

# **This Pandemic Won't Stop Us**

## Annual Report 2020



**UPWITHWOMEN**



**EXPONENTI'ELLES**

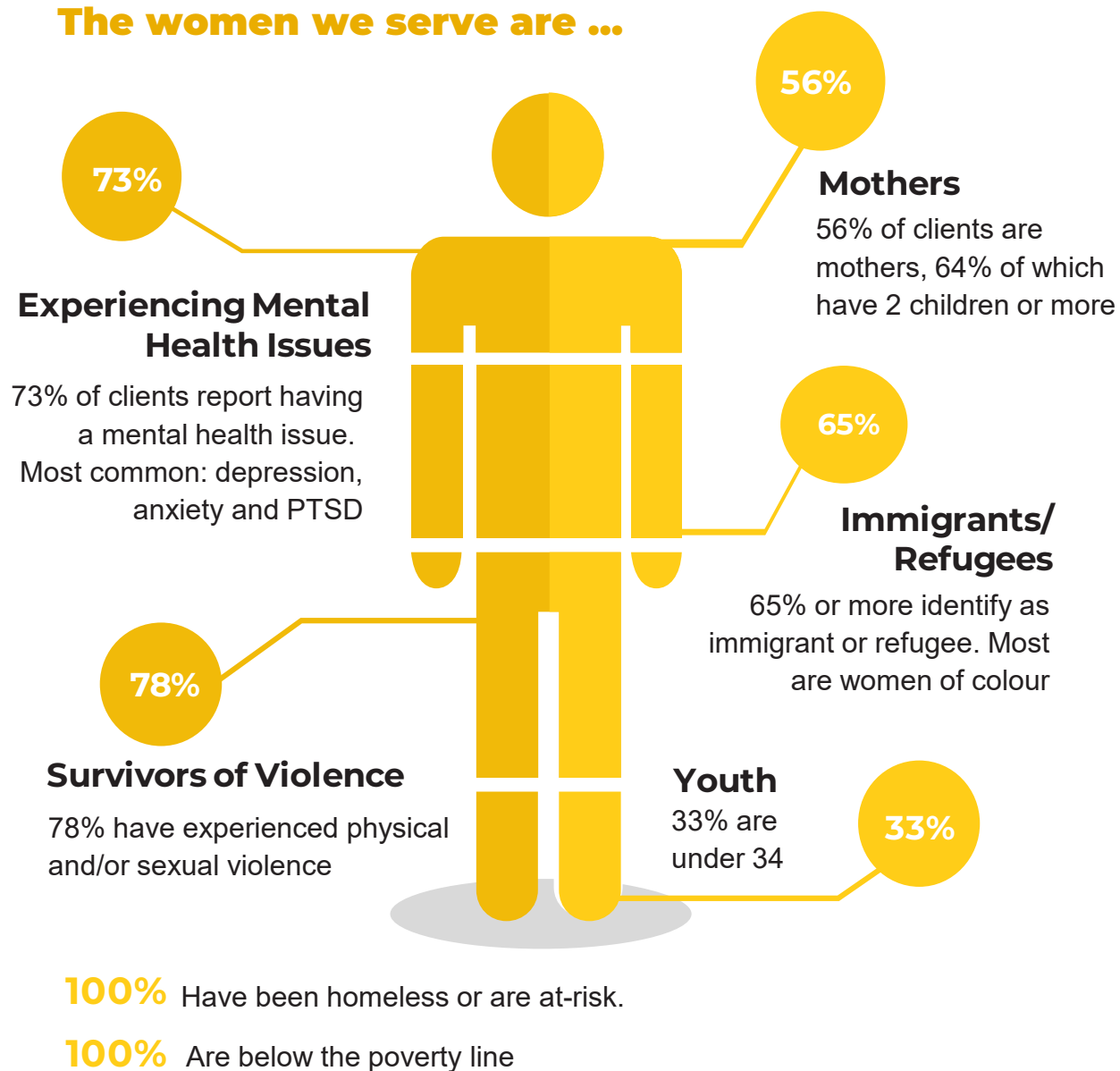
# WHO WE ARE

**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. <sup>1</sup>



## 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.



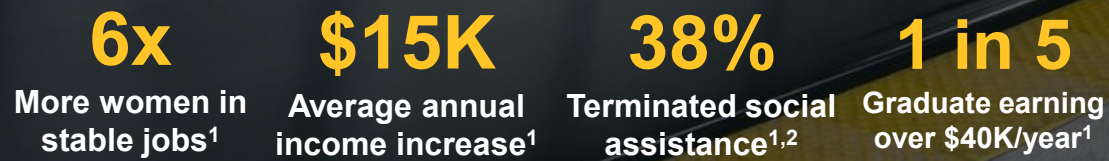
See Mabinty's Success Video  
[www.upwithwomen.org/mabinty](http://www.upwithwomen.org/mabinty)



# 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)



**Joweria:** Alumnus, single mother, refugee, Joweria was living in a shelter and unable to find work despite a law degree. She is now working as a personal support worker, living in stable housing, and pursuing an education in social work.



# 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/>

# 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](http://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.







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/>

