

STRATEGIC DIRECTION

MANDATE

PARO is primarily focused on delivering programs to enhance enterprise development and to provide for the development and support of peer lending circles.

Growing Women's Companies

- Encourage greater participation of Women in the economy
- Diversify economies and Scale-up companies
- Connect Women to Business Ecosystems



Accessing New Growth Opportunities

- Expand & strengthen PARO's unique and dynamic Hubs
- Strengthening linkages with Federal and Provincial programs
- Providing Growth Grants



Expanding Access to Export Markets

- Expand supports & make linkages for Women's companies
- Provide education & events to support Women in Exportation
- Identify challenges & supports they need to Export



Stronger Together Award

In celebration of the extraordinary life work and exceptional contributions toward Community Economic Development in Canada from CCEDNET
<https://tinyurl.com/stronger-together-award>

OUR VALUES

Cooperation Ownership Integrity Responsibility
Simplification Peer Support

#Proud PARO Women

HOW WE MADE AN IMPACT



834
Businesses
Created

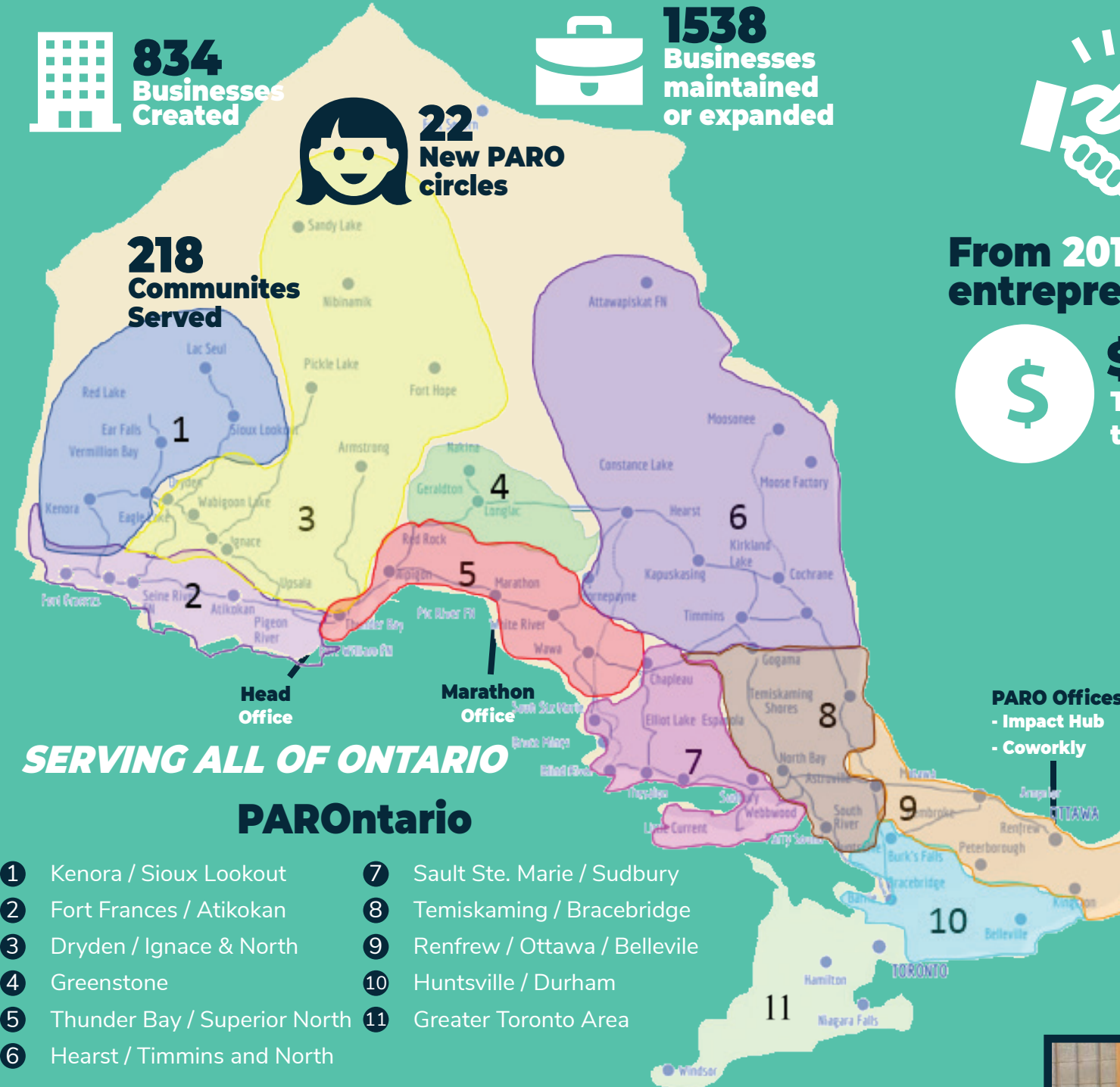


1538
Businesses
maintained
or expanded



22
New PARO
circles

218
Communities
Served



SERVING ALL OF ONTARIO

PAROntario

- | | |
|--------------------------------|---------------------------------|
| 1 Kenora / Sioux Lookout | 7 Sault Ste. Marie / Sudbury |
| 2 Fort Frances / Atikokan | 8 Temiskaming / Bracebridge |
| 3 Dryden / Ignace & North | 9 Renfrew / Ottawa / Belleville |
| 4 Greenstone | 10 Huntsville / Durham |
| 5 Thunder Bay / Superior North | 11 Greater Toronto Area |
| 6 Hearst / Timmins and North | |

PARO has supported

26,462

women and social entrepreneurs



2708
Jobs created
or maintained

From 2010 - 2021, we helped entrepreneurs access:



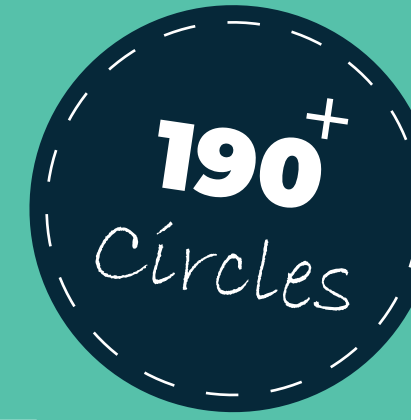
\$10,189,499
Total grant dollars
to clients



\$4,755,359
Grants from PARO
programs



\$5,434,140
Grants leveraged
from other sources



190+
Circles

International Peace Award Canada

For best support for Women's Empowerment during COVID-19.

<https://tinyurl.com/paro-peace>



Honorary Doctor of Humane Letters

Awarded to those who have distinguished themselves through humanitarian and philanthropic contributions to society.

<https://tinyurl.com/humane-letters>



About BIZCamps

During the Covid-19 Pandemic, PARO committed to effectively pivoting our services to best serve our clients in a new virtual world. An important part of this strategy included a series of BIZCamps that supported PARO women to grow, scale-up or expand their businesses, aiming to achieve their goals by turning challenges into opportunities for success. These BIZCamps are designed to help businesses increase and capitalize on market opportunities and expand into new markets including exporting. Since January 2020, PARO has hosted three BIZCamps, each of them tailored to meet the needs of target women entrepreneurs. These BIZCamps provided access to peer support and mentoring, access to funding sources, support from industry experts, and an opportunity to explore the untapped potential of their businesses, especially in a changing world.

Elevate

This 12-week BizCamp is designed to empower women entrepreneurs to scale their business to a sales revenue of \$1M or more. Through strategic and leadership development geared to provide stronger alignment of daily actions with goals, participants learn how to build high-performing teams, how to set attainable goals, and to eliminate thinking that holds them back from reaching those goals.

PARO Jetsetter

Jetsetter was designed for women entrepreneurs who have been in business for at least one year with \$50,000 in annual sales and who have goals to achieve an annual sales revenue of \$250,000 and beyond. Participants were encouraged to set goals throughout the program, all while working at their own pace with online learning modules, group lab sessions, and with individual support from industry experts and PARO Business Counsellors.

Mooka'am Kwe: She Rises

Mooka'am Kwe is a multi-week workshop series designed by and for Indigenous women who wish to scale their existing businesses to access opportunities in traditionally male dominated sectors such as mining, forestry, construction, or power. With a hybrid approach that includes Indigenous cultural components, Mooka'am Kwe participants are supported by PARO's top-notch business counsellors and inspiring facilitators to re-imagine their businesses for scale up; and access opportunities for BIZGrowth funding, designed for growth, scale-up and recovery in the wake of COVID-19 and the evolving landscape. Weekly workshops provide participants with professional business mentoring from business planning, to marketing, sales, and financial and human resource management.

