

CHANGEMAKER

APRIL 2023



PAULETTE SENIOR SPEAKS AT THE SHOCKPROOFING COMMUNITIES SUMMIT, WHICH BROUGHT TOGETHER EXPERTS FROM THROUGHOUT CANADA TO DISCUSS GENDER-BASED VIOLENCE.

PHOTO: CHRISTINA ESTEBAN PHOTOGRAPHY

Dear friends and supporters,

All fired up. That's how I've been feeling ever since our March Summit on preventing spikes in gender-based violence in times of disaster and crisis, Shockproofing Communities.

I can't tell you how energizing and inspiring it was to have hundreds of diverse experts on gender-based violence come together in Ottawa from across Canada to strategize at this Summit, which we co-hosted with Women's Shelters Canada.

It reminded us that we are all in this challenging work together. We are connected – across provinces, territories, cultures, and languages – by our commitment to ending gender-based violence. Together, we are a powerful, united force for systemic change. **And you are part of that force.**

Shifting the status quo is never easy. It takes a critical mass of people and a sustained effort, otherwise change doesn't happen. That's why I'm so grateful for your continued support.

You understand that we must keep pushing for systemic change to end gender-based violence, to end gendered poverty, and empower all women, girls and gender-diverse people.

You understand that no one has all the answers. To shift the status quo in the right direction, we must listen to those closest to the problems, and those most marginalized and vulnerable throughout Canada.

Your support means that, when we are facing complex issues with no fast fixes, we can work toward intersectional and long-term solutions. **You are part of the critical mass that is moving gender justice forward on so many fronts.**

As you read on about this work, I hope you are also fired up by the progress you are fuelling, particularly as we embark on our Mother Rising Campaign.

Sincerely,

Paulette Senior
President and CEO
Canadian Women's Foundation

The Mother Rising

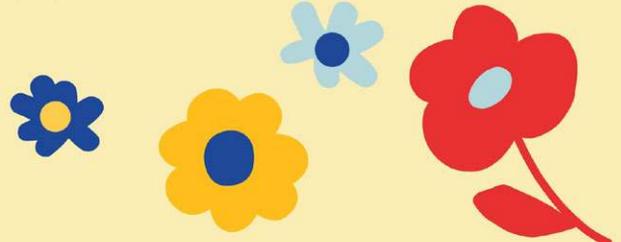
Our annual Mother Rising campaign is all about supporting mothers and caregivers to rise. It gives voice to their experiences and challenges. We also spotlight the impact of programs you support for mothers and caregivers.

Join the Mother Rising by:

- Sending a [Mother's Day e-card](#) and gift to honour a mother or caregiver in your life! Your donation will support programs and advocacy that help make things better for mothers and caregivers across Canada.
- Shopping our [Mother's Day Gift Collection](#).

WHEN MOTHERS RISE,
THEY LIFT THE WORLD.

Thank you for helping me rise.
Happy Mother's Day!



- Taking the [Mother Rising Survey](#) to help guide our work to make things better for mothers and caregivers across Canada.

> [Learn more!](#)

Thank You for Going Above and Beyond for International Women's Day

We're so grateful that you took action on March 8, supporting the advancement of gender justice in so many ways.

You surpassed the fundraising goal of \$200,000, giving close to \$300,000 to support women, girls and gender-diverse people to move out of poverty, out of violence, and into confidence and leadership.

And 400 people joined our International Women's Day virtual event: [Corporate Citizenship for Gender Equality](#). Inspirational women across Canada spoke on what it takes to boost workplace equity in these challenging times.

And a special thank you to our giving partners who honour the day: M&M's, Giant Tiger, Quo Beauty, Holt Renfrew, La Maison Simons, BRP, Reitmans, and many more...

Canadian Women's Foundation In collaboration with IEFA

CORPORATE CITIZENSHIP FOR
GENDER EQUALITY
March 8, 2023 - 1:00 pm ET

SPEAKER
AJ FERNANDEZ RIVERA
Managing Director
Accenture Canada

SPEAKER
RATANA STEPHENS
CEO
Nature's Path

SPEAKER
FRANÇOIS-PHILIPPE CHAMPAGNE
Minister of Innovation,
Science and Industry
Canada

SPEAKER
PAULETTE SENIOR
President & CEO
Canadian Women's
Foundation



International Women's Day Community Changemakers

**INCREDIBLE PEOPLE CAME TOGETHER TO FUNDRAISE
IN CELEBRATION OF INTERNATIONAL WOMEN'S DAY**

We are so grateful to:

1. Women + Wealth

Annual Women + Wealth Galas returned to Calgary and Edmonton, featuring guest speaker the Honourable Jody Wilson-Raybould (left), Former Minister of Justice and Attorney General of Canada, and Joanna Griffiths, Founder and CEO of Knix. The events drew hundreds of people in celebration and support of women's empowerment.

2. Women of Change

This intergenerational group, which aims to inspire women to become changemakers, brought back their annual International Women's Day event to benefit the Foundation. Some of the group's founders have been impacted by gender-based violence and are close friends of the Foundation. Women of Change is where they united to share their journeys, bring more women together, and make change for safety and freedom from abuse:

"I think it's important for all women to have a place to turn to - where they can meet other women, see what's out in the world, to learn from each other," said Pamela Aitken, who came up with the idea for Women of Change after hosting a brunch at her home. "The Foundation gave me that when I was ready, and it impacted me."

Pamela teamed up with three other women to bring the group to life, including Karin Serre, who coaches volleyball and knew about the Foundation through the annual charity volleyball tournament in memory of her friend, Aimee Quitevis. Aimee was killed by her husband in 1998, and the volleyball tournament is a tribute to her life and the sport she loved to play.



WOMEN OF CHANGE MEMBERS PAMELA AITKEN (THIRD FROM LEFT) AND KARIN SERRE (FIFTH FROM LEFT) AND VOLUNTEERS JENNIFER SHARP (SECOND FROM LEFT) AND TONI CLIFFORD (FOURTH FROM LEFT), WITH DEPUTY MAYOR OF TORONTO JENNIFER MCKELVIE (LEFT) AND TORONTO CITY COUNCILLOR BRAD BRADFORD.

Karin loves that the Foundation supports programs for young people. "These programs are extremely valuable. We do see a change in young girls, who ultimately become young women, not be as confident. They pull out of sports, which is a shame. Sports can help them stand on their own two feet, build community and self-esteem."

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3. IWIRC Western Canada Network

The International Women’s Insolvency and Restructuring Confederation (IWIRC) helps women in the field advance their careers and pursue leadership. The IWIRC Western Canada Network hosts annual events in Calgary, Edmonton, Vancouver, and Winnipeg, and chose to support the Foundation on International Women’s Day. Their spin classes raised almost \$10,000.

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4. Robyn Hunt’s “The Next Day” Fundraiser

On International Women’s Day, Robyn Hunt enjoyed seeing people, corporations, and charities celebrate women. But on her way home, like many women do, Robyn realized she was holding her keys between her fingers as a defence in case of an attack.

“It made me feel sad, particularly on that day, to remember that the world is split in two,” she says. “There’s the reality where women are powerful, strong, celebrated and admired. And there is another reality where we are afraid, are targeted, and are trained to be on the defense. And those two realities exist together, at the exact same time, in the exact same world.”

That’s why Robyn created “The Next Day” fundraiser, rallying others to build on International Women’s Day momentum and take action. She did just that, raising \$1,700 for the Foundation. She aims to do it again next year - in the hope that one day, we’ll end the risk of gender-based violence and won’t need to be in self-defence mode.



Philanthropy Must Challenge Misogynoir

During Black History/African Liberation Month, Foundation President and CEO Paulette Senior called on the philanthropic sector to challenge anti-Black racism and “vie for better work, invest in better futures, and join the uproar for policy-making that actively includes Black women and gender-diverse people.”

> [Read Paulette's Op-Ed in The Philanthropist Journal](#)

You Can Change the Story: Be a Signal for Help Responder

The Signal for Help is a simple one-handed gesture someone can use, without leaving a digital trace, to communicate they need someone to safely check in and support them. Regardless of whether we see someone use the Signal, we can all learn to how to support those who are facing abuse.

When you sign up to become a Signal for Help Responder, you get easy-to-use tools and resources. And the community of almost 50,000 only grows. Our new video (right) spotlights how you can help turn stories from tragedy to support for survivors when you know what to do.



> Signal for Help Responder online mini-course

Need tools and tips? Sign up to learn how to support a friend, family member, or colleague who is experiencing abuse - at your own pace, and on your own schedule.



> Signal for Help Podcast

The award-winning Media Girlfriends Garvia Bailey, Hannah Sung, and Nana aba Duncan (above) are veteran storytellers. With skill and clarity, they've uncovered hidden stories of how everyday people can better support survivors of gender-based violence. In each episode you'll hear from

courageous survivors and experts, who provide helpful advice you can put into practice to support people in your life. Subscribe and listen today wherever you get your podcast content.

We have also launched a French Signal for Help podcast.

Take action and get more resources at signalforhelpresponder.ca

How You're Empowering Women on Their Journeys to Economic Stability



PHOTO CREDIT: APRIL CORMIER

Grantee Partner Spotlight:

Employment My Way, YWCA Moncton, New Brunswick

“Overall, I gained confidence that I could take control of my future.”

As a single parent raising twins and struggling with health issues, Jenn faced many challenges finding steady work as a writer. But with the help of the Employment My Way program, a grantee partner of the Canadian Women's Foundation, she learned how to build on her strengths and manage various aspects of running her own freelance writing business. She has since launched her website Jenka.biz, and is feeling much more positive about her future: “I'm now on my way to more financial freedom and security than I ever thought possible.”

> [Watch Jenn tell her story.](#)

**SHOPPERS
FOUNDATION
FOR WOMEN'S HEALTH**



Corporate Partner Spotlight:

Shoppers Foundation for Women's Health™

Given the pandemic impacts on women's and young people's health, we are grateful for the support of Shoppers Foundation for Women's Health™, which has donated more than \$700,000 to support our Girls' Fund, as well as teen healthy relationships and violence-prevention programming.

“Shoppers Foundation for Women's Health™ is committed to fostering health equity for all women in Canada. We believe in the importance of collective action and balancing the duality of national reach and local impact. Working together with the Canadian Women's Foundation, we are proud to support communities throughout Canada with programming that improves the lives of women, girls, and gender diverse people,” says Paulette Minard, Director, Community Investment.

Aftermetoo.com Goes Live to Support Survivors Of Sexual Harassment

When Tarana Burke's #MeToo hashtag went viral five years ago, a group of women in Canada started organizing. Your support enabled the Canadian Women's Foundation to serve as a supportive partner to them.

And their website, aftermetoo.com is now live. It's a comprehensive informational resource for people facing sexual harassment at work in Canada. The website uses accessible language to answer common questions, such as: "What are my options when I'm being sexually harassed at work?" and "What can I do to take care of my mental health?" Aftermetoo may be helpful to many people, so please share the link widely.



At the United Nations

At the annual United Nations Commission on the Status of Women in New York City (UNCSW), we hosted two events, bringing key issues to this international forum:

- **Rural, Remote, Northern:** Gender Justice Challenges and Opportunities in Canada, a panel discussion about priorities in the struggle for intersectional gender justice in rural, remote and Northern Canada.
- **The Signal for Help:** Innovation to Shift from Stigma to Support, a discussion hosted with Women and Gender Equality Canada in partnership with the Permanent Mission of Canada to the UN, and Permanent Mission of Armenia to the UN about digital media to shift culture and end gender-based violence.

How Feminist is Federal Budget 2023?

Feminist leaders discussed how Federal Budget 2023 stacks up as diverse women continue to feel the impacts of the pandemic, in this webinar hosted by the Foundation and Oxfam Canada. They addressed whether the budget advances the National Action to End Gender-Based Violence, and other issues critical to gender justice.

> [Watch the recording.](#)



ALRIGHT, NOW WHAT?

Get Informed: Listen to our Alright, Now What? Podcast

Catch up on recent conversations with these partners and experts:



Good Food in Tough Times

with Brianne Miller of Nada, one of our Investment Readiness Program investees.



Indigenizing International Women's Day

with Canadian Women's Foundation Board Member, Dr. Dawn Lavell-Harvard (above right).



Misogynoir and Healing Journeys

with Monica Samuel of grantee partner Black Women in Motion.



Gender Pay Gaps, Plural

with Dr. Hadiya Roderique, researcher, writer, speaker and consultant.





Kitty Lundy Memorial Lecture

Leading in the Tension: Conundrums of (In)Visibility for Black Women Leaders

Join **Paulette Senior**, CEO, Canadian Women's Foundation for a thought-provoking dialogue.

Thursday, March 16 | 7 - 9 p.m.

liberal arts & professional studies | **YORK U**

Kitty Lundy Memorial Lecture

Paulette Senior delivered the 2023 Kitty Lundy Memorial lecture at her alma mater, York University.

> Watch the recording.

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