

THE



PRESENTS ITS

2017/2018 ANNUAL REPORT

THE FOUNDATION UNDERTAKES A MAJOR SHIFT



The Lise Watier Foundation is very proud to present its first-ever annual report. The decision to produce this publication coincides with a major shift within our organization—and perhaps the timing isn't coincidental after all.

In the nine years that have passed since the Foundation was established, we have supported thousands of women and girls in need by distributing the funds received from our valued donors to local organizations offering programs that are aligned with our mission. This experience has allowed us to gain a better understanding of women's expectations and the assistance that is available to them. Inspired by the entrepreneurial spirit of our founder, Lise Watier, we decided to start offering services directly to women in precarious situations. Our goal is to offer them the means to take control of their lives and become financially autonomous.

With this in mind, we developed the **Let's Start Up Program** for women who want to make lasting improvements to their living conditions. We currently operate out of three service points and plan to expand to five more by 2022 to help an ever greater number of women regain their dignity and self-confidence, and reach their full potential.

In 2017/2018, we invested tremendous energy and love into developing this innovative program and organizing various fundraising activities that, as you will discover in the following pages, were very successful. This report also includes information about our organization, our accomplishments in the past year and our financial situation.

Our success in helping women over the years would not have been possible without the dedication and contributions of our donors, volunteers, partners and other benefactors.

Thank you for making a difference with us, one woman at a time!



Guy Côté
Chairman of
the Board



Marie-Lise Andrade
General Manager

Our mission takes us higher

Created in 2009, and propelled by the continual drive of entrepreneur Lise Watier, the **Lise Watier Foundation offers concrete means to women in need to take control of their lives.** By providing the appropriate tools and support, **we offer women here the possibility of developing their talents and aspirations, for a better future for themselves and their children.** We offer training, individual and personalized professional counselling, financial support and microloans with the aim of helping these women acquire the pride and confidence of being financially autonomous.

2017/2018

A SIGNIFICANT YEAR FOR THE FOUNDATION

Over the past year, the Lise Watier Foundation was at the centre of numerous exciting projects and many new developments. Here is a brief overview of our achievements during this period.

1. LAUNCHING THE LET’S START UP PROGRAM

Let’s Start Up has been offered to women in need since October 2017 in three Quebec regions:

- **Montreal** – YWCA
- **Laurentians** – Fonds d’emprunt des Laurentides
- **Quebec City** – Centre étape

The Program provides professional training, personalized coaching and financial support to women who voice a desire to take control of their lives by:

- Starting a business
- Re-entering the workplace
- Persuing post-secondary education

The goal is to help participants achieve their sustainable social and financial autonomy. It is an extension of the emergency support and social reinsertion services already available in the community.

A MOTIVATING FIRST INTERREGIONAL MEETING FOR ADVISORS

Let’s Start Up program advisors met in Montreal for their first regional meeting on February 13 and 14. They participated in training activities, discussed the Program and talked about their experiences at the different service points. The meeting was an opportunity to share lessons learned and determine areas for improvement. Everyone left feeling motivated and proud to be a part of the initiative. The advisors are already looking forward to their next meeting!



THE LET’S START UP PROGRAM GETS OFF TO A STRONG START

- 67 women in three regions across Quebec have already completed their training program.
- 49 chose the entrepreneurship path and have either started or finished writing their business plan.
- 18 have taken steps to return to the workplace or pursue their studies.
- 11 young single mothers received financial support to further their post-secondary education.
- 125 hours of training were provided.
- 275 hours of personalized counselling were provided.

2. SUPPORTING POST-SECONDARY EDUCATION

In addition to all the new developments introduced in 2017/2018, we continued to support our education program, which provides financial assistance to young women who wish to pursue post-secondary studies. Dans la rue, Sherbrooke University and the Let’s Start Up Program points of service submit applications on behalf of deserving young women with incredible life stories. After analyzing the profiles of each applicant, our board of directors makes the final selection and determines how much will be granted to each recipient.

3. DEVELOPING OUR NEW BRAND IMAGE

To help the Lise Watier Foundation stand out in the philanthropic environment, we called on the services of key partners who generously agreed to support our organization over the long term.

BOB, a communications agency, was selected to develop the brand image and communications strategy for the Let's Start Up Program. Their skilled and inspired creative team developed a logo, stationery and presentation documents for us, which have already created a positive impression among our current and future donors. In addition, these specialists took over the management of our website and social media presence. The agency's entire team proudly invested their heart and soul into the cause and we are extremely grateful to them.



BICOM, a public relations firm, helped promote the Foundation and the Let's Start Up Program in print and digital media, allowing us to gain wider visibility among the general public and donors. The BICOM team drew on their expertise to spread the word about the major shift occurring within our organization in the past year. We would like to thank these talented public relations professionals for their commitment, drive and valuable contribution to our cause.



“I AM SO PROUD OF MYSELF!
I NEVER THOUGHT I WOULD
HAVE THE STRENGTH OR
ABILITY TO START MY OWN
BUSINESS.”



— Chantale
WHO HAS REGAINED A SENSE OF PRIDE
AFTER BECOMING AN ENTREPRENEUR



“TODAY, I AM THE MAIN
BREADWINNER IN MY
FAMILY.”
— Martine
WHO FEELS MORE USEFUL SINCE
PARTICIPATING IN THE
LET’S START UP PROGRAM

“JUST LIKE ME, MY NINE EMPLOYEES
HAVE BENEFITTED FROM THE HELP
PROVIDED BY THE LISE WATIER
FOUNDATION.”



— Geneviève
WHO SHARES THE BENEFITS OF THE
LET’S START UP PROGRAM WITH OTHERS

INSPIRING AND ESSENTIAL EVENTS

Once again this year, the Foundation’s fundraising activities highlighted the generosity of our numerous donors and partners.

Cocktelle Libre et Pétillante

QUEBEC CITY — SEPTEMBER 28, 2017 — \$105,000 NET

The Cocktelle Libre et pétillante, a wild evening with a roaring ‘20s theme, took place at the Capitole de Québec under the honorary presidency of Claude Sirois, President, Shopping Centres at Ivanhoé Cambridge. More than 350 enthusiastic guests attended, including Lise Watier, who unveiled the new Let’s Start Up Program. The event helped raise \$105,000 net for the Foundation.



Special thanks to OUR AMBASSADORS

Anne-Marie Boissonnault
Maison 1608 par Solisco

Nancy Côté
Bell Canada

Joannie Charron
BMC Notaires

Ann-France Desmeules
Hatem+D

Valérie Desmeules
Le Capitole de Québec

Britta Kröger
La Maison Simons

Jean Leblond
De Villebon International

Gabrielle Lévesque
Zebra Media

Jinny Nadeau
Ivanhoé Cambridge

Anne-Marie Naud
McCarthy Tétrault

Nicole Toulouse
Bell Canada

Bal Älskar

MONTREAL — OCTOBER 12, 2017 — \$670,000 NET

The Foundation raised a record \$670,000 net with Bal Älskar, a captivating event inspired by Scandinavian traditions. More than 700 guests immersed themselves in Viking culture at the Windsor Station in support of the new Let’s Start Up Program. Sincere thanks to the event’s honorary president, Martin Couture, President and CEO at Sanimax, as well as the Ambassador’s Committee and all of our donors and sponsors.



Special thanks to OUR AMBASSADORS

Marie-Claude Boisvert
Clearspring Capital Partners

Paule Labelle
Cava Rose

Élyse Léger
Fiera Capital

Françoise E. Lyon
DGC Capital

Nathalie Marcoux
Capinabel

Katerine Rocheleau
National Bank Financial

Cathy Samson
Groupe Marcelle

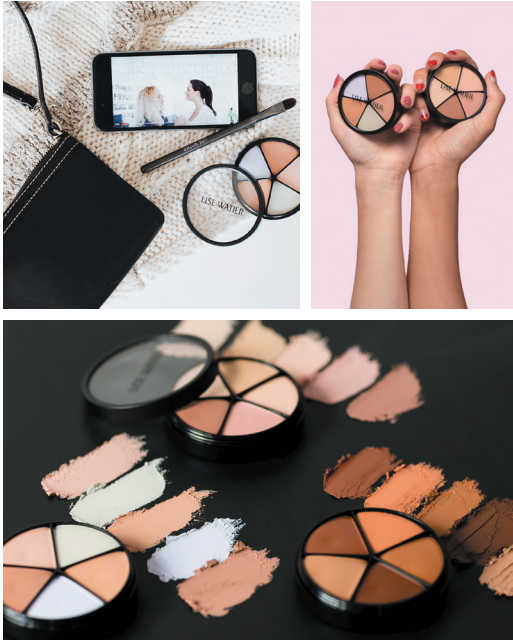
Marie-Pier Therrien
Buonanotte

THE BUSINESS COMMUNITY SHOWS ITS COMMITMENT

Commercial partnership with Groupe Marcelle

\$130,000 DONATION TO THE FOUNDATION IN THE 2017/2018 FISCAL YEAR, FOR A TOTAL OF \$1.5 MILLION SINCE 2009

In 2009, Lise Watier Cosmetics committed to giving the Foundation a portion of its revenues from the sale of Lise Watier products. Since then, **more than \$1.5 million has been collected to support our organization's activities**. In March 2018, Groupe Marcelle launched a new initiative to raise funds for the cause. For each Portfolio Professional Corrector sold in Canada between March and December 2018, they are donating \$3 to the Foundation. This kind gesture will bring many benefits for the women we support!



Another incredible benefit event organized by National Bank Financial's Guy Côté Integrated Wealth Management team

MONTREAL – MAY 31, 2017 – \$80,000 NET

The Guy Côté Integrated Wealth Management team from National Bank Financial organized the fourth edition of their benefit event *Pour un avenir meilleur*, which **raised \$80,000 net for our post-secondary education program**. The honorary president of the event was Jean-Philippe Cousineau, Manager – Institutional Equity Sales, National Bank Financial. More than 300 guests attended the New City Gas to support the cause. Thank you to the entire Guy Côté Integrated Wealth Management team for this wonderful initiative!



OUR GROWING VIRTUAL COMMUNITY

DATA ANALYSIS – LISE WATIER FOUNDATION

INSTAGRAM

- 15% increase in followers
- 51 posts
- 35,218 impressions

FACEBOOK

- 420 new followers
- 384 new fans
- 80 posts
- 1,162,663 impressions
- 6,149 likes
- 376 comments
- 1,008 shares

WEBSITE

- 12,492 visits
- 2 minutes and 20 seconds average per visit (30 seconds more than last year)



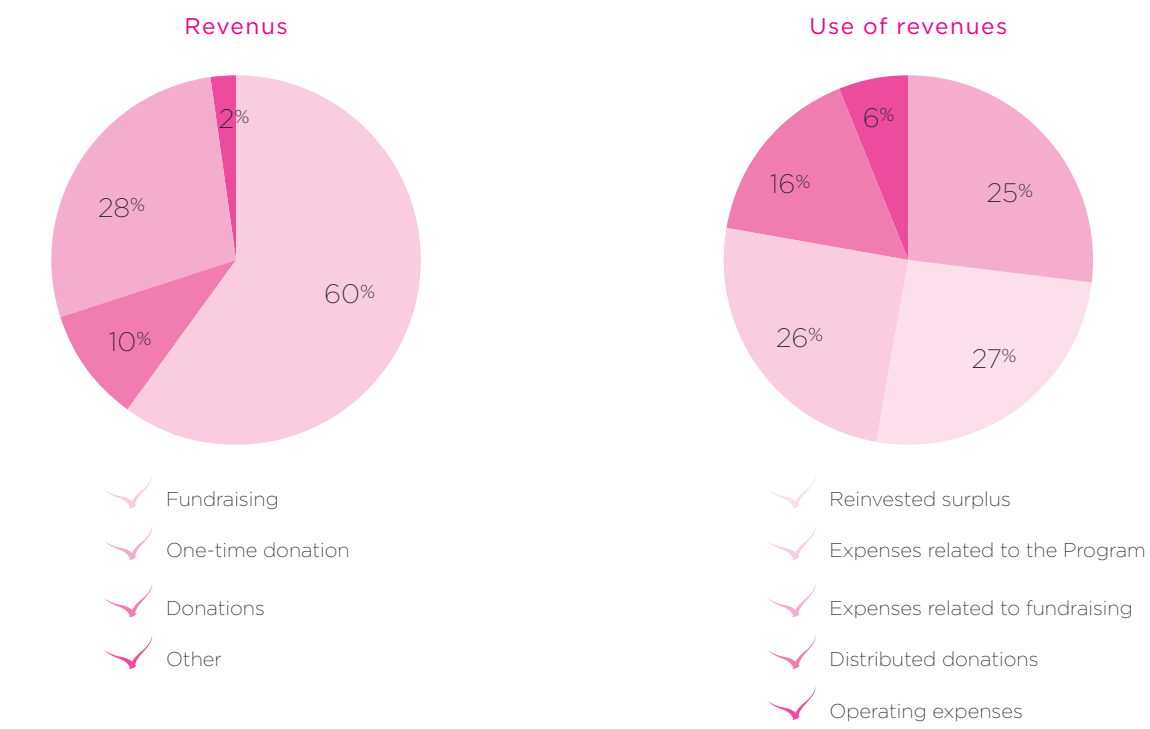
FINANCIAL INFORMATION

INCOME STATEMENT

For the 12-month period ending April 30, 2018

Revenues	
Donations	\$823,702* *Including a one-time donation of \$600,000
Gross fundraising revenue	\$1,299,399
Investment income	\$33,234
Total	\$2,156,335
Expenses	
Expenses related to the Program	\$552,328
Expenses related to fundraising	\$533,078
Operating expenses	\$131,305
Distributed donations	\$342,000
Total	\$1,558,711
Net income	\$597,624* *Redistributed to the Reserve Fund to meet future costs

2017/2018 FISCAL YEAR



BALANCE SHEET

For the 12-month period ending April 30, 2018

Assets	
Current assets	\$447,046
Investments	\$1,236,659
Capital assets	\$9,499
	\$1,693,204
Liabilities	
Current liabilities	\$39,750
Deferred revenues	\$93,800
	\$133,550
Net assets	
Unrestricted	\$313,496
Reserve Fund	\$1,236,659
Invested in capital assets	\$9,499
	\$1,559,654
Operating reserve	\$133,550
Total liabilities and reserves	\$1,693,204

2017/2018 RATIOS

Operating expenses over revenues

- 5.7% including the one-time donation
- 8% excluding the one-time donation

Use of revenues

- 25% including the one-time donation
- 34.5%* excluding the one-time donation

*According to the CRA, a ratio below 35% does not generate questions.

A TEAM LED BY PASSION

The members of our team work hard every day to promote the Foundation and to make a difference in the lives of the women we support.

OUR TEAM

Marie-Lise Andrade
General Manager

Claude Bernard
Development Director

Nathalie Boutin
Project Manager

Atessa Adle
Executive Assistant

OUR BOARD OF DIRECTORS

CHAIRPERSON

Guy Côté
Senior Vice-President, Wealth Management
National Bank Financial

BOARD MEMBERS

Lise Watier
President and Founder,
Lise Watier Foundation

Marie-Lise Andrade
General Manager, Lise Watier Foundation

Marie-Claude Boisvert
Partner, Clearspring Capital

David Cape
President, Groupe Marcelle

Pascal Chandonnet
Senior Marketing and Communications Strategist

Philippe Dandurand
President and CEO,
Philippe Dandurand Wines

Danielle Gendron
Administrator

Julie-Martine Loranger
Partner, McCarthy Tétrault

Serge Rocheleau
Administrator

Our sincerest thanks TO OUR VALUED BENEFACTORS



Donors and sponsors having supported Lise Watier Foundation in 2017-2018

EMERITUS DONOR
Famille Watier Rocheleau

\$100,000 AND UP
Groupe Marcelle
National Bank Financial, Guy Côté Family-
Wealth Management Team
Sanimax

\$50,000 TO \$99,999
National Bank

\$25,000 TO \$49,999
BCF Business Law
Sun Life Financial
Ivanhoé Cambridge, Caisse de dépôt et placement du Québec
Telus
The Rossy Family Foundation

\$10,000 TO \$24,999
Agropur
National Bank
Scotiabank
BMO Bank of Montreal
Bouclair
Équipement Boni
Holt Renfrew
Manulife
McCarthy Tétrault
Paysafe
Pembroke Private Wealth Management
Pharmaprix
Stingray

\$5,000 TO \$9,999
Aldo
Aliston
Alter Ego Capital
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Bombardier
Burrowes Insurance Brokers
CarbonLeo
Cascades
Phi Centre
Champlain Financial Corporation
Cominar
Désormeaux Patenaude
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EstriDev
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Pascal Tremblay
Zakuta Family Foundation

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Sofa To Go
Solotech
Veuve Clicquot
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Zebra Media



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Created by: — **Bob** Proud partner of the Foundation