

ANNUAL REPORT

2018 - 2019

WILDLY
SUCCESSFUL



FWE

FORUM FOR WOMEN
ENTREPRENEURS
www.fwe.ca

ABOUT US

The Forum for Women Entrepreneurs (FWE) is a Canadian charity that energizes, educates, mentors and connects women entrepreneurs to be wildly successful, promoting strengthened economies and thriving communities.

PURPOSE

Building the economy, one woman-owned business at a time.



BOARD OF DIRECTORS

- Judy Brooks, FWE Chair + Entrepreneur
- Cindy Bokitch, SmartSweets
- Bev Briscoe, Briscoe Management Ltd.
- Cheryl Carter, CarterConsulting
- Charles Chang, Lyra Growth Partners
- Robert Eckley, Mark Anthony Group
- James Hatton, Farris, Vaughan, Wills & Murphy LLP
- Amielle Lake, Entrepreneur
- Val Litwin, BC Chamber of Commerce
- Ravy Mehroke, Bombay Beauty Co.
- John Montalbano, Tower Beach Capital Ltd.
- Nicole Smith, Flytographer
- Brandi Wingrove, KPMG Enterprise
- Christina Anthony, FWE Founder + Chair Emeritus

MESSAGE FROM THE FOUNDER

Since its inception, the vision for FWE has always been to see women entrepreneurs in Canada thrive. With now over 4,500 women supported through its programs, FWE has created deep impact in communities across the country. I am so proud of all of the work accomplished to date, and so grateful to the champions and supporters who have been with us on the journey from the very beginning. It's been an honour leading the organization and I am greatly looking forward to seeing the magic it continues to create.

Christina Anthony,
FWE Founder + Chair Emeritus,
Odium Brown Limited

FWE is a Registered Canadian Charity:
861056646RR0001

MESSAGE FROM THE CEO AND BOARD CHAIR

We are very proud of the tremendous contributions which the Forum for Women Entrepreneurs (FWE) has made to the entrepreneurial landscape in Canada over the past year. This year was significant for FWE in many ways, from a leadership transition to growth of its programming and the number of women entrepreneurs supported across Canada. The passionately dedicated team and Board continue to be committed to enabling women entrepreneurs in Canada to be #wildlysuccessful, and to leave no woman behind.

When we think about the impact FWE has had this year, a few key highlights come to mind. After a successful pilot of Juventas last year – our E-Series stream for young women aged 16-29 – this year Juventas was established as an ongoing program component and launched in both Toronto and Vancouver thanks to the pivotal support of RBC Foundation's Future Launch Program. Over 30 young women across Canada benefited from this targeted education and support. Overall, the E-Series and Mentor Program both grew significantly over the year, serving more women and involving the support of generous speakers, educators and mentors. This year, for the first time, we also launched an in-person event for Pitch for the Purse in Toronto- the Semi-Finals event, in addition to the Vancouver Semi-Finals. Gathering both investors and entrepreneurs for an inspiring and energizing evening, the Semi-Finals hold an opportunity to learn about new businesses and the women entrepreneurs behind them.

The 17th annual Odium Brown FWE Gala was a roaring success, welcoming its largest audience and achieving its highest raise yet thanks to the tremendous generosity of our Gala Committee and our sponsors

and supporters. This Gala also hosted the 3rd Pitch for the Purse Finale, where three incredible entrepreneurs shared their vision for their businesses: Patrice Mousseau of Satya Organics, Jessica Oblak of Copper Medical and Sonia Strobel of Skipper Otto's Community Supported Fishery, with Sonia taking home the winning title and \$25,000. We also had the incredible delight of welcoming remarks from the Honourable Minister Mary Ng and the Honourable Lieutenant Governor Janet Austin.

FWE has been growing its external partnerships and collaborations. We are very lucky that in Canada, and particularly in BC, the ecosystem of support organizations for women is very much alive and thriving. We have continued our work as co-chair of the WEB Alliance and forged new partnerships such as becoming a member of Canada's new Women Entrepreneurship Knowledge Hub. These partnerships brought about many new opportunities for impact, such as hosting a Marketplace featuring booths from women entrepreneurs in our community at the world's largest gender equality conference – Women Deliver – thanks to our partners and champions at Teck Resources.

Unquestionably, FWE's impact is thanks to its people. This year held many shifts for FWE around its team. Firstly, we need to acknowledge the transition of our incredible founder, Christina Anthony. Christina's vision and energy were the driving force behind FWE since its inception in 2002. We are tremendously grateful for her contributions and are delighted that she will continue to support the organization as Gala Co-Chair and Chair Emeritus. We welcomed in as Chair Judy Brooks, who has been supporting and in leadership

with FWE for many years, and we have no doubt that with her guidance and energy, FWE will continue to create deep impact. We also want to acknowledge the new Board members that joined us: Val Litwin, James Hatton, Ravy Mehroke and Nicole Smith, and thank the Board members whose terms wrapped up with us: Elizabeth Harrison and Nicole Stefanelli. The team also experienced change. We want to thank Larkin MacKenzie-Ast for her leadership as Executive Director for the past two years, and recognize the new incredible team members we welcomed in: Erika Thomas, Kate Duggan and Gaby Rice. We were also thrilled to have new leadership join – Paulina Cameron became our CEO in January and Monica Murray held the role of Advisor and Acting CEO for part of the year during Paulina's maternity leave. Their contributions deeply supported the team during this time of transition and enabled FWE to continue delivering exceptional value to its community. We'd be remiss to also not acknowledge the tremendous support FWE receives from hundreds of volunteers, mentors, contractors and speakers, whose contribution to the organization is invaluable. Thank you.

As we look forward to the future, we are keenly focused on continuing to provide deep value for women entrepreneurs across Canada. Seeing women become #wildlysuccessful and leaving no woman behind are mantras that drive our work. We see tremendous opportunity to continue elevating our work in service of our entrepreneurs and we envision being at the forefront of conversations that make Canada the best place for women to thrive.

Thank you for being on this journey with us.

Judy Brooks, Chair

Paulina Cameron, CEO

Monica Murray, Advisor



OUR 2018-2019 IMPACT



679

WOMEN SUPPORTED FROM 2018-2019



84

UNIQUE COMMUNITIES



8

PROVINCES + ALASKA



24

EVENTS HOSTED



3500

NEWSLETTER SUBSCRIBERS



10K+

SOCIAL MEDIA

“Entrepreneurship can be very lonely and isolating. Coming together with others who share similar goals, values and visions is empowering in both concrete and intangible ways.”

E-SERIES WEST ATTENDEE



YEAR IN REVIEW

E-SERIES

In October of 2018 we hosted our third E-Series bootcamp in Toronto, followed by our 16th E-Series in Vancouver in April of 2019. During these three days, each of deep learning and wonderful FWE magic, our participants forged strong relationships, perfected their pitches, and upgraded their skills in a variety of areas. At our Vancouver 2019 E-Series

we celebrated our first Force to Be Reckoned With Award, given to Tessa McLoughlin, Founder of Club Kwench. The Force to be Reckoned with Award was created to honour an E-Series participant who embodies the same remarkable characteristics as FWE's founder Christina Anthony, and Tessa's magnetic energy made her stand out.

98 WOMEN FROM A VARIETY OF AGES, STAGES AND BACKGROUNDS, REPRESENTING **39 UNIQUE COMMUNITIES** ACROSS **4 PROVINCES**.

all in a growth mindset, dedicating 3 days to work ON their business (as opposed to the daily "IN" their business)



61
E-SERIES WEST PARTICIPANTS

37
E-SERIES EAST PARTICIPANTS



22
WOMEN FROM RURAL COMMUNITIES



TESSA MCLOUGHLIN
of Club Kwench was our first E-Series, Force to Be Reckoned With Award Recipient



“E-Series is an excellent investment of time and resources for any founder.”

JILLIAN MARIANI
NIYAMA YOGA WELLNESS
(E-SERIES EAST 2018)



“If it wasn't for a message and a phone call to learn more about E-Series, I don't think my personal self and business could be where it is right now and I can't wait for what it can become! Thank you FWE for the opportunities, support, friendships and allowing dreams to become realities!”

ANITA GEE
TREEHAUS TEAHAUS
(E-SERIES WEST 2019)

“My mentor has assisted in making our business a business with a strategic vision, values and actions to direct our future.”

FWE MENTEE

MENTOR PROGRAM

FWE’s mentor program continued to thrive this past year. Our growing Toronto presence contributed to a significant increase in the total number of mentor pairings supported across Canada. Our mentors are experienced business leaders (women and men) from various iconic brands and companies, including lululemon, Coca-Cola, Aritzia, Nurse Next Door, Native Shoes, MEC, Mabel’s Labels, Herschel Supply Company, London Drugs, and many more.

400 WOMEN SUPPORTED

67 UNIQUE COMMUNITIES

7 PROVINCES



“Inspiring and developmental for me as Mentor!
I want to start all over again!”

CAROL BORGHESI
CUSTOMERS FIRST CULTURE, FWE MENTOR

PITCH FOR THE PURSE

In its third year, the Pitch for the Purse program received a hugely positive response both in applications to the Program and interest in supporting our women entrepreneurs. We received over 120 applications from across Canada, which were narrowed down to a top 30 for consideration by our experienced review panel. 12 Semi-Finalists were chosen to move forward: four in Toronto and eight in Vancouver.



Our Judge Mentors Ali Pejman, Brian Paes-Braga, and Sophia Maizel faced the hard task of selecting three final ventures to move forward to the finale. FWE was proud to support Patrice Mousseau of Satya Organics, Jessica Oblak of Copper Medical Inc, and Sonia Strobel of Skipper Otto’s Community Supported Fishery at the grand Finale at the Odlum Brown FWE Gala on February 21, 2019. The Finalists shared their visions in front of our 650 person audience and our two Expert Judges Amar Doman and Kate Ross LeBlanc, and then the audience live voted to pick the 2019 Pitch for the Purse winner: Sonia Strobel of Skipper Otto’s Community Supported Fishery.

122 WOMEN SUPPORTED

35 UNIQUE COMMUNITIES

6 PROVINCES

“I loved and enjoyed the entire experience. It was most definitely the highlight of my business thus far. I have every confidence in myself and my business to succeed. You gave me the first platform to share my company. I am ever so grateful for that. The support I received was the most meaningful for me.”

JESSICA OBLAK
COPPER MEDICAL, 2018 PITCH FOR THE PURSE FINALIST

12 PITCH COACHES

2 EXPERT JUDGES

3 JUDGE MENTORS

17TH ANNUAL ODLUM BROWN FWE GALA

On February 21, 2019 we hosted our 17th annual Gala at the Fairmont Hotel Vancouver. Known as the “Event of the Year” this year’s Gala was not only a night to remember but our most successful fundraiser to date. In addition to celebrating the Finale of our Pitch for the Purse Program, we welcomed both the Honourable Janet Austin, Lieutenant Governor of British Columbia and the Honourable Mary Ng,

Minister of Small Business and Export Promotion as guests and speakers who emphasized the importance of supporting women entrepreneurs. We also officially announced the new Force to Be Reckoned With Award and took a moment to celebrate our founder Christina Anthony who both inspired its creation and was the inaugural recipient.

“The Gala was an incredibly fun event that promoted and empowered all women. We are excited to be a sponsor of such an amazing group like FWE that truly makes a difference in our community and that makes a huge impact on a growing number of women entrepreneurs in Canada. Congratulations to your team for all of the hard work and time they put into this successful event and the program year long.”

BONNIE BARNES-TRACEY
CIBC WOOD GUNDY

670+
ATTENDEES

\$855,000+
RAISED



Gala Committee

Thank you to the Gala Committee for their tremendous energy and contributions to making the Event of the Year such a success.

Christina Anthony (CO-CHAIR)
Lara Dauphinee (CO-CHAIR)
Kristy Brinkley
Christina Brown
Dave Bustos

Amy Carruthers
Jenny DeJong
Soha Lavin
Gabrielle Malette
Jennifer McCarron

Susannah Pierce
Andrew Reid
Samantha Reynolds

NEWS

WELCOMING PAULINA CAMERON AS CEO!

FWE was delighted to welcome Paulina Cameron as our new CEO. Paulina is an entrepreneurial and impact-driven leader. Previously she was the Regional Director for Western Canada at Futurpreneur Canada. A champion of gender equality, Paulina is the author of bestselling Canada 150 Women: conversations with champions, leaders and luminaries; and was the co-founder and president of Young Women in Business. Paulina is passionate about community contribution and currently serves on the Board of Directors for YWCA Metro Vancouver, the Immigrant Employment Council of BC, and the Government of British Columbia's Small Business Roundtable.

She has been recognized in the community by being selected as Business in Vancouver's Top 40 Under 40 2019, BCBusiness 2019 Most Influential Women in Finance Award, the Vancouver Board of Trade's inaugural Wendy McDonald Award, The International Alliance for Women Top 100 Award in Washington DC, and the finalist for YWCA's Women of Distinction Awards.

Paulina gained her business expertise working at KPMG obtaining the CPA, CA designation.

"I am thrilled to have joined FWE at such a significant time of growth. A long-time admirer, partner and volunteer mentor, I have experienced first-hand the value of its programs and the impact that FWE creates. The future holds tremendous opportunities for FWE to continue to deepen its work while ensuring that no woman is left behind. The energy around supporting women entrepreneurs is palpable and I know that together with our great partners and collaborators, we will continue to make significant ripples of impact in the communities we serve. I am so excited to work with the team on ensuring that every woman entrepreneur in Canada feels like she can be #wildlysuccessful."

PAULINA CAMERON
FWE, CEO



HIGHLIGHTS

FWE was proud to participate in Women Deliver's Culture Night on June 5th, 2019 where we coordinated an outdoor marketplace featuring seven FWE entrepreneurs and announced the launch of our Pitch for the Purse Program live on stage.

FWE also became a partner of the Women Entrepreneurship Knowledge Hub (WEKH) in Canada. Learn more at www.wekh.ca

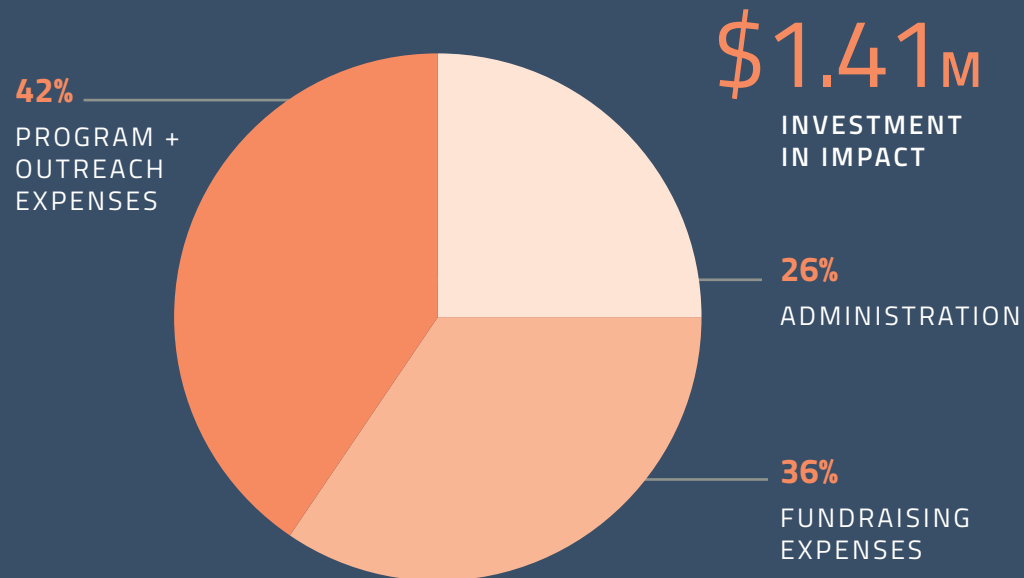
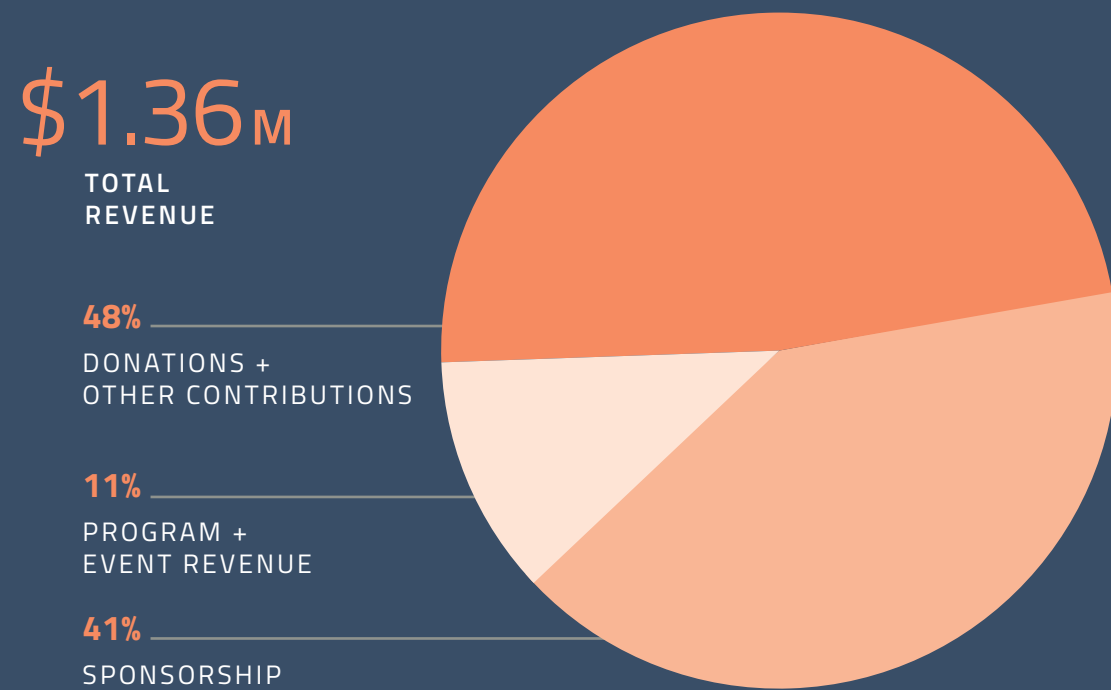
We welcomed over 150 guests to our bi-annual Bring Your Own Entrepreneur (BYOE) event held in Toronto and Vancouver. As part of the Mentor Program, the BYOE events introduce new women entrepreneurs to the FWE community!

This year, through our Ask Me Sessions, we welcomed over 40 aspiring and early stage entrepreneurs to discuss topics that would help them build their brand and get their business up and running. From financing to business strategy to market positioning, these sessions offered an open space for entrepreneurs to learn from industry experts, ask questions, build up their knowledge and grow their community. Thank you to our incredible facilitators for leading these sessions: Katrina Carroll-Foster, Melanie Chow, Jill Earthy, Debra Richardson, Melanie Rupp, and Carla Wood.



FINANCIALS

Financial Statements audited by BDO Canada LLP.



The copy of the financial statements can be obtained on the FWE website or by emailing info@fwe.ca

OUR SPONSORS + PARTNERS

SPONSORS

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- BDC
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- Cassels
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- RBC Foundation
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- UBC Sauder School of Business
- Vancity
- Vancouver Area BMW Retailers
- Women's Enterprise Centre
- Wheaton Precious Metals

EVENT PARTNERS

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- Girl On Wax
- Givergy
- Global BC
- Green Grass Inc.
- Greenscape Design & Décor
- JC Balloon Studio
- KPMG Enterprise
- Life and Times Productions
- Mama's Hungry Catering
- Mark Anthony Wines
- Maxine Bulloch Photography
- Mission Hill Family Estate
- Nude Vodka Soda
- Patterson Branding
- ProShow Audio Visual
- Savoury City

- Shopify
- Sweet Somethings
- TalkShop Media
- TELUS
- The Vancouver Club
- True Calling
- Unbounce
- Yaletown Photography

COMMUNITY PARTNERS

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- Female Funders
- Futurpreneur Canada
- League of Innovators
- SFU Venture Connect
- Small Business BC
- Spring
- StartUp Toronto
- Startup Canada
- WEConnect International
- Women's Enterprise Centre
- Web Alliance of Women Business Networks in BC

DONORS + SUPPORTERS

FWE is deeply grateful for the generosity of our Donors, whose contributions helped us strengthen the economy and empower women entrepreneurs across Canada to become #wildlysuccessful.

\$90K+

Peter and Joanne Brown
Foundation

\$30K +

Christina Anthony
The Giustra Foundation

\$10K +

Charles and Eve Chang
Foundation
Cactus Restaurants Ltd
Amar Doman
First Light Foundation

David Foley
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Foundation
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\$5K +

Amy Carruthers
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Management
Peter Webb

\$3K +

Jamie Brown
Fort Capital Corporation
Juri Holdings Inc.
Tracey McVicar

PWL Partnership Landscape
Architects Inc.
Nicole Yang

\$1K +

Over 100 generous individuals



TEAM

Paulina Cameron
Kate Duggan
Melodie Gingras

Danielle Flawn
Monica Murray
Lisa Niemetscheck

Gaby Rice
Amy-Lynn Taylor
Erika Thomas





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