

Preliminary Findings: Results During COVID-19

Survey Results (6-12 Months)

SEPTEMBER 2020



UPWITHWOMEN



EXPONENTIELLES

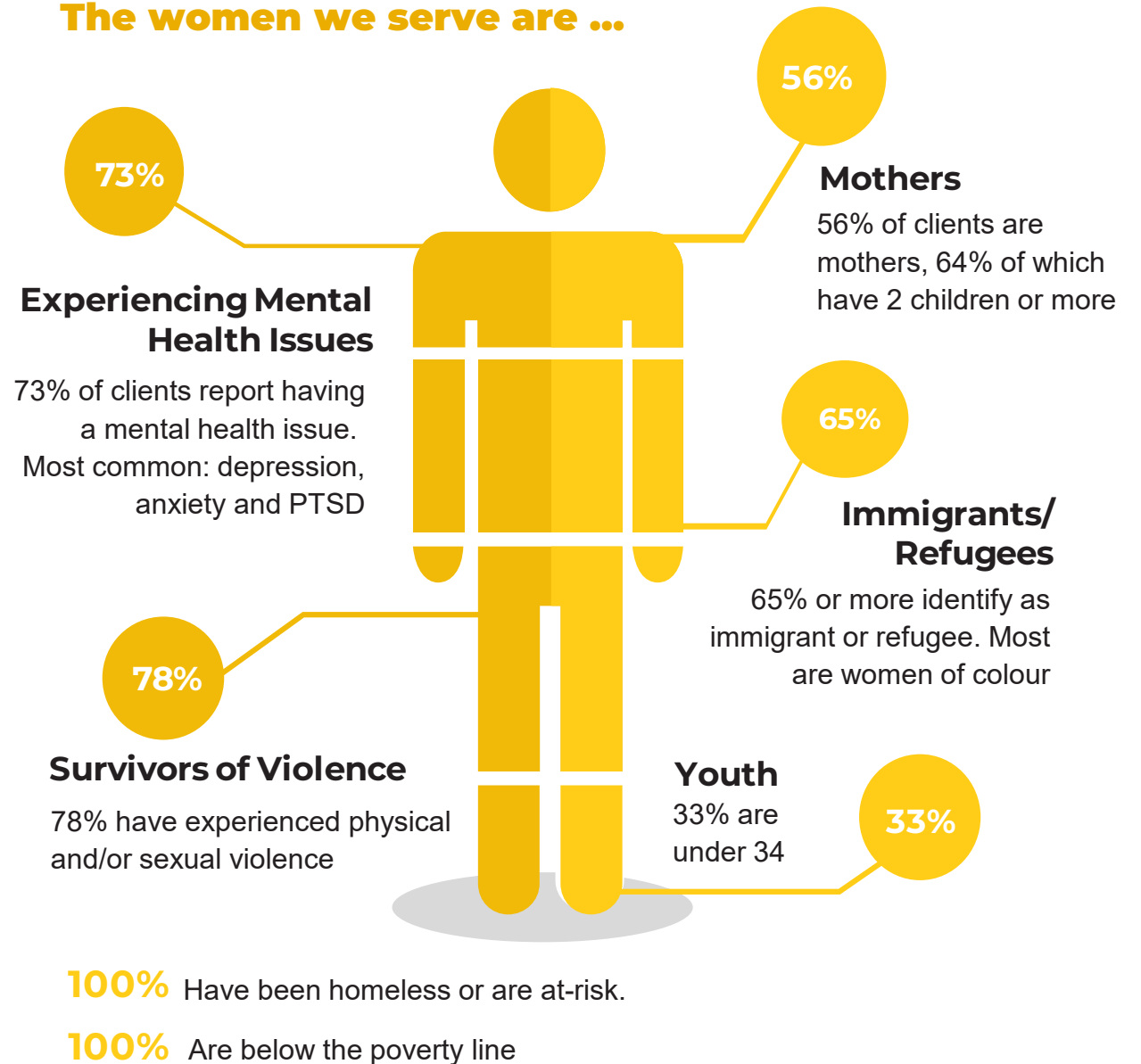
WHO WE ARE

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

CONSISTENT TO IMPROVED RESULTS DURING PANDEMIC



Income Increased by Over 3x

\$14,936

3.6x



Increase in annual salary
(pre-covid average was \$12,500)



Many Women Terminated Social Assistance



27%

Need for social assistance programs



Employment Increased by 2x

Pre-UWW

33%

Employed

Post-UWW

60%

Employed



Significant Increase in Stable Employment

6x



More clients in stable employment



Outstanding Progress and Self-Confidence

87% Excellent / good progress against goals

87% Excellent / good progress in feeling more confident

n=30 Respondents are combined 6 month and 12 month results as at July 31 2020.

YOUR SUPPORT IS VALUABLE

These impact statistics and stories don't share the full spectrum of successes, but they provide an inspiring overall picture of the impact our program has been able to achieve both before and during a pandemic and economic crisis.

With your engagement, you can expand the support to more women in Francophone and Anglophone Canada, while helping to narrow the gender equity gap in 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/>

COVID STORIES OF IMPACT



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

Leveraging our coaching and other services during the program, she found a full-time job as an office manager for a utility contracting company, earning well above the poverty line. After completing the program, she found a full-time job as an office manager for a utility contracting company, making \$55,000 a year. She was able to find secure housing for her and her son.

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.





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/>

