

famou5

FOUNDATION

2016

ANNUAL REPORT

## MISSION

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To inspire Canadian women and girls to courageously lead change that contributes to a society without boundaries for women, in the spirit of the Famous Five.

## VALUES & GUIDING PRINCIPLES

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To inspire Canadian women and girls to courageously lead change that contributes to a society without boundaries for women, in the spirit of the Famous Five.

## MANIFESTO

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We know today's privileges are the results of yesterday's efforts, and we want the whole story—

*We are curious5*

We are the new leaders and future leaders, and we're here to shape our nation—

*We are ambitious5*

We have the spirit of discovery, and the desire to explore our great country and beyond—

*We are adventurous5*

We are leaders in science, art, politics, education, healthcare; masters of our crafts—

*We are ingenious5*

We are prepared for acts of high and splendid bravery for progress and equality—

*We are courageous5*

# We are famous5



## CHAIR'S MESSAGE

In my first year as Chair I am pleased to introduce our 2016 Annual Report. This year marked the 20th Anniversary of the Famous 5 Foundation and the 100th Anniversary of Women's Suffrage - both major milestones that were cause for celebration and helped to amplify our message.

2016 was a difficult year for the Famous 5 Foundation, as it was for many nonprofits. With a tough economic climate, several corporate sponsors made the tough decision to withdraw, and we saw a decrease in funds raised from the previous year.

The US election brought women's issues into the forefront and left many reeling. But out of the darkness comes light, and we were able to welcome in many volunteers who were newly impassioned to make a difference in the rights of women and girls.

This past year, we had the opportunity to continue to build upon the success of our Girl Programs through continued partnerships with Boys & Girls Club of Calgary and Young Women of Power. We've continued to build upon the success of our Enbridge Famou5 Speaker Series, allowing us to widen our reach, tell our story, and encourage women and girls to become trailblazers.

On October 18th, 2016, the 20th Anniversary of the Famous 5 Foundation, we were pleased to launch the #WomenBelong Campaign, a campaign spearheaded by Critical

Mass. The campaign not only raised awareness on the imbalances that still exist for women today, it brought forward many new volunteers ready to raise their voices to bring awareness to the imbalance.

We were thrilled that our Taste of Famou5 fundraiser gala at Hotel Arts was once again a sold-out affair, and were applauded by Bill Brooks and many others in the Calgary food scene for creating a unique event to not be missed.

As I reflect upon my time on the Board of Directors and in my first year as Chair, I am humbled by the Volunteers (both past and present), our devoted Executive Director, our Satellite Committees, and our wonderful Volunteer Board of Directors for continuing the legacy of the Famous Five. Without the dedication, time and support of our volunteers and you, our supporters, we would not be able to celebrate women's successes and inspire them to become Nation Builders in the legacy of the Famous Five. In the words of Louise McKinney, "I encourage you to Dream Big and Act Honorably." ■

Shauna Frederick,  
CHAIR, FAMOUS 5  
FOUNDATION

# ENBRIDGE FAMOUS SPEAKER SERIES

2016 was a challenging year for the Speaker Series due to falling oil prices, as many of the corporations who regularly purchased tables for the season were forced to withdraw. Nevertheless, we persisted in offering outstanding value and inspirational speakers in the spirit of the Famous Five.

With the incredible support of our title sponsor Enbridge, we were proud to present our 15th Annual Speaker Series in 2016. Beyond the five speakers in Calgary, satellite committees in Edmonton, Fort McMurray, Ottawa, and Sarnia also organized independent events for a total of 18 inspiring luncheons. ■

## OVER 2,100 ATTENDEES WERE INSPIRED BY OUR 2016 LINEUP

### CALGARY SPEAKERS



**Lisa LaFlamme**  
CHIEF ANCHOR AND SENIOR  
EDITOR, CTV NATIONAL NEWS



**Lois Sapsford**  
FOUNDER, JUNO COUNSELLING  
AND CONSULTING LTD.



**Mackenzie Murphy**  
TEEN ADVOCATE



**Jennifer Carlson**  
BABY GOURMET CO-FOUNDER



**Madam Justice Sheilah Martin**  
COURT OF APPEALS

### SATELLITE SPEAKERS

#### EDMONTON

- Sally Armstrong
- Dep. Comm. Marianne Ryan, Debra de Waal & Dr. Tania Kajner
- Margo Goodhand

#### FORT MCMURRAY

- Carla White
- Debra deWaal
- Carol-Lynn Chambers

#### OTTAWA

- Governor General's Persons Case Award Recipients
- The Honourable Rona Ambrose & Angela Scobie
- Women in Defence & Security: Karen McCrimmon, Christine Whitecross, Greta Bossenmaier, and Jody Thomas

#### SARNIA

- Kathleen Mundy
- Janice McMichael-Dennis
- Nicole Moore
- Julie Jenkins



Photo Credit: Famous 5 Foundation

## FUTURE 5 WORKSHOPS

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Our Future 5 programs aim to build confidence in young women in our community, in order to inspire the next generation of leaders. We are very grateful to the continuing support of the Imperial Oil Foundation to deliver our Girl Engagement programming.

For the second consecutive year, we partnered with Young Women of Power to present their YWOP Conference, which was attended by 120 girls aged 12-18 from April 22-23rd at the Future Charter Academy. The weekend kicked off Friday night with a pep rally, One World Tour and teen talent. On Saturday, the girls could choose between workshops such as Mixed Martial Arts, Art Expression, Understanding Inner Beauty, Dating Relationships, Songwriting, Time with a Stylist, Inner Beauty Panel, Improv, Vocals with Confidence, Beat Boxing and “Becoming a Gutsy Girl” (offered by the Famous 5 Foundation).

Our workshop was attended by 17 girls who watched the Teacup Video together, and explored through open discussion what it means to be adventurous, ambitious, courageous, curious and ingenious through activities and a bingo card activity. They were given personalized activity books to take home, and enjoyed cupcakes and pink tea sponsored by David’s Tea in china cups they could take home. The cost for one girl to attend the conference is \$55; over half of the girls in attendance received sponsored tickets through local organizations.

The second event, the “Power of You” workshop, was offered through partnership with GirlPower and the Boys and Girls Club. The half-day workshop for girls in grades 3 to 6 is designed to provide age-appropriate tools to build confidence and stand up for yourself including role-playing of different methods to shut down an uncomfortable situation. After the workshop, the girls enjoyed creating fascinators and learning about the Famous Five over cupcakes and pink tea. 🍷

## ENBRIDGE FAMOU5 YOUTH AWARDS

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The Youth Leadership Awards and History Awards, generously sponsored by Enbridge, encourage and celebrate youth who demonstrate initiative and standout characteristics, as the Famous Five once did. In 2016, 10 impressive winners were selected by the Youth Awards subcommittee, based on their applications and letters of recommendation. They were awarded with \$1000 cash (for the Youth Leadership Awards), or an iPad (for the History Awards) and were recognized with their parents, peers, Enbridge sponsors, and community members at a ceremony at the Enbridge offices in June 2016.

Each of the winners were asked to comment on the win afterward; below are just a sample of the responses.

“My role model is Louise McKinney. She was an environmental and animal activist. She even got a park named after her! She also started a project called “learning to care through kindness to animals.” I also love and care for the wellbeing of animals. I am also very aware of our environment. She was a leader and did not take no for an answer, and some say that about me as well.”

– Alia Nanji

Winner, 2016 History Award

“The Famous Five actually motivated me to step out of my comfort zone as a girl to achieve amazing things. They showed me that through persistence and motivation, the seemingly impossible can be attained.”

– Lucy Han

Winner, Irene Parlby Award for Advocacy for Women and Children



Photo Credit: Famous 5 Foundation

ABOVE: LEADERSHIP AWARD WINNERS  
BELOW: HISTORY AWARD WINNERS

Photo Credit: Famous 5 Foundation

## REMARKABLE LEADERS WORKSHOP

The Remarkable Leaders' Workshop is an annual development session addressing challenges and topics relevant to a woman's leadership journey. It brings business women the opportunity to build their leadership skills and learn from other female leaders.

This year's half-day workshop hosted 27 attendees at the Fairmont Palliser. Debra de Waal, owner of Safe and Sound, led discussions and individual exercises taught participants how to enhance their confidence, overcome adversity, and be inspired to take on new challenges. Participants were challenged to have the people around them see them as a pillar of strength - a role model to be respected. Together, they explored what it takes to model and inspire success in others. [5](#)

## CANADA DAY AT OLYMPIC PLAZA

In celebration of 100 years of suffrage, and in response to the increased presence of the Famous 5 Foundation in the community, the City of Calgary reached out and asked us to be part of the official Canada Day celebration at Olympic Plaza. We were able to set up a large tent immediately adjacent to the Women are Persons! Monument, and printed 3000 signs for boys and girls to illustrate #mywishfortheworld. David's Tea was onsite to provide complimentary tea, and there was a photo booth to share memories and wishes. It was an exciting day, a busy booth, and a great way to connect with new audiences, and we are so happy to be invited back for 2017. [5](#)





Photo Credit: Jodi O. Photography



## #WOMENBELONG CAMPAIGN

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Every year, on Persons Day, we aim to find a new way to celebrate the Famous Five and increase and draw attention to both the legacy of these women, and to the issues that still face modern women.

In 2016, with our agency partner Critical Mass, we launched the #WomenBelong campaign to call to the forefront the imbalances that still exist for women today. Only 15% of the Canadian Armed Forces are women. Only 15% of those working in the sciences are women. Only 7% of CEOs at Canada's largest public corporations are women. The list of traditionally male industries where women are not represented goes on and on.

The campaign consisted of moving portraits of our modern heroes: 13 local women who thrived in industries where women are not equally represented. These women included Olympian Chandra Crawford, Top Chef Connie deSousa, Firefighter Katrina Holmquist, and CEO Alida Visbach.

The campaign was launched at the Women are Persons! Monument in Olympic Plaza, online at [famou5.ca/women-belong](http://famou5.ca/women-belong), and on social media, and gained international media acknowledgement, as well as increasing traffic to the Famou5 website by 73%. The images and stories continue to be used, encouraging people to “raise your voice to raise the numbers”. ■



# SPONSORS & PARTNERS

We are grateful for the financial, in-kind, and whole-hearted moral support of benefactors who help us celebrate past, current and future generations of female leaders. ■

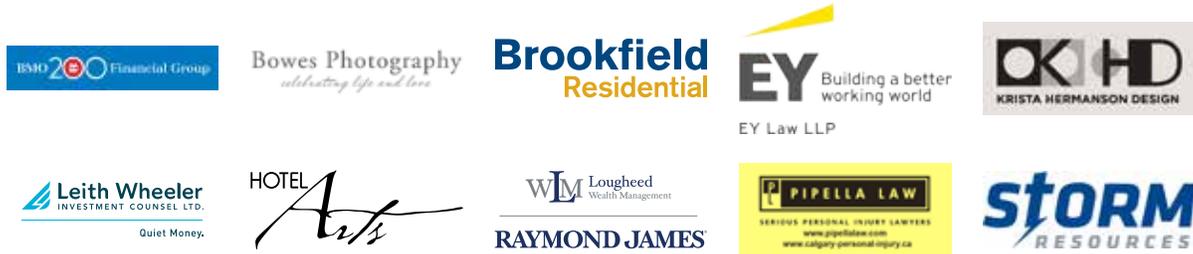
## TITLE SPONSORS



## SUPPORTING SPONSORS (CUMULATIVE SPONSORSHIP OF \$5000 +)



## EVENT SPONSORS (CUMULATIVE SPONSORSHIP OF <\$5,000)



## IN-KIND SPONSORS



## PROGRAM PARTNERS





## 2016 DONORS

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### VISIONARY — \$5,000 - \$9,999

- Gillian Lawrence
- Nancy Millar

### BELIEVER — \$1,000 - \$4,999

- Shauna Frederick
- Donna Leonard Robb
- Patricia Morrison
- Carolyn Robertson

### FAMILY — \$100 - \$999

- Anonymous
- Mona Csada
- Karen Genoway
- Carolyn Gustafson
- Carolyn Hursh

- Kim Isotti
- Linda Johnson
- Sujatha Kamma
- KPMG (in recognition of Kim Isotti)
- Jean Kruse
- Dr. Dana Lougheed
- Gordon Paul
- Dr. Linda Ullman-Petrash
- Allison Webb

### FRIENDSHIP — < \$99

- Elizabeth Dobrovolsky
- Nancy Elson
- Linda Howey
- Claire Lakusta
- Murielle Nagy
- Chelsea O'Connor

*Recognition levels are based on cumulative giving to the Famous 5 Foundation since January 1, 2006.*

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