2017/2018 IMPACT REPORT
THE POWER OF YOUR GIVING

We know that giving makes us feel good. But more than feeling good, we want to know that our giving has a lasting impact on people’s lives. We want to know we are creating change.

Rest assured. As a supporter of the Canadian Women’s Foundation, YOU are making ALL the difference. You change the lives of women and girls across Canada, like Sofia (P. 3), Jolie (P. 5), and Michelle (P. 7). You take action to advance gender equality (P. 8), which will benefit ALL Canadians. And for that, we give you our heartfelt thanks!

Your support remains vital to our vision, particularly at this pivotal point in the movement toward gender equity. As you know, it’s been a time of marches, #MeToo, and unprecedented public awareness. At the Canadian Women’s Foundation, this renewed momentum has increased our sense of urgency. This is the moment to take our next big stride forward — or risk losing the ground we’ve gained.

The Foundation has never been better positioned to transform the energy of this moment into progress. In consultation with you, our supporters and stakeholders, we have created a strategic plan that maps a clear path to advancing gender equity over the next few years. To get there, we will be bold, daring, and determined — because that’s what it will take to create the kind of lasting, systemic change that will become reality for generations of women and girls to come.

With your support, we’re actively working toward a more equal future for all women and girls in Canada. Together, we are indeed creating change!

With much gratitude,

Paulette Senior
President and CEO
Canadian Women’s Foundation

WE ARE CANADA’S PUBLIC FOUNDATION FOR WOMEN AND GIRLS

The Canadian Women’s Foundation is a national leader in the movement for gender equality in Canada. Through funding, research, advocacy, and knowledge sharing, the Foundation works to achieve systemic change that includes all women. By supporting community programs, the Foundation empowers women and girls to move themselves out of violence, out of poverty, and into confidence and leadership.

Launched in 1991 to address a critical need for philanthropy focused on women, the Canadian Women’s Foundation is one of the largest women’s foundations in the world. With the support of donors, the Foundation has raised more than $90 million and funded over 1,000 programs throughout the country.

These programs focus on addressing the root causes of the most critical issues, and helping women and girls who face the greatest barriers. The Foundation embraces an inclusive definition of “women” and “girls” that includes people who identify as women, girls, trans, genderqueer, and gender non-binary.

OUR VISION
A Canada where gender equity is realized for all women and girls.

OUR MISSION
To be a catalyst for the most innovative programs, policies, and public engagement efforts creating transformative change in the lives of women and girls in Canada.

LEARN MORE ABOUT THE FOUNDATION’S STRATEGIC PLAN:
canadianwomen.org/about-us/strategic-plan-2018

YOUR IMPACT IN 2017/18

74 PROGRAMS FUNDED*
437 SHELTERS SUPPORTED
9,389 LIVES IMPACTED**
21 PROGRAMS SERVING REMOTE COMMUNITIES
25 PROGRAMS PRIMARILY SERVING FIRST NATIONS, MÉTIS, AND INUIT COMMUNITIES

*The number of programs funded is influenced by the timing of our granting process.
**The number of lives impacted varies from year to year depending on grantees’ methods of service delivery.
Like you, we want ALL women in Canada to live free from violence. Yet, many barriers put women at risk of domestic abuse, sexual harassment, assault, and exploitation.

Your support provides women and their children with access to the safety and services they need to heal and rebuild their lives.

Your support means that teens learn the skills they need to understand gender stereotypes, build healthy relationships, and recognize signs of abuse.

Your support enables us to connect survivors with community leaders and experts from across the country, so they can share their resources and develop strategies to prevent sexual exploitation and trafficking.

Your support moves us forward:
One critical way to prevent abusive and violent relationships is to teach the next generation how to recognize them. To that end, the Foundation funds teen Healthy relationship programs throughout the country. We also coordinate a groundbreaking national initiative that is developing a strategy for the future of this crucial programming. This year, the “Building the Field of Teen Healthy Relationships” project entered its final and most active phase.

The project brought together three national working groups and a national advisory committee to engage program staff, researchers, policy-makers, and funders to strengthen programming for teens that prevents violence. The Foundation looks forward to launching our final report and recommendations in the coming year.

LEARN MORE ABOUT BUILDING THE FIELD OF TEEN HEALTHY RELATIONSHIPS:
canadianwomen.org/our-work/special-projects/building-the-field-of-teen-healthy-relationships

LEARN MORE ABOUT OUR APPROACH TO VIOLENCE PREVENTION:
canadianwomen.org/out-of-violence

Your support makes a difference to Sofia:
“I had the impression that shelters were scary places, but that changed once I began to meet other women and children who also faced abuse. My son adjusted and began to play with the other kids; I made strong friendships with some of the other moms. Since the shelter provided me my own room, and I no longer had to face daily arguments, I had the security and space I needed to think: What were we going to do? How would I support myself and my son?”

— Sofia*, stayed in a shelter that has received funding from the Canadian Women’s Foundation

*Name changed for confidentiality.
OUT OF POVERTY

Like you, we want EVERY woman who is living on a low income to have the chance to move herself and her children out of poverty. But it’s a tough journey that is often one step forward, two steps back.

**Your support offers** women the opportunity to participate in transformative programs that provide work experience or teach skilled trades, technology, or how to start a business.

**Your support maximizes** women’s chances of success, because these programs help women address challenges like finding childcare, affordable housing, and support networks.

**Your support empowers** women to take their first steps toward a brighter financial future, which also benefits their families and communities.

**Your support moves us forward:** In January 2018, the Foundation launched a five-year grant cycle to support five exceptional women’s economic development programs in British Columbia, Alberta, Manitoba, New Brunswick, and Nova Scotia. In January 2019, we will welcome five more programs from Ontario, Quebec, and the three northern territories. These programs all demonstrate success in moving women out of poverty.

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**Your support makes a difference to Jolie:**
"Like many newcomers, I was facing barriers including language and culture. I worried a lot about my future ... Not only did the program help me to find a job in the IT sector, it improved my quality of life and totally changed my outlook. I became more positive and confident."

— Jolie, participant, Women in Technology Program, Making Changes Association, Calgary, AB

**LEARN MORE ABOUT OUR APPROACH TO ECONOMIC DEVELOPMENT:**
canadianwomen.org/out-of-poverty
Like you, we want ALL girls to believe in themselves, dream big, and pursue their goals. Yet girls continue to grow up in a world of limiting stereotypes and negative media messages.

**Your support provides** girls the opportunity to build confidence and resilience through programs that explore science and technology, physical activity, critical thinking, and leadership — in a supportive environment that empowers girls and youth who identify as girls.

**Your support reaches** girls in rural and remote communities, providing safe spaces in areas where social services are few and far between.

**Your support enables** us to bring together organizations that serve girls, so they can share best practices that enhance girls’ programs and mentorship.

**Your support moves us forward:** Through our Girls’ Fund, we are able to support outstanding group mentorship programs that help girls to strengthen their confidence, critical thinking and connectedness. We see the incredible impact mentoring has on girls’ lives, and we continue to participate in a national strategy to create more of these opportunities.

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**LEARN MORE ABOUT OUR APPROACH TO EMPOWERING GIRLS:**
canadianwomen.org/empowering-girls

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**Your support makes a difference to Michelle:**

“Sometimes girls don’t have [a] support system at home or at school. They want someone who is a bit older and who they can ask for advice, but not feel awkward asking. With my mentor, it’s really helpful because I can sometimes feel uncomfortable asking my teachers or parents for help, but I’d feel comfortable asking her.”

— Michelle, participant, Village Bloggurls, North York Community House, Toronto, ON
INTO LEADERSHIP

Like you, we want ALL women and girls to recognize their potential as leaders, whether it’s in their schools, communities, or careers.

Your support enables the Foundation to invest in programs that provide opportunities for women and girls to practice and apply their leadership skills.

Your support means women and girls will learn that there is more than one way to lead.

Your support gives women and girls the opportunity to connect with mentors, as well as become mentors and role models themselves.

Your support moves us forward:
The Foundation’s approach to leadership plays a key role in an exciting new national initiative: the Gender Equality Network Canada (GENC). In 2017, Status of Women Canada selected the Foundation to convene and facilitate this network of more than 150 diverse women leaders from across the country. The leaders will work together for three years to advocate for policy change, build inclusive intersectional leadership, and take collective action to advance gender equality in Canada.

LEARN MORE ABOUT THE GENDER EQUALITY NETWORK CANADA AND ITS LEADERS: genderequalitynetwork.ca

LEARN MORE ABOUT OUR APPROACH TO LEADERSHIP: canadianwomen.org/inclusive-leadership

“The Gender Equality Network gives women leaders from across Canada the opportunity to reflect, talk, learn, debate, and create an action plan that leaves no woman out.”

— Paulette Senior, President and CEO, Canadian Women’s Foundation
THANK YOU FOR RAISING AWARENESS AND TAKING ACTION

GENDER EQUALITY strengthens everyone
L'ÉGALITÉ DES GENRES enrichit tout le monde

WINNERS
HOMESENSE

CAMPAIGN TO END VIOLENCE

TAKE ACTION

HELP ADDRESS THE INCREASED DEMAND ON SEXUAL VIOLENCE SUPPORT SERVICES.

To donate $10, $20, or $25, text AFTERMEOO to 20222 or visit aftermetoo.com

Bringing inspiration and positivity to Instagram.
#GirlPowered
MentorClips
Statement of operations
For the 12-month period ending August 31, 2018

Total revenue received in fiscal year $6,294,147
  + Add revenue deferred from prior year $706,565
  - Deduct revenue deferred to next year $(293,297)
  - Revenue available for distribution $6,707,415

Total expenses $7,147,408
Deficiency of revenues over expenses $(439,993)

Statement of financial position

Assets
Current assets $634,651
Investments $19,590,078
Equipment $7,214
Total assets $20,231,943

Liabilities
Accounts payable and accrued liabilities $952,430
Deferred revenue $293,297
Total liabilities $1,245,727

Fund balances
Endowment fund $225,033
Restricted fund $4,866,771
Internally restricted fund $13,804,253
Unrestricted fund $90,161
Total liabilities and funds $20,231,943
LET’S STAY CONNECTED!
Here’s how:

There are many ways for you, your networks, and your workplaces to be a part of advancing gender equality in Canada.

Learn more about the ways you can support and get involved with the Foundation: canadianwomen.org/get-involved

Join the conversation on our social media channels and spread the word about empowering women and girls in Canada.

Thank you!

- Sign up for our monthly e-newsletter
canadianwomen.org/e-newsletters

- Follow us on Twitter
@cdnwomenfdn

- Read our blog
canadianwomen.org/blog

- Connect with us on LinkedIn at
The Canadian Women’s Foundation

- Join our Facebook page at
Canadian Women’s Foundation

- Follow us on Instagram
@canadianwomensfoundation

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