

Minerva Foundation for BC Women

Connected and empowered women building stronger communities

Report to the Directors
Period of January 1 to December 31, 2008

Presented by Julia Kim, Chair

INTRODUCTION

The past year, 2008, was a definite growing phase for the Minerva Foundation for BC Women. Once again we had a significant growth in program and outreach but, for the first time, we experienced the challenges of reaching our fundraising goals.

The operational budget for the year increased by 13% to \$1,244,808 which did not include our matching, in-kind and endowment funding and the revenue generation through fundraising was short of this target.

In addition the Foundation experienced a major challenge in staffing the organization with a change in Executive Director and Accounting Bookkeeper in 2008.

The Foundation made a difference in the lives of over 300 women and girls directly and hundreds of others, through our grants and volunteer programs, indirectly in 2008.

MISSION STATEMENT

The Minerva Foundation for BC Women inspires and empowers women and girls to reach their full potential by creating opportunities and offering programs through trusted partnerships in the areas of education, leadership development, economic security, and safety.

OBJECTIVES

The Minerva Foundation for BC Women is an independent non-profit society governed by a volunteer Board of Directors. In addressing the needs of women, the objectives of the Minerva Foundation are to:

- Address the challenges facing women and girls in British Columbia in all of its diversity
- Focus on four priority areas for women and girls in:
 - Education;
 - Leadership development;
 - Economic security; and
 - Safety.

STRATEGIES

The Minerva Foundation for BC Women has created four key strategies:

- Partner with business, government, service organizations, public institutions and individuals.
- Offer programs and educational awards to develop women's full potential.
- Offer grants to other community groups that fulfill our mission.

- Grow our endowment fund to ensure financial sustainability of the Foundation for the long term.

ADMINISTRATION

In 2008 we continued to build up the office staff and infrastructure. The Foundation team was led by Denise Coutts as our Executive Director until the end of June, when she resigned. A Search Committee was then appointed by the Board with Julia Kim, Sandra Stevenson and Jeanne Douglas. After four months of searching an offer was made and accepted and Eleanor Guerrero-Campbell joined the Foundation as Executive Director on December 1, 2008.

During the five month interim with no Executive Director, the team of Angela Crocker, Director of Resource Development, and Courtney Daws, Director of Combining Our Strength™, became the acting leadership team for the Foundation.

The Foundation was informed by TD Financial Group that their lease for our space expires in September 2011 and they will not be renewing the space for us.

Some of the major accomplishments in 2008 were:

- Produced the first printed Annual Report brochure for the Minerva Foundation for 2007;
- Met with the All-China Women's Delegation for the second year in a row to share our experience in developing leadership programs for women;
- Revised and improved the website;
- Hired new staff including:
 - Inesa Yali, as Accounting Bookkeeper, replacing Maria Ramirez, who resigned in April
 - Tina Gillanders, as Aboriginal Program Coordinator, under contract while Lisa Tallio is on maternity leave from June 2008 to June 2009;
 - Jill Thomas, our third summer student and a Minerva Alumnae from the emerging leader portion of our Follow A Leader program, who was hired through a grant from Human Resources and Skills Development Canada;
 - Carrie-Ann Goodfellow, as Administrative Coordinator. She was initially hired under contract through Manpower and then became an employee in July, 2008 and later took on the role of Resource Development Coordinator.

Financial

Total revenue from sponsorships and donations for the year were \$1,054,794 down from \$1,135,705 in 2007.

2008 was an extremely challenging year due to the economic downturn. This resulted in smaller corporate support and individual donations and a shortfall on meeting our revenue requirements for the year.

In addition the Foundation investment portfolio held at Genus, which contains the Externally Restricted Endowments and the Board Designated Fund, was deeply hit. The Foundation incurred an investment impairment of \$208,184 which was a 19.6% hit.

Board designated funds dropped from \$298,334 in 2007 to \$71,408 in 2008 to cover the operational shortfall.

Externally restricted endowment funds grew by \$74,020, resulting in a total of \$734,144 at yearend.

Another major goal was reached in 2008 when the Foundation completed its first ever external audit. Price Waterhouse Coopers were engaged to complete this audit and the 2007 audited financial statements were approved at the June 2008 Annual General Meeting.

Fundraising

We successfully raised funds through individuals, corporations, institutions, government, foundations and events. However, the fundraising fell short of our goal as only \$1,054,794 was raised, leaving a deficit of \$190,014.

BOARD GOVERNANCE

The Board of Directors met for a two day planning session June 21-22, 2008 at Blake, Cassels and Graydon offices in Vancouver with facilitator, Ludmila Jagiellicz, a certified management consultant with Western Management Consultants Group, to develop a three year Strategic Plan.

The Plan set up seven different initiatives to address our long terms goals of:

- Sustainability;
- Growth and Expansion;
- Marketing and Communications;
- Alumnae Engagement; and
- Operational Effectiveness.

PROGRAM HIGHLIGHTS

Education

Our Education Awards portfolio consisted of **\$250,000** in awards for 2008. We gave awards to more than 100 women in need in BC. To deliver these awards we partnered with **6 universities, 18 colleges, and 3 private institutions.**

The annual Education Awards recognition luncheon was held on September 19 at the Terminal City Club in Vancouver with 90 donors, award recipients and Foundation supporters in attendance, including Dr. Martha Piper, who provided the key note address. At the recognition luncheon the following donors were honoured:

- Individual category: **Laura and Colin Hansen**
- Corporate category: **Encana**
- Institution category: **Douglas College**
- Special Sustainability Awards for Endowment support:
 - **Phillips Hager and North**

- **Rix Family Foundation**
- **Suzanne Lee**

Leadership Development

Our Leadership Development programs were in full operation in 2008 with volunteer committees developing and managing the programs in all three branches. In summary we offered development opportunity to 68 community leaders, 68 emerging leaders (young women in the first 3 to 5 years of their careers or post-graduate students), and 48 Grade 11 girls in British Columbia.

We held:

- Learning to Lead™ North in Prince George, May 2-4, with
 - 54 participants:
 - 18 Community Leaders;
 - 18 Emerging Leaders; and
 - 18 Grade 11 Future / Student Leaders
 - 2 Welch Award winners from the previous Grade 11 participants.
- Learning to Lead South™ in Vancouver, May 23-25, with:
 - Keynote speakers: Virginia Greene and Frances Wright
 - 30 Community Leaders;
 - 30 Emerging Leaders; and
 - 30 Grade 11 Future / Student Leaders.
 - 3 Welch Award winners
- Follow A Leader™ Victoria, October to November, with:
 - 10 Community Leaders; and
 - 10 Emerging Leaders.
- Follow A Leader™ Vancouver, October to November, with:
 - 11 Community Leaders; and
 - 11 Emerging Leaders.

Economic Security

Our Minerva Helping Women Work™ (MHWW) program underwent more expansion in 2008 due to increased funding through the Ministry of Community Services.

In 2008, we continued to expand the program to involve young women between the ages of 21 and 30, women in non-traditional fields, women in middle management, and Aboriginal women. The MHWW program had over 300 registered mentors in a wide variety of fields and a team of 35 coaches in Vancouver and Victoria as of June 30, 2008.

The programs and activities delivered included:

- MHWW Career Program – January to May

- 16 protégées selected to participate in the 5 month program
- Career Exploration Program for Women 30+ – April to June
 - 19 participants in a 6 week workshop program
- MHWW COS Pilot Program
 - Pilot program completed with 6 participants in June 2008
 - All 6 protégés found employment after the program
- Mentors Coaching Workshop, May 9,
 - 11 mentors in attendance
 - “Leadership Through the Wisdom of the Horse”
- MHWW Mentor Orientation and Wrap Up Party – June 12
 - 80 mentors, protégés and board members attended
 - Held at the home of Jill Leversage and David Gray
- MHWW Program for Young Women 18 to 40 – September - December
 - Eight week program
 - 10 participants
- MHWW Program Expansion Project - Victoria
 - Victoria program was launched in March 2008 with 18 protégés
 - Classroom work completed by June 2008
 - New class launched in September – November 2008
 - 20 protegees
 - \$100,000 in funding was received to run two pilot programs in Victoria in 2008.

Community Grants

In 2008 we had 33 organizations apply for over \$170,000 in grants for their programs. Unfortunately we only had \$30,000 to distribute and these grants were awarded to 6 not for profit women-centred organizations:

Helping Spirit Lodge Society \$5,000

Project Title: Healing Journey Project

Positive Women's Network \$5,000

Project Title: Specialized Training for Transition House Workers

Central Okanagan Elizabeth Fry Society \$5,000

Project Title: Beginnings Group: Women who have experience sexual abuse or assault

Comox Valley Transition Society \$5,000

Project Title: Girls Empowerment Group

People for a Healthy Community on Gabriola Society \$5,000

Project Title: Violence Prevention and Response

Big Sisters of BC Lower Mainland \$5,000

Project Title: Child Safety Initiative

A 7th award was made under the Combining Our Strength™ program budget. It was:

Downtown Eastside Women's Centre: Safety and Security

Project Title: Learning to Care for Ourselves and Others (affecting Aboriginal women)

The focus of all the grants was on organizations that provide help to women to address their safety concerns.

Combining Our Strength™ Five Year Initiative

This was the second full year for the Combining Our Strength™ program. Our team of Courtney Daws, Lisa Tallo and Tina Gillanders have led this initiative to deliver strong programs.

In 2008 we held a celebration of the Combining Our Strength™ (COS) initiative. It was held September 24 at the Bill Reid Art Gallery in Vancouver with His Honour, Lieutenant Governor, Steven L. Point, as our guest speaker. 80 invited guests who have participated in or supported the COS program were in attendance.

COS Council

The COS Council was chaired by Jody Wilson and Lisa Ethans in 2008. The Council had 18 Aboriginal and non-Aboriginal women provide direction and guidance to our unique program initiative.

The Council decided to set up an Honourary Council for COS to advise the Council and to engage more Aboriginal women leaders and have them carry the word and the vision of the Foundation and the initiative to their communities. Great leaders such as Sophie Pierre, of the Ktunaxa Kinbasket First Nations and Chief Kim Baird, of the Tsawwassen First Nation have agreed to join the Honourary Council.

Education

Thirteen relationships were established in 2008 with BC educational institutions that have a high population of Aboriginal students, resulting in awards that totaled \$61,750 for Aboriginal women.

COS Learning To Lead™

The second Learning To Lead™ COS program was held in 2008. It was again held at St. John's College on the campus of UBC in Vancouver from June 13-15, 2008. There were over 50 Aboriginal women from 6 different regions in BC (Cranbrook, Okanagan, Haida Gwaii, Fort Nelson, Vancouver Island and the Lower Mainland) as participants. Our Curriculum Committee had developed a unique curriculum for this program and it was very well received.

The program was developed with the help of three elders and we had two "elders in residence" over the weekend. Six elders participated in workshops over the weekend.

In addition continuing education for these participants with trained facilitators was developed for each of the 6 regions. These Learning Circles continued to meet, follow the curriculum and planned projects in their local communities. The feedback was very positive on these Circles.

COS Minerva Helping Women Work™

In 2007 we completed the planning for the first MHWW COS program and the pilot class was started in the fall of 2007 with 6 Aboriginal women participants who graduated in 2008 and all became employed.

Building on the success of the seminar version of MHWW COS, and building on our goal to reach more Aboriginal and non-Aboriginal women in communities across the province, the Minerva Foundation developed a unique program, MHWW COS Community Outreach Program. This program took the curriculum out to the communities where the Aboriginal women had great need. It has been generously supported by the provincial Ministry of Advanced Education and Economic Development and TD Bank Financial Group.

The Outreach Program approach was:

- A team of 2 Foundation-trained facilitators from 6 regions will lead 6 modules over 2 weekends in each community.
- The protégées will also be matched with a mentor in their community.
- The 2008 workshops were held in Fort Nelson and Cranbrook.

COS Cross Cultural Awareness Learning

The curriculum for Module One of the Cross Cultural Awareness Learning (CCAL) project was completed and piloted at BC Hydro.

A Facilitator Guide has been developed and finalized.

A Train the Trainer session took place on September 16-17 in Vancouver with six Aboriginal women from communities from across the province.

The CCAL project was officially “rolled-out” at BC Hydro on September 26th at the Edmonds Longhouse. This was the full 3 hour presentation of Module 1 for the Human Resources Leadership Team at Hydro.

By the end of 2008, we had raised **\$1,430,000** for a five year plan to fund the Combining Our Strength™ initiative. COS Donor Status Reports were developed for the periods of October 1, 2007 to March 31, 2008; and April 1 to September 30, 2008. These were distributed to all COS donors and sponsors, including Bell Canada, BC Hydro, EnCana, Canadian Natural Resources Limited, Deloitte, Government of British Columbia, TD Bank Financial Group, BC Treaty Commission, Indian Northern Affairs Commission (INAC), New Horizons for Seniors, and Vancouver Foundation.

EVENTS

Two major events were held in Vancouver by the Foundation as fundraisers and networking events in 2008. They were the All About Girlfriends™ party and Women In Sports luncheon:

All About Girlfriends™ Green Goddess

- Networking and Silent Auction cocktail party at the Four Seasons Hotel
 - March 8, 2008 (International Women’s Day);
 - 450 tickets sold;
 - Kim Haakstad and Kerri Brkich, Co-Chairs; and

- Christy Clark, emcee
- Raised \$50,000 (net).

Women In Sports Luncheon

- Recognition luncheon at the Four Seasons Hotel
 - December 3, 2008;
 - Jodi Norrison and Anna Parisi, Co-Chairs
 - 400 tickets sold;
 - Raised \$75,000 (net).
- Honoured three distinguished women for leadership, excellence and philanthropy in sports:
 - Marion Lay
 - Karen Magnusson
 - Jean Senft
- Guest speaker: Barbara Underhill.

Alumnae Event

Our first ever Alumnae event was held on June 10 at the SFU Segal Graduate School of Business. The event was an after work networking event with light food and beverage and a charge of \$40.

It was called "Continuing the Conversation" and the emcee was Susanne Matheson with guest panel speakers, the first four chairs of the Foundation; Dorothy Finnigan, Nancy McKinstry, Lis Welch and Jeanne Douglas. More than 85 program participants enthusiastically participated in the first Alumnae event.

Go Network Event

The Minerva Foundation was invited to participate in a Go Network event on June 3, 2008 at the Morris Wosk Centre for Dialogue whereby we enabled 11 of our emerging leaders to participate and network with women from 6 of the leading corporations in Vancouver.

BRANCHES

Our two branches in Victoria and Prince George held successful programs and events in 2008 and became stronger and more visible in their communities.

Prince George

The Prince George branch committee and volunteers delivered:

- Third annual All About Girlfriends™ event, Divine Desserts, March xx.
- Fourth annual Learning to Lead™ North program: 54 participants and 15 volunteers; and
- Numerous Breakfast events.

Victoria

The Victoria and Islands branch committee and volunteers delivered:

- Follow A Leader™ program: 20 participants;
- Safety Series Workshops and Information Sessions;
- All About Girlfriends, Green Goddess, held May 17th and raised \$12,000;
- Lunch speaker series events:
 - February, 2008: Judge Mary Ellen Turpel-Lafond, BC Representative for Children and Youth
 - October, 2008: Dr. Valerie Kuehne, VP External Relations, University of Victoria.