

EmpowHERto

Quarterly Newsletter

EMPOWERING
OUR GIRLS TO BECOME
NEXT GENERATION
LEADERS



LETTER from the ED

JAN - MAR, 2021

It's a new year and a new beginning. We're moving forward with exciting new programs, initiatives, and events, and we can't wait to share them with you! But first, I'd like to thank our donors, sponsors, participants, and followers for being a part of our growing community. We could not have accomplished so much over the last six months without all of you. Because of you, we were able to build new community partnerships and plan new programs. Perhaps the most exciting collaboration of all will be our official launch on March 25th. Stay tuned to our website and social channels for more information. We hope to see you there!

-**Janeen Brown**, Executive Director

HIGHLIGHTS

from last quarter

Welcome two new Board of Directors members - Jenny Jiang and Christine Tan!



Congrats to our new Directors—Franca Bartella, Director of Leadership & Development, Brenda Aviles, Program Director, Tenisha Jones, Fundraising Director, and Yanny Yeung, People Operations Director.



Launched brand new Holiday and Giving Tuesday campaigns



We won a \$10,000 grant from TD Bank to fund our Financial Literacy Program!

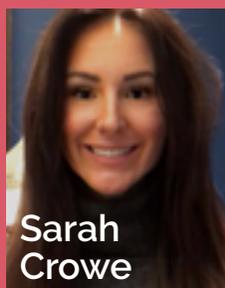


We are offering new merchandise on our website, so log on and visit our online store!



FEMALE feature

With years of horrific abuse behind her, Sarah Crowe aims to end the stigma around domestic violence through @ProjectImWorthy. She is a woman who believes in empowering other women and says to her followers, "fix her crown...one day someone will fix yours."



She speaks openly about her life with domestic abuse and shares her dedication to self-worth. EmpowHERto hosted an IG TV live with the public speaker on November 30th, during our week-long Elimination of Violence Against Women Initiative.

During the conversation, she fiercely empowered women by sharing her positive, healthy life after years of abuse. "Domestic violence," Sarah explains, "can be more than just a black eye or bruising...it is not a gender specific issue either." It is a pattern of behaviour that seeks to control or suppress the sufferer mentally, emotionally, and physically. @ProjectImWorthy hopes to help women discover and own their worth. "You are so much more than a victim!" #SayItWithMeIAmWorthy

@ProjectImWorthy and @EmpowHERto look forward to helping others understand their worth and put an end to violence against women.

JAN - MAR, 2021

WHAT we've done in the last quarter

We've had a very productive and successful year! We've hired new staff (including two new board members), promoted leadership staff, launched the InspiHER IG TV series, organized a Holiday Drive with The Body Shop, launched a Christmas campaign where we donated items to Sistering shelter in Toronto, held our Walkathon fundraising event, hosted a week of virtual events for the Elimination of Violence Against Women Initiative, were awarded a TD Bank grant to fund our Financial Literacy program, and planned new programs in Financial Literacy, STEAM, and Civic Engagement.

Insp*ire*HER



excerpts

Entrepreneurial Mindset



When it comes to starting a business, the Internet can be a girl's best friend. Online you'll find out how to create an LLC (or another type of biz), secure appropriate tax forms, and register with your state or province.

But what does it take to prepare yourself mentally to become a business owner? How do you get into the mindset of becoming an entrepreneur? We interviewed a marketing coach and two business owners to answer these questions. Take notes!

<https://empowherto.org/blog/f/how-to-have-an-entrepreneurial-mindset>

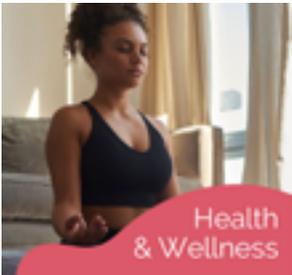
4 New Healthy Habits to Create Right Now

It's the time of year when you set new goals and create new habits. This year, after undergoing a challenging 2020 and an equally uncertain 2021 already here, a great way to kick off the year is by being your healthiest self. Below are simple habits you can implement for a healthier you, no matter where you are at in your health journey.

<https://empowherto.org/blog/f/4-new-healthy-habits-to-create-right-now>



COMING quarter



We're launching three new programs in March in the areas of **Financial Literacy, Health & Wellness, and Civic Engagement**. We're also creating a program for STEAM that will encourage girls to take on careers in these fields. Our upcoming book *Growing Through It* will be collecting final entries for eventual publication.



UPCOMING

events from us

We will host an official **virtual launch party on March 25th!** We invite all of our supporters, donators, sponsors, and friends to join us as we formally announce the launch of our Toronto location.

STAFF spotlight

Andrea Benavides

Community Engagement Manager



Andrea joined EmpowHERto believing in its mission to empower young girls to become future leaders, but also to be part of a growing organization where she could express her own creativity. Her current team is made up of six members who work closely with the Programming, Event Planning, Grants, Youth Advisory Board, Project Management and PR teams, to create awareness of EmpowHERto as a strategic partner in girls and young women empowerment in Toronto and the GTA. They identify and reach out to external stakeholders such as youth-led groups, community-oriented processes, and schools. They also work with other non-profits with similar interests.

The goal for 2021 will be to facilitate online opportunities to support communities and youth groups in promoting women's leadership and empowerment. Her team also expects to partner with local schools.

"We need a lot of hands, minds, and hearts to work, so if anyone is interested in joining the team they're more than welcome!"

WINNERS circle



Congrats to Maheen Ali who won our Holiday Giveaway in December! Check our IG each month for your chance to win a prize.

IN YOUR community

@baillyfragrance

Co-owners Ariel and Edwina of beauty fragrance Bailly, have created roll-on perfume oils that are vegan and cruelty free. Check out their website to choose which of their six fragrances works for you!

@seranobakery

Warm, savory and sweet treats? Yes, please! Serano Bakery in Toronto has all you need to fill your sweet tooth. They also deliver to your door in the GTA.

@shopquickwit

Looking for the perfect gift... box? Browse Quick Wit, a female-founded and funded small business in Toronto that curates gift boxes for special occasions.

@BonLook

If you wear glasses but want to update your look without spending a bunch of money, try the Canadian brand BonLook. You can virtually try on frames without leaving your house to achieve the perfect look. They ship to the U.S. as well.

EMPOWERMENT corner



The beginning of a new year can be a bit scary and unpredictable. But it's a great time to get started on a new project or business idea, create new healthy habits, and build a positive mindset. Think big. Set goals for yourself this year and don't let anyone stop you!



"Passion is energy. Feel the power that comes from focusing on what excites you." Oprah Winfrey

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.



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