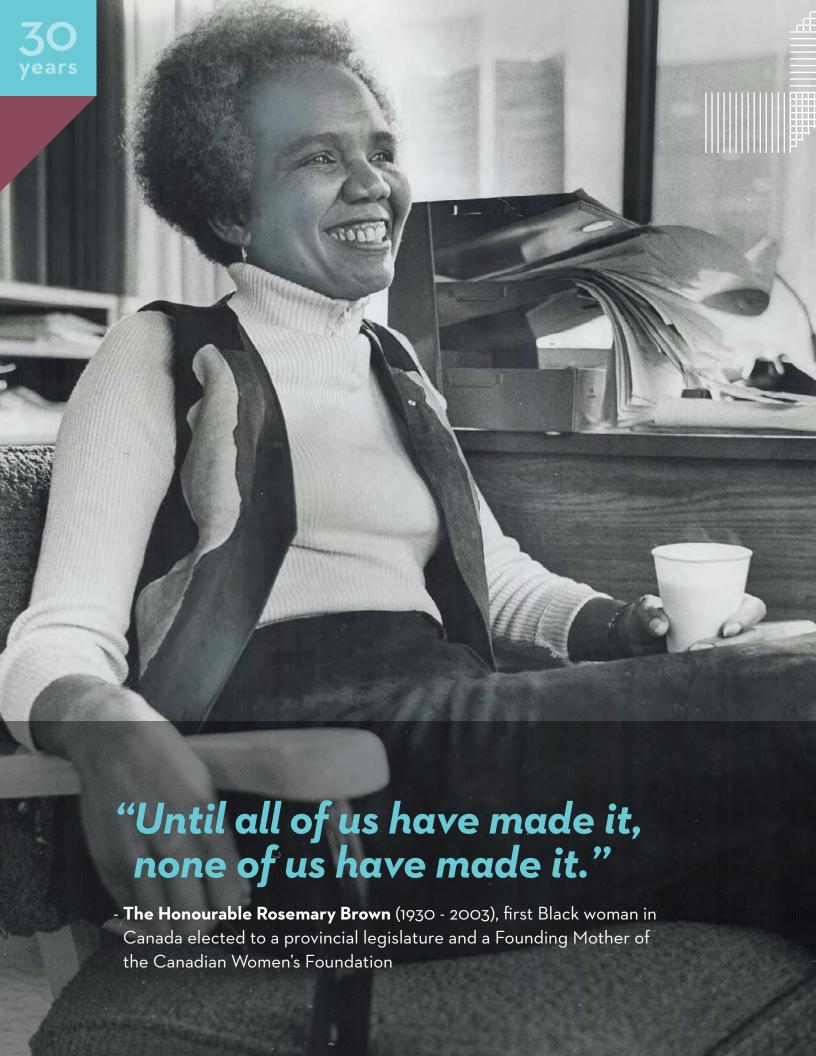


TOWARD GENDER YEARS JUSTICE

IMPACT REPORT 2019-2021





The Canadian Women's Foundation: 30 Years of Impact

2021 marks the 30th anniversary of the launch of the Canadian Women's Foundation by trailblazing women with the vision of a gender-equal Canada. They began the journey. Today, you continue to push their efforts forward at this most critical time.

The Foundation is a national leader in the movement for gender equality. Through funding, research, advocacy, and knowledge-sharing, we work to achieve systemic change. We support women, girls, and gender-diverse people to move out of violence, out of poverty, and into confidence and leadership. Since 1991, our generous donors and partners have contributed more than \$150 million to fund over 2,500 life-transforming programs throughout Canada.

Meet Our Founding Feminist Trailblazers



ROSEMARY BROWN (1930 - 2003)



MARY EBERTS

"I've learned that no matter how much commitment we have to the well-being of our mothers, sisters and daughters, it's often funding

that makes the crucial difference. That is why, for me, the Canadian Women's Foundation is so essential. May the Foundation continue to give us its strength so that our strength can grow and our lives improve."



DAWN ELLIOT (1955-2005)



NANCY RUTH

"The Foundation was founded to address historical, systemic disadvantage of women, arising from the patriarchy and its

hierarchy of rights ... I wish Canadian Women's Foundation well, continuing to address disadvantage in ways that do not rely on hierarchies of any kind, ways that expand rights, not limit rights."



KAY SIGURJONSSON (1933-2016)



JULIE WHITE

"For 30 years, the Foundation has played a critical role in advancing gender equality. Although overall economic progress for women has

been uneven, never has that been more evident than during the pandemic where women's roles as caregivers and the nature of traditional women's work has resulted in nearly twice the rate of job loss than men."



SUSAN WOODS

"After 30 years, the Foundation still fights for equality rights, still supports and inspires girls and women, still leads progressive

action in pursuit of social justice. Like you, I am proud of what the Foundation has achieved; its success is evidence of the need we knew existed 30 years ago. Seek new challenges - there is more to be done!"



ELIZABETH STEWART

"The Foundation's work is more important than ever, as demonstrated by the pandemic's disproportionate impact on

women. Women's job vulnerability, burden of unpaid care, and the surge in domestic violence have had a significant regressive effect on the status of women, with long-lasting consequences."

Canadian Women's Foundation's 30 Years of Impact Timeline: pages 46-47



TIRELESS ACTION, NOW AND INTO THE FUTURE:

- Continued grantmaking to grassroots partners to run transformative programming in every province and territory.
- Thousands more women, girls, and genderdiverse people moving out of violence, out of poverty, and into confidence and leadership.
- 3. Refreshed strategic priorities and plans for the Foundation to meet Canada's contemporary gender justice concerns.
- 4. A strengthened and growing community of donors, partners, and supporters with more opportunities to take action.

OUR WORLD HAS CHANGED RADICALLY OVER THE PAST YEAR AND A HALF.

All of us have been touched by the impacts of gender injustice. And the issues interconnected to it reveal themselves every day, from climate emergencies, systemic racism, and poverty to colonization, health disparities, and a lack of access to social supports.

There is no turning back from here.

This is good in some ways. People like you clamour for community care and systemic change to benefit diverse women, girls, and Two Spirit, trans, and non-binary people. You don't want to only treat symptoms of our regional and national problems. You want systemic shifts to lift entire families and communities throughout the country.

Still, 2020 and 2021 have given me pause. Thirty years of gender equality gains are at stake in Canada. Inequities continue to undercut human dignity and quality of life in stunning ways. Where we go from here is up to us. Are we up to the challenge?

When we work together, we are. This tireless community is a force to be reckoned with. Your generosity and passion over the last year and a half have been nothing short of remarkable. You've proven that we can rise up in moments of crisis for both short-term relief and lasting change.

I take heart in the reality that, 30 years ago, the Canadian Women's Foundation was founded by women who believed we can overcome immense challenges. Today, their conviction continues to ring true in you.

Thank you for pushing for gender justice, not in spite of the times, but because of them. You know it's the key to unlocking a better future for us all.

Of course, there's no vaccine for injustice. And what we do today reverberates for years to come. Your efforts to build gender justice in 2022 and beyond are more important than ever.

With tireless gratitude,

Paulette Senior
President and CEO
Canadian Women's Foundation





THE ONGOING JOURNEY FOR DECOLONIZATION AND ENDING SYSTEMIC RACISM

The work of the Canadian Women's Foundation and 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.

- The Foundation is committed to supporting Indigenous-led efforts for systemic change and justice through community partnerships, grantmaking, and policy change initiatives.
- We have signed onto <u>The Philanthropic</u> <u>Community's Declaration of Action</u>, developed by The Circle on Philanthropy and Aboriginal Peoples in Canada.
- The calls to action and justice from the Truth and Reconciliation Commission and the National Inquiry into Missing and Murdered Indigenous Women and Girls inform our plans and work.
- We are implementing an organization-wide, multi-year operational plan to address systemic racism. It includes a specific focus on anti-Black and anti-Indigenous racism as well as measures to evaluate our progress.

THANK YOU FROM THE BOARD OF DIRECTORS



On behalf of the Board of Directors, I would like to extend my heartfelt thanks for all the ways you have helped women,

girls, and gender-diverse people move out of violence, out of poverty, and into confidence and leadership.

More than ever, we must focus on what really matters: taking care of each other.

We've been confronted with a crisis that forced us to rethink our priorities and consider what is undervalued. The longstanding impacts of discrimination and social barriers on the most vulnerable women and communities could not be clearer.

I am thankful for the ways you've acted on the reality that advancing gender justice means pursuing a wide range of systemic changes that make Canada better for everyone.

You propel the movement.

Thank you for enabling the Foundation to play its unique role as Canada's public foundation for gender equality and a national thought-leader for gender justice.

Angela Johnson

Chair of the Board of Directors Canadian Women's Foundation

Anglle Phroca

More than ever, we must focus on what really matters: taking care of each other.



IN MEMORY OF SARAH ROBINSON (1986-2021)

Sarah Robinson was a member of the Fort Nelson and Saulteau First Nations in Treaty

8 territory. She was a proud stepmother and auntie to many, a strong advocate for Indigenous women, and an educator. Sarah was a member of our Board for a short time. We wish we had more time to get to know this inspiring woman. Our deepest sympathies extend to her loved ones and communities. Read this CBC News profile of Sarah and watch her 2017 Walrus Talks presentation, Indigenous Women and the Story of Canada.

THANK YOU

Canadian Women's Foundation Board of Directors*

We are indebted to our brilliant Board Members, who channel their expertise from diverse sectors, industries, regions, and communities into our work. We also thank our many <u>volunteer committee</u> members, who steer our grantmaking forward.

Current Board Members		Former Board Members	
Angela Johnson	Board Chair, former Vice-Chair; Director, Internal Communications and Strategic Relations, Nova Scotia Government	Dr. Kristin Blakely	Former Board Chair and Co-Chair; Senior Fellow, Glendon School of Public and International Affairs, Course Director, Department of Sociology, Glendon College,
Laurie Clarke	Board Vice-Chair; Fundraising Strategist and Consultant	Jody Johnson	York University Former Board Co-Chair and
Dr. Ramona Lumpkin	Board Vice-Chair; Interim President and Vice- Chancellor, Mount Saint	ody somison	Vice-Chair; Associate General Counsel, TC Energy
Lisa O'Connor	Vincent University Board Treasurer; Vice President, Finance,	Paula J. Smith CPA, CA	Former Board Secretary; Partner, National Director, EY Entrepreneur of the Year, Ernst & Young LLP
Laurie Young	Superior Plus Board Secretary; Consultant/Instructor	Hafsah Asadullah	Girls on Boards Participant, G(irls)20; University Student
Dr. Dawn Lavell- Harvard	Director - First Peoples House, Trent University	Marilyn Roycroft	Former Board Secretary; Retired/Consultant
Jas Kaur Hothi,	Jas Kaur Hothi, Partner, National Enterprise CPA CA Risk Leader Ernst & Young	Danielle Bisnar	Lawyer and Partner, Cavalluzzo LLP
CPA, CA		Jennifer Flanagan	President and CEO, Actua
Sarah Mariani	Girls on Boards Participant, G(irls)20; Senior Project Associate, Digital Projects at MaRS Discovery District	Tammy Harkey	President, Native Education College
		Shawna Paris- Hoyte, QC	Lawyer/Social Worker, Dalhousie University
Peggy Moss	Award-winning author and strategic communications advisor	Sarah Robinson	Principal and Founder, Rainwatch Consulting
Meenu Sikand	Executive Lead - EDI, Holland Bloorview Kids Rehabilitation Hospital		
Olivia Sobey	Legal Counsel Empire Company Limited/ Sobeys Inc.	*This list includes board members who served between September 1, 2019 and March 31, 2021.	
Sandy Vander Ziel	Partner, Dunphy Best Blocksom LLP		





165 PROGRAMS SERVING RURAL, REMOTE, AND NORTHERN COMMUNITIES



\$5,794,454CONTRIBUTED BY DONORS



3,997 INDIVIDUAL, FOUNDATION, AND CORPORATE DONORS



5,463 ONLINE ADVOCACY LETTERS SENT TO DECISION MAKERS BY PEOPLE LIKE YOU



Your Tireless Impact

September 2019-March 2021

Our work and that of the organizations we support takes place on Indigenous territory. To learn more, visit: Native-Land.ca

Territories

Yukon, Northwest Territories, Nunavut

► 27 Programs⁺

▶ 10,000+ Lives Impacted

British Columbia

► 123 Programs⁺

people reached by the organization.

► 248,500+ Lives Impacted

Prairies

Alberta, Saskatchewan, Manitoba

- ► 205 Programs⁺
- ► 275,000+ Lives Impacted*

+Includes multi-year grantees, annual grantees, and grantees receiving emergency funds in the pandemic.

For descriptions of multi-year and annual grantee programs, visit canadianwomen.org/program

*Estimate based on projections of direct program participants, people indirectly impacted by the program, and



Quebec

- ► 39 Programs⁺
- ► 2,500+ Lives Impacted*

Atlantic

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

- ▶ 115 Programs⁺
- ▶ 168,000+ Lives Impacted*

Ontario

- ► 309 Programs⁺
- ► 394,000+ Lives Impacted*

YOU'RE PUSHING FOR A GENDERED RECOVERY TO HELP EVERYONE

When the pandemic hit Canada in March 2020, its disproportionate impact on marginalized women and communities was clear almost immediately (see pandemic timeline on page 14). Women-serving and gender justice grantees of the Canadian Women's Foundation were overwhelmed by the influx of community needs. Their services were more vital than ever, but they struggled to keep their operations going.



Pandemic Struggles: In the Words of Grantee Partners

"Communities that were struggling before are just facing an abundance of issues now ... My real concern is that we're sitting on an explosion of people who are going to be in need, following the pandemic."

- Cheryl Bujold, Executive Director, Dragonfly Counselling & Support Centre in Bonnyville, Alberta
- "Anxiety levels in the shelter are very, very high, for residents and staff."
- Dara Rayner, Operations Manager, Anderson House in Charlottetown, Prince Edward Island

- "We need funds and resources to be able to pivot ... And in a time when risk of harms has increased, we need to up those protective factors, not take them away."
- Stephanie Klassen, Executive Director, Survivor's Hope Crisis Centre in Pinawa, Manitoba
- "Rural families may have to prioritize financial and work-from-home Internet use ahead of accessing services and making educational and social connections ... Feeling isolated, trapped, and alone are all concerns we've heard locally."
- Caitlin MacDonald, Girls' Program Coordinator, Community Resource Centre in Killaloe, Ontario



DONORS AND PARTNERS TOOK SWIFT AND GENEROUS ACTION

Our supporters dug deep for the Tireless Together Fund in April 2020. In a matter of months, you generously donated over \$600,000 to help gender equality programs continue to help women, girls, and gender-diverse people move out of violence, out of poverty, and into confidence and leadership.

Grantee partners throughout Canada expressed deep gratitude. As Julia Grady, Executive Director of 10C in Guelph, Ontario so aptly shared, your support filled a sudden financial gap and, "most importantly, gives us COURAGE to continue and support the work and social change."

And with the partnership of the Government of Canada, emergency grants were distributed all over Canada to ensure local service providers could deal with the influx of need and continue to support women, girls, and gender-diverse people to move out of violence and poverty and into confidence and leadership in the pandemic.

Between April 2020 and August 2021, we distributed over \$43 million in emergency response grants to gender justice programs and organizations.

Organizations that received this critical support include SOFIA House in Saskatchewan, HOPE Outreach in British Columbia, and South Asian Women's Centre in Ontario, to name a few. And it made a huge impact. The Calgary Immigrant Women's Association, for example, experienced a 50-per cent increase in calls during the pandemic. With the help of its grant, the Association increased its people power to help meet the need, offer more counselling and support services, and shorten its waiting list.

GENDERED IMPACTS OF THE PANDEMIC IN CANADA

March 2020

Women account for 63% of the 1 million jobs lost and 70% of losses by workers aged 25 to 54 (Statistics Canada).

April 2020

1 in 10 women reports being very/ extremely concerned about the possibility of violence at home (Statistics Canada). Women's labour force participation dips to 55% for the first time since the mid-'80s (RBC Economics).

May 2020

University-educated immigrant women experience the largest unemployment rates, 7.3 percentage points higher than the previous year (Statistics Canada).

June 2020

Calls for police service related to domestic disturbances increase by 12% between March and June (Statistics Canada).

July 2020

The gap between fathers and mothers going back to work goes from 0.8 to 7.3 percentage points for parents of school-aged children (Canadian Public Policy).

August 2020

63% of people in Canada are concerned about women facing more exposure to COVID-19 due to work in high-risk service and care industries (Canadian Women's Foundation).

September 2020

71% of Canadian women report feeling more anxious, depressed, isolated, overworked or ill because of increased unpaid care work caused by COVID-19 (Oxfam).

October 2020

Shelters and transition houses experience a 61% increase in calls from June to October (Women's Shelters Canada).

November 2020

A 55% jump is reported in the number of mothers who worked less than half their usual hours, when compared to the previous year. Childcare responsibilities are cited as a key reason (Statistics Canada).





The unemployment rate for women of colour rises to 10.5% compared with 6.2% for white women (Statistics Canada).

January 2021

Women are more likely to report their mental health as bad or very bad, especially between the ages of 18 and 34 (Leger and the Association for Canadian Studies).

February 2021

10 times more women than men have fallen out of the labour force since last year (RBC Economics).

March 2021

Research shows 160 women and girls were killed by violence in 2020. More data is needed, but this rise from 2019 is a red flag (Canadian Femicide Observatory for Justice and Accountability).

April 2021

A disproportionate percentage of women (53.7%) are impacted by pandemic job losses because many work in the hard-hit services sector. Of the 2.7 million jobs lost in April 2020 relative to April 2019, for example, 75.6% were in the services sector (Statistics Canada).

May 2021

Almost half (46%) of mothers in Canada say they are reaching their breaking point after months of bearing disproportionate pandemic burdens. (Canadian Women's Foundation).

June 2021

Employment among childcare workers fell sharply (-21%) during the pandemic, impacting a workforce made up of mostly women (97%), as well as immigrants (27%) and non-permanent residents (4%) (Statistics Canada).

July 2021

More than half of Canadian youth, and nearly two-thirds of young women, feel that their anxiety, depression, and stress levels are higher now than at the start of the COVID-19 pandemic (Prosperity Project).

August 2021

67% of girls' parents and 61% of boys' parents are concerned that their children missed out on building healthy conflict resolution skills during the pandemic (Canadian Women's Foundation).



As Canada grapples with the COVID-19 pandemic, many want to return to "normal" as quickly as possible.

But "normal" is deeply flawed, especially for women, girls, and Two Spirit, trans, and non-binary people.

The pandemic exposes hard truths.

It's "normal" that the people getting harmed the most are the people already facing the worst inequities, including women, vulnerable seniors, people living on low incomes, Black, Indigenous, and racialized communities, people with disabilities, people who identify as 2SLGBTQI+, and people who are immigrants, migrants, and/or undocumented.

It's "normal" for people who experience the worst problems to have the least say in solving them.

It's "normal" to view equality as "nice to have" - but not an essential feature of a healthy society.

It's "normal" to give the most vulnerable people in society the lowest priority for care.



Read the **RESETTING NORMAL** reports and recommendations









To make it through the pandemic, rebuild, and set Canada up for gender justice, we need robust support services to address critical issues and adapt to community needs.

Beyond direct program funding, we also work with our network of grassroots grantee organizations to evaluate and improve programming, share best practices, and develop priorities for systemic change and advocacy.

The Foundation's grant programs focus on three important gender issues: ending gender-based violence, economic development for women and gender-diverse people, and girls' empowerment. Our fourth area, inclusive leadership development, is incorporated into all granting areas.

OUT OF VIOLENCE

You support programs to prevent and intervene in situations of gender-based violence. They provide services such as emergency shelter, housing support, help to rebuild life after abuse, sexual assault and exploitation crisis support, child witness to violence programs, and healthy relationship education for teens. They do the complex work necessary to break the cycle of violence in families and communities.

- ► **Teen Healthy Relationship** grants enable young people of all genders to learn about dating violence, sexual assault, and how to build safe, healthy, and equal relationships.
- ▶ **Rebuilding Lives** grants help survivors find safe housing, sexual violence support, counselling, legal support, and help children recover.

Program Spotlight: Children's Homelessness Intervention Project, Welcome Centre Shelter for Women & Families (Windsor, Ontario)

Children staying at women's shelters with their mothers or caregivers need specialized supports. At the Welcome Centre Shelter for Women & Families, funding from the Foundation has helped provide individual counselling and educational assessments for children. "The ability for them to have that one-onone support to help during their shelter experience – combined with COVID and the struggles with their children – helped us see women through the pandemic without as many issues as we would have otherwise," says Lady Laforet, Executive Director.







Program Spotlight: Non-Binary BIPOC Drop-In Program, Planned Parenthood Toronto (Toronto, Ontario)

This is a group for youth who identify as nonbinary, gender non-conforming, gender diverse and are Black, Indigenous, or people of colour. For program coordinator Dinaly Tran, it's been rewarding to see connections and rapport build among participants as they've met online during the pandemic.

"This is a space for participants to try out different pronouns or a new name if they want to ... because we know that once we leave the space, we may be in situations that aren't safe for us to do so."

Dinaly Tran

Program Spotlight: Black Peer Education Network, Black Women in Motion (Toronto, Ontario)

The Black Peer Education Network not only gets teens talking about tough topics like racism, consent, rape culture, gender-based violence, and healthy relationships, it also prepares them to lead their own educational workshops. "We're there to offer guidance, but for the most part, we leave the door open for them to explore how they want to have these conversations," says Program Manager Shenikqwa Phillip. It's rewarding to see how planning workshop content and leading discussions boosts confidence, she says.

Participant Shetiephaa Williams says she was nervous about delivering her session on gender-based violence, but proud of how it turned out, and wants to pursue peer education in the future.

"Everything was on point - the people, the program itself, it made me feel safe to talk about anything and listen and not judge. I definitely recommend it!"



Shetiephaa Williams



OUT OF POVERTY

Your support enables Economic Development programs to reduce gendered poverty and build economic strength for those who need it most. These programs:

- ▶ **provide "wrap-around support"** to help participants break through barriers to access programs in the first place.
- ▶ help participants break into well-paying fields where women are traditionally underrepresented: construction, carpentry, electrical, auto mechanics, and technology.
- ► teach entrepreneurship.
- ▶ help women learn employment skills and gain work experience in "social purpose" businesses operated by community-based non-profit organizations.

And through the Foundation's Investment Readiness Program, made possible by the Government of Canada's Social Innovation/Social Finance Strategy, women-led, women-serving organizations have been given funding and tools to join the social innovation and social finance ecosystem in Canada. It is proving important for the sustainability of gender equality organizations. In all, 41 organizations have been funded, nearly 70 per cent of which are led by the very communities they serve. A full 97 per cent reported an increase in knowledge about social finance, updated their strategic plans to include social enterprise strategies, and created stronger business models.

Program Spotlight: Empowering Indigenous Women for Stronger Communities (Newfoundland and Labrador)

"The opportunity to work in Indigenous communities, and foster social innovation to support sustainable, cultural programming is an amazing opportunity and one that we do not take for granted," says Candace Simon, Director.



Program Spotlight: Women Exploring Business Program, SEED Winnipeg (Winnipeg, Manitoba)

Imagine trying to start your own business without a working computer.

Lack of basic tech gear is one of the barriers faced by women clients at SEED Winnipeg.

"When I started the program, I needed guidance and mentorship from people who had business experience," says Candace, a program participant. "By the time it finished, I came out with a better understanding of how to manage money and where to start with running a business."

"Thanks to the program's laptop lending program, I also came out with a working computer. As an Indigenous mother, I'm passionate about making Canada a better place for my son, my family, my community, and future generations."



Candace

Northern Strategy Update

Bolstering gender justice efforts in the North begins with stronger community relationships and better understanding of the uniqueness of the region.

In partnership with MakeWay Foundation, we have been honoured to support the launch of a Northern Women and Girls Advisory Committee with representatives from Yukon, Northwest Territories, Nunavut, Nunavik, and Nunatsiavut. This dynamic committee provides leadership in Northern grantmaking and has already opened doors so the Foundation can support five excellent initiatives.



INTO CONFIDENCE

The Girls' Fund supports programs that give girls and gender-diverse youth tools to develop into confident, resilient people, right when they need this support the most. It builds participants' skills, provides them with mentorship opportunities, and deepens their self-esteem in safe spaces just for them.

Girls' Fund programs offer:

- ▶ STEM education
- sports and physical activity
- media literacy
- ► Indigenous culture and connection
- mentorship and leadership

Program Spotlight: Girl Power and Girl Force programs, Women's Centre of Calgary (Calgary, Alberta)

These programs create spaces for girls to build a sense of community, explore issues in their lives, and foster their activism and leadership. "It's been rewarding to see the girls build a safe community for themselves where they can turn to each other," says Era Rana, Girls Leadership Coordinator. "Maybe someone was getting bullied, or tired of school, or just tired of being isolated, but for those two hours in the program, they are part of something positive."



Program Spotlight: RISE Empowerment, Community Resource Centre (Killaloe, Ontario)

Through her teens, the RISE Empowerment program has been there for Sabine Duknic. She joined as a participant at about 12, and now works with the program as a summer student at 17.

As a participant, she liked how the program got girls talking about the representation of women in media and music. "I got to see people like me and diverse people doing really positive things that I wouldn't have seen in other forms of media."

She also connected with other participants through the program's outdoor activities, games, crafts, and discussions. "There were a lot of activities that involved team-building and communication. I met and continue to connect with a lot of friends that way, and that helped boost my confidence." Now that she works with the program, she's applying the leadership skills she's learned along the way.

Sabine says the program also offers a refuge for young people who might otherwise feel excluded.

"Often there's no space at all for youth that don't fit into the gender binary, and in the past couple of years, we've had a few that have come here as a safe space, to continue to just build their own skills in a way that they wouldn't be able to in other places. It's a place where you can relax and feel included."



Sabine Duknic



YOU KEEP GENDER JUSTICE IN THE SPOTLIGHT

You enable "the long view" to understand trends, respond to evidence, and push for best practices to end gender injustice.



These reports provide policy- and decision-makers a roadmap for a gendered recovery. They address key issues such as women's sector funding, the care economy, gender-based violence, and building inclusive leadership. Read the reports on our website.



Risk of gender-based violence spiked in the pandemic. How can we prevent crisis-related spikes, now and into the future? We're coordinating essential research, policy recommendations, and action on this question with the support of the Government of Canada.

► Improving Decision-Making

You help us do our part to improve national policy and decision-making for gender justice, and you take direct action yourself. With your enabling support, the Foundation sits on key advisory committees on gender-based violence, COVID-19 supplies and procurement, and the charitable sector. We also submitted papers to inform policy matters like the 2021 federal budget. Plus, you signed your names directly onto our online petition letters addressing pivotal concerns such as sexual assault training for judges, a national childcare plan, and the National Action Plan on Gender-Based Violence.

► Digital Tools to Address Sexual Harassment

The Canadian Women's Foundation and AfterMeToo are collaborating to build a first-of-its-kind online platform to help those who experience sexual harassment and assault in the workplace to navigate options for reporting and pursuing justice. It will break down legal jargon and procedures, offering plain-language information about relevant provincial and territorial laws in English and French. The launch is planned for early 2022.

► "Alright, Now What?" Podcast

Since 2020, hundreds of listeners have joined our experts and guests biweekly to put an intersectional feminist lens on news stories that seem to keep resurfacing and making us wonder, "Why is this still happening?" We explore the systemic roots of these issues and strategies for change. Subscribe and listen today: canadianwomen.org/podcast

Annual Landsberg Award

Investigative journalism plays a key role in advancing gender justice. That's why the Foundation co-presents the Landsberg Award with The Canadian Journalism Foundation to recognize outstanding journalism on gender equality. Congratulations to 2020 winner Elizabeth Renzetti and 2021 winners Alyshah Hasham and Wendy Gillis.



Elizabeth Renzetti



Alyshah Hasham



Wendy Gillis













THE VIOLENCE AT HOME

SIGNAL FOR HELP





1. Palm to camera and tuck thumb

The <u>Signal for Help</u> is a one-handed gesture you can make on a video call to communicate you need someone to safely check in with you.

Since we launched it in 2020 in response to increased risk of gender-based violence, the Signal has gone viral. The **video** PSA has been viewed on YouTube over one million times, and news about the Signal has been shared through hundreds of media stories.

A 2020 poll found that about one in three people in Canada know of or have seen or used the Signal. And it has been shared in 44 countries including Japan, Italy, England, the US, Brazil, and France. Most recently, it been recognized by The One Club's One

Show, Cannes Lions International Festival of Creativity, and the 2021 Marketing Awards.

There's more to come to make sure everyone in Canada supports those facing violence and does their part to be champions to end gender-based violence.

<u>Learn more</u> about the Signal and how to respond to it.

Signal For Help Artshare Artwork above by (clockwise from right): @alanna_cavanagh, @carmenjanlew, @danicooperman, @fatspatrol, @inbetweenrinks



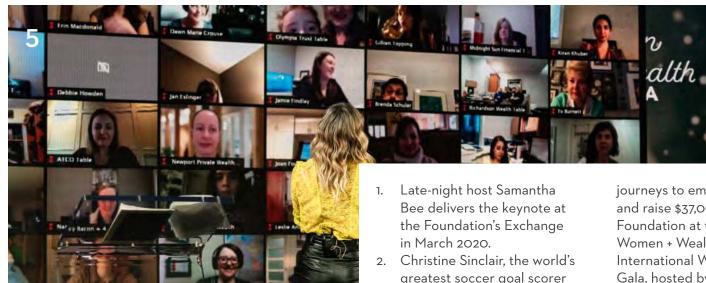


THANK YOU FOR YOUR TIRELESS COMMITMENT





Corporate Citizenship for Gender Equality





- Christine Sinclair, the world's greatest soccer goal scorer of all time, teams up for our #ShowUpForGirls campaign in September 2020.
- Hundreds of people responded to our surveys of mothers and caregivers, helping us to understand the disproportionate burden of caregiving on mental health.
- 4. On International Women's
 Day 2021, we discussed
 how to create corporate
 environments that
 advance gender equality
 and inclusion, with a
 panel of representatives
 from Catalyst, the RBC
 Foundation, The Body Shop,
 Abliminal, and Hillberg &
 Berk.
 - Over 500 women came together to celebrate their

- journeys to empowerment and raise \$37,000 for the Foundation at the 2021 Women + Wealth virtual International Women's Day Gala, hosted by Raintree Financial Solutions.
- 6. The Society of Beer Drinking Ladies has raised over \$50,000 for the Foundation over seven years.
- 7. Authors Michelle Good,
 Francesca Ekwuyasi,
 Madeleine Thien, Emma
 Donoghue, and Perdita
 Felicien are some of
 the many stellar women
 writers to join us from
 across Canada for Tireless
 Readers Collective online
 discussions.
- 8. Many of you listen to our feminist takes on current events. Tune in from wherever you get your podcast content.













FINANCIALS 2019-2020

This impact report covers two fiscal periods, the 12-month fiscal year from September, 1, 2019 to August 31, 2020, and the seven-month stub year from September 1, 2020 to March 31, 2021. The Foundation changed its fiscal year end to better align with ongoing projects and activities. Going forward, fiscal years will run from April 1 to March 31.

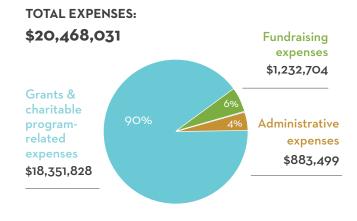
Statement of Operations

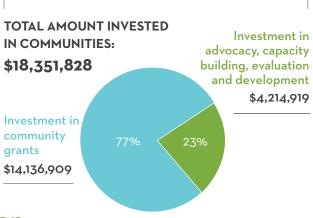
For the 12-month period ending August 31, 2020

TOTAL REVENUES RECEIVED IN FISCAL YEAR

\$19,457,620

Total expenses	\$20,468,031
(Deficiency) of revenues	(\$1,010,411)
over expenses	





Statement of Financial Position

ASSETS

Current assets	\$2,742,397
Investments	\$17,649,989
Equipment	\$93,048
Total assets	\$20,485,434
LIABILITIES	
Accounts payable and accrued liabilities	\$322,594
Deferred revenue	\$4,145,473
Total liabilities	\$4,468,067
FUND BALANCES	
Endowment fund	\$233,168
Restricted fund	\$4,471,903
Internally restricted fund	\$11,502,190
Unrestricted fund	\$189,894
Total liabilities and funds	\$20,485,434

FINANCIALS 2020-2021

Statement of Operations

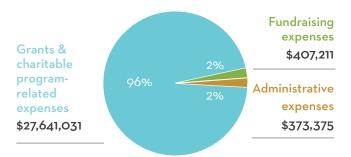
For the 7-month period of September 1, 2020 to March 31, 2021.

TOTAL REVENUES RECEIVED IN FISCAL PERIOD

\$30,205,118

Total expenses	\$28,421,617	
Excess of revenues	\$1,783,501	
over expenses		

TOTAL EXPENSES: **\$28,421,617**





Statement of Financial Position

ASSETS

Total liabilities and funds	\$24,193,847
Unrestricted fund	\$447,052
Internally restricted fund	\$12,960,170
Restricted fund	\$4,160,478
Endowment fund	\$233,168
FUND BALANCES	
Total liabilities	\$6,392,979
Deferred revenue	\$3,240,611
Accounts payable and accrued liabilities	\$3,152,368
LIABILITIES	
Total assets	\$24,193,847
Equipment and furniture	\$79,470
Investments	\$19,796,738
Current assets	\$4,317,639



"Since its inception in 1991, the Foundation has been a powerful and important voice for equal rights and opportunities for women and girls. I am confident the Canadian Women's Foundation will continue to be a leading voice in the advancement of women and children as we restructure in a post-pandemic world."

Kiki Delaney,
Longtime Donor of the
Canadian Women's Foundation



"Our hope is that our project can inspire other women and girls to achieve things beyond their wildest imaginations."

 Jason and Marilyne Ellis, who cycled 1,940 KM to honour Jason's late grandmother, Katie Ellis, and to fundraise for the Foundation



"... I feel as though, in some small way, I'm part of the solution. When things feel out of

control (as they do at the moment!), it's comforting to feel like your support and your choices matter."

- Christine Gresham, Monthly Donor

"The Canadian Women's
Foundation is an
incredible force for
change. Your support
will make the world
better for up-andcoming feminists and
changemakers like
lver."

Chelsea Stellick (and Baby Iver), Calgary Events Committee Volunteer

GREY BIRCH FOUNDATION

"We know that, with the right support, women and girls can change their lives, their communities, and the world."

- Grey Birch Foundation, Donor



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We are grateful to these supporters for their extraordinary investment in women, girls, gender-diverse people, and gender justice.

\$10 MILLION +



Women and Gender Equality Canada Femmes et Égalité des genres Canada

\$1 MILLION +*



\$500,000 - \$999,999



Foundation

Nancy's Very Own Foundation

\$250,000 - \$499,999





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Private Giving Foundation











^{*} Through Employment and Social Development Canada, Public Health Agency of Canada and Department of Justice

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Thank you to the many supporters who helped women, girls, and gender-diverse people move out of violence, out of poverty, and into confidence and leadership. Together we are building a gender-equal Canada. This list includes donors who gave gifts of \$500 or more between September 1, 2019 and August 31, 2020.

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Monthly donors are the heart and soul of the Foundation. They provide us with a reliable base of support that gives us the ability to plan ahead and invest in programs and services that create brighter futures for women, girls, and gender-diverse people throughout the country.

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FOREVER TIRELESS.

30 Years of Impact for Gender Justice

1991

After two grade school friends Nancy Ruth and Susan Woods dream big to build philanthropy for gender equality, eight founding mothers launch the Foundation. Beverley Wybrow begins as President and CEO. The Foundation raises and gives \$50,000 in grants to six organizations.

1996

The Women and Economic Development Consortium brings together donors to commit \$2.4 million for women's self-employment programs. Since the Foundation's launch, over \$3 million is raised and 46 programs are funded.*

1998

The Right Honourable Kim Campbell, Canada's first woman Prime Minister, speaks at annual fundraiser.

2001

More than \$9 million is raised and 287 programs are funded since the Foundation's launch.*

2002

National Teen Forum on Violence Against Women and Girls brings programs on dating violence and healthy relationships together to share best practices.

2003

National Skills Institute is launched to strengthen the network of women's organizations.

2004

Michele Landsberg Award is launched to recognize young women's leadership through activism.

2006

Shelter From the Storm campaign raises funds for women's shelters throughout Canada. Funding is dedicated to two new areas: building teen healthy relationships and girls' empowerment. More than \$22 million is raised and 274 programs are funded since the Foundation's launch.*



2008

Women Moving Women campaign supports 2,500 women to move out of poverty.

2010

Canadian superstar Anne Murray is presented with the Sisterhood Soirée Leadership Award.

2011

Ann Southam legacy gift amounts to more than \$17 million, the largest individual donation ever made to a Canadian women's organization. More than \$50 million is raised and 437 programs are funded since the Foundation's launch.*

2012

The Leadership Institute, in partnership with the Coady Institute at St. Francis Xavier University, delivers leadership training to women in the non-profit sector. More than 70 women are trained over three years.

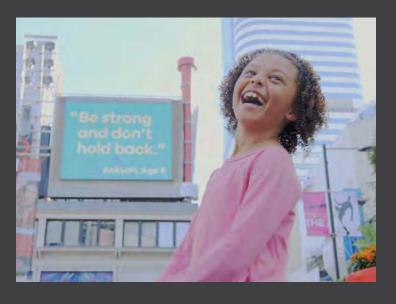


2013

National task force on trafficking launches to research, strategize, and give grants to end sexual exploitation.

2015-2016

As We Are and #GirlPowered campaigns are launched, focusing on girls' empowerment. Get Consent campaign is launched to challenge sexual violence.



2017

Partnership with AfterMeToo addresses the growing need for sexual violence services in Canada. The Gender Equality Network Canada brings more than 130 women leaders together to plan for the advancement of gender equality. More than \$80 million is raised and 1,500 programs are funded since the Foundation's launch.*

2018

Law professional, activist, and author Anita Hill speaks to trailblazing advocacy on sexual harassment at The Exchange.

2019

The Foundation develops a strategy to expand impact in Northern communities.

2020

The Signal For Help addresses rising risk of gender-based violence in the pandemic.





2020-2021

Between April 2020 and August 2021, emergency response grants totalling over \$43 million are distributed to gender justice programs and organizations.

*Number of programs funded is approximate and influenced by timing of our granting processes.





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