

# 2021 - 2022

## A SPONSORSHIP INVITATION...



**famous**<sub>5</sub>  
FOUNDATION

Frances Wright  
Chair & Co-Founder  
chair@famous5.ca  
403.245.6453

The Virtual Pink Teas are monthly conversation about women's leadership with women leaders.

Inspiring! Informative! Resourceful! Encouraging! Connecting!

[WWW.FAMOUS5.CA](http://WWW.FAMOUS5.CA)

VIRTUAL PINK TEA CONVERSATIONS

## The Opportunity

Since our establishment in 1996, the Famous 5 Foundation (F5F) has played an important role in recognizing the contributions of women to the building of Canada and inspiring the leadership of girls and women. However, more work remains to be done but we are optimistic that together many more women will become leaders. We invite **you and your colleagues** to join our leadership team as a **Sponsor** of the **2021-2022 Virtual Pink Tea Conversation (VPTC)** series! Our Conversations with inspiring women leaders are national conversations held once a month on the first Friday of the month; that is, on Famous 5 Fridays – when women see more opportunities and have more power!

## The Famous 5 Foundation

We are committed to building a society without boundaries for women by developing the leadership skills of Canadian girls and women in the spirit of the Famous 5.

## The Famous 5 - Canada's democratic champions!

As individuals, the Famous 5 (F5) secured the right for women to vote, stand for elected office and then serve, first achieved in some provinces and then federally. When these leaders came together as a group, they succeeded in gaining the right for Canadian women to be appointed to the Senate and caused the word 'persons' to be defined as always meaning women and men throughout the Commonwealth so that both were respected as leaders.

We also acknowledge that these heroes do not reflect our current values because they did not know then what we know now.



*Women are Persons, Olympic Plaza-Calgary (Courtesy F5F)*

## Why are the F5 Important Today?



Role Models



Teamwork



Big Challenges



Determination



Strategic Thinking



Leadership



Ambition



Innovation

## Local, National & International Leaders!

- Emily Murphy, first female magistrate in the British Empire; Best-selling author; Established Canadian Women's Press Clubs; Leader of the F5.
- Hon. Irene Parlby, first female Cabinet Minister in Alberta; President, United Farm Women of Alberta; Delegate to the League of Nations (precursor to the UN).
- Louise McKinney, first female MLA in British Empire, elected in Alberta; Signed Basis of Union to establish United Church of Canada; International Vice President, Federation of Women's Institutes.
- Henrietta Muir Edwards, Co-founder, Victorian Order of Nurses; Established prototype of Canadian YWCA; Published first magazine for women in Canada.
- Nellie McClung, Best-selling author; Campaigned for suffrage in the US; Alberta Liberal M.L.A.; Delegate to the League of Nations; First woman Director on the Board of the Canadian Broadcast Corporation.

## Inspiring Women's Leadership Projects

### 70th Anniversary of the 'Persons' Case (October 18.99)

- Installation of Women are Persons Monument, Olympic Plaza, Calgary, 4,000 guests
- Broadcast live on Newsworld in Calgary & extensive media coverage
- 12 events in 4 days, average 250 guests per events
- Maquette Tour to Provincial Legislatures in partnership with Girl Guides of Canada

### 71st Anniversary of the 'Persons' Case (October 18.00)

- Women are Persons! Monument, Parliament Hill, Ottawa with Governor General Clarkson, Prime Minister Chretien and Chief Justice McLachlin, 3,000 guests
- Broadcast live on Newsworld, hosted by Peter Mansbridge & extensive media coverage
- 11 events in 4 days, average 200 guests



### **75th Anniversary of the 'Persons' Case (October 18.04)**

- Launch of \$50 banknote featuring the F5 (1<sup>st</sup> identifiable Canadian women on our currency) by Bank of Canada Governor David Dodge, 400 guests & international media coverage
- Completion of F5F Curriculum Guide, adopted by 7 provinces

### **80th Anniversary of the 'Persons' Case (October 18.09)**

- F5 become Honourary Senators, first and only Honourary Senators.

### **85th Anniversary of the 'Persons' Case (October 18.19)**

- Opening of the F5 Centre of Canadian Women, Heritage Park, Calgary

### **90th Anniversary of the 'Person' Case (October 18.19)**

- 90+ Pink Teas across Canada plus several in US and UK; five hosted by Lieutenant Governors

### **F5F Leadership Lunches**

- Calgary, 5/year since 1996; Enbridge F5F Leadership Lunches since 2004
- Ottawa, 5/year; Enbridge F5F Leadership Lunches since 2004
- Sarnia, 5/year; Enbridge F5F Leadership Lunches since 2014

### **Ottawa F5 Chapter Mentorship Programme 2017–Present**

### **Virtual Pink Tea Conversations presented by Enbridge (June-December 2020)**

- Participants from across Canada; Several guests from US and UK, too.
- VIP Guests Speakers include: Beckie Scott, Senator Patti LaBoucane-Benson, Sally Armstrong, Janice Price, Rona Ambrose, Jennifer Hollett, Dr. Nadine Caron

### **Future National Celebrations**

#### **95th Anniversary of the 'Persons' Case (October 18.24)**

- National event, local events, lasting tributes
- Significant media profile
- Partnerships with key women's organizations (Indigenous, BIPOC, Stem, Business Sports, Cultural, etc.)
- What do you think we should do?

#### **100th Anniversary of the 'Persons' Case (October 18, 29)**

- International event, local events, lasting tributes
- Significant media profile
- Partnership with key women's organizations (Indigenous, BIPOC, Stem, Business, Cultural, Sports, etc.)
- What do you think we should do?



## What are Virtual Pink Tea Conversations?

Virtual Pink Tea Conversations with inspiring women leaders are national conversations currently held once a month on the first Friday of the month; that is, on Famous 5 Fridays.

With different styles, backgrounds, interests and strategies, these leaders tell their story of overcoming obstacles and how they problem-solved and persevered so that success was achieved. They exemplify superb female leadership thereby providing excellent role models!

**86%**  
of women report when they see women in leadership, they are encouraged that they can get there themselves.  
*Inclusion & Diversity, KPMG, 2019*

“ Role models help participants to view themselves as potential leaders. ”  
*U of Toronto, Lockwood, 2016*

“ Hearing relatable stories helped participants foresee reaching lofty goals in their own futures. ”  
*Rally Report, IMI International, 2020*

**60%**  
of women report that they sometimes find it hard to see themselves as a leader.  
*Inclusion & Diversity, KPMG, 2019*

## Inspiring Leadership!

These conversations encourage women to be brave, to embrace obstacles and challenges, to build teams, to take five steps forward and then appreciate the journey as well as the goal and resulting achievement. At least 30% of our participants are BIWOC which opens opportunities for rich discussions and inspiration. Setting lofty goals and achieving them!

Our one-hour conversations also include pre-recorded questions from women as well as girls for the guest speakers and hosts so others learn new skills and gain courage to try something new and succeed.

It is our intent to introduce a second virtual programme on the third Friday of each month. Perhaps a book club? Perhaps a Future5 programme? Perhaps a panel discussion on controversial issues? Or an hour of good news about women's leadership! Or perhaps reports from other women's groups or other women's projects?

## 2020 VPTC Guest Speakers



JUNE

**Beckie Scott**  
Gold Olympic Medalist;  
CEO, Spirit North



JULY

**Patti LaBoucane-  
Benson, PhD**  
Alberta Metis Senator



AUGUST

**Sally Armstrong**  
Human Rights  
Champion, Best-selling  
Author



SEPTEMBER

**Janice Price**  
CEO, The Banff Centre  
of Arts & Creativity



OCTOBER

**Rona Ambrose**  
Deputy Chairwoman,  
TD Securities



NOVEMBER

**Jennifer Hollett**  
ED, The Walrus



DECEMBER

**Dr. Nadine Caron**  
First and only female  
indigenous surgeon

## VPTC Hosts

Our Virtual Pink Tea Conversation Hosts have included:

- Lorraine Lafreniere, CEO; Coaching Association of Canada
- Denise Kokaram, Health Advocate
- Susan Murray, Journalist
- Michèle Stanners, Cultural Leader
- Fay K. Brunning, Litigation Lawyer
- Peter Mansbridge, Retired Anchor
- Narmin Ismail-Teja, Diversity Expert
- Vanessa Yurchesyn, Business
- Tara Weber; Journalist
- Dawn McDonald

## Attendance

Starting in June 2020, each VPTC attracts approximately **400** guests from every province with most working in Alberta and Ontario on average. Guests also come from Australia, the US, and the UK. Schools are attending in greater numbers, too.

Our guests are largely from middle and senior management in the private and public sectors as well as entrepreneurs and high school and university students. And then there is our database and media outreach which is detailed on Page 8 and exceeds 100,000 impacts.

## 2021-2022 VPTC Guest Speakers



JANUARY

**Rt. Hon. Kim Campbell**  
First & only female Prime Minister of Canada



**Hon. Jean Augustine**  
First Afro-Canadian woman MP & Cabinet Minister



FEBRUARY

**Karen Kain**  
Artistic Director, The National Ballet of Canada



MARCH

**Cindy Blackstock, PhD.**  
Executive Director, First Nations Child & Family Caring Society



APRIL

**Pamela Jeffery**  
Founder, Prosperity Project, WXN, Canadian Board Diversity Council



MAY

**Rt. Hon. Beverley McLachlin**  
Former Chief Justice, Supreme Court of Canada; Author



JUNE

**Nancy Ruth**  
Founder, Canadian Women's Foundation & LEAF; former Senator



AUGUST

**Hon. Vivienne Poy, PhD.**  
Former Senator & U of T Chancellor; Author; Manufacturer



SEPTEMBER

**Chantal Petitclerc**  
Senator; Paralympian



UPCOMING

**Additional speakers to be announced soon!**

## Sponsorship Package Details

	PRESENTING SPONSORSHIP	SPONSORSHIP PARTNERS	SPONSORSHIP SUPPORTERS	SPONSORSHIP FRIENDS
<b>Sponsorship</b>	\$75,000	\$25,000	\$12,000	\$5000
<b>Term</b>	12 consecutive months	12 consecutive months	12 consecutive months	12 consecutive months
<b>RECOGNITION</b>				
<b>VPTC Banners</b>	✓			
<b>F5F Email</b>	✓	✓		
<b>VPTC PPT Loop during chat rooms</b>	✓	✓	✓	
<b>Hyperlinked Logo on the F5F website to their CSR Page /Products Page/Website</b>	✓	✓	✓	✓
<b>VPTC Notices</b>	✓	✓	✓	✓
<b>PROGRAMME PARTICIPATION &amp; ACKNOWLEDGEMENT</b>				
<b>Programme</b>	Participation & Verbal Acknowledgement	Verbal Acknowledgement	Verbal Acknowledgement	One-time Acknowledgement
<b>GUEST PASSES</b>				
<b>For VPTC Events</b>	Includes your logo & 100 passes	50 free passes	25 free passes	10 free passes
<b>EXPOSURE ON OUR GROWING SOCIAL MEDIA NETWORK (In Collaboration with the Sponsor)</b>				
<b>1262 Facebook, 1252 Twitter &amp; 1137 Instagram followers</b>	12 dedicated posts/year & 4 VPTC Tags/month	3 dedicated posts/year & 2 VPTC Tags/month	2 dedicated posts/year & 1 VPTC Tag/month	1 VPTC Tag/month
<b>FIRST OPTION</b>				
<b>Other F5F Programmes</b>	Yes	Yes, following Presenting Sponsor	Yes, following Partners' choices	-



## 2021 Virtual Pink Tea Conversation Budget

<b>REVENUE</b>	<b>2021</b>
Presenting Sponsor	\$75,000
Additional Sponsors	75,000
Ticket Sales	15,000
Donations	15,000
Grants	20,000
Merchandise Sales	
<b>Subtotal Revenue</b>	<b>\$200,000</b>
<b>EXPENSES</b>	
CEO	\$60,000
VPTC Programme Manager	30,000
VPTC Technical Service	40,000
Website Enhancements	2,500
Marketing & Design	24,000
Programme Development	10,000
Software Programmes	2,500
Insurance	500
Memberships	2,500
Telephones & Technology	4,000
Training & Development	1,000
Miscellaneous*	15,000
<b>Subtotal Expenses</b>	<b>\$192,000</b>
<b>BALANCE</b>	<b>\$8,000</b>

\*Guest' Honourarium; Gifts; Storage, etc.



## Reach

The F5F database is now nearly 4,000+ and is continuing to grow substantially. Our Social Media accounts have been activated and each reaches approximately their own 1200+ unique followers (Instagram, Facebook, Twitter and LinkedIn).

In addition, a Media Alert for each VPTC is sent to media resulting in interviews and national media partnerships and coverage.

## First Option on Other F5F Programs

The F5F is now in a substantial growth stage, building towards the 95<sup>th</sup> Anniversary of The 'Persons' Case on Oct. 18, 2024 and the 100<sup>th</sup> Anniversary in 2029. More than ever before, these historic occasions will be national and international events. Informal partnerships with existing women's groups, schools and Indigenous and BIPOC organizations have begun and will expand significantly. Other programmes should be confirmed shortly.

## Thank you! Merci! Miigwetch!

Thank you so much for considering this unique opportunity to align with an important movement which supports the leadership of women, which supports diversity and inclusion.

Our values align with your values and social responsibility goals and together we can strengthen your ability to achieve greater employee satisfaction and, therefore, success.

For additional information, please contact Frances Wright, Chair & Co-Founder at [chair@famous5.ca](mailto:chair@famous5.ca) or 403.245.6453.



**Miigwetch! Merci! Thank you!**