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PRESENTS ITS

2018-2019 ANNUAL REPORT

THE FOUNDATION CONTINUES TO THRIVE



It is with great pleasure that we present the *2018-2019 Annual Report* of the Lise Watier Foundation. Last year, we took a major step forward by promoting the **Let's Start Up Program**, a unique approach inspired by the entrepreneurial spirit of our founder, Ms. Lise Watier.

Today, we are proud to have believed in this training and support program that concretely empowers women in need. **We are in our second year of operation and the addition of a fourth service point now allows us to support more than 150 women per year who, through their constant efforts and determination, are able to ensure much better living conditions for themselves and their children.**

At the same time, we continue to improve the content of our training courses, in addition to establishing links with new partners who are leveraging their expertise for the benefit of the Foundation. For example, Optimum Talent, a human resources consultant, made the SuccessFinder behaviour assessment test available to participants, which deepens their self-awareness and helps them achieve professional success. Let us also acknowledge the contribution of the program's passionate and dedicated advisors, who play a major role in the development of these women who deserve all of our admiration.

To give wings to the **Let's Start Up Program**, the Foundation's team devoted a great deal

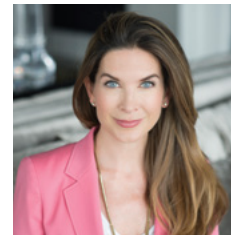
of energy in 2018-2019 to raising funds, with great success. You will find in these pages more information about us and our achievements in the past year.

In closing, we would like to thank our donors, volunteers, partners and other benefactors for their continued involvement. Of course, we also take our hats off to all those women who invest body and soul in their professional success through the **Let's Start Up Program**. Their commitment and enthusiasm make us want to do more for them every day.

Have a good read and thank you all for helping us make a difference... one woman at a time!



Guy Côté
Chairman of the
Board of Director



Marie-Lise Andrade
General Manager

OUR MISSION TAKES US HIGHER

Founded in 2009, **the Lise Watier Foundation** has **as its mission to empower socially or economically vulnerable women** to tap their talents and follow their dreams so they can build a better future.

We provide local women practical tools and support so they can develop their skills, grow to their full professional potential and achieve sustainable financial autonomy.

Through training, individual counselling and financial assistance, we help them be the very best they can in order to ensure a better future for themselves and their children.



2018-2019 NEW MOMENTUM FOR THE FOUNDATION

The Foundation's development continued on several fronts in 2018-2019, which was positive both for our exposure and for the cause that drives us. **Here is a brief overview of the main achievements** that have rallied our team over the past 12 months.

LET'S START UP IS SPREADING ITS WINGS

In July 2018, the **Let's Start Up Program** was implemented at a new service point located in Montérégie. Many women in the region showed interest and the first Montérégian cohort started in September. The **Let's Start Up Program** is now available in four regions of Quebec:

- **Montreal** – The YWCA
- **Laurentians** – Fonds d'emprunt des Laurentides
- **Quebec City** – Centre étape
- **Montérégie** – Carrefour jeunesse emploi

NEW CONTENT FOR THE PROGRAM

In 2018, we enhanced the Let's Start Up Program with even more innovative content. **Optimum Talent**, an expert human resources consultant, made its **SuccessFinder behaviour assessment test** available to all participants in the program. This career evaluation tool predicts job satisfaction and success based on the participant's behaviour and skills. The contribution and expertise of business partners helps our program grow and allows participants to thrive even more, providing significant added value!

A STIMULATING MEETING FOR OUR ADVISORS

After a very successful first edition in 2018, a new interregional meeting of **Let's Start Up Program** advisors was held on January 28 and 29, 2019, in the stimulating setting of Espace CDPQ, in Montreal. The program's advisors were able to attend inspiring conferences given by influential people, including **Ghani Kolli, founder and CEO of HumanYo+Impact**; **Marie-Claude Elie, Senior Account Executive at Google**; and **Nancy Bélanger, Notary and Tax Advisor**. Various roundtable discussions also enabled participants to share ways to improve services and continue to innovate to make the Let's Start Up Program even more accessible and effective. A big thank-you to all those who contributed to the success of this most beneficial meeting!



"THE IMPACT OF THE PROGRAM ON MY COMPANY HAS BEEN SIGNIFICANT. MY TURNOVER HAS INCREASED BY 500% AND I NOW HAVE 8 EMPLOYEES AND 4 TERRITORIES WHERE WE OPERATE."

— *Jessyka*

WHO HAS SEEN HER LIFE TRANSFORMED SINCE SHE JOINED THE LET'S START UP PROGRAM



"THE PROGRAM HAS TURNED MY LIFE UPSIDE DOWN, POSITIVELY!"

— *Karima*

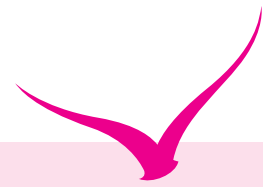
WHO FEELS PROPELLED SINCE SHE COMPLETED THE LET'S START UP PROGRAM

"I'VE BEEN IN BUSINESS FOR A YEAR AND SO FAR IT'S BEEN WORKING BETTER THAN I EXPECTED!"

— *Julie*

WHO IS PROUD TO BE AN ENTREPRENEUR

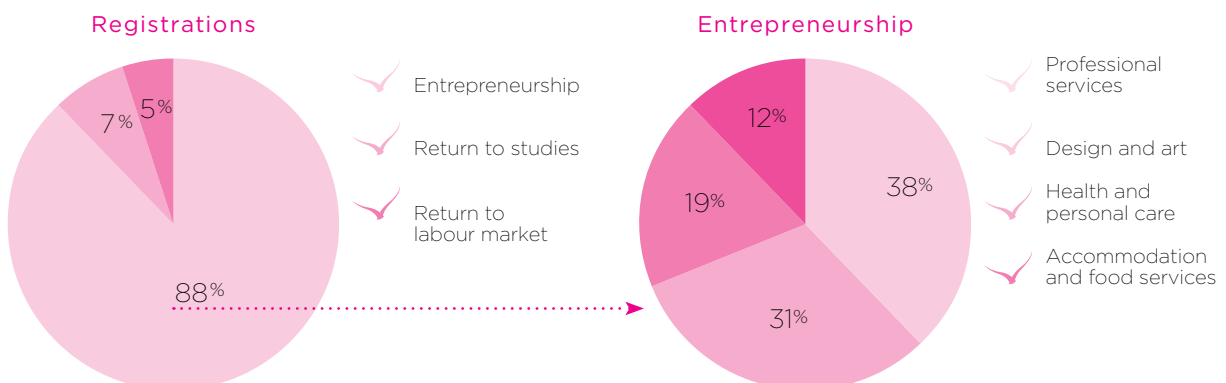




AN EXCELLENT YEAR FOR THE LET'S START UP PROGRAM

- This year, 148 women successfully completed the Let's Start Up Program in four regions of Quebec.
- 131 of them have chosen the path of **entrepreneurship** and have started or completed writing their business plan.
- 16 **companies** were officially launched **by graduates**.
- 17 women have taken steps to return to the **labour market** or continue their **studies**.
- 6 single mothers received **financial assistance** to further their post-secondary education.
- 363 hours of **training** were given.
- 720 hours of **personalized support** were offered.

IN 2018-2019, 148 WOMEN SIGNED UP FOR THE LET'S START UP PROGRAM



OUR ENTREPRENEURS ARE IN BUSINESS!

At the Foundation, we believe that it's important to acknowledge the entrepreneurs who've completed the Let's Start Up Program and applaud them for their courage, determination and perseverance. Here are the businesses started by this year's graduates:

AUBERGE LE PETIT SÉJOUR
BELICIMA BOX
BM CHIC
CHELIEL DESIGN
COACHING RH
COLLECTION MARIE GLOW
ÉCOUTE INTERCULTURELLE
FRÉQUENCE D

HYUMAN
MATH ET + TUTORAT
MR SOLUTION EN ACTION
PRODUCTION STAR IMAGE
UNIVRAC
VIVA CLOSETS
VIVRE 100 FIBROME
VOIR LE MOMENT



GREAT SUPPORT FOR WOMEN WHO CHOOSE TO RETURN TO SCHOOL

This year, six single mothers **shared a total of \$55,000** in financial aid to help them pursue their post-secondary education. These willing and determined future graduates were chosen by the members of the Board of Directors, who carefully analyzed all the applications received. There is no doubt that the financial support provided to these women will help them complete their studies and make their way professionally.



GREAT SUPPORT FROM THE BUSINESS COMMUNITY

Several corporations contributed to the Foundation's growth in 2018-2019, and the initiatives of the following partners deserve to be highlighted:

NATIONAL BANK OF CANADA

The National Bank has shown its trust in the Foundation by becoming the leading partner in the **Let's Start Up Program**, thanks to its **substantial support of \$500,000** over five years. This exceptional commitment will allow more women to get involved in a project that will lead to their financial empowerment. We are proud to announce that the Let's Start Up Program is now powered by the National Bank of Canada.



Powered by



GROUPE MARCELLE

In the spring of 2018, Groupe Marcelle launched a new operation to raise funds to support our cause. With each purchase of "Professional Correctors Portfolio," its bestselling product, between March and December in Canada, \$3 was donated to the Foundation. **This means that \$153,000 were raised** in the last fiscal year and will be used to help the women we support. The company has been steadfast in its support since 2009 and **has raised more than \$1.7 million in donations** to our organization. It's quite a commitment!



EPIDERMA

April 2019 was **Let's Start Up Month at Epiderma**. For each selected package sold during that month at the 24 medico-aesthetic clinics of this important network, \$20 was donated to the Foundation. **This first fundraising event organized by Epiderma as part of a brand-new partnership with us raised \$17,260 for the Let's Start Up Program.** A beautiful result!

ANOTHER FABULOUS EVENT ORGANIZED BY THE GUY CÔTÉ TEAM - NATIONAL BANK FINANCIAL

On May 29, 2018, the Guy Côté Family Wealth Management Team, National Bank Financial, presented the 6th edition of “**Summer Begins**” in support of the Let’s Start Up Program, under the honorary **chairmanship of Dominique Perras, Director, Structured Solutions Group, National Bank of Canada**. This warm and greatly appreciated evening brought together more than 350 people for the cause and **raised \$100,000 in net funds in support of our post-secondary education program**. Thank you to the entire Guy Côté Family Wealth Management Team for this great initiative!



Dominique Perras and Guy Côté



THE LIGHTS OF MARRAKECH BALL

Once again this year, our many donors and partners showed their generosity during our fundraising event held last fall.

The Lights of Marrakech Ball

MONTREAL - OCTOBER 11, 2018 - \$790,000

A new record amount of \$790,000 was raised by the Foundation thanks to the Lights of Marrakech Ball, which invited guests to enter a sumptuous universe where refinement and exoticism worthy of the most beautiful riads in Marrakech came together. **The event was co-chaired by Ronald Dahms, Executive Chair, Optimum Talent, and Nancy Paquet, Vice-President, Investments, National Bank of Canada.** Sincere thanks go to the Honorary Co-Presidents, the Committee of Ambassadors and all of our donors and sponsors. It was a magical moment, so much so that the event was given the "Best Event Produced for a Non-Profit Organization" prize at the Canadian Event Industry Awards. What a reward indeed!

Thank you to our

AMBASSADORS

Marie-Claude Boisvert
Clearspring
Capital Partners

Natalie Brown
Desjardins

Nathalie Bussi res
Optimum Talent

Paule Labelle
Cava Rose

Nancy Lavigne
Unilever

Fran oise E. Lyon
DGC Capital

Nathalie Marcoux
Capinabel

Katerine Rocheleau
National Bank
Financial

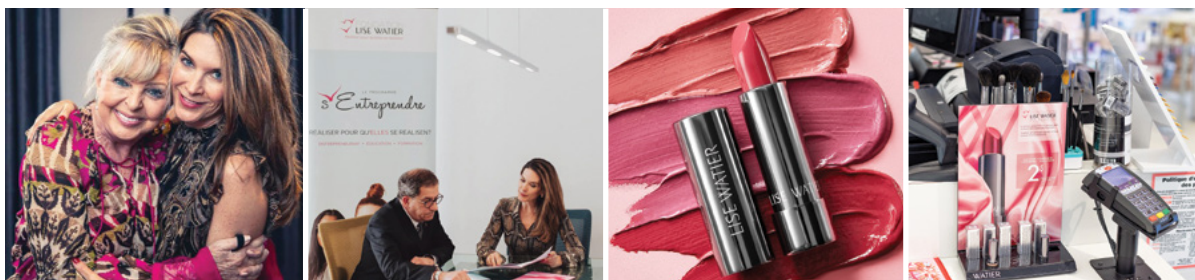
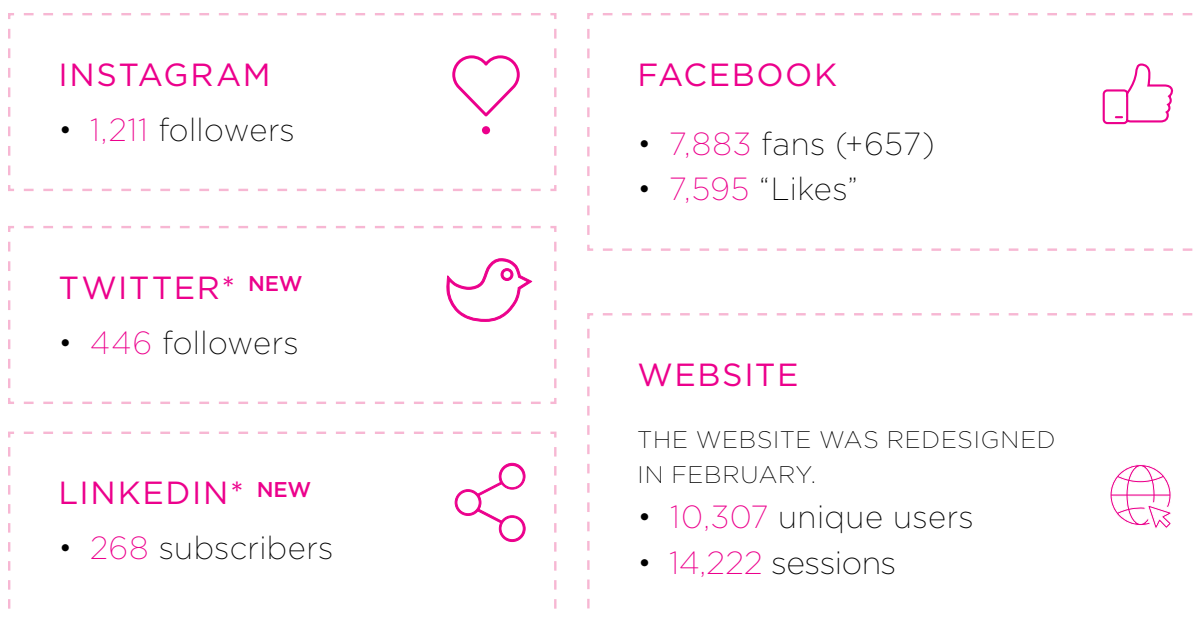
Marie-Pier Therrien
Soci t  Traiteur

Marie-Lise Andrade
Lise Watier
Fondation



THE FOUNDATION IS SHINING

As our community grows, our presence is increasingly felt on social media. Thanks to engaging content, we've been able to generate discussions and get people talking about us.



Once again this year, participants and donors enthusiastically accepted to share their thoughts about the Let's Start Up Program in videos that were very popular on our social networks.

Thanks to a contribution by public relations firm **BICOM**, we've also enjoyed considerable media coverage, with notable appearances in the *Montreal Gazette* and *Les Affaires*, resulting in more than 4,543,700 impressions!

FINANCIAL INFORMATION

INCOME STATEMENT

For the 12-month period ending April 30, 2019.

Revenues

Donations	\$593,096
Gross fundraising revenue	\$1,258,428
Investment income	\$70,708

Total	\$1,922,232
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Expenses

Expenses related to the program	\$560,540
Expenses related to donations and fundraising	\$509,238
Operating expenses	\$154,417
Distributed donations	\$82,500
Other	\$5,299

Total	\$1,311,994
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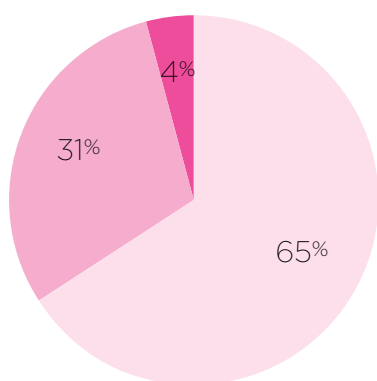
Net income

\$610,238 *

*\$500,000 redistributed to the Reserve Fund to meet future costs.

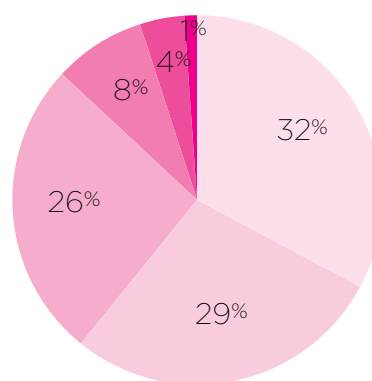
2018-2019 FISCAL YEAR

Revenues



- ✓ Fundraising
- ✓ Donations
- ✓ Other

Use of revenues



- ✓ Reinvested surplus
- ✓ Expenses related to the program
- ✓ Expenses related to donations and fundraising
- ✓ Operating expenses
- ✓ Distributed donations
- ✓ Other

BALANCE SHEET

For the 12-month period ending April 30, 2019.

Assets	
Current assets	\$744,604
Investments	\$1,819,550
Capital assets	\$4,200
(Total)	\$2,568,354
Liabilities	
Current liabilities	\$125,399
Deferred revenues	\$272,430
(Total)	\$397,829
Net assets	
Unrestricted	\$346,775
Reserve Fund	\$1,819,550
Invested in capital assets	\$4,200
(Total)	\$2,170,525
Operating reserve	\$397,829
Total liabilities and reserves	\$2,568,354

2018-2019 RATIOS

Operating expenses over revenues

8%

Ratio of expenses related to fundraising over donations revenue and gross fundraising revenue

27.5%

According to the Canada Revenue Agency, a ratio below 35% does not generate questions.

A CLOSE-KNIT TEAM GUIDED BY THE HEART

The Foundation's rapid growth required us to add two new staff members to help us continue our progress. Our team is ready to give our best to enable even more women to achieve their full potential.

OUR TEAM

Marie-Lise Andrade
General Manager

Claude Bernard
Development Director

Marielle Boyer
Program Director

Sophie Gareau
Project Manager, Communications
and Marketing

Isabelle Savignac
Philanthropic Executive Assistant

OUR LET'S START UP ADVISORS

Martine Berger
Advisor, Laurentians

Aline Chami
Programs Manager, Montreal

Liza Harkiolakis
Advisor, Montérégie

Céline Hasbun
Advisor, Montreal

Sonya Tremblay
Advisor, Quebec City

OUR BOARD OF DIRECTORS

CHAIRMAN

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

DIRECTORS

Marie-Lise Andrade
General Manager,
Lise Watier Foundation

Marie-Claude Boisvert
Partner, Clearspring Capital

Annie Brisson
General Manager,
HR Business Partner, TELUS

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

Lise Watier
Founder,
Lise Watier Foundation

OUR SINCEREST THANKS TO OUR VALUED BENEFACTORS



Donors and sponsors having supported Lise Watier Foundation in 2018-2019

DONOR EMERITUS

National Bank of Canada
Watier Rocheleau Family

\$100,000 AND OVER

Groupe Marcelle
METRO INC.
Sophie Desmarais
The Guy Côté Family Wealth
Management Team, National
Bank Financial
Unilever

\$50,000 TO \$99,999

Caisse de dépôt et placement
du Québec
Optimum Talent
RBC Foundation
Sanimax

\$25,000 TO \$49,999

BCF Business Law
Côté Rocheleau Family
Epiderma
National Bank Investments
TELUS
The Rossy Family Foundation

\$10,000 TO \$24,999

Adam and Catherine Turner
Agropur
B & Y Mellon
Biron Health Group
BLG Borden Ladner Gervais
BMO Bank of Montreal
Bombardier
Bruce Kent Group - RBC
Dominion Securities
Burrowes Insurance Brokers
Capinabel

Catsima
Champlain Financial Corporation
CI Asset Management Program
Enviroplast
Équipement Boni
Fasken
Fiera Capital
Groupe Germain Hotels
Holt Renfrew Ogilvy
Ivanhoé Cambridge
Jacques Maurice Group -
ScotiaMcLeod
KPMG
Lemay
Mackenzie Investments
McCarthy Tétrault
Norton Rose Fulbright
Novacap
Paysafe
Pembroke Private Wealth
Management
Pharmaprix
Power Corporation of Canada
Private Banking 1859
Rio Tinto
Stikeman Elliott
Stingray
TD Banking Solutions
The Catania Foundation
The Henrichon Goulet Foundation
The Pierre R. Brosseau
Foundation
The Wood Family Foundation
WSP

\$5,000 TO \$9,999

Aldo
Cascades
Danielle Gendron
David Miller

Femmes en affaires
de la Vallée-de-l'Or
Gowling WLG
Groupe Vachon of RBC
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Jarislowsky Fraser Global
Investment Management
Louise Faubert
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Pomerleau
Postmedia
PwC
Shorcan Brokers
Tank
The Luminaires Group
Traffic Tech

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