

*It's your business.  
Start. Grow. Succeed.*



*Jaspal Bal  
Loan Client  
Kelowna*

2014/15

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Women's Enterprise Centre

## Board of Directors



**Joyce Groote**  
Chair  
Vancouver, BC



**Sue Adams**  
Director  
Whistler, BC



**Judy Thomson**  
Director  
Vancouver, BC



**Renata King**  
Director  
Prince George, BC



**Jill Earthy**  
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**Joy Playford**  
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**Donna Gallinger**  
Director  
Cranbrook, BC



**Pat Elemans**  
Director  
Victoria, BC

## Message from the Board Chair

On behalf of the Board of Women's Enterprise Centre (WEC), I am tremendously proud of our organization and its contributions to the entrepreneurial landscape in BC and Canada. The Board of WEC remains focused on its future-oriented vision and working on behalf of its owners.

An important part of our Policy Governance approach is board renewal. To that end, over the last year, we welcomed three new board members from different regions of the province, who possess strong financial and strategic planning skills. We invested significantly in Policy Governance training in 2014/15 to ensure our new board members could integrate into the Board discussions quickly under the Carver Model of Governance.

In the spirit of collaboration, the Board invited a senior representative of BMO to our March 2014 meeting to discuss their newly-announced funding for women business owners and navigate how we can work together to ensure business owners are well served. It is through knowledge gained from such meetings that WEC is able to continue positioning itself to

fill identified gaps in the market. We continued our knowledge sharing and role as a catalyst to bring groups with common interest together in June 2014, when we hosted a roundtable on women in venture capital.

As a learning organization, we gather intelligence from other organizations to ensure we properly fill gaps in the market. To this effect, in September 2014, the Board held a roundtable meeting to explore motivations, experiences and best practices among Chambers of Commerce and Boards of Trade in BC which have women's initiatives. Participating Chambers/Boards of Trade included the Kelowna Chamber, Whistler Chamber, Vancouver Board of Trade and Burnaby Board of Trade.

This continuous research and consultation helps us adapt our Ends Policies so our organization remains relevant and helps to address the needs of women business owners.

There are many accomplishments that WEC has achieved over the past year for which we are proud. Laurel Douglas and her team work hard to make a difference in the community. In fact the organization exceeded its planned targets which, in an increasingly resource-stretched environment, is a huge achievement. This hard work was also recognized by the Vancouver Board of Trade where Laurel, our CEO, received the Wendy McDonald award for her role as a Community Catalyst.

We extend our gratitude to Laurel and the staff of WEC for exemplary leadership and continuing to deliver high service standards to ensure that our clients succeed.

It has been an honor for me to serve the community for another year as Chair of an organization that strives to make a real difference in the lives of women business owners in BC. I would like to thank my fellow board members for their vitality, dedication, commitment, wisdom and the contribution of their individual talents to this work.

Joyce Groote  
Board Chair





## Message from the CEO

During 2014/15, I celebrated 10 years as CEO of Women's Enterprise Centre (WEC). As I reflect on the past decade, I see progress in many areas, but our real successes come from our clients' stories which show the tenacity and entrepreneurial spirit of BC's women business owners. By supporting these women with business loans, mentoring, business advisory, skills training and supplier diversity initiatives, WEC is helping them make a real impact in their communities and on the BC economy.

This year we continued to respond to our clients and partners to fill gaps in the marketplace and innovate. In 2014/15 we exceeded nearly all our performance targets, thanks to our dedicated team of professionals beside whom I am very proud to work.

We developed three new workshops, we launched a new Equal Access to Capital loan and we spearheaded a major national supplier diversity project, Supplier Diversity Canada. We re-launched the Taking the Stage® program, which tripled the number of groups offered in our mentoring program over the previous year. With a focus on Western Economic Diversification Canada (WD) priorities, WEC has taken a lead role in organizing and accompanying western Canadian firms on trade missions and to international supplier diversity events as well as equipping them with the tools to scale their business.

At WEC, we harness the power of collaboration to meet the challenges of business. This year, we strengthened our partnership with Futurpreneur Canada to provide joint loans to young women entrepreneurs. This partnership helps young women access more funding to start and grow their businesses. By nurturing partnerships with organizations such as the CFDC's, VanCity, BDC, SBBC, VIATeC, OSME, StartUp Canada and the WEB Alliance, we leverage scarce resources to serve clients.

In the spirit of growth and collaboration, we were pleased to support the BC Economic Forum: Women as a Catalyst for Growth in October 2014. In our role as co-founder of the WEB Alliance, WEC played a key role in organizing the event, co-leading the Growing Women Entrepreneurs track, and helping to bring the players and information together for this working forum. WEC team members, particularly Dawn McCooley, co-chair of the WEB Alliance, played an important role in producing the final report, "Women as a Catalyst for Economic Growth: A BC Action Plan," released in May 2015.

As supporting women entrepreneurs becomes an increasingly popular strategy worldwide, the Women's Enterprise Initiative, of which WEC is a part, benefited from increased federal

government attention, at Western Economic Diversification Canada, Status of Women Canada, Industry Canada and BDC. WEC was pleased to be featured as a partner at the March 2015 Women Entrepreneurs Forum in Ottawa, which we attended with our fellow members of our national association, WEOC. In 2014/15, the Western Canadian members of WEOC were honoured with a StartUp Canada award for our work.

WEC team members continue to be invited to share knowledge and best practices on a national and international scale. I was one of three pan-west network partners invited to attend the Small Business Network of the Americas in Dallas in September 2014 as a guest of the US State Department, and was its only Canadian speaker. In fall 2014, two WEC representatives presented at the WEConnect International conference in Montreal. We were very active in educating partners across the country on the women's entrepreneurial ecosystem in Canada and supplier diversity issues during 2014/15.

I am honoured to mark 10 years at the head of an organization that grows, innovates and adapts to provide women business owners with the resources they need to succeed. Thanks to our Board of Directors for their continued faith in my contributions as its CEO. Heartfelt thanks to our many dedicated volunteers, talented staff, partners, stakeholders and funders, especially WD, for being an important part of our continued success.

Laurel Douglas  
CEO



# OUR PASSION IS TO EMPOWER WOMEN ENTREPRENEURS TO THEIR BUSINESS SUCCESS



*Pictured, from top: a) WEC celebrates Women's Entrepreneurship Day with our loan clients at FWE Talks in November 2014; b) Skills Development Manager Dawn McCooley shows Women of Weddings how to unleash their superhero persona to grow their business; c) CEO Laurel Douglas poses with other award-winners at the Vancouver Board of Trade Wendy McDonald Awards.*

## OUR MISSION

We work on behalf of people who care about women in BC who aspire to create, acquire, sustain, or expand a successful business in BC (our 'owners').

## OUR ENDS

Over-arching end: Women's Enterprise Centre exists so that all aspiring and existing women business owners and women entrepreneurs in BC can be full contributors to the economy. Accordingly:

- End 1: The entrepreneurial ecosystem recognizes and supports them.
- End 2: They have access to role models and mentors and have the mindset to realize their business potential.
- End 3: They can access the necessary capital and resources at all stages of business.

## OUR AWARD-WINNING TEAM

Women's Enterprise Centre CEO Laurel Douglas was recognized as a champion of leadership diversity as the recipient of the Wendy McDonald Community Catalyst Award from the Women's Leadership Circle of the Vancouver Board of Trade in early 2015.

The Women's Enterprise Initiative was honoured with a StartUp Canada award for our innovative approach and impact on entrepreneurs.

# Women's Enterprise Centre

## Programs & services

### BUSINESS LOANS

WEC offers business loans up to \$150,000 for women who wish to start, grow or purchase a business in BC. In addition, to reach a wider demographic, we now offer Equal Access to Capital (EAC) loans of up to \$50,000 for women entrepreneurs who do not qualify under our traditional lending criteria. EAC loans are targeted toward youth, Aboriginals, immigrants and women whose incomes fall below a certain threshold.

As a business viability lender, we look beyond the ratios and numbers to see strengths and opportunities, and our program is uniquely bundled with free, ongoing professional business advice and mentorship to maximize our clients' success.

### 2014/15 Highlights

- We launched the Equal Access to Capital loan program in fall 2014, with the first loan approved in November 2014. In the 6 months since inception, ten loans totaling \$449,817 have been authorized, of which \$254,817 have been disbursed.
- We continued bridging the funding gap for growth businesses to expand, innovate or increase their competitiveness, resulting in 17 loans to existing businesses, which is 42% above our annual target for approved loans to growth-oriented businesses.
- We launched a joint loan product with Futurpreneur Canada to support youth with an unsecured loan of up to \$65,000—a higher amount than each individual organization could offer. These joint loans are processed by WEC staff on behalf of the two organizations, and based on the assessment, BDC may choose to contribute an additional \$30,000 for a total \$95,000 loan. By developing such strong relationships we were able to leverage our loan funds so qualifying youth clients can access the full financing they need for their business.



*"Women's Enterprise Centre provided us with a loan to help grow our business. We moved to a new and much bigger location in January 2015 and required a lot of new equipment and supplies. Providing us with this loan has been the cornerstone to our success!"*

Sandra Foster & Shantelle Soto, Stepping Stones Therapy, Loan Client

*Stepping Stones Therapy closes the service gap for children with autism and other related disabilities in Victoria. They provide consulting, intervention, life skills classes and social skills classes for children of all ages to help them learn and grow into well-rounded individuals. Their staff of 14 includes highly-trained behaviour interventionists, consultants and clinicians.*  
[SteppingStonesVictoria.com](http://SteppingStonesVictoria.com)

## BUSINESS ADVISORY & INFO SERVICES

WEC offers business advisory and info services to entrepreneurs who are starting, purchasing, growing or exiting a business. Our professionals meet clients face-to-face, by phone and via electronic media to ensure women throughout BC can access our services.

Women entrepreneurs are increasingly turning to social media for advice and resources. As a result, WEC has experienced an increase in inquiries for business information via social media, so we have a dedicated client service representative responding to social media inquiries.

For growth clients seeking support, WEC offers an exhaustive array of business resources to help clients manage their growth, increase productivity, and ultimately become more competitive—locally and globally.

## 2014/15 Highlights

- We hired an International Trade Specialist with over 20 years of trade experience to provide Business Advisory services and trade support to growth clients.
- We continued to increase our client engagement on social media platforms by providing information and links in real-time to clients via non-traditional media.
- With six staff assessors, we expanded our ability to certify clients as WBE's (Women's Business Enterprises) throughout BC for both WBE Canada and WEConnect International.
- We developed two new fee-for-service offerings: Social Media Services and Training, and Import/Export Advisory and Training in response to increased requests for assistance in these areas.

## KUDOS FROM OUR FOLLOWERS

**@FWEBC:** So happy to have our #MemberForum facilitator be one of @businesswomenbc's outstanding biz advisor, @DawnMcCoey

**@abeego:** Today is a proud day. I paid out my loan to @businesswomenbc. Thanks for the support #WEC. Abeego wouldn't be where it is without you.

FWE



**Sara Moshurchak, Granville Eyeland Framemakers:** To all my fellow female business owners: the Women's Enterprise Centre is full of resources for us. They helped finance the purchase of my business, have fabulous seminars and offer small group and one-one-one mentoring sessions. I have taken advantage of all of these opportunities and cannot say enough how important they have been to my sanity and success.

**@naomiyamamoto:** @businesswomenbc Thx for all you do to support women in business!



**Renée Safrata, VIVO Team:** Thank you for your support Women's Enterprise Centre - we could not do this without all of you!



## Programs & services (cont'd)

### SKILLS DEVELOPMENT

Our workshops are diverse in their content, providing essential and relevant skills to women business owners throughout BC. We strategically choose workshop topics based on client demand. From human resources strategies to importing/exporting workshops, sessions are delivered with a goal to meet the needs of growing businesses.

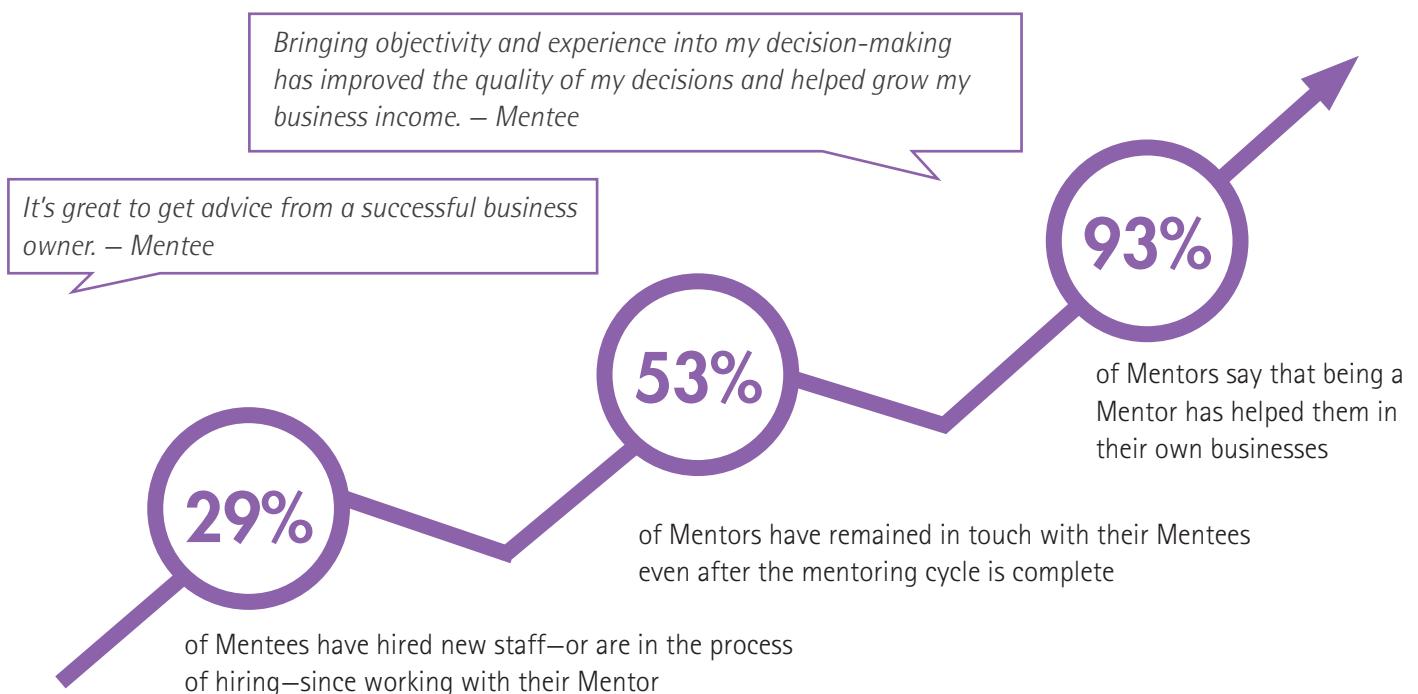
Our workshops are available via teleconference, webinar, and in person so even people in remote communities can access practical, applicable and timely training that is relevant to the successful operation of a small business. In 2014/15, our unique advisory forums reached businesses in 81 communities.

Our training results would not be possible without the extensive partnership development and strategic alliances that are integral to our skills development programs. Refer to page 10 for more details on our partnerships.

### 2014/15 Highlights

- We updated and expanded our popular *Growing Your Business* resource guide to include supplier diversity resources and increase the focus on exporting as a growth strategy.
- We developed a new workshop: "Are You Ready to Export?," the introductory portion of the which was tested in a Mentor Advisory Forum format and was well received.
- We partnered with Cheryl Carter, former Vice President of Business in Vancouver, to develop "Media Matters: Top Tips for Getting Noticed," an interactive workshop and panel discussion that connected small business owners with communications professionals to gain strategies for getting media attention.

### 2014/15 MENTORING SURVEY HIGHLIGHTS





## MENTORING

Our Mentoring programs include traditional one-to-one mentoring as well as Peer Mentoring Groups and Mentor Advisory Forums. The Forums provide training on current and relevant business topics and are accessible via teleconference to maximize training opportunities for remote communities.

With support from the Province of BC, another successful year of Mentoring programs was delivered in 2014/15. Through our volunteer network of mentors and panelists (30 active Mentors who volunteered 624 hours), a record 709 participants benefited from at least one of our mentoring programs.

Women's Enterprise Centre helps women business owners connect to Mentors, and as increasing evidence shows that mentoring is a key to helping women entrepreneurs scale their business, our Mentoring wait lists continue to grow.

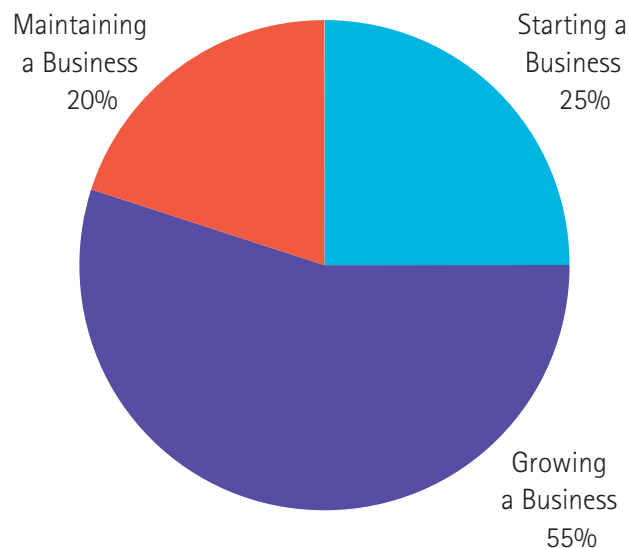


*Francyne Joe, Peer Mentoring Facilitator  
All Nations Trust  
Kamloops*

## 2014/15 Highlights

- We exceeded our 2014/15 mentoring activity targets by threefold, as we trained 11 new Peer Mentoring Facilitators and 9 new Taking the Stage® Facilitators, adding to our growing network of experienced Mentors.
- Thanks to The Humphrey Group's generous support, we re-launched Taking the Stage®, a powerful leadership communications peer mentor program. Participants learned essential communication skills to become strong, confident leaders through the four volunteer-led sessions of Taking the Stage® in Kelowna, Prince Rupert, Prince George, Victoria and Vancouver.
- We conducted a survey to assess the impact of our mentoring program on participants over the past two years. Nearly 30% of participants responded, providing tremendously positive feedback and valuable suggestions for the future of the program. See below for some highlights.

## What Mentees Use Our Mentoring Program to Help With



2014/15

## Year in review

In 2014/15, Women's Enterprise Centre continued to empower women business owners with valuable resources to help them start, grow and succeed in business. Here we present the highlights for the year April 1, 2014 – March 31, 2015.

### PROVIDING BUSINESS GUIDANCE & CAPITAL FOR SUCCESS

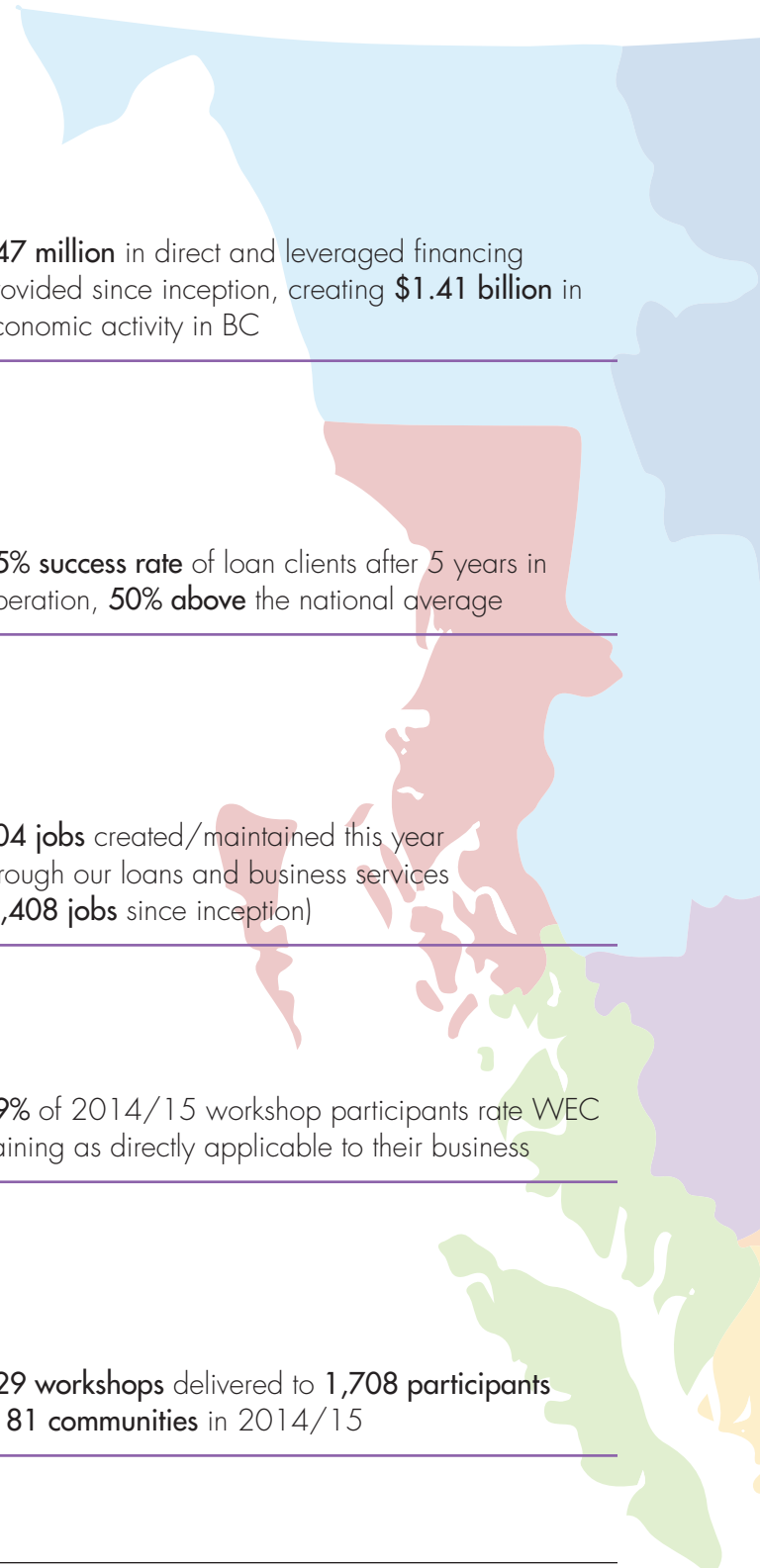
The introduction of the Equal Access to Capital (EAC) loan in 2014/15 helped round out our services to growth clients and start ups while maintaining a strong relationship with players in the SME market. We continued to boost our status as a development lender, filling gaps and closing with an increase over last year's lending figures. This year we:

- Approved and disbursed \$1,450,409 in loans and helped leverage 97% of every dollar lent out, which translates into over \$2.86 million in direct and leveraged financing this year.
- Provided over \$47 million in direct and leveraged financing since inception which, we are proud to report, has created \$1.41 billion in economic activity in the province.
- Helped further contribute to economic growth in British Columbia by creating/maintaining 344 jobs this year through our loans.
- Carried out over 3,864 complimentary business advisory sessions with 2,449 clients on various aspects of their business. We helped clients fill knowledge gaps, reviewed their business plans and gave them feedback and resources, a service that has been attributed to the higher-than-national-average success rate of our loan clients.
- Responded to 5,715 requests for business information and hosted 96 phone-in business and loan info sessions with 724 participants, a service that helps point clients in the right direction as they start their business.

### DEVELOPING ESSENTIAL BUSINESS SKILLS & MENTORING CONNECTIONS

In 2014/15, women business owners accessed our business training throughout BC via live workshops, webinars and teleconferences. Here are some of the highlights. We:

- Worked with 54 of our partners to deliver 129 workshops in 81 communities to over 1,708 participants. Our most popular workshop topics in 2014/15 were Growing Your Business So It's Right for You, Selling to the Government of Canada and Financial Understanding.
- More-than-doubled our number of Mentor Advisory Forum participants over last year by providing content and topics relevant to women in business and aligning with strategic partners.
- Exceeded our 2014/15 mentoring targets threefold by launching and coordinating 11 Peer Mentoring Groups (Courtenay; Vancouver; Victoria; Prince George; Kelowna; Prince Rupert) to provide mentoring opportunities for 111 women business owners and ensure solid support specifically for those in early-stage growth.



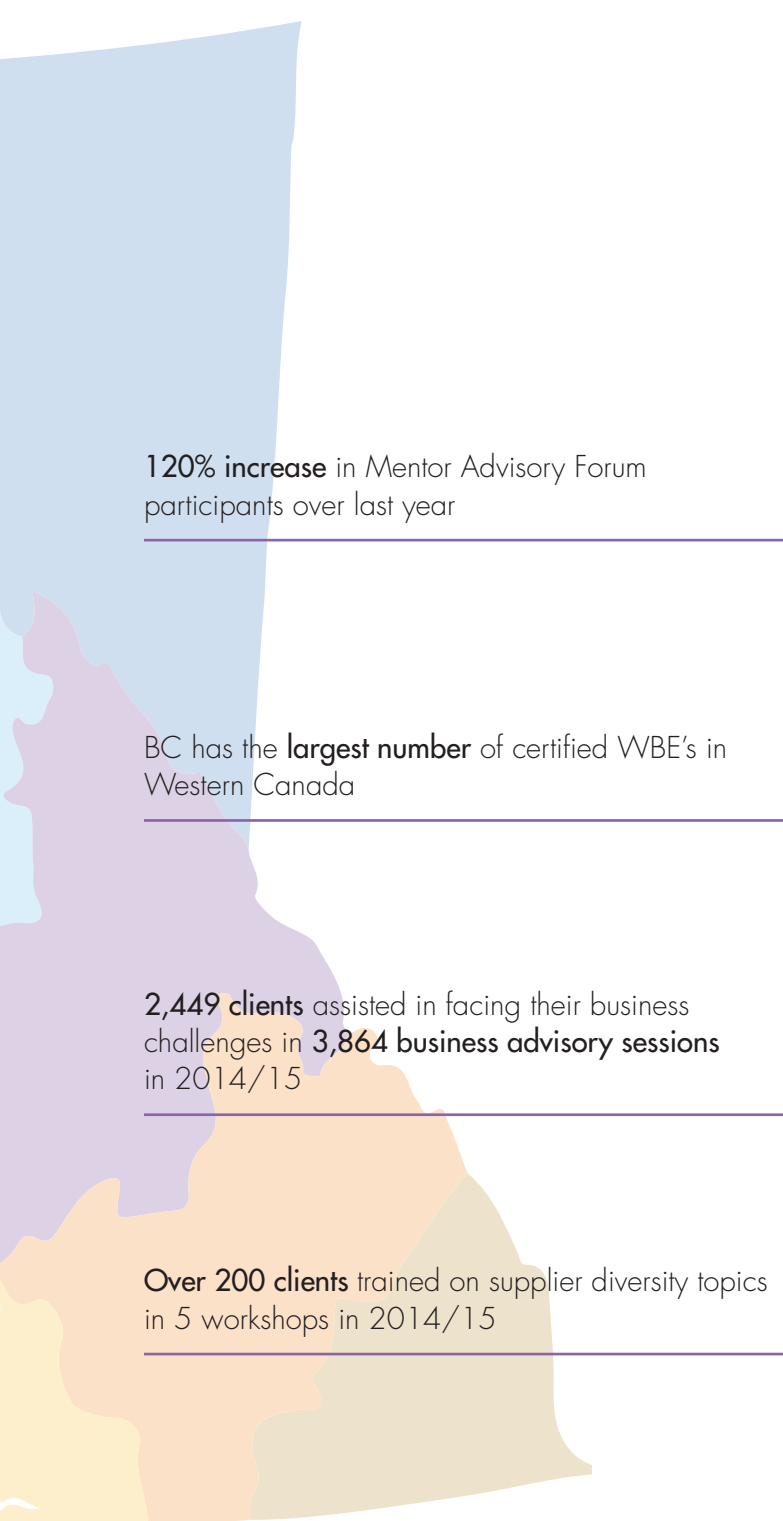
**\$47 million** in direct and leveraged financing provided since inception, creating **\$1.41 billion** in economic activity in BC

**75% success rate** of loan clients after 5 years in operation, **50% above** the national average

**504 jobs** created/maintained this year through our loans and business services (**2,408 jobs** since inception)

**99%** of 2014/15 workshop participants rate WEC training as directly applicable to their business

**129 workshops** delivered to **1,708 participants** in **81 communities** in 2014/15



**120% increase** in Mentor Advisory Forum participants over last year

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BC has the **largest number** of certified WBE's in Western Canada

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**2,449 clients** assisted in facing their business challenges in **3,864 business advisory sessions** in 2014/15

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**Over 200 clients** trained on supplier diversity topics in 5 workshops in 2014/15

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## FOCUSING ON WD PRIORITY AREAS

WEC witnessed significant growth in services offered to clients in our special markets of Export, Technology, and Business Productivity and Competitiveness. Working with WEConnect Canada (now WBE Canada) and WEConnect International, WEC continued promoting supplier diversity initiatives within the province to assist, engage and educate local corporations. WEC is proud to report the following highlights in support of WD priorities. In 2014/15, we:

- Offered 52 workshops (of a total of 129) on WD priority topics, including 50 to help encourage growth and productivity.
- Held 5 ITA meetings and maintained regular contact with the newly-established NRC-IRAP Concierge Service. WEC continues to expand on its existing relationships with tech support organizations.
- Supported and promoted CATA WIT, Island WIT, the Accelerate Okanagan WIT initiative, and the UBCO Natural Sciences & Engineering Research Council of Canada Chair in WIT, as well as the UBCO Women in Science & Engineering mentoring program.
- Supported clients at both the WBE Canada and WEConnect Canada conferences in Toronto and Montreal respectively in September 2014.
- Provided two presentations at the WEConnect International conference in Montreal.
- Acted as a regional partner for WBE Canada and WEConnect International, and helped BC clients benefit from international supplier diversity conferences.
  - » Led a delegation of ten BC clients attending the 2014 WBENC conference in Philadelphia.
  - » Accompanied six clients from BC and Alberta to the 'Go For the Greens' Conference in Orlando, providing training and facilitating matchmaking meetings with potential buyers at the event.
- Worked with other certifying bodies, including CAMSC and the CGLCC, to promote Supplier Diversity as a profitable business strategy.
- Signed on as regional partner, providing promotional support and leadership organizing the "Breakfast with Brands™: Vancouver" event, part of a national series produced by WBE Canada to encourage corporations to adopt supplier diversity (executed on May 14, 2015).
- Promoted international trade missions being offered by DFATD and Status of Women Canada.
- Developed a new "Supplier Diversity Primer" workshop upon request from the national diversity committee of BDC for presentation in Montreal in January 2015.
- Hosted five training events attended by over 200 clients on supplier diversity topics.

2014/15

## Year in review (cont'd)

### BUILDING PARTNERSHIPS & GROWING COMMUNITIES

In 2014/15, we continued to foster a collaborative model to deliver our services. Our focus on partnerships and communities allowed us to achieve maximum reach and provide services throughout the province. In 2014/15, we:

- Benefited from an amazing 93 partnerships on a variety of initiatives with organizations, including: Women's Business Networks, Community Futures, Vancouver Board of Trade, Small Business BC, Chambers of Commerce, Vancouver Island Economic Association, StartUp Nanaimo, BDC, Futurpreneur Canada, BC Innovation Council, Aboriginal Business Service Providers and Immigrant Services organizations.
- Sponsored and/or hosted 47 events and attended 189 events and tradeshows to provide information about our services, and delivered 47 speaking engagements on topics relevant to women business owners.
- Profiled 206 women business owners in our e-newsletter, in publications and on our website, and supported five women's business awards to raise the profile of outstanding women entrepreneurs and promote them as role models in their communities.
- Created information sharing and entrepreneurial resources with BC Universities, Colleges and Career Consortiums.
- Continued our multi-channel social media strategy that allowed us to grow our networks and connect meaningfully with our clients on an ongoing basis. This year, we enjoyed 2,540 engagements with our social media followers.
- With a staff of 11 serving the whole province, it is not possible to extend our reach as deeply as we do without relying on our volunteers and partners. This year we delivered our services with the support of 107 volunteers, including storytellers, mentors, facilitators and board members.



*Pictured, from left: a) Laurel Douglas and Joyce Groote pose with Renée Wasylyk, winner of a 2015 IWIB Award; b) The Women Entrepreneurs Forum gets underway in Ottawa.*



*"Dawn McCooey engaged the audience by keeping the content relevant to our demographic audience. Many of our guests shared personal experiences and information about their businesses; Dawn was then able to use these to demonstrate how the principles of the presentation could be applied. Kelowna Women in Business values the partnership formed with Women's Enterprise Centre for the resources and support provided to women as they develop and grow their businesses towards success."*



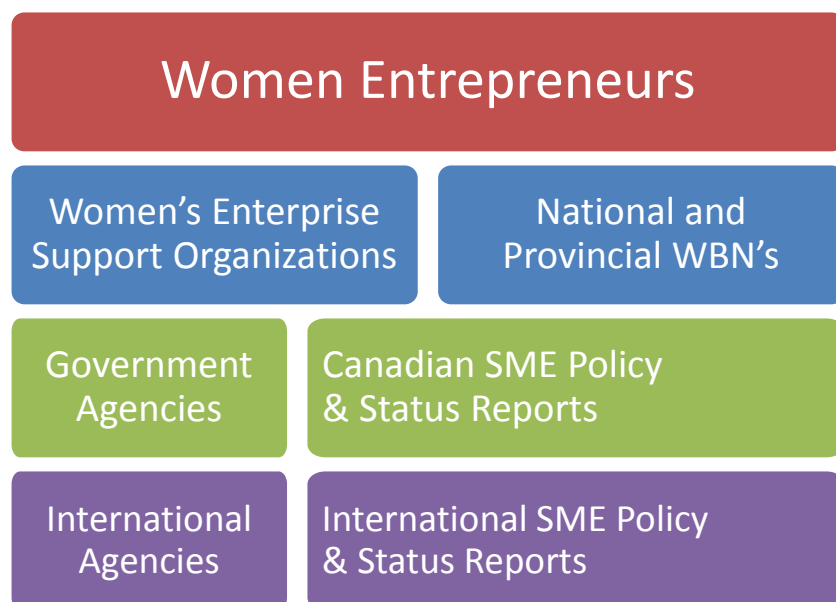
**Patricia Chandler, Kelowna Women in Business, Service Partner**

*Women's Enterprise Centre partnered with Kelowna Women in Business for an evening event with 30 women entrepreneurs in March 2014. Dawn McCooey, Skills Development Manager for WEC, was the guest speaker and offered an informative and interactive presentation the topic of business growth strategies.*



# A PROUD PART OF THE WOMEN'S ENTREPRENEURIAL ECOSYSTEM IN BC & CANADA

To expand our reach, we collaborate with a variety of groups that support the 900,000+ women entrepreneurs in Canada. Embracing our place in the ecosystem helps us fill service gaps, create strategic alliances and benefit from a rich pool of knowledge and research to increase our impact.



## SERVING OUR CLIENTS THROUGH COLLABORATION



Women's Enterprise Centre is co-chair of the WEB Alliance, a consortium of women's business networks throughout BC that provides leadership and collaborative community building within the entrepreneurial ecosystem.

In 2014/15, the WEB Alliance activated its networks to continue growing its strategic partnerships on events such as the BC Economic Forum (see p. 13 for details).



WEOC is a national network of women entrepreneur support organizations that shares research, collaborates to develop innovative programs and services, and improves the quality of resources available across the country.

The member organizations united at the March 2015 Women Entrepreneurs Forum in Ottawa, hosted by Status of Women Canada, to increase WEOC's visibility and continue establishing the network as a leader in women's entrepreneurship research, capital, mentoring and resources.

## Celebrating our clients

# Success stories



Cheryl Smith, HortyGirl, Langley

HortyGirl creates living decor, combining potted plants in unique containers with sand, pebbles and decorations. An importer/exporter, manufacturer and wholesaler, Cheryl first came to Women's Enterprise Centre for a market development loan to grow her business within Canada and internationally. Since then, WEC supported Cheryl with an additional expansion loan. As a WEConnect International Certified Women Business Enterprise (WBE), HortyGirl has taken part in several of WEC's cross-border trade and supplier diversity initiatives, and accompanied WEC and the BC delegation to the 2014 "Go for the Greens" conference and trade mission in Florida. Cheryl feels working with WEC has allowed her to grow the business into areas that would otherwise have been too big to enter and make valuable connections to achieve significant sales growth year-over-year.

**HortyGirl.com**



Tara Black & Marion Neuhauser,  
Origin Gluten-Free Bakery, Victoria

Origin Bakery is Victoria's first 100% gluten-free bakery, committed to improving the quality (and taste!) of a gluten-free lifestyle. Looking to capitalize on the gluten-free market, Tara and Marion approached Women's Enterprise Centre for a start-up loan when they had an overwhelmingly positive response to their stall in a public market and decided to open a storefront. When they were ready to open a second location, WEC provided expansion financing and business advisory services to help them manage their growth effectively. The women praise their Business Advisor for guiding their deliberate and cautious business planning throughout the rapid growth. Origin Bakery now has a staff of 24 and has won many awards for its business practices, including the 2015 SBBC "Best Employer" Award.

**OriginBakery.com**



Jennifer Hood, Jump Gymnastics, Vancouver

Jump Gymnastics is a child-focused facility that teaches developmental gymnastics for children aged 6 months to 8 years. Designed to give children fundamental movement and sport skills to enjoy physical activities and stay active for life, Jump Gymnastics offers classes, camps and birthday parties for children. As demand for the program grew, Jennifer approached her bank for growth financing but, despite having a strong relationship with her bank, Jennifer's business didn't fit their lending criteria. Women's Enterprise Centre provided Jennifer with expansion financing to open a second location and continue to grow her business. Jennifer credits Women's Enterprise Centre for helping take her business to the next level and intends to continue watching her team grow and develop as coaches, managers and leaders.

**JumpGymnastics.ca**



Inna Shekhtman, Red Dog Deli Raw Food  
Company Inc., Vancouver

Red Dog Deli Raw Food Company is an established leader in the raw pet food industry, offering products made with free-range, non-medicated meat and organic vegetables. By focusing on quality products, manufacturing best practices and excellent customer service, Red Dog has grown from a 600 sq. ft. warehouse to a 7,200 sq. ft. manufacturing facility with 17 staff. During Red Dog's exponential growth, Inna encountered some financial challenges but was denied help from traditional lenders. Women's Enterprise Centre recognized her business challenges and provided funding, Business Advisory services, Mentoring and skills training to help her overcome growing pains. Red Dog pet food is now sold throughout Western Canada, Ontario and Quebec.

**RedDogDeli.com**

2014/15

## Special projects

### SUPPLIER DIVERSITY CANADA

In 2014, Women's Enterprise Centre received funding from Status of Women Canada to develop Supplier Diversity Canada (SDC) a broad education and networked resource on the topic of supplier diversity.

The cornerstone of the project is the Major Events Supplier Database, a portal where diverse suppliers can register to connect with international buyers looking for local products and services during major events.

The database was initially launched to meet the needs of incoming buyers for the 2015 FIFA Women's World Cup, but the database serves as a legacy for future large-scale events including the World Master's Games and the Women's World Basketball Championships.

In support of the Supplier Diversity Canada project, we:

- Created [SupplierDiversityCanada.ca](http://SupplierDiversityCanada.ca) and several educational resources catered to both small businesses and procurement professionals.
- Launched the Major Events Supplier Database and connected with over 3,400 potential suppliers at events.
- Developed and delivered workshops and presentations on the business case for supplier diversity for buyers as well as the benefits of identifying as a diverse supplier.
- Expanded our national network of partners and fostered existing relationships with organizations that support supplier diversity including WBE Canada, CAMSC, CGLCC, Telus, RBC and LOCO BC.



Financial support provided by:



Status of Women  
Canada

Condition féminine  
Canada

### 2014 BC ECONOMIC FORUM

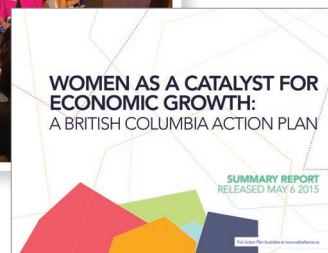
Women's Enterprise Centre was a proud event partner for the inaugural BC Economic Forum: Women as a Catalyst for Growth, a sold-out event in October 2014, which brought together over 400 community leaders for a collaborative dialogue to identify solutions to grow more women leaders—in business, on boards and in growing industries.

We served in a leadership capacity on the growing women entrepreneurs track, assisted in the design and facilitation of the dialogue, promoted the project and provided staff and volunteers for the event. We also made significant contributions to the resulting report: Women as a Catalyst for Economic growth: A BC Action Plan (download at [weballiance.ca/resources](http://weballiance.ca/resources)).

As a follow-up to the BC Economic Forum, Women's Enterprise Centre was awarded funding from Status of



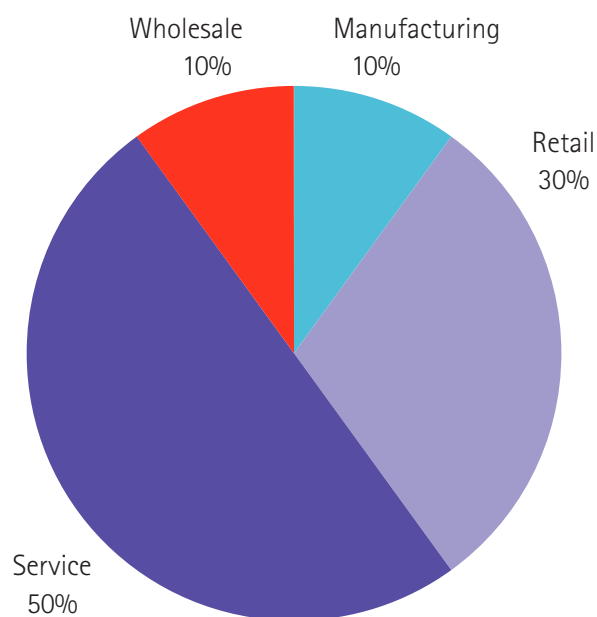
*Pictured above: Track leaders share key take-aways at the conclusion of the 2014 BC Economic Forum.*



Women Canada to carry out regional dialogues in 2015 and execute key recommendations throughout BC to ensure that women in all regions contribute fully to the BC economy. Learn more at [CatalystforGrowth.ca](http://CatalystforGrowth.ca).

# Taking a look at The numbers

## 2014/15 LOANS BY INDUSTRY



## STAYING CONNECTED

### ...on the web ([womensenterprise.ca](http://womensenterprise.ca))

44,993 unique website visits  
3,312 resource library downloads  
452 resource guide downloads  
8,800 inspirational stories read

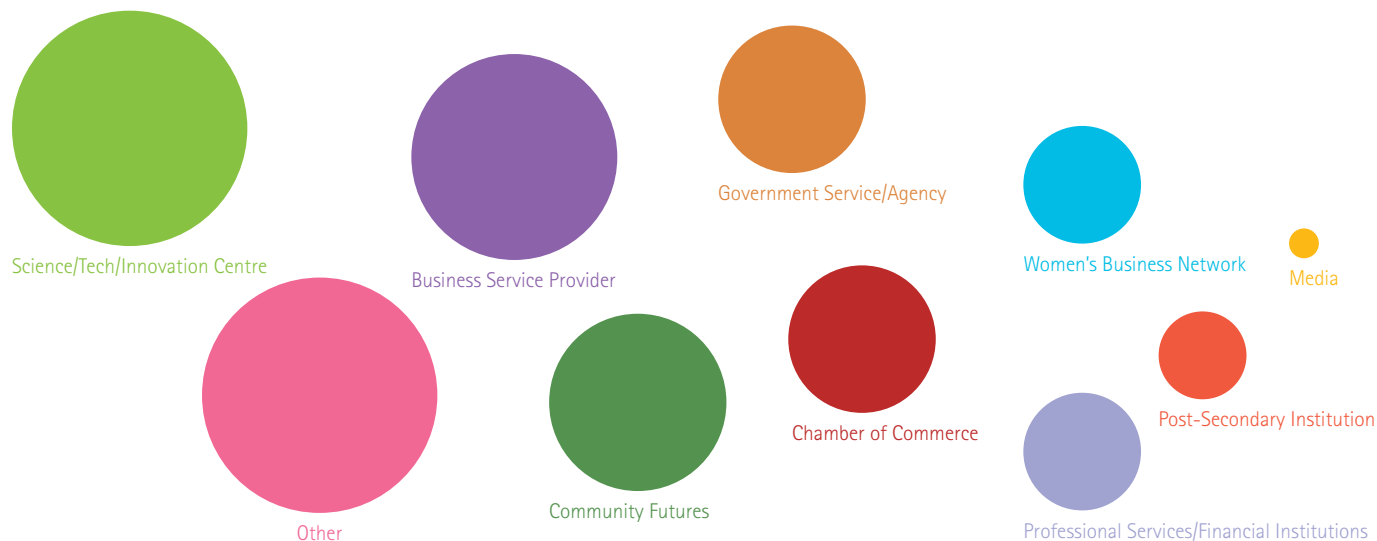
### ...with our social networks

34% growth in Facebook followers  
1,727 Tweets to over 7,000 followers  
49 blog posts

### ...in your inbox

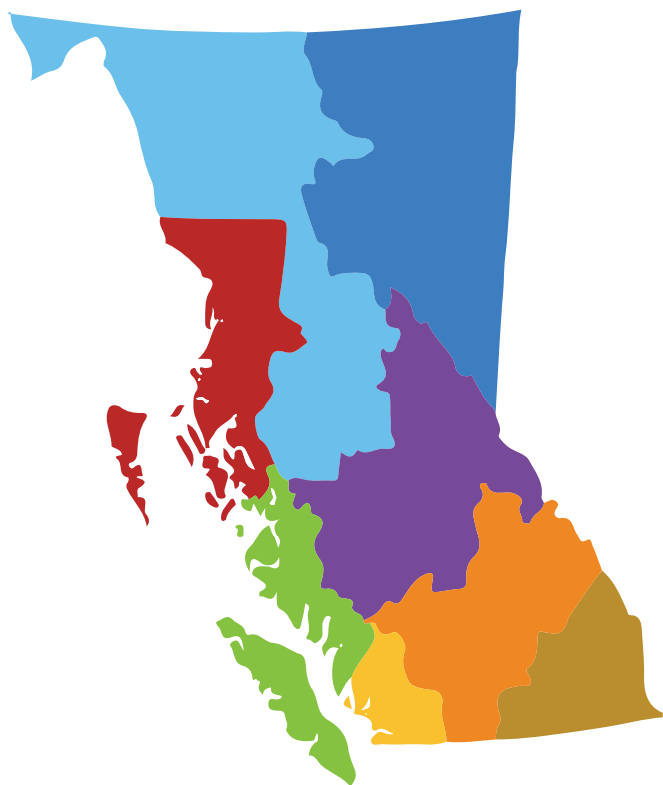
77 eBlasts and 10 eNews sent  
6,490 eNews subscribers  
23.4% average open rate

## 2014/15 DISTRIBUTION OF TRAINING PARTNERSHIPS BY ORGANIZATION TYPE





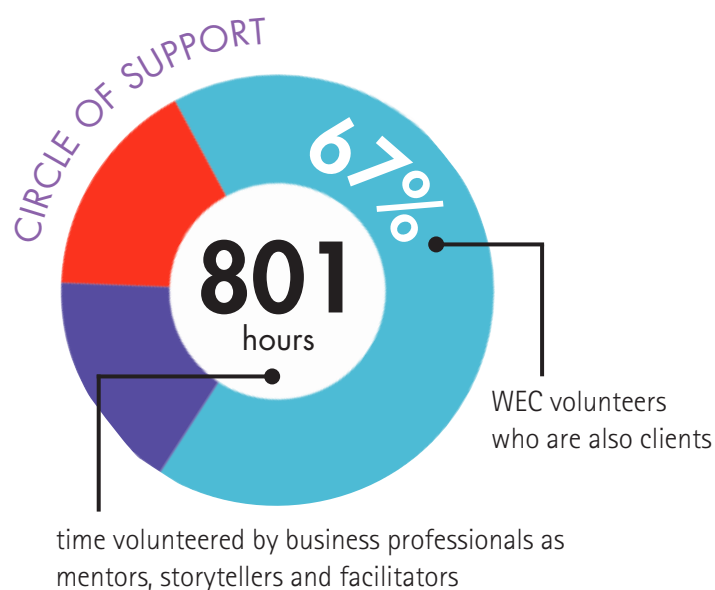
# IN 2014/15, WE HELPED WOMEN CONTRIBUTE TO THEIR COMMUNITIES THROUGHOUT BC



## ACTIVITIES BY REGION

	# partnerships	# workshop participants	# client services
BC-wide*	20	366	326
Mainland-Southwest	24	726	3,677
Thompson-Okanagan	20	209	1,098
Vancouver Island	13	224	1,055
Kootenay	12	95	251
Cariboo	-	24	135
North Coast	4	59	42
Nechako	-	4	10
Northeast	-	1	18
<b>TOTAL</b>	<b>93</b>	<b>1,708</b>	<b>6,612</b>

\*webinar, videoconference or region unspecified



# Statement of Financial Position

	March 31, 2015	March 31, 2014
<b>OPERATING FUND</b>		
<b>ASSETS</b>		
<b>Current</b>		
Cash	272,010	362,154
Accounts receivable	22,101	17,826
Prepaid expenses	6,973	3,657
	301,084	383,637
Property and equipment	39,310	26,632
Trademark	2,512	2,512
	342,906	412,781
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	72,499	62,455
Deferred revenue		
- capital assistance	6,296	7,960
- other funding	83,544	136,430
	162,339	206,845
<b>NET ASSETS</b>		
Unrestricted net assets	145,042	184,752
Investment in capital assets	35,525	21,184
	342,906	412,781
<b>LOAN INVESTMENT FUND</b>		
<b>ASSETS</b>		
Cash and short term investments	2,323,635	1,553,725
Loans and other receivables	3,409,408	3,308,698
	5,733,043	4,862,423
<b>LIABILITIES</b>		
Western Economic Diversification Canada loan fund	5,000,000	4,209,184
<b>NET ASSETS</b>		
Externally restricted	733,043	653,239
	5,733,043	4,862,423

These statements are a summarized version of the audited financial statements prepared by Crowe MacKay LLP, Chartered Accountants.

# Women's Enterprise Centre

## Statement of Revenue & Expenses

for the year ended March 31

OPERATING FUND	CORE FUND	GENERAL FUND	TOTAL 2015	TOTAL 2014
<b>Revenue</b>				
Western Economic Diversification Canada (WD)	975,000	-	975,000	975,000
WD special project funding (capital assistance)	-	1,320	1,320	1,727
Province of BC mentoring project funding	-	105,121	105,121	59,680
Women's World Cup project funding	-	112,500	112,500	-
Catalyst for Growth project funding	-	40,815	40,815	-
Other revenue (sponsorships, registrations, fees for service, book sales)	28,911	513	29,424	47,163
Project management revenue	-	20,375	20,375	-
Loan application and administration fees	22,524	-	22,524	22,916
	1,026,435	280,644	1,307,079	1,106,486
<b>Expenses</b>				
Operations:				
Administrative costs	286,977	-	286,977	253,164
Salaries and contracts	651,326	-	651,326	601,585
Service delivery	171,620	-	171,620	164,931
Special Projects:				
Mentoring	-	105,121	105,121	59,680
Women's World Cup	-	123,951	123,951	-
Catalyst for Growth	-	40,815	40,815	-
Other	-	-	-	17,981
	1,109,923	269,887	1,379,810	1,097,341
Excess (deficiency) of revenue over expenses before amortization	(83,488)	10,757	(72,731)	9,145
Amortization	-	12,619	12,619	7,570
Excess (deficiency) of revenue over expenses	(83,488)	(1,862)	(85,350)	1,575

LOAN INVESTMENT FUND	2015	2014
<b>Revenue</b>		
Loan portfolio interest	188,153	179,585
Other interest	19,694	13,204
Recovery of loans written off (net)	2,513	4,350
	210,360	197,139
<b>Expenses</b>		
Provision for impairment loss on uncollectible loans	69,060	171,597
Loan collection costs	1,515	3,280
	70,575	174,877
Excess of revenue over expenses	139,785	22,262

These statements are a summarized version of the audited financial statements prepared by Crowe MacKay LLP, Chartered Accountants.




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**Skills DEVELOPMENT** | **Business LOANS** | **Professional GUIDANCE**

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