



CANADIAN
WOMEN'S
FOUNDATION

CHANGING LIVES

2014/2015
impact
report

TRANSFORMING COMMUNITIES

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WE ARE CANADA'S
PUBLIC FOUNDATION
FOR WOMEN AND GIRLS

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 build strong, resilient girls through funding, researching, and promoting best practices. We are a leading voice for women in Canada.

“Our two organizations share a similar philosophy. We both provide women and girls the tools, resources, role models, networks—and the confidence—to help them reach their full potential.”

- NORMA TOMBARI,
DIRECTOR OF GLOBAL DIVERSITY AT RBC
MEMBER OF THE CANADIAN WOMEN'S FOUNDATION
GIRLS' FUND ADVISORY COMMITTEE

THANK
YOU
FOR CHANGING LIVES

You are helping women and girls across Canada move out of violence, out of poverty, and into confidence and leadership.


“I have so much respect for people who choose to stand up for equality. It's not always easy to speak out on issues affecting women and girls, because some people don't want to hear the reality of gender-based violence or women's poverty, or that discrimination is still so common. But the truth is, we don't have gender equality in Canada - and that's unacceptable. What gives me hope is the thousands of people who are taking action because they know equality benefits everyone, and makes Canada a stronger country.”

- SHEHERAZADE HIRJI, PRESIDENT & CEO,
CANADIAN WOMEN'S FOUNDATION




Invest
in women
and girls.

Change
everything.




108
MAJOR
GRANTS

We support programs for the women and girls who need it most. We prioritize those who face the highest risks, such as women and girls in rural and remote communities with few services. 22 of our grants are specifically designed for Aboriginal women and girls.



455
SHELTER GRANTS

Women and children who are escaping violence need immediate refuge. Shelters not only provide vital safety, but also offer the planning and counselling services women need to begin rebuilding their lives.



46,406
LIVES IMPACTED

Thousands of people attend our funded programs across the country, often developing skills that improve not only their own lives, but also their relationships, families, and communities.



VIOLENCE PREVENTION

Thanks to you, we supported over 455 women's shelters across Canada that provide a safe place for women and children escaping domestic violence.

We have also invested in 42 programs that help women and children rebuild their lives after experiencing violence, and programs that help stop the violence before it starts.

We have continued to implement our five-year strategy to help end sex trafficking in Canada, which includes:

- investing in 7 community programs that help survivors rebuild their lives
- knowledge-exchange strategies, such as networking and sharing best practices
- convening roundtable discussions that bring together trafficking survivors, experts from law enforcement, government agencies, and community organizations

➤ **LEARN MORE:** canadianwomen.org/stop-the-violence

"The counsellors at the women's shelter told me about a micro-loan program, and I used it to pay first and last month's rent so I could live independently. The loan gave me a leg up when I was at a very vulnerable point in my life."

- STEPHANIE TITUS-ANDREWS, PARTICIPANT, DECEMBER 6 FUND - A CANADIAN WOMEN'S FOUNDATION FUNDED PROGRAM

➤ **READ THE FULL STORY:**
canadianwomen.org/impact-Stephanie



HEALTHY RELATIONSHIPS

Thanks to you, teens across Canada are learning the warning signs of abuse, and how to get help if they need it.

They are also learning to create healthy relationships with family members, peers, and partners, by practicing skills such as:

- assertive communication
- setting boundaries
- empathy
- conflict resolution

Our 17 Teen Healthy Relationship programs are offered in schools and community centres across Canada. In some of the programs, students themselves are trained to deliver part of the curriculum, since young people often find it easier to talk about relationship issues with their peers than with adults.

➤ **LEARN MORE:** canadianwomen.org/investing-in-teen

"The program opened my eyes to a lot of things I hadn't thought about before, like how a lot of relationship problems are about gender. We talked about media stereotypes of women, too. It was like a light bulb flicking on. Now I can't open up a magazine without noticing all the sexism. It's baffling that it's so normalized. We just mindlessly consume all of this patriarchal imagery and it's very detrimental to everyone. These aren't just women's issues."

- BEN LORD, MEMBER OF THE TEEN HEALTHY RELATIONSHIP ADVISORY COMMITTEE AND A GRADUATE OF MAKING WAVES - A CANADIAN WOMEN'S FOUNDATION FUNDED PROGRAM

➤ **READ THE FULL STORY:**
canadianwomen.org/impact-Ben

STEPHANIE
TITUS-ANDREWS

BEN LORD



ELIZABETH
SMALL



ECONOMIC DEVELOPMENT

Thanks to you, women living on low incomes got the help they needed to learn a skilled trade, start a small business, or take part in a social purpose enterprise.

Our funded programs include essential “wrap around” supports such as:

- childcare
- mentors and coaches
- financial literacy workshops
- help with navigating government systems

Research shows these practical supports help women overcome the day-to-day challenges that often make it hard for them to complete the programs, and make it possible for them to continue their journeys out of poverty.

➤ **LEARN MORE:** canadianwomen.org/end-poverty

“I applied to the Enhanced General Carpentry for Women program because I wanted the formal training to go further with my career. Everybody works in the trades on seniority, and I wasn’t going to spend five years at the very bottom. Once I got the call to say I was accepted in the program, I was over the moon.”

- ELIZABETH SMALL, PARTICIPANT, THE ENHANCED GENERAL CARPENTRY PROGRAM - A CANADIAN WOMEN’S FOUNDATION FUNDED PROGRAM

➤ **READ THE FULL STORY:**
canadianwomen.org/impact-elizabeth-small



EMPOWER GIRLS

Thanks to you, we invested in 32 programs that empower girls aged 9-13, by providing them opportunities to:

- explore careers in science, technology, engineering, and math
- be physically active or play sports in a supportive environment
- develop media literacy skills that help them to challenge sexist messages
- be matched with a peer or adult mentor

The programs help girls develop skills in three specific areas: critical thinking, confidence, and social connectedness. Research shows when a girl feels strong in these areas, she is much more likely to successfully navigate the challenges of the adolescent and teen years.

➤ **LEARN MORE:** canadianwomen.org/empower-girls

“In the workshop, we started by looking at T-shirts with bad messages about women. For example, one said ‘Allergic to Algebra.’ That offended me because I really like math. It upset me to see a girl wearing that and thinking she’s not allowed to be good at math because it’s ‘for boys.’ We discussed these messages and brainstormed to come up with more positive ones.”

- YOYO, PARTICIPANT, AS WE ARE - A CANADIAN WOMEN’S FOUNDATION FUNDED PROGRAM

➤ **READ THE FULL STORY:**
canadianwomen.org/impact-yoyo



YOYO



SYLVIA
WOOTTEN



INCLUSIVE LEADERSHIP

Thanks to you, we promoted a model of leadership that is inclusive, collaborative, represents diverse communities, and is empowering for women and girls.

Our approach to building the leadership capacity of women and girls includes:

- developing the Canadian Women's Foundation Leadership Institute, a unique training program for women who work in the non-profit sector delivered in partnership with the Coady Institute at St. Francis Xavier University
- supporting the women and girls who attend our funded programs to build their personal and professional leadership skills
- providing opportunities for women and girls in the community to develop their leadership skills by volunteering as mentors and coaches

"The Canadian Women's Foundation Leadership Institute gave me the opportunity to connect with 25 women leaders from across Canada, all bound by a common vision: to improve women's lives in Canada. The impact of the program went well beyond each participant. It extended into each woman's organization and community, resulting in very real outcomes."

- SYLVIA WOOTTEN, GRADUATE OF THE CANADIAN WOMEN'S FOUNDATION LEADERSHIP INSTITUTE

THANK YOU

FOR TRANSFORMING
OUR COMMUNITIES

You are building capacity,
raising awareness, and
empowering people to
take action.

"I have been a strong supporter of the Foundation for over seven years. I am continuously inspired by their unwavering commitment to assisting women to transform their lives through realistic and meaningful programs and I'm impressed by their strategic growth in research, innovative funding sources, and communications. Congrats to all involved!"

- LORNA SMITH, DONOR



352
MEDIA
STORIES

We raised public awareness on issues affecting women and girls in Canada including consent, healthy relationships, sex trafficking, girls' empowerment, and gender equality.



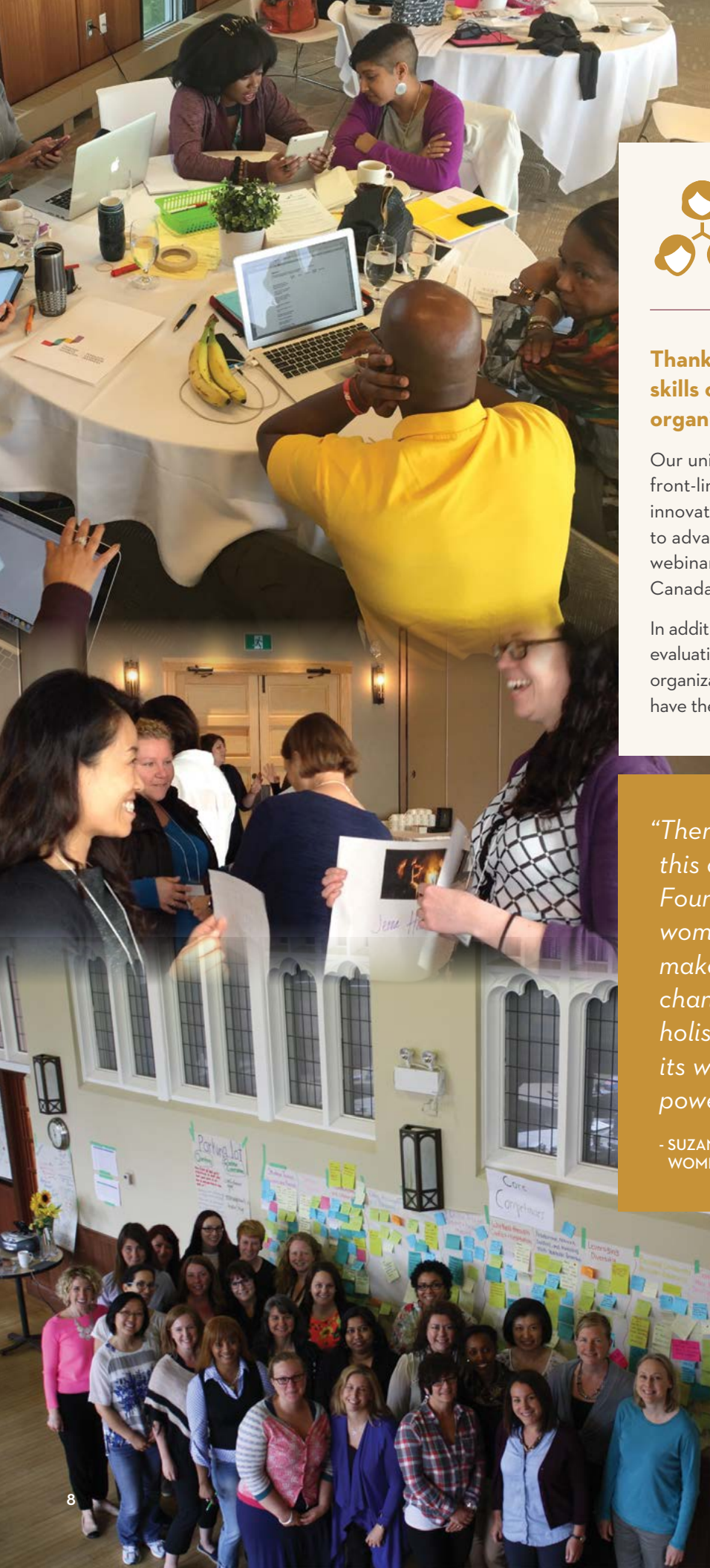
7,513
HOURS OF
CAPACITY BUILDING

We facilitated networking opportunities, grantee meetings, toolkit consultations, and leadership mentoring for community organizations across Canada to exchange knowledge, share best practices, and develop their skills.



40,409
PEOPLE TAKING
ACTION

Thousands of people across Canada are working to build community and help women and girls move out of violence, out of poverty, and into confidence and leadership.



CAPACITY BUILDING

Thanks to you, we are strengthening the skills of people who work in women's organizations across Canada.

Our unique Skills Institutes bring together front-line workers to share their expertise, learn innovative strategies, and exchange knowledge to advance their fields of practice. We also offer webinars that help organizations from across Canada connect and learn from each other.

In addition, we provide coaching on program evaluation and grant proposal writing to the organizations we fund. This ensures the programs have the highest possible impact for women and girls.

"There is no other organization in this country that does what the Foundation does. It invests in women and girls while working to make very real and meaningful change for all of us. And it takes a holistic and strategic approach to its work. For me, that is something powerful to invest in!"

- SUZANNE GIBSON, PROJECT DIRECTOR, CANADIAN WOMEN'S FOUNDATION LEADERSHIP INSTITUTE

TOP AND CENTRE: WE HOST REGIONAL AND NATIONAL FORUMS TO BRING OUR GRANTEE ORGANIZATIONS TOGETHER TO NETWORK, SHARE BEST PRACTICES, AND STRENGTHEN THEIR PROGRAMS.

BOTTOM: PROUD GRADUATES OF THE CANADIAN WOMEN'S FOUNDATION LEADERSHIP INSTITUTE, OUR UNIQUE PROJECT DESIGNED TO BUILD DIVERSE LEADERSHIP IN THE NON-PROFIT SECTOR.



RAISING AWARENESS

Thanks to you, we are speaking out on critical issues affecting women and girls in Canada today.

In just one year, we had over 350 media stories on issues like sexual assault and consent, domestic violence, women's poverty, girls' empowerment, and sex trafficking.

We also published compelling stories of personal and systemic change, and developed shareable infographics that help explain the issues.

"As an employer, Rogers stands for equality, inclusion, and diversity, which is why we're proud to support the Canadian Women's Foundation and the tremendous resources it provides to women and girls. Rogers' long-standing partnership with the Foundation stems from our core beliefs as a company - that our world is made better when we empower, encourage, and inspire those in need."

- RICK BRACE, PRESIDENT, ROGERS MEDIA

TOP: ANURADHA DUGAL, OUR DIRECTOR OF VIOLENCE PREVENTION, SPEAKS OUT ON BREAKFAST TELEVISION MONTREAL TO RAISE AWARENESS ABOUT VIOLENCE AGAINST WOMEN.

CENTRE: SHE MAGAZINE, OUR BI-ANNUAL MAGAZINE, IS PACKED WITH POWERFUL STORIES, EYE-OPENING INFOGRAPHICS, AND MUCH MORE. READ IT ONLINE!

CANADIANWOMEN.ORG/SHEMAGAZINE

BOTTOM: MEDIA COVERAGE OF OUR PUBLIC OPINION POLL ON SEXUAL CONSENT, WHICH FOUND ONLY 1/3 OF CANADIANS ACTUALLY UNDERSTAND SEXUAL CONSENT.

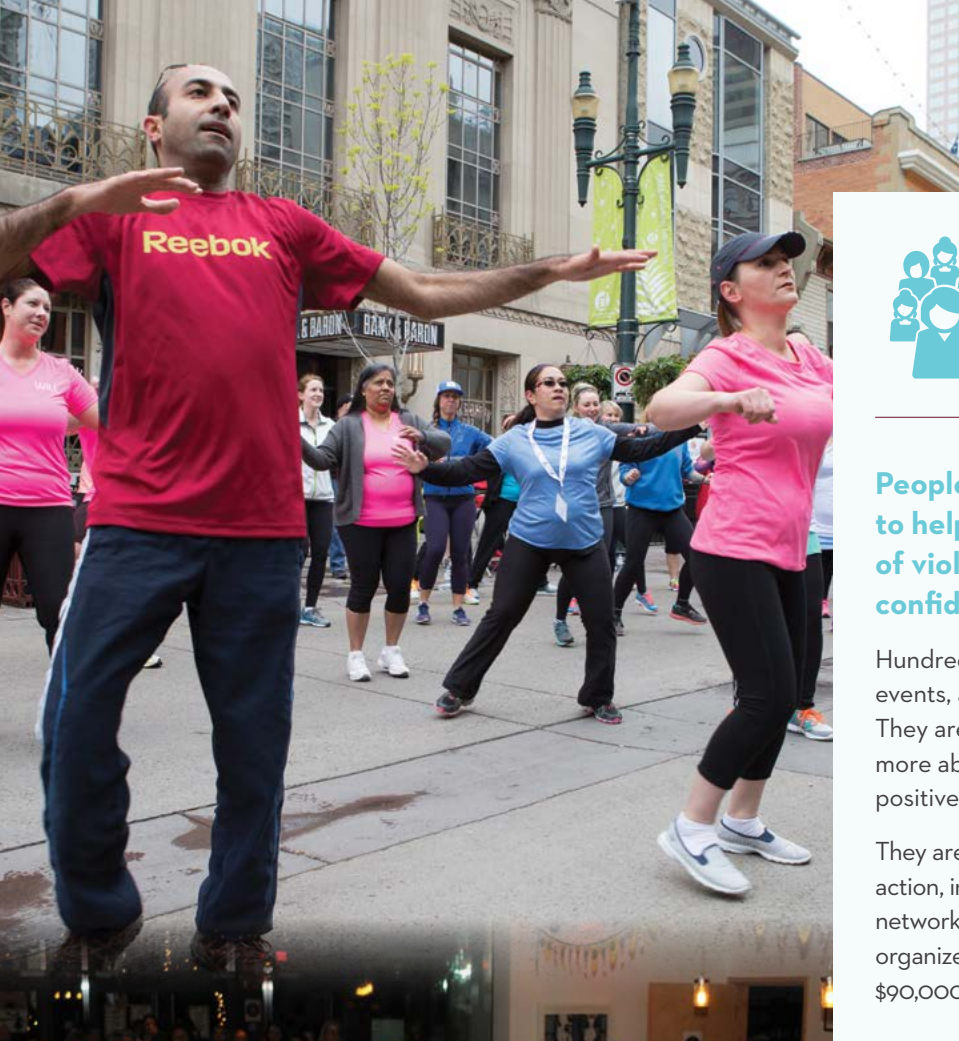


THE CANADIAN PRESS

Majority of Canadians lack full understanding of sexual consent, poll finds

Story appeared in...





BUILDING COMMUNITY

People across Canada are taking action to help women and girls move out of violence, out of poverty, and into confidence and leadership.

Hundreds of people just like you are signing up for events, and rallying friends and family to raise funds. They are also engaging online to share stories, learn more about the issues, and build momentum for positive change.

They are also finding their own unique ways to take action, including leveraging their social and business networks. One generous family (see below) even organized an exclusive car show, raising an impressive \$90,000! Thank you!



“The Canadian Women’s Foundation is there to help women across the country who deserve well needed support. It brings me great joy to be able to support them with this music tour.”

- DAVID PORTEOUS, MUSICIAN AND SUPPORTER



TOP: HUNDREDS OF PEOPLE CAME TOGETHER AT ‘MOVE FOR HOPE’ EVENTS ACROSS CANADA TO RAISE FUNDS FOR WOMEN’S SHELTERS AND VIOLENCE PREVENTION PROGRAMS.

CENTRE: ‘THE SOCIETY OF BEER DRINKING LADIES’ RAISES FUNDS FOR THE FOUNDATION AT THEIR REGULAR ‘BEVY’ GATHERINGS.

BOTTOM: THE DIELWART FAMILY GENEROUSLY HOSTED AN EXCLUSIVE CAR SHOW FUNDRAISER, ORGANIZED WITH THE HELP OF LONG-TIME SUPPORTER MICHELLE CRONE.

statement of revenue and expenses

For the 12-month period ending August 31, 2015

**TOTAL REVENUE RECEIVED
IN FISCAL YEAR** **\$10,229,325**

+ Add revenue deferred from prior year (Generated in preceding fiscal period and designated for programs/ events in current fiscal period) \$569,106

- Deduct revenue deferred to next year (Generated in this current fiscal period and designated for programs/ events in the following fiscal period) \$596,860

- Deduct allocation to Endowment Fund \$148,457

= **Revenue available for distribution after allocation to Endowment Fund** **\$10,053,114**

Total Expenses **\$10,033,607**

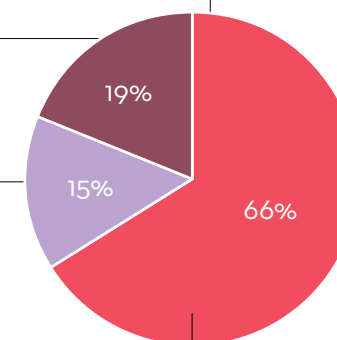
Excess of Revenue over Expenses and allocation for the period **\$19,507**

TOTAL EXPENSES:
\$10,033,607

Operating expenses
\$1,911,409

Fundraising
expenses
\$1,542,422

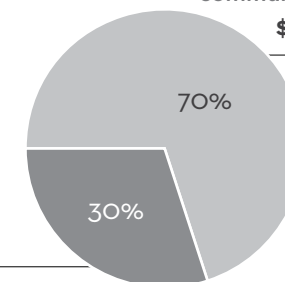
Grants & charitable
program-related
expenses
\$6,579,776



TOTAL AMOUNT INVESTED:
\$6,579,776

Investment in
community grants
\$4,606,051

Investment in
training, research,
capacity building,
evaluation and
development
\$1,973,725



statement of financial position

As at August 31, 2015

ASSETS

Current assets	\$596,894
Investments	\$22,140,511
Equipment	\$26,105
Total assets	\$22,763,510

LIABILITIES

Accounts payable and accrued liabilities	\$75,365
Deferred revenue	\$596,860
Total liabilities	\$672,225

NET ASSETS

Endowment reserve	\$21,963,854
Operating reserve	\$127,431
Total liabilities and reserves	\$22,763,510

THANK YOU

TO OUR PLATINUM AND NATIONAL CORPORATE PARTNERS

Your gift is helping women and girls across Canada move out of violence, out of poverty, and into confidence and leadership.

“At TJX Canada, we are committed to bringing value to the communities in which we do business. We are proud to partner with the Canadian Women’s Foundation, the leading voice for women and girls in Canada, through our Shop for GEN1 program. By instilling confidence and skills in Canadian women and girls, we believe the impact will be so strong, that not only will it be felt in our communities today, but also for generations to come.”

- SANDY WHITHAM, VICE PRESIDENT MERCHANDISE PLANNING & ALLOCATION, TJX CANADA

\$1 MILLION +

WINNERS

HOMESENSE

ROGERS

\$250,000 – \$999,999

P&G

RBC

RBC Foundation

REPSOL

TD

royal lepage shelter foundation

For a list of corporate supporters, individual donors, and foundation funders, please visit canadianwomen.org/annual-reports

4,779

INDIVIDUAL DONORS

253

CORPORATE DONORS

16

INDIVIDUAL AND PRIVATE FAMILY FOUNDATIONS

THANK YOU

TO OUR VOLUNTEERS!

You are vital to our success! Your passion, commitment, and expertise creates positive change for women and girls across Canada.

For a full list of committee members, please visit canadianwomen.org/annual-reports

BOARD OF DIRECTORS

Julie George Calgary, AB Co-Chair	Jessica Houssian Vancouver, BC and New York, NY
Patricia Rossi** Montreal, QC Co-Chair until Feb. 2015	Jennifer Flanagan* Ottawa, ON
Beth Summers Toronto, ON Secretary-Treasurer until Feb. 2015 Co-Chair as of Feb. 2015	Angela Johnson* Halifax, NS
Shannon Valliant Toronto, ON Secretary-Treasurer as of Feb. 2015	Marilyn Roycroft* Toronto, ON
Crystal Laborero Winnipeg, MB	Jody Johnson* Calgary, AB
Claire Crooks London, ON	Angela Snowshoe* Regina, SK
	Sheila O'Brien** Calgary, AB until Oct. 2014
	Ildiko Marshall** Toronto, ON until Feb. 2015

* indicates member who joined the Board during the 2014/2015 fiscal year
** indicates members who left the Board during the 2014/2015 fiscal year

4

BOARD COMMITTEES

- Governance Committee
- Human Resources Committee
- Finance Committee
- Investment Committee

5

GRANT COMMITTEES

- Canadian Centre for Women’s Economic Development Advisory Committee
- Girls’ Fund Advisory Committee
- Teen Healthy Relationship Advisory Committee
- Violence Prevention Advisory Committee
- Anti-Trafficking Grants Advisory Committee

9

DEVELOPMENT COMMITTEES

- Calgary Events Committee
- Toronto Breakfast Committee
- Toronto Major Gifts Cabinet
- Move for Hope Committees (Toronto, Calgary, Vancouver, Winnipeg, Montreal, and Halifax)

2

ADVISORY COMMITTEES

- Michele Landsberg Award Committee
- Public Engagement Committee

12

13

We invite you to join the conversation!

There are many ways you can learn more about the issues you care about, and have your say. Your voice matters!

Thank you for supporting women and girls in Canada!



Don't miss a single
issue of SHE magazine!
**canadianwomen.org/
shemagazine**



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monthly e-newsletter
**canadianwomen.org/
e-newsletters**



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Women's Foundation blog
canadianwomen.org/blog



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