

LISE WATIER  
FOUNDATION

*Let's Start Up*



# OUR IMPACT

PUBLISH IN NOVEMBER 2023



# 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.



Sonia

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

### Inputs

Our expertise and resources

- 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.

### Our activities

- 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.

### Outputs

What results

- # 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

### Intermediate changes

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



### Ultimate changes

- 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.



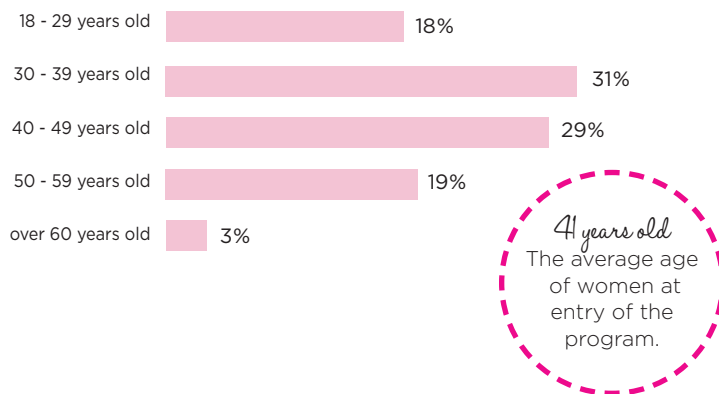
### Impact vision

- 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 value.

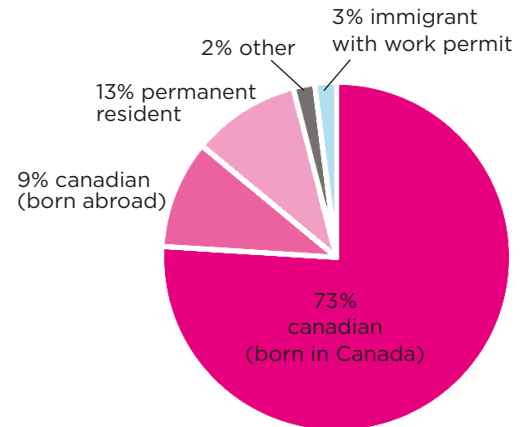


# PROFILE OF SUPPORTED WOMEN SINCE 2017

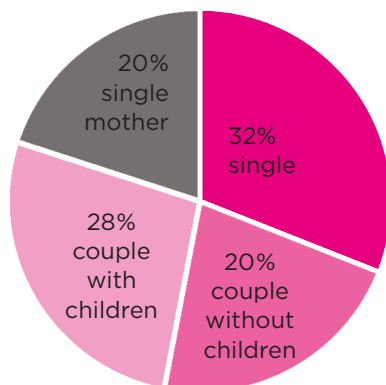
## Age at entry



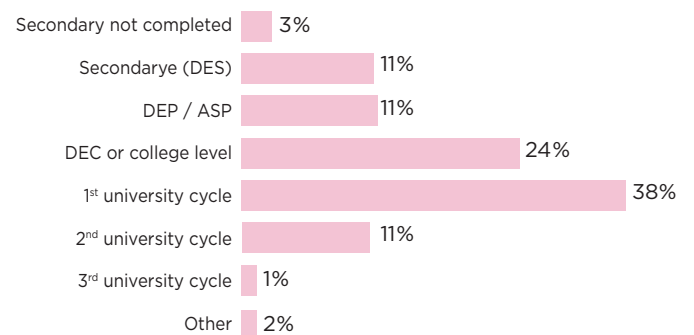
## Citizenship



## Family status

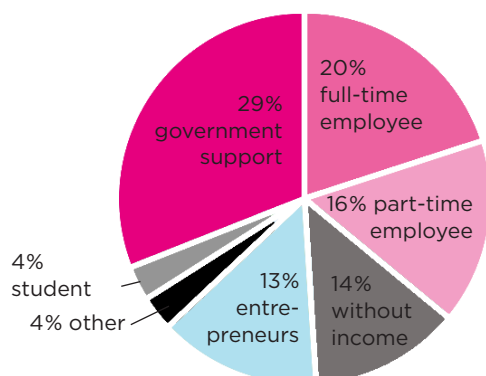


## Highest level of education completed



**74%** of women are French-speaking  
**14%** of women are English-speaking

## Main source of income at entry



**\$22,406**

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

# SEE HOW YOUR SUPPORT MAKES A DIFFERENCE

Since the creation of the **Let's Start Up** program, we have supported

956 women

*Data collected in November 2023*

80 %

have chosen to continue to develop their skills in entrepreneurship.

54

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

155

businesses launched or propelled.

It costs an average of **\$5,000** to help a woman in her career path.

Since the launch of the program, **\$669,000** has been allocated in student financial aid.

7112

hours of individual support

3197

hours of training

4

microloans in progress to support the start-ups

*Data collected in November 2023*



# 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%

would recommend the program to other women.

98%

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

96%

have a better level of confidence in their skills.

97%

acquired new knowledge and developed their skills.

94%

have created a new network of contacts.

97%

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

89%

have created a new network of contacts.

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

95%

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

82%

are still using concepts learned in the program.





# 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 Path

“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 Path  
*Physiotherapy Technology*



See more testimonials [→](#)

