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



Diversify economies and Scale-up companies Connect Women to

Business Ecosystems



Accessing New



PARO's unique and dynamic Hubs

Growth Opportunities



Expanding Access to Export Markets





Provide education & events to support Women in Exportation



Identify challenges & supports they need to Export



Stronger Together Award

celebration of the extraordinary life wo and exceptional contributions toward Community Economic Development in

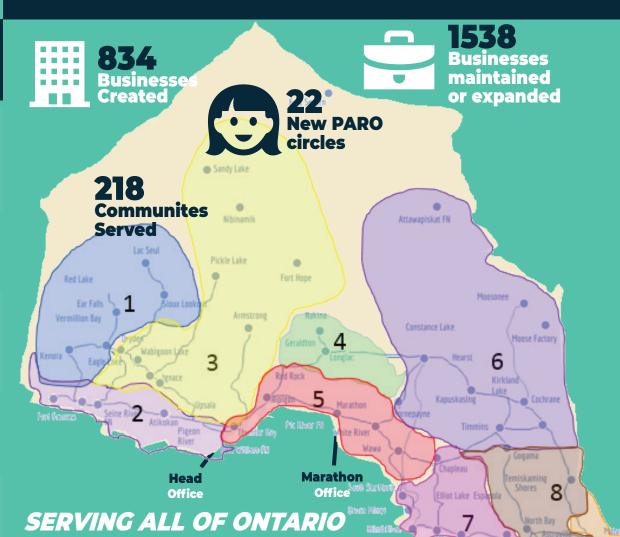
OUR VALUES

Cooperation

Simplification

Responsibility

HOW WE MADE AN IMPACT



Sault Ste. Marie / Sudbury

8 Temiskaming / Bracebridge

9 Renfrew / Ottawa / Bellevile

10 Huntsville / Durham

PARO has supported

26.462

women and social entrepreneurs

PAROntario

5 Thunder Bay / Superior North 11 Greater Toronto Area

1 Kenora / Sioux Lookout

Greenstone

Fort Frances / Atikokan

6 Hearst / Timmins and North

Dryden / Ignace & North

2708 **Jobs created** or maintained

From 2010 - 2021, we helped entrepreneurs access:



\$10,189,499 **Total grant dollars**

\$4,755,359 **Grants from PARO**



Grants leveraged from other sources



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

190 Círcles

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.

Ownership Integrity **Peer Support**

#Proud PARO Women

2020 - 2021 Winners

Mooka'am Kwe: Indigenous Women Leader Awards



Unshakeable Business of



Newcomer



Re:Imagine Award



Jetsetter Business





Trailblazer Award



Fearless Business of the



ears and giving back to the



Circle of the Year **Award**





RO SupportHER of the

er who has had a positive :/supported women in thei

Letter from the CEO & President

On October 30, 2021, PARO Centre for Women's Enterprise was awarded the International Peace Award for "Best Work for Women's Empowerment in the Canadian community during the COVID-19 Crisis, promoting equal rights of women in the society through all possible means, voicing against sexual violence and discrimination, creating opportunity for gender equality and stimulating policies of government and non-government agencies. This Award speaks to PARO as an organization that provides unique, women-centred, and holistic supports towards building sustainable livelihoods for women, not that providing access to grants and loans, one-on-one counselling, mentoring, networking and training are not important, but recognizing that there needs to be other supports as mentioned above to help pave the road to success for women entrepreneurs in Canada. To make increasing progress in overcoming the barriers that women experience, we need to look at the lived reality of women entrepreneurs and continuously work to create change in systems that restrict their progress.

For over 26 years, PARO has supported women to start and scale women's businesses and social enterprises. Using a unique approach to community economic development that prioritizes the five asset areas of the Sustainable Livelihoods Model. PARO meets women where they are and seeks to empower, educate, and inspire them toward reaching their business and personal goals. As part of our commitment to delivering services to all women, PARO's programs are designed to inherently support intersectional diversity. At PARO, we believe that equal access to economic success leads to closing the gender gap for all genders. We believe that in achieving business success, women entrepreneurs gain independence through financial, personal, professional, and spiritual empowerment as they make their own choices and create a better way of life for themselves, their families, and their community. Through Our work, PARO contributes to a broader strategy of gender equity by creating and executing programs that are women-centred, trauma-informed, and that prioritizes an intersectional lens.

Thanks to all the PARO Team, board of directors, supporting funders, and community partners for working together through this challenging time to provide the supports that women needed the most. Because of you, we provided \$741,512 from PARO programs during this last year, leveraged by\$1,713,683 from other sources. We also helped 2372 women to re-imagine and transform their businesses to survive the huge challenges that they endured.

Coming out of this pandemic, we will continue to talk with and work together with the women we serve to create programs that will continue to meet their needs in this quickly changing economy. We will endeavour to learn from working through the Pandemic, to create a better way of living and to thrive despite challenge.

Founder & CEC







Board of Directors & PARO Team

President

Levina Collins

Vice President

Suzanne Tighe

Treasurer

Mary Sabo-Bandiera

Secretary

Donna Brown

Directors

Anna Parr Christina Reder Shelley Wallace Jodi-Rose Richer Laura Coronado

Founder & CEO

Rosalind Lockver

Financial Manager

Laura Lynch

HR & Program Developer

Maria Talarico

Program Manager Melissa Cook

Business Growth Advisors

Carol Brazeau-Weisfloo Victoria Watts Cindy Crowe Elizabeth Verwev Kaouthar Faouzi

Linda Cryderman Penny Tremblay Shave Belanger Tammy Laws Barbara Baker Kristina Medow

Chantal Fraser Jennifer Chandler Chervl Himburg

Financial Partners

Proudly supported by/ Fièrement appuyé par:

du Canada

Gouvernement

Lead Business Counsellor

Karen Lynn Evans

HR & Exectutive Assistant

Brenda McDougall

Bookkeeper & Office Clerk

Terri Parry Intern

Kvlee Monteith

Counsellors/Coordinators Lori Morin Linda Farmer

Andrea Zappe Nefry Falla Susan Milne **Chantal Gingras** Kayla Soomer Melissa Maltais Maria Dufresne Renee Gendron

Deborah Hebert Kezia Rover Alexiss Rusnak

2020 - 2021 Financials

Revenues Federal

\$2.038.714 Provincial Foundations \$34,714

Partners List

Government

Portail de connaissances en entrepreneuriat

of Canada

\$605.326 Fees & Other \$172,390

\$2,851,144

https://paro.ca/community-partners/

Expenses

- Administration \$92,571 Amortization \$1,178
- \$102,129 Conferences Workshops
- Non-Repayment \$490.864 Portion/Grants

Other Programs \$1,779,847 & Services

TOTAL \$2,466,589

Ontario 📆





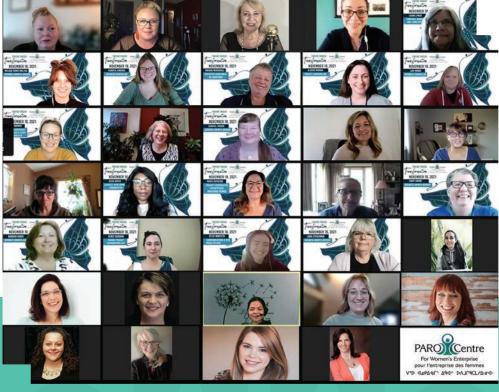




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