



Women's Enterprise
Organizations of Canada

ANNUAL
REPORT

Future Focused

2024/
2025

TERRITORIAL ACKNOWLEDGEMENT

The Women's Enterprise Organizations of Canada's network of members is spread across many territories. We respect and honour the shared land and water on which we live, work, play and from which we receive nourishment. We are committed to understanding our shared past, while moving forward in the spirit of reconciliation, operating under the principles outlined in the Truth and Reconciliation Call to Action 92.



POSITIONING STATEMENT

Women's Enterprise Organizations of Canada supports a diverse membership of organizations that directly impact the growth and success of women entrepreneurs. We support our members in strengthening their skills and expanding their networks by connecting them with peers across the country, providing access to innovative resources, and offering practical learning opportunities. These tools support members in building on their strengths — helping them run successful organizations and champion women entrepreneurs across the country. Through our national network of Loan Fund Partners, WEOC also delivers the WEOC National Loan Program, supporting women entrepreneurs as they start, scale, grow and operate their businesses.

OUR VISION

We lead the way to achieve excellence in the provision of services by women's enterprise organizations.

OUR MISSION

To build a strong national network that strengthens our member organizations.



2024-2025 BY THE NUMBERS

MORE THAN 500

individuals attended WEOC's in-person and virtual events throughout the year—a 60% increase from last year.



9

NEW MEMBER ORGANIZATIONS

bringing WEOC into the Yukon Territory and Prince Edward Island for the first time.

239 LOANS

DISTRIBUTED

VALUED AT

\$10.6 MILLION

IN TOTAL
370 LOANS
HAVE BEEN DISTRIBUTED FROM PROGRAM
LAUNCH TO MARCH 31, 2025, VALUED AT
\$16.1 MILLION

15

CANADIAN CITIES VISITED

by members of the WEOC team, meeting with members, colleagues and hundreds of women entrepreneurs.



In 2024–2025, the Women’s Enterprise Organizations of Canada (WEOC) strengthened our leadership in the women’s entrepreneurship ecosystem by deepening connections, expanding awareness of our resources, and amplifying the voices and needs of support organizations and the women we collectively serve.

WEOC brought together leaders and peers at our inaugural national summit, through hands-on virtual workshops, and during the first season of the popular WEOC Café series—creating spaces to learn, share, and collaborate.

A major marketing campaign helped ensure women entrepreneurs knew how to access the WEOC National Loan Program*, which reached key milestones by supporting 260 women in more than 200 communities meeting \$10 million in loans disbursed this fiscal year. Through this outreach—and by meeting with hundreds of women entrepreneurs at events across the country—WEOC built strong relationships, broadened our reach, and deepened the program’s impact.

*The WEOC National Loan Program is made possible with funding provided by the Government of Canada through the Women Entrepreneurship Strategy.

Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada

Canada

This document highlights key accomplishments from WEOC’s fiscal year, spanning April 1, 2024 to March 31, 2025.



MESSAGE FROM THE BOARD CHAIR

As we reflect on 2024-25 fiscal, I'm struck by both the scale of change and the steadiness of purpose that carried WEOC forward this year. WEOC navigated significant transitions this year, including a change in board and staff leadership and the development of an ambitious strategic direction, all amidst shifting political landscapes, economic uncertainty, and ongoing discussions about the importance of inclusion. Yet amid all this uncertainty, one truth crystallized: women and non-binary entrepreneurs are poised to reshape Canada's economy.

By 2028 women will command nearly \$4 trillion in assets (CIBC Report) and, even now, influence most consumer spending—an economic force still underserved by mainstream investment. There is an untapped financial opportunity, and we need to forge ahead to unlock the economic power of women and non-binary business owners as drivers of the economy.

The National Loan Program delivered 239 loans last year, backed by a coast-to-coast marketing push that generated 2,500+ click-throughs, including strong uptake in rural and northern regions through our member organizations.

With the loan fund program on its way, in October 2024, the board came together to create an ambitious new strategic direction and vision for the next chapter of growth and impact for WEOC:

1. Be the trusted advisor to the Government of Canada on unlocking the economic power of women business owners.
2. Expand access to our network of women entrepreneurs and Women Enterprise focused organizations.
3. Create a leading Centre of Excellence for learning, research, and leadership in Women Enterprise focused organizations.

I want to thank and acknowledge outgoing Chairs Jennifer Bissell (Newfoundland and Labrador Organization of Women Entrepreneurs) and Marcela Mandeville (Alberta Women Entrepreneurs) for their steady leadership, commitment to the growth of our ecosystem and the wisdom they shared around our table.

This year also marked the close of an era: after guiding WEOC from a board-run collective to a fully staffed national office, our inaugural CEO Alison Kirkland stepped down. Her tenure saw us navigate the pandemic, launch Canada's first gender-specific national loan program, and forge partnerships across the country. Alison, thank you for turning vision into infrastructure giving us a strong foundation for the future.

This year would not have been possible without the dedication of WEOC staff, who remained deeply engaged with communities across Canada, ensuring our work stayed responsive and relevant. In addition to the achievements of the National Loan Program, other key highlights include:

- 11 virtual events unpacked everything from supply-chain reshoring to inclusive exporting.
- Our virtual Tariff Community Forum in March 2025 drew 185 registrants eager to decode shifting U.S. policies.
- Following successful Leadership Breakfasts in Vancouver and Toronto in 2023, we hosted the WEOC Leadership Breakfast in Winnipeg this past fiscal, sparking local action to position Manitoba as a leading destination for women founders.
- The inaugural in-person National Summit April 2024 gathered 80 ecosystem leaders; their feedback shaped the future of the Summit 2.0 in 2025.

As we enter the next fiscal year with a renewed strategic direction, WEOC is bringing together support organizations for women and non-binary entrepreneurs, recognizing that the collective experience, resources, and networks of our members are key to unlocking their economic potential. We look forward to collaborating with our partners and funders to advance this work. Women are a powerful yet underutilized force in Canada's economy and investing in their success drives real GDP growth and builds a stronger future for all Canadians.

Shauna Harper.

SHAUNA HARPER,
WEOC Chair



BOARD MEMBERS

2024/2025



SHAUNA HARPER

Board Chair
CEO, WeBC



MIRIAM JOHNSON

CEO, Women Entrepreneurs
of Saskatchewan



MAXINE KASHTON

CEO, WeMB



ROSALIND LOCKYER

Founder & CEO, PARO Centre
for Women's Enterprise



RUTH VACHON

President & CEO, Réseau des Femmes
d'affaires du Québec



MARCELA MANDEVILLE

CEO, Alberta Women Entrepreneurs



CAROLYN WAKEHAM

CEO, Newfoundland & Labrador
Organization of Women Entrepreneurs

A special thanks to Jennifer Bissell for her time, attention and efforts as a board member, and as past Board Chair.



THE VOICE OF EXPERIENCE: MESSAGE FROM CEO ALISON KIRKLAND



**Exciting. Innovative. Challenging.
Thrilling. Inspiring. Dynamic. Collaborative.
Transformative—So many adjectives to describe
our experience within the women’s entrepreneurship
ecosystem this year. As we move forward through
times of great political and economic change, WEOC,
along with our members and partners, continue to be
a voice for women entrepreneurs, whose innovation
and collaboration has a significant and lasting impact
on the Canadian economy.”**

ALISON KIRKLAND

CEO, Women’s Enterprise Organizations of Canada



LEADING THE CHARGE: LEADERSHIP ENGAGEMENT

This year, WEOC continued to be a trusted voice for the organizations that support women entrepreneurs and a strong advocate for their success. Our leadership team brought partners together, worked with government, and made sure the needs of women entrepreneurs — and those who support them — were heard across the country. As part of this work, WEOC CEO Alison Kirkland actively engaged with government representatives and ecosystem partners throughout the year. Key moments included her participation in the NACO Summit in Ottawa and the NACCA Indigenous Prosperity Forum in Gatineau, where she fostered important connections and collaborations.

In September, The Honourable Rechie Valdez, Minister of Small Business and her team visited WEOC's head office in Winnipeg for a productive meeting with Alison and the local leadership team, reinforcing our shared commitment to advancing women's entrepreneurship in Canada.

Additionally, members of the WEOC leadership team traveled to Toronto to attend the CanadianSME Awards, where they proudly accepted the Editor's Choice Award in recognition of our organization's national impact.



BREAKING BREAD, BUILDING FUTURES: LEADERSHIP BREAKFAST

In June 2024, WEOC hosted the third event in our Leadership Breakfast series in Winnipeg, continuing our efforts to connect leaders across the women's entrepreneurship ecosystem and spark bold conversations around game-changing ideas and innovations.

The discussion addressed critical topics, including supplier diversity, program and service adaptation, support for Indigenous entrepreneurs, and how funding strategies such as bootstrapping versus borrowing, can shape business growth. The conversation offered actionable pathways to reduce barriers, unlock untapped potential, and build a more equitable and vibrant future for women entrepreneurs in Manitoba and across Canada.



SUMMIT UP: WEOC NATIONAL SUMMIT

The inaugural WEOC National Leadership Summit took place in Toronto, Ontario on April 17 & 18, 2024, bringing together leaders and advisors from across Canada's women's entrepreneurship ecosystem. The event fostered collaboration, innovation, and inclusive leadership through a series of curated sessions, community-building activities, and high-profile presentations. Hosted by WEOC, the summit featured seven interactive sessions and 17 speakers, including keynote speaker Laura Liswood, who delivered a powerful address on moving beyond the myths of meritocracy in diversity, equity, and inclusion efforts. The programming emphasized relationship-building and showcased practical strategies for supporting diverse entrepreneurs nationwide.

The summit also featured an evening marketplace reception with vendors, creative activations like typewriter poetry and mindfulness sessions, and a custom event app that enhanced the guest experience. WEOC and event partner Fluid Events coordinated closely to ensure seamless logistics, supported by strong engagement from speakers, sponsors, and participants. The summit's success set a new benchmark for ecosystem gatherings, providing attendees with fresh insights, meaningful connections, and shared energy to drive the women's entrepreneurship movement forward in Canada.



IMPACT THROUGH PARTNERSHIP

OUR 2024–2025 CORPORATE PARTNERS

WEOC’s vibrant, growing national network brings together non-profit organizations from coast to coast to coast, all dedicated to advancing women’s entrepreneurship in Canada. These organizations offer a diverse range of services; from business advising and training to financing, networking, and mentorship. While some focus exclusively on supporting women in business, others include women-focused programming within a broader mandate. What unites them is a shared commitment to ensuring that women entrepreneurs have equitable access to the tools, resources, and support they need to thrive.

WEOC’s membership model is rooted in community, mutual benefit, and collaboration. Instead of a traditional fee structure, members contribute their knowledge, skills, expertise, and time to help build a vibrant, mission-driven ecosystem. This approach fosters meaningful connection, shared growth, and a deep sense of investment in WEOC’s collective success, while working toward the common goal of economic empowerment for women entrepreneurs.



THE COMPANY WE KEEP: TO PARTNERS IN IMPACT:

This year, WEOC continued to strengthen and maintain our valued relationships with our corporate partners. Their ongoing support plays a vital role in sustaining our programs and amplifying our engagement activities and events, and these enduring partnerships reflect a shared commitment to advancing our mission and fostering impact within the entrepreneurial ecosystem.

Thank you to our 2024-2025 partners:



WEOC LOAN CLIENTS ACROSS THE COUNTRY

Airdrie, AB
 Calgary, AB
 Edmonton, AB
 Fort McMurray, AB
 High River, AB
 La Crete, AB
 Leduc, AB
 Peace River, AB
 Rocky View County, AB
 Sherwood Park, AB
 Veteran, AB
 Whitecourt, AB
 Abbotsford, BC
 Courtenay, BC
 Kelowna, BC
 Kimberley, BC
 Langley, BC
 Maple Ridge, BC
 Nelson, BC
 Parksville, BC
 Port Coquitlam, BC
 Revelstoke, BC
 Richmond, BC
 Surrey, BC
 Ucluelet, BC
 Vancouver, BC
 Vernon, BC
 Victoria, BC
 Carberry, MB
 Morden, MB
 Ste. Anne, MB
 Winnipeg, MB
 Saint John, NB
 Bay Roberts, NL
 Bonavista, NL
 Clarenville, NL
 Corner Brook, NL
 Cox, NL
 Deer Lake, NL
 Doyles, NL
 Durrell, NL
 Gander, NL
 George's Brook-Milton, NL
 Grand Falls-Windsor, NL
 Gunner's Cove, NL
 Holyrood, NL
 Labrador City, NL
 Lower Island Cove, NL
 Marystown, NL

Mount Pearl, NL
 Pouch Cove, NL
 St. John's, NL
 St. John's, NL
 Torbay, NL
 Bedford, NS
 Cornwallis Park, NS
 Dartmouth, NS
 Dartmouth, NS
 Fall River, NS
 Halifax, NS
 Merigomish, NS
 Moser River, NS
 Port Hawkesbury, NS
 Tantallon, NS
 Walton, NS
 Ailsa Craig, ON
 Barrie, ON
 Belleville, ON
 Bowmanville, ON
 Brampton, ON
 Breslau, ON
 Burlington, ON
 Cambridge, ON
 Collingwood, ON
 Concord, ON
 Cornwall, ON
 Creemore, ON
 Dryden, ON
 Dundas, ON
 Erin, ON
 Etobicoke, ON
 Fort Erie, ON
 Foymount, ON
 Georgetown, ON
 Gloucester, ON
 Hagersville, ON
 Haliburton, ON
 Hamilton, ON
 Harrow, ON
 Harrowsmith, ON
 Holland
 Landing, ON
 Innisfil, ON
 Kanata, ON
 Kenora, ON
 King City, ON
 Kingston, ON
 Kirkland Lake, ON
 Kitchener, ON
 Kleinburg, ON

Leamington, ON
 London, ON
 Markham, ON
 Meaford, ON
 Milton, ON
 Mississauga, ON
 Mono, ON
 Mulmur, ON
 New liskeard, ON
 Newmarket, ON
 Niagara Falls, ON
 Niagara on the Lake, ON
 Nobleton, ON
 North Bay, ON
 North York, ON
 Oakville, ON
 Orangeville, ON
 Orillia, ON
 Ottawa, ON
 Paris, ON
 Pickering, ON
 Port Perry, ON
 Richmond Hill, ON
 Rosslyn, ON
 Sault Ste. Marie, ON
 Scarborough, ON
 St Catharines, ON
 St. Catharines, ON
 St. Thomas, ON
 Stouffville, ON
 Sudbury, ON
 Thunder Bay, ON
 Tillonsburg, ON
 Timmins, ON
 Toronto, ON
 Toronto/ Mississauga, ON
 Vaughan, ON
 Warminster, ON
 Wasaga Beach, ON
 Wendover, ON
 Whitby, ON
 Windsor, ON
 Woodbridge, ON
 York, ON
 Buffalo Pound
 Provincial Park, SK
 Deer Valley, SK
 Prince Albert, SK
 Regina, SK
 Saskatoon, SK



WEOC NATIONAL LOAN PROGRAM

In 2024, the WEOC National Loan Program truly hit its stride. Our team actively engaged entrepreneurs and organizations across the country by guest speaking on podcasts, publishing articles, and connecting through in-person events. We proudly showcased inspiring success stories from our loan clients and shared impact statements that reflect the lasting, tangible change the program is making. At the 2024 WEOC National Leadership Summit in Toronto, we invited loan clients to join as panelists, giving them a platform to share their experiences and bring national attention to their businesses. Through client stories and sector spotlights on social media, we brought the program “home” for our audience—highlighting the diversity of businesses we serve and demonstrating how our efforts directly impact communities across Canada.

How the Loan Program Works

The WEOC National Loan Program is made possible with funding provided by the Government of Canada through the Women Entrepreneurship Strategy.

Since late 2022, the WEOC National Loan Program has been empowering women entrepreneurs across Canada by providing accessible financing of up to \$50,000. This program is specifically designed to break down common financial barriers faced by women in business. With no minimum credit score requirement and flexible eligibility for how the funds can be used, the loan program offers a more inclusive pathway to business growth and success.

Key Features

- Loans in any amount up to \$50,000
- Terms up to 5 years
- Flexible payment options
- Robust business advice and resources delivered by experienced, expert advisors

This year, WEOC worked closely with eight Loan Fund Partners, as well as numerous referral partners from across the country

- Alberta Women Entrepreneurs (AWE), AB
- Centre for Women in Business, NS
- Newfoundland & Labrador Organization of Women Entrepreneurs (NLOWE), NL
- PARO Centre for Women’s Enterprise, ON
- Prince Edward Island Business Women’s Association, PEI
- WeBC, BC
- WeMB, MB
- Women Entrepreneurs of Saskatchewan (WESK), SK



WEOC NATIONAL LOAN PROGRAM

Marketing & Awareness

A key part of our work this year was broadening awareness and deepening engagement with the WEOC National Loan Program, ensuring we reached women entrepreneurs across regions and diverse, intersectional groups. To support this, we partnered with 6P Marketing to develop and execute a national, multi-channel campaign designed to meet women where they are — whether online, on social media, or in their local communities.

The campaign generated strong results. Website traffic to the loan program page more than doubled compared to previous periods, with visitors spending significantly more time engaging with content such as eligibility details and success stories. Google search ads targeting women entrepreneurs delivered particularly high click-through rates, and social media channels helped amplify our message to new audiences.

Importantly, this increased visibility contributed to tremendous growth in the loan program itself. We saw record-breaking demand, with application volumes and loan disbursements both significantly exceeding expectations. These outcomes reflect a growing awareness of the program, stronger connections with women entrepreneurs, and a solid foundation for further expansion in the year ahead.

Enthusiasm for learning about our offerings ensured our highest attendance for a WEOC Café event in February 2025, where two of our loans team members were featured, sharing their experiences and answering questions from attendees.

Overall, from April 1, 2024 to March 31, 2025

- 239 loans distributed
- \$10.6 million distributed



IN THE MARKET FOR CHANGE: WEOC NATIONAL LOAN MARKETPLACE

In March 2025, WEOC launched the WEOC Marketplace—an online directory showcasing women-owned businesses supported through the WEOC National Loan Program. This initiative was developed in response to ongoing tariff challenges and supply chain disruptions, aiming to promote local purchasing and bolster Canadian small businesses. The Marketplace features a diverse array of enterprises, from eco-friendly home goods to artisanal foods, making it easier for consumers to discover and support women entrepreneurs across the country.

The response from our loan clients has been overwhelmingly positive, with over 30 businesses currently featured. Entrepreneurs have expressed enthusiasm about the increased visibility and the opportunity to reach a broader customer base through the WEOC platform. The WEOC Marketplace not only fosters economic resilience but also strengthens community ties by connecting consumers directly with women-led businesses. This initiative underscores WEOC's commitment to empowering women entrepreneurs and supporting Canada's economy through inclusive and innovative support mechanisms.



LOAN PROGRAM CLIENT



WEOC initially helped our business by allowing us to order our inventory ahead, helping us exponentially improve our profit margin. As a small retailer in particular, this is huge! WEOC then further helped us invest in the infrastructure we needed to open our SportsCADE. It allows us to bring in revenue we otherwise would not have as just a retail location”

ERIKA MOZES

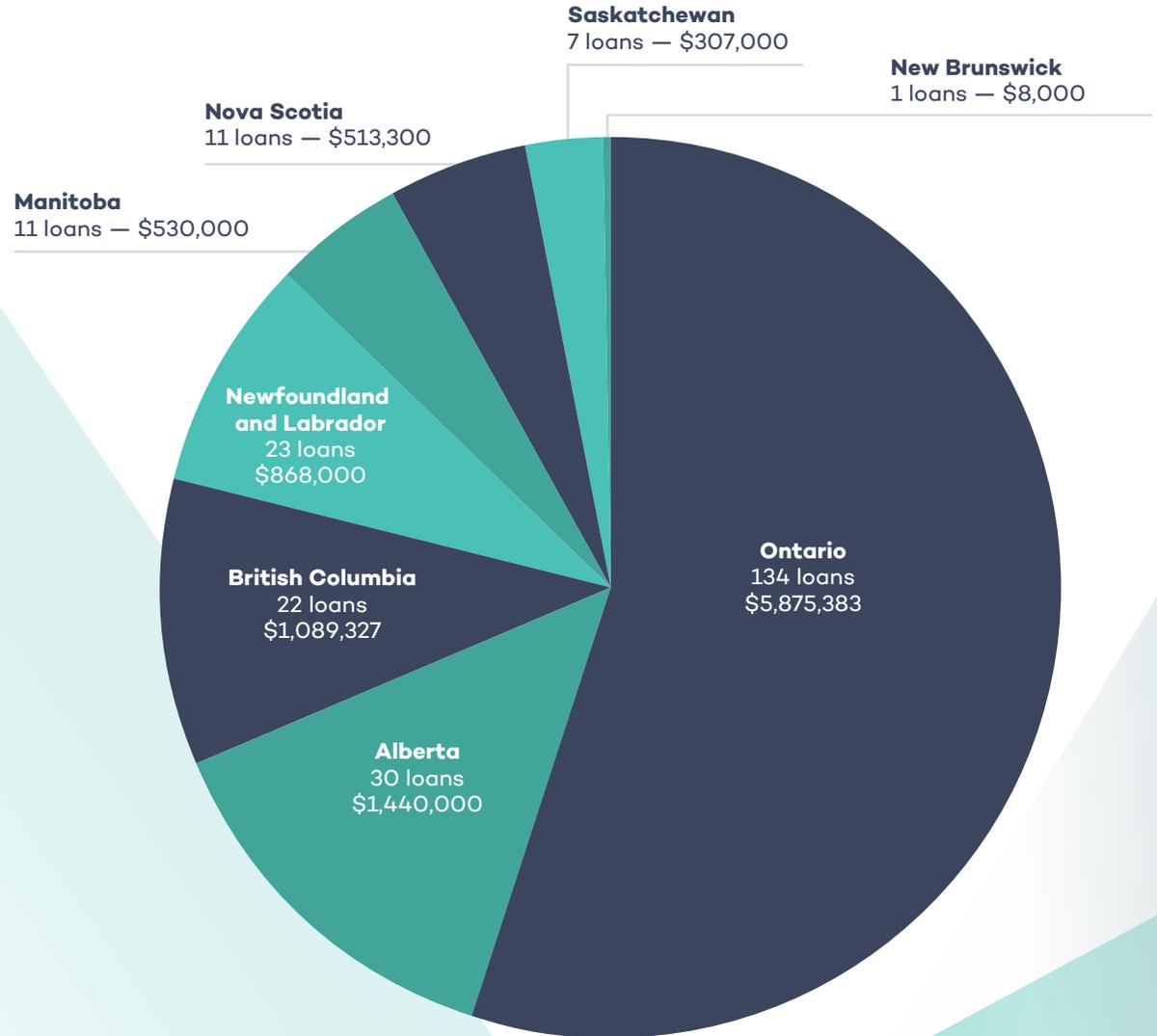
Delancey Sports, Haliburton ON



WEOC NATIONAL LOAN PROGRAM

Loans by Province

Total loans: 239
\$ 10,631,010



LOAN PROGRAM CLIENT



The WEOC National Loan Program has been instrumental in enabling our business to scale strategically while maintaining a sharp focus on content creation. This program has been a catalyst for our growth, empowering us to focus on creating impactful content while building a resilient and scalable business model.”

LAURALEE SHEEHAN
Digital 55, Toronto ON



WEOC NATIONAL LOAN PROGRAM

Loans by Industry

Total loans: 239
\$ 10,631,010

Construction
3 loans — \$150,000

Agriculture, forestry, fishing and hunting
5 loans — \$248,300

Educational Services
7 loans — \$301,500

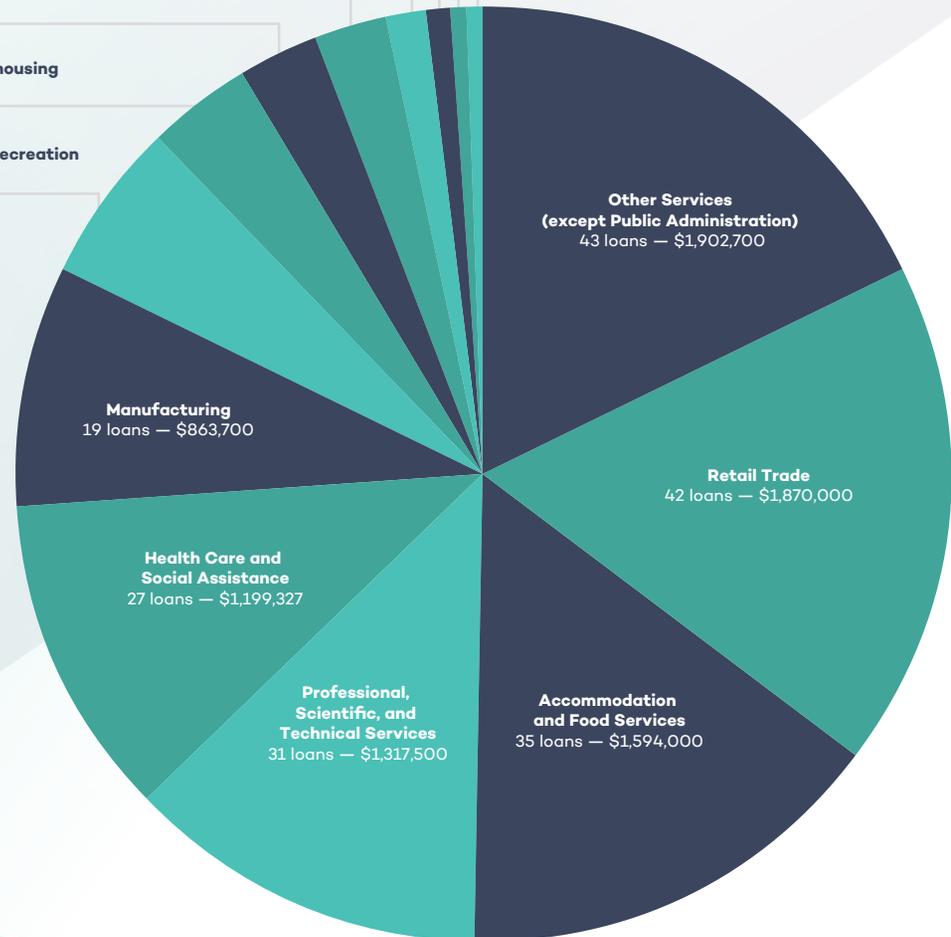
Transportation and Warehousing
8 loans — \$390,783

Arts, Entertainment, and recreation
15 loans — \$593,200

Wholesale Trade
2 loans — \$100,000

Utilities
1 loan — \$50,000

Real Estate and Rental and Leasing
1 loan — \$50,000



LOAN PROGRAM CLIENT



Reaching out to WEOC for further development has helped me see things I've missed, and has allowed me to take the necessary steps to expand my skill set, mindset, and business plans. WEOC has held me accountable in ensuring I cover all aspects of business, and with this, made me feel more confident moving forward to implement strategies to grow."

CHER MARWIN

Visionary Studio, Toronto ON



CLICKS, SCROLLS, AND SHARES

WEBSITE, NEWSLETTER, AND SOCIAL MEDIA IMPACT

WEBSITE

Interest in weoc.ca grew significantly during the 2024–2025 fiscal year, with both website visitors and users increasing by over 200%. This surge reflects expanding national awareness of WEOC’s resources and programs.

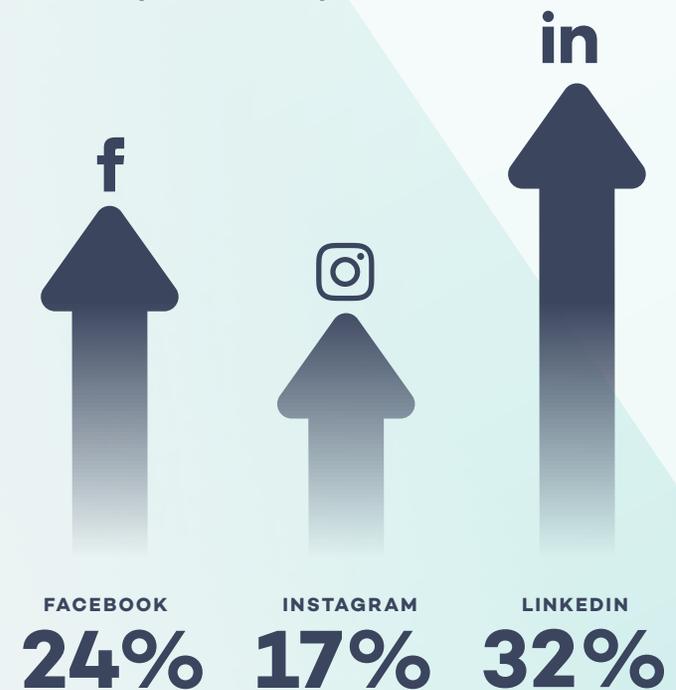
The WEOC National Loan Program page remained a key destination, with an increase of over 200% views from the previous year. Many visitors were also drawn to the *Success Stories* and *Upcoming Events* sections, demonstrating a rising demand for real-world examples and timely opportunities in the women’s entrepreneurship ecosystem.

The *Bootstrap or Borrow?* resource, aimed at identifying and addressing sludge, bias, and bottlenecks in the funding process, continued to resonate with audiences. It remained a frequently visited feature throughout the year.

NEWSLETTER

Our newsletters continue to be well received, with engagement rates significantly outperforming industry standards. We’re averaging a 48% open rate—well above the 35% industry benchmark—and a 4% click-through rate, four times the industry average of 1%. This strong response highlights our members’ interest in the content we share. We’ve also transitioned to a semi-weekly outgoing schedule, which enables us to stay current with news in the ecosystem and promote events consistently, keeping us top of mind for our members.

WEOC connects with members and partners across the ecosystem through our social media channels, regular newsletter, and website. We saw growth across channels and platforms this year.



LOG IN, LEVEL UP: VIRTUAL EVENTS AND ENGAGEMENT

This year, we hosted a series of events specifically designed to support and strengthen our network. Our programming included the launch of the WEOC Café series, which features 45-minute conversations with experts from across the ecosystem, and WEOC X virtual workshops which offer longer, in-depth sessions focused on building practical skills and expanding the tools available to those working with entrepreneurs. In total, more than 400 people participated in our events, reflecting strong engagement and ongoing interest in professional development and peer learning.



COMING TOGETHER ON TRADE: HIGHLIGHTS FROM THE TARIFFS FORUM

On March 26, 2025, WEOC hosted a virtual community forum titled *Tariffs, Trade, and Canadian Women Entrepreneurs*. The event brought together 185 participants, including industry experts, business leaders, ecosystem partners, and women entrepreneurs, to discuss the uncertainties surrounding proposed U.S. tariffs and their potential impact on Canadian businesses. Moderated by Leah Gilbert Morris of Export Development Canada, the panel featured valuable insights from Marwa Abdou of the Canadian Chamber of Commerce, Dr. Wendy Cukier of the Women Entrepreneurship Knowledge Hub, and Chelsea Sang of Export Navigator. Attendees were invited to submit questions in advance, many of which were addressed during the live session, leading to a lively and engaging discussion.

To continue the conversation and provide lasting value, WEOC produced a follow-up report that answered all submitted questions—including those not covered during the forum—and supplemented with additional data and context. The report is designed to serve as a practical resource for women entrepreneurs, offering guidance on navigating trade challenges, understanding the broader implications of tariffs, and building resilience through market diversification and strategic planning. It captures the collective expertise shared during the event and aims to empower entrepreneurs with the information they need to confidently face an evolving global trade environment.



VIRTUAL ENGAGEMENT

WEOC Café:

Beyond the Block: Handling Online Hate and Harassment for Organizations

Vivian Lee from the Open Digital Literacy and Access Network shared practical strategies organizations can use to respond to online hate speech and manage digital harassment.

Success in a Shifting Landscape: A Conversation with Entrepreneur Heidi Reimer-Epp, Botanical PaperWorks

Heidi Reimer-Epp joined us for a candid conversation about navigating ongoing change and uncertainty, offering her perspective on the challenges and resilience of women entrepreneurs across Canada.

Financing Her Growth: A Conversation with the WEOC Loans Team

Obashola Dele-Oni and Natalie Robertson, Loans Assessors took the time to answer attendees questions and discuss how the loan program works, and what to expect during the application process.

Thought Leadership & Support Tools

Following the WEOC Community Forum's exploration of trade uncertainties, the subsequent WEOC Café session with Heidi Reimer-Epp, CEO of Botanical PaperWorks, delved into broader strategies for resilience. The discussion highlighted how women entrepreneurs are navigating rapid digital transformation, shifting to hybrid work models, and prioritizing sustainability and cybersecurity. Emphasizing adaptability and continuous learning, the session underscored the importance of leveraging digital tools and ethical practices to thrive amid evolving business landscapes.



VIRTUAL ENGAGEMENT

WEOC X Workshops:

Sleep. What is it good for?

Alanna McGinn shared tips and strategies to help participants improve their sleep hygiene, quiet their minds, fall asleep more easily, and build a stronger relationship with sleep.

Decolonizing Language

Rhiannon Bennett of Hummingbirds Rising Consulting led participants on a powerful exploration of how language can reinforce colonial ideologies, offering tools to begin decolonizing their communication practices.

The Entrepreneurial Benefits of Self-Publishing.

Experts from FriesenPress explored how self-publishing can serve as a strategic business tool, offering valuable insights into using books as part of a broader marketing strategy.

TikTok Takeoff: TikTok for Organizations 101

Samantha Vlasceanu, The Unicorn Marketer, shared creative and practical ways to use TikTok to grow membership, boost event participation, and support clients' social media goals.

Opportunity Awaits: Tackling Tough Conversations with Confidence

Erin Thorp guided participants through the challenges of difficult conversations, helping them explore the costs of avoiding tough discussions and providing practical tools and hands-on exercises to build confidence when working with women entrepreneurs.

Taste of Success: Empowering Women in the Food Industry

Sandy Mark of the Small Scale Food Processor Association discussed the vital role women play in Canada's food industry, highlighting a successful pilot project with WeBC and PARO that delivered industry-specific training to women entrepreneurs.

Trade Secrets: Essential Export Strategies for Business Advisors

Lora Rigutto from the Forum for International Trade Training provided business advisors with essential guidance on supporting entrepreneurs planning to expand globally, outlining seven key considerations for success in international markets.

Thriving as a Fierce Indigenous Leader in Life and Livelihood

Sage Lacerte offered thoughtful insights into how limiting beliefs around money and wealth can hinder success for women entrepreneurs, and introduced Indigenous perspectives on wealth through the work of the Sage Initiative.



WEOC IN THE WORLD: STAFF EVENTS AND ENGAGEMENT

Over this year, our team has been traveling across the country, attending summits, tour stops, expos, exchanges, and award ceremonies. These events have given us the opportunity to connect with our members, engage with industry leaders, and strengthen ties across the broader ecosystem.

Highlights include attending WBE Supplier Diversity Day in Winnipeg, the Saskatoon Black Business Expo, the Yukon Women Entrepreneurs in The North Gathering, the NLOWE annual conference in St. John's, NACCA's Indigenous Women Entrepreneurs Gathering in Vancouver, and hosting the women entrepreneur breakfasts at Startup Canada tour stops in Winnipeg, Langley and Kitchener-Waterloo.



STAFF

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*THANK YOU TO KATRYA BOLGER FOR HER WORK WITH WEOC THIS YEAR.

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 Women's Enterprise Organizations of Canada



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