



Together, Tireless.

2018–2019 Impact Report





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, we work to achieve systemic change.

By supporting community programs, we empower women and girls to move themselves out of violence, out of poverty, and into confidence and leadership.

The Canadian Women's Foundation is one of the largest women's foundations in the world. We launched in 1991 to address a critical need for philanthropy focused on women.

Our generous donors have raised more than \$100 million to fund over 1,950 life-transforming programs across the country.

TRUTH AND RECONCILIATION

The work of the Canadian Women's Foundation and that of the organizations we support takes place on traditional First Nations, Métis, and Inuit territories. We are grateful for the opportunity to meet and work on this land.

However, we recognize that land acknowledgments are not enough. We need to pursue truth, reconciliation, decolonization, and allyship in an ongoing effort to make right with all our relations.

To learn more about how we're pursuing truth and reconciliation, visit: canadianwomen.org/about-us





TIRELESS COMMUNITY, THANK YOU!

Your tirelessness moves mountains, and it has moved us. Thank you for inspiring our new Tireless campaign in 2019!

Going forward, you'll see us rallying more supporters to join in and take action on this journey toward gender equality.

The road has been long, but your support moves us further every day. It ignites change in the lives of women and girls, on both local and national levels. It enables us to advocate for systemic change that includes ALL women.

Being tireless doesn't mean we don't get tired. It means we help each other continue on. Because one voice is strong, but the power of thousands—or millions—is stronger.

A handwritten signature in white ink, appearing to be 'Paulette Senior', on a purple background.

Paulette Senior
President and CEO
Canadian Women's Foundation

Your Tireless Impact

September 2018–August 2019



73 PROGRAMS FUNDED*



9,353
LIVES IMPACTED**



29 PROGRAMS SERVING
FIRST NATIONS, MÉTIS,
AND INUIT COMMUNITIES



26 PROGRAMS SERVING
REMOTE 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.



\$4,381,120
CONTRIBUTED BY DONORS



2,436 INDIVIDUAL,
FOUNDATION, AND
CORPORATE DONORS



4,000+ HOURS
DONATED BY 152 VOLUNTEERS



1,500+
EVENT ATTENDEES



4,639 ONLINE PETITION
LETTERS SENT TO DECISION
MAKERS BY PEOPLE LIKE YOU



Your Tireless Impact

September 2018–August 2019

You help transform lives and communities in every single region of Canada, building a legacy of gender equality for generations to come. For a full list of programs supported by the Canadian Women's Foundation, visit: canadianwomen.org/program

Territories

Yukon, Northwest Territories, Nunavut

- ▶ 4 Programs
- ▶ 85 Lives Impacted

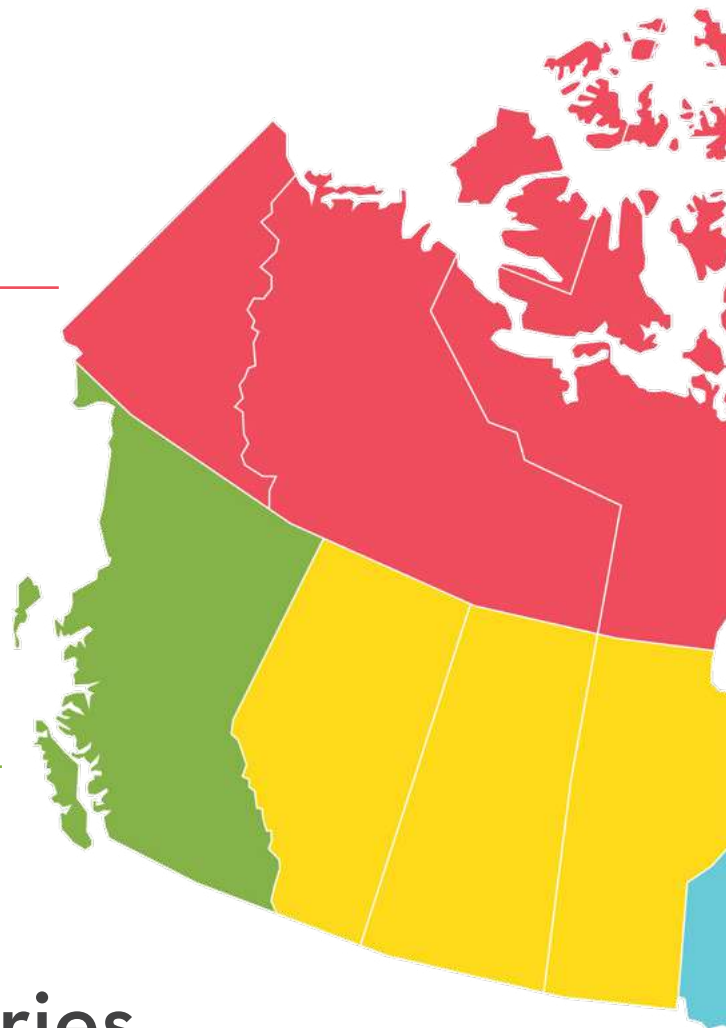
British Columbia

- ▶ 7 Programs
- ▶ 500 Lives Impacted

Prairies

Alberta, Saskatchewan, Manitoba

- ▶ 19 Programs
- ▶ 1,880 Lives Impacted





Quebec

- ▶ 10 Programs
- ▶ 1,192 Lives Impacted

Atlantic

Newfoundland and Labrador, Prince Edward Island, Nova Scotia, New Brunswick

- ▶ 13 Programs
- ▶ 2,467 Lives Impacted

Ontario

- ▶ 20 Programs
- ▶ 3,229 Lives Impacted



“When a woman leaves the shelter, it’s so rewarding to hear that she feels valued and heard where she didn’t when she came through our doors. This is such an important part of breaking the cycle of violence. Once a woman has faith in her abilities, she’s unstoppable.”

- Manager, Anderson House,
Prince Edward Island

A sunny playroom is one of the many healing spaces and services at Anderson House. Image: Courtesy of Anderson House.

OUT OF VIOLENCE

Everyone should live free from violence. It takes immense courage to leave an abusive relationship, and women who do so face a maze of challenges: securing safe housing, legal help, a good job, child care, and support to begin to heal. The **Aspire Program** at Anderson House, a shelter for women and children, is critical. It goes beyond beds and meals. Workers help residents develop their own action plans to be able to move forward at such an overwhelming time.

Your support goes to programs throughout Canada that help survivors of violence rebuild their lives after partner abuse, sexual assault, and exploitation. You also support prevention programs that teach teenagers how to create safe and healthy relationships. With your help, workers, leaders, and experts on gender-based violence can come together across regions to share best practices and develop prevention strategies.

Update: Teen healthy relationship programs stop violence before it starts. The Public Health Agency of Canada made a 5-year investment in our “Building the Field of Teen Healthy Relationships” project to develop a bold strategy on violence prevention. We recently launched a Québec provincial hub and a First Nations, Métis, and Inuit national hub to help support and enhance teen healthy relationship programs throughout the country.

OUT OF POVERTY

Every woman in Canada should have the opportunity to move herself and her children toward financial independence. **EntrepreNorth** is one of the economic development programs we support that helps women build sustainable livelihoods. The program focuses on Indigenous businesses that strengthen Northern ways of life and helps entrepreneurs from remote communities overcome barriers to business growth.

You enable training, apprenticeship, and mentorship opportunities for aspiring women in the trades, technology, and entrepreneurship. These sectors were once closed to most women. Now women are breaking down the doors to thrive!

Update: We are expanding support of social enterprise programs, another groundbreaking pathway for women to achieve financial stability. To learn more, see page 15.

“I appreciated all the efforts that went into trying to capture what would be most important to an Indigenous person starting a business in the Northern Territories and in Canada. How we’re doing business and why we’re doing business is much different up here than in a bigger city.”

– Participant, *EntrepreNorth, Tides Canada, Northwest Territories, Nunavut, and Yukon*

EntrepreNorth supports women like this participant to grow businesses that build on community strengths. Photography: Erik Pinkerton.





“If you don’t feel comfortable talking to siblings or parents, you can come here and share what you’re feeling. The people here understand and they really help you. Because it’s all girls, I’ve become more confident, and it’s easier to voice my opinion in front of people.”

- Participant, *Diva Girls’ Media Group*, Regent Park Focus, Ontario

Diva Girls’ participants learn about careers in media during a tour of the Rogers Sportsnet studios. Image: Courtesy of Regent Park Focus.

INTO CONFIDENCE

All girls should believe in themselves. They’re learning to do just that in the **Diva Girls’ Media group**, one of the girls’ programs we support throughout Canada. In the program, girls learn media literacy and how to see beyond gender stereotypes. They become creators of radio and video productions that they share with their community. Girls learn that if the media doesn’t reflect them, they can make their own!

Thanks to you, the Foundation’s Girls’ Fund supports effective programs that empower girls and young people who are trans, genderqueer, gender non-binary, Two Spirit, and gender-questioning. Participants aged nine to 13 build skills, access mentorship, and deepen self-esteem in safe spaces.

Update: The girls’ programs we supported from 2016 through 2020 are moving into their final year of funding. They’re evaluating their important learnings, which will be shared with other community programs and inform the next round of Girls’ Fund investments.

INTO LEADERSHIP

We need more women and girls leading in schools, communities, and workplaces. **Circles of Care, Circles of Courage** is one of the programs we support where girls can practice and apply leadership skills.

Your support means that, across all of our funded programs, women and girls can learn about the many ways to lead—there's no one right way. You also enable women and girls to connect with mentors, and to become mentors and role models themselves.

Update: Women's leadership is key to the Gender Equality Network Canada, a project that launched in 2017. Learn more on page 13.

“After three years, it feels like girls who are reaching the age of 14 are ready to move into leadership roles within the group, and potentially in other areas of the Nation's programs. Our participants are finding their voices and taking positive action.”

- Manager, Circles of Care, Circles of Courage, Canadian Mental Health Association, Cowichan Valley Branch with Malahat First Nation, British Columbia

Girls become active community members and connect with mentors—two big steps toward leadership—in Circles of Care, Circles of Courage. Image: Courtesy of Circles of Care, Circles of Courage.



STRATEGY SPARKS PROGRESS

Changing lives, changing systems

We need to be vocal, visible, and unwavering to help people get what they need to survive and be safe. But we also need to change the way things work so that gender equality—equal pay, freedom from violence, diverse leadership in all sectors—becomes the norm.

That's our key challenge, and we'll need to be tireless to succeed.

To that end, we're building new relationships and seizing new opportunities. We're engaging with more supporters just like you to make progress on the bold vision of a gender-equal Canada. And we're letting decision makers know that the tireless take a stand together.



► National Action on Equality

To push for systemic gender equality, we need an inclusive strategy. That's the focus of the Gender Equality Network Canada (GENC), a multi-year project convened by the Foundation and funded by Women and Gender Equality Canada. GENC brings together 150 women leaders from more than 130 organizations across Canada to advocate for policy change, build intersectional leadership, and take collective action. Over five strategic meetings, leaders have developed policy recommendations on issues like child care, housing, and gender-based violence.

At the final meeting in November 2019, GENC recommended the launch of broad national consultations on their ambitious strategic directions to advance systemic gender equality. **For more information and updates, visit: genderequalitynetwork.ca**



► Three-year project



► 150 leaders



► Five national gatherings

► Leveraging Millions to Meet Urgent Needs

In June 2019, Women and Gender Equality Canada committed to matching up to \$10 million in funds raised by the Foundation over 5 years. This partnership gives us the opportunity to double our impact!



The new funds will advance gender equality initiatives in rural, remote, and Northern areas, as well as fund initiatives to address emerging issues affecting women all over Canada. It's a step toward long-term, sustainable funding to accelerate progress.

► New Northern Strategy

Northern Canada has unique needs and strengths. Effecting positive change in the region means building solid relationships with Northern, First Nations, Métis, and Inuit communities. That's why we're developing a new model for funding programs in the North. We will build the capacity of grassroots organizations, then share and act on what we learn.

We're proud to partner with Grey Birch Foundation to ensure our funding reaches the Northern communities that need it the most. Grey Birch Foundation was established in 2014 by Nancy Coxford, a longtime donor and volunteer with the Canadian Women's Foundation, and her nieces Allison Anderson and Kate Busby.

► Tackling Sexual Harassment with Digital Innovation

We're collaborating with AfterMeToo, an initiative that addresses workplace sexual violence, and the Aboriginal Peoples Television Network, to launch an online platform called Rosa. Set to launch in 2020, Rosa will centralize tools, information, and resources, as well as house training programs on sexual harassment prevention and intervention for employees and employers. It is supported by Employment and Social Development Canada, the Department of Justice, and donors just like you.



Centralized tools



Resources



Training programs

► Women-Centred Social Enterprise

In 2019, we received \$3 million over two years from Employment and Social Development Canada to boost the women's sector's readiness to participate in social enterprise initiatives. These enterprises generate profits that go right back into programs that help people gain critical skills and tools. We look forward to announcing the first group of grant recipients in early 2020.

► Breaking Barriers to Entrepreneurship

We are a founding partner of the Black Innovation Fellowship, which was launched by Ryerson University's DMZ startup accelerator in 2019. This program, the first of its kind in Canada, gives aspiring Black entrepreneurs what they need to succeed, including peer mentors, networks, and space. Our efforts focus on boosting the brilliance of Black women entrepreneurs through leadership and personal development training.

► Gender-Informed Policy Change

We've been a leading voice on gender equality for almost 30 years. With this history comes a special opportunity to push for policy change with a gender lens. We've submitted policy critiques and recommendations on key issues such as federal spending, gun control, forced sterilization of Indigenous women, online hate against women and girls, and affordable housing for women.

But it's not just about our voice—it's about yours too! We've launched online petitions and letters that were shared by people all over Canada to call for policy change on issues like training on sexual assault law for judges. In total, over 4,600 letters were sent to decision makers to call for action!

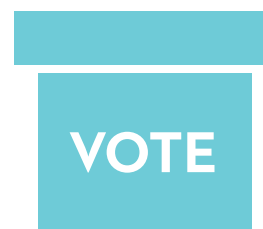




PARTNERSHIPS ON CRITICAL ISSUES

The Foundation collaborates with many organizations and initiatives that promote gender equality. These partnerships focus on key issues including:

- ▶ **Child Care:** Gender equality won't be achieved until women and families have affordable child care. We're endorsing Child Care Now's smart and sensible Affordable Child Care for All Plan, a road map for universal, quality child care.
- ▶ **Pay Equity:** On average, women in Canada earn 87 cents for every \$1 earned by men, and the gap is wider for women who are Indigenous, racialized, living with disabilities, and newcomers. We support the Ontario Equal Pay Coalition in sharing knowledge and resources on pay equity and advocating for stronger legislation.
- ▶ **Women and the Political Process:** We are a member of Up for Debate, a national alliance of organizations dedicated to women's rights and gender equality. In the run-up to the 2019 federal election, the alliance called on party leaders to participate in a national debate on women's rights and equality issues. We also urged parties to make commitments to end poverty, end gender-based violence, and support women's rights and equality-seeking organizations.
- ▶ **Women's Voices in Media:** In an era where it's so hard to disentangle fact from fiction, investigative journalism matters. We're proud to continue to partner with the Canadian Journalism Foundation to present the annual Landsberg Award. It's a \$5,000 prize for excellence in reporting on women's equality issues. The 2018 award went to Robyn Doolittle for her work on the Globe and Mail's *Unfounded* series, and the 2019 Landsberg Award went to CBC investigative reporter Connie Walker for her work on the podcast *Missing & Murdered: Finding Cleo*.



For more information and updates on the Foundation's special projects and partnerships, visit: canadianwomen.org/special-projects

ACTION BEGINS WITH DIALOGUE

The Exchange: Conversations to Inspire Change

Thanks to sponsors, partners, and attendees, our 2018 Exchange events in Toronto and Calgary raised over \$600,000 for the critical programs funded by the Canadian Women's Foundation. We are so grateful to our supporters, and to our inspiring 2018 keynote speakers.



Anita Hill is known for her ground-breaking advocacy on workplace sexual harassment. At the Toronto Exchange, she reflected on the #MeToo Movement's socio-cultural influence and on what's working to create safer, more respectful workplaces.



Music industry trailblazer **Denise Donlon** is one of Canada's most successful broadcasters and corporate executives. At the Calgary Exchange, she addressed the workplace barriers she faced and how we can remove similar barriers for others.



MEET OUR 2020 KEYNOTE: SAMANTHA BEE

The Exchange 2020, to be held on March 5 at Sheraton Centre Toronto, will feature Canadian-born comedian and late-night host **Samantha Bee**.

For information and tickets, visit:
canadianwomen.org/theexchange



Image: Courtesy of Raintree Financial Solutions



Image: Courtesy of Society of Beer Drinking Ladies

THANK YOU
FOR YOUR TIRELESS SUPPORT
AND COMMITMENT



Photography: christinagapic.com



Photography: Jill Thompson

4

1. Guests celebrate International Women's Day and help raise money for our funded programs, at the Women and Wealth Galas held in Calgary and Edmonton by Raintree Financial Solutions.
2. At Society of Beer Drinking Ladies events, attendees drink for a good cause, with a portion of ticket sales benefiting the Foundation.
3. At the Toronto Exchange fundraiser, attendees share the many reasons they support gender equality.
4. Our Empower Calgary fundraiser brings together friends of the Foundation.
5. Participants play at the annual Aimee Quitevis Memorial Volleyball Tournament, which pays tribute to Aimee, a victim of domestic violence, and helps raise funds for violence prevention programs.
6. At a stnce event, powered by EQ Bank, participants learn about financial empowerment, with proceeds benefiting the Foundation.



Image: Courtesy of Aimee Quitevis Memorial Volleyball Tournament

5



Image: Courtesy of EQ Bank

6





WHEN WE'RE TIRELESS, WE KEEP GOING—TOGETHER

You are the true “foundation” of the Canadian Women’s Foundation.

You are the donors, volunteers, event attendees, and fundraisers hosting events in your own communities—and your efforts WILL advance gender equality.

You are not alone—hundreds of people like you take actions to better the lives of women and girls all over the country. On behalf of the Board of Directors, I extend my sincerest thanks to you. Your tireless commitment carries the movement forward. It’s making a profound impact and it’s inspiring the next generation.

Many thanks to you all for being the tireless fuel to the fire.

Dr. Kristin Blakely
Board Chair
Canadian Women’s Foundation

ONE POWERFUL MESSAGE FROM TWO GIRLS

Last year, two Grade 6 students named Ruthie and Arwyn wrote to the Foundation as part of their school project. They told us that gender equality had been on their minds for a while.

“... You have inspired me so much,” wrote Ruthie. “I chose your charity because I strongly believe in gender equality.” Arwyn mirrored the sentiment: “The reason why I’m writing you is because the effort and love you put into helping women and girls has touched my heart with humungous power.”

At only 12 years old, these girls already

noticed how gender bias and inequalities limit girls’ lives. They could list the stereotypes all around them at school, in sports, in stores, on TV, and online.

Their passion to do something about it inspired a new initiative. Ruthie and Arwyn donated their voices to a back-to-school awareness and fundraising campaign, which called on people to fund programs that empower girls and grow their confidence and resilience.

They proved to us yet again what happens when we all put our voices and energy together!

Arwyn and Ruthie reached out to us as part of a school project.

Photography: christinagapic.com





**“The Tireless take a stand
together. And we won’t stop
until all of Canada is with us.”**

Watch the video, get inspired, and take action:
jointhetireless.ca



FINANCIALS 2018-2019

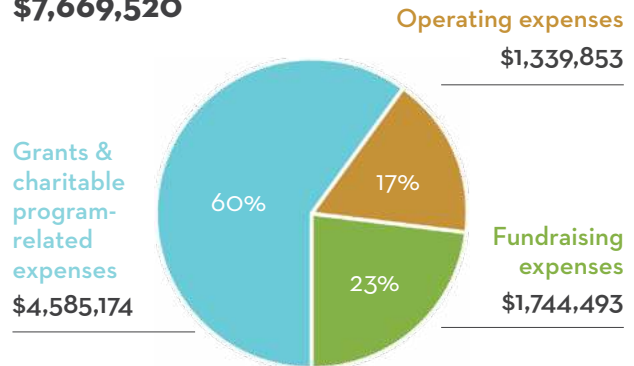
Statement of operations

For the 12-month period ending August 31, 2019

TOTAL REVENUE RECEIVED IN FISCAL YEAR	\$5,711,082
TOTAL EXPENSES	\$7,669,520
Deficiency of revenues over expenses	(\$1,958,438)

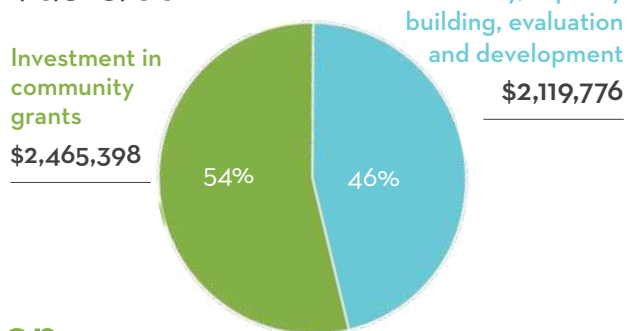
TOTAL EXPENSES:

\$7,669,520



TOTAL AMOUNT INVESTED:

\$4,585,174



Statement of financial position

ASSETS

Current assets	\$842,136
Investments	\$17,080,495
Equipment	\$105,286
Total assets	\$18,027,917

LIABILITIES

Accounts payable and accrued liabilities	\$547,655
Deferred revenue	\$452,484
Total liabilities	\$1,000,139

FUND BALANCES

Endowment fund	\$230,032
Restricted fund	\$4,682,133
Internally restricted fund	\$12,050,503
Unrestricted fund	\$65,110
Total liabilities and funds	\$18,027,917

THANK YOU

Corporate and Community Partners

We are grateful to these supporters for their extraordinary investment in women, girls, and the advancement of gender equality.

For a full list of donors and volunteers, including our Board of Directors, please visit:
canadianwomen.org/about-us/annual-reports

\$1 MILLION +



*



Government
of Canada

Gouvernement
du Canada

**

\$250,000 - \$999,000



\$100,000 - \$249,000

RICKI'S



* Funds were raised through a combination of corporate donations and customer fundraising.

** Funds have been given by Employment and Social Development Canada, Women and Gender Equality Canada, and the Public Health Agency of Canada.



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



Follow us on Twitter
[@cdnwomenfdn](https://twitter.com/cdnwomenfdn)

National Office in Toronto
1920 Yonge St., Suite 302
Toronto, Ontario, M4S 3E2
Toll free: 1-866-293-4483
TTY: 416-365-1732
www.canadianwomen.org
info@canadianwomen.org

Calgary Office
Phone: 403-984-2523



Read our blog
canadianwomen.org/blog



Connect with us on LinkedIn at
[The Canadian Women's Foundation](https://www.linkedin.com/company/the-canadian-womens-foundation)



Join our Facebook page at
[Canadian Women's Foundation](https://www.facebook.com/CanadianWomen'sFoundation)



Follow us on Instagram
[@canadianwomensfoundation](https://www.instagram.com/canadianwomensfoundation)

Charitable Registration Number: 12985-5607-RR0001