



OUR INVESTMENTS MOVING WOMEN OUT OF POVERTY

At the Canadian Women's Foundation, we want every low-income woman in Canada to have the chance to move herself and her children out of poverty.

From 2009 to 2014, we will invest \$4.5 million in 17 programs across Canada, helping over 2,500 low-income women begin their journey out of poverty. We will also invest an additional \$2.6 million in projects that build the capacity and skills of the community groups that work with low-income women, strengthen their networks, develop leaders, and research new approaches. This additional investment also allows us to evaluate our work, share our findings, and develop long-term solutions to end poverty.

OUR APPROACH

We invest in three types of programs for low-income women:

- ST SKILLED TRADES** – Women train to work in a non-traditional skilled trade, becoming construction workers, carpenters, electricians, mechanics, truck drivers, etc..
- SE SELF-EMPLOYMENT**–Women are helped to launch a small business by learning to develop their business idea, write a business plan, learn essential skills like marketing and sales, find a mentor, secure a loan, and much more.
- SPE SOCIAL-PURPOSE ENTERPRISES**–Women learn job skills in a ‘social’ business that’s operated by a nonprofit organization. For women who’ve been out of the workforce for awhile or are new to Canada, these supportive work placements help them gain valuable experience and the confidence to succeed in a permanent job.

OUR PARTNERS

This work is made possible by the generous support of our Funding Partners:

- CIBC
- Ontario Trillium Foundation
- Hydro One
- The Leacross Foundation
- Rick’s (Comark Inc.)
- The Sanderling Foundation
- Cenovus Energy Inc.
- The Carrera Foundation
- an anonymous donor

This work is also supported by:

- BMO Financial Group (National Skills Institutes)
- Winners and HomeSense

..and our many wonderful individual donors across Canada, including:

- Leadership Donors
- CWF 100 Donors
- Women Moving Women Donors

Thank you for helping to move women out of poverty!

NUNAVUT

- SE **Inuit Women in Business** \$300,000 over 3 years
Pauktuutit Inuit Women of Canada, Ottawa

This program will train women to develop a small business and help Inuit women to become more aware of the opportunities for entrepreneurship. All materials will be designed specifically for Inuit women, in their own languages, and will be delivered in the four Inuit regions of Canada: Inuvialuit, Nunavut, Nunavik, and Nunatsiavut. Our investment will also enable Pauktuutit to provide a train-the-trainer workshop and build relationships with other organizations working to improve economic conditions for Inuit women.

BRITISH COLUMBIA

- SPE **Tradeworks Custom Products** \$70,000 over 2 years
Tradeworks Training Society, Vancouver

This enterprise hires women who are struggling to find a job. Low-income women get a chance to learn woodworking skills in a supportive, woman-positive environment. Along the way, they also learn valuable workplace skills and build their self-confidence. Our investment will be used to explore new business relationships and create long-term growth.

- SE **Self-Employment Program** \$70,000 over 2 years
Bridges for Women Society, Victoria

This program helps low-income women to launch their own small business and become self-employed. Our investment will fund the development of a new kind of self-employment project -one designed especially for women who have experienced violence or abuse. In the new program, each woman will be paired with a business mentor, network with other small business owners, and can apply for a micro-loan to support their business launch.

- SPE **Up to Speed** \$70,000 over 2 years
The Kettle Friendship Society/Common Thread, Vancouver

This sewing coop, run by the Common Thread cooperative, offers a flexible and empowering work environment for women. The cooperative arranges for contracts, sources materials, and coordinates production. Our investment will help them to develop a training program for women who are new to sewing, in partnership with The Kettle Friendship Society, an organization that works with people with mental health issues and addictions.

ALBERTA

- SE **The Women's Venture Accelerator Program** \$365,000 over 5 years
Momentum, Calgary

This program is designed for low-income women who have already launched a small business and are looking to expand. The program is customized for each woman to develop the specific skills she needs to move her business to the next level, such as marketing, sales, networking, product development, partnerships, suppliers, or human resources. The networks that the women develop with each other within the program become an important source of support as they learn to manage and grow a small business.

ST **Job Placement and Job Retention Support for Women** \$365,000 over 5 years
Women Building Futures, Edmonton

This organization runs a training centre for low-income women who want to work in construction, the oil and gas industry, or road building. Depending on which course they enrol in, the women learn carpentry, electrical, plumbing, steamfitting/pipefitting, or welding, or how to drive heavy equipment like loaders, backhoes, and bulldozers. If women need housing while in the program, they can live on-site in small, affordable apartments; single moms can live with their children. When their training is done, they write their apprenticeship exam and get help finding a job. They're also matched with a mentor-another woman working in trades-who knows how to thrive in these sometimes challenging workplaces. The organization has developed strong partnerships with employers who are ready and willing to employ their graduates.

SASKATCHEWAN

ST **Women in Trades Program** \$300,000 over 3 years
Saskatchewan Indian Institute of Technologies, Saskatoon

This program will prepare low-income Aboriginal women to be successful in a career in the construction trades. The women will explore trades such as carpentry, electrical, and plumbing. They will receive advice and guidance from job coaches at the Industrial Career Centre, and be motivated by role models such as former graduates and women working in trades.

MANITOBA

SE **IRCOM Child Care Program** \$50,000 over 2 years
Immigrant & Refugee Community Organization of Manitoba Inc., Winnipeg

This grassroots initiative will provide self-employment training for women interested in starting their own child care business. The participants are newcomer women who live in downtown Winnipeg. This project is definitely win-win: the women will learn how to launch and operate their own small business, and generate their own income. At the same time, they will be providing sorely needed childcare for other newcomer women who are working towards their own education and employment goals.

ONTARIO

ST **Enhanced General Carpenter Pre-Apprenticeship Program** \$150,000 over 5 years
Centre for Skills Development & Training, Burlington

This 28-week program trains low-income women for a career in construction trades. It includes in-class instruction, academic upgrading, and a paid work placement to provide women with hands-on skills and experience. Our investment ensures that women can pay for essentials such as transportation, childcare, and buying tools, so they can successfully complete the program.

SE/ST **Women's Opportunities in Business, Trades and Technology** \$365,000 over 5 years
MicroSkills Community Development Centre, Etobicoke

This program offers a series of workshops and other tools to help low-income women make informed decisions about their careers that will lead to stable, long-term employment. Women can develop an idea for a small business or learn about working in skilled trades or technology. Along the way, they take assessment tests to see what career suits them best, receive business counselling, ask to be matched with a mentor, get help finding a job, and much more.

ST **Women in Skilled Trades and Technology Building Resilience and Self-Reliance Program** \$365,000 over 5 years
Moose Cree Education Authority & Timmins Native Friendship Centre in partnership with Northern College, Moose Factory and Timmins

This is a trades and technology program for Aboriginal women. It offers training modules on various trades and technologies, health and safety, and educational upgrading in math and communications. Using an empowering and culturally-sensitive model called 'Guiding Circles' it also helps women to improve their general life skills and become more employable.

SPE **Skills Development Centre** \$350,000 over 5 years
YWCA Toronto, Scarborough

As a social purpose enterprise, the Skills Development Centre has a "double-bottom line" to enhance women's employment skills while earning revenue for the program. For employers, it's a place to find qualified employees and train their existing staff. For low-income women, it offers free career assessments, help with developing a personalized learning plan, training in computer skills, communications and other business skills, 24-hour access to e-learning resources, job coaching, and help finding a permanent job.

QUÉBEC

SE **Self-Employment/Entrepreneurship Training Program** \$365,000 over 5 years
Fonds d'Emprunt des Laurentides, Lachute

This program helps low-income women --many living in isolated rural communities-- to start a small business. Training starts with an introduction to self-employment and entrepreneurship, and runs all the way to creating a business plan. The program includes a loan circle and help with securing financial support and partners. For women with an existing small business, the program offers a business development loan fund, training in marketing and networking, and access to micro-credit and business management resources.

SE **Business Coaching To Strengthen Entrepreneurial Capacity** \$365,000 over 5 years
Option Femmes Emploi, Gatineau

This program helps self-employed women expand their small business and become more financially stable. To take the program, women must have been operating their business for at least one year. They receive training in strategic planning, accounting, market research, networking, and effective business management. Each woman's training is customized to address her own specific challenges and business goals.

NEW BRUNSWICK

SE **Enterprising Women** \$300,000 over 5 years
Saint John Community Loan Fund, Saint John

This program helps low-income women start their own business. Women work through each phase of business development: assessing their readiness for self-employment, analyzing trends and markets to choose the right venture, developing a business plan, and getting ready to launch (securing financing and suppliers, finding the right location, and creating a marketing plan). The program also includes a matching loan fund: for every \$1 a woman saves for her business, the loan fund provides an additional \$3 in savings, helping her to build business equity more quickly.

NOVA SCOTIA

ST **Women Unlimited** **\$365,000 over 5 years**
Women's CED Network Society/ WEE Society Halifax, Lunenburg and Queens Counties

This organization helps low-income women to train for and find work in non-traditional trades and technologies. It provides the full range of services that women need in order to succeed in a non-traditional career - assessment to make sure it's the right move for them, an exploration of different non-traditional jobs, hands-on training, taking the apprenticeship exam, and finally, finding a job and keeping it. Our investment helps to pay for in-depth educational assessments, counselling, childcare and transportation, and job-related equipment, such as tools, safety supplies, and clothing.

NEWFOUNDLAND AND LABRADOR

ST **Networking and Mentoring for Women in Trades, Technology and Operations** **\$70,000 over 2 years**
Women in Resource Development Corporation, St. John's

This initiative will address the challenge of low retention rates for women in non-traditional trades and technology jobs. Our investment will support twelve networking and mentoring events each year, in four regions: Avalon, Eastern/Central, Western/Northern and Labrador. At the events, women currently working in a trade will meet with experienced tradespeople (men and women), who can answer questions and share advice on succeeding in their chosen career.