

EmpowHerto

Quarterly Newsletter

EMPOWERING
OUR GIRLS TO BECOME
NEXT GENERATION
LEADERS



LETTER from the ED

Welcome to our now quarterly newsletter. We have so much to share with you! We've all undergone so many changes in our lives in the past few months with a global pandemic, economic downturn, and police brutality. Throughout all of this, it's been our goal, first and foremost, to support the health and wellbeing of our girls. We've launched our blog to provide information and resources to educate, inform, and guide our girls and young women into their best lives through posting content on mental health, leadership, finance, and sharing Q&A's of inspiring entrepreneurs. As we move throughout this quarter, we will continue to offer guidance through programs that move our girls forward into their future leadership roles. We hope you will come along for the ride and we look forward to seeing you in the near future.

- **Janeen Brown**, Executive Director

HIGHLIGHTS

from last quarter

Welcome three of our new Board of Directors - Bethany Mckoy, Kirsten Ingham, and Maleena Thurston.



We have relaunched our website to keep you updated on all of our exciting news.



Congrats to Julia Brown, our new Director of Communications.



We have launched a new, virtual entrepreneurship academy.



We are offering new merchandise on our website, so log on and visit our online store!



FEMALE feature

Karen Caldwell is a licensed counselor, consultant and owner of Ivy Vocational Services, LLC, a firm she started to address the lack of diverse, competent and reliable vocational consultants and licensed professional counselors. Ivy Vocational Services provides certified vocational rehabilitation services and professional counseling services to individuals with disabilities. She offers evaluations, labor market research and educational work-shops. She also specializes in expert testimony as a qualified vocational expert. Her professional counseling services include facilitating meditation circles and consultations. Unlike many businesses affected negatively by COVID-19, hers started because of it. "If it wasn't for COVID-19, I would not be an entrepreneur...I was in a toxic work environment before COVID-19 spread, and once the virus hit, I decided to take a leap of faith and work for myself." She offers advice for young women looking to start their own business. "Start today. Start with a simple idea and take it seriously. Grab a pen and piece of paper and write down your ideas, goals and plans...read, research and implement."



Karen can be reached at www.ivyvocationalservices.com and IG @IvyVocationalServices. She publishes a mental health blog on IG @mental.Bliss.com

WHAT we've done in the last quarter

We've been busy creating new activities and programs to launch this Fall, including a new, virtual entrepreneurship academy. We've also brought on new staff members, and volunteers to help run the programs and events that our girls will be excited to be a part of. We've also stayed connected on our social media channels offering words of encouragement, ideas for activities at home and inspiring action in our communities. Our IG live guests have helped to entertain and connect us together.

excerpts

Navigating the Job Market



If you are a recent university or college graduate, the team at EmpowHERto offers you a huge congrats! Postsecondary education often takes a lot of mental stress and financial sacrifice, so props to you for putting in the work. If you are working towards a career in an industry negatively affected by COVID-19 (like hospitality or tourism), it may take a while before you land the job of your dreams. And when more jobs do become available, you may be dealing with a lot more competition. Check out our blog article to find ways you can prepare yourself for the new job market. <https://empowherto.org/blog/f/how-to-navigate-the-new-job-market>



Mental Health Check-In

The recent events of the last week around police brutality and violence have shown us that now, more than ever before, we need to fight for injustice and find the confidence to speak up for ourselves, our families, and our communities, and ask questions. The recent incident in Toronto involving the death of a young, black Canadian woman, Regis Korchinsky-Paquet, while interacting with the police and while experiencing mental health issues, underscores the need for a closer look at mental health in our society. Unlike a physical illness, mental illness is often harder to observe without adequate training.

Therefore, we need to make an effort to check in on our family members, our friends, and our neighbors. We should also take the time to examine ourselves and seek out help when we feel we need it. One way to start is by doing a mental health check-in exercise, according to Karen Caldwell, a licensed counselor and founder of Ivy Vocational Services, LLC. Read our blog article to find out how. <https://empowherto.org/blog/f/how-to-do-a-mental-health-check-in>

COMING quarter

Our upcoming virtual entrepreneurship academy, **LeadHER**, will launch in September and take place between September 12 - November 1. Here we hope to launch the future careers of our girls, pairing them with experts in their field to guide them through the first steps of entrepreneurship, ending with a chance to start their own business. We are also launching **Mentorship Mondays** where we pair each girl with a mentor to help guide her along her leadership path. In October we look forward to the opening of our new Miami office and the planning of a future resource center that will house the many activities and initiatives we have planned in the areas of leadership, finance, mental health, STEM, and community and civic engagement. Stay tuned on our social media channels @empowHERto for more information.

UPCOMING events from us

Walkathon Fundraiser 2020

We are very excited to launch our first Walkathon Fundraiser on Sunday, August 30, 2020! We have developed an exciting virtual Walkathon experience for you, which includes prizes, merchandise, fundraising toolkit, social media engagement material, support and encouragement from our Fundraising department and so much more.



LeadHER

*Lead***HER**

LeadHER is a 7-week virtual academy that encourages young women between the ages of 14-21, to pursue entrepreneurship and leadership. Our Academy helps the girls develop the business skills that will make them smart, savvy, and successful in all areas of life. **Check out our website** for more information.

STAFF spotlight



Bethany McKoy

Board of Directors

Bethany is a lawyer at TAP Law, a female-owned and operated civil litigation boutique. Before joining TAP Law, Bethany articulated and worked as an associate in the litigation department of a large international full-service law firm. Bethany graduated from the University of Toronto in 2012 and received her J.D. from Osgoode Hall in 2016. Prior to joining the board at EmpowHERto, Bethany acted as Chair of the Young Lawyers Division of the Canadian Association of Black Lawyers.

Bethany has always been focused on supporting youth through accessible programming and inclusive mentorship, and her professional and volunteer history reflects this passion. When she's not reading trashy novels or trying to perfect her lemon square recipe, Bethany is spending time with her daughter, Eva. She is excited to be a part of an organization that makes the world better for little girls just like hers.

WINNERS circle

In honour of the Black Lives Matter movement, our founder will be paying for 5 black girls to attend our Virtual Entrepreneurship Academy, LeadHER.

Additionally, Brittani Sade of @thecorporateblackgirl will be paying for one black girl to attend LeadHER.

SELF-CARE corner



During uncertain times such as these, it can be overwhelming to consume such traumatizing information. Take a break and practice self-care in the midst of quarantining or supporting a cause close to you.

Fitness is a great way to channel emotions such as anger, passion, or pain.



Limit your social media intake and be sure to read positive news along with the bad.

Show your support in a way that is comfortable for you; if you feel unsafe walking in a protest, create a dialogue in your personal circles.



STAY updated

Keep up to date with all of our events, campaigns, and content on our social media channels and our new website.

Reach out to us on any platform if you are interested in collaborating, being featured, or getting involved with EmpowHERto in different ways.

IN YOUR community

@KRDCNails

Khalila of Toronto is a press-on nail artist who ships her creations worldwide. Follow her on IG @KRDCnails to get one-of-a-kind nails and support a young, black, female entrepreneur.

@PabaCosmetics

For vegan, cruelty free, paraben free, and sulfate free cosmetic products, head to Etobicoke or order online from Paba Cosmetics! They have products for every skin tone and also host important discussions on topics of interest to their clients.

@Anaquway

ANASTARZIA ANAQUWAY is a legendary Toronto drag queen, who has been crowned Miss Canada International, Miss Gay Toronto, and Miss Black Continental. She will be appearing on the first season of Canada's Drag Race and is a positive role model for so many in the community.

@thecorporateblackgurl

Brittani Sade is a financial advisor and writes for her blog on topics from self-love to money management. Like she states on her website, she's just a regular black girl from a small town who speaks properly, works in finance, talks junk and slays time to time." For money troubles, she's your girl.



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