

ANNUAL REPORT 2021

The Women's Economic Council

believes that structural change happens one life at a time, one project at a time.

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Acknowledgments

Message from the Board of Directors

The past year has been a time of cautious optimism and new beginnings. While waves of COVID continued to concern us, it was a relief to see the process of the pandemic significantly slowing down. Most meetings and events have been held online but we have begun to consider gathering in-person while maintaining safe practices.

The Council continued to focus on building our capacity and effectiveness as a national virtual women's organization while at the same time experiencing very significant growth. We were thrilled to receive funding for two new multi-year projects that align with our values and our mission to build resilient and inclusive economies, especially for women who experience multiple systemic barriers. Think Women funded by Women and Gender Equality is establishing a peer network of equity-seeking organizations to support the inclusion of women's voices particularly low-income women, women with disabilities, BIPOC, LGBTQ+, in planning for economic recovery post-COVID-19. Her Mentors is an action research project funded by Immigration, Refugees and Citizenship Canada (IRCC) to better understand the needs of newcomer women in mentorship programs and how to address them. Fingers crossed, our third major project will be the 50/30 Challenge funded by Innovation, Science and Economic Development (ISE) to explore and implement gender-parity (50%) and diversity (30%) at decision-making tables. WEC's partnership with co-op associations and equity-serving organizations from many parts of Canada would create a unique platform for meeting the challenge and we're eager to begin the journey.

Our organizational capacity has also been a major focus in 2021. The significant increase of funding and staff is in sync with WEC's in-depth examination of our current structure and our plans to make the changes that will ensure our resilience and sustainability in the years to come. We're also looking forward to working with a Gender, Equity, Diversity and Inclusion consultant who will be focusing on a GEDI audit of our internal policies and procedures as well as our activities in the coming year. And finally, as a result of an extensive and targeted outreach strategy to increase our geographical representation and diversity, we are preparing to welcome several new directors to join us in our work.

I know I speak for the board when I say how much we appreciate the WEC Collective - Serah Gazali, Janet Kranz and Valerie Carruthers – for their exceptional skills, their determination and their commitment to empowering women to build sustainable communities. I am also grateful for the dedication and expertise of my board sisters, Gulalai Habib, Erin Melnychuk and Rosalind Lockyer, for their passion in achieving economic security for every woman.

Mloun

Melanie Conn, President

Erin Melnychuk, Director

> Gulalai Habib, Vice President

> > Rosalind Lockyer, Treasurer









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Janet Kranz



Serah Gezali



Valerie Carruthers

Message from the Collective

In April 2019, WEC embarked on a journey to increase organization and sector capacity. We began with one funder, a blurry map and the operational drive to see how far a twenty year old organization could go with a single project in untried territory. By December 2021, despite living through a second year of pandemic restrictions, the Collective had sourced a new path. It was now managing five projects and wrapping up a sixth. Indeed, our operations budget increased by 500% and HR projections had grown exponentially. The need to create an entirely different structure for WEC's growing and treasured human resources was evident.

WEC had now opened the door to deeper, more widespread engagement with diverse women and communities across Canada – our once blurry map now showed a clear, ambitious future. In 2021, this included WEC's first national Twitter Chat, a 13-part podcast series on women-centred CED; the production of two videos showcasing newcomer entrepreneurs; and a significant increase in social media and online engagement to raise awareness of the many challenges facing women, which were now at crisis levels due the global pandemic.

One thing that did not change in 2021, however, was WEC's commitment to collaborative research. Working together with doctoral and graduate students across four universities, student volunteers, participant researchers and a French translation team, the Collective coordinated the wind down of the 27 month-long HOB project, and the production of a comprehensive research report which we presented at a national online conference in the fall – another "first" for WEC.

While the organization experienced unprecedented growth, we learned to manage our successes. Along with improved HR systems and processes, financial control transitioned to more sophisticated software. We enriched WEC's Client Relationship Management (CRM) database and system; engaged significantly more partners and collaborators and, with deep gratitude, increased the number of committed and passionate volunteers across Canada.

Indeed, 2021 was a year like no other in the growth of this organization. We are grateful to our amazing board of directors, new and talented personnel, willing collaborators, and outstanding volunteers for helping us get there. We are inspired - not only by what the future holds for WEC - but by the overwhelming evidence that when you build capacity, exponential growth will come. In this second pandemic year, the Collective tapped into more communities of younger women, particularly students, and those involved with small groups and organizations across Canada. And thanks to targeted outreach and engagement efforts, and innovative new projects, WEC is reaching more supporters eager to contribute to sector and organization capacity building. Most importantly, building operational capacity in this challenging year allowed WEC to dig deeper into mission, and into the kind of economic development that values diverse women and enriches their families, neighbors and communities.

Janet Kranz Serah Gazali Valerie Carruthers

THANK YOU TO OUR PARTNERS AND FUNDERS!!



Riipen



Michaëlle Jean Centre for Global and Community Engagement



Immigrant Women Services
Ottawa



Women and Gender Equality Canada

Femmes et Égalité des genres Canada

WAGE Canada



Employment and Social Development Canada Emploi et Développement social Canada

Employment and Social Development Canada



BC Co-op Association



Flavours of Hope



Immigration, Refugees and Citizenship Canada

Immigration, Réfugiés et Citoyenneté Canada

IRCC



Women-Centredness

We operate from a perspective of women's lived realities and use genderbased impact analysis as a way to ensure that our work addresses this reality



Accountability

We follow through on commitments we make to women, to communities and to funders



Diversity

We believe that working for all women means respecting women's diverse lived realities and value the unique contributions diverse women bring to our work



Advocacy

We believe that to truly change women's lives for the better we must operate at two levels: directly supporting women and working to change public policy that disadvantages women and prevents equality





Respect

We respect and recognize the experience and expertise that women and women's organizations bring to their CED work and to their communities

Our Values

To advance every woman's participation in building resilient and inclusive economies, especially women who experience systemic barriers.

creating sustainable livelihoods.

We achieve our mission through con sultation, networking, research and advocacy to understand and address the challenges women experience



Community

We respect the wisdom and possibility of communities and community economic development

> We believe in the sustainable livelihoods model of social and economic change



We work to support women by supporting community-based womencentred CED organizations and the women they serve



Transparency

We believe in honesty about what we do, how we spend funds, and the goals and outcomes we are working toward

645 hours

of free-of-cost training

Our various projects provided a safe women's space for programming, fostering a strength-based learning environment and support group without the power dynamics associated with mixed gender programs. Women were encouraged to wear multiple hats including leading sessions, serving as peer mentors and otherwise exploring together their collective self-employment, employment and other goals while settling in Canada.

What was common across three regions in the project was the flow of incoming participant referrals to the project, originating from other participants who already started or finished participating in the project. This demonstrated that if women's programming is done right, newcomer women will engage other women in their communities to engage in services. Many of the project participants would likely not have learned about this project opportunity from other promotional methods i.e. agency referral, social media campaign, website promotion etc. due to their isolation and lack of connection with community services

IMPACT

Newcomer women were connected directly with 57 service providers, both in-person and online. Most women had no or little awareness of these free services before the start of the program. Special care was taken to connect participants to specific service representatives well recognized for being approachable, positive, flexible and patient. Community connections with industry-specific small business mentors was a real hit!

with women's communities

1,153 connections

230hours

offered in mentorship

We believe that all women deserve access to the same career growth opportunities, regardless of their background or circumstances. The traditional mentor-mentee relationship can often be exclusive and inaccessible, preventing many women from getting the guidance and support they need to succeed. As a result, we aim to shift the power dynamic in mentorship, making it more inclusive and equitable. Our goal was to provide mentorship that meets the unique needs of racialized newcomer women, helping them to achieve their career goals and reach their full potential.

Newcomer women participating in the Her Own Boss! Project immigrated from countries including Eritrea, Republic of Congo, Chad, Nigeria, Mexico, Chile, South Sudan, Vietnam, Bangladesh, Iran, Burundi, Venezuela, Columbia and China. Many of them spoke 2-3+ languages besides Canada's official languages. This project fostered strong women's networks that transcended country, language, age, marital status and a myriad of other areas of diversity. These women rocked!

from equity-seeking groups were served

288 women

140 volunteers

engaged

Volunteers included other newcomer women, those Canadian born as well as equity-seeking men, all interested in introducing women to resources, sharing experiences, mentoring and celebrating women's strengths and successes throughout their self-employment journeys

PROJECTS AND PROGRAMS

In many ways, 2021 was a year that marked many firsts for WEC from expanding our collaborative network to embarking on multiple projects at the same time. This meant that this year was one of transition: we went from a small operational team to an ever-expanding one. We were able to wrap-up our 2020 project: Her Own Boss – publishing a report in French and English and celebrating the milestones that we achieved thanks to this program. We also embarked on two separate projects: Think Women and Her Mentors.

Think Women

Think Women is a feminist capacity-building peer network that began on October 1st, 2021. Funded by *Women and Gender Equity*, the impetus of this network is to address systemic barriers by advancing inclusive policies and practices, encouraging more equitable and effective sharing of resources, increasing networks and collaboration to accelerate systemic change, and supporting the positive distribution of authority, voices, and decision-making power to support women's equality.

Think Women supports the nonprofit sector and organizations that serve women by helping them:

- Engage with a wide network of organizations that serve women across Canada and share your best practices, and stay up-to-date with trends and emerging issues that might impact your services or program delivery;
- Participate in shaping policies that impact women and other equity-deserving groups;
- Access capacity-building workshops to grow your organizations (available only for small-medium organizations that serve equity-seeking groups).

Her Mentors

Women deserve access to the same career growth opportunities regardless of their background and circumstances. Yet, more often than not, racialized and newcomer women do not have access to the same opportunities as others. We hope that Her Mentors can not only even out the playing field, but actually give these women an advantage in the professional world.

Launched in late November 2021, *Her Mentors* is a research project generously funded by *Immigration, Refugees, and Citizenship Canada* that focuses on providing equitable opportunities for racialized newcomer women. Having spent the last year launching and completing the *Her Own Boss!* project, WEC reckoned with just how much newcomer women, refugee women, and racialized women can benefit from focused mentorship. This inspired us to launch Her Mentors – a mentorship program specifically geared towards pairing professionals with newcomer women who are looking for opportunities to launch their entrepreneurial dreams.

Our vision for Her Mentors also subverts the traditional mentor-mentee dynamic – a relationship that is often exclusive, inaccessible, and ultimately prevents women who would benefit the most from these opportunities from getting the guidance and support they need. We want to offer mentorship that addresses the unique needs of racialized newcomer women and hopefully, by the end of our project, we will be able to celebrate dozens of women and their successful businesses.

Building WEC's Capacity to address Gender Equality

In 2021 WEC moved into year three of this foundational four-year project to create new capacity and priorities in the women-centred CED sector, and into becoming a more sustainable national organization. Working closely with the board, we continued upgrading strategic and operational plans to focus on more agile delivery of internal structures, and by 2021 were in a position to facilitate greater collaboration between stakeholders and organizations through a series of national conversations about intersectional gender based analysis (GBA+).

WEC's GBA+ Knowledge Clusters were curated and delivered in English and French by thought leaders from institutions and organizations across the country. These new online events attracted over 30 organizations and stakeholders, increased sector capacity nationally, and set the stage for future engagement with small and medium sized groups trying to meet GBA+ goals and ambitions. We are proud of our overwhelming success in sparking these national conversations designed to:

- Illuminate the ways in which GBA+ can enrich an organization's work and the services they delivery
- Share various resources on how to apply GBA+, especially for small groups
- Open a line of communication and networking between various stakeholders across the country who work directly with women
- Learn more about the impact of current policies, programs, and services on and for women
- Report back to our governments in the hope of promoting the use of GBA+ in decision making

HER OWN BOSS!

July 31, 2021 marked the completion and celebration of the Her Own Boss! project, pss! project, funded generously by the federal department of Immigration, Refugees and C Canada. Positioned as a national participatory research project, it served so many ved so many roles and had a tremendous impact on everyone involved. This coast-to-coa was designed, promoted, led and implemented predominantly by newcomer and immigrant women. The strength of diversity in action was evident through women-centred initiative. For more information, read the final report and check to an of the case studies here.



We're so excited to invite you to our virtual Fall conference "Design for Diversity & Inclusion: Service Provider Challenges and Solutions happening at the end of October 2021. This conference aims to highlight the possibilities of inclusive design so that those not typically engaged in community services are engaged, welcomed, resourced appropriately and supported.

Immigrant and Canadian-born women from academia in three provinces were thrilled to journey with newcomer women and produce national research that strengthened our general understanding of the complexities that visible minority women navigate when on a selfemployment path while making Canada home. For project management staff, this project reflected the very heartbeat of WEC. It served as a catalyst for change, for WEC, for service providers and industry mentors in the business ecosystem and, of course, for the immigrant women participating in the project who were able to more meaningfully

explore entrepreneurial opportunities. The project served as a bridge, bringing many newcomer women out of isolation. It provided safe online and physical spaces for women to spark and grow their multilingual support and professional networks. While providing digital and technical business development support, this project was fueled by goals that were wholly women-centred: ensuring women were equipped to make well-informed decisions concerning their future employment.

We had the privilege of resourcing a young mother who spoke little English to transition her failed business after the landlord put locks on the doors. She now employs several staff and has achieved economic security. Through significant mentorship, another young mother and her husband were equipped to navigate government permits, legal agreements and logistics contracting building renovations during a COVID supply shortage. Eventually, she and her family moved to a mixed residential/commercial space, incorporating a new thriving business that realized a family's dream.

There were so many successes and we marveled at the resilience of women!

This project shared its research and learnings through a national conference in October 2021.

Appreciating that there was additional expertise in Canada, WEC put a call out for English and French conference speakers. The demand was so high, it was difficult selecting our speakers and panelists. So many amazing women! The conference was attended by 78 women representing 43 organizations and the feedback was fantastic! Here's to a more inclusive Canada!

Sewing with Purpose

Through Sewing with Purpose, WEC brings together groups from across Canada to share ideas and help build the sector. By reaching out to new organizations and stakeholders, Sewing with Purpose – which remains the only CoP in its field in Canada – convened on six occasions. Indeed, to mark the end-of-season summer break, we even brought in an external speaker: Rosemarie Powell, Executive Director of the Toronto Community Benefits Network, for a special conversation on building economies that focus on the kinds of growth that sustain communities.

In 2021, WEC continued to support its small *Sewing with Purpose* community of practice (CoP). Inspired by our president's work in this field, WEC wanted to start the group because many women, especially newcomers, have significant sewing skills and seek work in the sewing industry. Sadly, as women and female newcomers, their expertise is often under-valued and compensation for their labour is historically low. Some enterprises, however, focus on intentionally breaking down the structures that perpetuate unfair practices that demean women, and these are the groups and organizations WEC supports in this fledgling CoP.

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Volunteer Program

Community is a central component to our operations, here at WEC. As such we believe it is important for us to invest time and resources in onboarding volunteers and community members who are looking to diversify their professional portfolios and networking in the field. Our volunteers are often students who have a lot to offer but don't have the time to commit full-time or even part-time. Our volunteer program allows us to do a reciprocal needs-assessment wherein we can evaluate what kind of skills our volunteers want to enrich or develop and we can evaluate our projects consistently to see how they can help. Our network of volunteers make our work so much more meaningful and offer a meaningful transition to their professional lives.

During 2021, the Women's Economic Council accomplished the following:

- Doubled the number of our volunteers while maintaining a relationship that is based on trust, clarity and authenticity with them.
- Reviewed volunteer program policies to ensure that each is perceived as fair and equitable.
- Designed volunteer onboarding so that it reduces threat and increases certainty and relatedness.
- Involved volunteers directly in strategic planning so they have increased certainty about the future
- Developed an integrated recognition and retention plan that addresses work values and true drivers of satisfaction.
- Engaged with youth by collaborating with colleagues and universities across the country.

STORIES OF US

Meet Azadeh R. Hessami from our Sewing with Purpose Collective

Azadeh's background is in fashion design. She's been a fashion designer for over 30 years. Her style is characterized by simple lines, elegant forms, and structure – characteristics that would come to inform the success of her work later on with <u>Jonnon</u>.

Twelve years ago, she met our very own president Melanie Conn – where they spoke about the value of using sewing as a way to engage with communities in need and to offer them the opportunities they were structurally robbed of. Common Thread was created with this very purpose: to create employment for people living with barriers that could be overcome. Azadeh created a team of strong-willed women to upcycle street banners into reusable shopping bags. While the training program went well, it was clear to Azadeh that the industry needed something more long-term and consistent; they needed to create women who were ready to be employed in the mainstream industry. That is when Jonnon was born.

Jonnon became a transition between the training program Common Thread and the work field where graduates could reach a higher level of skill and experience. "You don't really become a good sewer after twelve weeks," she tells me, "And no one really gives you that opportunity." Indeed, Azadeh saw an opening to give people the opportunity to prove themselves. She created a fashion line: simple, elegant, structured - all elements that would facilitate production. She was able to closely monitor the graduates and help them create garments from her clothing line. However, that major success was undercut by COVID-19 which completely derailed their actively. Namely, Common Threads closed down. Azadeh - determined as ever to create opportunities even in the face of the most extreme conditions donated the industrial sewing machines to those whose homes could accommodate the size and noise. She coordinated the projects by dropping off materials and regularly checking in on the work. While the banner-back projects continued, it was impossible for the graduates to contribute to the clothing line as it required more monitoring.

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"[Azadeh's] vision is clear, her scope is national, and her impact is local."

Azadeh's work is informed by the structural inequities that often force qualified people to be underhired or underpaid. "For people living with disabilities, their speed isn't up to the average industry worker [but that doesn't mean that their work isn't just as good]." Creating these initiatives is a way to challenge the structural inequities, it's a way to closely mentor women who need it, and it is also a perfect space for newcomers to meet each other. Azadeh hopes to one day have her own space where she can engage her graduates even more. Everything about her career aspirations is personal: "When I see someone who's interested in sewing, I think of myself and what I needed when I was in their place. And it's not much ... they just need the equipment and resources to achieve their dreams."

Azadeh looks forward to her future with Sewing with Purpose as she believes it could be the perfect way for organizations nationally to collaborate on a sewing project. Her vision is clear, her scope is national, and her impact is local.

Financial Snapshot

The financial statements of the Women's Economic Council have been prepared in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO). The integrity and reliability of WEC reporting systems are achieved through the use of formal policies and procedures, the careful selection of employees and volunteers, and an appropriate division of responsibilities. These systems are designed to provide reasonable assurance that the financial information is reliable and accurate. The financial statements have been audited on behalf of the members by Sabrina Anderson, LCPS Chartered Professional Accountants.

REVENUE	2021	2020
Miscellaneous	\$ 1,282	\$ 300
Her Own Boss	\$ 191,440	\$ 305, 710
Her Mentors	\$ 5,989	-
WAGE Project	\$ 325,784	\$ 210,531
Think Women	\$ 27,851	-
Canada Summer Jobs	\$ 4,787	\$ 3.668
Technation	\$7,492	-
AESL	-	\$ 6,896
TOTAL	\$ 564,625	\$ 527,105
IOIAL	\$ 30 1 ,023	\$ 521,105
EXPENSES	2021	2020
Her Own Boss	\$ 161,397	\$ 305, 710
Her Mentors	\$ 5,989	-
WAGE Project	\$ 334,172	\$ 210, 531
Think Women	\$ 27,851	-
Canada Summer Jobs	\$ 4,792	\$ 3,612
Technation	\$ 7,492	-
AESL	-	\$ 4,896
TOTAL	\$ 22,932	\$ 524,749

\$ 564,625
REVENUE

\$ 541,693

EXPENSES

\$ 22,932
EXCESS OF REVENUE

EXCESS OF REVENUE OVER EXPENSES

What's Next?

2021 has been a year of growth and transition where we strengthened our commitment to advance every woman's participation in building resilient and inclusive economies. WEC is embracing an entirely new purpose and scope – one that strives to reach every woman. We look forward to what 2022 has in store for us; the past two years, we've proven that WEC is up to the challenges. In the next year we plan to:

- Provide program support to the 50 30 Challenge participants who have pledged to increase the diversity of their boards and senior leadership.
- Run national meetings with intersectional focus to examine the ongoing impact of COVID on women and equity-deserving groups.
 - Share emerging issues, best practices, and highlight regional priorities and French minorities' needs.
- Deliver high quality free-of-cost workshops to help organizations build capacity in Gender, Equity, Inclusion and Diversity.
- Deliver free-of-cost training to small-medium NPOs to build their capacity in financial and risk management.
- Support racialized newcomer women by providing a customized, antiracist, and strength-based mentorship model that connects them with established Canadian and immigrant mentors.

Some photos of our team's home offices, events, and projects in 2021















THANK YOU TO ALL OF YOU WHO MADE 2021 POSSIBLE

Adeena Qurant

Andrea Welling

Anne-Lydie Bolay

Anouk Bertner

Audrey Wubbenhorst

Azadeh R. Hessami

Beatrix Abdul Azeez

Benjamin Cantin-Kranz

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Bianca Reitano

Blessing Obazele

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Harrison White

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Sara Khaksari

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Devika Ramkhelawan

Elaine Flores

Fatemeh Daragah

Ingrid Morse

Iva Jankovic Janice Prinsloo

Janice Prinsion

Kerrilee Auger

Laura Aveledo

Marialejandra Reyes Valerio

Mariam Bouchoutrouch

Maureen McKinnon

Meaad Al Harbi

Nasim Peikazadi

Njeri Watkins

Nour Enayeh

Rakib Ahsan

Ralph Marfori

Rishi Beharry

Roop Johal

Sana Fatima

Shaima Jaff

Sophia Mivasair Thea Monica Lopez

Trixie Ling

Zita Diaz de Leon Professeure Chantal Maillé

Roselyne Mavungu

Miriam Coulibaly

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Sally Richmond

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Alice Bernier
Gabrielle Juneau

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Antonella De Troia

Emanuelle Botton | Farah

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Al Antle

Alberto Ballesteros &

Tatiana Duque

Aletha Palmer Alison Plue Whalen

Alyson Judd and Diego

Toledo

Amisy Kissinger

Ana Pérez Rico

Ann-Marie Hamilton

Asal (Fatemeh) Naderi

Barry Lewis Green Bernadette Coady

Cara Howell

Cassandra Abbott

Cathy Collins

Cinthia Paulina Herrera

and Michael Wozney
Constanza Safatle

Deanne Howlett

Denise Cornick
Dr. Cathryn M. Button

Flizabeth and Ron

Whitten

Elizabeth Kong

Eniola Folarin & Beatrix Abdul Azeez

Mariam Coulibaly

John and Cindy Whalen

Purtill

Judyannet Muchiri

Julia Canning

Kaberi Sarma-Debnath

Mahdis Sedigheh

Taghizadeh Mariorie and Herb

Carruthers

Mathilde Baskeka

Megan Howse

Erin, Liam and Paul Kelly Janet Kelly

Jeff Hillyard, Bobbi Vasher

& Kyle Wiseman

Jennifer Wellsman

Michelle Grandchamp
Natalie Tiojanco

Roxana Fazli

Scott Andrews Senem Gozel

Sophia Soloman
Stephen Quinn and Kathy

Hawkins

Tai Le Ted Cadigan

Theresa and Dave Barnes

Valerie Parrott Zainab Jerrett

Zheng Li