



**GIRLS IN SPORT ARE
EMPOWERED FOR LIFE**



2024 ANNUAL REPORT



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Land Acknowledgment

Girls Forward Foundation acknowledges the Indigenous Peoples of all the lands on which our staff, participants, and network are located. We recognize the significance of these lands, which we each call home, and reaffirm our commitment to strengthening relationships between nations while deepening our understanding of local Indigenous Peoples and their cultures. We are committed to ongoing learning, listening, and action to ensure our programs, partnerships, and practices reflect respect, inclusion, and reconciliation. We encourage you to learn more about the lands where you live, work, and play by visiting native-land.ca or texting 1-(907)-312-5085 with the city and province you reside in to receive more information.



Most proud of: “Expressing myself and sharing my emotions”

— PARTICIPANT

TO OUR COMMUNITY,

I am thrilled to share our 2024 annual report, reflecting on our successes and growth in our 19th year. 2024 was truly record-breaking. With the support of our community of Role Models, supporters, partners, grantors, sponsors, parents/guardians, loved ones, and our team, we empowered **over 10,000 girls**, **delivered 29 events and programs** for girls to participate in, and saw **198 Role Models** inspire the next generation of leaders.

From Built to Box in Calgary to Built to Run in Alberta and Ontario to our first-ever Move for the Girls event spanning six provinces, we saw the power of movement, mentorship, and community in action. Partnerships with organizations like Nike, Hillberg & Berk, Girl Guides of Ontario and Nunavut, OSEG Foundation, MLSE Foundation, Athletics Canada, and Canadian Tire Jumpstart Charities helped us break down barriers, celebrate girls' strength, and create spaces where participants could thrive. Together, we raised critical funds, created inclusive opportunities, and strengthened the relationships that make our work possible.

Beyond the impact and empowerment happening on the field of play, in classrooms, community gyms, and in the mountains, 2024 was also a year of transformation. Thanks to Atom Studio's No Small Change grant, we began the journey of rebranding from Fast and Female to Girls Forward Foundation — same mission, same values, but with a renewed promise to ensure all girls and gender-diverse youth feel seen, welcomed, and empowered. This evolution reflects our deep commitment to creating brave and inclusive spaces for underrepresented and marginalized communities, and to amplifying the voices and talents of girls in sport, physical activity, and leadership.

As we step into 2025 — our 20th anniversary year — we carry forward the momentum, the partnerships, and the belief that the future is forward. Thank you for standing with us, for investing in our mission, and for believing in the power of sport to change lives.

Yours in sport,



Gabriela Estrada, Executive Director

WALL OF HONOUR

Our Wall of Honour is one way we showcase our dedicated and passionate supporters. Our work is enabled through the generosity of others - we couldn't do what we do without the belief and financial backing from our supporters and community. We are incredibly humbled and grateful by the generosity and kindness we've received from donors and funders.

THANK YOU FOR BELIEVING IN THE GIRLS FORWARD MISSION!

Builders \$10,000 +

- Atom Studio
Siegel Family
Athletics Canada
Calgary Flames Foundation
Canadian Tire Jumpstart Charities
Hillberg & Berk
Interac
- Mawer
MLSE Foundation
Norrep Foundation
Silver Gummy Foundation
Rocky Mountain Soap Company
Toyota
WAGE - Government of Canada

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

- iA Financial Group
Procter & Gamble Inc.
SPINCO
Toronto Foundation

Friends \$200 - \$2,999

- Auclair
Aqueduct Foundation
Breanna Butler
Cami Hanson
Camilla James
Charmaine Crooks, OLY
Chris Pauwels
Courtney Hanson
Crystal Penney
Coaches Association of Ontario
Dale Ens
Elite Training Systems
Fahreen Kurji
Gabriela Estrada
Henry Dudko
International Financial Data Services
Jacqueline Farkas
Jamie Coatsworth
Jean McAllister & Dark Horse Company
Jennifer Piasecki
Kandi Wyatt
Kate Guy
- Laurelle Lo
Lions Club of Calgary
Live Feisty Media Corporation
Madison Danford
Martin & Sherry Passfield
Meredith Keenan
Monica Romaniuc
Oliva Oldfield
Ontario Basketball Association
Tacklebox Digital
The Bridge Sports Therapy & Training
ParticipACTION
Piranha Games
Poppy Barley
Porter Novelli Canada
PwC Canada
Sean McGroarty
SkiUphill RunUphill
Stephanie McWilliam
Steve Dumanski
Valerie Easson

Charitable Runs

- 5Peaks Adventures
Toronto Waterfront Marathon
Scarborough 5K
Royal Victoria Marathon



IMPACT & METRICS

"Sports Day the Girls Way is the best day of the year! The empowerment it instills in the girls is unique and makes an impact. All the girls were excited to be there and meet real life female olympians and hear their stories. I cannot wait to be back next year."

— RRM



YEAR AT A GLANCE



TOTAL NUMBER OF PARTICIPANTS:
10,000 + GIRLS EMPOWERED

TOTAL OF REAL ROLE MODELS APPEARANCES: **198**

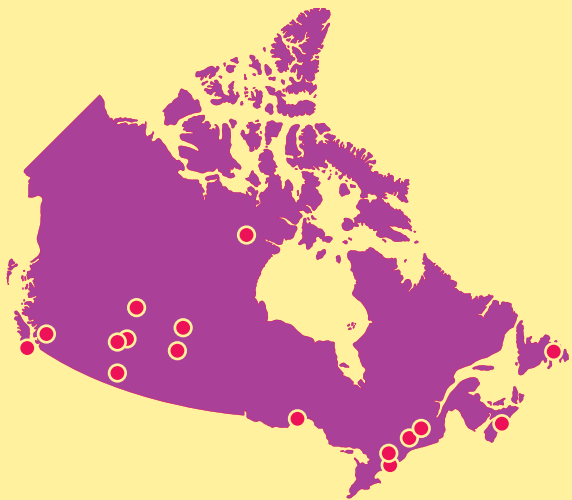
NUMBER OF EVENTS & PROGRAMS: **29**
(both virtual and in-person)

4.5 OVERALL STAR RATING FOR EVENTS



REACH:

- | | |
|------------------|--------------|
| Ontario | Saskatchewan |
| Alberta | Nova Scotia |
| British Columbia | Newfoundland |
| Quebec | Nunavut |



"I felt empowered and eager to try out new sports. It was really cool getting to meet different sports figures."

— PARTICIPANT



PROGRAMS

2024 was record-breaking for Girls Forward Foundation! Our programming took us coast to coast, from fields to trails, from mountains to city centres, conquering multiple sports and physical activities with incredible Role Models and program partners. Together, we built spaces where girls could grow their confidence, leadership, and love of movement. This year's programs reflected the diversity of communities we serve, bringing youth voices into the heart of our work and laying the foundation for even greater impact in 2025.

THANK YOU TO OUR 2024 PROGRAM PARTNERS!

- | | |
|---|---|
| <ul style="list-style-type: none"> • AWCS • Jayscare Foundation • Prairie District for Sport Culture & Recreation inc • Rivers West district • Nike Canada • TFC • Girl Guides of Canada • Strathcona Tweedmuir School • OSEG Foundation and City of Ottawa • Rocky Mountain Soap Co. | <ul style="list-style-type: none"> • Athletics Canada • Flag Like a Girl • Lethbridge Sport council • YMCA Calgary (Rocky Ridge) • Jumpstart Charity • Sport Newfoundland • Toronto Highpark FC • Sinclair Foundation • MLSE Launchpad |
|---|---|

“Girls Forward Foundation powerfully advances its mission of empowering girls through sport, physical activity, and education thanks to the dynamic partnerships with community organizations, grantors, sponsors, and in-kind supporters. Every Girls Forward event, whether a 90-minute workshop, a day-long experience, or a multi-week program, is shaped in collaboration with local partners to ensure relevancy, inclusivity, and impact.”

– AWCS



PROGRAM MEMORABLE MOMENTS

Nike Toronto Community of Practice (CoP)

We were thrilled to collaborate with our friends at Nike Toronto, bringing together an incredible group of leaders to share strategies for breaking down barriers for girls and women in sport. With inspiring discussions, expert insights, and a collective commitment to change, this 4-month CoP set the stage for lasting impact.

Girls Run

Hosted alongside the Rocky Mountain Soap Women's Run & Walk, our Girls Run brought together participants and Role Models for a morning of movement, connection, and empowerment. Not only did participants cross the finish line with smiles, but the Women's Run event raised vital funds to support our mission of empowering girls through sport. Thank you to BMO Canada for supporting our event this year!

Great Guiding Trek & GirlJam

From the 6-week virtual Great Guiding Trek (GGT) to the incredible GirlJam, we teamed up with Girl Guides of Ontario and Nunavut to empower girls with tools to build confidence, embrace physical activity, and develop leadership skills. Together, we reached thousands (5,000+) of guiders across Ontario and Nunavut, helping them discover the joy of movement and the strength within themselves.

Sports Day the Girls' Way

In 2024, not only did we partner with the Ottawa Sport and Entertainment Group (OSEC) on our third annual Sports Day the Girls Way (SDTCGW) event, but we also had the inaugural Capital LEAD Summit (CLS) to empower girls through sport and leadership. Together, we created unforgettable experiences for hundreds (1000+) of girls, giving them the tools and confidence to succeed on and off the field of play.

Canadian Tire Play to Lead (PTL) Program

This fall, we joined forces with Canadian Tire Jumpstart Charities in Halifax, Thunder Bay, and Montreal to empower girls aged 14-17 with essential leadership skills through PTL. Our role included leading workshops on navigating conflict and serving as Role Model mentors, inspiring youth to thrive as leaders both in and beyond sport.





““I thought the event was great! It was surreal to go from being one of those girls at previous events to now being the mentor. It felt empowering to me as well.”

— REAL ROLE MODEL

PROGRAM HIGHLIGHT: BUILT TO SERIES

Our “Built To” program and event portfolio empowered hundreds of girls to break barriers, build confidence, and embrace their full potential through sport. Programs and events included

BUILT TO RUN, JUMP, PLAY (JUNE 2024)

A one-day event for 50 girls in Scarborough to try Track and Field activities - while also hanging out and building connections with some of our Role Models. This event was funded by Athletics Canada.

BUILT TO RUN (APRIL TO NOVEMBER 2024)

Three iterations of our foundational BTR programs ran across the country this year, combining learn to run curriculum with life skills development activities and games.

BUILT TO PLAY (JUNE TO SEPTEMBER 2024)

BTP is a free 7-week soccer program where girls (ages 3-12) can learn new skills, build confidence, and connect with inspiring women coaches.

BUILT TO RUN (18 +) (JUNE TO OCTOBER 2024)

Leading up to the Victoria Half Marathon and the Toronto Waterfront Half Marathon, we empowered two groups of women to run and show the power of staying active.

BUILT TO BOX (NOVEMBER 2024)

For the first time ever, thanks to the support of CT Jumpstart Charities, we delivered our first-ever BTB. This dynamic 3-week boxing program was designed to empower and inspire girls ages 8-16. No matter if girls were seasoned boxers or complete beginners, they learned from professional and intercontinental champion boxer Kandi Wyatt, a longtime Role Model.





FUND DEVELOPMENT

COMMUNITY FUNDRAISING

Total amount brought in: \$32,040

Thanks to you, our incredible community, who hosted tournaments, in-person events, and virtual fundraisers, we raised over \$32,000 in 2024 to empower girls through sport, physical activity, and education. Whether it was organizing a charity game, a workplace challenge, or a birthday fundraiser, every effort made a difference. Your creativity and passion brought people together and fuelled our mission. Here's a few highlights we'd love to share with you:

INNER SOUL YOGA AND CYCLE

Lindsey and Claudia, Owners of Inner Soul Yoga and Cycle in Ottawa, Ontario, hosted a large yoga event and summer party in support of Girls Forward. Thank you for your support!

JACKIE FARKAS

One of our long-time supporters hosted a Volleyball Birthday tournament while fundraising for Girls Forward Foundation. Thank you, Jackie, for your continued support of Girls Forward!

ELITE TRAINING SYSTEMS

Thank you to Elite Training Systems in Whitby, Ontario for hosting a community online event in support of Girls Forward! We're grateful for your support!

“Proud to support this organization because of the amazing work that happens and the gritty, amazing team leading it!”

— SUPPORTER

CORPORATE DONOR HIGHLIGHTS

Auclair

Thank you to Auclair for your continuous support throughout the years. Auclair generously donates a portion of the proceeds from the sale of their Powgirl gloves. They've been dedicated supporters of Girls Forward for many years. We're grateful for your support and unwavering partnership!



iA Financial Group

Girls Forward received a generous \$5,000 donation from iA Financial Group. This contribution directly supported our mission to empower girls through sport and physical activity across Canada, helping them build confidence, resilience, and lifelong healthy habits. This partnership with iA Financial Group aligned perfectly with our shared vision of creating healthier, more inclusive communities. "iA Financial Group's support will make a meaningful impact on our programming," said Gabriela Estrada, Executive Director of Fast and Female. "From local in-person events to national online workshops, their generosity helps ensure that more girls across Canada have access to the resources and role models they need to thrive, both on and off the field." The donation supported enhancing existing programs and launching new initiatives to reach even more girls. Girls Forward extends heartfelt gratitude to iA Financial Group for their commitment to uplifting young girls and fostering a culture of empowerment through sport. With their support, we can continue to make a positive difference in the lives of girls across the country.



Hillberg & Berk

We are incredibly grateful for the longstanding partnership with Hillberg & Berk. In 2024, we saw the commitment that Hillberg & Berk has made to supporting the empowerment of girls and women in sport in Canada. For International Women's Day, Hillberg & Berk ran a campaign that raised funds to support Girls Forward Foundation, their mission, and programs. For International Day of the Girl, Hillberg & Berk again supported Girls Forward by supporting their Move for the Girls initiative. Thank you for all that you do, Hillberg & Berk!



P&G and Always

In partnership with Always, we launched our "#KeepHerPlaying" campaign to raise funds and awareness about the stigma surrounding menstruation. Through this initiative, we raised \$7,137.50 to support programming covering topics such as body confidence.



P&G and Venus

In May 2024, we partnered with Gillette Venus and the Saltwater Collective to launch a swimwear collection celebrating body confidence. Forty percent of the profits from the collection went towards funding community programs across Canada designed to empower girls to feel comfortable with their bodies. Thank you to P&G, Venus, and the Saltwater Collective for your support!



Rocky Mountain Soap Company

Girls Forward Foundation and Rocky Mountain Soap Company have collaborated for over a decade on creating a space that is just for girls and women. We are honoured to be collaborators in a legacy of movement for girls and women in the Canmore area.



MOVE FOR THE GIRLS, 2024

Move For The Girls was a 9-day event focused on building community to support girls in sport and physical activity, in honour of International Day of the Girl. The event had 3 core components and goals:



Encouraging folks to get moving during the 9 days and help us reach our goal of 33,000 movement minutes



Hosting pop-up events to get folks moving and fundraise for Fast and Female



Fundraise \$20,000 in support of girls in sports and physical activity.

HOW WE MOVED



Top 3 ways you moved were:

- Walking
- Running
- Strength training/weight lifting

40%

of our movers shared that they moved with their community! 27% of submissions moved individually, and 18% was a blend of group movement and individual movement.



95% of movers moved in Canada, with 5% moving abroad (USA, Spain, and Norway!)

WHERE WE MOVED



- ONTARIO
- BRITISH COLUMBIA
- ALBERTA
- SASKATCHEWAN
- QUEBEC

WE MOVED FOR

🕒 123,302 MINUTES!



MOVE
FOR THE GIRLS

MOVE FOR THE GIRLS

Our inaugural fundraiser and movement initiative – Move for the Girls.

2024 was our inaugural Move for the Girls initiative. It was a resounding success. The nine-day initiative focused on building community to support girls in sport and physical activity, in honour of International Day of the Girl. It was a fundraising and movement initiative that encouraged the community to get active and move with the girls, for the girls.

During the nine days, we raised \$24,123 and 123,302 movement minutes! We're incredibly grateful to our community for participating in our first Move for the Girls. We couldn't have done it without your support! A special thank you to Interac for their \$10,000 gift to start the initiative off!

TOP MOVERS - GROUPS

- MLSE LAUNCHPAD
- MARKET MALL PHYSIO & CHIRO
- RIPTIDE VOLLEYBALL
- HILLBERG & BERK

TOP MOVERS - INDIVIDUAL

- CHANTAL
- JENNIFER F.
- LORI C.
- ADRIENNE G.
- MORGYN E.

WE RAISED

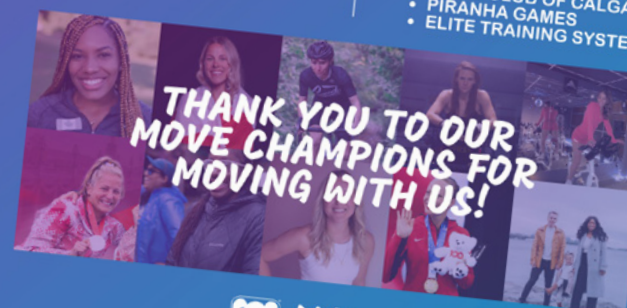
\$24,123.25

TOP FUNDRAISING PAGES

- ALLIE AYRE + GYM & JUICE
- THE MIND GAME
- JENNIFER PIASECKI

TOP DONORS (GROUPS)

- INTERAC
- MARKET MALL PHYSIO & CHIRO
- LIONS CLUB OF CALGARY
- PIRANHA GAMES
- ELITE TRAINING SYSTEMS



THANK YOU TO OUR INAUGURAL PARTNERS!

Our partners helped to support and amplify our inaugural Move For The Girls event by providing VIK services, product, and hosting pop-ups for us across the country. Thank you so much to all of them!

HILLBERG & BERK

Rocky Mountain

DARK HORSE COMPANY

FIELD

GYM & JUICE

SPINGO

ANYTIME FITNESS

ESTERHAZY

FORNITON

MOUSOMIN

SMR

SEY

THE SWEET SOCIETY

move

Natal



“I didn’t give up”

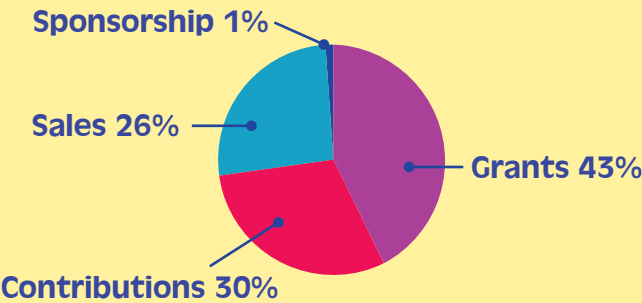
— PARTICIPANT



2024 FINANCIAL STATEMENTS

REVENUE TOTAL: \$569,512

EXPENSES TOTAL: \$562,446



For every \$1 spent on fundraising, we raised \$8 to support girls in sport.

In 2024, our organization grew stronger than ever, with a 55% increase in revenue compared to 2023, allowing us to expand our programs and reach even more girls. Nearly 70 cents of every dollar we spent went directly to programming, with just 12 cents going toward fundraising and 19 cents toward administration. This is a balance that ensures every contribution makes a meaningful impact. We also secured multi-year investments, including renewed support from Silver Gummy to strengthen safe sport spaces for girls, and new funding to bring innovative programs like Built to Fence to life. These partnerships set the foundation for long-term sustainability and continued national growth.

REVENUE UP 55% YEAR-OVER-YEAR

69% OF EXPENSES = DIRECT PROGRAMMING



**“My daughter loved the Girls Run!
She often struggles with confidence
in athletics and left the day
feeling strong and knowing she
accomplished something!”**

– PARENT



OPERATIONS AND LOOKING AHEAD

2024 was a year of bold moves and meaningful progress for Girls Forward Foundation. From securing transformative funding to launching new initiatives, we worked hard behind the scenes to strengthen our foundation, amplify our impact, and prepare for an even bigger 2025.

WAGE: A Strategic Boost for Sustainability (2024–2026)

We were honored to be a recipient of the Women and Gender Equality Canada (WAGE) Women's Program funding, empowering us to build the future of Girls Forward. This three-year investment under our project, "Organizational Sustainability: Building the Future of Fast and Female," is strategically aligned with our efforts to bring our updated strategic plan to life Girls Forward Foundation.

Here's how WAGE funding is fueling pivotal growth and change:

- **Rebrand Support:** Energized our reimagined identity as we approached our 20th anniversary, aiming to reach new audiences and strengthen our voice in empowering girls through sport Girls Forward Foundation.
- **Comprehensive Fund Development Plan:** Crafted a robust strategy to secure resources and nurture partnerships that will sustain our mission for years to come Girls Forward Foundation.
- **Theory of Change & Logic Model:** Defined how our programs create long-term outcomes and refined each stage of the participant journey to maximize impact Girls Forward Foundation.
- **Curriculum Refresh:** Upgraded our curriculum to meet emerging needs and ensure our programming continues to inspire and empower girls and young women Girls Forward Foundation.
- **Expanded Research & Evaluation Capacity:** Brought an in-house researcher on board to strengthen our program evaluation, share insights, and contribute to the broader field of girls' sport programming Girls Forward Foundation.
- **Community Resources:** Developed best-practice tools and materials to help organizations create inclusive, empowering spaces for girls in sport Girls Forward Foundation.
- **Internal Team Strengthening:** Invested in staff and board retreats to build a cohesive, motivated team equipped for growth and innovation Girls Forward Foundation.

This funding comes at a pivotal moment as the landscape of girls' participation in sport evolves. With WAGE's support, we're strengthening our internal capacity—not just to sustain what we do, but to expand our reach and lead the way toward a future where every girl feels seen, supported, and unstoppable.



REBRAND

In summer 2024, we received exciting news — Atom Studio had awarded us a grant to fully reimagine our brand. With their creative expertise and the strategic support of No Small Change, we launched a fresh, bold look and powerful new voice that reflects our mission, the girls we serve, and the future we're building.



YOUTH ADVISORY COUNCIL (YAC)

Our Youth Advisory Council continues to be a driving force for youth leadership in sport. This year, YAC members shaped programs, shared critical feedback, and ensured that girls' voices remain at the heart of everything we do.

SILVER GUMMY GRANT

We were thrilled to secure a three-year Silver Gummy grant (2024–2027) to deliver multi-week programs and leadership opportunities for girls. This sustained investment allows us to create deeper, lasting change in communities across Canada.



STRATEGIC PLAN UPDATE

This year, we began refreshing our strategic plan to chart our course for the years ahead. With clear priorities and bold objectives, we're laying the groundwork to grow our reach, deepen our impact, and keep girls moving forward.

TWO-YEAR FUNDRAISING CAMPAIGN

Big things are coming! In 2025, we'll launch a two-year fundraising campaign to fuel our mission like never before. Stay tuned for the big reveal and how you can be part of this movement.

“To NEVER give up on your dreams, to keep going and try your best on what you want to do.”

– PARTICIPANT



GIRLS CAN AND DO!



GIRLS FORWARD FOUNDATION

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www.girlsforward.ca
[#girlsforward](https://www.instagram.com/girlsforward)