

CANADIAN WOMEN'S FOUNDATION

INITIATIVES

SUMMER/FALL 2010

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CANADIAN
WOMEN'S
FOUNDATION

SHELTER FROM THE STORM



Steering committee members April Taggart, BMO Financial Group and Julie Adam, Rogers Media



The Calgary Stampeders and Outriders take the Shop for Shelter challenge. From L to R: # 91 Tearrius George, DL; Outriders Alison and Julia; # 14 Milt Collins, DB; Joffrey Reynolds #21, RB; and Outrider Samantha.



98.1 CHFI's morning show hosts Erin Davis and Mike Cooper



Steering committee member Lesley Root, Winners HomeSense

Thanks to generous donors across Canada, the Canadian Women's Foundation, in partnership with Winners and HomeSense, BMO Financial Group and Rogers, raised an incredible \$1.85 million during the month-long Shelter from the Storm campaign.

The funds raised will support more than 400 shelters for abused women across Canada and violence prevention programs that are breaking the cycle of abuse.

Shelter from the Storm launched on April 12th, inviting Canadians to choose "just 1 act" to help save a woman from abuse, and more than 350,000 people answered the call. All across Canada, people texted donations, purchased Shelter from the Storm products and decals from Winners and HomeSense stores, spread the word on Twitter and Facebook (for every new Facebook fan of Winners and HomeSense, \$1 was donated to the campaign), and called in their donations during local Shelter from the Storm radio-thons (on 98.1 CHFI, Toronto; The Q103.1, Kelowna; 107.7 The River, Lethbridge; 105.3 EZ Rock, Sudbury; The Coast FM, Kincardine; 102.3 Clear FM, Winnipeg; 105.3 Kiss FM, Ottawa; and 590 VOXM, St. John's).

"In the span of one month just 1 act has become more than 350,000 acts," says Beverley Wybrow, President and CEO of the Canadian Women's Foundation. "Every person who contributed to Shelter from the Storm is now part a nationwide movement that is providing hope to women and children who have experienced abuse, and helping us get one step closer to ending violence against women."

BMO employees raised more than \$230,000 through Karaoke events (they are a talented bunch!) and Sneakers day. Citytv's CityLine dedicated an entire show to Shelter from the Storm, and Breakfast Television in Vancouver, Toronto and Winnipeg featured special Shelter from the Storm segments.

On Friday May 9th, the families of Paula Menendez and Julie Crocker (who were killed by Julie's estranged husband), held Live On, the first annual charity fundraiser in memory of Julie and Paula. The event was sold out and raised nearly \$45,000 for Shelter from the Storm. Paula and Julie's families also established the Paula Menendez and Julie Crocker Memorial Fund at CWF. This is one of three memorial funds at CWF that raise funds in memory of those who lost their lives to domestic violence.

SPECIAL THANKS TO:

OUR CAMPAIGN PARTNERS:

Winners and HomeSense
BMO Financial Group
Rogers

COSSETTE COMMUNICATIONS

Kathy McGuire, Karen Ruske, Marta Cutler, Ed Lea and the media and production teams for your creativity, expertise, passion and time!

THE SHELTER FROM THE STORM STEERING COMMITTEE

Julie Adam, *VP Programming, Rogers Media*
Sandy Bourne, *VP, Advertising, Sponsorships/Events & Merchandising, Corporate Marketing, BMO Financial Group*
Diane Houde, *SVP Store Operations, Winners HomeSense*
Ildiko Marshall, *CWF Board member*
Connie McCulloch, *SVP General Merchandise, Winners HomeSense*
Lesley Root, *VP Marketing, Winners HomeSense*
April Taggart, *SVP Human Resources, BMO Financial Group*
Shannon Valliant, *VP Finance, Rogers*

The regional committees in:

Vancouver, Kelowna, Calgary, Lethbridge, Winnipeg, Ottawa, Kingston and the Atlantic region, for dedicating their time and energy to the success of the campaign.

The radio and television station teams:

98.1 CHFI, Toronto
105.3 Kiss FM, Ottawa
96.7 CHYM FM and KIX 106, Kitchener
590 VPCM, St. John's
The Q103.1, Kelowna
102.3 Clear FM, Winnipeg
105.3 EZ Rock, Sudbury
107.7 The River, Lethbridge
The Coast FM, Kincardine
KIX 106, Kitchener
KROCK 105.7, Kingston
LITE 96, Calgary
Breakfast Television (Vancouver, Toronto and Winnipeg)
Citytv and CityLine

The many organizations and publications that kindly donated advertising space or services to the campaign:

Astral Media
CBS Outdoor
Clear Channel Outdoor
OneStop Residential Network
New Ad
Lamar Interior Transit
Metrobus Transit
LightVisions Ltd.
Pattison Outdoor
Rogers Media:

Chatelaine/Châtelaine
Flare
Loulou
Pure
Glow
Today's Parent
Cosmetics
Hello! Canada
L'Acualité
Canadian Business
Profit
Monesense
Maclean's

And all the radio stations mentioned above

The Shelter from the Storm Empower Hour donors:

Boyd's Autobody
Art Knapps
Silver Star
West Direct
Albi Homes
Classy Imports
Tundra Engineering Associates
Kelowna Toyota
First General Service
Davis Agency
Cavanagh Construction
B&N Transmission
Michael Mirsky - Manotick
AMITA Corp
Woodfield Homes Inc.
Fraser Milner Casgrain
A1 MINI-U-STORE-IT
AMSTED Construction
Busters' Bar and Grill
Talos Custom Homes Ltd.
Genworth
LTR Industries
ML Bradley
OTTO's Subaru/OTTO's BMW
BEMAC Auto Body
CASH SHOP
Merry Maids
Decorators Choice Paint Store Ltd
John Leroux's World Karate FIT Centre
Valecraft Homes
BMO Nesbitt Burns - Ottawa Offices
Donovan Homes
Browning Harvey Ltd
Arizona Heat



Paula Menendez' sisters and mother at the Live On Event: Carolina Stubbs, Monica Menendez and Claudia Johnston



Julie Crocker's mother Judy Crocker, and 98.1 CHFI's Erin Davis



Volunteers and staff at the Toronto radio-thon



Jay Oliver, Clear FM morning show; Leigh Naturkach, CWF; Evan Campbell, Breakfast Television Winnipeg; Jo-Anne Lafreniere, Winners and HomeSense; and Billie Jo Ross Clear FM morning show

RECENT EVENTS



SISTERHOOD SOIREE

Canadian music legend Anne Murray received the first Canadian Women's Foundation Honorary Leadership Award at the 2010 Sisterhood Soiree on May 26th, for the indelible mark she has made on Canadian culture and her influence as a role model for women and girls across the country.

Chaired by Anne-Marie Canning, The Sisterhood Soiree is a special annual evening of celebration to recognize the sisterhood of hundreds of women who have each donated or pledged \$2,500 over five years to launch one woman on her journey out of poverty. Women attending the 2009 and 2010 Sisterhood Soirees have raised over \$1 million. Funds raised support the Canadian Women's Foundation's Women Moving Women campaign which funds life-changing programs to help low-income women move themselves out of poverty and towards financial security. To date 962 donors have joined Women Moving Women, raising

a total of \$2.4 million. The goal of the campaign is to enlist 2500 donors to help 2500 women move out of poverty.

"Women are the foundation, the community builders, the glue that keeps everything together in society," explains Anne-Marie Canning Event Chair and long-time CWF donor. "Through her countless years of hard work and leadership as one of Canada's most loved icons, Anne Murray represents everything that we celebrate about women at the Sisterhood Soiree. We are delighted to acknowledge her with this award."

The Sisterhood Soiree, which took place at the beautiful Windsor Arms Hotel in Toronto, was hosted by CTV weekend anchor, Andria Case and featured a special performance by acclaimed jazz and blues singer, Jackie Richardson who was accompanied by Diane Leah.



A. Guest Speaker and Women Moving Women National Committee member Jo-Ann Grant at podium **B.** Pam Shainhouse, Shannon Simmons and Moe Kelso **C.** Host Andria Case with Platinum Sponsors T.E. Wealth – Scott McKenzie and Kostas Andrikopoulos **D.** Special Guest Performer Jackie Richardson, Honourary Leadership Award Winner Anne Murray, and Special Guest Pianist Diane Leah **E.** Jo-Anne Ryan and Andrea Robertson **F.** Event Sponsors Downtown Fine Cars, and Event Chair Anne-Marie Canning **G.** Event Sponsors T.E. Wealth: Amelia Deliakis, Scott McKenzie, Kostas Andrikopoulos, Tamara McKenzie **H.** Yvonne Peach, Patricia Sands-Anis and Kimberley Lake **I.** Joanna Kirke, Jody Steinhauer, Women Moving Women National Committee Chair Janice Rubin, Sabina Michael and Suzanne Gerwick **J.** CWF CEO Beverley Wybrow, Sisterhood Soiree Chair Anne-Marie Canning, CWF Board member Margot Franssen, Managing Chair Penny Shore, and CWF Board Co-Chair Mary Mowbray

SPECIAL THANKS TO:

Event Chair Anne-Marie Canning for her vision, passion and enthusiasm · Event Managing Chair Penny Shore

EVENT SPONSORS:

T.E. WEALTH
THE WINDSOR ARMS HOTEL

CHUBB INSURANCE

THE SHOPPING CHANNEL
TD BANK FINANCIAL GROUP

DOWNTOWN PORSCHE/ DOWNTOWN FINE CARS
NANCY PENCER

LA ROUGE ENTERTAINMENT



CHONDA

A SUCCESS STORY

CONTRIBUTED BY ALEX MLYNEK

Things were looking bleak for Chonda, a single mother of three. A relationship had ended badly and her abusive former partner had been harassing her at the call centre where she worked. Anxious and distracted, she quit before her supervisors fired her in frustration--and found herself jobless. The time had come to turn herself around, but who would help her do it? The only person she had ever been able to rely on, her mother, had been killed in an accident some years earlier. It was thanks to her mother's support that Chonda had managed to finish high school after bearing her first child at age 12. "I was tired of being beat down, mentally and physically," she says. "I didn't want my kids to see me on welfare doing nothing, and I wanted to make my mother proud."

She jumped at the chance when her employment support worker recommended Women Unlimited, a career program supported in part by the Canadian Women's Foundation. The program encouraged Chonda to explore more than 40 different trades

through hands-on workshops. And the benefits didn't stop with training. Program staff helped Chonda buy groceries and bus tickets. They listened to her when she needed to vent about the stress she faced as a student struggling to raise small children on her own. For the first time since her mother's death, Chonda felt encouraged and valued. As her confidence blossomed, she discovered an interest in plumbing. Despite the bugs and the crawl spaces, she realized she had always enjoyed "fiddling with stuff." Chonda made the right choice. As a graduate of the program, she was granted a sponsored spot to study pipe trades at her local community college. She excelled there and became the go-to person when her classmates needed help.

Recently graduated, Chonda is certain she will land the best-paying job she's ever had. She says her future is beyond bright. "All my life I've lived paycheque to paycheque," she says. "There will be a point in time where I won't have to depend on anybody, and that will be a first for me."

RECENT EVENTS (CONTINUED)



*Participants of the 2010
National Skills Institute*

NATIONAL SKILLS INSTITUTE

The Canadian Women's Foundation recently hosted its annual National Economic Development Skills Institute which brings together organizations to share, research, skills and knowledge on helping low-income women move out of poverty.

Participants attended an array of interesting sessions that covered such topics as social media, increasing financial capacity, government strategies to reduce poverty, the power of stories and building a trades program from the ground-up.

One of the highlights was an inspirational panel of program participants who shared their personal journeys out of poverty. Each of them came from very difficult circumstances and each of them is now thriving thanks to their own determination and the power of the programs you help us to fund. They filled the room with much laughter and many tears.

"It never ceases to amaze me how motivating these conferences are! The openness to sharing best practices and the opportunity to meet with other practitioners is very beneficial. My staff have already started applying new practices to our services. Our participants will obviously benefit and hopefully be able to reach financial security in a more efficient and sustainable way."

-NATIONAL SKILLS INSTITUTE PARTICIPANT

TEA FOR TWO... HUNDRED OR SO

Tea for Two...Hundred or So was held on Sunday March 28th at the Rattlesnake Point Golf Club in Burlington, Ontario to raise funds for the Canadian Women's Foundation's Women Moving Women campaign. Guests enjoyed High Tea and had the opportunity to participate in one of two interesting workshops: What Every Woman Should Know about her Body, presented by Diana Poirier (C.N.H.P.) of Hygeia Wellness, and Think or Sink – Master your mind to Master your Circumstances, presented by Gina Mollicone-Long, Entrepreneur and best-selling Author. Attendees also met participants of "Women in Skilled Trades" a program of the Centre for Skills Development & Training supported by the Canadian Women's Foundation. The event was a big success and raised over \$50,000 for the Women Moving Women campaign.

Special thanks to the Tea for Two ... Hundred Or So Committee:

CHAIRS:

Roxanne Field and Daphne Jaques
Linda Schnabel, Naomi McEwan,
Dorothy Barker, Jan Loosley, Laura
Macro, Paddy Torsney, and Carolyn
Kirkham



*Tea for Two Committee
member Linda Schnabel and
guest George Cochren*



THE G(IRLS) 20 SUMMIT 3.3 BILLION WAYS TO CHANGE THE WORLD

The 3.3 Billion Ways to Change the World initiative is a global campaign (of which the Canadian Women's Foundation is a part) to solicit grassroots ideas on how to reach the Millennium Development Goals that most impact girls and women: universal access to primary education, eliminating poverty, and improving child and maternal health.

The campaign recently culminated in the G(irls)20 Summit which brought together one girl from each of the G20 countries ten days before the official G20 Summit at the end of June. The girls, including Leah Stuart-Sheppard from Ottawa, debated, discussed and recommended how we can empower girls and women.

THE "SINGLE LADIES" DANCE AND THE CRISIS OF GIRLS' SEXUALIZATION

A priority concern of the Canadian Women's Foundation is the hypersexualization of girls. Bombarded by media images of impossibly thin, airbrushed, and sexualized young women, girls today are constantly given the message that they don't measure up. The pressures and negative reinforcement they face can stifle enthusiasm, esteem, and judgment; often with negative consequences.

We fund programs for girls to help them build self-esteem, critical thinking and leadership skills. One way do this is to address the hypersexualization of girls through media literacy programming: it teaches girls how to think critically about and deconstruct the messages they are fed by popular media.

You may recall the recent media frenzy that occurred over a young dance troop's performance of "Single Ladies". It's one of the most disturbing examples of hypersexualization we've seen. The original video has since been removed from YouTube, but you can see ABC's coverage of the routine by visiting youtube.com and entering the following search query: Single Ladies Parents & the Girls speak to ABC GMA.

What's your response to this dance routine? Email us with your thoughts: sruddle@canadianwomen.org.



CWF TAKING ACTION ON THE CRISIS OF GIRLS' SEXUALIZATION

In addition to funding programs that help girls think critically about the media images they face each day, the Canadian Women's Foundation is involved in two exciting initiatives both aimed at challenging the sexualization of girls and women in the media:

Powered by Girl is a teen girl-driven social media literacy and activism campaign. Two Girls Advisory Boards, one hosted by CWF in Toronto, are helping to develop content for a soon-to-be-launched website and Facebook fan page.

SPARK, a summit on the sexualization of girls in the media, will bring together four hundred girls and adult allies from across North America to discuss the sexualization of girls and generate ideas to tackle it. The summit will take place in New York City on October 22nd. We hope this will be the 'spark' that will ignite an international call to action and campaign for change.

UPCOMING EVENTS



THE CANADIAN WOMEN'S FOUNDATION'S 1ST ANNUAL CALGARY PROFESSIONAL BREAKFAST

FRIDAY SEPTEMBER 24TH, 2010
CALGARY, AB

Don't miss your opportunity to hear Arlene Dickinson, co-star of CBC's Gemini award-winning *Dragons' Den*.

To purchase tickets, visit www.canadianwomen.org and go to "Events and Awards".

**Photo courtesy of CBC/ photographer Jeff Kirk*

THE CANADIAN WOMEN'S FOUNDATION'S 17TH ANNUAL TORONTO BREAKFAST

THURSDAY OCTOBER 7TH, 2010
TORONTO, ON

The 17th Annual Breakfast will feature the wonderful Valerie Pringle as keynote speaker.

To purchase tickets, visit www.canadianwomen.org and go to "Events and Awards".

Proceeds from the Calgary and Toronto Breakfasts will support life-changing programs that help low-income women move out of poverty and toward financial security.

LATTÉS, LOVE, AND LAUGHTER CO-PRESENTED BY WORDFEST

CWF will present the fourth year of this fabulous event in Calgary on Saturday October 16th. In collaboration with WordFest, the authors' reading will be kicked off by CWF's signature latte and cupcake reception. For more information contact Alison Azer: aazer@canadianwomen.org.

THE COMPANY WE KEEP



Georgie Phillips of Royal LePage Atlantic in Moncton, helps out at the National Garage Sale for Shelter.

THE ROYAL LEPAGE SHELTER FOUNDATION DECLUTTERS FOR A CAUSE

The Royal LePage Shelter Foundation held its second annual National Garage Sale for Shelter in May. Communities across Canada held garage sales to raise funds for local shelters and violence prevention programs funded through the Canadian Women's Foundation. Generous local residents and Royal LePage realtors and brokers donated household items in the weeks leading up to the sale, and over 130 locations across Canada participated to raise a record-breaking \$300,000 for the cause – 2.5 times more than what was raised last year!

RONA REBUILDS LIVES

On March 8th, 2010, the 100th anniversary of International Women's Day, RONA inc. launched a new partnership with the Canadian Women's Foundation and the Canadian Association of Women in Construction to help women across Canada rebuild their lives. RONA customers donated over \$20,000 for innovative programs to help victims of domestic violence re-establish their lives and RONA will match that in products and services for small shelter renovation projects.

THE SHOPPING CHANNEL MOVES WOMEN OUT OF POVERTY

The Shopping Channel has recently joined the Canadian Women's Foundation in its efforts to move low-income women out of poverty and has committed \$100,000 a year for three years to support Women Moving Women. On top of this generous commitment, we are delighted to have The Shopping Channel as a sponsor of the Sisterhood Soiree in Toronto and of the Calgary Professional Breakfast.

SCOTIABANK SUPPORTS EMERGENCY LOAN FUNDS

CWF was delighted to receive \$100,000 from Scotiabank to support emergency loan funds for women who have experienced violence. These programs play a critical role in breaking down the financial barriers that can prevent women from rebuilding their lives independently after abuse.

TD FINANCIAL GROUP RENEWS THEIR COMMITMENT TO HELP MARGINALIZED WOMEN

TD Financial Group recently renewed their long-time support of the Canadian Women's Foundation with a pledge of \$100,000 a year for three years. This will support CWF's work with Aboriginal, refugee and immigrant women across Canada.

SPECIAL THANKS AND ACKNOWLEDGEMENTS

Thanks to Sisterhood Soiree Chair **Anne-Marie Canning** and Managing Chair **Penny Shore** for their amazing work on holding another successful Sisterhood Soiree in Toronto.

Congratulations to **Ann Southam** (CWF Leadership Donor and member of the Girls' Fund Advisory Committee), who was made an appointee to the Order of Canada. She is being recognized for her contributions as one of Canada's prominent women composers, known for electronic, acoustic and orchestral works, and as a philanthropist and committed volunteer.

Thanks to **Gina Mollicone-Long** for hosting guests at Campoverde in Vancouver. She gave an incredible presentation which resulted in six new *Women Moving Women* donors, who together are contributing \$15,000 to move low-income women out of poverty. The event also inspired the creation of a Vancouver-based *Women Moving Women* committee – its members are already busily plotting and planning lots of exciting events.

Thanks to **Christy Clark** for opening her Vancouver home to host an event about the work of CWF in BC.

Thanks to **Stephanie Tan** and the **Labatt Beer Institute of Vancouver** for hosting and sponsoring a *Women Moving Women* event.

Thanks to **Lynn Williams** for hosting a Vancouver breakfast event to raise awareness about the *Women Moving Women* campaign.

Thanks to **Kim Jeremic-Redekop** and **Ann Peikoff** for hosting a *Women Moving Women* event in Winnipeg. Special thanks to Kim for opening her home to guests, and to Kim and Ann for introducing us to new faces in Manitoba. We raised \$27,500 and brought 11 fabulous new people into the *Women Moving Women* campaign!

Thanks to **Susan Fulford** for spearheading the first CWF Insight Lecture event on January 14th, and to April Taggart and Angela Robertson for speaking at the event.

Thanks to **Leslie Bissett, Debra Campbell, Margot Franssen, Julie George** and **Cathy Spoel** for hosting CWF events in their homes.

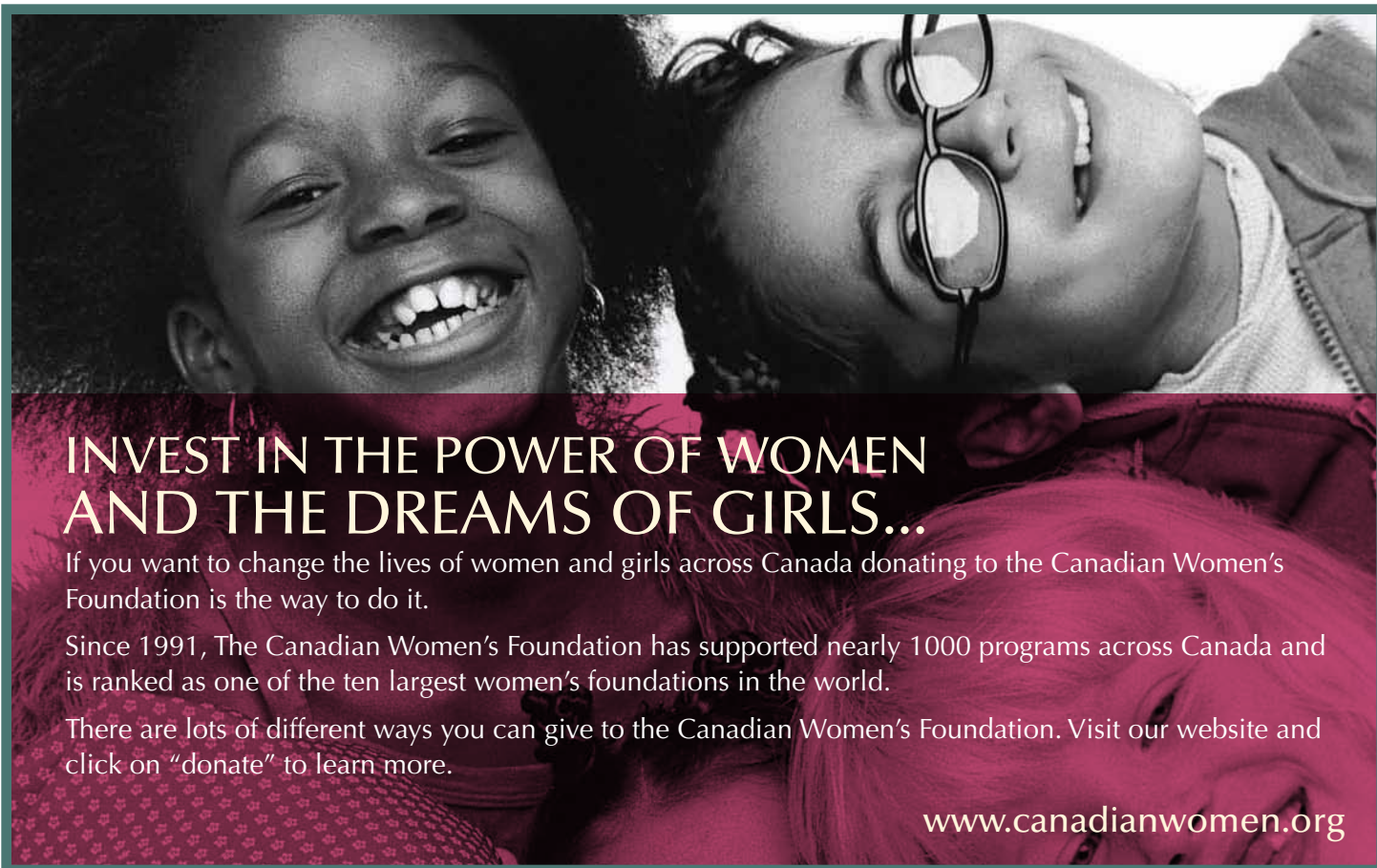
Thanks to the **Calgary Women Moving Women committee** for their dedication to growing the campaign in Calgary.

Thanks to **Jennifer Fuhr** and **Cidel Trust** for hosting Women Wisdom and Wealth in Calgary on January 24th. The event brought together women who wanted to learn more about shaping their financial future. All Ticket proceeds were donated to *Women Moving Women*.

Thanks to **Karen Judge**, owner of **Studio Gorgeous**, for hosting the Gorgeous Again High Tea in Calgary. The event raised \$30,000 for *Women Moving Women*.

Thank you to **Erin Rosar** ("The Wine Girl"), **Rebekah Pearse** from **Nectar Desserts** and **Janice Beaton Fine Cheese** for hosting and presenting at the Perfect Pairings women, wine, cheese and sweets event in Calgary.

Thanks to **Sheila Norman, John Moore** and the partners of **CGOV Asset Management** for hosting a golf tournament in support of *Women Moving Women*.



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 supported nearly 1000 programs across Canada and is ranked 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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mtin@canadianwomen.org.