

ANNUAL REPORT

2022-2023



THE FOUNDATION, FOR THE ECONOMIC WELL-BEING OF LOCAL WOMEN

It is with great pleasure that we present the 2022-2023 Annual Report of the Lise Watier Foundation.

This year has been a period of consolidation and exceptional growth for the Lise Watier Foundation. We are pleased to report that our flagship Let's Start Up program helped 286 women achieve economic fulfillment and well-being over the past year, a remarkable 16% increase since the previous year.

We are aware that the challenges faced by women in situations of economic, social or professional vulnerability have intensified due to the devastating effects of the COVID-19 pandemic. The data reveals a worrying reality: in 2018, 34% of women reporting an annual income earned less than \$20,000¹, but following the pandemic, this figure rose to 39%². Clearly, women are still a long way from achieving equitable financial independence. That's why our commitment to supporting and accompanying them is more crucial than ever.

In addition to offering training and coaching to Let's Start Up participants, we worked to further develop the Let's Start Up Community by diversifying our continuing education offerings and organizing several networking events bringing our participants together, breaking their isolation and giving them a sense of belonging to a group of inspiring, committed women.

In addition, the year 2022-2023 saw the return in force of our benefit events, such as the Annual Ball and The Cocktail in a reinvented format aimed at the next generation of philanthropists. These events were an opportunity to mobilize our community and raise essential funds to support our mission.

At the same time, we undertook a strategic planning exercise to rethink the future of the Foundation and strengthen our impact within our communities.

We would like to express our deepest gratitude to our generous donors, strategic partners and dedicated team. It is thanks to your invaluable support that we have been able to achieve these accomplishments and pursue our mission with passion and determination.

This annual report is an opportunity to celebrate our successes and reflect on the challenges ahead. Together, we will continue to work towards a future where every woman can develop her full professional potential and actively participate in our economy, thereby helping to create a richer and a more equitable society.



Guy Côté
Chairman of the Board
of Directors



Marie-Lise Andrade
President,
Executive Director

¹ *Portrait des Québécoises en 8 temps, Conseil du statut de la femme, 2018.*

² *Statistics Canada (2020). Distribution of employment income of individuals by sex and work activity, Canada, provinces and selected census metropolitan areas.*

OUR MISSION

The Foundation's mission is to support and encourage the economic development of local women by providing them with the means to realize their full potential.

The Lise Watier Foundation's vision is for all women to fulfill their potential and contribute to our economy, creating a richer, more equitable society.



THE LET'S START UP PROGRAM CELEBRATES ITS FIFTH ANNIVERSARY



**2017-2018
67 WOMEN SUPPORTED**

- Opening of three service points (Montreal, Quebec City and Laurentians)
- Certification of the Entrepreneurship Stream by Concordia University
- Collaborations with *Dans la rue* and the University of Sherbrooke to support women in their pursuit to post-secondary education

**2019-2020
170 WOMEN SUPPORTED**

- First graduation ceremony for the Entrepreneurship Stream graduates at John Molson School
- Hiring of an entrepreneurship coach to support female entrepreneurs in the implementation of their business project
- Launch of the Let's Start Up Community to promote continuous training, networking and mutual support

Let's Start Up
PROGRAM

Powered by NATIONAL BANK

YWCA TORONTO | NATIONAL ADVOCACY COMMUNITY ACTION | United Way Greater Toronto Area PARTNER AGENCY

**2021-2022
237 WOMEN SUPPORTED**

- Opening of a service point in Toronto
- Hiring of a professional development coach to support women in their professional transformation
- Launch of the Concordia Grant to support a woman entrepreneur



LE PROGRAMME
s **Entreprendre**
Propulsé par BANQUE NATIONALE

**2017
Launch of the
Let's Start Up
Program**

**2018-2019
148 WOMEN SUPPORTED**

- Opening of a service point in Montérégie
- Integration of the SuccessFinder psychometric test



**2020-2021
205 WOMEN SUPPORTED**

- Enhancement of the program by adding a skills development component, now certified by Concordia University
- Launch of the program in English in Montreal
- Launch of the maternity grant of the Faculty of Science of the University of Sherbrooke to support female student researchers in science

**2022-2023
281 WOMEN SUPPORTED**

- Collaboration with EcoMaris to offer entrepreneurial mentoring and coaching aboard a sailboat school
- Collaboration with *Mères avec pouvoir* to support women in their return to post-secondary education
- Launch of the BCF Entrepreneurship Grant
- Launch of the Rocheleau-Côté Family Education Grant
- Strategic planning for the Foundation's next three years



Let's Start Up
PROGRAM

Powered by NATIONAL BANK

2022-2023 OUR MAJOR PROJECTS

In 2022-2023, the Lise Watier Foundation continued to pursue its development on several levels. Here is an overview of the major achievements that mobilized our team over the past year.

Strategic planning to rethink the Foundation's future

In addition to ensuring the continued growth of the Let's Start Up Program, we have started a strategic planning process to update our vision and establish guidelines for the next three years.

With the help of CREDO, we looked at new opportunities to increase our impact and enable more women to achieve sustainable economic well-being. The Foundation remains committed to being an agent of change, not only by encouraging entrepreneurship and post-secondary education among women, but also by taking concrete action on a number of systemic issues that impact women's economic fulfillment. In the coming years, the Lise Watier Foundation will enhance and consolidate its offerings by focusing on skills development, financial literacy, entrepreneurship, post-secondary education, access to a network and raising awareness about the importance of sound financial management among tomorrow's women. These actions will unfold while offering caring, flexible and individualized support focused on building self-confidence and collaboration to maximize the chances of professional success.



Roxanne

A year marked by co-development

Over the past year, the Lise Watier Foundation has continued its efforts to strengthen its presence in the entrepreneurial and community ecosystem by forging partnerships with local organizations. These rich collaborations have enabled us to offer training and coaching to participants, and to share knowledge and tools with Let's Start Up advisors to help them perfect their approach.



Thank you to our loyal collaborators, who help us deliver the Let's Start Up Program.



The Lise Watier Foundation partners with EcoMaris to offer entrepreneurial mentoring aboard a sailboat school

The Lise Watier Foundation is proud to collaborate with [EcoMaris](#), an organization that offers transformative maritime expeditions focused on multidisciplinary learning. In 2022, nine women from the Let's Start Up Program boarded the sailboat for a week-long stay. Accompanied by three mentors, the women were able to step out of their comfort zones, deepen their professional projects and put into practice the entrepreneurial skills acquired during the Let's Start Up program. The experience helped them internalize these skills, transfer them to their professional lives and maximize their professional success.



ENTREPRENEURSHIP PATH

Outstanding success stories from our women entrepreneurs



Accès Grimpe celebrates its 5th anniversary

Aurélie Suberchicot, a graduate of the Let's Start Up Program 2020, is the proud founder of [Accès grimpe](#), an association offering professional and technical coaching for disabled people wishing to discover climbing in complete safety. This year, the association celebrates its 5th anniversary, and Aurélie is now able to pay herself a salary. Congratulations on your success!

Les Fraises Louis Hébert and Musique pour tous stand out at the Gala de l'Excellence of the CCIHR

As part of the 58th edition of the *Gala de l'Excellence*, organized by the *Chambre de commerce de l'industrie du Haut-Richelieu (CCIHR)*, two companies founded by women entrepreneurs supported by the Lise Watier Foundation were among the finalists.

Les Fraises Louis Hébert: Geneviève Hébert now owns the family strawberry farm, following a third-generation takeover. Her company was a finalist in the "Business start-up or takeover - fewer than 25 employees" category.

Musique pour tous: Founded by Nathalie Leroux, this business dedicated to teaching music to children with autism spectrum disorders (ASD) was a finalist in the "Self-employed" category.

Well done Geneviève and Nathalie for this wonderful mark of recognition. We wish you the best of success!

Geneviève



Nathalie



Vivre 100 fibromes is published and receives a grant from Startup

We are proud to highlight the achievement of Aïssatou Sidibé, founder of [Vivre 100 Fibromes](#) and graduate of the Let's Start Up Program. On January 27th, she was awarded a \$1,000 grant from the *Caisse d'économie solidaire Desjardins* for her participation in the first cohort of the Startup social economy incubator. Congratulations Aïssatou!

Aïssatou

Fika, Le Lotus d'Or and M'ALÈNE cordonnerie now have their own street-side shops

Founded by Sarah Bourbonnais, [Fika](#) (formerly known as Umami végane) has opened the doors of its boutique in Montreal, specializing in the preparation of tasty, high-quality 100% vegan dishes.

[Le Lotus d'Or](#) is an alternative health and wellness center focusing primarily on Ayurveda and yoga. Founded by Sylvie Verret, this Quebec City-based business is now open to serve its customers even better!

Marlène Bard is the founder of *M'ALÈNE cordonnerie*, which now offers shoe repair services from its boutique-workshop in Charlevoix.

LES FRAISES LOUIS HÉBERT X FROMAGERIE SAINT-SAUVEUR

Geneviève Hébert and Nancy Olivier, two entrepreneurs in the Let's Start Up Program, have joined forces. [Les Fraises Louis Hébert](#) are now selling their famous *Bulles d'amour*, a delicious sparkling strawberry must, at [Fromagerie Saint-Sauveur](#)!

LE LOTUS D'OR X L'EFFET PAPILLON

Sylvie Verret and Virginie Rousselle, two graduates of the Let's Start Up Program in the Quebec City region, work together to offer their respective services. Virginie's business, [L'Effet Papillon](#), offers bio-aesthetic and holistic beauty services at the [Centre Le Lotus d'Or](#), founded by Sylvie Verret.

It's wonderful to see such collaborations come to life thanks to the Let's Start Up Program!



Scholarships



Nicole

The Concordia Grant

Once again this year, Concordia University awarded the Concordia Grant to a Let's Start Up entrepreneur who stood out for the strength of her business plan and the innovative nature of her company. This year, the grant was awarded to Nicole St-Louis, founder of [Necknotes](#), a company specializing in the manufacture of scarves from recycled materials. Nicole distinguished herself through the innovative nature of her company and its sustainable development practices. This financial support enabled her to hire seasonal staff for the holiday season and launch new marketing initiatives to increase online sales.

The BCF Grant

In 2022, law firm [BCF](#) made a commitment to the Foundation by launching the BCF Grant, a \$5,000 grant to support a woman in the Let's Start Up Program's Entrepreneurship Path. Following a call for applications and a rigorous selection process, the selection committee, made up of members of the BCF team and the Lise Watier Foundation, awarded the grant to a participant or graduate. The winner of the BCF grant was then announced at the Foundation's annual spring benefit event, The Cocktail.

In 2022, the BCF Grant was awarded to Sarah Faucher, founder of [Les Sans Gaspi](#).

In 2023, the BCF Grant was awarded to Nancy Olivier, founder of [Fromagerie Saint-Sauveur](#). This grant enabled her to launch innovative new products through food processing.

Thank you to BCF for supporting the women in the Let's Start Up Program so wholeheartedly. Thanks to your support, you're enabling women to propel their business forward and embark on the path to lasting financial independence.



Sarah



Nancy

EDUCATION PATH

Our new graduates

- Oksana Federenko, Digital Experience Innovation — University of Waterloo
- Sylviane Laverrière, DCS in Delinquency intervention — Collège Maisonneuve
- Émilie Labelle, DVS in nursing assistant and training in medico-aesthetics — École des métiers des Faubourgs de Montréal
- Ditha Lebrun, Dental assisting — École des métiers des Faubourgs de Montréal
- Ann Sparrow, Teaching English to Speakers of Other Languages (TESOL Plus) — Sheridan College



A testimonial from Sylviane, a single-parent mother who obtained her diploma in intervention in delinquency

“ I've had a tumultuous journey, from a very young age, and I arrived at [Mères avec pouvoir](#) in 2020, alone with my two children. When I learned that the Foundation was going to support me financially in my studies, it seemed like a miracle. Not only did the financial stress ease, but realizing that other people believed in me and my potential made me feel touched, considered and encouraged. Thanks to the Foundation, I was able to concentrate on my studies and complete my DCS in delinquency intervention. Today, I work for an organization that helps people at risk of homelessness and I have a stable job, which is great for a single mom! ”

— Sylviane

“ It is clear that the missions of our two organizations complement each other, and that's why, once again this year, several of our female residents have been able to benefit from the financial aid offered by the Lise Watier Foundation. By maximizing their chances of success, providing motivation, restoring confidence in their abilities and taking away the financial worries of completing their studies or finding a job, these grants are invaluable to these mothers and their children. With work-family-study balance becoming less of an issue, they can put all their efforts and energy into building a better future for themselves and their children! ”

— Mères avec pouvoir

The mission of [Mères avec pouvoir](#) is to promote the autonomy and socio-professional integration of women responsible of single-parent families by offering them low-cost housing, support from qualified workers and a place in a day-care center for their children. Living at the resource, they regain control over their lives by getting involved in an educational or career reorientation program.

The Rocheleau-Côté Family Grant

THE ROCHELEAU-CÔTÉ FAMILY GRANT

Since the very beginnings of the Lise Watier Foundation, the Rocheleau-Côté Family has supported the cause by helping women return to post-secondary education. In 2022, in recognition of their loyal and ongoing commitment, the Lise Watier Foundation decided to launch the Rocheleau-Côté Family Grant. The grant is awarded each year at the Foundation's benefit event, The Cocktail.



Gabriella

In 2022, the Education grant was awarded to Gabriela Mendoza, a physiotherapy student at Dawson College.



Julieta

In 2023, the Education grant was awarded to Julieta Castro, a D.E.S.S. student in spirituality and health at *Université de Montréal*.

THE LET'S START UP COMMUNITY ON THE MOVE



Training and partnerships for women's success

Over the past year, the Let's Start Up Community experienced unprecedented vitality, bringing together nearly 600 participants and graduates. With the goal of providing ongoing training for women, we offered occasional workshops focusing on personal finance, business law, socio-financing, marketing, social media, graphic design, creativity, employability, self-confidence, well-being and more.

The involvement of our loyal partners made it possible for us to offer these training courses and give women the chance to further their knowledge. We would like to thank the dedicated volunteers who generously offered their time to share their expertise with the Let's Start Up Community. Our warmest thanks go to National Bank, BCF, Unilever and Anissa Kadi, Diane Carey, Érika Roy, Jazmyne Cifuentes, Kira Lundmer-Koht, Marjorie Rosclair, Martin Ducharme, Sandra Brassard, Stéphanie Blais, and Stephanie Kitembo for their invaluable commitment!

The Let's Get Together events, valuable networking opportunities

In 2022, the Lise Watier Foundation celebrated the 5th anniversary of the Let's Start Up Program. For the occasion, we launched the Let's Get Together events, which turned out to be successful networking events organized in each of the Quebec regions where the program is offered. In Montreal, Quebec City, the Laurentians and Montérégie, current and former graduates were able to get together to exchange ideas, help and inspire each other. It was wonderful to see the women so moved by the opportunity to meet up again and make new, enriching acquaintances!



Graduations

The graduations of Let's Start Up 2022-2023 graduates were once again moments of pride and accomplishments. Certificates were presented by Anne-Marie Croteau (Dean, John Molson School of Business, Concordia University) and Isabel Dunnigan (Associate Vice-President, Lifelong Learning and Executive Director, Concordia University Continuing Education).

40 training courses to encourage in service training for graduates.



SEE HOW YOUR SUPPORT MAKES A DIFFERENCE

In 2022-2023, we supported
281 women
towards financial independence.
An increase of 16% compared to 2021-2022.

184

women completed the entrepreneurial skills development program.

154

of them continued with the entrepreneurship training course.

74

women benefitted from follow-up with the entrepreneurship coach for implementation of their business project AND/OR by the professional development advisor for return to employment.

23

women received financial aid for their post-secondary studies.

1 527
hours

of personalized coaching

916 hours

of training

17

businesses launched

3

microloans
in progress to support
the start-ups



Since its inception in 2017, the Let's Start Up program has supported nearly 850 women.

THE TRANSFORMATIVE IMPACT OF THE LET'S START UP PROGRAM

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

One year after graduating from the L'et's Start Up Program, the women continue to feel its positive impact.

97%

say the program has had a positive impact on their lives.

96%

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

96%

acquired new knowledge and developed their skills.

94%

have a better level of confidence in their skills.

92%

feel equipped and ready to embark on their professional project.

92%

have created a new network of contacts.

83%

are still using concepts learned in the program.

96%

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

81%

of women still stay connected to the network they built while in the Program.

At the end of the program,
99%
of women would recommend it to others.



“The Foundation allowed me to continue my studies and helped me by providing not only financial aid, but also real support. Every month, I got feedback from my advisor, who encouraged me... it felt good to have the chance to exchange my experience! Today, I’m proud to have completed my special education diploma, and I hope to help others in the future. A thousand thanks from me and my six children.”

Karine



“The Let’s Start Up Program made me realize that if I don’t believe in myself, who will? To see that other people believe in me, helped me to believe in myself and to push my project to the end. I am proud to say that the program helped me bring *Repos pour Maman* to profitability. I am now in a better financial position.”

Joanie



“I have grown so much in 3 years thanks to the meetings with the entrepreneurship coach. I gained confidence and I took action. I came out of our meetings with a sense of well-being and a new energy. It’s certain that if it wasn’t offered for free, I wouldn’t have been able to benefit from it!”

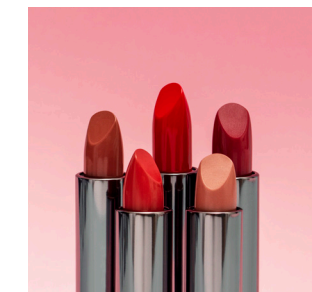
Kim

COMMITTED PARTNERS FOR THE FOUNDATION



Groupe Marcelle, an indispensable partner

Groupe Marcelle was once again a major supporter of the Lise Watier Foundation this year, donating \$2 to the Foundation for each sale of “Rouge gourmand Watier” lipstick. Thanks to this initiative, over \$119,000 was donated to the Foundation! In addition to this extraordinary financial contribution, Groupe Marcelle helps to raise the Foundation’s profile and rally public support for the cause. We are also privileged to benefit from several substantial in-kind donations throughout the year that enable us to spoil our donors at our various fundraising events. Thank you, Groupe Marcelle, for your exceptional commitment.



Watier, Jean Coutu and Brunet renew their partnership for the cause

Watier, Jean Coutu and Brunet have once again joined forces to create an initiative to support the Lise Watier Foundation. During the month of September, these three Quebec companies donated \$10 to the Lise Watier Foundation for each sale of the “Watier Rouge gourmand” lipstick. This initiative raised over \$30,500 for the Foundation. We are extremely grateful to Watier, Jean Coutu and Brunet for their continued contribution to the cause.



Dentelle et Veston Noirs, a National Bank event to benefit the Foundation

Last September, National Bank organized the first edition of the *Dentelle et Veston Noirs* event on Montreal’s riverboat to pay tribute to women. Over \$6,500 was donated to the Lise Watier Foundation from the proceeds of the event’s silent auction. Thanks to Nathalie Rathle, Nathalie Gilbert, Kathleen Byrns, Jolyane Pelletier, Geneviève Beauchamp and Caroline Tourigny for their invaluable involvement with the organizing committee!



The 4th edition of Epiderma’s Let’s Start Up Month

For the fourth year, Epiderma launched the Let’s Start Up Month to benefit the Lise Watier Foundation. In April, for every laser hair removal, microdermabrasion, cellulite treatment or body contouring package sold in one of the 30 Epiderma medical-aesthetic clinics in Quebec and in their virtual clinic, \$20 was donated to the Lise Watier Foundation. The initiative raised the exceptional sum of \$15,620. A heartfelt thank you to our loyal partner!

TOGETHER FOR THE CAUSE: A REVIEW OF OUR FUNDRAISING ACTIVITIES

The Cocktail 2022 - \$150,000 net

On June 14, 2022, The Cocktail was held under the co-chairmanship of Mr. Guy Côté, Senior Wealth Advisor & Portfolio Manager at [National Bank Financial](#), and Ms. Kim Thomassin, Executive Vice-President and Head of Quebec at [CDPO](#). In a festive atmosphere and under the enchanting scenery of the New City Gas, more than 400 next generation philanthropists were present. Thanks to their generosity, we raised **\$150,000 net!** We would like to thank our donors, partners, sponsors, ambassadors and volunteers for their outstanding contribution!



Guy Côté and Kim Thomassin

The Habanera Ball - \$1,125 million net

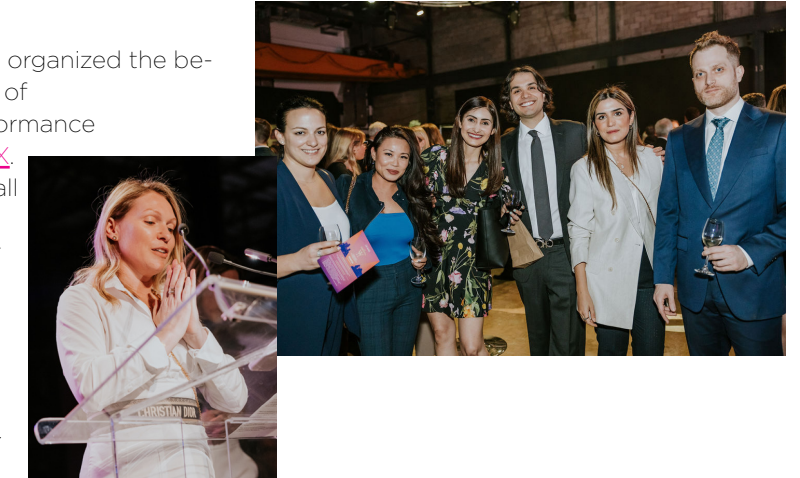
The Lise Watier Foundation's annual ball raised a new record of **\$1,125,000** on October 13, during a colorful evening and Cuban rhythms. Under the honorary chairmanship of Mr. Pascal Tremblay, President and CEO of [Novacap](#), the event welcomed over 700 guests. We would like to thank all our donors, partners, sponsors, ambassadors and volunteers for their unwavering support. Thanks to their record breaking generosity, support and commitment, we can pursue our mission with confidence and carry out extraordinary projects to support the financial independence of local women.



From left to right: Anick Chamberland, Pascal Tremblay, Lise Watier, Marie-Lise Andrade

The 2023 Cocktail - \$150,000 net

For the second time, the Lise Watier Foundation organized the benefit event The Cocktail under the chairmanship of Ms. Isabelle Langlois, Senior Vice President, Performance Management | Business Intelligence at [Rodeo FX](#). Over 550 young philanthropists answered the call to support the cause at Arsenal Art Contemporain on April 13. We're extremely grateful for their generosity, which helped us raise a net total of **\$150,000!**



Isabelle Langlois

Due to a change of date for this event, profits from The Cocktail 2023 are also included in the 2022-2023 fiscal year.

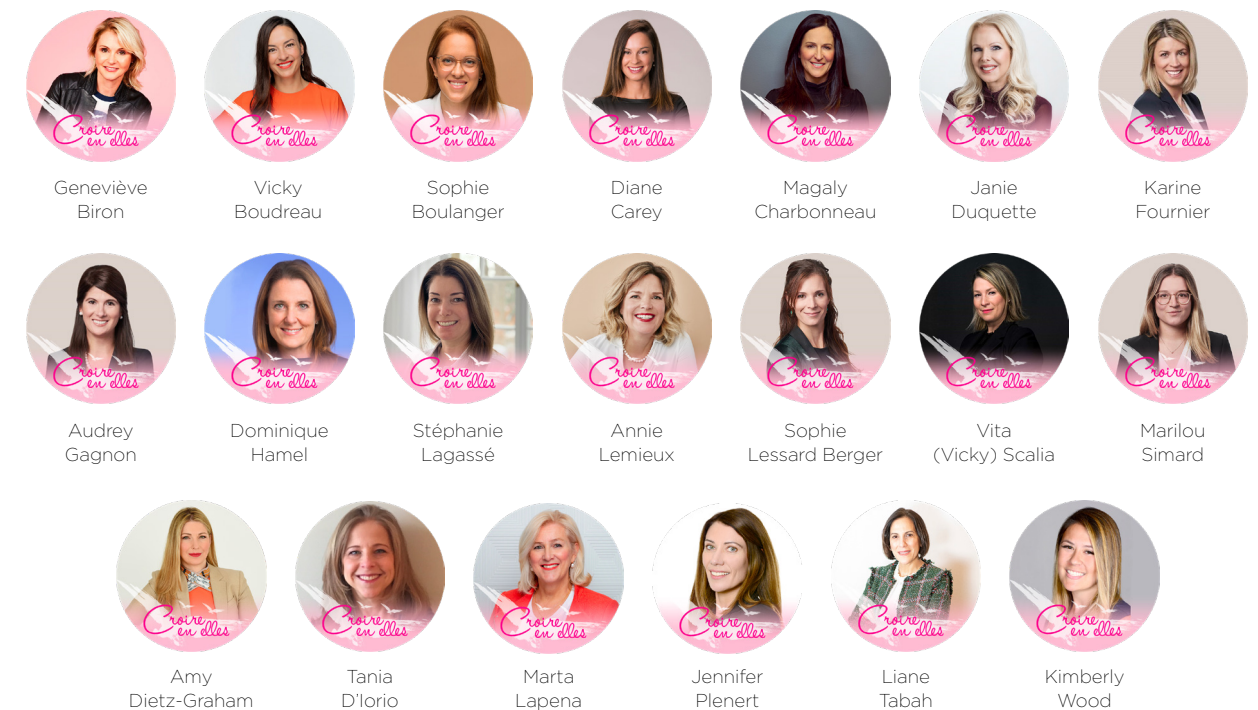
Believe in Her Campaign 2023

During the month of March 2023, the Lise Watier Foundation organized the second edition of its Believe in Her campaign. This initiative was led by 14 ambassadors from Quebec and 6 ambassadors from Toronto to raise funds to offer the Let's Start Up Program to more local women. The ambassadors, most of whom have benefitted from some kind of support at some point in their career, committed to mobilizing their networks and the public to give back.



To support the cause, the public was invited to write an encouraging message to the women of the Let's Start Up Program. For each message received, our partner Epiderma committed to donate **\$5** to the Lise Watier Foundation. Thanks to this second edition, the Foundation was able to raise **\$116,374**. This means that 23 additional women will be able to be accompanied in their journey towards financial independence. What an exceptional success for a second year!

We extend our warmest thanks to our ambassadors, for their invaluable contributions, indispensable to the Campaign's success.



COLLABORATIONS THAT MAKE A DIFFERENCE

The Lise Watier Foundation partners with Intention inc.



The Lise Watier Foundation has partnered with [Intention inc.](#), a Quebecer radio show hosted by Sophia Zito and François Morin that focuses on entrepreneurship. The mission of this show is to recognize and celebrate entrepreneurship in all its forms with forward-thinking entrepreneurs from various communities.

Through this collaboration, some of our entrepreneurs took part in interviews with Sophia and François to share their entrepreneurial adventure and their experience with the Let's Start Up Program. They shared their challenges, their successes and their entrepreneurial journey in true transparency.

Exceptional collaborators

We would like to thank our valued collaborators who have given us their time, advice and expertise throughout the year:

- **Julie Monty-Demers** for sharing her valuable insights during the strategic planning process;
- **Pascale Therien** and La Luz Portraits for her contribution to the Annual Ball and for the magnificent photos of our participants that bring our communications to life;
- **McCarthy Tétrault** for their legal support in applying Bill 25;
- **Laurence Felx-Leduc** of National Bank for her participation on the Let's Start Up microloan committee;
- **Concordia CCE** team for giving Let's Start Up women access to the employability certification program;
- The members of **Étape Emploi, Le Coffre, La Porte de l'Emploi, Y des femmes de Montréal** and **YWCA Toronto** for their collaboration in developing the Let's Start Up Program;
- **Fannie Charron** for her remarkable involvement in the organization of the annual ball of the Foundation.

THE FOUNDATION IN THE MEDIA

A great visibility for the campaign led by Watier, Jean Coutu and Brunet

Last September, a very nice article appeared in the newspaper [La Presse](#) to highlight the exceptional campaign orchestrated by Watier and the Jean Coutu banner.



Visibility in a Toronto Magazine

Joan Kelly Walker, writer for the prestigious Toronto magazine [Living Lux Magazine](#), wrote an article about the Lise Watier Foundation that was published in June 2022 (see page 70). Thank you, Joan Kelly Walker, for your confidence and for your contribution to making the cause shine in Toronto!



Ms. Lise Watier on Radio-Canada's Téléjournal

On March 31, Ms Lise Watier took part in an interview conducted by Patrice Roy broadcast on [Téléjournal de Radio-Canada](#). It was an inspiring discussion where she spoke about the road travelled by women and the place they occupy today in the business world.



The 5 years of the Let's Start Up Program, highlighted by La Presse +

On November 8, [La Presse +](#) chose to highlight the number 636 to mark 5 years of the Let's Start Up Program. This was the number of women supported in the Let's Start Up Program since its launch in 2017*. What a great way to promote the impact of our professional development program!

*As of November 8, 2022



Believe in Her in the news

A publication on [Le Grenier](#) website to announce the 2nd edition of the Believe in Her campaign.

Thank you to the bicom team for their support in this campaign!

FINANCIAL INFORMATION

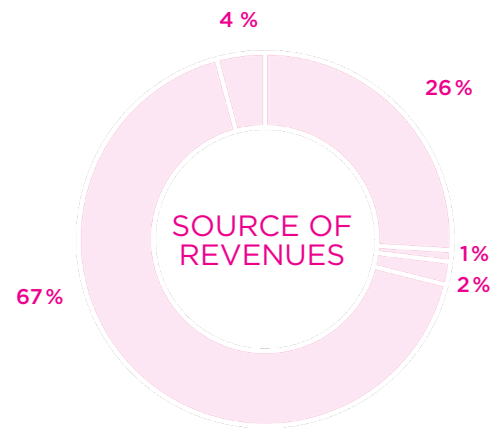
INCOME STATEMENT

For the 12-month period ending April 30, 2023

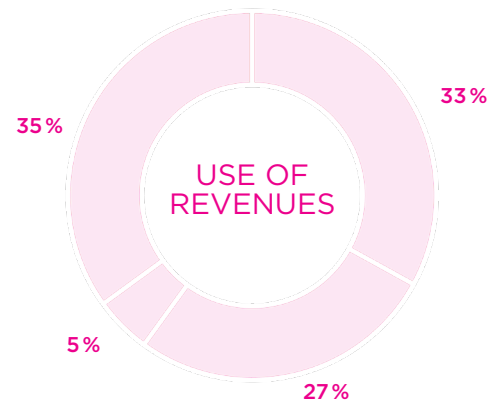
Revenues	
Donations	\$861,636
Gross fundraising revenue	\$2,214,608
Emergency loan subsidies	\$20,000
Wage subsidies	\$56,459
Investment income	\$139,948
Total	\$3,292,651

Expenses	
Expenses related to the program	\$1,087,506
Expenses related to donations and fundraising	\$897,961
Operating costs	\$161,077
Other	\$232
Total	\$2,146,776

Net income **\$1,145,875**



Fundraising **67%**
 Donations **26%**
 Investment income **4%**
 Wage subsidies **2%**
 Emergency loan subsidies **1%**



Reinvested surplus **35%**
 Expenses related to the program **33%**
 Expenses related to donations and fundraising **27%**
 Operating costs **5%**

Ratios
 Ratio of operating costs over revenues **5%**
 Ratio of expenses related to fundraising over donations revenue and gross fundraising revenue (excluding investment income) **28%**

Julia



BALANCE SHEET

For the 12-month period ending April 30, 2023

Assets	
Current assets	\$593,312
Investments	\$4,599,730
Capital assets	\$590
Total	\$5,193,632

Liabilities	
Current liabilities	\$220,904
Deferred revenue	\$0
Total	\$220,904

Net assets	
Unrestricted	\$372,408
Reserve fund	\$4,599,730
Invested in capital assets	\$590
Total	\$4,972,728
Operating reserve	\$220,904
Total Net assets	\$5,193,632

Since its inception in 2017, the Let's Start Up program has supported nearly **850 women**

Karina and Nathalie



A STRONG TEAM GUIDED BY HEART

OUR TEAM

- 1 Marie-Lise Andrade**
President,
Executive Director
- 2 Marielle Boyer**
Program and Administration
Director
- 3 Monica Lodygnsky**
Director, Development
and partnerships
- 4 Camila Acosta**
Project manager,
Communications,
program and
relations with graduates

- 5 Yanice Artigny**
Entrepreneurship Coach
- 6 Peilan Bergeron Parenteau**
Manager,
Communications and
Donor Relations
- 7 Adeline Chapron**
Professional Development
ACC Coach
- 8 Annie Dupont**
Manager, Development and
benefit events
- 9 Marie-Lourdes Jean-Pierre**
Administrative assistant
- 10 Géraldine Brouard**
Advisor, Montreal

- 11 Aline Chami**
Advisor, Montreal
- 12 Frédérique D'Amours**
Advisor, Montreal
- 13 Liza Harkiolakis**
Advisor, Montérégie
- 14 Catherine Marceau-Dumais**
Advisor, Quebec City
- 15 Deirdre Millin**
Advisor, Toronto
- 16 Chantale Parent**
Advisor, Laurentians
- 17 Rachel Simioni**
Advisor, Montreal

OUR BOARD OF DIRECTORS

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Senior wealth Advisor &
Portfolio Manager,
National Bank Financial

DIRECTORS

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