



## when women succeed, we all prosper

The Prosperity Project (TPP) was founded in April 2020 to mitigate the impact of the COVID-19 pandemic on Canadian women who are being disproportionately affected.





# Our Impact in 2020

19 Founding Visionaries in TPP leadership roles donated

**5,685**

volunteer hours

**\$460k**

revenue

**\$1.05M**

in-kind revenue

Collected groundbreaking intersectional data on

**1,380**

women at top three leadership levels in 48 of Canada's largest organizations

**48M**

media impressions

**1,000**

Canadians surveyed

**62**

Founding Visionaries

**16**

Visionaries

# Our Goals for 2021

Raise

**\$1M**

in revenue

Collect groundbreaking intersectional data on

**8,570**

women at top four leadership levels in  
150 of Canada's largest organizations

Generate

**180M**

media  
impressions

Survey

**3,000**

Canadians

Deliver

**40,000**

volunteer hours to  
400 NPOs

Engage

**10,000**

women & girls in  
the Rosie Initiative

# The Story of The Prosperity Project

Pamela Jeffery presents a bilingual 'Prosperity Project' vision to mitigate the disproportionate impact of COVID-19 on women.

**April 2020**

6 Working Groups established to begin planning and execution of 5 Initiatives, and Board of Directors created.

**June 2020**

**First Initiative launched:** Canadian Households' Perspective is the first cross-country research into the lived experience of Canadian women during COVID, revealing 33% of Canadian women have considered quitting their jobs.

**September 2020**

Virtual national launch held with 200+ attendees, supported by 62 Founding Visionaries and front-page coverage in The Globe and Mail Report on Business.

**May 2020**

11 Founding Partners and Sponsors confirmed: Accenture, Canadian Medical Association, Crowe Soberman, Deloitte, Enterprise Canada, Globe and Mail, KPMG, McCarthy Tétrault, Ontario Power Generation, Pollara and Respect Group.

**July 2020**

# The Story of The Prosperity Project

A team of 5 full-time employees and 5 co-op students is built and 16 Visionaries join the 62 Founding Visionaries.

**November 2020**

**January 2021**

6 more Founding Partners and Sponsors confirmed: BMO Financial Group, CIBC, CPP Investments, Franco-Nevada, RBC and TELUS, followed by NEO and Women in Capital Markets.

**Second Initiative launched:** The 2021 bilingual Annual Report Card sets a new standard for collecting and reporting on gender diversity and leadership in Canada as the first to present data on female leaders in Canada's largest organizations who also identify as BIPOC and/or living with disabilities.

**February 2021**

**March 2021**

**Third Initiative launched:** The Rosie the Riveter Initiative promotes women's workforce participation and advancement with a focus on STEM, skilled trades and leadership roles.

Canadian Households' Perspective second cross-country survey is released, revealing increased stress and anxiety among working mothers.

**Fourth Initiative launched:** The Matching Initiative matches hard-hit non-profit organizations serving women and girls with professionals through online volunteer engagements.

**April 2021**



## Jodi, 46

- Prosperity Project Volunteer
- Mom of two teenage boys, one with a disability requiring significant support
- Committed to being successful in all areas of life – both personally and professionally

“My mental health was suffering as I felt no one understood what it was like to be a full-time working mom forced out of the workplace during a pandemic. The Prosperity Project’s fall 2020 research was the first to call it out.

Volunteering with The Prosperity Project has given me support, courage and hope. I am now embarking on a new part-time opportunity closely aligned with my core values that also allows me to meet my family’s needs as well as my career goals. Thank you!”



# Kerlande

- Prosperity Project Visionary and Quebec Regional Chair
- President & Founder of International Black Economic Forum

"Women's prosperity has always been a priority for me. It was therefore natural for me to join TPP to collaborate with women passionate about the well-being of their sisters for an inclusive Canada. I am happy with TPP's first data collection that finally identifies the ethnocultural presence of women at 3 decision-making levels of large Canadian organizations. We want to ensure that women, First Nations and immigrant women will be at the heart of our prosperous future."

# Karla, 34

- The Prosperity Project Matching Initiative Project Coordinator
- Single mother of 2 young girls
- Committed to keeping her family happy, healthy and safe

"As a Venezuelan immigrant, a domestic violence survivor and a single mother, I was extremely lucky to come across the Homeward Bound program at WoodGreen Community Services. They provided me with the opportunity to earn another diploma and expand my professional possibilities. Homeward Bound introduced me to The Prosperity Project and I'm grateful to be leading the Matching Initiative with a 2021 goal of delivering 40,000 volunteer hours to non-profits across Canada. This reminds me of how powerful women are and encourages me to pursue my goals and ambitions!"



# Our Founding Partners & Sponsors

