



Annual Report


2022-23

Women Rising Together.

Creating a community of women
entrepreneurs in Saskatchewan.

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SPONSORS

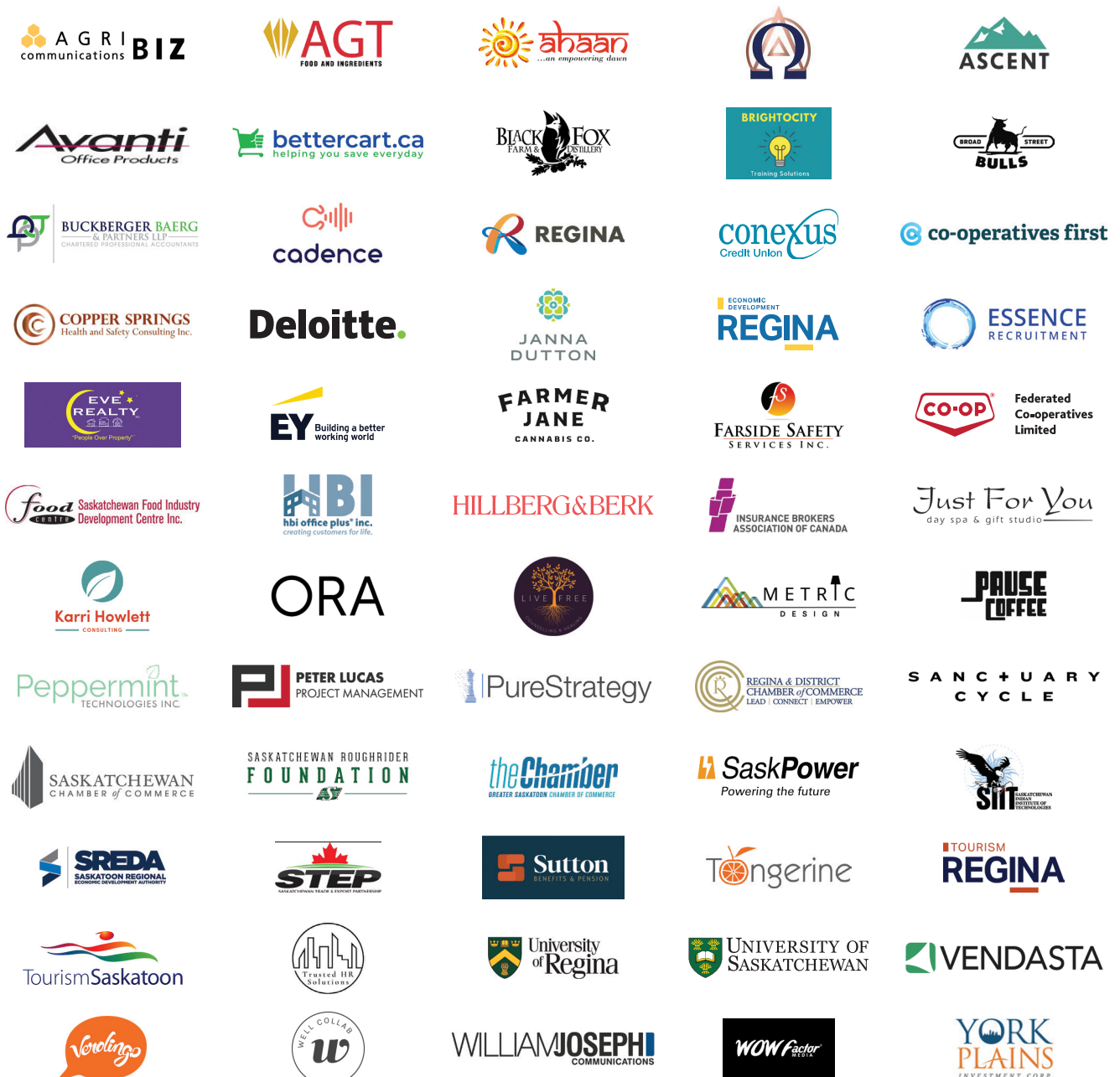
Of course, we would be remiss if we did not take the opportunity to thank our incredibly generous sponsors. Without their support, our ability to impact the lives of women entrepreneurs on as large of a scale as we do would not be possible. Thank you from our entire WESK team, board, network, and members.



Charter Champions

The Saskatchewan Women Entrepreneurship Charter is an initiative launched by WESK to address the gender entrepreneurship gap in our province. The Charter is comprised of four principles to provide guidance and examples as to how you and your organization can best support local, women-owned businesses.

As of March 31, 2023, we have 60 influential Charter Champions committed to supporting women entrepreneurs.





Message From the Board Chair

Colleen Dixon, *Chair of the Board of Directors*

Dear WESK Members, Supporters, and Stakeholders,

I am delighted and proud to address you as the Chair of the Board of Directors of Women Entrepreneurs of Saskatchewan (WESK) and to extend my heartfelt gratitude for the incredible achievements of our organization throughout the year 2023. As we reflect on the past twelve months, it is evident that WESK has continued to make significant strides in supporting women entrepreneurs and transforming the business landscape in Saskatchewan.

Firstly, I want to express my sincere appreciation to everyone who has contributed to WESK's success: supporters, members, board members, and sponsors. To my fellow board members: Danielle Graff, Leanne Johnson, Claire Belanger-Parker, Leigh Kaufmann, Rhonda Spencer, and Jacqueline Almedia, I am so grateful to be able to work alongside you. It is truly inspiring to witness the impact we have collectively made in the lives of women entrepreneurs across the province.

Looking back on the 2023 fiscal year, I am thrilled to see our tangible progress. Our membership has experienced substantial growth, and WESK is seeing the highest number of active members since pre-pandemic. This reflects the increasing recognition of the importance of supporting women-led businesses. This expansion demonstrates the strength of our network and highlights the growing demand for the programs and services we offer.

The business advising services provided by our expert team have proven invaluable to over 250 new entrepreneurs, equipping them with the guidance and expertise necessary to navigate the challenges of running a successful business. Additionally, our financing opportunities, tailored to the unique needs of women entrepreneurs, have helped fuel growth and drive innovation in various industries. We had another successful year of events and training, with over 6,000 individuals attending 153 events and training opportunities. I encourage you to review the document below to fully grasp the immense impact of these core services.

Two standout programs from this year, Founders Table and Propel, are among some of the most successful to date. Founders Table has facilitated meaningful connections and collaboration among women entrepreneurs, fostering a supportive community that empowers and uplifts one another. Meanwhile, Propel has provided a platform for emerging businesses to accelerate their growth, harnessing the potential of promising ventures and propelling them toward success. The success of these programs is a testament to the power of collaboration, and we are incredibly grateful to have such a remarkable community of members, supporters, and stakeholders by our side.

None of these accomplishments would have been possible without the exceptional leadership and guidance of our CEO, Miriam Johnson. Her strategic vision and tireless commitment to our mission have been the driving force behind WESK's achievements. To her and the rest of the brilliant WESK staff, I express my deepest gratitude for your invaluable contributions and unwavering commitment.

As we look ahead, I am filled with optimism and excitement. 2023 has been a testament to our collective strength, and it is a truly remarkable story of tenacity and dedication. WESK will continue to close the gender entrepreneurship gap in Saskatchewan and pave the way for a more inclusive and prosperous entrepreneurial landscape in our province. I encourage you all to stay engaged, champion diversity and inclusion, and support one another. Together, we can build a future where women entrepreneurs thrive, and their contributions to our economy and society are celebrated.

With the sincerest appreciation and warmest regards,

Colleen Dixon

Colleen Dixon, *Chair of the Board of Directors*



Message From the CEO

Miriam Johnson, Chief Executive Officer

Dear Members, Board, and Stakeholders of WESK,

It is my honour to write this 'first' letter from the CEO as my first year in this incredible role comes to a close. When I stepped into the CEO role a year ago, I knew it would be a journey unlike anything I've ever experienced, but this last year has been nothing short of exceptional. Learning how WESK impacts women across Saskatchewan was certainly one highlight; getting to know the team that makes that impact a reality was the other. It's simple: WESK does inspirational work, and our goal is to grow our impact to better serve the women of Saskatchewan for years to come.

At WESK, our mission is to close the gender entrepreneurship gap and create an environment where women can thrive in business. By enabling the success of women entrepreneurs, we contribute to Saskatchewan's overall growth and prosperity. Throughout the year, we have worked tirelessly to address women's unique challenges and barriers in business while identifying and capitalizing on opportunities to build a strong community of women entrepreneurs.

I am particularly excited about the progressive changes we are making at WESK that you will see come to life in 2023/24. Our team is committed to strategically bridging gaps and breaking down barriers hindering women entrepreneurs' growth. By providing targeted resources both financially and through training opportunities, developing educational programs, mentorship, and

networking opportunities, we are empowering women to unleash their full potential and make a lasting impact in their respective industries. This year, not only have we made immense strides external to our organization, but we have also made strides internally.

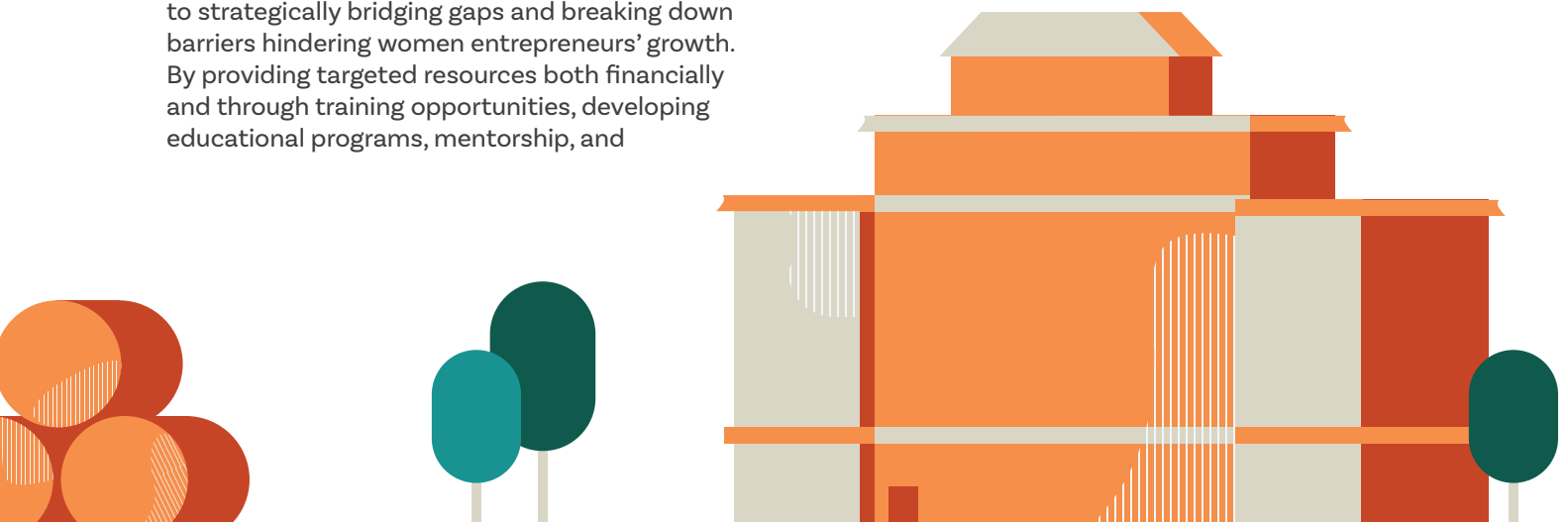
As you walk through this annual report, you will find comprehensive financial information that sheds light on our organization's performance and activities over the past fiscal year. We are committed to transparency and accountability, and this report is a testament to our commitment to our members, board, and stakeholders.

I extend my heartfelt gratitude to you for supporting WESK and our mission. Together, we are making a significant difference in the lives of women entrepreneurs across Saskatchewan, and I am excited to embark on another year of growth and collaboration.

Thank you.

Warm regards,

Miriam Johnson, Chief Executive Officer



About Us

WHY

Saskatchewan depends on entrepreneurs, but a gender entrepreneur gap holds women back.

Without specifically designed support structures, social inequalities limit our economic potential as a province. WESK exists to close the gender entrepreneurship gap in Saskatchewan.

GOALS

WESK offers our members endless possibilities to unite with empowered entrepreneurs of every age, stage, and culture. We strive to connect women in business with a community that actively champions them.

ROLE

As a non-profit, membership-based organization of over 700 members, WESK provides programs and services for women entrepreneurs who are starting, growing, scaling, or purchasing a business. We help build their confidence about a future in business through extensive service offerings and programming.

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 succeed because when women succeed, we all succeed.

MISSION

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

VISION

To close the gender entrepreneurship gap in Saskatchewan.

VALUES

WESK is driven by the values of collaboration, equity, and boldness.

QUICK PROGRAMS/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).
- Founders Table: A collection of supports to help women throughout all stages of their tech entrepreneurial journey.
- The Exchange: For established women entrepreneurs looking to take their business to the next level of growth and profitability.
- Propel: For early-stage and established women entrepreneurs looking to grow and scale their businesses by obtaining training certifications, building a growth plan, and accessing coaching & mentorship.
- WESK Summit & Gala: WESK's annual entrepreneurship conference and awards gala.
- Shaken with a Twist & Uncorked: WESK's monthly networking events that bring together members of our network to connect and get inspired by a featured woman entrepreneur.

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 wildly successful year.

OUR BOARD



Colleen Dixon, Chair



Danielle Graff, Past Chair



Leanne Johnson, Vice Chair



Claire Bélanger-Parker, Director



Rhonda Spencer, Director



Leigh Kaufmann, Director



Jacqueline Almeida, Director



OUR STAFF



Cara Cote
Client Services Manager



Miriam Johnson
Chief Executive Officer



Parth Patel
Business Advisor



Jaimie Polsom
Program Coordinator



Courtney Morrison
Business Advisor



Jodi Macmillan
Accountant



Kristen Murphy
Brand Manager



Heather Blouin
Special Projects Manager



Olu Fatoyinbo
Controller



Stephanie Smith
Program Coordinator



Brittany Eberle
Lending Advisor



Amanda Parkinson
Business & HR Advisor

Statistics

BUSINESS ADVISING

255
new advising clients



1,371
business advising appointments

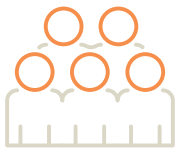
SINCE 1995



9,375
women have accessed our business advising services

MEMBERSHIP

785
total members



32,299
information requests were received this year

EVENTS

In 2022-23,

33

events were held



2,038
participants

INFORMATION

SINCE 1995



89,271
women have contacted WESK for information

TRAINING

4,085
participants

120
webinars and workshops this year



SINCE 1995



34,701
attendees at WESK workshops

FINANCING



23 new loans, totaling
\$1,485,612




JOHN & BERNICE WILLIAMS & NORTH PRAIRIE DEVELOPMENTS EQUITY INVESTMENT FUND

has distributed **17** equity investment
loans totaling

↓
\$120,641
since its origin in **2012**


SINCE 1995

Women entrepreneurs
have received a total of
\$43.6M
through our financing program

\$64,591 
average loan amount

*Prairies Economic Development
Canada (PrairiesCan), formerly
Western Economic Diversification,
provided WESK with a total of*

\$5M which has grown to **\$8.2M**
allowing us to provide financing
for even more entrepreneurs



810
loans have been
disbursed for women
entrepreneurs

2,039 
jobs have been created
by our financing program

Highlights & Timeline

May 22 – 28, 2022 Women Entrepreneurs Week

May 25 & 26, 2022 WESK Annual Summit and
Gala, back in-person

August 9, 2022
Miriam Johnson, new CEO

November 22, 2022
First Indigenous Women Entrepreneurs Social
Gathering in partnership with Clarence Campeau
Community Development Fund

March 8, 2023
International Women's Day
(Lunafest and Virtual Conversations)

March 2023
Founders Table wrapped
Exchanged wrapped

April 26, 2022 WESK MLA Event

April 28, 2022 Sips with Suppliers Event

June 2022
Propel Program funded by Ministry
of Immigration and Career Training

September 14, 2022
WESK AGM

September 2022
3rd and final year of the Exchange program
funded by PrairiesCan

September 2022
Year 2 of Founders Table 3.0
funded by Innovation Saskatchewan

January 2023
Propel program wrapped

February 22, 2023
theHiveYQR 2023 Kick-Off Event

Advocacy

This year has been a big year for advocacy work for women entrepreneurs in Saskatchewan. WESK focused its energy on the following efforts for the 2022/2023 fiscal year:



1

GOVERNMENT RELATIONS

WESK has engaged in various meetings, conversations, and events to engage with the government at various levels. In addition, WESK has a position on the Women's Enterprise Organizations of Canada board. We will continue to work closely with government officials and policymakers to promote policies and regulations that benefit women entrepreneurs. They may lobby for changes in laws, regulations, or funding programs that create a more favorable business environment for women-owned businesses.

2

RESEARCH AND DATA

By polling our membership and general network, we are able to better identify gaps in the ecosystem and our province as a whole. We can use this research to develop a better strategy for advocacy. This research can be used to influence decision-makers and provide evidence for the need for specific policies or programs. In the near future, we will use this research to influence and guide our proposal to various groups for consistent program funding.

3

AWARENESS CAMPAIGNS

WESK has been able to leverage its relationships with its partners, as well as its own platforms, to raise public awareness about the contributions and challenges faced by women entrepreneurs through. Currently, these efforts include social media awareness, as well as a paid advertising campaign, launching later in 2023, in collaboration with SaskPower, titled the Supplier Diversity campaign.

4

NETWORKING AND COLLABORATION

Using our events and large network, we can foster collaborations and partnerships with other organizations, both within and outside the entrepreneurial ecosystem. By collaborating with other stakeholders, WESK can amplify advocacy efforts and achieve a greater impact. WESK is able to do so through events like Shaken with a Twist, Uncorked, WESK Summit and Gala, and other networking events. WESK also had representation at the Women's Business Enterprise National Council gathering in Nashville.

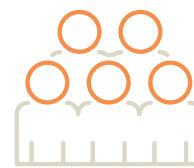
5

CAPACITY BUILDING AND EDUCATION

WESK offers training programs, workshops, and mentorship opportunities to help women entrepreneurs enhance their skills, knowledge, and access to resources. These initiatives aim to address specific challenges faced by women entrepreneurs and empower them to succeed in their business ventures. Currently, WESK does so through its core service offerings, training programs, and special projects.

Brand Identity

WESK continued growing a movement to help Saskatchewan entrepreneurs identify themselves as a local woman-owned/led business. Businesses that partake receive access to the “Woman-Owned Saskatchewan Business” logo, are added to our women-owned database, and can be featured across WESK’s social channels.



785

women-owned
businesses have
joined the movement!



WOMEN-OWNED BUSINESS DATABASE

Whether you’re looking to diversify your supply chain, find a new board candidate, or simply support a local woman entrepreneur, look no further! Our ever-growing database of certified women-owned businesses includes plenty of businesses from right here in Saskatchewan. We’re sure you’ll find something great!



SASKATCHEWAN
WOMAN-OWNED
BUSINESS

theHiveYQR

In partnership with Economic Development Regina (EDR), and FHQ Developments, WESK launched theHiveYQR in January 2022 as a pilot program for Regina entrepreneurs. The program is structured as an informal peer mentorship program, where any level of entrepreneur may receive advice and where any business expert can share advice. By leveraging this energy and community, theHiveYQR facilitates connections to help all entrepreneurs succeed.

As of March 31, 2023, close to 200 members have joined the HiveYQR community.



WESK Program: The Exchange

This three-year program was developed for established entrepreneurs looking to take their business to the next level.

The final year of the program kicked off with a bang in September 2022! While the first two years focused on learning and ensuring all participants have the information and resources they need to grow/scale, year three focused on “Growth in Action” and implementing the learning from the past two years. Every participant had access to a growth plan template that assisted them in creating an actionable growth plan. The final year wrapped up with growth plan presentations to panels of established entrepreneurs and respected business professionals.

YEAR 3 STATS

- 3 cohorts with revenues ranging from under \$100,000 to over \$1 million.
- 22 participants presented their completed growth plans.

STATISTICS (CUMULATIVE OVER 3 YEARS)

- 183 clients supported.
- 67 non-highly qualified personnel jobs (HQP) created (57 of those hired were women).
- 46.5 HQP jobs created.

With the support of:
Prairies Economic
Development Canada

Canada

the
exchange

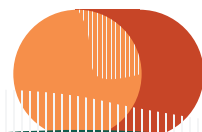
WESK Program: Founders Table

In Canada, female tech founders are under-represented and comprise only 6% of the tech sector. The long-term vision of Founders Table is to move the needle on the representation of women founders in this sector. Since 2019, Founders Table has been offered specifically to female tech founders or women in tech. Participants had the opportunity to meet, learn, and discuss topics like building their dream team, connecting design thinking principles with product development, deep diving into the world of digital marketing, and learning how to pitch funders with the utmost confidence.

While we've been offering Founders Table since 2019, and we made some exciting changes for 2022!

Founders Table is now a collection of programs and supports to help women at any stage of their tech entrepreneurial journey, including:

- Mastermind Groups.
- Tech Advising.
- Tech Hub Workspace.
- Compass: A Pathfinding Event.
- Alumni Group.



2022 STATISTICS





WESK Program: Propel

Propel was a one-year training program developed as part of the Government of Saskatchewan's Scale-Up for Entrepreneurs Initiative. This program was designed specifically to support Saskatchewan women entrepreneurs growing and scaling their businesses. Propel launched in June 2022 with keynote speaker Kellie Garrett. Through the program, Propel participants were able to obtain micro-credential training certifications, complete self-led learning modules, apply their learnings directly to their businesses, and have access to coaching, mentorship, and business advising. The program wrapped up in January 2023 with a Capstone Event that included presenting their completed growth plans to a panel of established business individuals and keynote speaker Darci Lang.

STATISTICS

- 2 Streams of Learning
 - People and Profit: For businesses that had been in business for at least four years, focused on expanding their profitability through people and processes.
 - 4 Cohorts.
 - Evolve and Innovate: For businesses that had been in business between two and four years focused on generating consistent sales, a notable challenge for early-stage companies.
 - 2 Cohorts.
- 50 participants completed the program.



Shaken with a Twist & Uncorked

Each month, WESK brings forward a respected entrepreneur or business professional for a fun and inspirational interview at its Shaken with a Twist and Uncorked events, which take place in Saskatoon and Regina, respectively.

Both events provide an opportunity to hear candid advice, reflections, and tips for entrepreneurs based on the wisdom of experienced entrepreneurs.

SHAKEN WITH A TWIST: SASKATOON

Shawnda Blacklock & Julianna Tan, Little Market Box

Raelene Perlitz, Laserology Skin Clinic

Ally Hrbachek, Ally's Cake Creations

Dr. Courtney Kennedy, Kennedy Eye Clinic

Brenda Bennett, Brenda's School of Dance & Elevate App

Maygen Kardash, Sneaker's and Lipstick

Charmaine Panko, Panko Law & Mediation

Tammy Zdunich, The Well Collab

Sherri Behiel & Larry Anderson, Chess Club Agency

We're so grateful to all our sponsors this year and all the speakers who shared their stories.

WESK welcomes members and non-members alike to these events, and it's a great way to get involved with WESK and see what our organization has to offer.

Thanks to Shawna Nelson, Janet Lee, and Linell Grudnitzki for hosting.

UNCORKED: REGINA

Linell Grudnitzki, GC Construction

Petra Janssen and Tanya Anderson, Wascana Flower Shoppe

Jessica McNaughton, MemoryKPR

Kristin Kutarna Gates, Zero Degrees

Kayla Kozan, Peak Wellness

Kerri Michell, Farmer Jane

Miriam Johnson, WESK

Audra Hill, Farmer John's

Melissa Coomber-Bendtsen, YWCA



WESK Summit & Gala

WESK's 2022 Summit and Gala proved to be a resounding success, leaving a lasting impact on the entrepreneurial community. The event which took place on May 24 and 25, and happened to be our first event back in-person after the COVID-19 pandemic forced our events online. These events brought together women entrepreneurs from across Saskatchewan for a day filled with inspiration, empowerment, and celebration.

The Summit portion of the event was a hub of knowledge and innovation. Industry experts, thought leaders, and seasoned entrepreneurs led engaging workshops, panel discussions, and keynote presentations – see below for a full list. Attendees gained invaluable insights on topics ranging from business strategy and leadership development to marketing trends and technology advancements. The diverse range of sessions ensured that participants were left equipped with practical tools and strategies to fuel their entrepreneurial journeys.

The WESK Gala evening was a glamorous affair that recognized and celebrated the outstanding achievements of women in business. Entrepreneurs and supporters came together to honor these remarkable women, acknowledging their contributions to the entrepreneurial landscape and the wider community. The Gala provided a platform for networking and connection, fostering collaborations that will undoubtedly shape the future of entrepreneurship in Saskatchewan.

WESK's 2022 Summit and Gala reinforced its role as a catalyst for growth and collaboration. The events created meaningful connections among participants, empowering them to overcome challenges, embrace new opportunities, and achieve their full potential. It epitomized the organization's commitment to supporting women entrepreneurs and nurturing their success.

WESK Summit featured two inspiring keynote speakers:

- Barb Stegemann, best-selling author and CEO of the award-winning social enterprise: The 7 Virtues.
- Zahra Al-Harazi, award-winning entrepreneur and purpose-driven leadership expert.

The workshops at Summit provided learning opportunities on six different topics.

The Candid Conversations Panel discussed building inclusive organizations.



SUMMIT WORKSHOPS

Topic	Facilitator
Driving Innovation	Hannah Castle, Cultivator
The Business of Social Media	Derrick Swanson, Opensail Digital Agency
Leadership Communication	Rachelle Brockman, Eureka Experience
Becoming Board Ready	Mubarka Butt, BoardBe
Identifying Your Personal Brand	Shauna Foster, C95
CSR/Social Entrepreneurship	Grant Wilson, Hill Levene Schools

CANDID CONVERSATIONS PANEL

Name	Business Name
Hailey Schwabe, COO and Co-Founder	Vize Labs
Tara McKeown, Chief Employee Experience Officer	Conexus
Raquel Boyko, Director of Talent Development & Diversity	SaskPower
Leanne Bellegarde, President Moderator	Akawe Technologies

GALA AWARDS AND RECIPIENTS



Andrea Hanson
Sutton Benefits & Pension



Charmaine Panko
Panko Collaborative Law and Mediation



Leanne Bellegarde
Akawe Technologies



Jolene Watson
Clarity Coaching & Development



Christine Beck
Waggle Mail



Marian & Amanda Perrot
1st Choice Graphics Inc.



Membership

WESK was founded 28 years ago with six members. Since then, our organization has grown to 785 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.

ROBIN DIEHL: REDEFINING HEALING AND ENTREPRENEURSHIP

Robin Diehl's journey in the realm of healing and entrepreneurship began in 2007 when she embarked on a career as a massage therapist. As years passed, she developed a profound desire to find more effective ways to help her patients, particularly those struggling with chronic pain. While traditional massage techniques served their purpose, she couldn't ignore the potential advancements in various modalities that could revolutionize the field.

The turning point came when Robin discovered Radial Shockwave Therapy—an innovative treatment with an impressive track record of success. Deeply intrigued by the possibilities it offered, she knew she had to incorporate it into her practice. However, acquiring the necessary equipment proved challenging, as conventional sources of funding turned her down. But Robin's resilience refused to waver, and she found a supportive ally in WESK, an institution that believes in empowering women entrepreneurs.

With the aid of a dedicated business advisor, Robin worked diligently on her business plan while

obtaining certification in operating the Radial Shockwave Therapy machine. This arduous process culminated in securing the loan from WESK, and in April 2021, Robin's dream became reality as she opened her own office—a sanctuary of healing for her grateful patients.

Her reputation soared, and as the first certified practitioner in both levels in Saskatchewan, she became a trailblazer in the field. Encouraged by her success, WESK once again stood by her side, granting approval for a second machine purchase and assisting in establishing a new location in Delisle.

As an entrepreneur, Robin's horizons expanded, and she explored diverse avenues to amplify her impact and create multiple streams of income. Her journey exemplified a transformative evolution from a talented massage therapist to a visionary entrepreneur changing the healing industry.

Robin's story stands as a testament to the power of determination, innovation, and unwavering support. Her spirit of compassion and dedication continues to uplift those in pain, making a positive change in the lives of many. Robin Diehl remains a shining example of how a passion for healing, combined with entrepreneurship, can lead to remarkable achievements that benefit countless individuals seeking relief and renewal.

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.

The **All Access Expert Advice Program** is an exclusive opportunity to connect with professionals in Saskatchewan. 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 All Access Expert Advice 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.

Financing

A key finding of the Saskatchewan Advisory Committee on the Gender Entrepreneurship Gap was that women are less likely to secure capital than men. 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 was able to partner with WEOC this year to offer an additional \$50,000 of financing.

If your business is majority woman-owned and controlled (51%), come talk to our friendly business

advisors to see how a loan could help you grow your business. Interest paid from your loan goes back into our financing fund, which helps us provide even more loans to women entrepreneurs.

JOHN AND BERNICE WILLIAMS AND NORTH PRAIRIE DEVELOPMENTS EQUITY INVESTMENT FUND

Managed by WESK, this fund has disbursed a total of 13 Equity Investment Loans – totaling \$87,641 – since its inception in 2012.

Training

Learning never stops for an entrepreneur. This year, WESK conducted more than 120 webinars and workshops, with a combined total of 1814 participants. The highest number of attendees were observed in January, March, and May where we covered the topics *CRA Liaison Small Business Support* and *Easy Hacks for Better Social Media, SEO, and Email Marketing*, respectively. In May our Summit covered various topics, and hosted a total of 540 participants.

Additionally, we had a total of 2271 on-demand participants who accessed WESK Entrepreneur Training content throughout the year. We completed the year having trained over 4085 entrepreneurs.

We are proud of the diversity of topics and focus areas we covered this year, and we look forward to continuing these webinar series into the coming year.

From startup to scaleup, 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
Organizations of Canada**

With the support of:
Prairies Economic
Development Canada

Canada 

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