

CANADIAN WOMEN'S FOUNDATION
INITIATIVES

FALL 2009

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**CANADIAN
WOMEN'S
FOUNDATION**

FOUNDATION NEWS

The Canadian Women's Foundation has been busy working with our volunteer program selection committees to pick the best and most effective programs to prevent violence against women, move low-income women out of poverty and empower girls with confidence, courage and critical thinking skills.

The selections have now been made and we are delighted to share some highlights of the ground-breaking work that you're helping to fund around the country.

Thanks to your help over \$3.5 million will go to support nearly 100 programs and over 400 shelters in every province and territory this year. In addition, more than \$1 million is being directed toward moving the dial on issues we fund; this includes policy development, bringing together organizations to share learning and develop evaluation tools, and increasing the capacity of the sectors we work in so even more women and girls have the opportunities and resources to change their lives.

Here are a few examples of the programs you've helped to support:

**Wemindji Gathering Centre, Cree Nation of Wemindji
in partnership with Girls Action Foundation
James Bay, Quebec
2009-2010**

This program is run in a community on the East Coast of James Bay in Northern Quebec where there is a high incidence of sexual assault, (most cases of which go unreported).

Aimed at girls in grades nine through 11, participants learn how to be safe, what to do if an assault occurs, and what to do about previous assaults. The program also educates male students, community members, social workers, public health and safety workers, police, and teachers, and works with students on outreach plans for expanding awareness in the community.

**Women Building Futures
Edmonton, Alberta
2009-2014**

Women Building Futures trains women for careers in construction trades. Participants receive assessment, training, job placement, mentoring, funding for job-related equipment like tools and clothing, and retention support (which ensures that women can maintain long, thriving careers in the trades). Women Building Futures also works with employers to create supportive workplaces for women.

Funding from CWF will allow Women Building Futures to hire an advisor to develop relationships with employers and help program graduates in rural north-eastern and central Alberta to find stable employment in the communities where they live.



*participants of CWF-funded Niish Nobbie
Girls Rock get into roller skiing*

To learn more about the programs funded by the Canadian Women's Foundation, visit www.canadianwomen.org.

**Marguerite Dixon Transition Society
Housing Outreach Program
Burnaby, British Columbia
2009-2010**

The Housing Outreach Program helps women find safe, suitable, and affordable homes once they are ready to leave a shelter or second stage house. With the ultimate goal of reducing the likelihood of a woman returning to her abuser, the program offers a wide range of supports including helping women obtain income assistance, budget guidance, resource referral in their new community and connection with schools, libraries, churches, food banks, counselling and other local support services.

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**I.T.S for Girls
Halifax, Nova Scotia
2009-2012**

I.T.S. for Girls is a student-run initiative at Dalhousie University that is exposing girls (aged nine to 13) to a world of career possibilities, while breaking stereotypes about women in science and technology. Girls participate in hands-on activities, visit workplaces and are connected with female mentors in science, engineering and technology-related fields. The program provides a positive environment in which girls also build confidence, self-esteem and problem-solving skills.

**St. Thomas-Elgin Second Stage Housing
Children's Program
St. Thomas, Ontario
2009-2010**

Every year, up to 360,000 children witness violence in their home. The impact is devastating and the effects can extend far into adolescence and adulthood. The Children's Program at St. Thomas-Elgin Second Stage Housing offers a wide range of support to help children heal from witnessing abuse so they can grow up to be happy and healthy and avoid becoming victims or abusers themselves.

The program offers groups for pre-school-aged children, psycho-educational groups and individual counselling for school-aged children, recreational groups for all children, family recreation groups, parenting groups, ongoing parenting support, parent relief, crisis counselling, liaison with schools and referrals to other services and programs.

**THE PROGRAMS WE SUPPORT
WOULD NOT BE POSSIBLE
WITHOUT OUR PARTNERS**

ENDING VIOLENCE AGAINST WOMEN

Shelter from the Storm campaign partners

Winners and HomeSense, Rogers Media Group, BMO Financial Group and individual donors across Canada.

Funding Partners

The Avon Empowerment Fund for Women, The Hbc Foundation Fund, The Royal LePage Shelter Foundation Fund, The Scotiabank Fund, The Social Justice Fund at Tides Canada Foundation (for B.C. grants), The Body Shop Canada, The Aimee Quitevis Memorial Fund, The Tony McNaughton Memorial Fund, The Joan and Clifford Hatch Foundation and individual donors across Canada.

EMPOWERING GIRLS

Funding Partners

RBC Foundation, Zukerman Family Foundation, Sanderling Foundation, Today's Parent, Women of Influence, Richardson Foundation and Hbc.

Funding Supporters

Corus Entertainment, TD Bank Financial Group, Lynda Hamilton in honour of June Callwood, Edelman, Grainshop, an anonymous donor, the Girls' Growth Fund (IPO) shareholders and individual donors across Canada.

**MOVING LOW-INCOME WOMEN
OUT OF POVERTY**

Funding partners

CIBC Innovation in Economic Development Fund, Ontario Trillium Foundation, Hydro One, the Leacross Foundation, Ricki's (Comark Inc.), Sanderling Foundation and an anonymous donor.

Funding Supporters

BMO Financial Group (National Skills Institutes), Encana (Women in Trades and Technology), Winners and HomeSense, W. Garfield Weston Foundation, an anonymous donor and individual donors across Canada.

THE STRATEGY TO END POVERTY: CWF'S FIVE-YEAR PLAN

The Canadian Women's Foundation has been moving women out of poverty across Canada since 1991, through program support, research, evaluation and sharing knowledge. We have learned that a woman's journey out of poverty must address all aspects of her life: financial, social and personal. And true change in a woman's life can only come about when a woman is stabilized, supported and empowered in all those three areas.

You could say that we've 'cracked the code' on how to change the face of women's poverty in Canada.

Now we want to share it.

We are launching a new five-year strategy; a comprehensive model for change that will bring together funders, sector leaders, researchers and policy makers to create the environment and opportunities that allow all women in Canada to achieve financial security.

In a nutshell, we will continue funding, researching and sharing the best approaches to moving women out of poverty, while strengthening the policy, capacity and leadership in the women's economic development sector.

A growing body of international research shows that when women have the financial resources to manage their lives, it has a ripple effect on their children, their communities and eventually all of society. By unlocking the door to prosperity for all women in Canada, we will make the country healthier, safer and more prosperous for all. Everyone wins.

Stay tuned for more information about our work in this area in the coming months.

KATHERINE: A SUCCESS STORY

Katherine, a single mother, used to struggle to make ends meet, working at a series of dead-end jobs to support her son. "There was no room for advancement," she recalls, "and there was no better future to look forward to." Frustrated with her circumstances, she became determined to change them so she could provide a better life for herself and her son.

Tapping into her interest in welding, Katherine completed a program supported in part by CWF that helps women explore, prepare for, obtain and maintain employment in the trades and technology sector. Following that, she furthered her education and became the first woman from a First Nations community to enter the welding program at Nova Scotia Community College.

"I always had a fascination for concrete things; I liked rocks, steel and metal. They are the building blocks I need to express myself. I always pictured myself behind a welder's shield. When I have one on I feel secure."

Katherine's work ethic paid off when her work-term employer offered her a paid summer contract at the Department of National Defence. "Thanks to the program supported in part by CWF, I gained the confidence to pursue a career in welding," she says. "My new goal in life is to work full-time at the Department of National Defence. A year ago, that goal wasn't even a possibility. Now I'm much more confident, I have more energy and passion in my life, and I feel energized to succeed."



Katherine, doing what she loves: welding.



DONOR PROFILE

NANI BEUTEL

The Canadian Women's Foundation
is where Nani's heart is...

*Nani works the phones at a
Shelter from the Storm radio-thon*

Nani Beutel has no reservations about asking you for money. No, not for herself, but for the causes she supports: she has been an unrelenting fundraiser and ambassador for the Canadian Women's Foundation since 2003 and she shows no sign of letting up.

Nani was introduced to the Canadian Women's Foundation by Helen Zukerman; a woman she very much admires. Since attending an event with Helen, hosted by Arlene Perly Rae, Nani hasn't looked back. Today she's a valued Leadership Donor, a member of CWF's major gift committee, an event spokesperson, a fundraiser extraordinaire and one of the most passionate volunteers we know.

So, what is it about CWF that moves Nani to do all of this? In her words, "CWF's goals are right where my heart is: doing the right thing and giving a chance to women who haven't had a chance."

Nani is an optimist: she knows her vision of eradicating poverty and attaining equality for women in every sphere will be realized one day. But she is also a pragmatist: "we have a long way to go", she says, "but I firmly believe that the work of the Canadian Women's Foundation is integral to getting us there."

A Montrealer by birth, Nani has lived in the same house in Toronto for the past 31 years; walking distance from her mother and children. When she is not spending time with family, Nani can be found championing the causes she cares about. In addition to CWF, Nani supports the World Union for Progressive Judaism and is an active patron of the arts. One day she hopes to find a window in her busy schedule to ramp up her physical activity and brush up on her Spanish and Hebrew.

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A CHANCE
TO WOMEN WHO HAVEN'T
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PUT WOMEN AND GIRLS WHERE YOUR HEART IS:

to become a CWF Leadership Donor, please contact Lili Litwin at
llitwin@canadianwomen.org or 416 365 1444 ex. 242

THE COMPANY WE KEEP



Cindy Barlow, Ricki's Store Manager and founding member of their End Poverty for Women campaign.

IN MEMORY: CINDY BARLOW

Cindy Barlow was a driving force behind the Canadian Women's Foundation's partnership with Ricki's (a national women's apparel retailer). As a Store Manager for over 20 years, Cindy's dedication and energy to serving women was evident every day in her work. Five years ago she extended her enthusiasm to raising awareness and funds to lift women out of poverty and to bring them hope for a better life. It's due to the spirit and commitment of women like Cindy that Ricki's is now a major partner of CWF and contributes more than \$100,000 a year through their successful End Poverty for Women campaign. Cindy passed away on July 23, 2009 after battling breast cancer for seven years.



Cindy, at centre back (in turquoise), with staff from Ricki's and CWF.



Sandra Diaz, Executive Director of the Royal LePage Shelter Foundation, with Erin Davis, Gala Host and Co-Host of 98.1 CHFI's Morning Show

October 3rd was a sparkling night of fundraising for the **Royal LePage Shelter Foundation**. Hosted by Erin Davis and attended by 400 agents, Royal LePage raised over \$80,000 to support their national partnership with the Canadian Women's Foundation.

Royal LePage has been a partner of CWF since 1999 and has donated over \$1.6 million. A portion of this amount has been raised by committed Royal LePage agents across the country who contribute a portion of their home sales commissions.

Avon Canada has teamed up with the Canadian Women's Foundation to establish the Avon Empowerment Fund at CWF. With an initial donation of \$180,000, the Avon Empowerment Fund will support programs across Canada that help women and children to rebuild their lives after domestic violence.

BMO Financial Group has pledged \$500,000 to the Canadian Women's Foundation as the National Training Partner for our Economic Development Skills Institute. This support will allow practitioners in the area of economic development to come together and share experience and expertise on moving women out of poverty. BMO Financial Group's support of the Skills Institute will build the capacity of organizations working with low-income women in communities across Canada, as well as provide a forum for learning and networking. BMO Financial Group has been a supporter of the Canadian Women's Foundation since 1991.

Hydro One has recently partnered with the Canadian Women's Foundation and pledged \$500,000 over five years to support programs that help low-income women develop skills and gain employment in the trades and technology sector.

RICKI'S MOVING WOMEN

On June 18, walkers across Winnipeg came out to Assiniboine Park to support the first Ricki's Walkathon for their End Poverty for Women Campaign. Thanks to Kim Jeremic Redekop and Ann Piekoff for their vision, and to the many walkers who came out to change the lives of women across Canada!

WARM AND FUZZY IS HOW DOING GOOD CAN FEEL

Starting November 9th, **Winners** and **HomeSense** is selling limited-edition bears (\$16.99), candles (\$4.99) and reusable bags (\$1.49) in support of CWF. Each purchase will support life-changing programs that start low-income women on their journey out of poverty and towards financial security.



SWEETSPOT.CA SUPPORTS CWF WITH THE CHERRIES FOR CHARITY PROGRAM

From November 16th until December 21st, visit sweetspot.ca, click on a cherry and \$1 will be donated to CWF on your behalf.

Come back as often as you'd like and sweetspot.ca will donate \$1 every time you click on the cherry (up to \$7,000). Then tell your friends and sweetspot.ca will donate \$1 every time they click on the cherry. How sweet!

THANKS AND ACKNOWLEDGEMENTS

Thanks to **CIBC** for their continued support of our work to move women out of poverty and for their investment in our endowment fund.

Thanks to the **Globe & Mail** for raising the profile of the Canadian Women's Foundation through their publication.

Thanks to **Liz Claiborne** for their support of our work to end violence against women.

Thanks to **Sweetspot** for raising \$4,000 in support of Women Moving Women at their fifth anniversary party.

Thanks to **Kathy Gregory** and the organizing committee of the Ladies Mortgage Industry golf tournament for supporting Women Moving Women. The event raised nearly \$40,000 and saw eight more women join Women Moving Women!

Thanks to **The Institute of Chartered Accountants of Ontario** for donating photography services at the Professional Breakfast, and providing ongoing media coverage tracking services.

Thanks to **Coach Raff D'Agrosa** and the **Red Robins soccer team** for donating to CWF every time they won a game. The girls learned that winning was great, but winning for a cause was even better. The Red Robins had a great season and won almost all of their games.

Congratulations to Board member Carol Oliver, who is receiving the Distinguished Alumna Award from the Women's Resource Centre at the University of Calgary.

Congratulations to Leadership Donor and Board member, the Honourable Margaret Norrie McCain, who received an honorary degree from George Brown College.

**TAKE OUR
SURVEY**
AND BE ENTERED FOR
THE CHANCE TO WIN
A \$250 HBC GIFT CARD!

Please take a few moments to complete our brief survey, so that we can better understand what kind of information you like to receive from us and how you like to receive it.

To participate, please visit www.canadianwomen.org/survey

The winner of the Hbc gift card will be randomly selected on Friday December 18th, 2009.

Thanks so much!



INVEST IN THE POWER OF WOMEN AND THE DREAMS OF GIRLS...

If you want to change the lives of women and girls across Canada donating to the Canadian Women's Foundation is the way to do it.

Since 1991, The Canadian Women's Foundation has raised over \$32 million and supported more than 900 programs across Canada, ranking it as one of the ten largest women's foundations in the world.

There are lots of different ways you can give to the Canadian Women's Foundation. Visit our website and click on "donate" to learn more.

www.canadianwomen.org



If you would like to invest in the power of women and the dreams of girls, get in touch with us:

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