

This Pandemic Won't Stop Us

Annual Report 2020



UPWITHWOMEN



EXPONENTI'ELLES

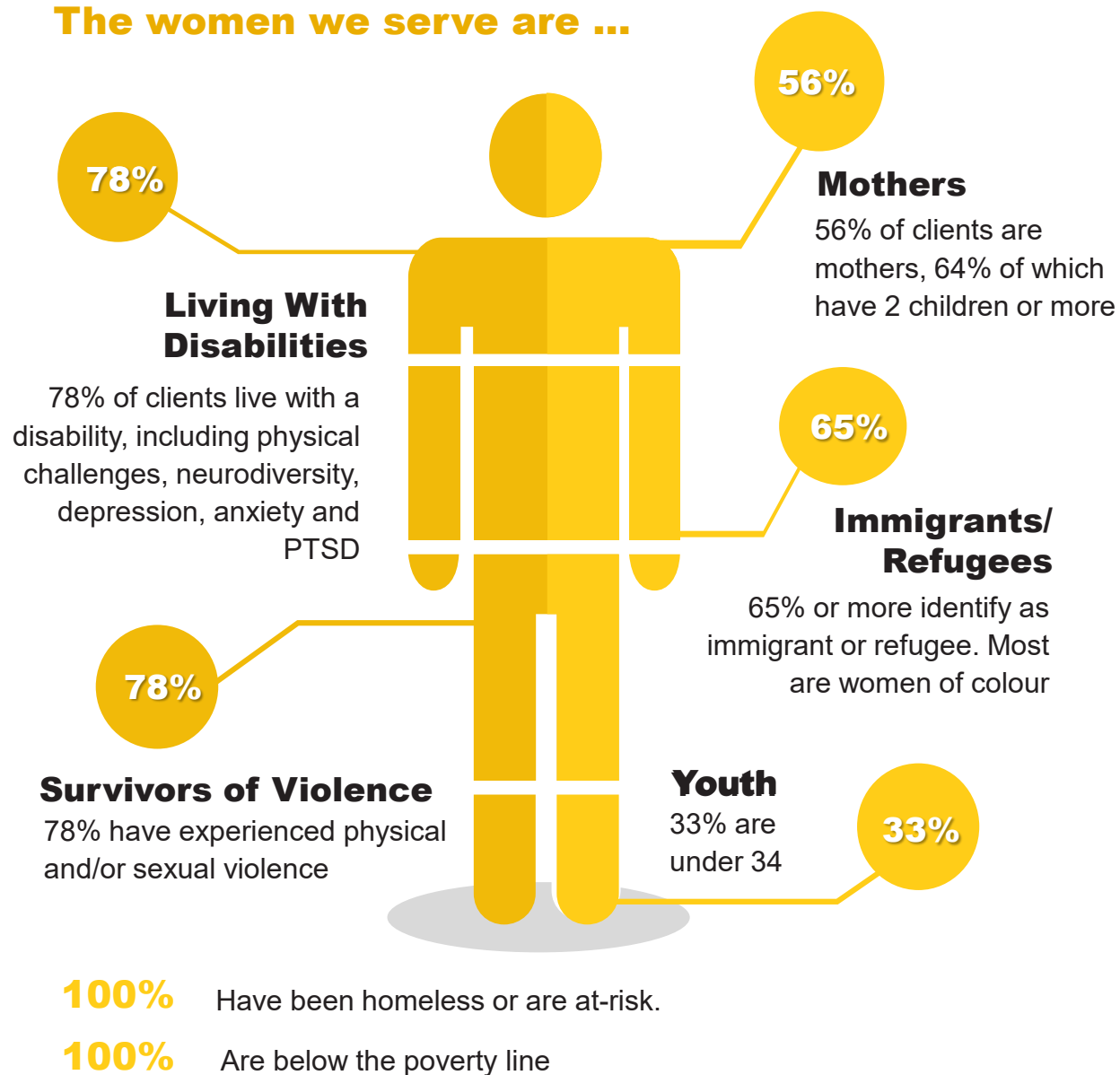
WHO WE ARE

We help vulnerable women build a sustainable path out of poverty

Up With Women's program model is designed to deliver high value, customized services to recently homeless and at-risk women. Every dollar you donate results in **10 to 14** times the value in services. ¹



The women we serve are ...



WHAT DONORS MAKE POSSIBLE

Our core program consists of three key elements:



Program manager support and regular sessions with a certified professional career and entrepreneurship coach.



Access to digital tools, including a career development portal, an entrepreneurship learning platform and personality and emotional intelligence assessments.



Monthly group support and learning sessions to learn from each other and build soft and hard skills around resilience, communication, and other work related topics.

Coaching is our key ingredient

Coaching focuses on a client's unique path and interests by using probing questions and personal accountability. Coaching helps clients build greater self-understanding, allowing them to zero in on a path best aligned with their strengths and values.

Coaches undergo over 125 hours of formal standardized training and possess at least 100 hours of professional coaching experience before being certified. All UWW coaches are also trained by an expert on women's homelessness to understand the intersecting challenges facing our clients.

Proven Success

For 11 years running, this model has consistently proven success. In our year-long coaching program, we've seen substantial impact in just 6 to 12 months:

- **32%** increase in average annual income
- **38%** terminate social assistance
- **90%** report increased confidence, and resilience
- **88%** report greater goal achievement and sense of direction



HOW COVID-19 HAS CHANGED US

With the support of our donors, we added and increased the services we offer to meet the urgent new client need and ensure all clients had the support they needed to navigate the crisis.

Emergency supports added:

Increasing one-on-one services, including:

- Peer counseling and service navigation, and,
- More professional coaching, delivered by volunteer certified coaches

Adding new group learning workshops and peer-led group support sessions, including:

- Regular group support sessions where clients support and learn from each other
- Resilience and financial wellness training in mental health, financial literacy, and career navigation

As a donor, you are empowering women and build their confidence. The development and implementation of these emergency supports could not happen without you.

Mabinty:

Alumnus,
Single Mother,
Immigrant,
Survivor,

Entrepreneur:

She received employment and entrepreneurship coaching, and service navigation. Through this, she built a community arts business teaching West African history, instrument making and dance.

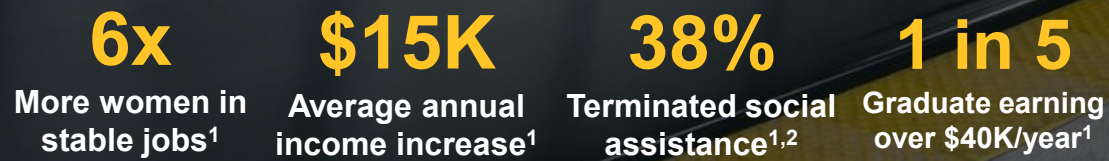


See Mabinty's Success Video
www.upwithwomen.org/mabinty

Up With Women serves a vulnerable population of women across Canada...



Up With Women impact results have accelerated in spite of COVID-19, resulting in:



1. From pre-program to post-participation, based on recent alumni survey results (n=30). Survey conducted May-July 2020.
2. Of respondents receiving social assistance at program entry only (87% of respondents)

Ingrid: Visually impaired, mom and survivor. Ingrid, struggled with finding a job despite having a Bachelor's degree. She felt she was being passed over for opportunities she was qualified for due to her visual disability. Through our program, she received support and guidance from a professional coach to build her career as a motivational speaker and advocate for low-income parents.



YOUR SUPPORT IS VALUABLE

These statistics and stories are just a few inspiring examples of the impact our program both before and during a pandemic and economic crisis.

With your engagement, we can expand our reach to support more women in Francophone and Anglophone Canada, while helping to narrow the gender equity gap at a time when it is under increased threat.

Finding strength in times of crisis

We are seeing an improvement in our program's impact during the pandemic. As an organization focused on delivering high quality career and resilience training, our program is well built for a crisis.



Harmeet:
Alumnus,
Youth,
Mental Health
Survivor.

After homelessness
and 3 years of
unemployment,
she was fully
employed in a
medical clinic
by the end
of the program

Currently:
Director of
Operations at Up
With Women

View her story here;
<https://upwithwomen.org/harmeet/>

PANDEMIC STORIES OF IMPACT



Recent program graduate, Rowena was homeless and unemployed for 3 years. Prior to the program, she was living in her car with her young child.

After completing the program, she found a full-time job as an office manager for a utility contracting company, earning a salary well above the poverty line. She was able to find secure housing for her and her son. You can see more of Rowena in this short video: www.upwithwomen.org/changinglives

Current client “Mary” is a refugee and a survivor of violence, living with PTSD. She is the mother of a non-verbal autistic son and a daughter who is struggling with depression and anxiety due to the violence they experienced. Prior to starting the program, she was in a family shelter for victims of violence.

She has now found housing for her and her children. During the pandemic, she temporarily put her job search on hold due to her son’s brain tumor diagnosis.

She currently is helping other refugees and immigrants as a volunteer: assisting with court process, paperwork and translation. She credits coaching for helping her regain her confidence to move forward despite devastating circumstances.



Funding Partners

\$50,000 - \$100,000

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Foundation



Fondation
Trillium
de l'Ontario



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



RBC
Foundation

LA FONDATION
**EMMANUELLE
GATTUSO**



**Peter Gilgan
Foundation**



Canada 

\$15,000 - \$50,000



THE
CATHERINE AND MAXWELL
MEIGHEN FOUNDATION



FONDATION
J. ARMAND
BOMBARDIER



OTTAWA
COMMUNITY
FOUNDATION
invested for good



\$100,000 - \$250,000



The Delaney Family
Foundation



UNIFOR
the Union Foundation

**ZELLER FAMILY
FOUNDATION**

**The Mariano Elia
Foundation**



UPWITHWOMEN



EXPONENTI'ELLES

Up With Families

Michelle and Sydney: Michelle was a successful businesswoman working in her husband's company when her relationship turned violent. Fleeing the penthouse, she lost everything,

Michelle and Sydney ended up living in Michelle's car while receiving Ontario Works. Trying to maintain some semblance of normalcy for her daughter, she carpooled her daughter's friends to basketball tournaments in exchange for gas money from the parents.

By the end of the program, she had launched her own tech recruiting business. Her daughter won an athletic scholarship to Carleton University and is studying social justice.

See Michelle's and Sydney's story featured in Chatelaine:
<https://www.chatelaine.com/living/real-life-stories/abusive-relationship/>

