



fast and female

GIRLS IN SPORTS ARE EMPOWERED FOR LIFE



Fast and Female
Supporting Women in Sport Foundation

2022 ANNUAL REPORT

CONTENTS

Message from Executive Director	4
Who We Are	6
Our Impact	8
Event Highlight: Vancouver Whitecaps	10
Program Highlight: Silver Gummy	12
Our Youth Advisory Council	14
Financial Statements	16
Wall of Honor: Our Supporters	18

Land Acknowledgment

Fast and Female would first like to acknowledge the Indigenous Peoples of all the lands that our staff and network are on today. We recognize the importance of the lands, which we each call home. We do this to reaffirm our commitment and responsibility to improve relationships between nations and improve our understanding of local Indigenous Peoples and their cultures.

If you would like to learn more about the Indigenous lands you live, work and play on, please see: native-land.ca or text 1 (907) 312- 5085 followed by the city and province you reside in for more information.



MESSAGE FROM EXECUTIVE DIRECTOR

2022: OUR YEAR IN REVIEW

Fast and Female community – thank you all for another year of empowering girls through sport and physical activity.

2022 was another year filled with change and pivots, learnings and future planning. We've continued to rebuild from the impacts of the pandemic and reimage and rethink the future of the organisation. At our core, we know that we will always focus on empowering girls through sport and physical activity, connecting them with the incredible REAL Role Models within our network, and working in collaboration with partners across the country - but the question continues to be how and what is the best way to do this? We've added multi-week programming to our repertoire, focused on evidence-based workshop delivery, and working closer and more intentionally with our program partners, industry leaders, and academic institutions. Our Youth Advisory Council has been pivotal in this, providing us with insight and lived experiences, ensuring we have a 'for the girls by the girls' approach. And we know there is so much more to come.

As the new Executive Director of Fast and Female, I am so excited at what is to come. I first joined the organisation as a Role Model in 2017, an Event Coordinator in 2018, and then a staff member in late 2018. I've seen the years of change at Fast and Female, our journey as a registered charity, and heard the impact we've had on our participants, their parents/guardians/loved ones, our Role Models, and many more. I want to see this change and empowerment for girls across the country, removing barriers for them to access our programs and opportunities and inspire that next generation of leaders. And know that we could not do this without all of you! We are so incredibly grateful for the support of our Donors, Sponsors, Grantors, Partners, the parents/guardians/loved ones of our participants, and our community at large for their belief and trust in us. We are excited to continue growing and increasing our reach and can't wait to take you all along with us. Thank you.

Yours in sport,

Gabriela Estrada (she/her)
Executive Director



WHO WE ARE

WHAT IS FAST AND FEMALE:

Fast and Female is a nationwide charity on a mission to empower girls through sport and physical activity.



Using our evidence-based curriculum, developed by industry leaders, we aim to build the confidence and leadership skills of girls ages 8-18 through our events and programs. We believe in the power of REAL (relatable, empowered, active leaders) Role Models for our participants and aim to create girl-centered, girl-focused opportunities for our participants to connect with incredible women Role Models that are passionate about sport and physical activity.

FIVE CORE VALUES:

- INCLUSION:** Creating spaces for our participants to be their authentic selves, where they feel like they belong.
- EMPOWERMENT:** Inspiring the next generation of leaders through sport and physical activity
- FUN:** Teamwork makes the dream work. Enjoy the journey and celebrate successes along the way.
- SOCIAL CHANGE:** We are part of a bigger picture. Let's work together to make the change happen.
- BE YOU. BE REAL:** Vulnerability is strength. Do your best. You are enough.

“As a parent I loved the event, so inspirational, positive and just a lot of fun!”

– Parent from Girls Run

“Fast and Female is empowering and I get to meet new people and their sports”

– Participant from Removing Barriers



OUR IMPACT

At Fast and Female, we focus on three core pillars of our operations:

1. DELIVER

We will deliver the most effective programs for empowering girls through sport and physical activity

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.

“I was doubting myself for the on-field activities at first but I ended up having no problem and it was really fun.”

— Participant



THE DATA:



4.7/5 OVERALL STAR RATING FOR EVENTS

82% OF PARTICIPANTS FELT MORE CONFIDENT AFTER A FAST AND FEMALE EVENT

NUMBER OF EVENTS HOSTED: **15** (both virtual and in-person)

REACH – 5 PROVINCES AND 1 TERRITORY:

- Northwest Territories
- British Columbia
- Alberta
- Saskatchewan
- Ontario
- Quebec



TOTAL NUMBER OF PARTICIPANTS:
982 SELF-IDENTIFIED GIRL PARTICIPANTS

TOTAL OF REAL ROLE MODELS APPEARANCES: **63**

THE TOP 3 THINGS GIRLS WANTED FROM PARTICIPATING IN OUR WORKSHOPS:

LEARN NEW THINGS

- One participant shares: “To learn strategies to perform my best”
- Another participant shares: “To increase my knowledge and awareness of leadership and sportsmanship”

GAIN MORE CONFIDENCE IN SPORTS

- + how to support and empower women in sports

LEARN HOW TO INCREASE THEIR MOTIVATION



EVENT HIGHLIGHT: VANCOUVER WHITECAPS GIRLS AND WOMEN MATCH DAY



SUMMARY

The day was filled with opportunities for the participants to connect with strong women role models who have been involved in sports and physical activity in various roles, including coaches, teachers, entrepreneurs, elite and professional athletes and sport experts. The participants had the opportunity to participate in soccer skills and drills in a non-competitive environment on the Whitecaps field while also participating in a workshop to teach the importance of boundaries and healthy friendships. With empowerment top of mind, the day focused on creating a welcoming and fun space for all girls that promoted the continuation of sport and physical activity in all avenues, such as players, coaches, officials, announcers, and athletic staff.

The Vancouver Whitecaps leverages the power of sport to help ensure diverse, and equity deserving groups are represented through the Celebration Matches. This year, the Vancouver Whitecaps celebrated the South Asian community and the Solar New Year. They hosted their first-ever Vaisakhi Celebration, as well as their second annual Indigenous Peoples Match, celebrating the cultures and contributions of Indigenous and First Nations peoples and the ninth annual Pride Match. The goal is to ensure that ALL members of the Vancouver landscape are represented within the Whitecaps community.

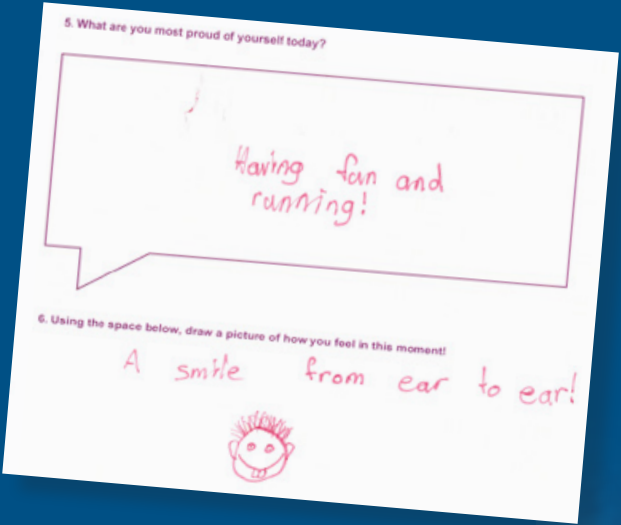
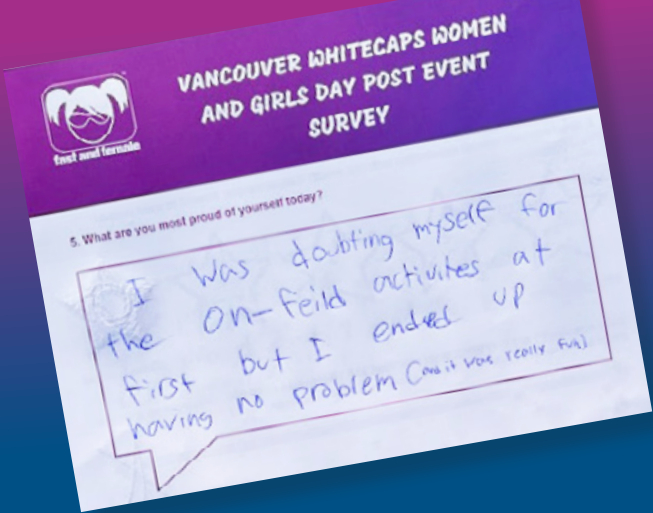
INFO

- Participants: 67 (aged 8-14)
- REAL ROLE Models Appearances: 12

IMPACT

- 4.6/5 Overall Star Rating
- 91% of participants said the on-field activity was their favourite part
- 8.2/10 Confidence Level Post Event

"I greatly enjoyed the event and the opportunity to be a role model as a female student-athlete myself to encourage young girls to enjoy being active and have big goals in sport... This event also inspired me to reach out to my coach and other people I know in the running world about creating more events that target female health in sport and raise awareness around these topics that aren't shared enough in an effort to keep girls in sport and healthy mentally and physically."



PROGRAM HIGHLIGHT: SILVER GUMMY REMOVING BARRIERS PROGRAM



SUMMARY

The Removing Barriers program, funded by the Silver Gummy Foundation in partnership with Canadian Women & Sport, is a virtual multi-week program for girls (i.e., five weeks), aged 10 to 14, and their coaches, sport program developers and/or administrators (i.e., six weeks). The program is aimed at building knowledge, competencies and attitudes to help keep girls safe in sport. Using an intersectional framework, the RBP addressed gender-based violence in two key ways:

1. Within Sport: Girls and their sport leaders were provided with information and resources that enhance their understanding of gender-based violence in sport and how to prevent and address it.

2. Through Sport: Girls and their sport leaders were provided with an experience and training that improves the retention of girls in sport throughout adolescence.

This enables girls to access the benefits of sport—confidence, self-esteem, sense of social belonging and resilience—which enhances their life-long well-being and act as protective factors against gender-based violence.

KEY HIGHLIGHTS FROM MILESTONE 2

- 74 girl participants registered with approximately 50% of them regularly attending programming
- 18 sport leaders registered, with a consistent 7 of them regularly attending programming
- 4 of our REAL (Relatable, Empowering, Active Leaders) Role Models (RRM) and 8 of our Youth Advisory Council Members to support as Leaders in Training throughout the program
- 78% of the girls loved the workshops
- 85% of the girl participants loved the swag
- 85% of the girl participants said it was very useful meeting the RRM
- 90% of girl participants felt:
 - More confident, brave, and strong
 - That they could distance themselves from people that bring them down
 - That they can speak up for themselves
 - That they can plant seeds of change in their lives
- 100% of girl participants
 - Would attend the program again
 - Would recommend Fast and Female to a friend
- 100% of sport leaders would recommend the program to colleagues

PROGRAM OUTCOME-RELATED THEMES

- Better understanding of safe sports
- Increased value of sports
- Increased confidence for speaking up
- Improved identification of positive behaviour in sport



WHEN ASKED HOW THE PROGRAM IMPACTED THEIR CONFIDENCE TO SPEAK UP, GIRLS SHARED WHAT IT MEANS TO SPEAK UP FOR THEMSELVES:

"[The program] actually did help. I started to speak up for myself. And it was scary at first until I got used to myself saying 'no, that is not who I am. I am me'. The Fast and Female program did very much help me with taking a stand for myself"

- Riley



OUR YOUTH ADVISORY COUNCIL

Thanks to the support of the Doc Seaman Amateur Sports Grant from the Calgary Foundation, we built on the momentum from our inaugural year and made 2022 the year when members of the Youth Advisory Council (YAC) assisted in and put on their own events. Additionally, in September 2022, we launched YAC ATTACK, a monthly newsletter featuring each YAC member highlighting their story, role models, advice, and much more!

We also started recruiting more members in the hopes of expanding the impact of Fast and Female nationally. As of 2022, our members represented 6 provinces and 2 territories across Canada. This included representation from British Columbia (3), Alberta (4), Ontario (4), New Brunswick (1), Nova Scotia (1), Manitoba (1), Northwest Territories (1), Yukon (1).

2022 marked the year YAC supported many of our events, both in person and virtually:

- Removing Barriers for Self-Identified Girls Program
- Girls Run in Canmore, AB
- YAC Pop Up Events in their communities:
 - Thunder Bay, ON
 - Kelowna, BC
 - Whitehorse, YT
 - Victoria, BC
- Vancouver Whitecaps Girls in Sports Day
- Mall scavenger hunt with Athleta (Calgary and Toronto)
- Power of Positive Thinking virtual workshop for SaskSport
- Blog writing and features in the blog



2022 FINANCIAL STATEMENTS

REVENUE TOTAL: \$307,677

- Grants: \$139,100
- Donations: \$97,734
- Sponsorship: \$20,000
- Program Sales: \$50,843

EXPENSES: \$435,978

- Programming: \$259,725
- Office and Admin: \$117,278
- Fundraising: \$58,975

FUNDRAISING HIGHLIGHT

THE FUTURE IS NOW: CREATING THE NEXT GENERATION OF LEADERS THROUGH SPORT

Our 2022 Giving Tuesday campaign focused on supporting the next generation of leaders: our youth.

For many girls, sport participation is often the first step to gaining leadership skills which can be carried into adulthood. Unfortunately, many will not gain these valuable life skills, due to the fact that three girls dropout of sport for every one boy that does (Canadian Women & Sport, 2020). If this difference didn't exist, there would be 85,000 more teenage girls involved in sports and, by extension, 85,000 future leaders. Thanks to your support, Fast and Female Supporting Women in Sport Foundation has been able to continue connecting with more girls from across the country and help foster the leaders of tomorrow!

Total raised: \$3200



THANK YOU TO OUR DONORS, SPONSORS, GRANTORS AND SUPPORTERS!

Fast and Female is incredibly grateful for the support of our sponsors, donors, partners, and grantors. We couldn't do it with you! Thank you!



GRANTORS:



SPONSORS:



EVENT PARTNERS:



TOP DONORS:



GIRL, YOU GOT THIS!



Fast and Female Supporting Women in Sport Foundation

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