



WOMEN RISING TOGETHER.

Empowering women entrepreneurs in Saskatchewan to start, grow, and scale businesses to drive economic growth.

2025-26 Annual Report

A decorative border composed of various colored triangles (dark green, light purple, orange, and dark blue) arranged in a geometric pattern around the edges of the page.

WESK

WOMEN ENTREPRENEURS
of SASKATCHEWAN

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Message From the Board Chair

Jacqueline Almeida, *Chair of WESK Board of Directors*

Dear Stakeholders of WESK,

It is with great pride that I share WESK's 2025-2026 Annual Report; a reflection of another year of supporting growth and creating impact for women entrepreneurs in our province. This year, WESK continued to build on its strong foundation while expanding its reach, strengthening its advocacy voice, and creating more opportunities for women-owned businesses to be seen, supported, and connected to new possibilities.

The Board remained focused on guiding WESK's strategic direction with care, accountability, and a focus on long-term sustainability. As the WESK team continued to deliver a growing number of programs, events, and support services, the Board worked alongside leadership to ensure that each initiative aligned with WESK's mission and responded to the evolving needs of the entrepreneurs across the province.

The Board is particularly proud of WESK's commitment to innovation and continuous improvement. This year saw meaningful progress in strengthening programs, expanding partnerships, and enhancing opportunities for women entrepreneurs across the province. From advancing supplier diversity and advocacy efforts to

expanding engagement with rural and newcomer entrepreneurs, WESK continues to demonstrate leadership in addressing the barriers that women face when starting, growing, and scaling businesses.

As we look ahead, our focus remains on supporting a strong and sustainable not-for-profit organization that is well-positioned to create lasting impact. Saskatchewan's women entrepreneurs continue to face both challenges and opportunities, and WESK remains committed to ensuring they have access to the tools and resources needed to succeed. We are incredibly confident in the direction of the organization and are encouraged by the momentum achieved this year.

On behalf of the Board of Directors, thank you to our members, partners, sponsors, funders, and supporters for your continued trust and collaboration. I would also like to recognize the incredible leadership of CEO Miriam Johnson and the dedication of the WESK team, whose passion and hard work make this impact possible every day.

With the sincerest appreciation,

Jacqueline Almeida,
Chair of the Board of Directors



Message From the CEO

Miriam Johnson, Chief Executive Officer

Dear WESK Network,

The 2025-2026 year was defined by the word *momentum*.

Across Saskatchewan, women entrepreneurs continued to demonstrate extraordinary talent, resourcefulness, and ambition. At WESK, our role is to turn ambition into action; providing access to capital, one-on-one time with industry experts, business advising, a network full of supporters, and the opportunities needed to grow successful businesses and strengthen our economy. This year, we saw firsthand the impact that happens when women entrepreneurs are given the support they need to thrive.

The 2025-2026 fiscal was a year marked by both celebration and hard work. WESK marked 30 years of impact through the 2025 Gala, hosted 115 events with 2,828 attendees, supported more than 1,000 members, and delivered 2,673 business advising appointments. The organization also continued to strengthen access to capital, funding 29 new loans totaling more than \$1.4 million and supporting 115 jobs created or maintained. These results demonstrate the breadth of WESK's work and the continued importance of wraparound support for women entrepreneurs at every stage of business.

We continued to evolve our programming and events, creating more opportunities for entrepreneurs to connect, learn, and build meaningful relationships. From WESK Connect and Summit to peer mentorship groups, Women's Entrepreneurship Day celebrations, and new initiatives like Cozy Conversations, our focus remained on creating accessible and impactful experiences that meet entrepreneurs where they are.

Advocacy and supplier diversity remained central to our work. Through the Saskatchewan Women Entrepreneurship Charter, the Women-Owned Business Database, Procure with Her, Meet the Buyer, and collaboration with partners across the country, we continued working toward a more inclusive entrepreneurial ecosystem. One of the highlights of the year was our partnership with Information Services Corporation (ISC), which introduced verification to the Women-Owned Business Database and further strengthened its credibility as a tool for procurement, visibility, and economic opportunity.

This year also reinforced the importance of collaboration. Through our work with governments, Crown corporations, ecosystem partners, funders, Charter Champions, and organizations such as the Women's Enterprise Organizations of Canada (WEOC), we strengthened the relationships needed to advance opportunities for women-owned businesses.

Most importantly, however, this year was about the entrepreneurs themselves. Every connection made, business started or sustained, contract secured, and education received, represents someone taking the next step toward their goals.

Thank you to our members, partners, sponsors, funders, Board of Directors, and the WESK Team for making this work possible. Meaningful change does not happen alone, and we are grateful to every partner who shares our commitment to growing the economy while closing the gender entrepreneurship gap.

With warmest regards,

Miriam Johnson,

Chief Executive Officer

About Us

WHY

Women entrepreneurs are a powerful economic force in Saskatchewan, contributing more than \$23 billion to the provincial economy and creating nearly 192,000 jobs. Yet women-owned businesses account for only 15.8% of Saskatchewan’s entrepreneurial landscape and continue to face barriers that limit their ability to start, grow, and scale at the same rate as their male counterparts. WESK exists to level the playing field because when women entrepreneurs succeed, Saskatchewan’s economy and communities are stronger.

GOALS

We aim to connect women in business with a strong, inclusive community that’s cheering them on at every step. Our goal is to ensure that every woman, no matter her stage or background, feels supported, seen, and ready to grow.

ROLE

WESK is a client-based, non-profit organization serving women entrepreneurs across Saskatchewan. We offer tailored programs, advisory services, events, and funding to support women who are starting, growing, or scaling a business.

WAYS

By charting a path to equal opportunity, WESK helps remove the barriers faced by women entrepreneurs. WESK is here to provide the tools women need to excel because when women succeed, we all succeed.

CURRENT PROGRAM & SERVICES OVERVIEW

- **Business Advising:** Unlimited, 1-to-1 business advice, free with a WESK membership.
- **Financing:** Up to \$150,000 available to majority woman-owned Saskatchewan businesses. Additional financing of up to \$50,000 through Women’s Enterprise Organizations of Canada (WEOC).
- **Expert Access:** WESK develops relationships with support organizations who offer their services to WESK members free of charge. Our support partners include legal, financial, marketing, and HR.
- **WESK Support for Newcomers:** In 2025-26, we expanded this program’s reach through accessible, culturally relevant, community-based programming, using a small-group cohort model and partnerships to support Saskatchewan newcomer women entrepreneurs.
- **WESK Rural Ambassadors:** A program that allows us to reach new regions of the province and provide support on a provincial scale.
- **WESK’s Women-Owned Business Database:** A database comprised of both verified and non-verified Saskatchewan women-owned businesses. This supports visibility, credibility, and sales for the women who choose to apply for the database.
- **Charter Champion Program:** The Charter Champion program is a WESK initiative that helps organizations take meaningful action to support women-owned businesses in Saskatchewan through inclusive procurement, supplier diversity, mentorship, and advocacy. By becoming a Charter Champion, organizations commit to advancing women’s economic participation and helping close the gender entrepreneurship gap.
- **Peer Mentor Groups:** A partnership with WeBC allowed us to offer eight Peer Mentoring Groups to a total of 64 WESK members at various stages of business.
- **Workshops and Webinars:** WESK’s webinars and workshops offer targeted training on essential business topics such as financial management, marketing strategies, and leadership skills, tailored to meet the unique needs of women entrepreneurs.
- **WESK Summit & Gala:** WESK’s annual entrepreneurship conference and awards gala.
- **WESK Connect:** Our third season of our monthly networking event that looks to connect entrepreneurs and businesspeople. We hosted 12 events between Regina and Saskatoon to nearly 700 attendees.
- **Rural WESK Connect:** We took our renowned monthly networking events to rural Saskatchewan for a second year. We hosted 16 events across 7 different regions of the province.

The Team

This past fiscal year has been very busy at WESK with an increase in several new initiatives. We want to thank our members and partners for the trust you placed in WESK to assist in helping to meet your business goals.

We are grateful to the board members for their insights and direction. Thank you to our board, staff, and partners for a widely successful year.

OUR BOARD



Jacqueline Almeida, *Chair*



Rhonda Spencer, *Past Chair*



Shaunna Leyte, *Vice Chair*



Claire Bélanger-Parker, *Director*



Angela Kruk, *Director*



Gabrielle Schubach, *Director*



Erin Kinder, *Director*

OUR VISION

WESK is a leading champion for women at every stage of their entrepreneurial journey.

OUR MISSION

WESK is a non-profit organization actively connecting and supporting women in Saskatchewan to start, grow, and scale businesses to drive economic growth. We provide advisory services, lending, advocacy, education, and events.

OUR VALUES

Collaborative: We embrace the power of community by providing opportunities for connection.

Equitable: We recognize each woman's unique entrepreneurial journey and provide tailored supports.

Bold: We pursue our goals resourcefully and relentlessly, fueled by heart and courage.

Our Staff

SASKATOON OFFICE



Cara Cote
Client Services Manager



Alauna Whelan
Business Advisor



Lisa Low
Business Advisor



Olu Fatoyinbo
Finance & Administration Manager



Chinwe Umejiego
Lending Advisor



Thea Lomibao
Administration Support

REGINA OFFICE



Miriam Johnson
Chief Executive Officer



Jessica Pegg
Program & Growth Manager



Michael Betteridge
Brand Manager



Amanda Parkinson
HR & Business Advisor



Brittany Eberle
Lending Advisor



Jaime Stephan
Program Lead



Emma Peers
Internal Operations Lead



Danning Xiong
Marketing & Events Coordinator



Stephanie Smith
Program Lead (Parental Leave)

Statistics

MEMBERSHIP



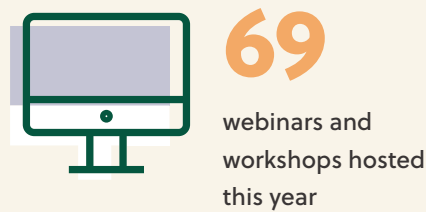
BUSINESS ADVISING



FINANCING



TRAINING



EVENTS



A photograph of two women with curly hair, one in a grey shirt and one in a yellow shirt, leaning over a white desk. They are looking at a laptop screen. On the desk, there is a spiral notebook, a pen, and some small colorful objects.

Since 1995

BUSINESS ADVISING CLIENTS



10,261

women have accessed
our business advising
services

FINANCING

\$47,410,515



831

loans have been
disbursed

Highlights Timeline

Q2

SEPTEMBER 2025

WESK Summit 2025

WESK hosted Summit 2025, bringing together entrepreneurs, ecosystem partners, and industry experts for a day of practical learning, networking, and collaboration. The event was redesigned based on participant feedback, offering more hands-on learning opportunities and curated networking experiences to support women entrepreneurs at every stage of business.

SEPTEMBER 2025

Procure with Her

In 2025, WESK's Procure With Her, sponsored by SaskPower, connected women entrepreneurs with procurement professionals and Charter Champions to expand access to supply chain opportunities. Through structured networking and knowledge sharing, the event helped participants explore pathways into procurement, including partnerships and subcontracting opportunities, while advancing supplier diversity across Saskatchewan.

Q1

MAY 2025

Celebrating 30 Years of Impact

WESK marked its 30th anniversary with the 2025 WESK Gala, bringing together entrepreneurs, partners, and supporters to celebrate three decades of championing women entrepreneurs in Saskatchewan. The event honoured community leaders, showcased women-owned businesses, and reinforced WESK's role as a catalyst for economic growth and opportunity.

JUNE 2025

Law Foundation Funding

With support from the Law Foundation of Saskatchewan, WESK launched Know Your Business: Legal Foundations for Entrepreneurs to address a key gap in accessible legal education. Through webinars and self-paced learning modules, the initiative helps women entrepreneurs build confidence, reduce risk, and make informed decisions - supporting stronger, more sustainable businesses across Saskatchewan.

Q3

OCTOBER 2025

Launching a New WESK Connect Season

WESK launched its 2025–26 WESK Connect season with refreshed programming informed by participant feedback. Featuring open networking, expert-led discussions, open mic sessions, and peer learning opportunities, the program continued to strengthen entrepreneurial connections in Regina and Saskatoon.

NOVEMBER 2025

Province-Wide Women's Entrepreneurship Day Celebrations

To recognize Women's Entrepreneurship Day, WESK hosted eight events across Saskatchewan, with the help of our friends and partners at WeBC and ISED, spotlighting the contributions and economic impact of women entrepreneurs while fostering community-building and collaboration in urban and rural communities alike.

Q4

JANUARY 2026

Launching Peer Mentorship

In January 2026, WESK launched six peer mentorship groups in partnership with WeBC, creating space for women entrepreneurs to connect, learn, and grow through guided peer support. Delivered through weekly sessions over 10 weeks, the program brought together entrepreneurs at various stages to share experiences, strengthen decision-making, and build accountability within a trusted group setting. This cross-provincial initiative expanded access to mentorship and fostered meaningful connections that support long-term business growth and resilience.

FEBRUARY 2026

Creating Cozy Conversations

WESK's Cozy Conversations: A Virtual Learning & Networking Event brought together women entrepreneurs from across Saskatchewan for a one-day, fully virtual experience focused on connection and practical learning. Through three expert-led sessions, live Q&A, and facilitated breakout discussions, participants engaged in honest conversations and gained actionable insights to support their business growth. Designed to be accessible and approachable, Cozy Conversations created space for entrepreneurs at all stages to build confidence, strengthen connections, and learn from both experts and peers.

Q4

MARCH 2026

Reimagining WESK's Signature Celebration

WESK began the transformation of its cornerstone recognition event, evolving the traditional Gala model into the new WESK Entrepreneurs of the Year (WEOTY) program. This shift laid the foundation for a more inclusive celebration that would recognize more than 50 women entrepreneurs across multiple categories while highlighting a wider range of entrepreneurial success stories.

Advocacy

This year has been a big year for WESK's advocacy work for women entrepreneurs in Saskatchewan. WESK focused its energy on the following efforts for the 2025-26 fiscal year:

1

GOVERNMENT RELATIONS

WESK maintained strong relationships with municipal, provincial, and federal partners to advance opportunities for women entrepreneurs and ensure their perspectives were represented in policy and economic development discussions. Through procurement-focused initiatives, stakeholder engagement activities, federal advocacy efforts in Ottawa alongside fellow Women Enterprise Initiatives (WEI's) and Women's Enterprise Organization of Canada (WEOC), and an MLA Reception at the Saskatchewan Legislative Building, WESK connected entrepreneurs with decision-makers while advocating for greater access to funding, contracts, and business opportunities. Events such as Meet the Buyer and Procure with Her further strengthened connections between women-owned businesses and public sector buyers.

2

RESEARCH AND DATA

Research and data continued to play a critical role in informing WESK's programming, advocacy priorities, and strategic decision-making. Annual network surveys, participant feedback, event evaluations, and ecosystem engagement activities helped identify emerging needs and opportunities for Saskatchewan entrepreneurs. These insights guided the development of learning opportunities, networking events, procurement programming, and future strategic initiatives while ensuring WESK remained responsive to the evolving business environment and entrepreneur experience.

3

AWARENESS CAMPAIGNS

Throughout the 2025-26 fiscal year, WESK leveraged strategic marketing, communications, public relations, and paid advertising campaigns to increase awareness of entrepreneurship opportunities, celebrate business success, and elevate the visibility of women-owned businesses across Saskatchewan. Signature campaigns supported initiatives including the WESK Gala, WESK Summit, WESK Connect, Procure with Her, Women's Entrepreneurship Day, and the launch of the WESK Entrepreneurs of the Year (WEOTY) program. WESK also delivered targeted awareness campaigns promoting initiatives such as the Saskatchewan Women-Owned Business Database and supplier diversity programming, helping connect entrepreneurs with new opportunities and resources. Through media releases, earned media coverage, storytelling, digital marketing, advertising, and community partnerships, WESK amplified the voices of women entrepreneurs while increasing public awareness of the organization's programs, services, and impact across the province.

4

NETWORKING AND COLLABORATION

Creating opportunities for meaningful connection remained central to WESK's work throughout the year. WESK delivered an extensive calendar of networking, mentorship, procurement, and learning events designed to bring together entrepreneurs, ecosystem partners, industry experts, and community leaders. Through WESK Connect, Virtual Networking, Rural WESK Connect, Monthly Mentorship Sessions, Summit, Cozy Conversations, and Women's Entrepreneurship Day events, participants were able to expand their networks, share knowledge, collaborate on opportunities, and strengthen Saskatchewan's entrepreneurial ecosystem. During the fiscal year, WESK hosted more than 100 events and learning opportunities across the province and online.

5

SUPPLIER DIVERSITY

WESK continued to champion supplier diversity through the Saskatchewan Women Entrepreneurship Charter and procurement-focused programming that connected women-owned businesses with buyers and decision-makers. Through Charter Champion engagement, Procure with Her, Meet the Buyer, educational workshops, and procurement readiness training, WESK worked to increase awareness of supplier diversity practices while helping entrepreneurs access new contract opportunities. These initiatives supported WESK's ongoing mission to close the gender entrepreneurship gap and create more inclusive supply chains that strengthen Saskatchewan's economy.

Charter Champions

The Saskatchewan Women Entrepreneurship Charter, launched by WESK to address the province's gender entrepreneurship gap, continues to grow as a leading initiative to support women-owned businesses. Grounded in four core principles, the Charter provides actionable guidance to help organizations increase their support of local women entrepreneurs through visibility, opportunity, and inclusion.

Since inception, WESK had engaged 74 Charter Champions—a diverse group of public and private sector leaders across Saskatchewan committed to advancing women's economic participation.

Leveraging the funding support from Women and Gender Equality Canada (WAGE), WESK implemented a formal engagement strategy that included:

- Reintroduction meetings with current Champions
- Updated resources, including a new Charter overview guide and onboarding slide deck
- A measurable support model for tracking progress and impact
- Expansion of Procure With Her, a procurement-focused activation connecting women-owned businesses with buyers and supply chain opportunities
- Addition of Meet The Buyer, a smaller scale, intentional meeting with select buyers looking for key roles on upcoming projects

WESK also began re-evaluating the Charter Champion model to strengthen accessibility and long-term impact. This includes the development of a tiered approach—introducing both “Supporters of Women-Owned Businesses” and formal Charter Champions—allowing more organizations to engage in meaningful ways while aligning commitments with clear levels of action, accountability, and impact measurement

Through a renewed focus on education, procurement readiness, and ecosystem engagement, the Charter continues to evolve—laying the groundwork for deeper collaboration and more inclusive economic participation across Saskatchewan.



Women-Owned Business Database

The Saskatchewan Women-Owned Business Database continued to grow as a valuable tool for increasing the visibility of women-owned businesses and strengthening supplier diversity across the province. Through ongoing awareness campaigns, procurement initiatives, and ecosystem partnerships, WESK encouraged entrepreneurs to identify their businesses as women-owned and connect with new customers, buyers, and opportunities.

Businesses listed in the database receive access to the Woman-Owned Saskatchewan Business logo and become part of a growing network that is promoted through WESK communications, events, and advocacy initiatives. The database also played an important role in supporting programs such as the Saskatchewan Women Entrepreneurship Charter, Procure with Her, and Meet the Buyer by helping organizations identify qualified women-owned suppliers and diversify their procurement practices.

This year WESK invested in targeted promotional campaigns and awareness efforts to increase participation and encourage organizations across Saskatchewan to source, support, and collaborate with women-owned businesses. As of March 31, 2026, after a massive modernization project, nearly 450 women-owned businesses were listed in the Saskatchewan Women-Owned Business Database, 250 of which are verified.

A key milestone this year was WESK's partnership with Information Services Corporation (ISC) to introduce verification for businesses listed in the Saskatchewan Women-Owned Business Database. By leveraging official Saskatchewan business registry information, the initiative added an extra layer of trust and credibility to the database, helping buyers and organizations more confidently identify and engage women-owned businesses. This strengthened the database as a trusted tool for supplier diversity, equitable procurement, and economic opportunity across Saskatchewan.

This year also saw renewed efforts to promote the database as a practical tool for procurement professionals, community organizations, government agencies, and businesses seeking to diversify their supplier networks. By making it easier to discover and engage with women-owned businesses, the database continues to support WESK's broader mission of advancing women's economic participation and creating a more inclusive entrepreneurial ecosystem across Saskatchewan.

Procure with Her

Procure with Her continued to advance supplier diversity in Saskatchewan by creating meaningful connections between women-owned businesses, procurement professionals, and organizational leaders committed to inclusive purchasing practices. Sponsored by SaskPower, the initiative provided opportunities for entrepreneurs to learn about procurement processes, build relationships with buyers, and better understand how to position their businesses for supplier opportunities.

Through networking, knowledge-sharing, and direct engagement with Charter Champions and procurement representatives, Procure with Her helped participants explore pathways into corporate and public-sector supply chains, including subcontracting and partnership opportunities. The initiative also supported WESK's broader advocacy efforts by encouraging organizations to diversify their supplier networks and increase participation by women-owned businesses in procurement activities across Saskatchewan. By connecting entrepreneurs with decision-makers and promoting supplier diversity, Procure with Her continues to contribute to a more inclusive and equitable business ecosystem.



Ecosystem Collaboration & Stakeholder Engagement

Throughout the year, WESK continued to strengthen relationships with ecosystem partners, industry leaders, and government stakeholders across Saskatchewan and Canada. Under the leadership of CEO Miriam Johnson, WESK played an active role in national discussions through the Women's Enterprise Organizations of Canada (WEOC), ensuring the voices and priorities of Saskatchewan women entrepreneurs were represented in conversations around entrepreneurship, economic development, procurement, and business growth.

WESK also continued to engage provincial and federal government representatives, funders, Crown corporations, and partner organizations to advance opportunities for women-owned businesses. Through initiatives such as Procure with Her, Meet the Buyer, WESK Summit, meetings in Ottawa, and other stakeholder engagement activities, WESK helped build stronger connections between entrepreneurs and decision-makers to create a more inclusive entrepreneurial ecosystem.



Program Overview

RURAL AMBASSADOR PROGRAM

The Rural Ambassador Initiative expands WESK's reach into communities across Saskatchewan by building local relationships, increasing visibility, and strengthening ecosystem connections for rural women entrepreneurs. Through a network of community-based ambassadors, WESK promotes programs and services, surfaces regional needs, and supports partnerships with organizations such as Community Futures and local economic development groups.

Funded through PrairiesCan, this multi-year initiative focuses on improving access to supports, showcasing rural business success, and fostering stronger connections between entrepreneurs and the broader ecosystem. Ongoing recruitment, training, and engagement of ambassadors continue to drive program growth and impact across the province.

WESK RURAL AMBASSADORS (2025-2026)

- Ashley Drummond - *Wow Factor (Moose Jaw)*
- Marea Olafson - *Freba Pottery (Dafoe)*
- Cheslea Stewart - *House of Hearing (Esterhazy)*
- Lisa Haynes - *Haynes Angus (Biggar)*
- Kaitlyn Kitzan - *Kitzan Strategic Solutions (Yorkton)*
- Kara Annand - *Ag Grow Consulting Ltd. and AgScouter Agronomy (Nipawin)*
- Janelle Landsall - *Flowing Well Financial Ltd. (Hodgeville)*





NEWCOMER PROGRAM

The Newcomer Women Entrepreneur Initiative continued to evolve this year, building on early insights to deliver more accessible, community-based programming for newcomer women across Saskatchewan. Through a small-group cohort model, the program provides low-barrier, culturally relevant training and supports to help participants start and grow their businesses. Delivery shifted toward a blended model with community partners, strengthening reach while maintaining program quality and consistency.

Participants demonstrated meaningful progress across all stages of the entrepreneurial journey—from launching new ventures to expanding existing businesses and accessing financing. Engagement remained strong both within and beyond cohorts, with many participants continuing to access advisory services, training, and networking opportunities. At the same time, WESK expanded its ecosystem through new and strengthened partnerships with community organizations, creating more effective referral pathways and increasing awareness of supports for newcomer entrepreneurs.

As the program continues to scale, the focus is on strengthening delivery through enhancing facilitator training and support, and improving data tracking to better understand long-term outcomes. With a clear structure in place and growing demand, the initiative is well positioned to expand its impact—supporting more newcomer women to build businesses, confidence, and connections within Saskatchewan’s entrepreneurial ecosystem.

Saskatchewan 

Events

WESK CONNECT YXE & YQR

WESK Connect had its strongest season yet, bringing women entrepreneurs together across Regina and Saskatoon through 12 events designed for candid conversation, expert networking, open mic opportunities, and low-pressure relationship-building. The season generated 659 total registrations and 386 attendees, with 224 attendees in Saskatoon and 162 in Regina. Beyond the rooms themselves, WESK Connect extended its reach through 77 pieces of published content, generating 30,470 impressions, 2,723 engagements, and 15,390 website page views.

The events maintained strong attendee satisfaction, with Saskatoon receiving an average rating of 4.7/5 and Regina receiving 4.6/5, based on over 80 completed survey responses. Attendees consistently highlighted the value of connecting with other women entrepreneurs, hearing honest and relatable stories, learning from experts and peers, and participating in a welcoming environment that made space for meaningful in-person connection.



Saskatoon

April 9, 2025	Open Mic Night
October 22, 2025	Open Networking
November 19, 2025	Candid Conversations
January 14, 2026	Networking with Experts
February 11, 2026	Open Mic Night
March 11, 2026	Networking with Experts

Regina

April 16, 2025	Open Mic Night
October 22, 2025	Open Networking
November 19, 2025	Candid Conversations
January 21, 2026	Networking with Experts
February 11, 2026	Open Mic Night
March 18, 2026	Networking with Experts



RURAL WESK CONNECT EVENTS

April 2, 2025 Weyburn
 April 3, 2025 Yorkton
 April 15, 2025 Humboldt
 June 8, 2025 Esterhazy
 August 14, 2025 Wynyard
 September 9, 2025 Biggar
 September 11, 2025 Swift Current
 October 2, 2025 Yorkton

October 8, 2025 Prince Albert
 October 16, 2025 Moose Jaw
 October 23, 2025 Gull Lake
 February 10, 2026 Nipawin
 February 25, 2026 Humboldt
 March 10, 2026 Estevan
 March 23, 2026 Meadow Lake
 March 24, 2026 Wynyard



WESK Summit & Gala



WESK's two flagship events continued to create meaningful opportunities for celebration, learning, and connection across Saskatchewan's entrepreneurial ecosystem. The 2025 WESK Gala marked WESK's 30th anniversary, bringing together entrepreneurs, community leaders, sponsors, and supporters to celebrate the achievements and impact of women-owned businesses across the province. In September, WESK Summit 2025: Rooted & Rising welcomed entrepreneurs for a full day of learning, mentorship, and networking, featuring tailored programming designed to support women at different stages of business growth. Together, these events showcased the strength of Saskatchewan's entrepreneurial community while creating opportunities for participants to gain practical knowledge, build relationships, and celebrate success.

SUMMIT SESSION TOPICS

The workshops and learning sessions at Summit 2025 provided attendees with practical insights and inspiration across a variety of business topics, including:

- **Branding with Intention:** *Story, Strategy & Your Business Voice*
- **Know Your Numbers**
- **Flow Over Force:** *Mental Wellness for Sustainable Success*
- **Tech-Ready:** *Practical AI & Digital Tools for Small Businesses*
- **Inside the Deal:** *A Buyer-Seller Conversation on Winning Bigger Contracts*
- **Leading with Vision**



GALA AWARD RECIPIENTS

COMMUNITY BUILDER



Chelsea Gareau
Stick & Stone Counselling Services

GROWTH & INNOVATION



Charmaine Panko
Panko Collaborative Law and Meditation

INDIGENOUS ENTREPRENEUR



**Micaela Champagne,
Angela Burant, Katie Willie,
and Dr. Terence Clark**
Askihk Research Services

RESILIENCE



Linell Grudnitzki
GC Group of Companies

NEW BUSINESS OF THE YEAR



Heather Morrison
Deliver Your Best Coaching

CELEBRATION OF ACHIEVEMENT



Valerie Sluth
Praxis Consulting

Membership

WESK was founded 31 years ago with six members. Since then, our organization has grown to over 1,000 members, each of whom are making an impact on the Saskatchewan economy. Our membership is diverse, with members located all over our province in a variety of industries and stages of business. Diversity is one of our core values as an organization, and we aim to be as inclusive as possible.

“

As a seasoned entrepreneur and executive, with project management as my area of expertise, I've built and led businesses before, but this was a completely new type of venture for me. I had the vision and used my project management experience to move it forward, but Cara's support through WESK made a real difference.

She believed in what I was building early on, offered consistent support, and provided thoughtful guidance on how WESK could assist. That combination of encouragement and practical insight helped turn this new entrepreneurial endeavor into a successful and growing business.

I'm grateful to Cara and WESK for being part of this journey.



”

Penny Popp
FOUNDER & CEO, PIVOT
PYVOT
CONSULTING INC.



Advising Support

As an organization, WESK is here to support women at all stages of business, from idea, startup, to growth and scale, and succession planning. WESK understands the gender-based barriers women entrepreneurs face. Women need support navigating the inevitable challenges that come with owning and operating a business. Our advisors assist clients on their unique business journeys. Members are quick to tell us about the impact of having someone take the time to understand their business goals and challenges, support them in creating a business plan, or help them take the next step toward their vision.

Financing

WESK understands how hard business capital can be to access – particularly for women – and our WESK Financing Fund aims to address this gap with loans of up to \$150,000. We are thrilled to continue the legacy of financial support for women entrepreneurs, and this year we funded several new loans through the WESK Financing Fund. WESK also partners with WEOC to offer an additional \$50,000 of financing. Interest paid from your loan goes back into our financing fund, which helps us provide even more loans to women entrepreneurs.

WEOC

In 2025-2026, we processed 10 loans through WEOC for a total of \$398,959.

EXPERT ACCESS

The Expert Access Program is an exclusive opportunity for WESK Members to connect with professionals in Saskatchewan at no cost. The WESK roster of experts includes those in marketing, legal, accounting, and human resource industries. This high-impact, low-barrier service provides tailored support for women, whether they are starting, growing, or scaling a business. The Expert Access Program has been running since 2018, and we owe it all to our partners and specialized experts. Your generous support to this program helps to fill in the gaps for women running small businesses across the province.



Training

Learning remains a critical part of the entrepreneurial journey, and this year WESK continued to deliver accessible, high-impact training opportunities across the province. Through a mix of webinars, workshops, peer groups, and events, more than 750 unique entrepreneurs engaged in at least one learning experience, with total attendance exceeding 1,600 across all sessions. Topics ranged from foundational business skills to advanced growth strategies, reflecting the diverse needs of entrepreneurs at every stage. Participation remained strong throughout the year, with particularly high engagement in sessions focused on financial management, pricing, and business strategy—key areas for building confidence and long-term sustainability.

In addition to live programming, demand for flexible learning continued to grow, with thousands of entrepreneurs accessing on-demand content through WESK Learn and online resources. The annual Summit brought together 175 participants for a full day of learning, connection, and inspiration, featuring sessions on branding, financial literacy, leadership, mental wellness, and digital tools. Together, these offerings demonstrate WESK's ongoing commitment to delivering relevant, practical training that meets entrepreneurs where they are—while continuing to evolve programming to support deeper engagement, stronger business outcomes, and greater reach across Saskatchewan.

Sponsors

WESK is proud to receive operational funding from Prairies Economic Development Canada (PrairiesCan), whose continued investment helps advance women’s entrepreneurship across Saskatchewan. Through its support of WESK’s operations, business advising, and financing programs, PrairiesCan enables women entrepreneurs to access the resources, guidance, and capital they need to start, grow, and scale their businesses.

While this funding supports WESK’s core services, many workshops, webinars, events, and special initiatives rely on the support of sponsors and partners. WESK gratefully acknowledges these organizations whose contributions helped make networking events, educational programs, procurement initiatives, mentorship opportunities, entrepreneur recognition programs, and province-wide engagement activities possible during the 2025-26 year.

Special thanks to all of our sponsors and partners this year:

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From startup to scale-up, your success is our only goal.

Since 1995, WESK has helped thousands of women start, purchase, and expand their businesses through access to business support, financing, training, and networking.

WESK is proud to be affiliated with the Women's Enterprise Organizations of Canada (WEOC). Committed to the growth of women's entrepreneurship, WEOC works with women's enterprises to support organizations like WESK, to champion innovation, broaden expertise, and enhance collaboration.



Women's Enterprise
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