



# INITIATIVES

*Canadian Women's Foundation / Fondation canadienne des femmes*

www.canadianwomen.org

## IT'S NOT OVER

**D**uring the last century there have been many advances toward equality. Women gained the right to vote and participate in government. We moved into the paid work force in large numbers. We gained reproductive rights. Canadian Women's Foundation has also made great progress, awarding over \$8 million in grants to hundreds of organizations, helping tens of thousands of women and girls since we started operating in 1991.

There are many women to thank for all this progress - then and now. Women like the "Famous Five" who in 1929 won the Person's Case, legally recognizing most women as "people" under the law. And Rosemary Brown, the first Black woman MP elected in Canada and a founding mother of CWF. She is missed but remembered and honoured by those who contribute to the Rosemary Brown Memorial Fund.

Remarkable women continue to devote their lives to equality. Women like Chief Roberta Jamieson, the keynote speaker at CWF's 11th Annual Professional Breakfast and a woman of firsts - from first aboriginal woman called to the bar to the first woman Ombudsman of Ontario. And of course, women like long-time journalist, activist, and CWF board member Sally Armstrong. Sally will be speaking for CWF on November 1 in Calgary and has authored a feature article for us at [www.canadianwomen.org](http://www.canadianwomen.org).



*Journalist, activist, CWF board member and long-time supporter Sally Armstrong speaks for CWF in Calgary and authors an article for the foundation's website.*



*The late Rosemary Brown, CWF Founding Mother*

And there is the next generation, women like Leigh Naturkach, a passionate advocate encouraging her peers to uncover their economic power through philanthropy. She shares her thoughts in this issue of Initiatives.

Yet, while we celebrate the accomplishments of CWF and our supporters, we must look to the future, just as the women before us did. Nellie McClung, one of the Famous Five said "Yesterday's successes will not do for today." We couldn't agree more.

At CWF, we can't help asking what legacy we will leave to our children and their children.

Will they inherit a Canada where:

- nearly 20% of women are poor and 51% of women have experienced violence
- we have the 5<sup>th</sup> largest wage gap between men and women out of the world's 29 most developed countries
- women control 80% of consumer dollars yet only have a 9-12% representation on corporate boards



*Chief Roberta Jamieson, keynote speaker at CWF's 11th Annual Professional Breakfast, presented by Hbc and supported by Garnier and Bell.*

As you can see, there's a great deal left to do. It's definitely **NOT** over.

**Read on to see how to help us create the change we all want to see. It's up to us - ALL of us.**

# COAST TO COAST TO COAST

## 2004 Violence Prevention Grants Awarded

**T**hanks to our generous individual and corporate supporters, Canadian Women's Foundation has awarded \$550,026 to 32 organizations across Canada. The grants support violence prevention work including education among teens and programs that help abused women rebuild their lives.

These grants were made possible by the following funds at CWF: The Body Shop STOP Violence Against Women Fund, The Fairmont Hotels & Resorts Adopt-A-Shelter Fund, The Hbc Foundation, The Royal LePage Shelter Foundation Fund, and the CWF Violence Prevention Fund, supported by individual donors across Canada, The Aimee Quitevis Memorial Fund, The Tony McNaughton Memorial Fund, and corporate supporters Ericsson Canada, and a new supporter, W Network.

A Few Highlights from Grants Awarded:

- **The Eagle Women's Emergency Shelter** in Black Diamond, Alberta received **\$28,000** to help prevent homelessness among abused women living in rural communities.
- The **December 6th Fund** in Toronto, Ontario received **\$25,000** to help women become financially independent and more easily able to leave an abusive relationship by providing interest-free loans to pay rent, utilities, and moving expenses.

### Did you know...

Over half of women in Canada have experienced at least one incident of violence as defined by the criminal code.

Women's organizations across Canada are suffering from loss of core funding even as they struggle to meet the increasing needs of our growing population. We constantly seek new ways to raise money for these organizations. You can help. Please consider increasing your donation by a few dollars each month, inviting friends to dinner and requesting a donation to CWF instead of a hostess gift, or asking your employer to make CWF their charitable partner of choice.

For more information, visit [www.canadianwomen.org](http://www.canadianwomen.org) and follow the "What You Can Do" link or call 1-866-293-4483.

- **Maison Communautaire Missinak** in Québec received **\$18,300** to help Aboriginal women who are living off-reserve, in urban communities, who have experienced violence.
- **Fredericton Sexual Assault Centre** in New Brunswick received **\$25,000** to develop a counselling and support strategy for women and girls who have been sexually assaulted and to help community workers with support and prevention in their local communities.

For a complete list of the 32 grants and more details, please visit our website at [www.canadianwomen.org](http://www.canadianwomen.org).

## The Vanguard

### Young Women Think, Act, and Give Boldly

By Leigh Naturkach, CWF Donor and Volunteer

The opportunities I encounter every day are thanks to the work of the amazing women who've come before me. Often, many of us take for granted that things haven't always been this way. For too many women, there is still so far to go. The word feminist is as relevant today as it was 100 years ago. It's incredible that people have pulled together to provide so many supportive outlets for women. However, the fact that there is still such an outstanding need for support systems tells me that there is still an outstanding need for fundamental and deep-rooted change.

This is why I am so excited to be a part of the new young women's initiative at

CWF called The Vanguard Program. Our goal is to encourage young women to think, act, and give boldly, and to continue the progress that has already been made. Gertrude Stein said it best - "Silent gratitude isn't very much use to anyone."



To join the Vanguard Program, please contact Kristin Pass at 1-866-293-4483 ext. 226 or [kpass@canadianwomen.org](mailto:kpass@canadianwomen.org).

# CWF Family Portraits

## Erin Burgess

CWF Administrative  
and Special Events  
Assistant



**A**t age 16, living on the streets, I tried to attend school. Instead, I ended up searching for food, money and a safe place to sleep. I did this for two years then realized I needed to stop the downward spiral. I built up the strength to register for school and speak to my parents about moving back.

My first year back I got pregnant. Determined, I successfully completed the school year and volunteered for Street Kids International. I spoke at schools about homeless life and where teens could get help, facilitated a youth group, and raised money and awareness about street youth in underdeveloped countries.

That fall, two weeks after my beautiful daughter was born, I continued school. Proud of my achievements, I worked harder than ever, graduated with honors, and attended college for nursing. Struggling to afford the basics as a single mother and full-time student was exhausting. I left college to work in administration and customer service.

In October 2003, I became CWF's Administrative Assistant. I work with strong, independent women who have been outstanding role models and support. In January, I ended my marriage to an abusive husband. Without the guidance and support of my friends, I may not have had the courage to walk out. Starting over as a single mother, this time with two beautiful children, is an extraordinary challenge that I wouldn't change for the world.

Working at CWF lets me make a difference for other women and girls suffering from violence.

## CWF EVENTS

### September 14, 2004

**11th Annual Professional Breakfast**  
Metro Toronto Convention Centre  
Keynote speaker: Chief Roberta Jamieson  
Presenting sponsor: Hbc  
Supporting sponsors: Garnier, Bell

### September 29, 2004

**Toronto CREW Golf Classic**  
CREW stands for Commercial Real Estate Women. This group of dedicated volunteers raises over \$75,000 for CWF with their tournament, which sells out every year.

### November 1, 2004

**An Evening with Sally Armstrong, a Fundraiser for CWF**  
Hear journalist and activist Sally Armstrong.  
Calgary, at the Vertigo Mystery Theatre  
The ticket price is \$55 and the event is sponsored by Hbc. For information, contact Kristin Pass at 1-866-293-4483 ext. 226. Also see Sally's feature article at the CWF website at [www.canadianwomen.org](http://www.canadianwomen.org).

### CWF Holiday Gathering for Supporters

Watch the event section on the website at [www.canadianwomen.org](http://www.canadianwomen.org) for details about CWF's holiday gathering this December in Toronto, Ontario.



*In June, an inspiring group gathered in Toronto at the home of CWF Co-President Margot Franssen during the foundation's first ever event for young women leading change through philanthropy. (See Leigh Naturkach's article on page 2.)*

# EMPOWERING WOMEN

## Across Canada and Around the World

### Strengthening Women's Funds From South Africa to the Ukraine

Canadian Women's Foundation (CWF) co-hosted the 20th Annual Women's Funding Network Conference in April 2004. The conference brought together more than 250 women, representing women's foundations from over 20 countries. Network member foundations represented at the conference included those in the Ukraine, Nepal, Brazil, India, Mongolia, Chile and South Africa.



Women's Funding Network originated in the US and has rapidly grown into a global association of almost 100 women's foundations from around the world. New members include foundations in Hong Kong and Nicaragua. The network strives to increase international awareness and philanthropic investment in women and girls. For more information about the network, visit [www.wfnet.org](http://www.wfnet.org).

As their first international member to join the network in 1990, CWF was proud to co-host the conference. The conference was a global forum to discuss best practices in building financial commitment to the women's funding movement. The conference included a special one-day capacity-building program for women's organizations in Canada. CWF is developing an online fundraising assessment tool based on content from this program. The tool will help women's organizations across the country plan more effective fundraising. Visit [www.canadianwomen.org](http://www.canadianwomen.org) for details.

Thank you to the conference's Canadian sponsors, including Scotiabank, Ontario Women's Directorate, Status of Women Canada, The Body Shop Canada, Elementary Teacher's Federation of Ontario, Harlequin, GlaxoSmithKline, TelAV, and our media partner Chatelaine Magazine.

### Canadian Women's Foundation Recognized for investing in the power of women and the dreams of girls

At the Women's Funding Network (WFN) conference, the Honourable Sandra Pupatello, Ontario Minister of Community and Social Services and Minister Responsible for Women's Issues, presented Canadian Women's Foundation Executive Director Beverley Wybrow with a certificate recognizing the foundation's work. The foundation also won WFN's 2004 Changing the Face of Philanthropy Award for its "pioneering work" as Canada's first and only national public foundation creating economic and social change for women and girls.



### Power Breakfast Benefits Women across the Country

This year Chief Roberta Jamieson, an inspiring woman of firsts, was the keynote speaker for Canadian Women's Foundation's signature fundraising event, the Professional Breakfast. Held on September 14 at the Metro Toronto



Convention Centre, the breakfast was presented by Hbc, Garnier and Bell were the supporting sponsors. Last year, the event raised over \$150,000. All money raised by the breakfast helps women across the country become economically self-sufficient through paid work experience and self-employment training.

For more information visit [www.canadianwomen.org](http://www.canadianwomen.org).



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DES FEMMES

# Thank You CWF Supporters

June 1<sup>st</sup> 2003 - May 31<sup>st</sup> 2004

From volunteers and donors to corporate and media partners, our supporters made it possible to grant over \$1.1 million last year for innovative work to help women and girls across the country become economically self-sufficient and free from violence.

Together, we're investing in the power of women and the dreams of girls!

Contributors for 5 or more consecutive years are marked with an asterisk (\*)

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## CFW thanks all supporters for their contribution.

This list recognizes those donors who made a gift between June 1, 2003 and May 31, 2004.

If you would like to join the growing list of CFW supporters creating economic and social change,  
please visit [www.canadianwomen.org](http://www.canadianwomen.org) or call 1-866-293-4483.



# ON THE LEADING EDGE

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## CWF's National Skills Institute A Canada-Wide Forum for Sharing and Learning

The 2nd Annual National Skills Institute was a tremendous success. Held in Toronto from May 3-7, 2004, the Skills Institute brought together seventy representatives of women's programs from across the country that help low-income women become economically self-sufficient.

Many of the organizations participating in this year's National Skills Institute offer low-income women self-employment training or paid work experience in a social purpose enterprise. Social purpose enterprises are businesses started by non-profit organizations to generate revenue and provide work



experience to clients. The topics discussed at the National Skills Institute ranged from helping women entrepreneurs grow their business to strategies for effective communication with funders, donors and corporate partners. Additional sessions touched on strategies such as operating micro business incubators, business planning and peer lending. Participants came away motivated, engaged and most of all inspired.

The National Skills Institute is funded by Canadian Women's Foundation Economic Development Collaborative Fund. The fund, initiated and managed by CWF, works to address the issue of women and poverty in Canada, by granting \$2.4 million over a five-year period to help over 2,300 women. The fund partners are CWF, CIBC Innovation in Economic Development Fund at CWF, The George Cedric Metcalf Charitable Foundation, The Ontario Trillium Foundation and an anonymous donor.

CWF is proud to help build the capacity of women's organizations in Canada by offering learning experiences like the National Skills Institute. Thank you to the Collaborative Fund Partners and also to BMO Financial Group for their generous \$75,000 donation to help make the Skills Institute possible.



## The Results of Leading Edge Networking and Professional Development

Here are a few words from the women who attended the National Skills Institute and also from the women their organizations empower:

*"Thank you for the great experience at the National Skills Institute. The week left me feeling motivated, engaged and most of all inspired."*

- National Skills Institute Participant

*"You have made many wonderful learning experiences available to us and the valuable exchanges that happened ... were very useful in helping us better carry out our mission."*

- National Skills Institute Participant

*"This program really assisted me in the challenges that are faced by immigrant women and I have and will continue to recommend this program because I am a success story!"*

- participant in a CWF funded program represented at the Skills Institute

*"I can't explain how different life is now.... I'm on cloud nine."*

- participant in a CWF funded program represented at the Skills Institute

*"I would like to thank those that sponsor self-employment training programs because you are assisting women with the necessary components they need in order to succeed rather than fail."*

- participant in a CWF funded program represented at the Skills Institute

# She's One in a Hundred - the CWF 100

## Bravo Ann Watterworth, volunteer and donor!

**A**nn Watterworth, Chair of the Business Law Group at the Toronto law firm of Cassels Brock and Blackwell LLP, has volunteered on CWF's Professional Breakfast Committee, promoting the foundation's signature fundraising event, since the year 2000. She now serves as Co-Chair of this important committee. But Ann doesn't stop at giving her time and talent. She is an inaugural member of the foundation's new strategic philanthropy group, the CWF 100.



*"I consider my work with CWF to be one of the most important things I do. I feel privileged as a member of CWF to be able in some small way to provide hope for a better life for women and girls in Canada"*

*-Ann Watterworth*

Members of this group achieve the greatest possible impact with their philanthropy by directing their donation dollars to CWF, pooling their contributions with like-minded people as part of a three-year pledge model, and strategically investing the cumulative total through Canada's only national public foundation for women and girls.

Each of the 100 members makes a minimum pledge of \$2,500 each year for three consecutive years to reach the total goal

of \$750,000 raised. Think of the difference this group will make for women and girls from the Atlantic to the Pacific and everywhere in between!

Other benefits of the CWF 100 include networking and learning events with leading women philanthropists.

The foundation thanks Ann Watterworth and the 32 other members\* who have joined the CWF 100 to date

**For information about investing your charitable giving strategically, or to find out about the next CWF 100 event please contact Maria Antonakos at 1-866-293-4483 ext.224.**

### THE CWF 100

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\* This list reflects CWF 100 membership at the time of newsletter preparation in June 2004. Membership is growing weekly and CWF welcomes and thanks all members.

## Special Thanks and Acknowledgements

Congratulations to **Margot Franssen** and corporate partner **The Body Shop Canada** on their receipt of a Philanthropy Award for leadership in women's funding at the WFN conference in April. Congratulations to Margot on receiving the UNIFEM national award for outstanding achievement toward the advancement of women.

Congratulations to **Chanel Grenaway** and her husband Robert, CWF's Collaborative Fund Manager, on the birth of their first child Marcus.

Thank you to **Karin Serre** and **Carol Gilbert** for organizing the annual Aimee Quitevis Memorial Volleyball Tournament, which raised approximately \$5,500 for violence prevention work with young women.

Thank you to **Chatelaine**. Proceeds from the **Chatelaine On the Move Walk** in July benefited Canadian Women's Foundation.

Thank you to **Hume Imaging** for printing CWF's Professional Breakfast materials pro bono.

Thank you to the members of CWF's new marketing committee: **Sherrill Cheda, Daniela Chiasson, Carrie-Lee Clarke,**

**Ron Duerksen, Kathryn Jacobsen, Margaret James, Sandra Kasturi, Ildiko Marshall, Wendy Montgomery, Bernadine Perreira, Anne Rappé, Rosaline Ryan, Karin Serre**

Thank you to **Brigid O'Reilly** for organizing the Open Gardens project, which raises funds for CWF through tours of gardens in the Toronto area. Thanks also to participating gardeners. Visit the events section at [www.canadianwomen.org](http://www.canadianwomen.org) for a tour schedule and list of gardeners.



Thank you to volunteer **Stephanie Lu** for her courage and good humour in leading the enthusiastic, if inexperienced, CWF Volleyball Team at the Aimee Quitevis Memorial Tournament in May.

*Thanks and Acknowledgements are continued on back cover.*

# The Company We Keep

## Breakfast Sponsors Bring Brighter Future for Women and Girls

Hbc has been the presenting sponsor of our Professional Breakfast since 2001. This year, in addition to Hbc, we welcome Bell Mobility and welcome back Garnier as supporting sponsors. Because of their generosity, we are able to direct 100% of the proceeds from ticket and table sales to CWF's work to help women become economically self-sufficient.

In their own words....



*"Hbc and our family of stores (The Bay, Zellers and Home Outfitters) are proud to support CWF. Through CWF, every Hbc store across Canada is matched with a women's shelter in their community to help provide funding and support. Together we can help improve the lives of women and children in need."*

Diane Gordon,  
Director of Community Investment, Hbc



*"CWF is an organization focused on helping women reach their full potential through empowerment and independence, values that are important to Garnier and our consumers. We are extremely proud to be supporters."*

Ron Duerksen,  
Garnier's Marketing Group Manager,  
L'Oréal Canada

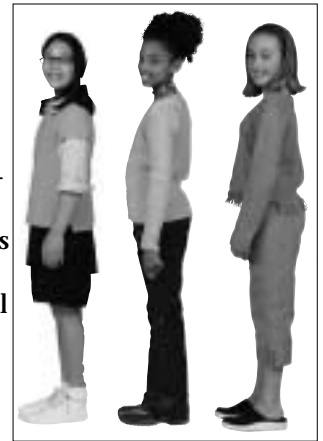


*"Bell Mobility is pleased to support the CWF Professional Breakfast and to contribute to the work being done with low income women throughout the country."*

Patricia Lakin,  
Director Community Relations and  
Operations Support, Bell Mobility

## Celebrating RBC's vision and commitment to women and girls!

Building on an amazing 10-year partnership, RBC has pledged \$250,000 over two years to support CWF's operations and to create a special Girls Fund at CWF. The new fund, to be launched this year, will support projects that help girls reach their full potential through increased self-esteem, leadership development and financial literacy.



RBC is also paying tribute to CWF by supporting a new opera based on Margaret Atwood's novel "The Handmaid's Tale". RBC is sponsoring the opera in honour of CWF's work for the equality and safety of women and girls. For performance information please visit [www.canadianwomen.org](http://www.canadianwomen.org)



Through RBC Foundation

Thank you RBC for your vision and commitment to women and girls!

## W Network supports CWF in rebuilding Women's Lives

W Network, the #1 specialty television station for women, has donated \$65,000 to CWF for projects that help women to rebuild their lives. A number of the grants just announced were made possible through their support. Corus Entertainment (which owns W network) also has donated radio space for a special CWF Public Service Announcement. A number of W Network employees are also donors and volunteers with CWF.



*"Corus Entertainment is pleased to support CWF with our commitment to the rebuilding women's lives program "*

Wendy Montgomery  
Vice President & General Manager,  
W Network

## Special Thanks and Acknowledgements

(continued from page 6)

Thank you to **Ildiko Marshall, Tristram Hancey and Rona Maynard** for making a radio Public Service Announcement to publicize the *Chatelaine On the Move Walk* and to **Corus Entertainment** and **Rogers** for airing the PSA.

Thank you to the presenters at CWF's Second National Skills Institute: **Cindy Arnold, Josée Belleau, Kay Blair, Melody Brown, Denyse Côté, Anne Jamieson, Mary Harrison, Rosalind Lockyer, Tinyan Otuomagie, Joan Pikas, Sonia Pouyat, Joni Simpson, Hazel Webb.**

Thank you to the CWF supporters who made the *Songbirds of Spring Concert* possible. The concert raised \$13,000 for CWF. Artists **Maria Antonakos, Molly Johnson, and Patricia O'Callaghan**; sponsors **Marquis, Galaxie** and **MaxTrax**; committee members **Jennifer Hutchinson, Marianne Kupina, Lisa Lyons, Karen Parnell, Diane Young** and **Marie Wiese**; **Victoria Lord Publicity**; **Dufflet Pastries** for the dessert donation, **EMI Music Canada**, and **The Body Shop Canada**

Thank you to **Joanne Dennis, Margot Franssen, Leigh Naturkach**, and **Aviva Zukerman-Schure** for presenting at CWF's first ever Vanguard of Change event for young women wanting to lead change through philanthropy.

CWF is Canada's first and only national public foundation dedicated to investing in the lives of women and girls through social and economic change. CWF raises funds and makes grants to charitable projects that help women and girls achieve greater self-reliance and economic independence.



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