

Partnering for
FEMINIST
ENTREPRENEURSHIP

Partenariat pour
L'ENTREPRENEURIAT
FÉMINISTE



FEMINIST BUSINESS SUMMIT

A LEARNING & NETWORKING EVENT

November 29-30, 2023
Winnipeg, Manitoba



Funded by:



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada



LAND ACKNOWLEDGEMENT

In the spirit of respect, reciprocity, and truth, we honour and acknowledge that we are gathered on Treaty 1 territory, the traditional lands of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the traditional Homeland of the Red River Métis. We acknowledge that our water is sourced from Shoal Lake 40 First Nation.

On behalf of the *Partnering for Feminist Entrepreneurship* team at the Canadian Women's Foundation, we'd like to welcome you to the first Feminist Business Summit: A Learning & Networking Event at the Winnipeg Art Gallery-Qaumajuq!

This space is for women and gender-diverse entrepreneurs to gather, explore the idea of feminist entrepreneurship, connect with peers, and learn new skills. We hope this event sparks meaningful conversation and showcases the successes of women and gender-diverse entrepreneurs.

By the end of this event, we hope you:

- Expand your network with like-minded entrepreneurs, business support organizations, and passionate thought leaders
- Enhance your knowledge on building, growing and sustaining your business
- Embrace feminist values like inclusivity, equity, and social responsibility
- Acquire new knowledge and practical tools to support you on your entrepreneurial journey
- Have fun!

Thank you for being here with us!

The Canadian Women's Foundation



OUR PROJECT PARTNERS

Flaunt it

Flaunt-It is a grassroots youth-led social purpose organization in the Jane-Finch neighbourhood of Toronto that fosters self-love and highly esteemed representation of primarily 2SLGBTQIA+ Black, Indigenous, Women of Colour (BIWOC) through community-led campaigns and events.



Microcrédit Montréal's mission is to fight poverty and exclusion through an innovative approach: community-based microcredit. Microcrédit Montréal seeks to democratize financing through the participation of a network of investors and borrowers to promote an inclusive and prosperous society.



Native Women's
Association of Canada
L'Association des
femmes autochtones
du Canada

Native Women's Association of Canada (NWAC) works to advance the well-being and equality of Indigenous women through advocacy, education, research, and policy. Their #BeTheDrum Entrepreneurial Outreach and Navigation Program is designed to build skills of Indigenous women and gender-diverse people entering the spheres of business, management, and entrepreneurship.



Saskatoon
Open Door
Society

Saskatoon Open Door Society's Women's Business Hub is a place where talented immigrant women come together to develop their skills under the guidance of business professionals. The Women's Business Hub entrepreneurship program provides education, training and support to help entrepreneurial immigrant women launch their own businesses.



SEED Winnipeg works to reduce poverty and help renew Winnipeg's inner city. They do this by helping people start small businesses and save money for future goals.



Sisters in Solidarity began as an initiative created to cultivate BIPOC Women-led Social Purpose Organizations across Canada through capacity building and future skills development. They are dedicated to women entrepreneurs, to help identify barriers, and provide a platform for mentorship/advisory support, voicing concerns, and finding solutions.



YWCA Moncton is part of the YWCA Canada movement, which is a leading voice for women, girls, Two-Spirit and gender diverse people. Employment My Way is a 12-week self-employment training program to develop a business model that may be put into action right away or saved for future use.

ON-SITE STAFF SUPPORT

- **Isabella Poncia** iponcia@canadianwomen.org
- **Melissa McGregor** mmcgregor@canadianwomen.org
416-365-1444 (ext 239)
- **Munira Abukar** mabukar@canadianwomen.org
416-365-1444 (ext 249)
- **Melissa Bagirakandi** mbagirakandi@canadianwomen.org
416-365-1444 (ext 267)
- **Karen Campbell** kcampbell@canadianwomen.org
416-365-1444 (ext 244)



Food Allergies and Dietary Needs

We have notified catering staff of dietary restrictions. All food will be clearly labelled if there are allergens. If you are unsure, please speak with a Canadian Women's Foundation staff member.

Washrooms

There are accessible and gender-neutral washrooms washroom on every floor of the WAG-Qaumajuq.

Quiet Space

We have reserved a meeting room on the second floor to accommodate anyone who needs to take some time for rest or quiet contemplation. To access this space, please connect with a Canadian Women's Foundation staff member.

Scent Aware

Please avoid wearing strong smelling scents, as some people have allergies and/or sensitivities to strong scents and oils.

Accessibility

The Gallery is entirely wheelchair accessible, with wheelchairs available at the front desk. Please contact Melissa Bagirakandi mbagirakandi@canadianwomen.org if you have any accessibility needs and require accommodations.

Health and Wellness

Canadian Women's Foundation is committed to making this event welcoming, inclusive and safe for all to participate.

For more information, review our [Health and Wellness Considerations](#) and our [Brave Space Promise](#).

Cultural Supports

We recognize that the Summit may bring up strong emotions for you, and we want you to know that it's entirely understandable. We have supports in place to help you through these moments. Supports available include smudging, a sacred space for you to breathe, 1-1 trauma informed support or a feather fanning ceremony.



FEMINIST BUSINESS SUMMIT

WAG-Qaumajuq (300 Memorial Blvd)

DAY 1 - WEDNESDAY, NOVEMBER 29, 2023

8:30am -
9:15am

**Registration and
Refreshments/Breakfast**

Eckhardt Hall

9:15am -
9:45am

Welcome

Eckhardt Hall

Host: Keisha Paul

Knowledge Keeper: Angela Lavalee

9:45am -
11:00am

**Redefining Business Success:
Community Perspectives on
Entrepreneurship**

Eckhardt Hall

Panelists will reflect on the innovative approaches to self-employment and entrepreneurship emerging in their communities. They will discuss how community-based understandings of business differ from traditional business norms. Together, the panelists will explore how grassroots approaches to business hold the potential to promote feminist visions of gender equity and social justice.

Moderator: Amanda Parriag, ParriagGroup

Panelists

- BleSsed Brooks, Sisters in Solidarity
- Michelle Eagle Tail Feathers, NWAC
- Lisa Forbes, SEED Winnipeg
- Trixie Ling, Flavours of Hope

11:00am - 11:15am

HEALTH BREAK



11:15 am - 12:15 pm

CONCURRENT SESSIONS

■ **Self-care for Entrepreneurs**

Ilipvik Learning Steps

In 2023 most people are on the further side of burnout and mental health issues are on the rise. In this workshop we will look at ways to manage and prevent burnout by creating an emergency plan and discovering our self-care language of choice. Just like a love language we all have specific ways that we handle stress, and this workshop will encourage you to be intentional about identifying what works for you and what you can throw away as we prepare for the tides of 2024.

Facilitator: BleSsed Brooks, Sisters in Solidarity

■ **Social Entrepreneurship**

Eckhardt Hall

In this session, we'll introduce the basics of social entrepreneurship, examples in the non-profit and charitable sector, operating models, and explore how it can be an avenue for promoting feminist values, gender equality and social change.

Facilitator: Sagal Dualeh, Canadian Women's Foundation

■ **Economic Development Grantee Meeting**

*Nizhwaaso
Collaboration
Research Centre*

Private meeting for Canadian Women's Foundation
Economic Development grantees

Facilitator: Munira Abukar, Canadian Women's Foundation

12:15 pm - 1:30 pm

LUNCH

Eckhardt Hall

**12:30 pm
- 1:00 pm**

**Screening of
The Banker Ladies, 22 min**

Ilipvik Learning Steps

The Banker Ladies is a documentary that provides insights into the crucial role that savings groups and credit associations can play in the lives of women as they provide for their families and themselves.



1:30 pm - 3:00 pm CONCURRENT SESSIONS

■ **Understanding Your Assets** *Eckhardt Hall*

This interactive session will help you put your whole self at the centre of your business. Using our holistic, asset-based framework, you will work towards an understanding of how you interact with clients, your business, and the community.

Facilitators

Allison Prieur and Fayza Abdallaoui, Sustainable Livelihoods Canada

■ **Economic Development Grantee Meeting (private)** *Nizhwaaso Collaboration Research Centre*

Private meeting for Canadian Women’s Foundation Economic Development grantees

3:00 pm - 3:15 pm HEALTH BREAK

3:15pm - 4:45pm

■ **Understanding Your Assets** *Eckhardt Hall*
Continued

3:15pm - 5:15pm

■ **Economic Development Grantee Meeting (private)** *Nizhwaaso Collaboration Research Centre*
Continued

4:45 pm - 5:00 pm CLOSING REMARKS

Day 1 Closing Remarks *Eckhardt Hall*

Host: Keisha Paul



DAY 2 - THURSDAY, NOVEMBER 30, 2023

8:30 pm - 10:00 am

BREAKFAST + PLENARY

Feminist Entrepreneurs: Building Businesses and Breaking Barriers

Eckhardt Hall

In this dynamic panel of feminist entrepreneurs, hear from remarkable individuals who will share their entrepreneurship journeys. Panelists will share the challenges they've faced navigating the business world as feminist entrepreneurs and practical examples of how they've successfully integrated their feminist values into their businesses.

Moderator: Fayza Abdallaoui **Panelists**

- Janelle Desrosiers, Bloom + Brilliance
- Natalie Bell, Natalie Bell Consulting
- Bobbi Rose Koe, Dinjii Zhuh Adventures

10:00 am - 10:15 am

HEALTH BREAK

10:15 pm
- 12:00 pm

Feminist Business Model Canvas: *Eckhardt Hall* Build feminist values into your service, product, and bottom line

In this interactive workshop, we'll show you how to use the Feminist Business Model Canvas to begin a business design (or refinement) driven by your organization's specific values, strengths, and social goals, so that what matters to you drives all other design decisions.

Participants and Partners/Mentors will work together to establish the core of your organization's business or service model. You'll get enough hands-on experience with the tool and design process that you can put it to work at home with your colleagues. And you'll leave with an expanded understanding of the links between who you are, what you care about, and how you can offer unique value to your clients.

Facilitators: CV Harquail, FeministsAtWork and Sandra Chéry,
Step into Your Brilliance



**10:15 pm
- 12:00 pm**

**Economic Development
Grantee Meeting**

*Nizhwaaso
Collaboration
Research Centre*

Private meeting for Canadian Women's
Foundation Economic Development grantees

12:00 pm - 1:00 pm

LUNCH

Eckhardt Hall

1:00 pm - 2:30 pm

SESSIONS CONTINUED

- **Feminist Business Model Canvas:
Build feminist values into your service,
product, and bottom line** *Continued* *Eckhardt Hall*
- **Economic Development Grantee Meeting
(private)** *Continued* *Nizhwaaso
Collaboration
Research Centre*

2:30 pm - 3:00 pm

CLOSING REMARKS

Day 2 Closing Remarks

Eckhardt Hall

Host: Keisha Paul

3:30 pm - 4:30 pm

ART TOUR

Winnipeg Art Gallery

Optional: Private tour of the WAG-Qaumajuq



HOST



Keisha Paul (she/her), Keisha Paul Consulting

Keisha is a business consultant, a host, a facilitator, and producer and she experiences life through her connections in the community. She started her career consulting in the UK after graduating from the University of Manitoba's Asper School of Business and was able to consult for the winner of The Apprentice UK. Keisha is a proud child of Black and Brown immigrant parents from Trinidad and Guyana and works to provide a way forward for people of colour and minorities.

CULTURAL SUPPORTS



Angela Lavallee (she/her), Knowledge Keeper

Angela Lavallee is a First Nations woman, mother, grandmother, and sundancer. She has a BA in Conflict Resolution and Criminal Justice as well as a Master of Social Work. Angela is a facilitator and therapist specializing in conflict resolution, grief and loss and trauma informed care. She incorporates Indigenous ways of knowing and being into heart work. She is currently the Sacred Connections Coordinator at the Ma Mawi Wi Chi Itata Centre.



Ren McFadyen (they/them), Cultural Support

Ren brings decades of lived experience and professional commitment as an advocate for accessibility, inclusion, and full participation of people living with disability in all spheres of life. Born in Quebec of Indigenous heritage with Anglo/Franco settler influences. Ren identifies as multiply disabled, nonbinary gender queer, surviving poverty and first generation of their family to attend university. Ren works extensively with organizations and institutions to guide their accessibility work to center disabled voices and deconstruct systems of oppression.



SPEAKERS AND FACILITATORS



Amanda Parriag (she/her), ParriagGroup

Amanda has been focused on uncovering the story in the data for about 18 years. As a researcher and evaluator, she loves discovering the drivers and trends, the best practices, and the challenging areas. Amanda enjoys the creative and problem-solving aspect of research design, the rigour of data collection and the excitement of laying it out in a report.



Blessed Brooks (she/her), Sisters in Solidarity

Bless embarked on a journey of personal and professional growth, beginning with a foundation in human resources, international commerce, and global development. This educational background laid the groundwork for a career marked by innovation and a commitment to social impact. As the Managing Director of Sisters in Solidarity, Bless plays a vital role in supporting the economic and professional development of Black women and children.



Lisa Forbes (she/her), SEED Winnipeg

Lisa is from Winnipeg and is a member of Peguis First Nation in Manitoba. She is the Manager of Business and Enterprise Supports and Training at SEED Winnipeg. In addition to training entrepreneurs, she provides support to non-profit enterprises. Lisa has led SEED's financial literacy and women's self-employment training curriculum development teams. She is part of a team that implements the Truth and Reconciliation Commission recommendations at SEED.



Janelle Desrosiers (she/they), Bloom + Brilliance

Janelle Desrosiers is a Michif and French-Canadian Two-Spirit entrepreneur, designer, and writer. As an advocate for the intersections of Indigenous resurgence, neurodivergence, mental health, and motherhood, she is also on a journey of decolonization and divesting from sick systems. She is the founder and creative director of Bloom + Brilliance: a queer, Indigenous, and intersectional feminist-led design agency.



Michelle Eagle Tail Feathers (she/her), Native Women's Association of Canada

Oki, niisto niitaaniiko, likaanasspaaakii (Hello, my name is, Slow/Calm/Gentle Dancing Woman). Michelle is Blackfoot from Kainaiwa Nation - Treaty 7. Her family names are Eagle Tail Feathers and Day Chief. The clans her family come from are the fish eater's clan, the lone fighter's clan, and the running antelope clan. Michelle has always believed in living a balance of two worlds being Indigenous in a western society, which is also reflected in her career. Michelle's diverse work history consists of sales, marketing, business start-up, program development and facilitation.



Trixie Ling (she/her), Flavours of Hope

Trixie is a social entrepreneur based out of Vancouver, B.C who is motivated to create positive systemic social and economic change through policy, advocacy, community development, and social entrepreneurship. She is the Founder and Executive Director of Flavours of Hope, a non-profit social enterprise that supports and empowers refugee newcomer women to earn livable income and build social connections in communities through cooking and sharing culinary traditions and stories.



Sagal Dualeh (she/her), Canadian Women's Foundation

Sagal is a Senior Director at the Canadian Women's Foundation and has over 15 years experience working with the public sector, non-profits and charities, small and medium sized ventures, social enterprises and entrepreneurs. Most recently, she supports social impact organizations and women and gender diverse entrepreneurs, as they build their skills, capacity, and investment readiness prior to accessing social finance investment.



**Allison Prieur (she/her),
Sustainable Livelihoods Canada Consultant**

Allison's educational background includes psychology, social work, and public policy and she has been facilitating community convenings and evaluating non-profits since 2006. Allison uses mixed and multiple evaluation methods to build broad and deep understanding of community programs. She uses collaborative and innovative approaches to evaluation and methods that centre intersectionality and cultural responsiveness.



**Fayza Abdallaoui (she/her),
Sustainable Livelihoods Canada Consultant**

With a recognized profile in Canada's diverse Francophone community, Fayza is dedicated to supporting non-profits, especially those serving women victims of violence, newcomers and refugees, and Francophones to build economic development, financial security and leadership, thereby promoting their capacities for self-advocacy. Her experience is rooted in years of entrepreneurship and employability programming starting with OASIS Centre pour femmes, where she has engaged in program development and management, facilitation, research and evaluation.



**Natalie Bell (she/her), Natalie Bell People and
Culture Consultant, PegCityLovely**

Natalie Bell brings over 20 years of people & culture expertise to elevate workplace environments in Winnipeg and beyond. As a People & Culture Consultant and Certified Work-Life Strategist, Natalie's focus is on developing strategic, people-centred solutions that enhance team dynamics and promote a productive, positive work atmosphere. Natalie holds a blend of real-world experience and academic qualifications in Human Resources, which she uses to inspire change and growth within organizations.



Bobbi Rose Koe, Dinjii Zhuh Adventures

Bobbi Rose is Teetl'it Gwich'in (meaning People of the headwaters) raised in Fort McPherson, Northwest Territories and now residing on the land & home of the Kwanlin Dun and Ta'an Kwäch'än Territory in Whitehorse, Yukon. Bobbi Rose offers river trip expeditions across the North, however, she also mentors youth on river trips to teach cultural teachings, love and connection to land and their self. She is a committed organizer, community member and advocate for youth engagement in river conservation and connection. When she's not on the water, she works as the Community Connector for the Western Arctic Youth Collective.



CV Harquail (she/her), FeministsAtWork

CV Harquail, PhD, is a management scholar, consultant, tool maker, teacher, and rabble-rouser. She is the author of *Feminism: A Key Idea in Business and Society* (Routledge, 2020) the first book to explore business practice through a feminist lens. As a management professor for 25 years, CV taught entrepreneurship and organizational change. She received her PhD in Leadership and Organizations from the University of Michigan.



Sandra Chéry (she/her), Santé Carrière Consulting

Sandra is a bilingual, Montreal based professional coach, women's entrepreneurship facilitator, entrepreneur and teacher with 23 years of experience and specializes in career, mindset, leadership and personal development. Her primary mission is to assist her clients in redefining their purpose and aligning with their core values, enabling them to lead with confidence and authenticity.



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