




CANADIAN
WOMEN'S
FOUNDATION

ANNUAL REPORT

2009/2010





Never doubt
that a small group of
thoughtful
committed citizens
can change
the world.
Indeed, it is
the only thing
that ever has.

- Margaret Mead

Message

from the Leadership

Since 1991, the Canadian Women's Foundation has been changing the lives of women and girls across the country. And when women and girls thrive, their families and entire communities are uplifted.

With your help, we've funded over 1,000 grassroots programs in every corner of the country, a dynamic community of women's organizations working together to improve the lives of women and girls in Canada.

Through our programs, we support work on the front lines with women and girls to help them reach their full economic and social potential, and to live without limits. We meet immediate needs and create systemic long-term changes: building the fields we work in, disseminating knowledge about best practices, providing training, publishing articles and reports on issues affecting women and girls, and conducting evaluation and research on the issues.

This year we published a major study – *Beyond Survival: Helping Women to Transition Out of Poverty*. This research created new knowledge on the most effective ways to help low-income women move out of poverty; both for us and

for community organizations and other funders. We funded new work to help women get into trades and technology. We supported programs for girls in 22 communities across Canada, and evaluated the leading-edge work we've been supporting with teenagers – girls and boys – to help them learn about healthy relationships and preventing violence. We helped our grantees build their research and policy skills. We organized grantee meetings, and a National Economic Development Skills Institute, where 43 women's economic development organizations from across the country came together to hear about best practices, learn from each other, and develop new networks.

This report is packed with stories about how your investment in the Canadian Women's Foundation is helping to change the lives of women and girls across the country – for today and for tomorrow.

Thank you for your continued support! You make all this work possible. We look forward to the continued pleasure of your company and the power of your support as we invest together in the power of women and the dreams of girls!

YEAR AT A GLANCE

Money granted to women's organizations:
\$3,424,764

Charitable program-related expenses (consultation and capacity building, research and evaluation, skills institutes, grantee meetings): **\$1,123,069**

Charitable ratio: **73%**

Initiatives funded: **89 major initiatives and 437 small grants to shelters**

Donors who invested in women and girls through CWF: **6,155**

Volunteers who supported CWF: **646**



Mary Mowbray

Mary Mowbray
Co-Chair,
Board of Directors



Julie George

Julie George
Co-Chair,
Board of Directors



Beverley Wybrow

Beverley Wybrow
President and CEO,
Canadian Women's
Foundation

Financial Summary

Over the last year, more than 6,150 individuals, foundations and corporations invested in the power of women and the dreams of girls. Your contributions helped us invest in more programs, offer more grants and make a bigger difference in the lives of countless women and girls across the country.

Below is an overview of the financial results we achieved together from September 1, 2009 to August 31, 2010.

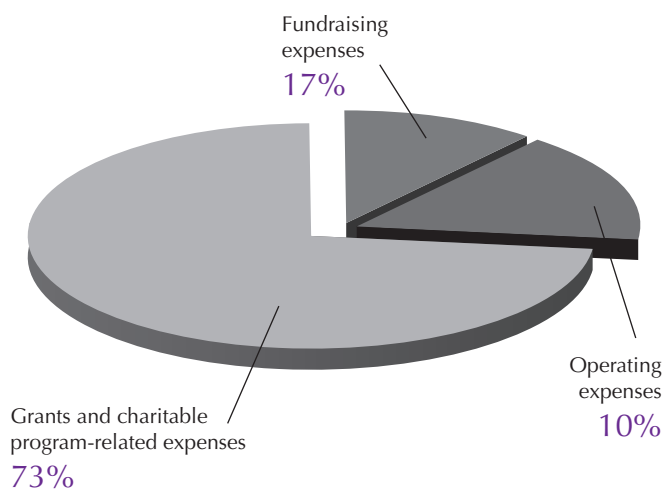
STATEMENT OF REVENUE AND EXPENSES FOR 12-MONTH PERIOD ENDING AUGUST 31, 2010

Total revenue received in fiscal year _____	\$6,331,642
Add revenue deferred from prior year _____ (Generated in preceding fiscal year and designated for programs/events in current fiscal period)*	\$498,300
Deduct revenue deferred to next year _____ (Generated in this current fiscal period and designated for programs/events in the following fiscal year)*	\$342,700
Allocation to Endowment Fund _____	\$236,788
Revenue available for distribution after allocation to Endowment Fund _____	\$6,250,454
Total expenses _____	\$6,245,226
Grants & charitable program-related expenses _____	\$4,547,833
Operating expenses _____	\$625,431
Fundraising expenses _____	\$1,071,962
Excess of revenue over expenses and allocation for the period _____	\$5,228

*Revenue is recognized in the year when the expense for which it was generated occurs.

COST ACCOUNTABILITY

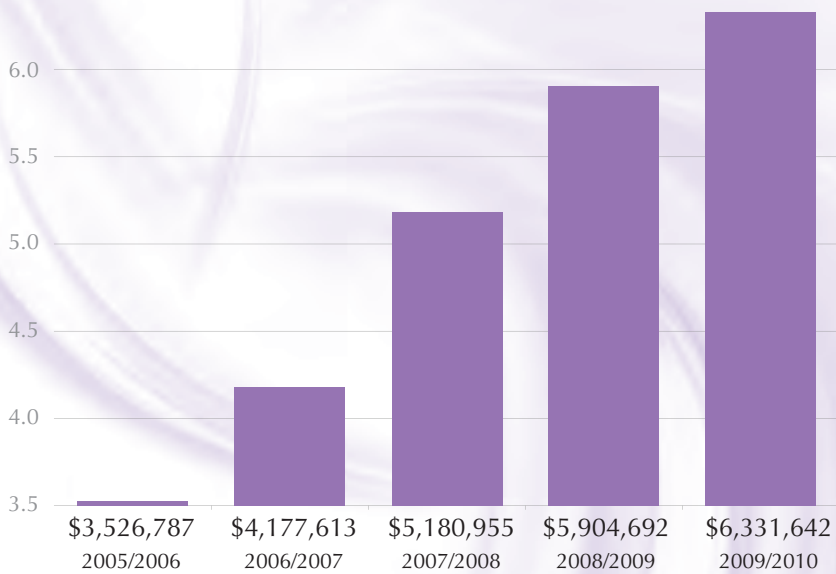
Our donors invest in the Canadian Women's Foundation in part because of our careful stewardship of donor dollars. In 2009/2010, \$0.73 of every dollar invested went to programs and grants supporting women and girls



BALANCE SHEET

Assets	
Current assets _____	\$ 471,498
Investments _____	\$ 1,846,779
Equipment _____	\$ 23,773
Total assets _____	\$ 2,342,050
Liabilities	
Accounts payable and accrued liabilities _____	\$ 88,875
Deferred revenue _____	\$ 342,700
Total liabilities _____	\$ 431,575
Net Assets	
Endowment reserve _____	\$ 1,845,103
Operating reserve _____	\$ 65,372
Total liabilities and reserves _____	\$ 2,342,050

Continued *Investment* in Women And Girls



Thanks to our loyal and growing family of donors, and despite the economy, we are raising nearly twice as much as we did five years ago. Your increased support helps the Canadian Women's Foundation invest in the future of women and the dreams of girls.



Ending violence against women

Violence against women remains a critical issue in Canada. Violence affects not only a woman's physical and emotional wellbeing but also her children, her career and her life.

With your support, we invested over \$1 million this year in programs that help women and children rebuild their lives after experiencing violence, and programs that prevent violence against women, by working with girls and teens to educate them before the violence starts.

In the last year, you helped us fund programs that provide emergency shelter and basic needs; emergency loan programs

to help women get re-established in the community after leaving an abusive relationship; programs that focus on healing and re-building self-esteem for women and for their children that have witnessed abuse; and programs that work to provide safe, affordable and independent housing away from the abuser. We have also focused our investments on programs that educate girls and teens about healthy relationships.

Together, we have funded policy work and training, and have helped women who have survived violence to have a voice on the issue. We invested in a program that works with employers to recognize signs of abuse and educate them on steps they can take to support women who are experiencing abuse. We supported a program that educates rural service providers on how to prevent sexual assault and how to support women in ways that maintain their security.

Moving forward

Contributed by
Anne Marie Aikins, CWF volunteer

Shawna couldn't believe she was sitting in a deserted parking lot sobbing—no money, nowhere to go and worst of all, history repeating itself. She had managed to escape a beating by her partner but her daughter would return home any minute. If Shawna couldn't shield her daughter from the violence, she'd be making the same mistake her mother did years ago.

A survivor of vicious beatings by her father, Shawna grew up determined never to be a victim again. But then life happened: she became a young widow, left to raise her daughter alone—until she met a wonderfully supportive man. It wasn't long though before Ken's dark side emerged. One night while her daughter was at a friend's house, he got drunk and threw her computer off the balcony. When she tried to stop him, he beat her—the worst and the last beating she would endure. She jumped into her car and found herself in the parking lot, fearing for her daughter.

Just as despair was overwhelming her, a police officer approached the car and offered to help. After picking up her daughter, Shawna followed the officer to an ordinary looking house—a shelter supported by the Canadian Women's Foundation. A smiling woman welcomed the two with a big hug. Staff at the shelter gave them a safe place to live and within a few months had helped them find an affordable home of their own. Rebuilding their shattered self-esteem would take more time. But through specialized group and individual counseling, they were able to move forward into a future free from abuse.

"I don't know what I would have done without the shelter's guidance navigating the system and their loving support. My life has come full circle," says Shawna. Now she has two degrees, a successful business and a mission—educating others about violence.

With your support,
we are working to empower
women & rebuild lives

"I have always donated to organizations that deal nationally and internationally on issues of urgent concern for women. I have increased my donations to Canadian Women's Foundation over the past two years because my life unexpectedly intersected with their work. CWF projects know that no matter where we are at in life, all women - be they women who are of little means or of substantial means or anywhere in between - need support to be the major agents of their own lives."

Ruth Mandel, CWF donor

"My perception of almost everything in my daily life and relationships was changed by what I learned... You see the world differently. Before if we were joking around, you would like hear it in a different way. Now, everything's interpreted. It's like putting a filter on your ears. It's a lot different"

Teen violence prevention program participant

"Through this program, I learned a lot of tools to start a new life, with a new positive outlook and perspective. Programs such as this one make a difference in people's lives and help women start rebuilding their lives and gain independence. I know this because I am one of them."

Program participant



National Economic Development Skills Institute 2010



Economic development program participant

Moving low-income women out of poverty

The Canadian Women's Foundation is helping low-income women, especially those facing the most challenges, to make the transition out of poverty. We're funding programs across the country that focus on skills based training and personal growth, self confidence building, networking and securing child care.

With your support, this year we provided over 400 women with skills development and training through a \$690,000 investment in 10 economic development programs.

You helped us provide organizations with the ability to develop stronger programs; invest in policy and research to help determine what can be done to help women; and invest in a comprehensive evaluation of our work, to ensure that your investments are having the greatest impact possible.

This year, we hosted a National Economic Development Skills Institute, attended by 90 participants from 43 women's economic development organizations across Canada. And we heard wonderful feedback.

"It never ceases to amaze me how motivating these conferences are! The openness to sharing best practices and the opportunity to meet with other practitioners is very beneficial. My staff have already started applying new practices to our services. Our participants will obviously benefit and hopefully be able to reach financial security in a more efficient and sustainable way."

National Skills Institute participant

"Participating in the program gave me the confidence to take difficult initiatives for not only my business, but also my life. My future, like everyone's, relies on my ability to make my dreams come true; now I see that the power to do that comes from my passion, my dedication, and my vision."

Alison Gayton, Proprietor "I Love Saint John Pottery"

“The program gave me the confidence I needed to realize that my business idea was a good one, and that I really was able to do it and make it work. The impact it has had on my future is astronomical. Instead of giving me money to start my business and saying good luck, this program has given me the tools and confidence to succeed. They have given me so much-I can’t even begin to describe! Because of them, I will not spend the rest of my life wondering how I can do better for my children-I am doing it now!”

Christine Ranson, Proprietor “Scrap Your World”

“The Carrera Foundation supports the Canadian Women’s Foundation because we wanted to support a strong organization who recognized the importance of enriching the lives of women through education or mentoring programs. For every woman that is helped out of poverty the community sees a significant return.”

The Carrera Foundation, CWF donor

“I believe providing education and life skills to women gives them the opportunity to move out of a cycle of poverty, serve as role models for their children and contribute to society. “

Marilyn McCaig, CWF donor

A very bright *future*

Danielle is one of hundreds of women who have already received the support they needed to move themselves out of poverty and into financial security. A stay-at-home mom in Calgary, Danielle’s husband worked two jobs to keep the family afloat. Without a high school education, she was qualified only for casual work that barely covered the cost of child care.

Danielle participated in a CWF-funded women’s venture program at Momentum. The program offers intensive training and one-on-one support to women as they manage and grow their own business. Thanks to Momentum, Danielle was able to plan and open her own shop which has now been in business for two years.

After recognizing what she was capable of, Danielle went on to pursue her high school diploma and is now planning a career in health care and medical technologies once she completes University.

“The wonderful people at this program helped me make a plan and pushed me to dream bigger. They have shown me how to improve every aspect of my life,” says Danielle. “Now my future is in health care and medical technologies - a very bright future indeed...”

Together, we can help women
get back their independence





Empowering Canada's Girls

Between the ages of nine and 13, girls often experience a serious decline in self-esteem. These years represent a critical window in the opportunity for helping girls to successfully navigate adolescence and avoid this negative pattern.

With your support, we are leading a girl empowerment movement through a comprehensive three-year strategy that includes funding programs in 22 communities, evaluation, capacity building and policy - an overall \$3.5 million investment in the confidence and success of Canada's girls.

Girls who attended programs funded by our Girls' Fund told us:

87% felt more self-confident

86% had a greater sense of self connectedness or belonging

84% improved their critical thinking skills

And their parents agreed:

81% said their daughters were more self-confident

76% saw an improvement in their daughters' critical thinking skills

Confidence. Belonging. Critical thinking. The programs you help us fund are making girls stronger and more resilient, and help to protect them when they face tough choices.



A place to express myself

Kimberley, an 11-year-old aspiring fashion designer, lives in a community in Ontario where unemployment rates are high and average family income is low. Homes are clustered together with little space for parks and playgrounds.

The local Boys and Girls Club has become an oasis for Kimberley and almost 4,000 other children and youth from the surrounding neighbourhoods. Kimberley recently became involved in Fit for Life, a CWF-funded program designed specifically for girls ages 9-13 that teaches self confidence through physical activity.

Fit for Life gives girls in the critical pre-teen years an opportunity to express their individuality, and to learn from and support each other without the pressures inherent in a mixed gender environment.

Kimberley has quickly become one of program's most enthusiastic participants. She likes all the activities offered in the program's weekly sessions, and she likes the frequent field trips. But most of all, she likes the energy and camaraderie of the group. "We talk about ideas," she says. "Everyone in the group listens, and then we build on the ideas." When asked why the girls-only dynamic is so important, Kimberley explains, "I trust all the girls in the group. Boys might tell someone else your confidences."

Helen Matteer, one of the program's facilitators, is pleased to see Kimberley drawing strength from the power of the all-girls group. "Kimberley is building positive relationships with her peers and becoming more self-confident," says Helen. "She's also emerging as a leader. I can imagine her in my role someday."

With your support, the girls of Canada are thriving.

"Coming from a strong family background I understand the value of having resources and support in a time of need or crisis. For me, CWF is there to be the family providing strength and support to women and girls at a time of need in their life."

Veni Iozzo, CWF donor

"I realized that when I came here I can be myself, and I realized that I can be myself everywhere else too."

Girls program participant

"It taught me to be more positive about myself. It taught me that I can do anything."

Girls program participant



Shelter from the Storm 2010 Winnipeg radio-thon team



The Calgary Stampede "Shops for Shelter" during the 2010 Shelter from the Storm campaign



Toronto Shelter from the Storm 2010 team



Anne Murray and Jackie Richardson at The Sisterhood Soiree



Shelter from *the Storm*

Thanks to our partners Winners, HomeSense, BMO Financial Group and Rogers, and to our generous donors across Canada, *Shelter from the Storm* raised over \$1.87 million for more than 400 shelters for abused women and programs that are helping to break the cycle of abuse.

Canadians were invited to choose “just 1 act” to help save a woman from abuse. More than 350,000 people answered the call.

All across Canada, people texted donations, purchased *Shelter from the Storm* products and decals, and called in their donations during local *Shelter from the Storm* radio-thons.

Every person who contributed to *Shelter from the Storm* is now part of a nationwide movement that is providing hope to women and children who have experienced abuse, and helping us get one step closer to ending violence against women.

Women *Moving Women*

CAMPAIGN HIGHLIGHTS

An amazing 1,000 women and men have now joined together through *Women Moving Women* to help 1,000 low-income women move out of poverty.

Our annual events, including the *Sisterhood Soiree*, *Ricki's Walkathon*, the *Ladies Home Mortgage Industry Golf Tournament*, *Tea for Two...Hundred or So*, *Perfect Pairings* and numerous other events coast to coast, continued to create awareness and help recruit new *Women Moving Women* donors.

In the past year, we have worked with our supporters and friends on the creation of new events, including the *CGOV Golf Tournament*, our first events in British Columbia and numerous donor hosted home events across the country.

Thanks to our new corporate partner, The Shopping Channel, who held a national telethon this summer, the awareness of the *Women Moving Women* campaign is reaching a new peak.

With your help, we will reach our goal of helping 2,500 women move out of poverty!

Sisterhood *Soiree*

The *Sisterhood Soiree* was a celebration of *Women Moving Women* donors who had signed up other donors to join the movement. It took place on May 26 at the beautiful Windsor Arms Hotel in Toronto, was hosted by CTV weekend anchor Andria Case, and featured a special performance by acclaimed jazz and blues singer Jackie Richardson, accompanied by Diane Leah.

At the *Soiree*, Canadian music legend Anne Murray received the first Canadian Women's Foundation Honorary Leadership Award for the indelible mark she has made on Canadian culture, and for her influence as a role model for women and girls across the country.

Women are the foundation, the community builders, the glue that keeps everything together in society. Through her countless years of hard work and leadership as one of Canada's most loved icons, Anne Murray represents everything that we celebrate about women at the *Sisterhood Soiree*.

Thank you *volunteers*

The Canadian Women's Foundation is led by an exceptional team of volunteers from across the country. Thank you to our Board of Directors, committee members and the many individuals who support our mission, for donating your time, skills, knowledge, influence and financial support.

NATIONAL BOARD OF DIRECTORS 2009 – 2010

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Board Co-Chair as of February 2010
Philanthropist, Calgary, Alberta

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Patt Lenover-Adams

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Roslyn Bern

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Chief Financial Officer, Energy Savings Group, Toronto, Ontario

Brenda Vince*

Board Vice-Chair
Head of Strategy, RBC Wealth Management, Toronto, Ontario.

Brenda passed away in 2010. We especially note the immense value of her many years of involvement with the Foundation.



NATIONAL GRANTS SELECTION AND ADVISORY COMMITTEES 2009 – 2010

GIRLS' FUND

Diane Redsky, Committee Chair and formerly of Ma Mawi Wi Chi Itata Centre, Winnipeg, Manitoba

Dr. Claire Crooks, University of Western Ontario and CAMH Centre for Prevention Science, London, Ontario

Dr. Lori Egger, Psychologist, Calgary, Alberta

Julie George, Calgary, Alberta

Dr. Margery Holman, University of Windsor, Windsor, Ontario

Ildiko Marshall, formerly of Today's Parent, Toronto, Ontario

Carol Oliver, Calgary Distress Centre, Calgary, Alberta

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Jan Winhall, Toronto, Ontario

Aviva Zukerman Schure, Zukerman Family Foundation, Toronto, Ontario

** Ann passed away in 2010. We especially note her commitment to the dreams of girls*

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Karen Closs, Moose Jaw Transition House, Moose Jaw, Saskatchewan

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Jennifer Page, The Royal LePage Shelter Foundation, Toronto, Ontario

Diane Redsky, formerly with Ma Mawi Wi Chi Itata Centre, Winnipeg, Manitoba

Angela Robertson, Women's College Hospital, Toronto, Ontario

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Shannon Valliant, Rogers Media, Toronto, Ontario

SHELTER FROM THE STORM COMMITTEE 2009 – 2010

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Lisa Poratto-Mason, Mason Poratto-Mason LLP
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Development, Momentum
Vicki Reid, Cenovus Energy
Krista Schofer, Blakes
Farzana Sheikh, Equity Transfer and Trust
Company
Grace Yan, Realtor, CIR

Thank you *donors*

This past fiscal year, the Canadian Women's Foundation had one of its most successful fundraising years to date. We are grateful for every contribution which helped us invest in the power of women and the dreams of girls. This list represents those donors who made a financial contribution of \$500 or more from September 1, 2009 to August 31, 2010.

INDIVIDUAL AND FOUNDATION DONORS

Catalyst (\$100,000+)

Roslyn Bern, The Leacross Foundation
The Sanderling Foundation

Changemaker (\$50,000 +)

The Carrera Foundation
Margot Franssen & Quig Tingley
The Honourable Margaret Norrie McCain
Zukerman Family Foundation
Anonymous

Visionary (\$25,000+)

Cheryl & John Aldred
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Nancy Coxford
Michelle Crone
Kiki Delaney
Sandra Faire
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Lynda Hamilton
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Anonymous (2)

Leadership Circle (\$10,000+)

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Nani Beutel
The David & Leslie Bissett Fund at the Calgary Foundation
Marsha Bronfman
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Innovator (\$5,000+)

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Tracy Ewing
Brian Ferguson
Jennifer Gilgan
The Joan & Clifford Hatch Foundation
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CFW 100 (\$2,500 +)

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Judy Crocker
Lindsay Dale-Harris
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Brian Donovan
Cynthia Dunn
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Doone Estey
Alireza Faghani
Ruth Ann Fraser
Bill Fulton
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Margaret Allison
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Dwayne Batty
Debbie Baxter in honour of Mother Marion Reid
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Brenda Bell Shore
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Carolyn Bendo
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Debra Bennett
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Brenda Bowlby
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Anna Maria Braithwaite
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Morison	Rachel Rafelman	Shannon L. Simmons	Linda Wiebe
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Jane Mowat	Ceta Ramkhalawansingh	Lisa Simon-Green	Kathy Windrem
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Grail Noble	Cynthia Richards	in memory of Jirina Steinsky	McConnell
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Linda Nower	Anne Ristic	Anne Stevenson	Janet Young
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Caroline O'Brien	Sarah Robertson	Louise Summerhill	Sara Zerehi
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Denise O'Connor	Deborah Robinson	Mike Suzuki	Jessica Zuckier
Christine O'Donohue	Lynn M. Robinson	Beata Swist in honour of Zofia Swist	Anonymous (21)

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96.7 CHYM FM and KIX 106, Kitchener
590 VOCI, St. John's
The Q103.1, Kelowna
102.3 Clear FM, Winnipeg
105.3 EZ Rock, Sudbury
107.7 The River, Lethbridge
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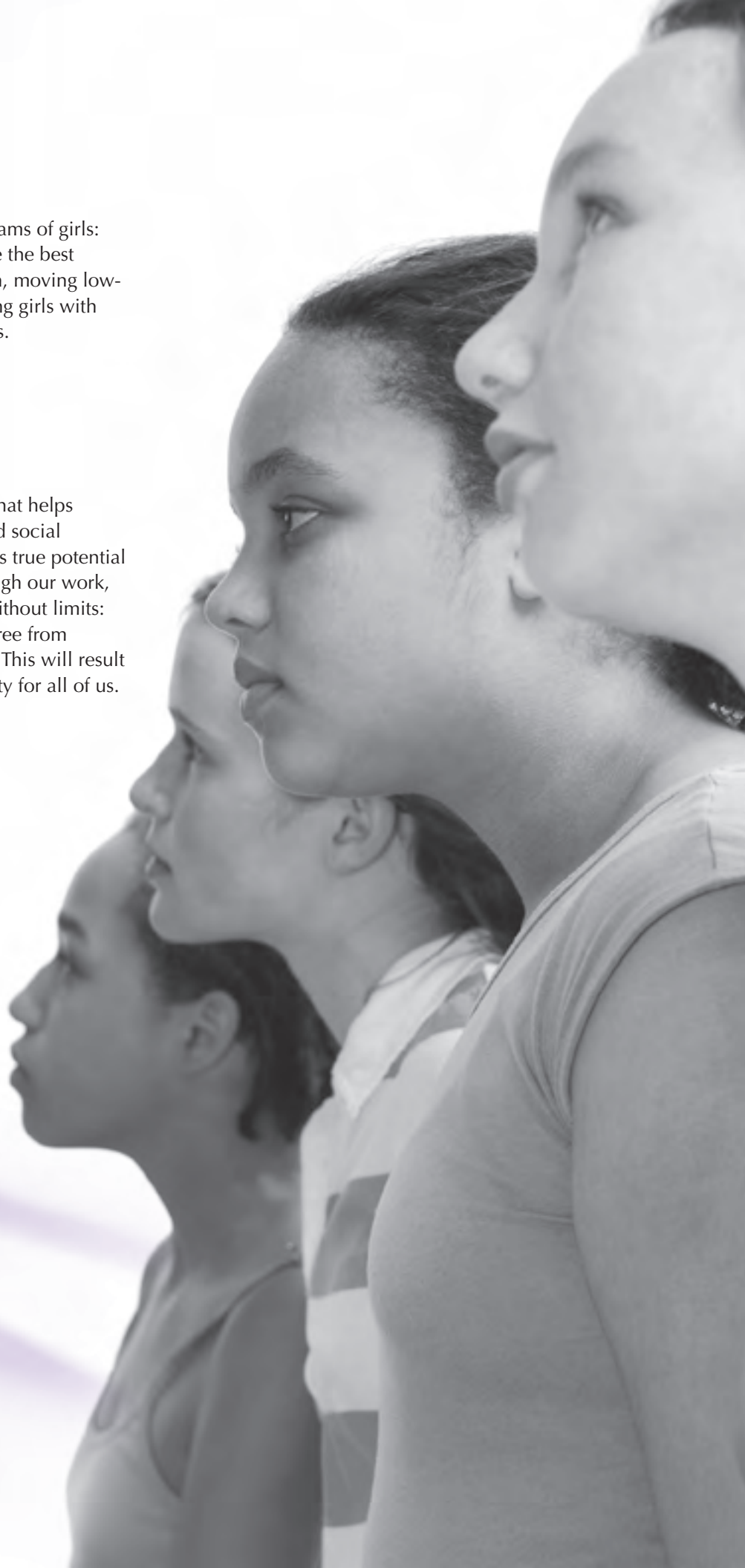
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Our *mission*

We invest in the power of women and the dreams of girls: CWF raises money to research, fund and share the best approaches to ending violence against women, moving low-income women out of poverty and empowering girls with confidence, courage and critical thinking skills.

Our *vision*

As Canada's only national public foundation that helps women and girls reach their full economic and social potential, we believe that Canada will reach its true potential when women and girls can reach theirs. Through our work, women and girls will be empowered to live without limits: to become economically independent, to be free from violence and to be full contributors to society. This will result in a safer, stronger and more prosperous society for all of us.





**CANADIAN
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133 Richmond Street West,
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Toronto, Ontario M5H 2L3
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Fax: 416-365-1745
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