

ANNUAL REPORT 2022

# THE WOMEN'S ECONOMIC COUNCIL :

## *BUILDING RESILIENT ECONOMIES ONE YEAR AT A TIME*





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# MESSAGE FROM THE BOARD

It's fair to say that 2022 has been a momentous year for WEC! We have continued on our trajectory of unprecedented growth in projects, funding and staff to support women's economic security in myriad ways: facilitating professional and entrepreneurial mentorship for racialized women and newcomers, exploring practical options for corporate, non-profit and co-op organizations to onboard more women in leadership roles, supporting a very effective project with newcomer women in St. John's, NL in cooperation with *Collective Interchange* and preparing to host our first annual conference in the spring of 2023.

We also implemented significant steps in our plan for transformational internal change by hiring *Jan Damery* as our *Interim Executive Director*. Jan's mandate is to lead the process of moving the organization from the current collective staff team to a co-leadership model. While we intend to maintain a structure that encourages and empowers all staff to contribute to planning and operations, the complexity of multi-projects with a variety of funding resources will be better served by a more streamlined model.

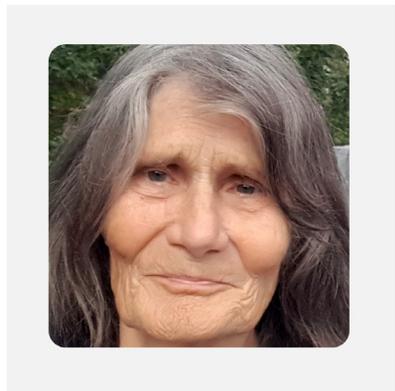
The new model will also mean that our original working board will move towards one that focuses on overall governance and strategic planning through a committee structure. The committees will also create new opportunities for women whose interests and values are aligned with WEC and can contribute to the organization.

There have been some big changes in the composition of the board as a result of our successful outreach strategy this year. We were thrilled to welcome three new directors in 2022: *Géraldine Jippé* (Montreal, QC), *Jessica Zhang-Chapman* (Ottawa, ON) and *Marie Bassey* (Burnaby, BC). All three have brought their unique and valuable experience, expertise and enthusiasm to board discussions and decision-making. Another significant change has been the retirement of *Rosalind Lockyer* from the board. Roz was a founding member of WEC from the days when it was a glint in her eye; her wisdom and unwavering confidence in our vision and mission has been one of the organization's major sustaining elements. Her legacy will continue in the newly-created annual Rosalind Lockyer Award for a woman or organization's exceptional contribution to supporting women's economic security.

Additionally, this year, WEC led our first in-person meeting since 2019. It was exciting to meet many of the new staff who have increased WEC's capacity and are contributing to our success. The board is grateful for their work and for the outstanding commitment and accomplishments of *Serah Gazali*, *Janet Kranz* and *Valerie Carruthers* whose teamwork has been the foundation for WEC's achievements in the past many years. I am also appreciative of my board sisters: *Gulalai Habib*, *Marie Bassey*, *Erin Melnychuk*, *Jessica Zhang-Chapman* and *Géraldine Jippé*. As we look toward the future, we're excited about the possibilities for our organization and the impact we can make in the coming year.

*Melanie Conn*

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# MESSAGE FROM THE COLLECTIVE

Reflecting on the past year, our organization has experienced an extraordinary period of growth, surpassing all our expectations and leaving a profound impact. We have been witness to countless women triumphing over systemic barriers, emerging as resilient leaders, and actively contributing to the creation of inclusive economies. The progress we have achieved together fills us with hope and pride.

Amid a year fraught with global challenges, our organization has risen to the occasion, driving substantial strides in equity, inclusivity, and community development. Our programs, from *"Think Women"* to *"Her Mentors,"* *Test Drive: System Change,"* and *"Achieving 50-30 in the Co-operative Sector"*, have spearheaded impactful change. We have supported women's organizations, advocated for women's economic security post-COVID, advanced inclusive mentorship for newcomer women, and actively pursued diversity in the co-operative sector. Each step we take, echoes our commitment to promoting women economic security, community development, and advancing gender equity, diversity, and inclusion. Even as we celebrate the progress we've made, we're enthusiastic about the momentum we've gathered and the transformative change on the horizon.

We extend our deepest gratitude to the board of directors who have provided steadfast guidance and support throughout our journey.



SERAH GAZALI



JANET KRANZ



VALERIE CARRUTHERS

To our dedicated team, partners, and stakeholders, your pivotal role in our success cannot be understated. Together, we have nurtured a culture of resilience and hope, and we are continually inspired by the limitless potential that lies ahead.

---

*WEC Co-Managers*

*Janet Kranz, Valerie Carruthers and Serah Gazali*



The Women's Economic Council is Canada's leading advocate for women-centric *Community Economic Development* (CED). Since 2002, we have worked tirelessly to overcome barriers to women's full participation in the thriving CED movement and the Canadian economy.

Our strategy focuses on strengthening the women's CED sector by surveying women's economic challenges, engaging the public, and forming partnerships to drive change.

# OUR VALUES

Recognizing that economic security encompasses more than money, we adapt our strategies to the realities of Canadian women and their communities. Our holistic approach considers the shifting social factors within the Canadian economy.

**WOMEN-CENTREDNESS**

We operate from a perspective of women’s lived realities and use gender-based impact analysis.

**ADVOCACY**

We must operate at two levels: by directly supporting women and by working to change public policies.

**COMMUNITY**

We support a grassroots, community-based approach to community economic development.

**SUSTAINABILITY**

We believe in the sustainable livelihoods model that builds on individual, organizational and community assets for change.

**RESPECT**

We respect and recognize the experience and expertise that women and women’s organizations bring to their communities.

**TRANSPARENCY**

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

**COURAGE**

We have the courage to make systemic change for women’s lives and work.

**DIVERSITY & INCLUSION**

We respect women’s diverse lived realities and value the unique contributions each individual woman brings to our work.

We are incredibly grateful to our funders and partners who believe in our mission and support our work in a variety of ways.

Take a look at some of our key partners whose generous support allows us to make an impact in our communities.

# OUR FUNDERS



CANADIAN  
WOMEN'S  
FOUNDATION

FONDATION  
CANADIENNE  
DES FEMMES

WorkBC  
Employment Services



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



Women and Gender  
Equality Canada

Femmes et Égalité  
des genres Canada



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada



Canadian  
Heritage      Patrimoine  
canadien



# IMPACT:

In 2022, our non-profit organization embarked on numerous impactful projects and programs that have made a significant difference in our nation. Through these initiatives we have been able to address pressing social issues, empower individuals, and foster positive change.

Throughout the year, we focused on a diverse range of projects and programs, all aimed at improving the lives of those we serve. From education and skill-building initiatives to capacity-

building efforts, our team has been at the forefront of creating opportunities and driving sustainable impact across Canada.

Our projects and programs have enabled us to reach a wide audience, providing support to individuals from different backgrounds and circumstances. By leveraging the expertise of our dedicated staff and volunteers, we have successfully implemented initiatives that have brought about **material change and impact to women's lives.**

# PROJECTS & PROGRAMS

# HER

*Her Mentors* is an action research project intended to develop an antiracist and strength-based mentorship approach to tackle issues unique to *racialized newcomer women* (RNW) in their career journey. Through selection of promising programs and performing a comparative analysis, this project follows *racialized newcomer women* (RNW) in their career journey to demonstrate how using inclusive design contributes to improved outcomes for RNW.

This project has convened stakeholders from different industries and sectors to share and learn about best practices for mentorship and build their capacity in serving RNW, while providing a range of capacity-building opportunities for RNW by piloting Antiracist and Strength-Based Mentorship Models.

We collected data and information on 90+ mentorship programs, mapped, and colour coded them

CREDIT: WEC VOLUNTEER



# MENTORS

based on the jurisdiction they provide services to. This past year *Her Mentors* had the privilege of deepening community connections through:

- increasing our engagement to 76 mentees and 74 mentors
- 6 Networking events (in person- virtual)
- 76 meetings to monitor participants progress

*Her Mentors* Program acknowledges that there are intersecting factors impacting RNW's employment/ business readiness and some of these factors may be part of challenges they encounter in their pre-employment/ business stages. Therefore, in addition to ongoing program activities, this program has been connecting mentees to additional resources and support services that empower them to overcome challenges, focus on their employment objectives, and ultimately achieve economic stability.

“ It was beyond a mentorship program. It was an incredible journey with you, professional and supporting individuals. You taught me a lot. I will always cherish it and never forget it. Indeed you changed my world. ”

— GULDASTA A. (MENTEE)



# NTORS

The goal of *Think Women: Peer Network for a Feminist Economy* 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.

In 2022, the *Think Women Network* had a great year with a variety of events and national meetings - including our first in-person meeting in Quebec, which was well-received and had a high attendance from many nonprofits. We also led multiple capacity-building series on diverse and inclusive governance, board management, and risk management.

The network counts over 150

members today and aims to stay connected to its members through social media groups, in-person networking events, and virtual workshops and discussions.

We are slowly establishing sector-wide unity by bringing together organizations to collaborate on joint initiatives such as national meetings, working groups, and others. By facilitating these connections, Think Women has helped to create a sense of shared purpose and solidarity among organizations that may have previously worked in isolation.

We have designed permanent resources through our free-of-cost capacity-building sessions accessible to all network members on a variety of topics.

We are looking forward to another year of building capacity across the sector in order to strengthen our network organizations.

**THINK  
WOMEN**

55

ORGS  
JOINING  
NETWORK

09

CAPACITY  
BUILDING  
SESSIONS

05

NATIONAL  
MEETINGS

30

HOURS OF  
CONSULTATION



FIRST IN-PERSON THINK WOMEN EVENT IN MONTREAL, QC

# 50-30 CHALLENGE PROJECT

*The Women's Economic Council* has been contracted to accelerate the inclusion of women in leadership and senior management positions in the country's cooperative sector.

This project will provide program support to the *50-30 Challenge Participants* who have committed to including more women in leadership roles (50% women and/or non-binary people) and increasing diversity (30% equity-deserving groups). We aim for this significant representation to be present on Canadian boards and

in senior management on their boards and in senior management positions.

The project also aims to increase awareness of systemic barriers that limit women's access to leadership positions. We aim to promote collaboration and support among leaders and develop new strategies and resources in order to increase diversity and strengthen equity and inclusion in the sector. We also work towards building strong leadership through upskilling and various preparations to fortify

# THE PROJECT IS A SIGNIFICANT STEP TOWARDS WOMEN'S ECONOMIC EMPOWERMENT THAT BUILDS COMMUNITIES AND HELPS

women, especially those in under-represented groups when they are in positions of leadership.

The 50-30 Challenge was launched by the Canadian government and there are now more than 2,000 organizations that have pledged to participate. Including more women and diverse women in leadership positions can increase an organization's access to skilled talent, dynamic markets, creativity, innovation, and improved organizational performance.

## WEC'S DIVERSE AND INCLUSIVE TEAM IS READY FOR THIS GROUND- BREAKING CHALLENGE.

The WEC's 50:30 project will create pathways to more meaningful relationships with leadership-ready women, especially those in equity-deserving groups, and develop tools and resources that meet women's leadership and training needs.

The project will build frameworks where each resource, tool, and activity has been co-created by mixed teams of engaged women and Challenge Participants with support from dedicated WEC and other equity professionals.

# TEST DRIVE: SYSTEM CHANGE

This is the second year of this capacity building project funded by *The Canadian Women's Foundation*, aimed at delivering different activities to provide collaborative opportunities for service providers and individuals from under-represented groups, those who identify as immigrant women or gender non-binary, to come together. We aim to explore pilot projects that can demonstrate how changes can strengthen service providers' inclusiveness in the employment and business/co-op development ecosystem.

This project has identified four pilot projects as opportunities for addressing existing gaps and strengthening inclusive practices in service delivery:

**(1) The Service Promotion Pilot Project** focuses on identifying new strategies and tools to successfully engage under-represented groups in services. Immigrant women and non-binary individuals seeking employment collaborate with services to design a service promotion and engagement strategy.

**(2) Volunteer Program Pilot Project** engages women and non-binary individuals from immigrant groups as volunteers to build the intersectionality competence of services while providing volunteers with new Canadian work experiences and references for future work.

### **(3) Imprinting Intersectionality as a Framework for Service Design Pilot**

focuses on providing diversity and inclusion training and experiential activities focused on enhancing service models, policies, and best practices using an intersectionality lens.

### **(4) The Demystifying the Co-op Sector for Under-represented Groups Pilot**

provides training to under-represented groups that demonstrates why co-ops are designed to support their socio-economic goals.

The project has engaged 80 women and gender non binary individuals from immigrant communities as well as over 25 service providers in 6 capacity building sessions and workshops this year.



*\* UPSKILL FOR WORK WORKSHOP IN PARTNERSHIP WITH ABC LIFE LITERACY CANADA*

# OUR VOLUNTEERS

Our volunteers are the lifeblood of our organization. In this section, we celebrate their contributions and highlight some of the ways we've worked to engage and support our volunteers over the past year.

***In 2022, our team has more than tripled. This year, we welcomed 20 new incredibly talented volunteers -- most of whom were newcomer women!***

Our volunteer program allows us to engage with newcomer women who are looking to expand their professional portfolio and to gain experience. We have a robust system in place wherein our team meets with incoming volunteers to assess their interests, skills, and experiences. These one-on-one relationships allow us to build meaningful connections with each and every one of our volunteers while also providing them with the perfect opportunities for them to develop their areas of interests.

# EM—





\* HANDWRITTEN CARDS BY WEC TEAM TO OUR VOLUNTEERS

# -POWER-

*“ I really enjoyed working with Esther, Serah, and Sarah on a variety of tasks to support WEC’s ongoing projects. My role included responsibilities such as research, data, entry, content creation, facilitation, and organization of materials to support staff. I had the opportunity to build a presentation deck for the WEC team that can be utilised for conferences, program meetings, and others community outreach events. ”*

— VOLUNTEER FEEDBACK FROM ALEXANDRA (SACHA) MUNFORD

IG @RYANSINCAMERA

\*VOLUNTEER JANE SEVTUNOVA  
TAKING PICTURES AT A WEC EVENT

# -MENT

**\$1,380,559**

REVENUE

**\$1,341,521**

EXPENSES

**\$39,038**

EXCESS OF REVENUE  
OVER EXPENSES

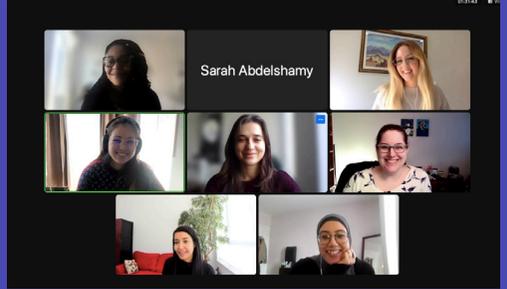
# 2022: FINANCIAL SNAPSHOT

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 financial statements provided below show the organization's finances for the year ending in December.

REVENUE	2022	2021
<i>Burnaby Neighbourhood Funding</i>	\$ 7,100	-
<i>Canada Summer Jobs</i>	\$ 2,040	\$ 4,787
<i>Canadian Women's Foundation</i>	\$ 40,000	-
<i>Catherine Donnelly Foundation</i>	\$ 36,000	-
<i>WAGE Projects</i>	\$ 391,291	\$ 353,635
<i>Donations</i>	\$ 15,198	-
<i>ISED 50/30 Project</i>	\$ 579, 102	-
<i>IRCC Project</i>	\$ 298,442	\$ 197,429
<i>Miscellaneous</i>	\$ 3,960	\$ 1,282
<i>Technation Project</i>	-	\$ 7,493
<i>Work BC Wage subsidy</i>	\$ 7,426	-
<b>TOTAL</b>	<b>\$ 1,380,559</b>	<b>\$ 564,626</b>
EXPENSES	2022	2021
<i>Administration costs</i>	-	\$ 15,150
<i>Bank and credit card charges</i>	\$ 1,331	\$ 471
<i>Catherine Donnelly Foundation</i>	\$ 36,000	-
<i>Contracted services</i>	\$ 342,134	\$ 133,650
<i>Equipment costs</i>	\$ 4,018	\$ 920
<i>Honorarium research participant</i>	\$ 140	\$ 6,924
<i>Insurance</i>	\$ 1,243	\$ 1,584
<i>Licenses, dues and fees</i>	\$ 107	-
<i>Miscellaneous expenses</i>	\$ 6,757	-
<i>Office</i>	\$ 8,280	\$ 4,640
<i>Professional fees</i>	\$ 458,779	\$ 311,268
<i>Project supplies and resources</i>	\$ 1,384	\$ 6,109
<i>Publicity and promotion</i>	\$ 60,404	\$ 9,280
<i>Rent</i>	\$ 5,519	\$ 4,179
<i>Research</i>	\$ 41,121	\$ 4,000
<i>Salaries and wages</i>	\$ 345,871	\$ 41,133
<i>Telephone, fax and internet</i>	\$ 6,472	\$ 2,077
<i>Travel</i>	\$ 21,961	\$ 309
<b>TOTAL</b>	<b>\$ 1,341,521</b>	<b>\$ 541,694</b>
<b>EXCESS OF REV. OVER EXP.</b>	<b>\$ 39,038</b>	<b>\$ 22,932</b>



CAPACITY-BUILDING EVENT FOR 'SYSTEM CHANGE' IN NEWFOUNDLAND



ONLINE FRANCOPHONE NATIONAL MEETING FOR THINK WOMEN



CAPACITY-BUILDING EVENT FOR 'SYSTEM CHANGE' IN NEWFOUNDLAND



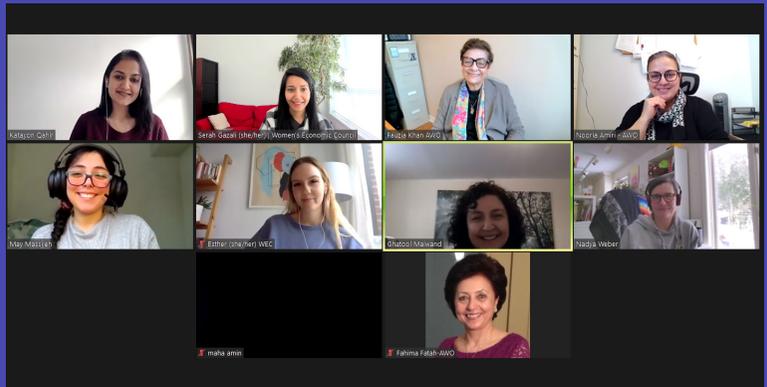
IN-PERSON MEETING OF OUR TEAM IN MONTREAL.

# A GLIMPSE INTO WEC'S 2022



IN-PERSON EVENT FOR 'HER MENTORS' IN VANCOUVER, BC.

IN-PERSON ONTARIO NETWORKING EVENT WITH 'SKILLS FOR CHANGE' IN PARTNERSHIP WITH 'HER MENTORS'



FIRST 'HER MENTORS' PARTNERSHIP MEETING IN ONTARIO. ORGANIZATION; AFGHAN WOMEN NETWORK.

# OUR BOARD



**Géraldine Jippé, Board Member**



**Jessica Zhang-Chapman, Treasurer**



**Marie Bassey, Board Member**



**Rosalind Lockyer, Board Member**

# OF DIRECTORS



**Gulalai Habib, Vice-President**



**Melanie Conn, President**



**Erin Melnychuk, Secretary**



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