

LISE WATIER
FOUNDATION

Let's Start Up



OUR IMPACT

OUR ROLE IN THE COMMUNITY

At the Lise Watier Foundation, we believe that...

- Achieving sustainable financial independence leads to greater economic stability for women and a richer and more equitable society.
- The development of entrepreneurial skills and attitudes, the creation of a network and the implementation of a professional project allow women to achieve financial independence.

As an organization working for financial autonomy for women, the Lise Watier Foundation offers women resources, training, support and access to a network to enable them to develop their self-confidence and their full professional potential.



Andrée-Anne

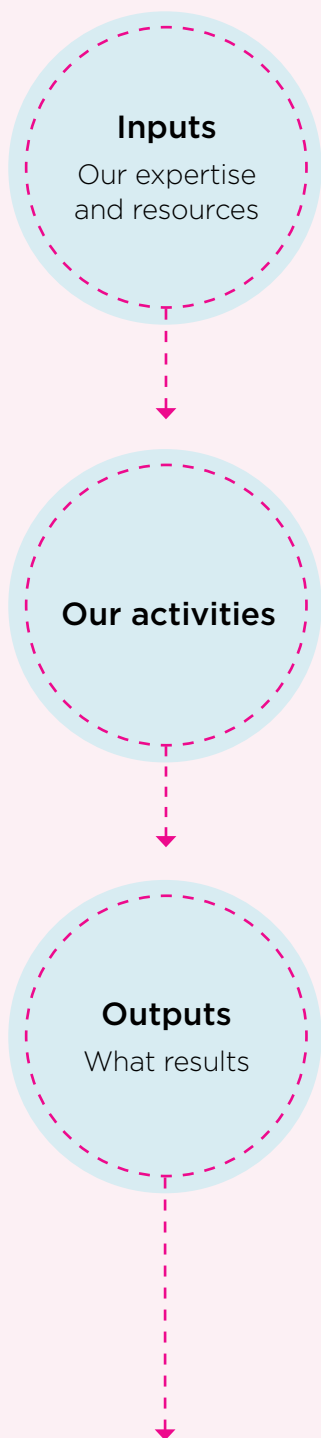
Natalie

Karina

Houda

OUR THEORY OF CHANGE

The theory of change consists of defining our purpose, then mapping the necessary preliminary steps in order to achieve our mission.



STRATEGY

- In-depth knowledge of the ecosystem and available resources
- Deep understanding of the reality of women
- Creation of training content
- Funding
- Competent team dedicated to the well-being of women
- Experienced, empathetic and mobilized advisors
- Network of community partners and collaborators
- Adequate technology to provide services and perform impact measurement

- Develop innovative training content
- Provide short and long term support
- Provide access to additional resources
- Offer financial assistance
- Provide access to a network
- Offer continuing education
- Evaluate the program regularly
- Follow up on data collection
- Communicate regularly with participants, advisors and donors

QUANTITATIVE

- # of participants who followed the program (total and by course)
- # of training offered per year
- # of coaching hours per year
- # of participants who joined the Let's Start Up community
- # of financial assistance offered for education
- # of regions served
- # of continuing education offered to counselors
- # of businesses launched
- # of microloans granted

QUALITATIVE

- Degree of satisfaction with the program (training, support and community/network)





OBJECTIVES

- Women are aware of the change they want to make and are willing to take action
- Women feel supported and prepared
- Women have the necessary knowledge and skills
- Women develop entrepreneurial skills and attitudes
- Women develop a support network
- Women implement a transformative professional project that meets their ambitions



- Women have greater self-esteem and confidence in their skills
- Women have the tools to achieve their professional goals
- Women have the tools to achieve financial independence

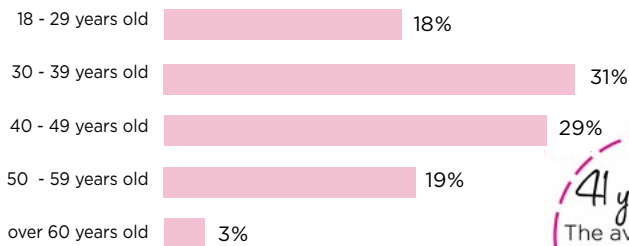


- Women living in a situation of social, economic or professional vulnerability have equal opportunities to achieve financial autonomy
- Greater economic stability for women
- A richer and more equitable society where all women contribute their fair valuee



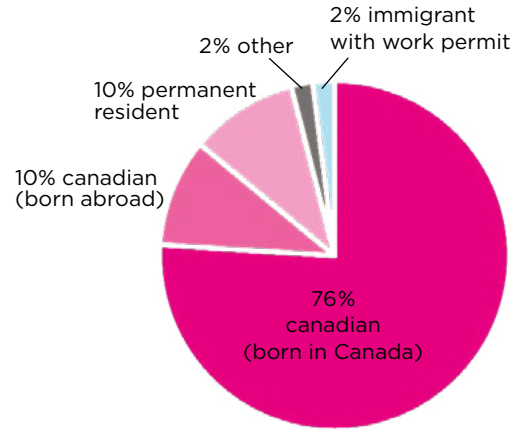
PROFILE OF SUPPORTED WOMEN SINCE 2017

Age at entry

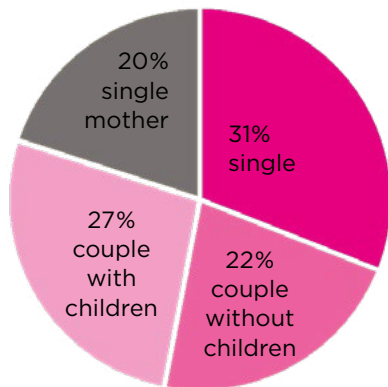


41 years old
The average age of women at entry of the program

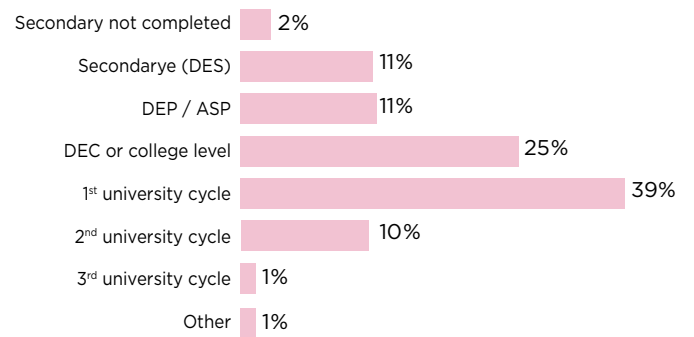
Citizenship



Family status

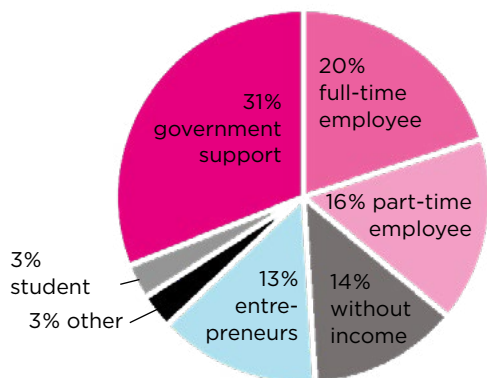


Highest level of education completed



78% of women are French-speaking
8% of women are English-speaking

Main source of income at entry



\$22,146

This is what women earn on average when they enter the program



SEE HOW YOUR SUPPORT MAKES A DIFFERENCE

We have helped

621 *women* since the launch of the

Let's Start Up Program in 2017.

350

women have graduated and received a certificate from Concordia University. They are in pre-start-up, start-up or business.

236

women have chosen the Employment Stream.

35

women have received financial aid to pursue post-secondary education.

It costs an average of **\$5,000** to help a woman in her career path. This means that more than **\$3M** has been invested in the future of women here.

84

businesses launched

2041
hours of training

4571
hours of individual support

Since the launch of the program, **\$518,000** has been allocated in student financial aid.

4
microloans in progress to support the start-ups



A LIFE-CHANGING PROGRAM

At the end of the program, women are convinced they have the capacities to fully invest in their professional project.



99%

say the program has had a positive impact on their lives and would recommend the program to other women.

97%

claim that the program has given them the support they need to define their professional project.

96%

feel equipped and ready to embark on their professional project.

98%

acquired new knowledge and developed their skills.

84%

have created a new network of contacts.

98%

have a better level of confidence in their skills.

One year after the end of the Let's Start Up Program, its positive impact continues to be felt.

At the start of the program,

71%

of women were earning less than \$25,000 per year.

After just one year,

33%*

are in a better financial situation.

94%

say the program is still having a positive impact in their life.

81%

are still using concepts learned in the program.

* This statistic has dropped from 45% in 2020-2021 to 33% in 2021-2022 due to the context of the pandemic, which has weakened the employment situation of women.

OUR DATA COLLECTION METHODOLOGY

1 Registration Form

OBJECTIVE: to know the socio-economic situation of the participants

CONTENT: personal information, main source of income, salary, family status, education

TIMELINE: at the start of the program

2 Database data

OBJECTIVE: to be able to quantify the resources granted to women

CONTENT:

- number of training hours
- number of hours of follow-up
- program completion monitoring

TIMELINE: at the start of the program

3 End of program survey (anonymous)

OBJECTIVE: to know the level of satisfaction following their course and to observe the evolution of the development of the knowledge and skills of the participants

CONTENT: tools, materials, time, support, flexibility, advisor, acquisition of new knowledge, skills development, level of personal confidence, impact, implementation, Let's Start Up community

TIMELINE: at the end of the program

4 Survey after 1 year, 2 years, 3 years

OBJECTIVE: to determine the socio-economic situation and the application of the knowledge and skills of the participants

CONTENT: personal information, main source of income, salary, family status, status of their action plan, impact, Let's Start Up community

TIMELINE: each year in a longitudinal manner



“The Let’s Start Up program allows women from all backgrounds to develop their potential and decide their future. This program helped me to structure myself and to complete a project that I wanted to do. By meeting other women who shared the same concerns as me, I was able to gain confidence and take full control of my entrepreneurial journey. The Let’s Start Up program helped me get back on track. It was a boost of confidence; it gave me wings to propel my project... It made me want to believe it.”

- **Josée,**
Let’s Start Up program,
Entrepreneurship Stream

“The Let’s Start Up program helped me find my true purpose, while the financial aid for going back to school offered by the Lise Watier Foundation gave me a chance to pursue my dreams. I am grateful and excited for how this opportunity positively impacts my life, as well as my children’s lives.”

- **Gabriela,**
Let’s Start Up program,
Education Stream
Physiotherapy Technology



See more testimonials [→](#)

