



At the Canadian Women's Foundation, we want every low-income woman in Canada to have the chance to move herself and her children out of poverty.

In 2015, we invested \$455,000 in nine programs across Canada, supporting more than 800 low-income women in their participation in economic development programs.

## OUR APPROACH

We invest in three types of programs for low-income women:

- ST SKILLED TRADES** – Women train to work in a non-traditional skilled trade, becoming construction workers, carpenters, electricians, mechanics, truck drivers, etc.
- SE SELF-EMPLOYMENT** – Women are helped to launch a small business by learning to develop their business idea, write a business plan, learn essential skills like marketing and sales, find a mentor, secure a loan, and much more.
- SPE SOCIAL-PURPOSE ENTERPRISES** – Women learn job skills in a 'social' business that's operated by a non-profit organization. For women who've been out of the workforce for a while or are new to Canada, these supportive work placements help them gain valuable experience and the confidence to succeed in a permanent job.

## OUR DONORS AND PARTNERS

This work is made possible by the generous support of our Funding Partners:

- Rogers
- RBC Foundation
- CIBC
- Ricki's
- TD Bank Group
- VIA Rail Canada
- Osler, Hoskin & Harcourt LLP
- Symcor
- Cenovus Energy Inc.
- Ontario Trillium Foundation
- Roslyn Bern, The Leacross Foundation
- The Sanderling Foundation
- The Carrera Foundation
- an anonymous donor

...and our many wonderful individual donors across Canada, including:

- Leadership Donors
- CWF 100 Donors
- Women Moving Women Donors

Thank you for supporting women on their journey out of poverty.

## ALBERTA

- SE**     **The Women's Venture Program**     **\$55,000**  
*Momentum, Calgary*

This six-month self-employment program assists Calgary women who are either unemployed or underemployed, and who may face multiple barriers to employment. Through classroom facilitation and one-to-one coaching, women learn how to start their own business, write a business plan, and launch their business. The program is free and removes additional barriers to participation through transportation and child-minding subsidies. Participants also have access to microloans and a peer mental health coaching program offered by Momentum.

- ST**     **Job Placement and Job Retention Support for Women**     **\$55,000**  
*Women Building Futures Society, Edmonton*

Women Building Futures provides training, job placement, and on-the-job supports for women interested in careers in construction. Participants learn skills of the trade before doing an apprenticeship and also learn about workplace culture so they can better adapt to challenges. The program offers job placement with employers who have partnered with the organization with the intention of hiring program graduates. Job retention support for employers and program graduates help to ensure women continue to succeed on the job.

## ONTARIO

- ST**     **The Women in Skilled Trades Enhanced General Carpentry Program**     **\$45,000**  
*Centre for Skills Development & Training, Burlington*

This program offers trade-specific training for women, which includes enhanced mathematics, computer skills, and workplace preparation. A workplace placement will help participants develop the hands-on experience required to work in the skilled trades. Additional supports, including transportation, childcare subsidies, tool allowances, and food vouchers, allow women to fully participate and complete the program. Funding will support a comprehensive training module on starting a small business, including writing a business plan, since small business and home renovation start-ups are becoming more common in the construction industry.

- SE/ST**     **Trades and Technology Readiness-Access Program for Women**     **\$50,000**  
*MicroSkills Community Development Centre, Etobicoke*

This new initiative will increase awareness and access for women facing multiple barriers to career paths as technicians, technologists, and trades workers. The two-month intensive program offers career awareness and orientation, aptitude and interest assessment, career planning, and essential skills training for the workplace. Women will implement their action plans with follow-up support over six to 10 months. Funding will also be used to provide business support to recent and past alumni in the women's self-employment program, which includes recruitment of volunteers and access to mentors, networking, and financing opportunities.

SPE	<b>Skills Development Centre</b> <i>YWCA Toronto, Scarborough</i>	<b>\$50,000</b>
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The YWCA's Skills Development Centre is a social purpose enterprise that operates as a community-based employment agency. This initiative offers a range of services to women and employers, including job matching, paid work placements, computer and typing testing, on-the-job coaching, small business services, and out-placement services. This program not only matches participants with jobs in their community, but also provides critically needed "on-the-job" support.

## QUÉBEC

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SE	<b>Programme lancement d'entreprise</b> <i>Fonds d'Emprunt des Laurentides, Lachute</i>	<b>\$50,000</b>
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Programme lancement d'entreprise is a women's business start-up training program. This program is an extension of the women's loan circles (a microcredit model where a group of women are collectively eligible for and responsible for repayment of loans in amounts smaller than banks will lend) and it will cover every aspect of writing a business plan, including the mission, objectives, legal structures, marketing, financing, pricing, and break-even point. Training will also include a new component focused on business accounting and financial management.

SE	<b>Programme Lancement d'entreprise</b> <i>Option Femmes Emploi, Gatineau</i>	<b>\$50,000</b>
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Programme Lancement d'entreprise is a new business start-up training program for women. With an emphasis on information and communications technologies, this program helps women acquire skills to become financially self-sufficient, whether through self-employment or entrepreneurship. Participants will develop expertise in business management, accounting, and planning. Individual coaching will be a fundamental part of program offerings.

## NEW BRUNSWICK

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SE	<b>Enterprising Women</b> <i>Saint John Community Loan Fund Inc, Saint John</i>	<b>\$50,000</b>
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This training program helps women in poverty to start businesses, individually or as part of a collective, with the ultimate goal of creating sustainable livelihoods for themselves and their families. Funding from the Foundation will be used to review and revamp the program, with the goal of increasing value and impact for participants. Funding will also support business coaching after the training stage, to improve the success of women's business ventures.

## NOVA SCOTIA

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SE	<b>Women Unlimited</b> <i>Women's CED Network Society/WEE Society Halifax, Lunenburg and Queens Counties</i>	<b>\$50,000</b>
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Women Unlimited is designed to assist diverse, unemployed and underemployed women to succeed in trades and technology fields. The organization provides a safe, respectful, women-centred learning environment where participants explore career opportunities in those fields and bring their rich portfolio of skills to the table. Women Unlimited offers a continuum of

services that starts with recruitment and assessment, proceeds to a 14-week Career Exploration Program, and continues to provide support throughout the women's trade or technology training, their transition into employment, and their retention in the workplace.