

famou5

FOUNDATION

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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 AND GUIDING PRINCIPLES

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Integrity, Courage, Initiative, Determination, and Equality form the basis of all we do.



## THE FAMOUS 5 FOUNDATION 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

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Dear Friends & Supporters,

I am pleased to introduce our Annual Report for the 2015 fiscal year. The past 12 months were exciting for the Foundation, as we worked hard to launch our new brand, deliver on our long-standing programs while also introducing some exciting new initiatives.

2015 marked the launch of a new brand to take the Foundation into the future. With the expert strategic and creative leadership of Critical Mass, we set out to reclaim the word 'famous' as a powerful word to empower and inspire a new generation of nation builders. The brand came to life in early October with the launch of our new website and at our second annual fundraiser, A Taste of Famous5.


We also created some new and powerful ways to support our mission this year. The award-winning "Conversation of Consequence", a 3D Binaural Audio Experience, launched on Persons' Day, and a new animated curriculum video bring the story of the Famous Five to life in new engaging ways. Both projects were spearheaded by Critical Mass. We also launched a partnership with Young Women of Power, which enabled us to deliver inspiring leadership sessions directly to young girls.

The Famous 5 Foundation is extremely grateful to its past and present Board and Committee volunteers for their many hours spent building and delivering our programs. And, a special thank you to Donna Leonard Robb, who we rely on daily to keep things going, for her continued leadership and passion for the organization. We could not accomplish our work without the generous support of our volunteers, donors, Sponsors, and staff.



Our plans for 2016 will see us building on the many successes of 2015 to grow our national awareness and expand our programming for our future leaders, girls.

On a personal note, it has been a privilege serving as Chair of the Famous 5 Foundation for the past 2½ years and an experience that I will look back on with pride and appreciation for many years to come. I know the Famous 5 Foundation will continue to make a positive impact on our communities and that the great people leading this organization will take our work and our reach to new levels.

May we all continue to "feel equal to high and splendid braveries" 

A handwritten signature in cursive script that reads "Carolyn Robertson". The ink is dark and the signature is fluid and personal.

Carolyn Robertson,  
BOARD CHAIR

## ENBRIDGE FAMOUS 5 SPEAKER SERIES

Since 1996, our Speaker Series has been profiling extraordinarily successful women. With the support of our title sponsor Enbridge, we were proud to present our 14th Annual Speaker Series in 2015. The Series featured 23 dynamic and engaging women in Calgary, Edmonton, Fort McMurray, Ottawa and Sarnia-Lambton.

Suncor Energy once again sponsored our “A Seat at the Table Initiative”, allowing eight guests from the not-for-profit sector to attend each of our Calgary luncheons for networking and inspiration. This year’s attendees came from Women In Need, Closer To Home, Alberta Women Entrepreneurs, Young Women of Power, Samaritan’s Purse, Calgary Immigrant Women’s Association and Bridges Social Development (Canada Bridges). ■

OVERALL, 2,301 ATTENDEES WERE INSPIRED BY OUR 2015 LINEUP

SATELLITE SPEAKERS

### CALGARY SPEAKERS



**Lis Travers**  
CANADA AM  
VICE PRESIDENT &  
EXECUTIVE PRODUCER



**Kate McKenzie**  
FOUNDER,  
WORLDVIEWS PROJECT



**Dr. Lucy Miller**  
UNITED WAY  
PRESIDENT & CEO



**Amal Umar**  
FOUNDER OF THE  
CALGARY IMMIGRANT  
WOMENS ASSOCIATION



**Chandra Crawford**  
OLYMPIAN AND  
FOUNDER OF FAST  
& FEMALE

### FORT MCMURRAY

- Kelly Falardeau,
- Diane Taylor,
- Charmaine Hammond,
- Marianne Ryan,
- Saadia Muzaffar

### OTTAWA

- Senator Marjory Lebreton,
- Anne Dawson,
- Katie Telford,
- Kathleen Wynn

### SARNIA-LAMBTON

- Nancy Vonk,
- Carol-Lynn Chambers,
- Francine Dyksterhuis,
- Kelly Williams

## POWER OF YOU WORKSHOPS

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The Foundation delivered two workshops for girls aged 12 to 18. Overall between the two events, over 200 girls attended.

The first workshop in partnership with Young Women of Power aimed to build confidence through active group sessions on topics including personal safety, inner beauty, and celebrating female diversity and greatness, so girls know that they are more than enough. This year we introduced a Famous Five Leadership Track that encouraged participants to focus on their strengths and leadership qualities so that they would feel empowered to pursue their passions and achieve anything they want.

For the second event, we tested a new format with Starburst / Carya (formerly Calgary Family Services) and students at Dr. Egbert Madigan School in Calgary.

Activities included watching and discussing an animated video about the Famous Five, creating fascinators to wear during 'tea and conversation' sessions, exploring artifact boxes with the help of self-guided questions about Nellie McLung, and preparing journals to record thoughts and memories. The girls were also treated to a session with world-renowned musician Sophie Serafino who shared her story of overcoming challenges and adversity in order to pursue her passion. ■







Photo Credit: Jodi O. Photography




## ENBRIDGE FAMOUS 5 YOUTH AWARDS

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This program generously sponsored by Enbridge encompasses two sets of awards aimed at different age groups. The Youth Leadership Awards recognize young people aged 15 to 20 who are working to make a difference in our society. The History Awards help students in grades four through nine better understand role models from the past and show that history can teach us how to engage in today's issues. Both of the awards look to encourage and celebrate youth who demonstrate initiative and standout characteristics, as the Famous Five once did.

Our 2015 presentation ceremony was held at the offices of Enbridge, where 11 young people were presented with their awards in the company of family members and representatives from Enbridge and the Famous 5 Foundation. Each winner spoke for two to three minutes about their projects, and we celebrated their accomplishments with cake and refreshments.

We were thrilled with the feedback received from many of the winners after the event. They came away inspired to continue working to make an impact on their communities in the spirit of the Famous Five. 

## REMARKABLE LEADERS WORKSHOP

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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. Our half-day seminar this year was titled 'Personal Branding: The First Step in Creating Highly Productive and Engaged Individuals and Team's. It was facilitated by Janine Keogh, President of Unleash Partners Inc. and former VP Marketing of Mondelez Canada (formerly Kraft Foods).

Participants were inspired by examples of people who truly knew who they were and what they valued ...people like Oprah, Steve Jobs and Nelson Mandela. Our 43 attendees also went through a Personal Values exercise, using a mix of individual and small group sharing techniques. Participants left feeling emotionally charged, reflective, proud, enlightened, and special.

We are grateful to our sponsors Borden Ladner Gervais and KPMG who made the event possible. ■

## 3D AUDIO EXPERIENCE: 'A CONVERSATION OF CONSEQUENCE'

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To commemorate and celebrate Persons' Day, the Famous 5 Foundation launched an immersive 3D Audio experience on our website. The experience transports listeners back in time to a legendary "Pink Tea" conversation.

Our agency partners at Critical Mass used state-of-the-art binaural technology, special 3D microphones and

a talented cast of actors to recreate one of the Famous Five's conversations of consequence. Listeners literally feel like they're in the room as the women plot their strategy to win the Persons' Case.

It was profiled on Calgary's Global News and in the Calgary Herald on Person's Day. ■







Photo Credit: Visual Hues Photography



Photo credit: Jodi O Photography

## TASTE OF FAMOU5 GALA & NEW BRAND LAUNCH

Our 2nd Annual Famous 5 Gala was held on October 1st at Calgary's Hotel Arts. In partnership with the Alberta Culinary Tourism Alliance (ACTA), this year's event brought together five teams of top Alberta female chefs to create a five-course gourmet dining experience paired with wine and cocktails. Celebrity chefs Elizabeth Falkner and Lynn Crawford were also in attendance.

With over 320 guests attending, it was our most successful fundraiser to date. Proceeds supported the Foundation's girl-focused education, leadership and empowerment programs as well as a bursary for a female student to attend SAIT's culinary program. The gala was featured in the Calgary Herald by columnist Bill Brooks.

Our new brand was launched at the Gala, showcasing a bold new look and a new manifesto to take us into the future. We're reclaiming the word 'famous' as a powerful tool to inspire, celebrate and unify. Five new brand words help to express our mission: curious5, ambitiou5, adventurou5, ingeniou5 and courageou5. We are so grateful to the brilliant minds at Critical Mass who conceived this new direction and continue to work with us to bring it to life in bold and inspiring ways. ■

## 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)



Derrick and  
Mona Hunter

Crescent  
Point Energy



### IN-KIND SPONSORS



### PROGRAM PARTNERS



## 2015 DONORS

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### VISIONARY - \$5,000 - \$9,999

- Gillian Lawrence
- Nancy Millar

### BELIEVER - \$1000 - \$4999

- Shauna Frederick
- Donna Leonard Robb
- Peggy Mann McKeown
- M. Ann McCaig
- Patricia Morrison
- Carolyn Robertson

### FAMILY - \$100 - \$999

- Benevity Impact Community Fund
- Mona Csada
- Heather Forsyth
- Joan Gusa

- Christy Hanson
- Impact Events
- Kim Isotti
- Louise Klatzel-Mudry
- Lynn Mandryk
- Shahr Savizi
- Rosalyn Schmidt
- Carol Waterman
- Allison Webb

### FRIENDSHIP - < \$99

- Mona Cooley
- Renate Geprags
- Melanie Pituch
- Whitney Struthers
- Emily Varga
- Sheryl Winczura

*Recognition levels for our 2015 donors are based on cumulative giving to the Famous 5 Foundation since January 1, 2006.*



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