

## **FEBRUARY NEWSLETTER**

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**SAVE THE DATE!**  
**Women Leaders A**  
**Sustainable Future**  
**April 28th, 2022**

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# AWARD NOMINATIONS ARE NOW OPEN

CLOSES MARCH 10TH, 2022

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## Women Leaders – A Sustainable Future Event & Award

This event is a recognition and celebration of the achievements of women in business across Ontario and a great learning opportunity for all.

These awards will honour women entrepreneurs who have reimagined and transformed their enterprises for a sustainable future through demonstrated cooperation, ownership, integrity, responsibility, simplification or peer support.

To nominate someone you know use the link below:

<https://airtable.com/shrZSQLjBN3k7I14u>

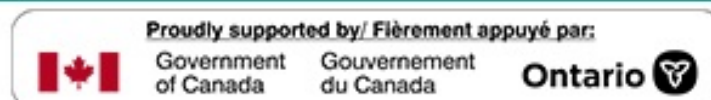
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# PARO Mooka'am Kwe BizCamp 2022





**MOOKA'AM KWE:**  
 **SHE RISES**   
**10 WEEK PROGRAM**  
**EXPAND YOUR BUSINESS!**  
**INDIGENOUS WOMEN** | **MARCH 17TH**  
**BIZCAMP**  
FOR MORE INFO CONTACT  
**TABATHA @ EIW@PARO.CA**



## Mooka'am Kwe: She Rises BIZCamp

Mooka'am Kwe: She Rises

An Indigenous Women's BIZCamp – March 2022

The Mooka'am Kwe: She Rises BizCamp is designed by and for Indigenous women, and provides a flexible learning environment where you can learn alongside a cohort of Indigenous women entrepreneurs. You will be encouraged to set goals throughout the program and to take your business to new heights!

During this 10-week BizCamp, you will participate in online learning modules, group lab sessions, individual support from PARO's Elders-in-Residence, and will also receive one-on-one business support, access to funding and contact development opportunities. Feel free to email any questions or concerns to [EIW@paro.ca](mailto:EIW@paro.ca)

This application is due February 25th, 2022, by midnight.



Free to  
Participate

# PARO WEDNESDAY WEBINARS

#PROUDPAROWOMEN

Register - [makingadifference@paro.ca](mailto:makingadifference@paro.ca)

## Webinars for February 2022

Missed a Webinar or are unable to attend one?  
Send us an email at [communications@paro.ca](mailto:communications@paro.ca) and  
we'll send you the webinar recording to watch at  
your convenience.



## PARO Wednesday Webinars

How to Grow Your Business  
With Facebook Ads For Just  
\$10 A Day

Presented by:  
Carol Roderick,  
Owner of Carol Roderick Digital

Wednesday  
February 2nd  
11 am (EST)



Register at [makingadifference@paro.ca](mailto:makingadifference@paro.ca) ☎ [www.paro.ca](http://www.paro.ca) ☎ (807)-625-0328

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en entrepreneuriat

Wednesday  
December, 1st  
11 am (EST)



## *Your Marketing Strategy*

# **How to Grow Your Business With Facebook Ads For Just \$10 / Day**

**Presented by Carol Roderick | Carol Roderick Digital**

Join us as we discuss:

- Why advertise on Facebook & Instagram
- What to do BEFORE you start with paid advertising
- Getting your Business Manager account set up
- Overview of the "Famous by Friday" \$10/Day Strategy
- Tips for writing effective ad copy and selecting the right images and video



## **PARO Wednesday Webinars**

### **Your New Start Organize 360 for the Chaotic Life of an Entrepreneur**

**Presented by:  
Hello Darlene,  
Professional Organizer &  
Senior Transition Consultant**

**Wednesday  
February 2nd  
12:15 p5m (EST)**



**Register at [makingadifference@paro.ca](mailto:makingadifference@paro.ca)  [www.paro.ca](http://www.paro.ca)  (807)-625-0328**

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Women Entrepreneurship  
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Portail de connaissances  
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**Wednesday  
February, 2nd  
12:15 pm (EST)**

## *Your New Start*

# **Organize 360 for the Chaotic Life of an Entrepreneur | 'Mind-Body-Space'**

**Presented by Hello Darlene | Professional Organizer & Senior Transition Consultant**

Join Hello Darlene to kickstart your year and get organized for 2022 as a business owner.

Sharing best tips and best practices to have an organized workspace to be the most productive you!

Darlene is a Professional Organizer, registered with the Professional Organizers of Canada. With a focus on paper organization, she is an expert at office and paper solutions.

Join us to help reset your Mind, Body & Space for 2022.

## 4-part Pitch Challenge

# PAROPitch it like a Pro

## Marketing

Presented by:

Rhonda Sharp & Maggie Curran,  
Moon Rae Media

**Wednesday, February 9th**  
**11 am (EST)**

**Register at:**  
**[tinyurl.com/24tx6n8v](https://tinyurl.com/24tx6n8v)**



**Attend at least 2 of the 4 Sessions and then PITCH to WIN!**



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**Wednesday**  
**February 9th**  
**11:00 am (EST)**

Registration is required – <https://airtable.com/shrUzAKjlzUyUFxOn>

### Session #2 for Pitch it Like Pro

Social Media Strategy for Start Up's and Some Marketing Must Have's  
Presented by Rhonda Sharp and Maggie Curran |Moon Rae Media

Rhonda is an accomplished, creative and versatile marketing and sales professional with over 25 years of experience. Her focus is to provide social media management, website design, brand development, and content creation for a range of clients. Her joy comes from carving new sales channels, seeing business growth and witnessing her client successes.

Maggie is a recent graduate of Wilfrid Laurier University's communications program. Her focus over the last 10 years has been



on graphic design and her passion for art, culture and trends. Her joy comes from bringing a contemporary perspective to branding and social media strategy for her clients.

Together they are Moon Rae Media



## PARO Wednesday Webinars

Register at [makingadifference@paro.ca](mailto:makingadifference@paro.ca)  [www.paro.ca](http://www.paro.ca)  (807)-625-0328

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**Wednesday  
February 9th  
12:15 pm (EST)**

Finding the Support

### **Circle Discovery Webinar**

***Presented by, PARO Centre For Women's Enterprise***

Ever wonder how PARO Circles are formed and what the benefits are in being a part of one? Join PARO's Circle Co-Ordinator where you will learn all the details about forming, joining, belonging and how to access loans and grants through the PARO circles.

## The Next Great Thing: Turn Your Ideas Into Profitable Business Opportunities

Presented by:  
**Melissa Marie Maltais,**  
PARO Centre for Women's  
Enterprise

**Wednesday  
February 16th  
11 am (EST)**



Register at [makingadifference@paro.ca](mailto:makingadifference@paro.ca) @ [www.paro.ca](http://www.paro.ca) ☎ (807)-625-0328

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**Wednesday  
February 16th  
11 am (EST)**

### *The Next Great Thing: Turn Your Ideas Into Profitable Business Opportunities*

**Presented by Melissa Marie Maltais | PARO Centre For Women's Enterprise**

In this webinar, Melissa Marie Maltais will share how to tap into your creativity to develop a business idea and how to turn that business idea into a profitable business opportunity. You will be guided through a series of questions to help you determine if your idea is worth your time, money and effort. Only 30% of businesses survive beyond 5 years; how you develop your idea is crucial to the success of this opportunity.

So whether you are thinking of expanding your offerings, whether you are in the early stages of developing your business idea, or perhaps you are seeking inspiration for trending business opportunities, this event is for you!

- Tap into your creativity to develop a business opportunity
  - Determine if your business idea is a viable opportunity
  - Be inspired with top trending business opportunities
-



## Loving Your Customer – Customer Service is the Key

Presented by:  
**David Cohen,**  
**The David Cohen Group**



**Wednesday**  
**February 16th**  
**1 pm (EST)**

Register at [makingadifference@paro.ca](mailto:makingadifference@paro.ca) @ [www.paro.ca](http://www.paro.ca) ☎ (807)-625-0328

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**Wednesday**  
**February 16th**  
**1 pm (EST)**

*Your Business Success*

**Loving Your Customer – Customer Service is the Key**  
***Presented by David Cohen | The David Cohen Group***

In this session participants will learn tips, strategies and methodologies to keep customers coming back and telling a few people along the way. It is a dynamic session with sure-fire ways to develop customers, keep your sales high and build referrals, that help you double your sales!

Get set for Valentine's Day love and love your customers.

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In this webinar, I'll cover my top 10 money musts for every entrepreneur. What numbers in your business are the really important ones to know, and how to tell when it's time to ask for help. We'll also chat about some of the common money missteps that can happen in



Tara Tennant is a former Controller and Business Consultant from Cobden, Ontario. She's a passionate financial educator and entrepreneurial advocate who believes that we need to break down the barriers around talking honestly about money because the key to financial empowerment is learning from each other. She's here to share stories of success and resilience and to hopefully provide some guidance for you on your money journey.



Presented by:  
Mitch LePage,  
M.Ed. Managing Principal,  
Predictive Success Corporation



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- Finding and retaining best-fit employees in a competitive talent

- Reducing turnover
- Training managers to better engage staff
- Helping teams to work more effectively together

# Economic Empowerment

February 24, 2021, 9:30am (EST)

A photograph of two women, likely founders, standing in front of a whiteboard. The woman on the left is Black, with long, wavy dark hair, wearing a dark blue blazer over a white top and a gold watch. The woman on the right is Asian, with long, straight brown hair, wearing a grey blazer over a white top. Both are smiling and have their arms crossed. The whiteboard behind them has handwritten text including 'ANNER &lt; SO', 'ON &lt; 800 p', and 'CONTEN'.



**Register for the Event Here**



## PARO CIRCLE UP! NETWORKING A PLACE FOR CONNECTIONS



**REGISTER BY EMAILING  
BUSINESSGROWTH7@PARO.CA**

**DATE:** February 24th, 2022 | 4:30 PM (EST) | ONLINE via zoom



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en entrepreneuriat

**Wednesday  
February 24th  
4:30 pm (EST)**

Do you like the idea of building and growing your business?  
Join us in this networking event to meet like-minded entrepreneurs  
and form your own PARO Peer Lending & Support Circle.  
Be part of the largest women-centred community of women  
entrepreneurs in Ontario with +185 circles!  
We invite you to think about what you would want in your circle: peer  
mentors, networking, connection, new tools added to your business

To register and join this relaxed and casual event, please email  
[businessgrowth7@paro.ca](mailto:businessgrowth7@paro.ca)

- Don't worry if you're unable to attend this month. We will be holding Circle Networking Events on the last Thursday of every month.

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*To participate in any of the workshops, online or in-person, register via email  
at [makingadifference@paro.ca](mailto:makingadifference@paro.ca)  
**No fee to participate!***

# PARO French Series

# MIEUX S'OUTILLER POUR OBTENIR DU FINANCEMENT

- Ce que votre banquier examinera
- 7 conseils lorsque vous empruntez pour votre entreprise La diversité
- Ressources gratuites

**mercredi le 16 février à 9h30**

Inscrivez-vous ici  
<https://tinyurl.com/mtvt9a8h>



PARO Centre  
For Women's Enterprise  
pour l'entreprise des femmes  
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Ontario



**mercredi le 16 février 2022  
9h30 (EST)**

## Mieux S'Outiller Pour Obtenir Du Financement

- Ce que votre banquier examinera
- 7 conseils lorsque vous empruntez pour votre entreprise La diversité
- Ressources gratuites

Inscrivez-vous ici: <https://tinyurl.com/mtvt9a8h>

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THRIVING THROUGH  
*Transformation*

PARO Centre  
For Women's Enterprise  
pour l'entreprise des femmes  
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Want to submit your own PARO Success Story?  
Or your PARO Circle Story?  
Submit your Stories to us to be our next featured entrepreneur!

[Submit Here](#)

## Upcoming Events

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### Women In Politics Fireside Chat



# Fireside Chat

WITH



Women  
in Politics



Join us for a Fireside Chat and learn  
how to fundraise for your campaign  
with our knowledgeable panellists.

FEB 24TH FROM 7:00PM - 8:00PM (EST)



Register by email at [womeninpolitics2021@gmail.com](mailto:womeninpolitics2021@gmail.com)

Join Women in Politics virtually on February 24th at 7pm  
EST for our Fireside Chat on Fundraising.

The Fireside Chat will feature three amazing women who  
are currently or were involved in politics in Northwestern  
Ontario.

They will share their journey and experiences in politics and  
provide tips and tricks on raising funds for your campaigns.

This is an interactive panel and we encourage you to come  
with questions!

To register please email us  
at [womeninpolitics2021@gmail.com](mailto:womeninpolitics2021@gmail.com)

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## Thunder Bay Ventures Microloan Programs

# MICROLOAN PROGRAMS

**THE LENDING **EVERYONE** DESERVES**

A **SIMPLER** AND **QUICKER** WAY OF GETTING  
SMALLER INVESTMENT AMOUNTS  
APPROVED AND DISBURSED



THUNDERBAYVENTURES.COM

This Microloan product is a new offering from Thunder Bay Ventures. By creating this new class of loan products, Thunder Bay Ventures hopes to get more dollars into the business community creating more jobs and creating more economic activity.

For more information go to

<https://www.thunderbayventures.com/funding/>

or email them at [info@thunderbayventures.com](mailto:info@thunderbayventures.com)

## PARO 2021 Outcomes



## 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.

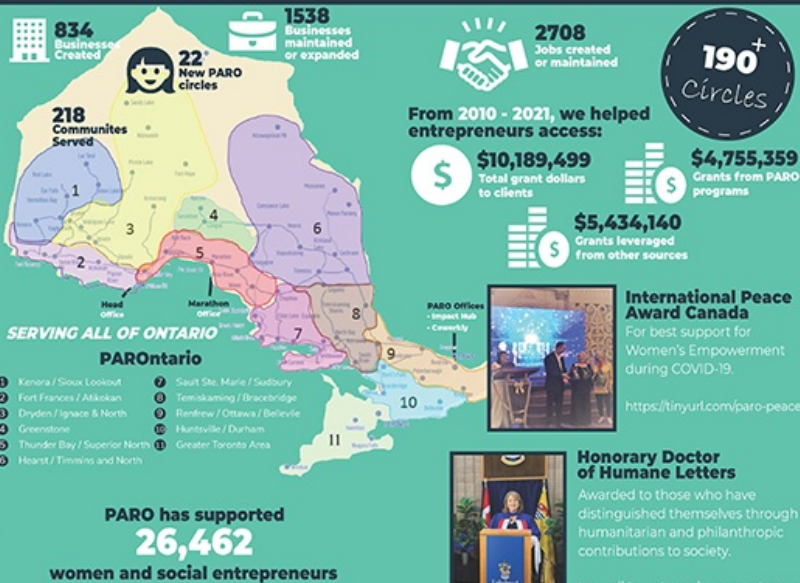


**OUR VALUES**

Cooperation Ownership Integrity Responsibility  
Simplification Peer Support

#Proud PARO Women

## HOW WE MADE AN IMPACT



## 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.

## 2020 - 2021 Winners

<b>Mooka'am Kwe: Indigenous Women Leader Awards</b>  <b>Dani Thunder</b> Indigenous Women Leader Award. This award celebrates successful, accomplished, and committed Indigenous business women.	<b>Reimagine Award</b>  <b>Karen Marano</b> The Reimagine Award is awarded to a woman entrepreneur who has pivoted her business to meet new societal needs, for example, new products or services that have emerged as a result of COVID-19.	<b>Trailblazer Award</b>  <b>Harrlette Madigan</b> The recipient is a woman who is demonstrating that there is a space and a place for women in male-dominated fields or has successfully challenged a world of work or industry typically occupied by men.
<b>Unshakeable Business of the Year Award</b>  <b>Kathryn Antonio</b> This award recognizes a woman's business with a successful and notable track record for 3 years or more. A woman who has established a business, taken financial risks, managed the business successfully, and given back to the community.	<b>Jetsetter Business Award</b>  <b>Amber Kivisto</b> The Jetsetter Business Award honours an outstanding woman entrepreneur who, through her exporting endeavours, is advancing women and the image of Canadian business women in the international community.	<b>Fearless Business of the Year Award</b>  <b>Dawn Condon</b> This award recognizes a woman's business with a successful and notable track record for less than 3 years and giving back to the community.
<b>Newcomer Award</b>  <b>Zoi Monroy</b> The Newcomer Entrepreneur Award recognizes the business success of a woman entrepreneur born outside of Canada and now calls Ontario home.	<b>Rising Star Award</b>  <b>Victoria Rioux</b> A Rising Star is a current woman leader or an aspiring future leader who is starting out in business, managing her own business, and quickly rising through the ranks.	<b>Circle of the Year Award</b>  <b>Island Sisters Circle</b> This Award recognizes a Peer Lending Circle's effort to "Give Back" to each other, to PARO, and to their community.
<b>PARO SupportHER of the Year Award</b> <b>Alterra Community Impact Team</b>  This Award recognizes a PARO supporter who has had a positive impact supported women in their community.		



## Letter from the CEO & PARO Team

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 equity 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 realizing 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.



Rosalind Lockyer,  
Founder & CEO



LeVina Collins,  
President



## Board of Directors & PARO Team

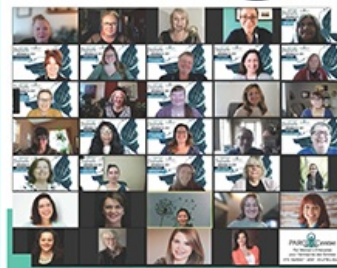
**President**  
LeVina Collins  
**Vice President**  
Suzanne Tighe  
**Treasurer**  
Mary Sabo-Bandiera  
**Secretary**  
Dorina Brown  
**Directors**  
Anna Parr  
Christina Roder  
Shelley Wallace  
Jodi-Rose Richer  
Laura Coronado

**Founder & CEO**  
Rosalind Lockyer  
**Financial Manager**  
Laura Lynch  
**HR & Program Developer**  
Maria Talarico  
**Program Manager**  
Melissa Cook  
**Business Growth Advisors**  
Carol Brazee-Weisflock  
Victoria Watts  
Elizabeth Verwey  
Kazuhiko Frouzi  
Linda Cryderman  
Penny Tremblay  
Shayne Belanger  
Tammy Lavis  
Barbara Baker  
Kristina Medow  
Chantal Fraser  
Jennifer Chandler  
Cheryl Humberg

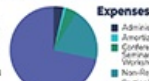
**Lead Business Counsellor**  
Karen Lynn Evans  
**HR & Executive Assistant**  
Brenda McDougall  
**Bookkeeper & Office Clerk**  
Terri Parry  
**Intern**  
Kylée Monteith  
**Counsellors/Coordinators**  
Lori Morin  
Linda Farmer  
Andrea Zappe  
Nefry Falla  
Susan Milne  
Chantal Gingras  
Kayla Soomer  
Melissa Maltas  
Maria Dufresne  
Renée Gendron  
Deborah Hebert  
Kezia Royer  
Alexis Rusnak

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Circles



## 2020 - 2021 Financials



## Partners List

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



## Financial Partners

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Ontario

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Women

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PAROcentre

@parocentrenorth

www.paro.ca



The numbers for those infected with Covid19 are going down steadily. PARO will be reaching out to Health Officials as we make plans to open up Head Office and Co-working spaces. In the meantime, all clients are being served virtually. Contact your individual Counsellor or [info@paro.ca](mailto:info@paro.ca).

For support anywhere in Ontario, contact [info@paro.ca](mailto:info@paro.ca) or 807-625-0328 or 1-800-584-0252.

PARO Centre for Women's Enterprise | 807-625-0328 | [www.paro.ca](http://www.paro.ca) | [info@paro.ca](mailto:info@paro.ca)

STAY UPDATED!



Visit our website

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