

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

Annual Report 2020



**UPWITHWOMEN**



**EXPONENTI'ELLES**

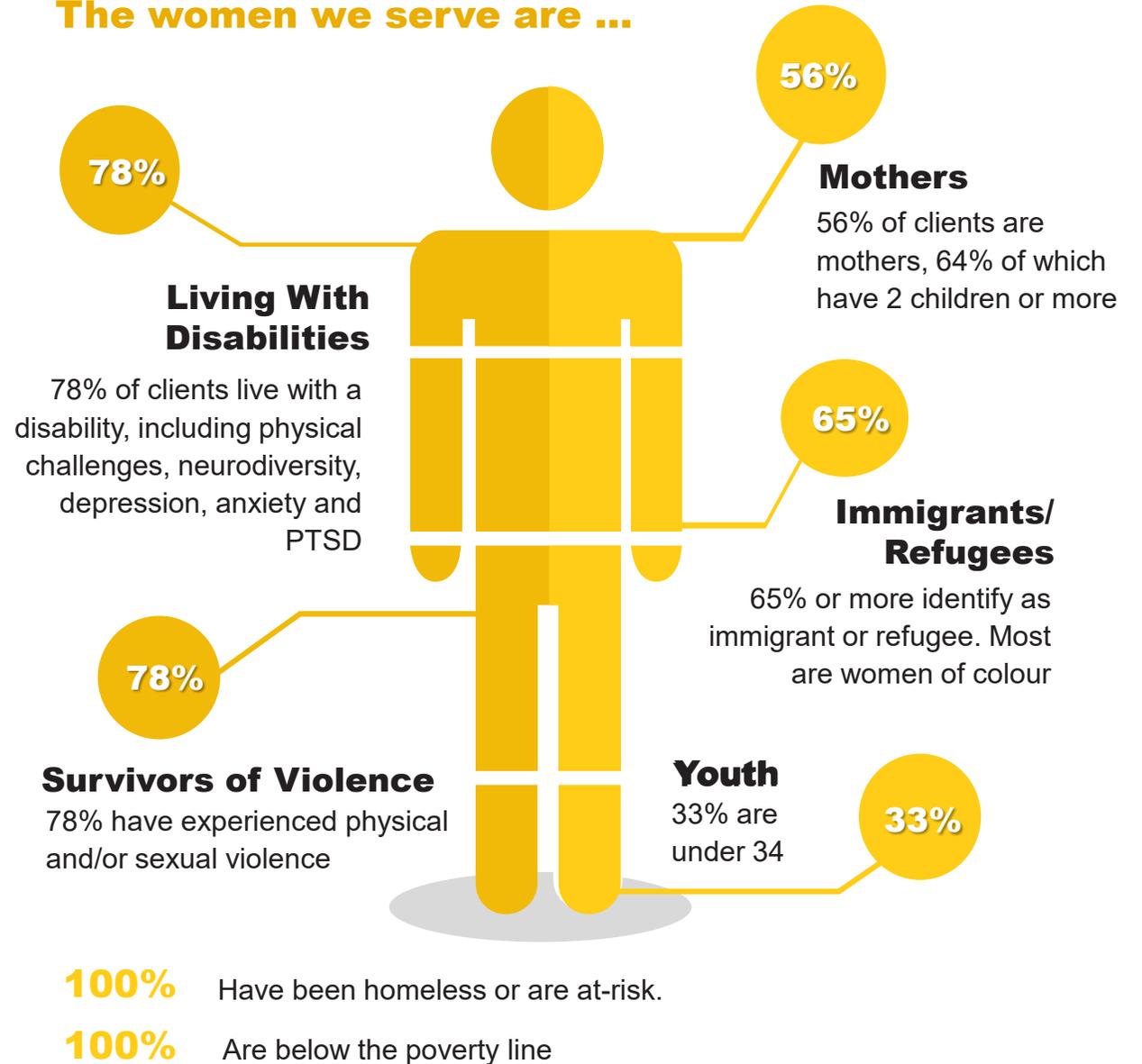
# WHO WE ARE

**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:

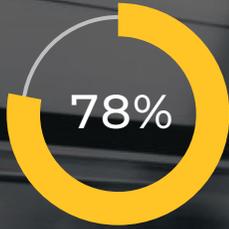
She received employment and entrepreneurship coaching, and service navigation. Through this, she built a community arts business teaching West African history, instrument making and dance.

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

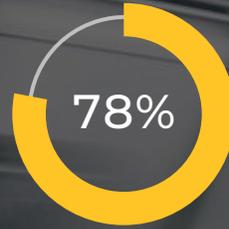
# Up With Women serves a vulnerable population of women across Canada...



**IN POVERTY**  
(below low-income cut-off)



**SURVIVORS**  
of violence



**DISABILITIES**  
including  
mental health



**SINGLE MOTHERS**  
of **CHILDREN**  
(under 18)

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

**6x**

More women in stable jobs<sup>1</sup>

**\$15K**

Average annual income increase<sup>1</sup>

**38%**

Terminated social assistance<sup>1,2</sup>

**1 in 5**

Graduate earning over \$40K/year<sup>1</sup>

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](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.



# Funding Partners

\$50,000 - \$100,000

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario



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

\$100,000 - \$250,000



RBC  
Foundation

LA FONDATION  
EMMANUELLE  
GATTUSO



Peter Gilgan  
Foundation



Canada

\$15,000 - \$50,000



McConnell  
Innoweave

Practical Tools for Social Innovation

THE  
CATHERINE AND MAXWELL  
MEIGHEN FOUNDATION

G R O W

A Women's Giving Circle



FONDATION  
J. ARMAND  
BOMBARDIER



OTTAWA  
COMMUNITY  
FOUNDATION

invested for good

\$5,000 - \$15,000



The Delaney Family  
Foundation



UNIFOR  
the Union Association

ZELLER FAMILY  
FOUNDATION



Putting Women's Health First  
LOVEYOU  
by SHOPPERS DRUG MART



TELUS Friendly  
Future Foundation



Ontario

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/>

