

famou5

FOUNDATION

2017

ANNUAL REPORT



*Design services donated  
by Critical Mass*

# 2017

by the numbers

Over

# 2,100

women inspired

# 18

Speaker Series  
luncheons  
hosted in 5 cities

# 3,000

#MyWishForTheWorld  
signs for Canada Day

**WHO  
WE ARE**



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## VALUES & GUIDING PRINCIPLES

*Courage, Determination, Equality, Honesty, Integrity, and Respect.*

These are the values and guiding principles behind all our projects and endeavours. Our Manifesto also serves to inspire our actions on a daily basis, as we strive to encourage and empower a new generation of nation builders.

## VISION

To be a champion for the development and recognition of Canadian female leaders.

## MISSION

To build a society without boundaries for women by developing the leadership skills of Canadian girls in the spirit of the Famous Five.

## MANIFESTO

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.**



**SHAUNA FREDERICK**  
Chair, Famous Five Foundation

# CHAIR'S MESSAGE



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I am pleased to introduce our 2017 Annual Report. 2017 marked the beginning of the #metoo movement and increased awareness of gender inequality around the world. We know the gender gap is improving but not quickly enough. At the current rate of progress it will take 228 years to reach equilibrium; this is simply not acceptable. In order to address the systemic issue of under-representation and lack of female leadership throughout the country, our focus has been on girls. We prepare girls to be leaders through programs and speakers that offer essential, targeted leadership training across Canada.

Five courageous women, (Emily Murphy, Henrietta Muir Edwards, Irene Parlby, Louise McKinney and Nellie McClung) faced violence and adversity to affirm that women are “persons” under the law. Their bravery and historic win gave women all over Canada a voice, and a place outside the private sphere.

As a tribute to, and celebration of these five women, we now look energetically toward the future. Our goal at the Famous 5 Foundation is to continue the fight for equality by bridging the leadership gap for women. May the next generation see no inequality, experience no double standards, and feel no pressure to conform

to antiquated stereotypes of gender. Today, our mission is to inspire confidence and leadership in girls by offering various workshops, programs and events. We will provide insight, offer tools, and promote the practicing of skills necessary to correct the historic gap of female perspective in leadership roles across this great country.

## **May the next generation see no inequality, experience no double standards, & feel no pressure to conform to antiquated stereotypes of gender.**

This past year, we had the opportunity to continue to build upon the success of our Girl Programs through partnerships with Boys & Girls Club of Calgary, Carya and Young Women of Power. We’ve continued to build upon the success of our Enbridge Famous 5 Speaker Series, allowing us to widen our reach, tell our story, and encourage women and girls to become trailblazers. I recently had the opportunity to attend an Evening With

Michelle Obama. One of the key messages that resonated with me was how big of a role Michelle Obama’s parents played during her childhood formative years and throughout her very successful career. It reaffirmed for me the importance of what we are doing as an organization by working with marginalized girls, giving them the support, tools and leadership skills they may not otherwise receive. Research proves that girls with a strong role model and champion in their lives increases their overall self confidence. Girls with increased self-confidence are more likely to take on leadership roles, explore a wider range of careers and advocate for stronger workplace policies.

As I reflect upon my time on the Board of Directors and in my second year as Chair, I am humbled by the Volunteers (both past and present), 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.

**ENBRIDGE  
FAMOUS  
SPEAKER SERIES**



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As the economy started to improve in 2017 we saw an increase in attendance at our 2017 Speaker Series across Canada. We continued to offer 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 16th Annual Speaker Series in 2017. Beyond the five speakers in Calgary, satellite committees in Edmonton, Fort McMurray, Sarnia, and Ottawa also organized independent events for a total of 18 inspiring luncheons.

## SATELLITE SPEAKERS

### EDMONTON

- Marie Wilson
- Minister Danielle Larivee
- The Right Honourable Kim Campbell

### FORT MCMURRAY

- Debra deWaal
- Carol-Lynn Chamber

### OTTAWA

- Charlotte Gray
- Gina Wilson
- Honorable Anne McLellan
- Governor General's Persons' Case Award Recipients

### SARNIA

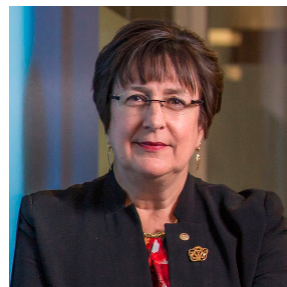
- Tara Duff Cloes
- Elizabeth Soltis
- Roberta Bondar

## OVER 2,100 ATTENDEES WERE INSPIRED BY OUR 2017 LINEUP



### SUZANNE WEST

President & CEO of  
Imaginea Energy



### SUSAN BROWN

Senior VP of AB/NWT  
Division, BMO Bank of  
Montreal



### CONNIE DESOUSA

Co-Chef / Owner  
of CHARCUT



### NANCY SOUTHERN

Chair & CEO



### KIM CAMPBELL

Canada's 19<sup>th</sup>  
Prime Minister

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## **GOVERNOR GENERAL PERSONS' CASE AWARD 2017 RECIPIENTS**

The Governor General's Awards in Commemoration of the Persons Case are handed out each year to honor Canadians who are advancing gender equality. The Famous 5 Foundation and Status of Women Canada work together to host an event after the awards ceremony at Rideau Hall in Ottawa to honor the winners.

This year, six recipients who continue the tradition of courage, integrity and hard work that the Famous Five inspired, were chosen from across Canada. The Enbridge Famous 5 Ottawa Speaker Series honoured the 2017 award recipients with a reception on October 19.



**BETSY BURY**  
Saskatoon,  
Saskatchewan



**ELIZABETH  
SHEEHY**  
Ottawa, Ontario



**LINDA SLANINA**  
Kitimat, British Columbia



**DR. MICHELINE  
DUMONT**  
Sherbrooke, Quebec



**DR. RAMONA  
LUMPKIN**  
Halifax, Nova Scotia



**MELISSA  
SARIFFODEEN**  
Toronto, Ontario (Youth)





# 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. For the third consecutive year, we partnered with Young Women of Power to present their YWOP Conference, which was attended by over 150 girls aged 12-18 from April 23-24th at the Future Charter Academy. The weekend kicked off Friday night with a pep rally and keynote by Talli Osborne. On Saturday, the girls could choose between workshops such as Jiu Jitsu, Make Up & Skin Care, Plus Sized Model (embracing your curves), Q&A with Talli Osborne, Dance, Athletics (Wrestling), time with a nutritionist and stylist, photography, Girl Drama and “Bold is Beautiful” (offered by the Famous 5 Foundation).

Two Famous 5 workshops were attended by close to 40 girls who watched the Teacup Video together, and explored through open discussion leadership characteristics, what it means to be curious, ambitious, adventurous, ingenious and courageous, through activities. 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 3–6 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.

Our third event of the year was the HERstory Conference in collaboration with Carya with support from the the Government of Alberta Canada 150 Grant.

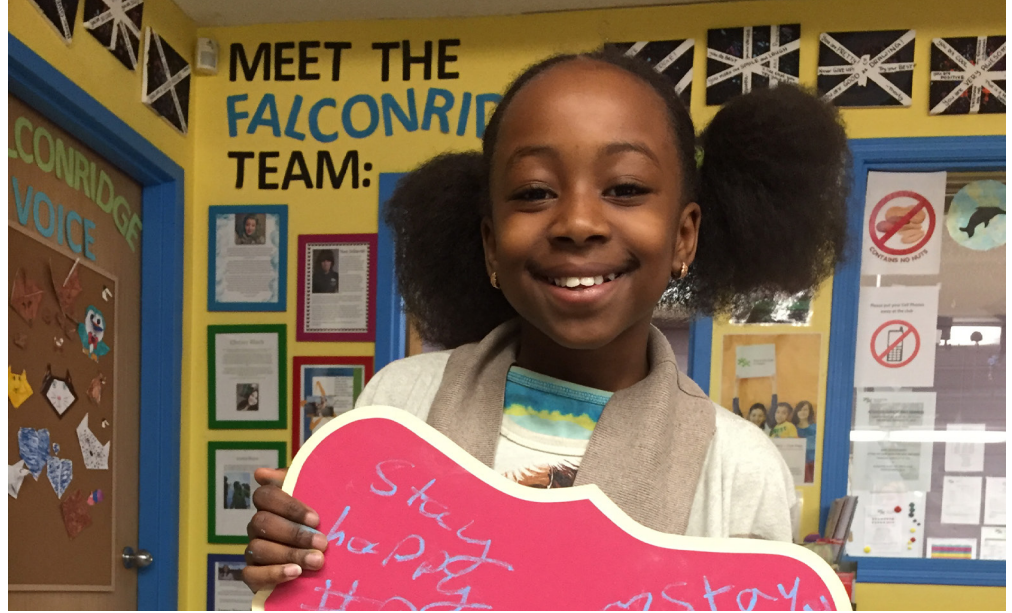
HERstory was a leadership conference for girls ages 12–18 where we celebrated the courageous women who came before us and explored our power to make a positive difference.

Attending groups explored women in Canada’s history who had a significant impact on their community with ideas of what leadership means to them. As a group we explored challenges that these young women faced in their communities and addressed what changes need to be made.



In learning about the powerful impact of women in Canadian History to exploring our own ability to take action, participants of the 'HERstory' workshop created a call-to-action on some of the next steps that can be done today to become change makers in our community.

One of our Enbridge Famou5 Youth Award winners presented her leadership story to the group, sharing an important message about the challenges and successes as a young leader.





famou5

FOUNDATION



**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 2017, 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.) The award winners were recognized with their parents, peers, Enbridge sponsors, and community members during a ceremony at the Enbridge offices in June 2017. One young winner was recognized in front of her father and grandmother at the Enbridge Famous Five Luncheon in Edmonton.

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

“Although researching about all of the amazing Famous Five was wonderful, I loved being able to compare my works to them. Being able to find similarities between myself and the Famous Five, especially Emily Murphy surprised me and encouraged me to strive further to be more like them”.

—Martina Min

"To me as a young woman, all of the Famous Five serve as an inspiration because it reminds me that they all had different areas of specialty, but together they were extremely effective. While not everyone understood their cause at the time, they have gained such a large amount of respect for holding on to their cause. I really look up to all the Famous Five as leaders and as Canadian women."

—Noor Bata



Education  
without fear  
for every  
boy and girl.

Sunshine  
Sunshine  
Sunshine  
Sunshine  
Sunshine  
Sunshine

EVERY KID  
has a chance to play  
Sports

Wish

#myworldwish

#mywo

#mywo

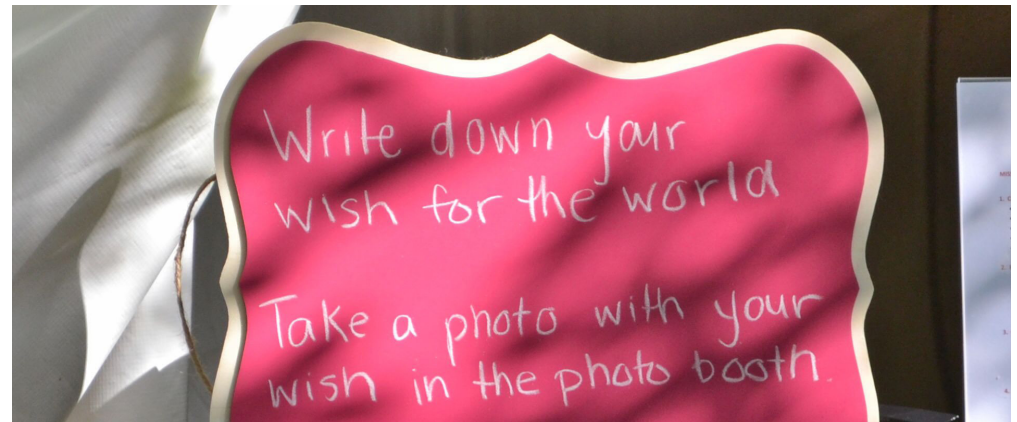
# CANADA DAY AT OLYMPIC PLAZA

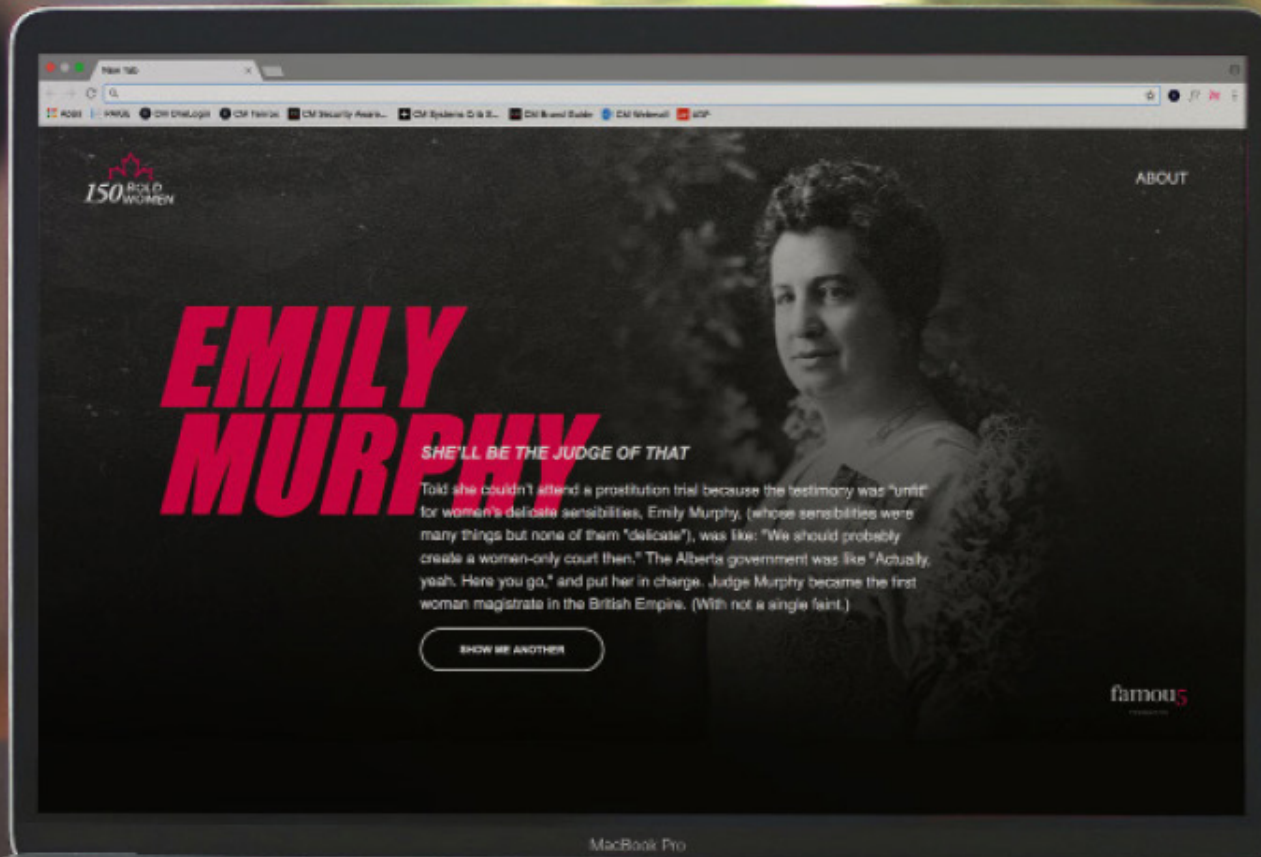
I want  
to be a  
Power and



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For the second consecutive year, the City of Calgary reached out and asked us to be part of the official Canada Day 150 celebration at Olympic Plaza. We were able to set up a large tent immediately adjacent to the Famous Five Monument, and printed 3000 signs for boys and girls to illustrate #mywishfortheworld. Volunteers were on hand to distribute non-permanent Famous 5 tattoos, distribute promotional material, engage with members of the public and share the message of the Famous 5 Foundation. David's Tea was onsite to provide complimentary tea. 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 2018.





**#150BOLDWOMEN**



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Throughout Canada's 150-year history, countless women have acted boldly, making changes in fields like art, science, human rights, healthcare, and sport. No matter the nature of their achievements, their contributions have all progressed women's rights and equality. Despite the huge number of influential women and the scale of their impacts, our history books and news are flooded with accounts of male greatness, and the stories of Canada's many great women go untold.

For International Women's Day 2017, the Famous 5 Foundation told the stories of 150 Bold Women to celebrate their successes and inspire those who hear their stories to act with the same boldness. This campaign was the perfect marriage of the official theme of IWD 2017, #BeBoldForChange, and the year-long celebration of #Canada150.

The women's stories were served up via a Chrome extension called 150 Bold Women. People who installed the browser will meet a new bold woman everyday, on every new window or tab they open. From there, they can follow the link to learn more about that woman or choose to browse through more stories. For those using different browsers, or checking the list of legendary ladies out on mobile, there is a website available:

<http://www.famou5.ca/boldwomen/>



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## PERSON'S DAY

Every year, on Person's Day, we aim to find a new way to celebrate the Famous Five and draw attention to both the legacy of these women, and to the issues that modern women still face. This year we celebrated by holding short but meaningful performances during the lunch hour for members of the public. Carolyn Harley was

invited to sing two songs created specifically to commemorate the Famous Five Women and Doreen Vanderstoop, an oral story teller from "Tellaround" dressed up as Emily Murphy. Her performance involved a 6 ½ minute monologue presented to the public along with Grade 4 students from the City of Calgary School.



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## 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 SPONSOR



### PROGRAM PARTNERS



### IN-KIND SPONSORS



Andrea Ager

Beverly Berkhold

Martha Billes

Deanna Brodie

Cassandra Dickin

Leonard D'Attolico

Suzanne Ebelher

Krista Ellingson

Melissa Fetherstonhaugh

Shauna Frederick

Joan Gusa

Kim Isotti

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Sujatha Kamma

KPMG (in honor of Kim Isotti)

Susan Lea-Makenny

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Kathy Levinski

Craig Loewen

Allison Maher

Lara Murphy

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