



fast and female

# 2023 ANNUAL REPORT



## FAST AND FEMALE

Supporting Women in Sport Foundation



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## 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](https://native-land.ca) or text 1 (907) 312-5085 followed by the city and province you reside in for more information.





# DEAR FAST AND FEMALE COMMUNITY,

Another year of empowering girls through sport has come and gone. 2023 was a year of growth— both internally and externally. Our team knew that 2023 was going to be a year of memorable moments and increasing our impact, and we absolutely delivered. From new partnerships to strengthening existing ones and getting creative in our programming to continue showcasing the value of sport and physical activity participation, we are so grateful for our opportunities.

In the following pages, you will learn more about some of our key events, programs, communications efforts, and the incredible young leaders that shape us. You'll also find our financial statements and a list of supporters who make our work possible to empower girls coast to coast, connect them with incredible opportunities, and make genuine connections with our relatable, empowered, active leaders (REAL) Role Models.

To those who have believed in Fast and Female since day one, thank you! Thank you to all for the continued support, belief, and trust in ourfor your continued belief and trust in our incredible work. We are humbled to have you on this journey with us as we empower the next generation of leaders through sport and physical activity.

Yours in sport,



Gabriela Estrada  
*Executive Director*  
*Fast and Female Supporting Women in Sport Foundation*





# WALL OF HONOUR

Fast and Female relies on the generosity and support of its community—sponsors, grantors, donors, and partners—to allow it to grow and operate within Canada while furthering its mission. We are incredibly grateful to the organizations and individuals who choose us as the beneficiary of their giving. We couldn't do what we do without our committed partners.

## THANK YOU TO ALL OF OUR SUPPORTERS FOR LIFTING US UP!

### Builders \$10,000 +

- Silver Gummy Foundation
- Rocky Mountain Soap Co.
- Canadian Tire Jumpstart Charities
- Government of Canada's Community Services Recovery Fund
- Dr. Sandip Lalli Legacy Fund
- MLSE Foundation

### Champions \$3,000 - \$9,999

- Vancouver Whitecaps FC and GE Appliances
- Urbacon Design/Build Corp
- Toronto Waterfront Marathon

### Friends \$200 - \$2,999

- 5Peaks Adventures
  - Royal Victoria Marathon
  - Scarborough 5k &
  - Canada Running Series Foundation
  - Jays Care Foundation
  - Tacklebox Digital
  - The ScotiaMcLeod Charitable Foundation
  - Jilla & Robert Williams Foundation
  - United Way
  - Tornado Triathlon Club Milton
  - Bodhi Wellness
  - Gisele Kreuger, in honor of Mark Tennant
  - Goddess Virtual June Challenge
  - Queen of the Valley Stand Up Paddle Board
  - Dark Horse Company
  - Christina Le
  - Interac Corp
  - Jake Giller
  - Kandi Wyatt
  - Paramount Resources LTD
  - Nicola Wealth
- Kelsey Gustafson
  - Gina Mulic
  - Jamie Coatsworth and Christine Gillespie
  - Cora-Lee Finnimore
  - Kaitlyn Chewka
  - Melissa Smith
  - Emily Lyseng
  - Women Run Canada Podcast
  - BTG Ventures Ltd
  - Marnie McBean
  - Andrea Zabloski
  - Tori Stephenson
  - Clint Bowman
  - Tegan Tang
  - Una Lounder
  - Connie Rosenblatt
  - Slay Movement Collective
  - Simon Lee
  - Kris Cannon
  - ECI





## OUR IMPACT: 2023 AT A GLANCE

*“This is such an amazing event for young girls to feel empowered in sport or even any physical activity. I teared up at the end watching my little girl cross the finish line. So much community, support and encouragement! This will be an annual tradition.”*

— Guardian/Loved One (Girls Run)

*“Thank you for creating a space for us to feel safe and brave”*

— Empower HER Workshop participant



## THE DATA:



**TOTAL NUMBER OF PARTICIPANTS:**  
**3,558** GIRLS EMPOWERED

**TOTAL OF REAL ROLE MODELS APPEARANCES: 124**

**NUMBER OF PROGRAMS/EVENTS HOSTED: 33**  
(both virtual and in-person)

**4.8 OVERALL STAR RATING FOR EVENTS**



### REACH:

Ontario  
Alberta  
British Columbia  
Quebec

Saskatchewan  
Northwest Territories  
  
+ Switzerland



*“Wish I had these when I was younger, I am benefitting from them now and want younger girls to benefit as well.”*

— REAL Role Model





# PROGRAMS

Fast and Female offers a variety of engaging programs and events across Canada designed to empower girls aged 5–20 through sport, physical activity, and education. In 2023, we were able to provide 19 programs and events to girls coast to coast. Thank you to our partners who made every event possible!



## THANK YOU TO OUR 2023 PARTNERS!

- Alpine Ontario
- U12 North York Cosmos
- Athleta
- Girl Guides of Canada (ON and NU Council)
- Girls and Women in Motion
- Maple Bay Rowing Club + Rowing Canada
- Rocky Mountain Soap Co. + Women's Soap Run
- Ontario Cycling + Hardwood Ski and Bike
- Jays Care Foundation
- MLSE LaunchPad
- Canadian Tire Jumpstart Charities
- Girls Fun Tennis - Supported YAC Member
- Toronto High Park Football Club
- Ottawa Sport and Entertainment Group (OSEG) Foundation + City of Ottawa
- Boys and Girls Club Durham
- Dr. Sandip Lalli Legacy Summit
- Alberta World Cup Society + Pembina
- Silver Gummy Foundation
- Canadian Women and Sport (CWS)



# YOUTH ADVISORY COUNCIL



Supported through funding from the Doc Seaman Amateur Sports Grant, Fast and Female's first-ever Youth Advisory Council (YAC) was established in the Fall of 2021. This permanent advisory committee works alongside the core team to guide initiatives: For the Girls, By the Girls. The council meets virtually via Zoom, across all Canadian time zones, monthly to talk and brainstorm about the development and delivery of F&F's programming. From sport, health, and physical activity to life experiences and community-specific initiatives, these young leaders all bring their own personal drive to meetings.

This year, a key priority for YAC was nutrition, so we launched Empowered Eats is a collection of recipes by the Fast and Female team to fuel all bodies. We know that food and recipes can hold a lot of meaning. Whether it's a family recipe passed down over time, a new recipe we learned from TikTok or read from the back of the box. The meaning could be fueling yourself and those around you, spending time with special people, or perhaps reminiscing about people or places. On the other hand, food and recipes can also be daunting or even scary; we may have a rocky relationship with food, limited access to it or other factors that shape our relationships with food and recipes. Whatever your connection is, you belong here. This recipe book is about EMPOWERING YOU, whatever that looks like for you. We partnered with a registered dietitian to oversee the recipe book, adding in 'knowledge nuggets' on each recipe, sharing nutritional information and dietary modifications you could do to make the recipe adaptable to everyone. This project was youth-driven, made for youth, by youth, to empower all eaters!

## REAL ROLE MODELS



As the lifeblood of our organization, REAL Role Models are inspiring members from within our own communities who volunteer hundreds of hours annually to connect with our participants and stay engaged. This year, over **120 REAL Role Models** supported us in person and virtually to inspire and empower girls from across the country. We cannot do what we do without the Role Models, and we are beyond grateful for the impressive group of women who continue to support the mission and vision of Fast and Female.





## IMPACT AND METRICS:

**AVERAGE AGE OF PARTICIPANTS: 13.7**

**60%** of registered participants indicated that this was their first Fast and Female event/program.

**80%** of participants shared they had an increase in their confidence after attending a Fast and Female event/program.

**98.2%** of survey responses would recommend Fast and Female to a friend.

**100%** of survey responses indicated that they would participate in a Fast and Female event/program in the future.

**96.8%** of REAL Role Models would recommend the Fast and Female Role Model program to other women.

**FUN FACT:** Our most delivered workshop was the **Power of Positive Thinking**. During this workshop, we guide participants in recognizing negative thought patterns like 'stinkin' thinkin' or 'inner gossip,' and we also practiced positive affirmations to understand how our thoughts influence our mind, heart, and body.



## PROGRAM HIGHLIGHT: SILVER GUMMY REMOVING BARRIERS FOR SELF-IDENTIFIED GIRLS IN SPORT PROGRAM



The Removing Barriers program, funded by the Silver Gummy Foundation in partnership with Canadian Women & Sport, launched in 2021 as 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). This year, we had the opportunity to partner with MLSE LaunchPad in Downtown Toronto and the Boys and Girls Club Durham to deliver the program in person. In fact, this was the first time in Fast and Female history that we offered in person multi-week programming! We also offered the program virtually to ensure girls from across the country could join in on the fun. The program aims to build knowledge, competencies, and attitudes to help keep girls safe in sports. Canadian Women and Sport launched their program *In Her Corner* to train Fast and Female REAL Role Models and other sport leaders to equip participants with the knowledge and skills to better engage with girls and gender-diverse youth with the ultimate goal of keeping girls in sport.

## KEY HIGHLIGHTS FROM MILESTONE 3

### 62 PARTICIPANTS TOTAL

#### Durham, ON - Boys & Girls Club of Durham (Partner)

- October 21 - November 18, in-person
- 20 girls, 2 Real Role Models + 2 Partner Staff

#### Toronto, ON - MLSE LaunchPad (Partner)

- September 18 - October 30, in person
- 30 girls, 4 REAL Role Models, 3 staff

#### Virtual, over Zoom

- October 2 - November 13, in person, 12 girls
- Representation from: ON, AB, BC, QC, SK, NT, + Switzerland!



## SURVEY FINDINGS

### 100% of girls reported increases in:

- Knowledge of safe sport Identification of positive sport behaviours
- Value for sport
- Feelings of belonging in sports, self-esteem and confidence

## MINDMAP FINDINGS

### The girls shared how the program helped them understand:

- The emotional/mental side of sport safety (it's not just physical)
- The non-physical benefits of sport participation (e.g., making friends)
- The importance of identifying healthy relationships and embracing your emotions

*"Safe sport means you can play a sport feeling good and not discriminated against and having fun." – Youth Participant*

*"There's a sense of loneliness that I got from the conversations and isolation and a sense of, I must be the only one... it was really inspired that we had people everywhere from Halifax to Vancouver, and we were able to manage these conversations together." – Sport Leader*



## PROGRAM HIGHLIGHT: THE GREAT COOKIE TREK

In April, Fast and Female and the Girl Guides of Canada (Ontario Council) launched The Great Cookie Trek, a month-long virtual program to motivate Ontario and Nunavut guiding members to get active! The Girl Guides **set a goal of collecting 28,500 kilometres of movement** during this time, which represents the number of Girl Guide members across Ontario and Nunavut.

The guiding members surpassed the goal, with **the final number of kilometres tracked being 28,636!** We kicked off the month with a Facebook Live Launch Party, where participants were virtually greeted by seven Fast and Female REAL Role Models to learn about their physical activity experiences and why being active is important to them.

A Digital Kit was provided to each participant, which included weekly ways to get active, from dancing, helping a friend, sweeping the floors or playing at the park! The kit included a downloadable bib for participants to print off and wear while they tracked their kilometres, fun facts about girls in sport and facts about Girl Guides, colouring sheets and an activity minute-to-kilometre conversion chart. At the end of the month, a Certificate of Completion was uploaded, where participants were invited to print and hang with pride, knowing they had accomplished the Great Cookie Trek 2023!

An Active BINGO Card was shared with participants through social media and newsletters, with a new line released weekly, featuring active challenges participants could complete. At the end of each week, participants could submit their bingo line and be entered into a draw to win F&F swag! As a bonus, the first 1000 registrants received an exclusive Fast and Female and Girl Guides of Canada ON Council ribbon in the mail.

### KEY HIGHLIGHTS

- 1608 Participants
- 135 whole units registered
- 28,636 Kilometres
- Seven REAL Role Models were featured at the Launch Party Facebook Live
- 1 Youth Advisory Council Member featured at the Launch Party
- 1 Role Model appearance at a Guiding Unit in Toronto, ON

*“It’s good to always be learning new ways to be active. We did a relay race as our something new”*

– Participant

*“Thanks for the tips and motivation on the importance of staying active!”*

– Participant





# COMMUNICATIONS

In 2023, the Fast and Female Communications team worked to elevate the organization’s brand, amplify the voices of our participants and REAL Role Models, and engage our growing community.

## DIGITAL PRESENCE

We increased our reach on all social platforms in 2023!

INSTAGRAM: 10.8K FOLLOWERS

FACEBOOK: 11.6K FOLLOWERS

X/TWITTER: 5,500 FOLLOWERS

LINKEDIN: 1,327 FOLLOWERS

- Highlighted stories through social media and written profiles on our blog
- Introduced weekly blog posts on women in sports.

## KAITLYN’S SPORT STORIES RECAP

Written by Kaitlyn Lehbert, a passionate and driven sport advocate for girls and women, Kaitlyn's Sport Stories highlighted the top news stories about girls and women in sport.



## ALLY HOOP

Ally Hoop was a campaign designed to promote equality in basketball where Fast and Female was the charity partner.

Also known as The Equal Pay Mascot, Ally Hoop highlighted the pay disparity between WNBA players and NBA mascots with the goal of driving awareness and a call to action around pay equity in women’s sport. A number of professional athletes and influencers on social media where recruited to spread the messaging and even more supported by engaging with the content.

The mascot was featured in a video, on merchandise, print media and across digital marketing to rally fans to support the cause. The campaign was developed by the Toronto-based creative agency Hard Work Club. Fast and Female acted as the host for the campaign, hosting the main landing page and social media promotion.



## MEDIA RELATIONS



- Secured 131 media placements in prominent outlets, including CP24 Breakfast and CTV News.
- Over 300 website page views.
- Overall reach of 90 million.
- Content and viewership in Canada, USA, Mexico, Australia, United Kingdom, and India.



## FUND DEVELOPMENT KEY HIGHLIGHTS:

### BUILDING COMMUNITY AND RAISING FUNDS THROUGH RUNNING

2023 was the start of our Built to Run Program, and it was a huge success! Built to Run builds community through running and walking for women and gender-diverse individuals ages 18+. **Our Built to Run program was delivered in 3 different communities, led by local women runners: Victoria, BC (led by Holly Dickinson), Scarborough, ON (led by Alejandra Estrada and Mary Dube), and Toronto, ON (led by Alanna Bray-Lougheed).** 2023 was also our first year as a charity of choice for the Scarborough 5K, Royal Victoria Marathon, Goddess Virtual Challenge, and Toronto Waterfront Marathon. We were grateful to return as a charitable partner with 5Peaks Adventures Trail Running for runs across the country. Thanks to the support of our community and all the runners, **over \$8600 was raised in support of Fast and Female's mission!**

#### SCARBOROUGH 5K

The Scarborough 5k is a community run presented by Black Runners of the GTA (BRGTA) and the Canada Running Series Foundation (CRS Foundation). The Scarborough 5K exists to uplift the Scarborough community and to encourage new runners to experience the benefits of running. A portion of the proceeds go towards charities empowering the Scarborough community. Fast and Female is thrilled to have been identified as a charity for the 2023 run. Thank you, Scarborough!



#### ROYAL VICTORIA MARATHON

We are grateful for our ongoing partnership with the Royal Victoria Marathon (RVM) and the CHEK Charity Pledge Program (CCPP). The Royal Victoria Marathon and the CCPP have partnered with charities since 2005. Their generous support and guidance to their charitable partners ensure that charities like Fast and Female can go further by growing a running community and fundraising. Fast and Female was grateful to partner with RVM and CCPP for 2023 and is excited to continue our partnership!



#### TORONTO WATERFRONT MARATHON

The TCS Toronto Waterfront Marathon is Canada's premier running event and the grand finale of the Canada Running Series. Since 2017, the race has served as the Athletics Canada National Marathon Championships and has doubled as the Olympic Trials. Their mission is "building community through the sport of running" and they are committed to making sport part of sustainable communities and the city-building process. Thank you to the TWM for having Fast and Female as one of their charitable partners for 2023!



#### 5 PEAKS HIGHLIGHT

5 Peaks is our longest-standing partnership in the racing space. 5 Peaks is a dedicated partner committed to providing trail runs across Canada for adults and kids while generously giving back to charity. We deeply value our relationship with 5 Peaks and are proud of our ongoing partnership. Thank you, 5 Peaks, for your unwavering support of Fast and Female.





FUND DEVELOPMENT KEY HIGHLIGHTS:

DR. SANDIP LALLI LEGACY SUMMIT

Fast and Female is deeply appreciative to have played a role in honouring the legacy of Dr. Sandip Lalli. The first Dr. Sandip Lalli Legacy Summit was hosted on October 22 in Okotoks, Alberta. Fast and Female supported the delivery of the Legacy Summit and continued Dr. Lalli’s work of empowering girls through sport:



“Dr. Sandip Lalli was a passionate advocate for girls and women in sport, and her early passing deeply impacted many. She was also a founder and a board member of Bumble Bees Venture Capital, a private equity company serving to put wealth and leadership in the hands of women to make the world a better place. In her honour and alignment with Bumble Bees Mission, the Dr. Sandip Lalli

Legacy Summit empowered over 75 youth girl athletes, 9-15 years old. The one-day summit’s goal was to continue Dr. Lalli’s work of empowering girls through sport. The impact on these young athletes was excitedly shared both during and after the day of sessions.”

In addition to the successful Summit and lasting outcomes for attending athletes and session speakers, a donation of \$23,400 was made to Fast and Female in Dr. Lalli’s name. Thank you to Dr. Lalli’s family, friends and colleagues for their support and trust of Fast and Female.



ROCKY MOUNTAIN SOAP CO.

We are grateful for the longstanding partnership we’ve enjoyed over the last eight years with Rocky Mountain Soap. Their unwavering support of Fast and Female has allowed us to continue our signature Girls Run, hosted alongside their annual Women’s Run. Rocky Mountain Soap is an organization that deeply cares for the community and invests in its community. Rocky Mountain Soap has been a Fast and Female partner and sponsor since 2016! Our partnership through the Girls Run has created deep roots in the community in Canmore, Calgary, and the province of Alberta. We are grateful for our longstanding partnership with Rocky Mountain Soap Co. Thank you, Rocky Mountain Soap Co., for supporting Fast and Female strongly and ensuring that girls as young as five have the opportunity to run at an official running event!



VANCOUVER WHITECAPS & GENERAL ELECTRIC

Fast and Female is so grateful for the continued support of our partners and friends at the Vancouver Whitecaps FC! This year, their Women & Girls in Soccer Celebration match took place on Saturday, March 30th, vs. Portland. A donation to Fast and Female was made on behalf of GE Appliances for \$5000, at \$1000 per shutout Whitecaps FC recorded last year! Congratulations to Whitecaps FC on their success, and thank you to the Vancouver Whitecaps and G&E for this generous donation!



Check out our supporter spotlight blog post on the Vancouver Whitecaps here!



JAYS CARE FOUNDATION

We were recipients of multiple grants from the Jays Care Foundation: The Family Night at Home, and as a Community Partner to support a Baseball Program in the community. Because of the Jays Care Foundation’s generosity, we ran our “Girls At Bat Try It Day.” Thank you, Jays Care Foundation, for supporting our organization and mission!



DONOR SPOTLIGHT: TACKLEBOX DIGITAL

Tacklebox Digital has been a long-term monthly supporter of Fast and Female. Tacklebox’s commitment to Fast and Female started in 2021. We are grateful for Tacklebox Digital standing alongside Fast and Female to support and empower girls across Canada.

“The team at Tacklebox Digital, with its strong sporting background, is passionate about supporting Fast and Female and encouraging young girls to participate in sports. Their collective experience in athletics has shown them the profound benefits sports can offer, from building confidence and resilience to fostering teamwork and leadership skills. By backing initiatives like Fast and Female, Tacklebox Digital aims to inspire and empower the next generation of female athletes, helping young girls develop a love for sports and the confidence to break barriers and reach their full potential.”

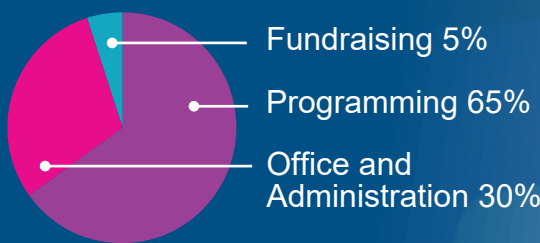
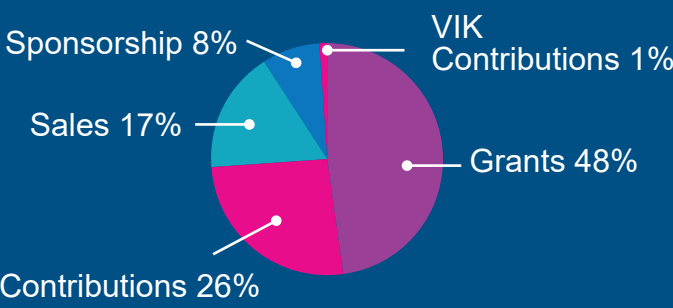




# 2023 FINANCIAL STATEMENTS

REVENUE TOTAL: \$366,386

EXPENSES TOTAL: \$431,351



We invite you to view our 2023 audited financial statements. Thank you to Affirm LLP and Enkel for their support.

## GRANT HIGHLIGHT: COMMUNITY SERVICES RECOVERY FUND



Fast and Female was chosen as one of the Government of Canada’s Community Services Recovery Fund (CSRF) recipients for 2023 - 2024. The CSRF funds will focus on building and strengthening operational pieces within our organization. The project, titled Fast and Female 2.0., includes the following activities:

- 1. Create a REAL Role Model online portal;
- 2. Streamline the background check process for all event and program staff and volunteers, including covering the cost;
- 3. Arrange ongoing training and educational workshops and courses for F&F staff, Board of Directors, Youth Advisory Council, Role Models, and other supporting stakeholders;
- 4. Hire a Communications Manager and Fund Development Manager to develop a communications and fundraising strategy;
- 5. We will also host our first-ever staff and board retreat to strengthen our team culture and align with our strategic plan for 2024 – 2027.

We are so grateful for the support of the CSRF and the Canadian Red Cross.







# OPERATIONS

## 2023 - 2027 STRATEGIC PLAN

In 2023, we were the proud recipients of a Canadian Tire Jumpstart Charities Community Development Grant that enabled Fast and Female to create, plan, and implement our Strategic Plan for 2023-2027. The process was led by Megan from Mosaic Engagement, and a subcommittee of internal Fast and Female stakeholders. The work took over seven months and helped us land on four pillars of focus:

- Impact and Engagement
- Advocacy and Education
- Branding
- Organizational Sustainability.

We are thrilled to embark on the next chapter of our organization, building on its 19-year history. Learn more about our Strategic Plan by visiting our website. We're grateful to Jumpstart for believing in and investing in us and our future and to Megan from Mosaic Engagement for the support in the process.

Learn more about our strategic plan process through this blog post, by former YAC member, Ines!





# WELCOMING THE NEW FAST AND FEMALE BOARD OF DIRECTORS

In November of 2023, Fast and Female welcomed a new Board of Directors! The new 9-member board is made up of the following directors (in alphabetical order):



**Allison Swelin**  
(She/Her) – Alberta  
Director-at-Large



**Olivia Oldfield**  
(She/Her) – Ontario  
Director-at-Large



**Ayesha Ali**  
(She/Her) – British Columbia  
Director-at-Large



**Sophia Dhrolia**  
(She/Her/They/Them) – Ontario  
Chair



**Beje Turkish-M**  
(She/Her) – Ontario  
Director-at-Large



**Stefan Underwood**  
(He/Him) – Alberta  
Director-at-Large



**Candace Moody**  
(She/Her) – Alberta  
Treasurer



**Fahreen Kurji**  
(She/Her) – Ontario  
Director-at-Large



**Gina Mulic**  
(She/Her) – Ontario  
Secretary

Learn more about our new Board of Directors by clicking [here](#)!

We’d like to take a moment to thank our outgoing board for all their support and work with Fast and Female these last few years. Thank you to former Chair, Melissa Smith, to our former Treasurer, Victoria Stephenson, and our Directors-At-Large, Dal Bhathal and Caley Hartney.





## CONCLUSION

As we reflect on 2023's accomplishments, we are filled with excitement and optimism for the future of Fast and Female. The past year has taught us the importance of adaptability, collaboration, and listening to the voices of the girls and young women we empower.

Moving forward, we will continue to build upon our evidence-based programming, enhance our measurement and evaluation efforts, and diversify our funding streams to ensure the long-term sustainability of our mission. Most importantly, we will keep girls' needs and experiences at the heart of everything we do.

With the guidance of our donors, sponsors, partners, and community, we know that the future is bright for Fast and Female.

Together, we will empower even more girls to discover the transformative power of sport and physical activity.

# THANK YOU FOR BEING A PART OF OUR JOURNEY!

*Onward and upward!*





# GIRL, YOU GOT THIS!



**Fast and Female Supporting Women in Sport Foundation**

Registered Canadian Charity: 830781613 RR0002

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