

A YEAR OF PROGRESS

2018-2019













TABLE OF CONTENTS

02	A Message From The Board Chair	10	WESK Vision, Mission and Values
03	A Message From The CEO	12	WESK Business Advising Program
04	Program: Matchstick	14	WESK Training Program
06	Advisory Committee	15	Membership Statistics
07	Financing Program	16	Board, Staff and Partners
08	Membership Spread		



BOARD CHAIR JILL POULTON

Have you noticed the waves of influence WESK is having in our province for women entrepreneurs? When envisioning the future of WESK, we see opportunities to support and advance all entrepreneurs, from start-up to scale-up. With a strong foundation of resources for the beginning stages of business, we decided to revisit our relevancy to mature businesses. Our mission at WESK has been refueled with advocating on behalf of women entrepreneurs to close the economic gender gap in Saskatchewan.

To further our mission to close the gender entrepreneurship gap through economic and social empowerment of women in Saskatchewan, WESK continued its valuable work with the Indigenous Women Entrepreneurs through Matchstick with encouraging results. With the support of key partners, we hope to continue this work into 2020 and beyond.

With the move of the Regina office into PATH Cowork last summer, and a revamping of local programming, WESK also saw increased engagement and activity in the Regina area.

It has been a joy and an honour serving as Board Chair for WESK - connecting with members, government officials, and other entrepreneurs at various events this past year. Supporting an organization that is making such a positive impact for so many women is inspiring and motivating. Bows of gratitude to Prabha and her team for the passionate work they do every day in making a difference for women entrepreneurs in this province.

WESK has an incredible team serving on the Board of Directors with diverse experiences, knowledge, and skills. Their commitment to the organization is often quietly happening behind the scenes, but their contributions are greatly appreciated! We are in a rare position of being at full complement on the board with no exits this year. This will allow us to further gel as a team, and gain traction as a Board.

Being a woman entrepreneur is empowering, and when we come together as women entrepreneurs in the spirit of collaboration, inspiration, and forward movement we are powerful. Be a part of the change you wish to see. Challenge the status quo, be a champion for other women-led businesses, and keep thinking outside the box.

On behalf of WESK's Board of Directors, thank you to all our members and supporters.

PRABHA MITCHELL

From the launch of our new Brand two years ago to advancing gender equality in the creation of economic activity; the evolution and growth has been exciting, challenging and gratifying.

Delivering on our Brand promise of creating an inclusive organization, the Matchstick program for Indigenous entrepreneurs currently in Phase II of the multi-phased project, has connected approximately 250 women with us. WESK in partnership with the Advisory Council of Matchstick has been able to mobilize engagement and interest in our communities regarding entrepreneurship. I want to thank the Advisory Council of Matchstick for their partnership and support in igniting the "spark" for Indigenous Entrepreneurs.

While supporting women entrepreneurs to start and grow a business remains the fundamental priority of WESK; the inequities of experience between male and female entrepreneurs in scaling up their businesses warranted attention and action. As such, WESK launched a concerted effort and strategy to educate and inform stakeholders including the Government of Saskatchewan of the lost "economic development opportunity" by this disparity. This included commissioning a Research Report by PwC Canada related to Women Entrepreneurship in Canada.

The aggregate revenue of female majority-owned businesses was \$148 billion in 2011; a 10% increase in number of female-owned firms can increase this to \$198 billion by 2021. Addressing some of the barriers such as access to: capital, networks, venture capital investments can significantly enhance the economic contributions of women entrepreneurs and the growth of the economy.

We are committed to deliver as promised programs in the new fiscal year to support women in their efforts to scale up their businesses. Supporting women entrepreneurs is not only about gender equity and diversity but should also be pivotal in the development of a strong and comprehensive economic development policy.

To our 700 plus members – whether it is starting a business or scaling; WESK is committed to supporting you. To every woman entrepreneur in Saskatchewan – WESK is your voice to build a business climate that support women to scale up their businesses.

Nancy Duarte said: "Future is not a place we are going, but a place we are creating." The future we want to create is one where every entrepreneur in Saskatchewan has an equal opportunity to succeed and be recognized; a future where it is simply ENTREPRENEURS not women entrepreneurs.





PROGRAM:

MATCHSTICK

WESK wants ALL Saskatchewan entrepreneurs to have an equal opportunity to succeed. We've launched Matchstick, a spark for indigenous entrepreneurs to help make it happen!



OUR MISSION

As part of our mission, with powerful input from Indigenous women, organizations, communities, chiefs, elders and other leaders, we are developing culturally relevant training, business advising and financing to foster entrepreneurship for all. WESK launched the MATCHSTICK, a program designed to spark Indigenous women entrepreneurs.

OUR GOALS

Our goals are to support Indigenous women in their entrepreneurial journey, create employment in their communities, fuel economic growth and develop a best practices model for continued support of entrepreneurial activity in Indigenous communities.

With investments of more than \$300,000 from Western Economic Diversification Canada, FSIN, Government of Saskatchewan and in collaboration with other Advisory Council partners, WESK has provided training to 271 Indigenous women in 7 communities - Saskatoon, Regina, Fort Qu'Appelle, North Battleford, Prince Albert, Pelican Narrow, and Onion Lake. This multi-phased project will be completed in March 2020.

44

Our women are the life givers and caregivers in our nations. You are the heart and soul of all our families and communities. When you succeed we all succeed.

-CHIEF BOBBY CAMERON, FEDERATION OF SOVEREIGN INDIGENOUS NATIONS

Thank you to our advisory council partners.













ADVISORY COMMITTEE

IT'S TIME TO CLOSE THE ECONOMIC GENDER GAP.

Last summer WESK commissioned a report by PwC Canada on Women Entrepreneurship in Canada. The report and its findings, including data pertaining to Saskatchewan, were released at a Media Conference October 29, 2018 in Regina. The Honourable Tina Beaudry-Mellor was in attendance for the conference.

WESK also developed a concerted strategy to educate and influence stakeholders including the Government of Saskatchewan and MLAs on the "lost economic development opportunities" as a result of the unique barriers women entrepreneurs experience in scaling their businesses. The focus was on building a business case for an Advisory Committee to examine and address the gender entrepreneurship gap in our province.



In Saskatchewan,

34,600 WOMEN are self-employed, reflecting

16.5% GROWTH

over the last two years

The third highest growth rate in canada.

Saskatchewan's women entrepreneurs contribute to the economy in many sectors such as construction, manufacturing, health services, finance and technology.



WESK

FINANCING PROGRAM



FINANCING UP TO \$150K AVAILABLE THROUGH WESK

With loans of up to \$150,000, the WESK Financing Fund is proudly dedicated to helping women create jobs and grow sustainable businesses.

Since inception in 2012, the John and Bernice Williams and North Prairie Developments Equity Investment Fund, managed by WESK, has distributed 12 Equity Investment Loans totalling \$83,641.

SINCE 1995...

727
loans for women entrepreneurs in Saskatchewan

1,553

jobs created through our financing program

727 cumulative loans disbursed since **1995** totalling

\$37.6M

IN 2018-2019...

102
loans outstanding totalling \$6.0M

18%

of our members have outstanding loans with WESK

Our average loan was

\$87,783

Dan • Sun Fei • Thompson Lynnette • Voldeng Shirley • Wright Cindy • Barreda Chantal • Christensen Jill • Chie • Ojukwu Olivia • Rederburg Penny • Smith Robynne • Turk Shelley • Barr Nicole • Firus MacKenzie • Gauth ins Krista • Martin Jackie • Maschak Randi • McKee Gareth • McLean Daren • Miller Elissa • Patel Jyotsanaben Marlese • Bimson Aimee • Chai Hao • Davey-Hawreluik Jocelyn • De Silva Kanchana • Dellezay Brianna • Dyck Corla • Miller Jana • Minish Terri-Lynn • Molnar Lisa • Palacios Sara • Patel Hiteshkomar • Paulson Joanne • Retoria • Yates Colleen • Boychuk Irene • Fahlman Laurel • Fidaali Taheera • Keane Danielle • Kinzel Bueckert Ar Tanis • Tuzikova Cherise • Watson Jolene • Wicinski Arlene • Woodtke Elise • de Beer Jeanie • Beaudry Aimerson Colleen • Podrug Belma • Schiml Melissa • Tariq Sidra • Yip Linda • Ballantyne Laurie • Bueckert Crystal • In Leora • Hooper Seth • Kehoe Heather • Kennett Kim • Lamb Victoria • Mak Koreen • Moellenbeck Charlene • Zeller Chandra • den Hollander Connie • Pozsonyi Alexsander • Uchacz Peter • Usova Yulia • Beck Christine • Jain Roshni • Kearns Brenda • Loseth Kate • Marjan Elizabeth • Mesalucha David • Morris Joanne • N'kong ben Meeca • White Jennifer • Ye Ying • Adelugba Olubusola • Braun Lisa • Dueck Gwen • Hanson Cindy • Jam Ison Jane • Rempel Jodi • Sackmann Erin • Schmidt Fran • Sutherland Lauralee • Umoh Nse • Wiegers Deb • rielle • Grona Roger • Hansen Andrea • Hritzuk Joanne • Lupul Ruth • Nolan David • O'Grady Kathleen • Poppan Alauna • Zdunich Tammy • Clark Malcom • Gaivoronska Olena • Henderson Linda • Leib Karen • Phillips Lle • Lang Kristy • Navarro Lilian • Peresypkin Olexiy • Randall Nancy • Mansell Jessica • Mustoe Bradie • Gallagh • Kushnir Myroslava • Lynden Shaina • Bondzinskaite Gintare • Gajjar Krunali • Sharma Annie • McCann Sie nleke Oluwasola • Brown Stevie • Volk Amber • Crowe Maile • Mullie Marla • Slattery Danica • Molloy Cori • B ca • Sinelnyk Igor • Bodnar Melissa • Raskob Jana • Ta Amy • Phillips Conor • Mu Bin • Porter Shirley • Huang

odian Yvonne • Taylor Lisa • Benesh Jade • Jaigobin Beverly • Pockett Dianne • Webb Brandy • Kichula Chera ry Laurinda • Jestadt Gina • Longstaff Lindsey • O'Connell Kendall • Rodriguez Jodi • Thornton Kate • Waldn Jennifer • McGrath Barb • Murrison Danielle • Petriew Jennifer • Piper Karen • Turner-Larsen Wendy • Ande Jorante-Lang Christina • Foster Jacquie • Kaufmann Leigh • Kleppe Tiffany • Kohlert Hallie • Melnick Sheri • N • Weir Jodie • Cunningham Joanne • Gherasim Gisele • Gibbons Anne • Good Brandi • Hart Jenny • Knorr Cy

fer • Hofseth Phyllis • Holdsworth Patricia • Mielke Rachel • Sandiford Courtney • Uy Jennifer • Fennuik Sara • Swaby Donnette • Vanstone Sara • Watson Heidi • Bigeagle Rebecca • Brotzel Brittany • Bye Diana • Ell Bre Amyotte Andrea • Nokusis Nicole • Pasap-Rogers Bonnie • Sholdra Oksana • Whitehead Pauline • Yungwirth a • Chipiri Bindu • Miller Janet • Weimer Mary • Thomson Krista • Hassard Adrienne • Heward Ticia • Dorosh rt • Rae Amanda • Horton Amy • MacFadden Cathy • Wihlidal Melissa • Ryan Kellie • Schick Candice • Smith E

r Kristin • Adelman Stacey • Rudd Erin • Mason Maegan • Thiele Cari • Peter Destinee • Adeneye Olabisi • Woj sworth Cheryl • Perrot Amanda • Buchinski Coreen • Coffyne Olivia • Hesson Desiree • Lutz Andrea • Stefans ak Kim • Von Mirback Claudette • Yanke Mary • Bjornson Marlys • Sereda Shauna • Ratti Corliss • Craven Kare on Shelley • Deschambeault Heather • Thurston Roger • Iorga Denissa • Kennedy Margaret • Michalchuk Tina or Collogo • Novembyor Vickio • Boarga Jossa Lypp • yan Kuik Diappo • Chow Carolypp • Evans Lauren • Hoir

er Colleen • Newmeyer Vickie • Pearce Jessa-Lynn • van Kuik Dianne • Chow Carolynn • Evans Lauren • Heir pie Rebekah • Kowalchuk Tracey • Cooper Evelyn • Evans Raechel • Pearson Bev • Adelman Leah • Funk Shai teuber Joan • Barrett Geraldine • Fitzpatrick Susanne • Howe-Jezowski Abbev • Rempel Kristv • Stevens Lise

steuber Joan • Barrett Geraldine • Fitzpatrick Susanne • Howe-Jezowski Abbey • Rempel Kristy • Stevens Lise nen Crystal • Klassen Shelean • Maraj Ramona • Michener Lena • Pahntayken Carmen • Pahtayken Kristen • Pa • Walton Arlene • Girod Deanna • Ethier Terry • Gamble Ryan • Lenz Tara • Mitchell Jaedean • Buhler Curtis • '

ialko Lori • LaBonte Darren • Gryba Julie • Daschuk Melissa • Gauthier Henry • Gauthier Nicole • Reid Rando oton Gina • Lygouriatis Monica • Sebastian Kimberly • Johnson Brady • Brady Andria • Gemmell Jasmine • Sir

sie • Hodel Angela • Campbell Howell Erin • Deck Cheryl • Lohner Kelly • Nippard Alyssa • Vives Pam • Wist M eice Tanya • Wall Jackie • Dunam Ava • Duncan Cary Marny • Kaiswatum Deanna • Roth Melanie • Starr Edith

ice Tanya • Wall Jackie • Dunam Ava • Duncan Cary Marny • Kaiswatum Deanna • Roth Melanie • Starr Edith • teinson Cassandra • Froese Crystal • Lunov Amy Jane • Getz Bonnie • Turner Carolyn • Eliason Jamie • Smith WE CARE. WE COLLABORATE.

WE EMBRACE THE POWER OF

COMMUNITY





WESK AND YOU.

STRONGER TOGETHER.

PEOPLE

We care. We collaborate. We embrace the power of community.

SPARK

We ignite passion. We seize opportunities. We are catalysts for change.

ASPIRE

We dream big. We lead. We make an impact.

BOLD

We ask why not? We see possibilities. We act despite fear. We. Are. Resilient.

VISION

All Saskatchewan entrepreneurs have an equal opportunity to achieve success and recognition.

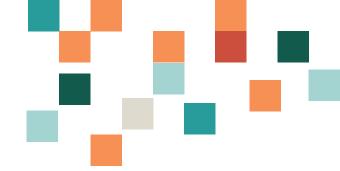
MISSION

To close the gender entrepreneurship gap through economic and social empowerment of women in Saskatchewan.



WESK

BUSINESS ADVISING PROGRAM



ADVISING AND SUPPORT

Any entrepreneur will tell you: It can be lonely at the top. With WESK, women entrepreneurs are never alone!

WESK Business Advisors give an unbiased source of expertise and experience to help entrepreneurs navigate, problem solve, and achieve their business goals.

They offer one-on-one coaching, facilitate workshops and mentoring programs, engage with the community, and are connected to the entrepreneurs of our province and beyond.

WESK Business Advisors do not just give information - they help entrepreneurs move their business to the next stage.

6,046 WOMEN

have accessed our business advising program.

1,187
business advising appointments

in 2018-2019

new clients in **2018-2019**

WESK

TRAINING PROGRAM

TRAINING

WESK BUSINESS WORKSHOP PUT THE EARN IN LEARN!

Calling on industry experts inside and outside our organization, WESK is working hard to bring our members new and exciting one-of-a-kind workshops - all to deliver maximum bang for their business buck! (Or for no bucks at all. Many of our programs are free!)

Each month, we bring fun and unique luncheons so they can stay up-to-date and informed about the latest tips and tricks in the business world.

Every month, WESK teams up with local industry experts to provide entrepreneurs with the opportunity to learn from the comfort of their own home (or office, or any other stop on their entrepreneurial adventure).

WESK webinars are 1-hour in length and are absolutely free (yes, you read that right).



2,106entrepreneurs participated in...

112workshops in **2018-2019**

23,793

women have attended WESK workshops since 1995.



MEMBERSHIP STATISTICS

Our membership is diverse with members located all over our province. In addition, our members operate businesses in all sectors such as Construction, Manufacturing, Retail, Transportation, Real Estate, Health and Wellness, Health Services, Management, Consulting, Food Services, Hospitality, Professional, Scientific and Technological Services, and Finance and Insurance to name a few.

In the future, WESK will continue to focus on enhancing membership engagement, quality of programs and services, and supporting members to pursue business growth.

Over the 23 years, WESK has grown from a sixmember organization to a credible and successful organization with more than 750 members strong!

81

194

NORTHWEST

21

NORTHEAST

SOUTHWEST

366 SASKATOON 46
SOUTHEAST



IT TAKES A VILLAGE

TO OUR MEMBERS, BOARD, STAFF

AND PARTNERS: THANK YOU!

WESK is a non-profit organization working with women who are starting, buying, or operating a business. Our priority is supporting women throughout Saskatchewan to achieve their entrepreneurial goals. With invaluable advising, one-of-a-kind training, and a distinct and supportive financing program, WESK is dedicated to guiding women on their entrepreneurial journey.

From start up to success, WESK means business!



JILL POULTON CHAIR



AIMEE SCHULHAUSER
PAST CHAIR



DANIELLE GRAFFVICE CHAIR



LEIGH KAUFMANN



KELLY BANNISTER



LEANNE JOHNSON



COLLEEN



MARCIA MIRASTY



OUR TEAM

SASKATOON TEAM

Prabha Mitchell

Chief Executive Officer

Kaurie May

Manager of Finance and Administration

Lori Jestin-Knaus

Manager of Programs

Danielle Grimes

Business Advisor

Nick Kochar

Contract Business Advisor

Grace Lam

Loans Advisor

Josie Fries

Marketing Coordinator

REGINA TEAM

Mona Bates

Manager of Operations

Diane Souillet

Training Coordinator

OUR COMMUNITY PARTNERS

Conexus Credit Union

Economic Development Regina

Federation of Sovereign Indigenous Nations (FSIN)

FHQ Developments

First Nations University of Canada

NSBA

Regina Chamber of Commerce

Saskatchewan Chamber of Commerce

Saskatchewan Indian Equity

Foundation (SIEF)

Saskatoon Chamber of Commerce

SquareOne

SREDA

RBC

PROUDLY SUPPORTED BY WESTERN ECONOMIC DIVERSIFICATION.



Western Economic Diversification Canada Diversification de l'économie de l'Ouest Canada



SASKATOON

108 – 502 Cope Way Saskatoon, SK S7T 0G3 TOLL-FREE 1.844.900.WESK (9375) PHONE 306.477.7173 FAX 306.477.7175

REGINA

200 – 1965 Broad Street Regina, SK S4P 1Y1 TOLL-FREE 1.844.901.WESK (9375) PHONE 306.359.9732 FAX 306.359.9739

















