

CANADIAN  
WOMEN'S  
FOUNDATION

2013/2014

# ANNUAL IMPACT REPORT

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## OUR VISION

**Invest in women and girls.  
Change everything.**

## OUR MISSION

We invest in the strength of women and the dreams of girls. The Canadian Women's Foundation raises money to end violence against women, move women out of poverty and help build strong, resilient girls through funding, researching and promoting best practices. We are a leading voice for women in Canada.

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# Thanks to you

“Over the last 24 years, your support has helped to make the Canadian Women’s Foundation one of the ten largest women’s foundations in the world. Thanks to you, we are now the leading voice for women and girls in Canada. Last year, you helped us to raise over \$7 million to help women and girls move out of violence, out of poverty and into confidence. This funding has been invested in the most effective community programs and capacity building support for organizations across Canada that help thousands of women and girls transform their lives and realize their full potential.”

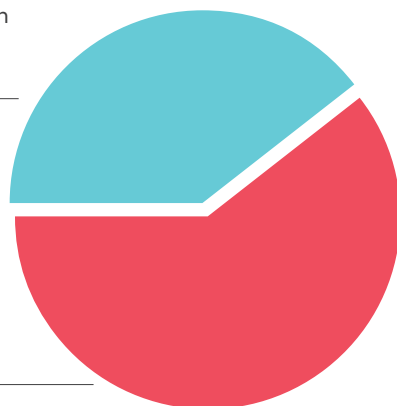
– SHEHERAZADE HIRJI, PRESIDENT AND CEO, CANADIAN WOMEN’S FOUNDATION

## YEAR AT A GLANCE

**Total amount invested**  
**\$7,442,682**

Investment in training, research, capacity building, evaluation and development  
**\$2,943,894**

Investment in community grants  
**\$4,498,788**



**Number of initiatives**

**108**  
Major Grants

**451**  
Shelter Grants

**Number of donors**

**6,976**

**Number of volunteers**

**355**

# VIOLENCE PREVENTION

**CHRISTOPHER**  
Lethbridge, AB

A man with a shaved head, wearing a blue and white checkered button-down shirt, is holding a framed photograph. The photograph shows a young girl in a white nurse's uniform with a white cap, holding a bouquet of red and white flowers. The photo is set in a dark wooden frame with a decorative border of small, square wooden blocks. The background is a blurred green outdoor setting.

We believe every woman has the  
right to live free from violence.

“I think men need to talk about violence because we’re the solution to the problem. The message needs to be handed down to kids at an early age so they know it’s not okay. My mom, Joanne, is the reason I speak out against domestic abuse. Unfortunately, I know there are lots of other stories that are similar to my mom’s.”

- CHRISTOPHER, LETHBRIDGE, AB

When Christopher was 22 his mom, Joanne, was murdered by his stepfather. When she was alive, she had visited Denise House, a women’s shelter in Oshawa, ON, that is supported by the Canadian Women’s Foundation.

# VIOLENCE PREVENTION

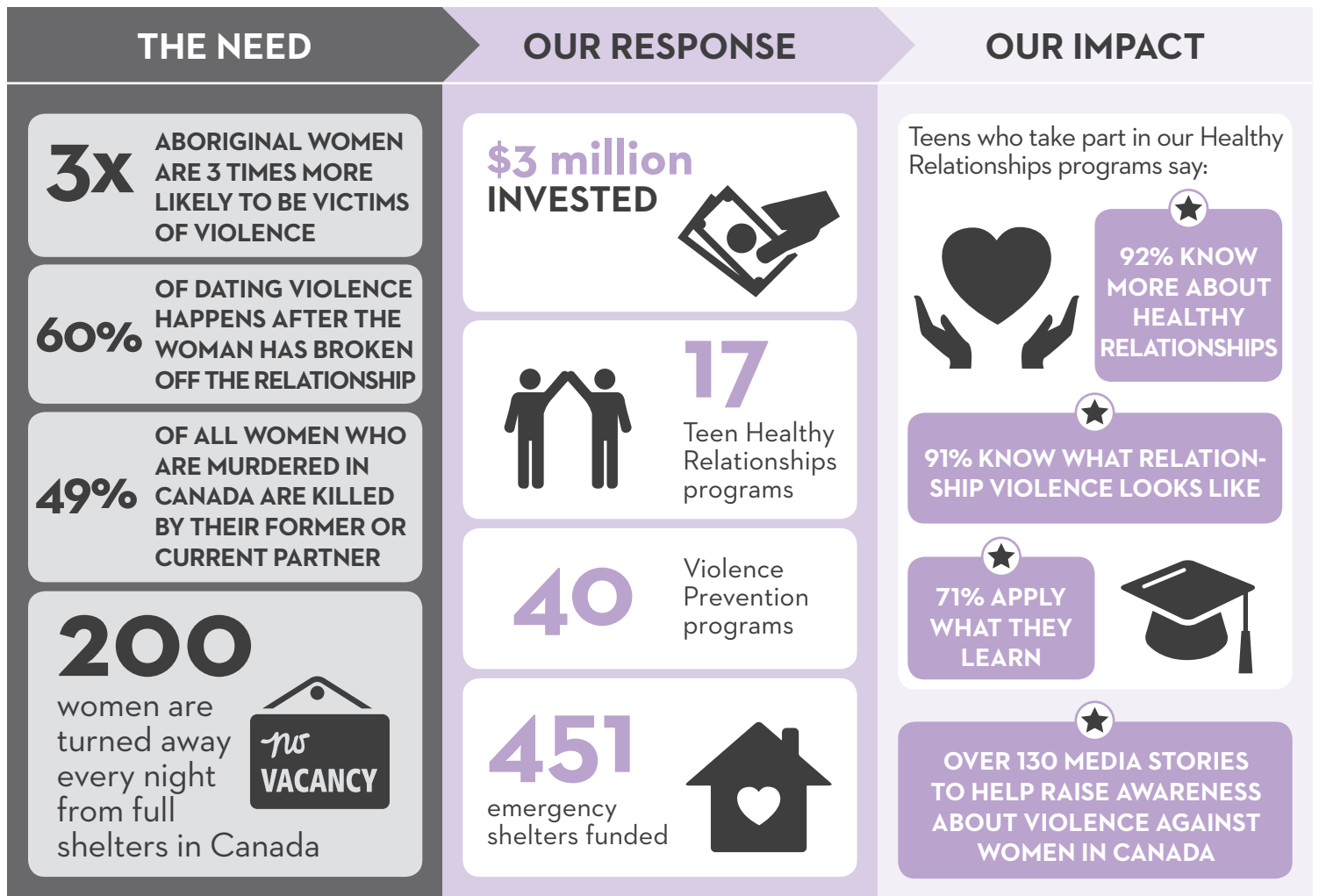
We want every woman to live free from violence.

We help women in Canada to move out of violence by investing in emergency shelters and programs that help survivors rebuild their lives through counseling, legal advice, and loan funds.

We also work to stop the violence before it starts. In our Teen Healthy Relationships programs, high school students learn to recognize the warning signs of abuse and to build safe and healthy relationships.



Every night **3,300 women** and **3,000 children** sleep in an emergency shelter to escape domestic violence.



## VIOLENCE PREVENTION GRANTS: Amounts allocated for 2014

|    | PROGRAM  | ORGANIZATION  | CITY         | GRANT    |
|----|--|---|--------------|----------|
| AB | Emergency Flood Relief   | YWCA Calgary  | Calgary      | \$10,000 |
|    | Court Support Program  | Calgary Women's Emergency Shelter Association                             | Calgary      | \$25,000 |
|    | Hera Program   | Boys and Girls Clubs Calgary  | Calgary      | \$25,000 |
|    | Emergency Flood Relief   | Rowan House Emergency Shelter   | High River   | \$20,000 |
|    | Musasa House Outreach Program  | Medicine Hat Women's Shelter Society<br>Musasa House Second Stage Housing | Medicine Hat | \$20,000 |
|    | Victim Support Program   | Parkland Turning Point Society (PTPS)                                     | Stony Plain  | \$25,000 |
|    | Rebuilding Lives with Hope Through Outreach Services                 | Westlock Women's Association: Hope Resource Centre                        | Westlock     | \$28,000 |
| BC | Interest-free Loan Program   | Castlegar and District Community Services                                 | Castlegar    | \$25,000 |
|    | Mentoring Teen Girls Project   | Robson Valley Support Society   | McBride      | \$22,450 |
|    | Respectful Relationships program                                     | Quesnel Women's Resource Centre Society                                   | Quesnel      | \$25,000 |
|    | Sources (Surrey) Rent Bank   | Sources Community Resources Society                                       | Surrey       | \$25,000 |
|    | Campaign Of Solidarity with Aboriginal Women                         | Poverty and Human Rights Centre   | Vancouver    | \$25,000 |
|    | The Jane Doe Legal Network and Advice Clinic                         | West Coast Leaf Association   | Vancouver    | \$28,000 |
|    | Vancouver Rent Bank  | Network of Inner City Community Services Society                          | Vancouver    | \$28,000 |
|    | Awakening The Warrior Woman Within                                   | Victoria Native Friendship Centre   | Victoria     | \$24,000 |
| MB | Red Road to Healing Program  | West Central Women's Resource Centre Inc.                                 | Winnipeg     | \$25,000 |
|    | Tilt (ing)   | Spence Neighbourhood Association  | Winnipeg     | \$28,000 |
| NB | Between Sisters Peer Support Program                                 | Beauséjour Family Crisis Resource Centre Inc.                             | Shediac      | \$24,078 |
| NL | The Safe & Healthy Project   | Stella's Circle Stella Burry Community Services                           | St. John's   | \$16,440 |
| NS | GSA Mentorship Program   | The Youth Project   | Halifax      | \$13,170 |
|    | Healthy Relationships for Youth                                      | Second Story Women's Centre   | Lunenburg    | \$24,901 |
| NU | Canadian Red Cross' RespectED: Violence and Abuse Prevention Program | Isaksimagit Inuusirmi Katujjiqatigiit Embrace Life Council                | Iqaluit      | \$28,000 |
| ON | Second Stage Program Facility  | People in Transition My Sister's Place                                    | Alliston     | \$26,372 |
|    | Second Stage Housing Program   | Women's House Serving Bruce and Grey                                      | Kincardine   | \$25,000 |
|    | Girls Creating Change  | Sexual Assault Centre London  | London       | \$25,000 |
|    | Second Stage Housing Program Gayenawahsra "Helping Ourselves"        | Ganohkwasa Family Assault Support Services                                | Ohsweken     | \$25,000 |
|    | Prevention of Violence with Information and Communication Technology | CALACS francophone d'Ottawa   | Ottawa       | \$25,000 |
|    | Blueprint for National Action Plans (NAP) Phase 2                    | Canadian Network of Women's Shelters and Transition Houses                | Ottawa       | \$28,000 |

## VIOLENCE PREVENTION GRANTS (cont'd)

|    | PROGRAM   | ORGANIZATION   | CITY        | GRANT           |
|----|---|--|-------------|-----------------|
| ON | <b>The “Walking Together,” and adaptation of T.E.A.R.™ (Teens Ending Abusive Relationships)</b> | Victim Services Toronto  | Toronto     | <b>\$24,806</b> |
|    | <b>Rebuilding Lives through Peer Intervention</b>   | Regent Park Community Health Centre  | Toronto     | <b>\$25,000</b> |
|    | <b>Linguistically Appropriate Access to Justice Services for South Asian Women.</b>             | South Asian Women’s Centre   | Toronto     | <b>\$28,000</b> |
|    | <b>Next Step Program</b>  | Moving Forward 2015 Foundation   | Vaughan     | <b>\$25,000</b> |
| QC | <b>Financial Skills and Literacy Toolkit</b>  | National Aboriginal Circle Against Family Violence                               | Kahnawake   | <b>\$28,000</b> |
|    | <b>Together, Let’s End Violence</b>   | Maison d’hébergement et de transition L’Égide                                    | La Prairie  | <b>\$20,000</b> |
|    | <b>Sans P ni E (No Pimps or Escorts)</b>  | Action jeunesse St-Pie X de Longueuil inc  | Longueuil   | <b>\$25,000</b> |
|    | <b>Young South Asian Women’s Support Group</b>  | South Asian Women’s Community Centre   | Montreal    | <b>\$25,000</b> |
|    | <b>Les couloirs de la violence (Corridors of Violence)</b>                                      | La Pointe du jour Calacs Sept-Iles   | Sept Iles   | <b>\$26,900</b> |
| SK | <b>Girls Night Out</b>  | Hudson Bay Family & Support Centre   | Hudson Bay  | <b>\$28,000</b> |
|    | <b>Best Practices for Providing Services for Older Women Who have Experienced Abuse</b>         | Provincial Association of Transition Houses and Services of Saskatchewan (PATHS) | Regina      | <b>\$28,000</b> |
| YT | <b>Together for Justice Protocol</b>  | Liard Aboriginal Women’s Society   | Watson Lake | <b>\$25,000</b> |



## TEEN HEALTHY RELATIONSHIP GRANTS

|    | PROGRAM   | ORGANIZATION  | CITY               | GRANT<br>(Over 4<br>or 2 years) | GRANTED<br>IN 2014 |
|----|---|---|--------------------|---------------------------------|--------------------|
| AB | Healthy Youth Relationships                         | The Canadian Red Cross Society  | Red Deer           | \$100,000                       | \$25,000           |
|    | RESPECT   | Immigrant Services Calgary Society  | Calgary            | \$50,000                        | \$25,000           |
| BC | Project Respect                                     | Victoria Women's Sexual Assault Centre Society                                | Victoria           | \$100,000                       | \$25,000           |
|    | Respectful Relationships (R+R)                      | SWOVA Community Development and Research Society                              | Salt Spring Island | \$160,000                       | \$40,000           |
|    | Strengthening Youth Initiative                      | Cowichan Women Against Violence Society                                       | Duncan             | \$100,000                       | \$25,000           |
| MB | Newcomer Youth and Healthy Relationships Project    | Sexuality Education Resource Centre Manitoba                                  | Winnipeg           | \$157,190                       | \$39,800           |
|    | Sacred Seven: Healthy Relationship Program          | The University of Winnipeg Foundation, Wii Chiiwaakanak Learning Centre       | Winnipeg           | \$50,000                        | \$25,000           |
| NB | Making Waves/ Vague par vague program               | Partners For Youth Inc.   | Fredericton        | \$160,000                       | \$40,000           |
| NS | Healthy Relationships for Youth                     | Antigonish Women's Resource Centre and Sexual Assault Services Association    | Antigonish         | \$160,000                       | \$40,000           |
|    | LOVE in Indian Brook and Membertou                  | Love: Leave Out Violence/<br>Love: Vivre Sans Violence                        | Halifax            | \$50,000                        | \$25,000           |
| ON | "Be the Change" Educational Modules to End Violence | Sexual Assault and Violence Intervention Services Of Halton                   | Oakville           | \$50,000                        | \$25,000           |
|    | Fourth R (Healthy Relationships)                    | Centre for Addiction and Mental Health  | Toronto            | \$160,000                       | \$40,000           |
|    | ReAct Afterschool Program                           | METRAC - Metropolitan Action Committee on Violence Against Women and Children | Toronto            | \$160,000                       | \$40,000           |
|    | TAG-V: Teens Against Gender Based Violence          | Abrigo Centre   | Toronto            | \$160,000                       | \$40,000           |
| PE | Healthy Relationship Program                        | PEI Family Violence Prevention Services Inc.                                  | Charlottetown      | \$92,750                        | \$22,000           |
| QC | À l'action  | Y des femmes Montréal/YWCA Montréal   | Montréal           | \$160,000                       | \$40,000           |
|    | Teen Healthy Relationships                          | Bureau De La Communaute Haitienne De Montréal                                 | Montréal           | \$50,000                        | \$25,000           |

Some organizations also received an evaluation and/or capacity building grant during the year totaling \$39,000

# EMPOWERING GIRLS

**AMAR**  
Toronto, ON

We want every girl to believe in herself and realize she matters.

**“Before I took this program, I was just another girl. I was very uninvolved in life, but the “Something For The Girlz” program completely changed me and made me into the person I’ve always wanted to be. I am not only a girl – I am a girl who has the power to change the world. I am proud to be who I am.”**

- AMAR, TORONTO, ON

*Something for the Girlz* is delivered by Thorncliffe Neighbourhood Office in Toronto, ON and is a Canadian Women’s Foundation funded program.

## GIRLS' EMPOWERMENT

We want every girl to believe in herself and realize she matters.

Research shows the ages between 9 and 13 are a critical time for girls to develop key protective factors such as confidence, critical-thinking, and connectedness. When a girl feels strong in these three areas, her self-esteem increases, she makes healthier life choices, and she is more able to recover from a crisis. She knows that she matters, and is more likely to develop into a strong young woman.

By investing in dynamic programs that engage their bodies, minds and spirits, we help girls in Canada reach their potential.



In Canada, the number of girls who feel self-confident drops from **36%** to **14%** between grade 6 and grade 10.

### THE NEED

**2X** TWICE AS MANY GIRLS ARE CYBERBULLIED AS BOYS.

**46%** PERCENTAGE OF GIRLS WHO ARE SEXUALLY HARASSED IN HIGH SCHOOL

**6** THE AGE SOME GIRLS SAY THEY WANT TO LOOK "SEXY"

**60%**

of girls who think they are too fat, when they are actually too thin



### OUR RESPONSE

**\$2.1 million** INVESTED

in programs to empower girls and capacity building support to organizations



**27** PROGRAMS



**2,266** girls participated in our girls' programs

### OUR IMPACT

Girls who participated in our programs said:

**90%** FEEL MORE ABLE TO DEAL WITH BULLYING

**89%** BETTER UNDERSTAND WHERE TO GO FOR HELP

**87%** FEEL MORE ABLE TO RESIST PEER PRESSURE



**82%** FEEL MORE ABLE TO PROBLEM-SOLVE IN DIFFICULT SITUATIONS



## GIRLS' FUND GRANTS: Amounts allocated for 2014

|          | PROGRAM  | ORGANIZATION  | CITY                   | GRANT<br>(over 4 years) | GRANTED<br>IN 2014 |
|----------|--|---|------------------------|-------------------------|--------------------|
| NATIONAL | National Girls Program   | Actua   | Ottawa                 | \$320,000               | <b>\$75,549</b>    |
|          | Girls Action Network   | Girls Action Foundation                                     | Montreal               | \$160,000               | <b>\$34,000</b>    |
| AB       | The Kainai Aakiikoan (Kainai Girl) Project                             | Canadian Red Cross  | Lethbridge             | \$146,000               | <b>\$32,450</b>    |
|          | Empowered to Achieve: Culture, Confidence, Connection                  | Calgary Immigrant Women's Association                       | Calgary                | \$231,362               | <b>\$44,492</b>    |
|          | Media Smarts, Friendly PEER-suasion, and Action for Safety             | Girls Incorporated of Northern Alberta                      | Fort McMurray          | \$270,000               | <b>\$55,610</b>    |
| BC       | Aboriginal Girls Group Program   | Kamloops Aboriginal Friendship Society                      | Kamloops               | \$200,000               | <b>\$54,695</b>    |
|          | Pre-Teen Girls Program   | Boys and Girls Clubs of South Coast BC                      | Vancouver              | \$251,000               | <b>\$61,100</b>    |
|          | Girls' Group   | Tsleil Waututh Nation                                       | Vancouver              | \$197,600               | <b>\$39,390</b>    |
|          | Babisa Moonelazi Beginnings (Beautiful Butterflies)                    | Kwadacha Education Society                                  | Fort Ware              | \$130,000               | <b>\$28,285</b>    |
| MB       | Girls Caring Circle  | Wahbung Abinoonjiag Inc.                                    | Winnipeg               | \$240,000               | <b>\$48,135</b>    |
|          | The Butterfly Club   | Ka Ni Kanichihk Inc.  | Winnipeg               | \$234,000               | <b>\$55,660</b>    |
| NB       | Go Girls! Healthy Bodies, Healthy Minds                                | Big Brothers Big Sisters of Saint John                      | Saint John             | \$270,000               | <b>\$54,345</b>    |
| NL       | Especially for the G.I.R.L.S. (Girls Initiative Regarding Life Skills) | Libra House Inc.  | Happy Valley-Goose Bay | \$133,620               | <b>\$28,910</b>    |
| NS       | I.T.S. for Girls!  | SuperNOVA at Dalhousie University                           | Halifax                | \$120,000               | <b>\$26,500</b>    |
| NT       | GirlSpace  | YWCA of Yellowknife/NWT                                     | Yellowknife            | \$248,000               | <b>\$60,150</b>    |
| NU       | Northern Lights Girls Club   | YWCA Agvvik Nunavut   | Iqaluit                | \$134,076               | <b>\$29,788</b>    |
| ON       | The Village Bloggurls  | North York Community House                                  | North York             | \$259,078               | <b>\$50,241</b>    |
|          | Girlz Unplugged  | Community YWCA of Muskoka                                   | Bracebridge            | \$248,000               | <b>\$61,200</b>    |
|          | On the Move - Girls Healthy Active Living                              | Boys and Girls Clubs of Hamilton                            | Hamilton               | \$250,000               | <b>\$52,850</b>    |
|          | Just for Girls   | Boys & Girls Club of London                                 | London                 | \$251,700               | <b>\$61,840</b>    |
|          | TechGyrls  | YWCA of Cambridge   | Cambridge              | \$252,000               | <b>\$61,100</b>    |
|          | Girls Drumming and Singing   | Ininew Friendship Centre                                    | Cochrane               | \$155,494               | <b>\$34,056</b>    |
|          | Something for the Girlz  | Thornciffe Neighbourhood Office                             | Toronto                | \$248,000               | <b>\$60,400</b>    |
|          | Ms Media   | YWCA Toronto  | Scarborough            | \$249,120               | <b>\$51,447</b>    |
| QC       | Volet jeunes filles de Mini Kekpart                                    | Action jeunesse St-Pie X de Longueuil                       | Longueuil              | \$111,492               | <b>\$24,642</b>    |
|          | Lance-toi!/Take Your Lead!   | Y des femmes de Montréal                                    | Montréal               | \$260,000               | <b>\$63,250</b>    |
| SK       | We are the Cycle Breakers  | Sturgeon Lake First Nation for Sturgeon Lake Central School | Sturgeon Lake          | \$240,000               | <b>\$58,750</b>    |

Some organizations also received an evaluation and/or capacity building grant during the year totaling \$39,000

**ECONOMIC  
DEVELOPMENT**



**ELIZABETH**  
Etobicoke, ON

We want every woman to have the chance to move herself and her children out of poverty.

**“In the Microskills program, they taught me about registering a business and figuring out cash flow and projections. But it was so much more than learning how to run a business. The emotional, mental and spiritual support was extremely empowering. It was unbelievable how much it boosted my confidence. I went from victim to survivor to mentor.”**

- ELIZABETH, OWNER, THE D.E.V.A. IN YOU GROUP

*Women's Opportunities in Business, Trades and Technology* is delivered by MicroSkills Community Development Centre in Etobicoke, ON and is a Canadian Women's Foundation funded program.

## ECONOMIC EQUALITY

**We want every woman to have the chance to move herself and her children out of poverty.**

We help women living on low incomes by investing in programs that help them launch a small business, learn a skilled trade, or gain valuable work experience in a social purpose enterprise. Over the last five years, we've helped over 3,000 women begin their journeys out of poverty.

We also bring together community organizations to share research, skills and best practices for women's economic development. Our Canadian Women's Foundation Leadership Institute is helping the next generation of female leaders working in community economic development organizations to develop the skills they need to manage change, create strong partnerships, and build the sector.

# 1.5 MILLION

## women in Canada live in poverty.



### THE NEED



**80% OF SINGLE PARENTS ARE FEMALE**

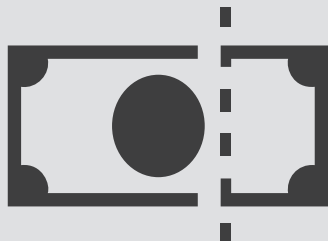


**MOST LOW-WAGE WORKERS ARE FEMALE**

↳ **70%** of all part-time workers

↳ **66%** of all minimum wage earners

On average, women who work full-time earn just **72 cents** for every dollar earned by men



### OUR RESPONSE

**\$4.5 million INVESTED**

in programs to help women move out of poverty and capacity building support for organizations



**13** grants up to **5** year funding commitments



**HELP WOMEN ACCESS SKILLED TRADES**



**HELP WOMEN LAUNCH A SMALL BUSINESS**



**PROVIDE WOMEN WITH JOB EXPERIENCE AT A SOCIAL PURPOSE ENTERPRISE**

### OUR IMPACT



**20% OF PROGRAM PARTICIPANTS MOVED ABOVE THE POVERTY LINE\***



**THEIR EMPLOYMENT ROSE FROM 52% TO 72%**



**THEIR PERSONAL INCOMES INCREASED 48%**





## ECONOMIC DEVELOPMENT GRANTS: Amounts allocated for 2014

|                 | PROGRAM  | ORGANIZATION   | CITY                      | GRANT<br>(over 5 years)   | GRANTED<br>IN 2014 |
|-----------------|--|--|---------------------------|---------------------------|--------------------|
| <b>NATIONAL</b> | <b>Public Policy Grant</b>   | Women's Economic Council   | St. Catharines            | \$125,000                 | <b>\$24,000</b>    |
| <b>AB</b>       | <b>The Women's Venture Accelerator Program</b>   | Momentum Community Economic Development Society  | Calgary                   | \$365,000                 | <b>\$19,000</b>    |
|                 | <b>Job Placement and Job Retention Support for Women</b>                                     | Women Building Futures Society   | Edmonton                  | \$365,000                 | <b>\$13,000</b>    |
| <b>NB</b>       | <b>Enterprising Women</b>  | Saint John Community Loan Fund   | Saint John                | \$300,000                 | <b>\$12,000</b>    |
| <b>NS</b>       | <b>Women Unlimited</b>   | Women's CED Network Society  | Hubbards                  | \$365,000                 | <b>\$13,000</b>    |
| <b>ON</b>       | <b>Enhanced General Carpenter Pre-Apprenticeship Program</b>                                 | The Centre for Skills Development & Training   | Burlington                | \$150,000                 | <b>\$6,000</b>     |
|                 | <b>Women's Opportunities in Business, Trades and Technology</b>                              | Community MicroSkills Development Centre   | Etobicoke                 | \$365,000                 | <b>\$18,800</b>    |
|                 | <b>Women in Skilled Trades and Technology, Building Resilience and Self-Reliance Program</b> | Moose Cree Education Authority & Timmins Native Friendship Centre in partnership with Northern College | Moose Factory/<br>Timmins | \$365,000                 | <b>\$39,000</b>    |
|                 | <b>Skills Development Centre</b>   | YWCA Association of Greater Toronto  | Toronto                   | \$365,000                 | <b>\$12,000</b>    |
| <b>NU</b>       | <b>Inuit Women in Business</b>   | Pauktuutit Inuit Women of Canada   | Ottawa                    | \$300,00<br>over 3 years  | <b>\$20,000</b>    |
| <b>QC</b>       | <b>Business Coaching To Strengthen Entrepreneurial Capacity</b>                              | Option Femmes Emploi   | Gatineau                  | \$365,000                 | <b>\$19,000</b>    |
|                 | <b>Self-Employment/Entrepreneurship Training Program</b>                                     | Fonds d'Emprunt des Laurentides  | Lachute                   | \$365,000                 | <b>\$13,000</b>    |
| <b>SK</b>       | <b>Women in Trades Program</b>   | Saskatchewan Indian Institute of Technologies  | Saskatoon                 | \$300,000<br>over 3 years | <b>\$20,000</b>    |

## CANADIAN WOMEN'S FOUNDATION LEADERSHIP INSTITUTE GRANT

|           | PROGRAM   | ORGANIZATION                  | CITY       | GRANT                     | GRANTED<br>IN 2014 |
|-----------|---|-------------------------------|------------|---------------------------|--------------------|
| <b>NS</b> | <b>Canadian Women's Foundation Leadership Institute</b> | Coady International Institute | Antigonish | \$635,908<br>over 4 years | <b>\$150,000</b>   |

Some organizations also received an evaluation and/or capacity building grant during the year totaling \$17,800.

# ENDING SEX TRAFFICKING

**KATE**  
Edmonton, AB

We are taking action to end sex trafficking in Canada, to ensure all women and girls live free from exploitation.

## ENDING SEX TRAFFICKING

“Today, much of the **exploitation** is online and almost invisible. **The risk** is that if we can’t see exploitation and sex trafficking, we might not be moved to **action**. We need to make things **visible**.”

– KATE QUINN, EXECUTIVE DIRECTOR,  
CEASE: CENTRE TO END ALL SEXUAL EXPLOITATION

*Rebuilding Hope: Trauma Recovery Program - Phase Two* is delivered by CEASE: Centre to End all sexual Exploitation in Edmonton, AB and is a Canadian Women’s Foundation funded program.

## ENDING SEX TRAFFICKING

### We have a five-year strategy to help end sex trafficking in Canada.

In 2013, we launched a National Taskforce on Sex Trafficking in Canada comprised of survivors, law enforcement, government agencies, and community organizations. Over an 18-month period, we invested over \$2 million in the Task Force, research, and grants for community organizations working to end sex trafficking.

The Task Force concluded its work in May 2014 and we are now implementing a five-year strategy based on their work. Our strategy includes grants for programs that help women and girls to escape sex trafficking and rebuild their lives, public awareness campaigns, and working with local stakeholders to build local action plans.

# The greatest risk factor: BEING A GIRL.



### THE NEED

# #1

WAY WOMEN AND GIRLS ARE LURED INTO SEX TRAFFICKING IS BY BEING BETRAYED BY SOMEONE THEY TRUST

# 93%

OF CANADA'S TRAFFICKING VICTIMS COME FROM CANADA

# 13

MOST COMMON AGE GIRLS ARE TRAFFICKED INTO FORCED PROSTITUTION

# \$280,000

annual **financial gain** traffickers in Canada can receive for each girl or woman they have trafficked and forced into prostitution

### OUR RESPONSE

## \$975,000 INVESTED IN 2014



#### Strategies for:



**PREVENTING** sex trafficking before it starts, including public awareness and training for police, doctors, teachers, shelter staff, etc.



**INTERVENTION** services to help victims to escape trafficking, such as shelters, safe houses, legal support and detox centres



**REBUILDING LIVES** through long-term supports such as counseling, employment training, education, and housing

### OUR IMPACT



# 5

YEAR STRATEGY TO HELP END SEX TRAFFICKING IN CANADA INCLUDING:

- ↳ Grants
- ↳ Promoting collective action
- ↳ Sharing knowledge and expertise



# OVER 50

media stories to help raise awareness about the growing problem of sex trafficking in Canada



## ENDING SEX TRAFFICKING GRANTS: Amounts allocated for 2014

|    | PROGRAM   | ORGANIZATION  | CITY        | GRANT    |
|----|---|---|-------------|----------|
| AB | Rebuilding Lives ~Weaving Threads of Hope                             | CEASE: Centre to End All Sexual Exploitation                                | Edmonton    | \$25,000 |
| BC | Train the Trainer Human Trafficking Awareness and Prevention Training | Saulteau First Nations  | Chetwynd    | \$25,000 |
|    | Our Circle to Protect Sacred Lives                                    | Nisga'a Lisims Government   | New Aiyansh | \$25,000 |
| MB | Ndinawe Transitions Alumni Program                                    | Ndinawemaaganag Endaawaad Inc   | Winnipeg    | \$25,000 |
|    | Our Circle to Protect Sacred Lives                                    | Ma Mawi Wi Chi Itata Centre in partnership with Assembly of Manitoba Chiefs | Winnipeg    | \$50,000 |
| ON | Mobile Victim Care Program  | Walk With Me Canada Victim Services   | Ancaster    | \$40,000 |
| QC | Network for the protection of trafficked women                        | Canadian Council For Refugees/ Conseil Canadien Pour Les Refugies           | Montreal    | \$25,000 |

## Join The Conversation!

There are many ways to stay in touch, and learn about the impact of your donation.

**Thank you for supporting women and girls in Canada!**



Don't miss a single issue of SHE magazine!  
[canadianwomen.org/SHE](http://canadianwomen.org/SHE)



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# STATEMENT OF REVENUE AND EXPENSES

For the 12-month period ending August 31, 2014

|  |                     |
|--|---------------------|
| <b>TOTAL REVENUE RECEIVED IN FISCAL YEAR</b>   | <b>\$13,208,269</b> |
| <b>+</b> Add revenue deferred from prior year<br>(Generated in preceding fiscal period and designated for programs/events in current fiscal period)          | \$564,710           |
| <b>-</b> Deduct revenue deferred to next year<br>(Generated in this current fiscal period and designated for programs/events in the following fiscal period) | \$569,106           |
| <b>-</b> Allocation to Endowment Fund  | \$2,026,484         |
| <b>= Revenue available for distribution after allocation to Endowment Fund</b>   | <b>\$11,177,389</b> |

## TOTAL EXPENSES

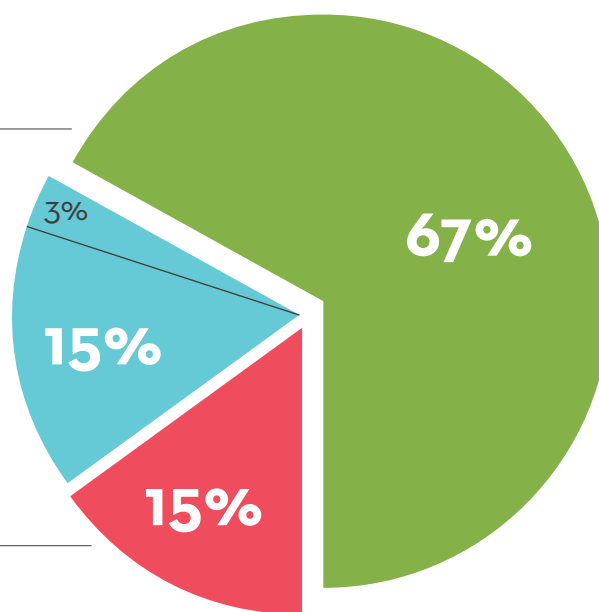
**\$11,176,078**

Grants & charitable program-related expenses  
**\$7,442,682**

Operating expenses  
(of which \$323,103 or 3% is non-recurring expenses)  
**\$2,050,563**

Fundraising expenses  
**\$1,682,833**

Excess of revenue over expenses and allocation for the period  
**\$1,311**



# STATEMENT OF FINANCIAL POSITION

As of August 31, 2014

## ASSETS

---

|                     |                     |
|---------------------|---------------------|
| Current assets      | \$521,974           |
| Investments         | \$22,085,394        |
| Equipment           | \$32,449            |
| <b>Total assets</b> | <b>\$22,639,817</b> |

## LIABILITIES

---

|  |                  |
|--|------------------|
| Accounts payable and accrued liabilities | \$147,390        |
| Deferred revenue                         | \$569,106        |
| <b>Total liabilities</b>                 | <b>\$716,496</b> |

## NET ASSETS

---

|                                       |                     |
|---------------------------------------|---------------------|
| Endowment reserve                     | \$21,815,397        |
| Operating reserve                     | \$107,924           |
| <b>Total liabilities and reserves</b> | <b>\$22,639,817</b> |

# BOARD OF DIRECTORS

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Calgary, AB

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Director, Liaison and Support to  
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(September 2013 - June 2014)  
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Associate Professor  
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Volunteer committees are vital to the success of the Canadian Women's Foundation. Each member brings passion, commitment, skills and experience that help drive positive change for women and girls across Canada. Thank you committee members!

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# ENDOWMENT FUND

*Your enduring legacy*

The Canadian Women's Foundation **Endowment Fund** is a permanent investment fund that generates annual earnings to support our ongoing operations and programs, and protects the long-term financial security of the Foundation. **Your gift to the Endowment Fund will continue to have an impact beyond your lifetime.**

## **\$10 million +**

The Estate of Ann Southam

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The Honourable Margaret and Wallace McCain

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The Honourable Margaret Norrie McCain in memory of her mother, The Honourable Margaret Fawcett Norrie

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Other contributions to our Endowment Fund

\*Reflects gifts received up to August 31, 2014.

# YOUR PASSION FOR CHANGE

Thanks to you, in 2014 we invested over \$7.4 million to help women and girls across Canada to move out of violence, out of poverty and into confidence. Thank you for your support!\*

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**“If you want to change the world, you need to support women. For me, it is as simple as that. Canadian Women’s Foundation helps women achieve security and improved health. When that happens, the future prospects for their children are immediately brighter.”**

- JANE CORBETT, TORONTO, ON

\*This list includes donors who gave gifts of \$500 or more between September 1, 2013 and August 31, 2014. We have done our best to include everyone who made a contribution during this period, and we apologize for any errors or omissions. **Please contact 1-866-293-4483 or 416-365-1444 if we have made an error in your acknowledgement.**

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**“The Canadian Women’s Foundation is such an important organization for empowering women to achieve more and elevate themselves from situations of poverty or domestic violence. The stories of women who have been helped by the Canadian Women’s Foundation have inspired me to help in any way I can.”**

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