOVEMBER 27

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|--|--|---|----------|--|
| 1:30 - 3pm | 1:30 - 3pm | 10 - 11:30am | Day Off! | 10:30am - 12pm |
| Welcome Session! | Let's Get Moving! | Fast & Female Panel | | Last Day! |
| Meet your REAL Role Models, F&F Curriculum & more! | Physical Literacy Session with Alberta movement leaders! | Learn from Special F&F Guests and ask them all of your questions! | | Connect with your RRM leaders and get your sweat on! |
| Who: ALL ATB Partner SCHOOLS | Who: ALL ATB Partner SCHOOLS | Who: ALL ATB Partner SCHOOLS | | Who: Michael Dhair & St. Helena |





*“This (Program) will encourage and empower many girls and women to reach their potential in life. **Even though it may not be in sports, they can apply what they learned from it to something else they do in the future.**”*

- ATB Champ Chat Participant

REAL ROLE MODELS

Fast and Female REAL Role Models are community leaders who:

- 1) See the value of staying active and prioritizing health.
- 2) Want to inspire self-identified girls in their community to do the same by introducing them to new sports and activities.

With more than 700 members, our REAL Role Model network volunteers thousands of hours annually, to assist in hosting our local and virtual events and programming. Ranging from professional athletes, psychologists, Paralympians and Olympians, coaches, to undergraduate students; these inspiring womxn provide opportunities for powerful connections with self-identified girls in their communities.

A big thank you to all the incredible Role Models who made these events and programming possible!



| | |
|--------------------|-----------------------|
| ERICA WIEBE | WRESTLING |
| GEORGIE ISLIP | ULTRA RUNNING |
| AMANDA NADEAU | OCR RACER |
| LIZ JANZE | KARATE |
| VALERIYA VOLKOVA | GYMNASTICS |
| ELLY STROTHER | TENNIS |
| CARMEN MASSEL | LACROSSE |
| MASIDON KOEKKOEK | ICE HOCKEY |
| LISA SZABON-SMITH | FITNESS |
| ANNA CURRIE | ROWING |
| DANIELLE LAPPAGE | WRESTLING |
| MAEGHEN COTTERILL | MARTIAL ARTS |
| TASNEEM BHAIJI | KICKBOXING |
| KIRA MAKUK | HOCKEY |
| MORGAN ROGERS | SKIING |
| LISA SIGGELKOW | SKATING |
| PAULA MACWILLIAM | NETBALL |
| SAM ELSOM | NETBALL |
| DIANE JOHNSON | YOGA/VOLLEYBALL |
| MARTENS JOSIE | RUGBY |
| ALLAN ERYKA | LACROSSE |
| CHANDRA CRAWFORD | SKIING |
| HEIDI NORTHCOTT | BASEBALL |
| BRITTANY UCHACH | MOBILITY |
| JAYME DOYLE | HOCKEY |
| JANINE MCRORIE | RUGBY |
| ZITA DUBE-LOCKHART | ZUMBA/POUND |
| TARA SLIWKANICK | BASEBALL |
| TORI FIISELL | GYMNASTICS |
| LUCY DUNNE | FITNESS |
| SANDI RAE | DANCE |
| KEALEN BAILEY | BOXING |
| LYNN WADE | VOLLEYBALL |
| ROBIN RHINE | HULA HOOP |
| JANELLE PETERSEN | HIIT |
| THERESA BUCH | POUND |
| KANDI WYATT | BOXING |
| GRACE DAFOE | SKELETON |
| ALEXA KRALA | RINGETTE |
| BECCA GOULD | TRACK AND FIELD |
| ASHA BANSAL | ROWING |
| ELLY STROTHER | TENNIS |
| EMMA CARON | HOCKEY |
| KAIRO MAIR | RINGETTE AND SOCCER |
| COURTNEY KRUSCHEL | ROWING |
| TERRI WHITEHEAD | ULTIMATE FRISBEE |
| MORGAN BELL | GOLF |
| ALISON MCKENNY | SYNCHRONIZED SWIMMING |
| JENNIFER HAMILTON | OLYMPIC WEIGHTLIFTING |
| SHAUNA BIDDULPH | MODERN PENTATHLON |
| SAMANTHA ALLISON | RINGETTE AND LACROSSE |
| TRACY HILLIS | CYCLING |
| WANDA PROCHAZKA | ENDURANCE ATHLETE |
| SAMI JO SMALL | ICE HOCKEY |
| ERICA LEONARD | CYCLING |
| EMILY JAGO | ROWING |
| EMELYN RODGERS | ROWING |
| ERIN RUTTAN | CYCLING |
| ADREA PROPP | TRACK AND FIELD |
| RACHEL HALL | WRESTLING |
| JENNIFER EDGAR | SWIMMING |
| KAMILAH WILSON | FITNESS |

THE SPORTS + 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

SPORTS TRIED THROUGHOUT THE PROGRAMS:

RUGBY

SOCCER

LACROSSE

MARTIAL ARTS/KARATE

DANCE

VOLLEYBALL

LEADERSHIP

OLYMPIC LIFTING



POUND/ZUMBA

ROLLERDERBY

NETBALL

FUNCTIONAL MOVEMENT

BOXING

GYMNASTICS

KICKBOXING

HIIT WORKOUT

THE LEADER WITHIN ALL OF US

- Participants identify their leadership style and are introduced to the concept that there are many types of leaders in a group/team.
- Through a self-reflection exercise, participants uncover their leadership style, strengths and attributes, and various ways that leaders can work together.
- Ambassadors share stories of leadership styles in their personal journey and guide participants through the activity.

THE POWER OF POSITIVE THINKING

- Awareness of “Inner Gossip,” its impact on our body and ultimately our choices
- Experiential learning
- Participants learn the power of positive self-talk to support strong mental health through a lifetime



THE BRIDGE

Champ Chats are about giving girls the chance to try a new sport, gain confidence, make friends, continue with a favourite sport, and access role models in a positive, empowering environment where fun, participation and social belonging are at the forefront. **While the events themselves are a one-day occurrence, the impact can be life-changing for participants.** Fast and Female is committed to delivering the bridge girls need to stay healthy and active in sports and working with committed and passionate partners like ATB Financial means that more girls can get (and stay) in the game.

RECOMMENDATIONS FOR FUTURE PROGRAMS:

- Continue to focus on the feeling of self-belonging for our participants by creating spaces for self-identified girls only
- Ensure to maintain participants' attention by keeping sessions short, engaging, and with some movement!
- Provide enough support and attention to each group during our workshops through smaller break-out groups
- Offer a short training session with teachers and other school volunteers before the sessions to ensure they are prepared
- Ensure material and curriculum is adapted to be age-appropriate
- Schedule time for participants to change into comfortable attire for movement sessions



THE SCHOOLS



St. Helena School (Calgary)

First event: 91 participants

Virtual Programming: 149

Ecole Senator Riley Middle School (High River)

First event: 116 participants

Virtual Programming: 70

Caroline School (Rocky Mountain House)

First event: 75 participants

Virtual Programming: 52

Michael Phair School (Edmonton)

First event: 55 participants

Virtual Programming: 100

Boys and Girls Club (Calgary)

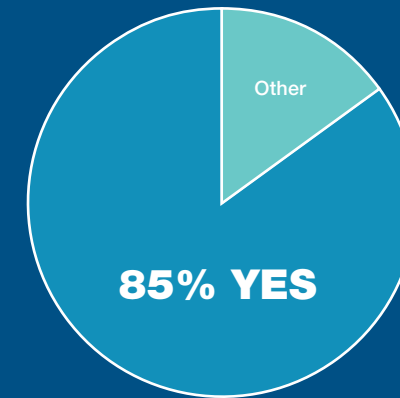
First event: 59 participants*

*Unfortunately, the Boys and Girls Club was unable to join us for our Virtual Programming. However, as an alternative, Fast and Female worked with their staff to send girls to our first-ever Virtual Summit! Thanks to the support of ATB and the Boys and Girls Club, 28 Alberta-based youth were able to attend for free!

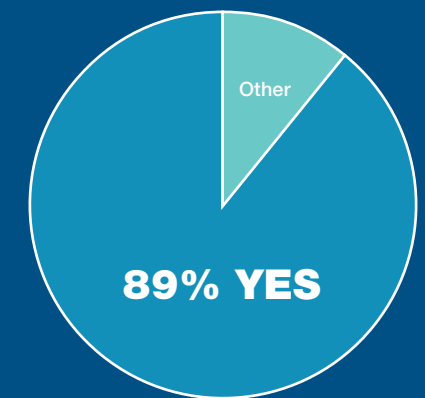
OUR IMPACT



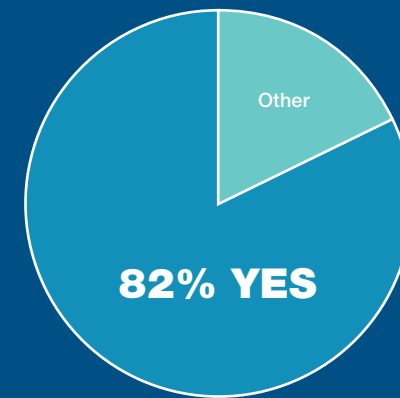
Overall 4.2 star rating (out of 5)



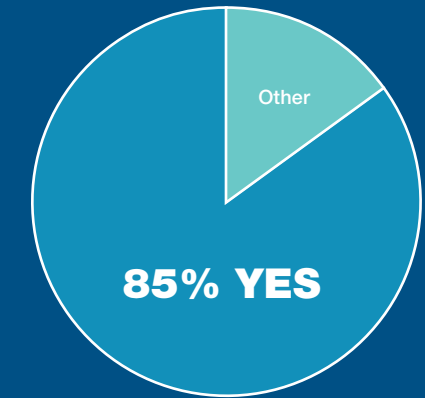
Experienced increased confidence



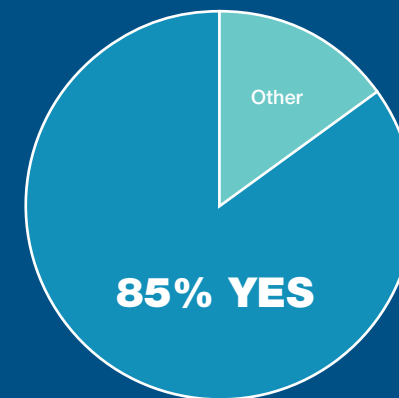
Tried a new physical activity



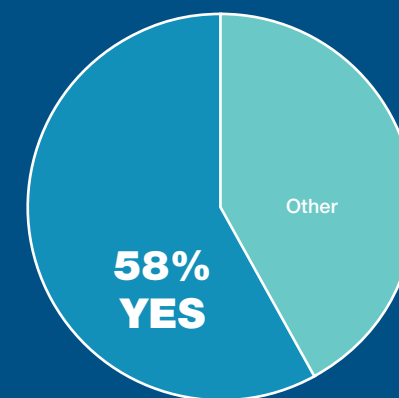
Reported stronger desire to stay in sport



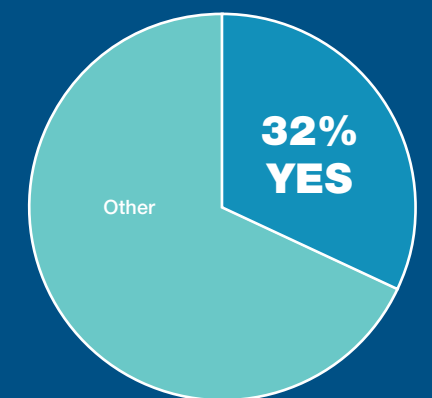
Felt empowered to be a positive leaders in their team



Enjoyed learning about their leadership style



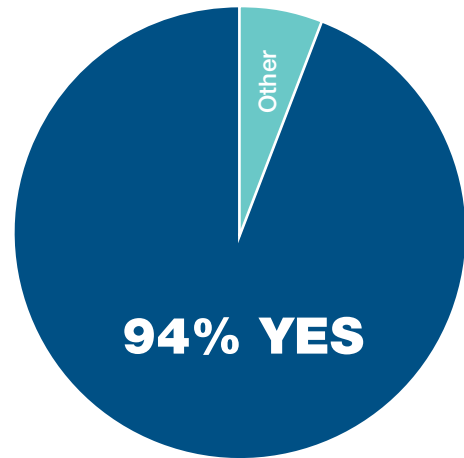
Do you play sports/ do physical activity in or outside of school, pre-COVID?



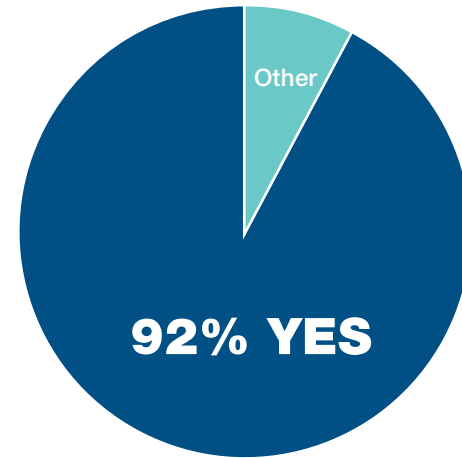
Do you currently participate in any type of sport of physical activity, virtual or in-person during COVID?

REPEAT PARTICIPANTS

Thanks to our partnership with **ATB**, Fast and Female was about to re-engage previous participants from our first set of ATB Champ Chats in order to more deeply impact the participants and see how the first event may have affected them. Thank you, ATB, as this is something we hope to continue to expand on with you.



Participants who filled in our Virtual Programming survey were repeat participants



Participants would attend another event

"It was so amazing! I am so grateful that my school gets to participate in this event. I just think this empowers so many girls our age and it has encouraged me to get more physical and active every day. Thank you. :)"

- Caroline School Participant



FROM THE PARTICIPANTS

“The night beforehand, I didn’t want to go. I’m so glad I went, it was the best!”

“Thank you for pushing me to step outside my comfort zone.”

“It was really fun and it inspired me to try harder to be a leader.”

“I would like to say thank you for coming out and teaching us. I think I am going to try a new sport because of today.”

“I loved all of the motivational speeches and ambassadors. It was overall a really inspiring event. Thank you!”

“I would like to say that I like how you taught us that we are all leaders and to be confident.”



THANK YOU!

On behalf of Fast and Female, we'd like to extend our sincerest thank you and appreciation to ATB Financial, the schools, the Boys and Girls Club, our Role Models, and volunteers for working collaboratively to make this partnership and all the programs a success.

We are proud to have been part of the first-ever ATB Champ Chat Series and we look forward to growing and improving this event.

We break barriers.
We break ceilings.
We break limits.





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