



For Women's Enterprise  
pour l'entreprise des femmes

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# JUNE NEWSLETTER

# Check Out "myPAROPath" Our New Client Portal!

# Check out what our New Client Portal has to offer!

- Easy BizCamp Registration
- Update your Client Info with a few clicks of a button
- PARO GoForth Applications
- And so much more!!!

**Come check out "myPAROPath" our new Client Portal**

A portal for PARO Women to access resources, apply for services and monitor their PARO Journey.

At PARO Centre for Women's Enterprise, our specialty is supporting Ontario women in small and medium-sized businesses, and social enterprises. We have developed our services and programs with exactly your needs in mind; start-up, business growth and networking.

**Check it out here!**

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# PARO is Hiring!

# We are looking for:

A group of women are seated around a table, appearing to be in a collaborative meeting or discussion. They are looking at documents and talking to each other. The image is semi-transparent, serving as a background for the text.

# A Business Counsellor Project Coordinator EIW (Enterprising Indigenous Women)

For more details go to:

<https://paro.ca/job-opportunities/>

## Forward Resumes to:

Email: [exec@paro.ca](mailto:exec@paro.ca)



## PARO is Hiring!

We are looking for:

- A Business Counsellor
- Project Coordinator EIW (Enterprising Indigenous Women)

Go to <https://paro.ca/job-opportunities/> for more information!

Please send all resumes to [exec@paro.ca](mailto:exec@paro.ca)

Check it out here!

# ELEVATE BIZCamp Spring 2022

# Register Today!



# PARO WEDNESDAY WEBINARS

#PROUDPAROWOMEN

**Register-makingadifference@paro.ca**

# Webinars for June 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

**WomenatthecentrE: Survivor-led  
Support, Education, Advocacy  
and Research**

**Presented by:**  
**Katie Sullivan and Alison Morrison**  
**Project Coordinators,**  
**Womenatthecentre**

**Wednesday  
June 1st  
11:00 am (EDT)**



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

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Portail de connaissances  
pour les femmes  
en entrepreneuriat

**Wednesday  
June 1st  
11 am (EDT)**

## What Women Need to Know

***WomenatthecentrE: Survivor-led Support, Education, Advocacy***



## and Research

**Presented by Katie Sullivan and Alison Morrison, Project Coordinators with WomenatthecentrE**

Join us for this informative webinar on the valuable services available with this great organization!

We will cover:

- ☐ An overview of the free programs and memberships that WomenatthecentrE offers (including but not limited to): Peer Support, Transformative Accountability, C6 Counselling, Webinars, Children's Rights and Family Law Committee, Silent No More, Embedding Resilience and Grounding Resistance Initiative
- ☐ An overview of Self-Care and Safety Planning



## PARO Wednesday Webinars

### AMA Style Learning

Presented by:  
**Debbie Horovitch,**  
Founder of Beyond Reach  
Books and Sparkle Publishing  
(Social Sparkle & Shine)

**Wednesday  
June 1st  
12:15 pm (EDT)**



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**Wednesday  
June 1st  
12:15 pm (EDT)**

*You the Author*

**AMA Style Learn Live with Book Publishing Fairy Godmother  
Debbie Horovitch**

**Presented by Debbie Horovitch | [www.thesparkleagency.com](http://www.thesparkleagency.com)**

This will be an unscripted Ask Me Anything (AMA) style chat with Debbie Horovitch, founder of Beyond Reach Books and Sparkle Publishing (Social Sparkle & Shine).

**SUGGESTED TOPICS:**

- Selling yourself/business on your IDEA (selling your book & message before writing)
- Amazon: Global distribution & retail for book publishing options (less than \$100 total production)
- Sponsorships, custom print runs & bulk sales, brand & media collaborations, and more!



## PARO Wednesday Webinars

### An Info Session on First Nation Business Start Up

Presented by:  
Rachel Paquette,  
Paquette & Associates  
Lawyers

Wednesday  
June 8th  
11:00 am (EDT)



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

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Wednesday  
June 8th  
11:00 am (EDT)

*Your Start Up*

***An Info Session on First Nation Business Start Up***

**Presented by Rachel Paquette | Paquette & Associates Lawyers**

Join us as Rachel discusses and answers your business start up questions, including:

- First Nation Business Start Up
- Sole Proprietorship vs Incorporation



## PARO Circle Discovery Webinar

Presented by:  
PARO Centre for  
Women's Enterprise

Wednesday  
June 8th  
12:15 pm (EDT)



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

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Wednesday  
June 8th  
12:15 pm (EDT)

### *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 of 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.

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## Beyond Words – The Grammar on Non-verbal Communication

Presented by:  
Carmen Theobald,  
Director of Horse  
Sense North

Wednesday  
June 15th  
11:00 am (EDT)



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Wednesday  
June 15th  
11:00 am (EDT)

*Your Communication for a Business Win*

***Beyond Words - The Grammar of Non-Verbal***

**Communication | Presented by Carmen Theobald, Founder and Director of Horse Sense North**

Our ability to communicate and connect with those around us can make or break our success in business, and in life. There's a lot more to communication than the words we use or even our body language. This interactive webinar will help to expand and fine tune language that is beyond words.

Gain access to an actionable tool kit that will help you:

- Reduce Stress & Anxiety
- Enhance Connection to Self and Others
- Increase Awareness and Focus
- De-escalate Conflict

Discover the "grammar" of non-verbal communication, and a horse-inspired perspective that will improve every area of human life.

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## Systemizing Your Business

Presented by:  
**Amanda Fraser,**  
**Simple Desk**

**Wednesday**  
**June 15th**  
**12:15 pm (EDT)**



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**Wednesday**  
**June 15th**  
**12:15 pm (EDT)**

### Your Business Organized **Systemizing Your Business** **Presented by Amanda Fraser | Simple Desk**

Are you a small business owner who's feeling burned out and struggling to stay organized? Believe it or not, this is a common feeling among entrepreneurs as they grow and scale their businesses.

Join Amanda to learn more about why systems are essential for business success, and how you can start implementing systems today! In this workshop, you will learn:

- Why business systems are so important
  - Examples of basic business systems
  - How to create a basic business system for your business
  - How to identify your core tasks
  - Where to store your business systems
  - How to keep your files organized
  - Common obstacles and how to overcome them
-



## Building an Aligned Social Strategy

Presented by:  
Annik Welsh,  
Annik Welsh Social

Wednesday  
June 22nd  
11:00 am (EDT)



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Wednesday  
June 22nd  
11:00 am (EDT)

*You Making Leads*

### ***Building an Aligned Social Strategy***

**Presented by Annik Welsh| Annik Welsh Social**

- Let's focus on mindset and alignment! Learn how to create impactful messaging, overcome inconsistency, and start generating leads in a way that feels good.

## Developing Courage and Resilience

Presented by:  
**Avegaile Calzado,**  
Insight Communication

**Wednesday  
June 22nd  
12:15 pm (EDT)**



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**Wednesday  
June 22nd  
12:15 pm (EDT)**

*The Psychology of Money*

***Developing Courage and Resilience***

**Presented by Avegaile Calzado | Insight Communication**

This one-hour interactive webinar is designed to help participants develop their inner capacities for courage and resilience through the presentation of helpful information, guided self-reflection exercises, and group discussion. During the webinar, attendees will discuss how they exercise courage and resilience.

They will also learn how to:

- Examine their unconscious and avoidance patterns
  - Identity their fears, motivations, vision, values, mission, and purpose
  - Connect with their body, mind, and heart
  - Develop their courage and resilience
-



## What Makes People Click and Convert

Presented by:  
Sue Sutcliffe,  
World Event Center

Wednesday  
June 29th  
12:15 pm (EDT)



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en entrepreneuriat

Wednesday  
June 29th  
12:15 pm (EDT)

Making the Money

What Makes People Click and Convert

Presented by Sue Sutcliffe | World Event Center

In this interactive training session, you will discover:

- How to get your content noticed by the right eyes
- How to discover content your ideal prospects will find valuable
- The key elements of an effective sales page

By the end of this workshop, you'll understand:

- Why your current content marketing plans are delivering mediocre results
- Three critical things you need to master to increase the number of times people click and convert, and
- What you need to do to increase conversion and ROI from your content marketing efforts

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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!**

- mercredi le 4 mai, 9h30-10h30 - Sujet : Le modèle d'affaire canvas
- mercredi le 18 mai, 9h30-10h30 - Sujet : les finances







## Vendre son idée d'affaires

En affaires, toute l'opération séduction se passe dans le marketing. À l'occasion de cet atelier, vous découvrirez les différentes techniques de vente et de séduction qui vous permettront de pitcher votre idée comme une pro.

Inscrivez-vous ici: <http://tinyurl.com/4uh5z5uj>

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## Le programme CarriElles

Le programme CarriElles de la SÉO se concentre sur les femmes francophones qui s'auto-identifient comme étant issues de minorités visibles, qui sont résidentes permanentes ou réfugiées acceptées, et qui

demeurent sur le territoire canadien, à s'insérer pleinement sur le marché de l'emploi, en trouvant un bon emploi, ou en trouvant un emploi plus rémunérateur et mieux aligné avec leurs compétences.



**Joignez-nous pour des renseignements Mercredi le 8 juin à 9h30 (EDT)**

**Inscrivez-vous ici:**

**<https://tinyurl.com/4beh3yzc>**



Financé par :

Immigration, Réfugiés  
et Citoyenneté Canada

Funded by:

Immigration, Refugees  
and Citizenship Canada

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**<https://tinyurl.com/4beh3yzc>**

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Défi du *Lancer* en 5 étapes

# PAROLancez votre *projet* comme un Pro

## Comment faire une présentation de vente

Joignez PARO et Ines-  
Benzaghoul pour comment  
faire une présentation de  
vente

**mercredi le 15 juin à 9h30**

Inscrivez-vous ici:  
[tinyurl.com/3hh48vhd](https://tinyurl.com/3hh48vhd)

PARO Centre

For Women's Enterprise  
pour l'entreprise des femmes  
የኮንሰልታንት ልማት ማረጋገጫ ማእከል



**Participez au moins à 2 des 4 séances puis  
LANCEZ pour GAGNER!**



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## Comment faire une présentation de vente

Joignez PARO et Ines-Benzaghoul pour comment faire une  
présentation de vente,  
mercredi le 15 juin à 9h30

Participez à 2 de 4 sessions pour Lancer Comme Un Pro et gagner

Inscrivez-vous ici:  
[tinyurl.com/3hh48vhd](https://tinyurl.com/3hh48vhd)



# Construire sa marque employeur un avantage de taille

Joignez Véronique Dupont du Centre des Services à l'emploi et PARO pour une session pour améliorer votre marque d'employeur. Vous allez apprendre:

- Identifier et définir vos valeurs d'entreprise pour devenir employeur de choix et déterminer votre proposition de valeur employeur (employer proposition value)
- Utiliser des outils efficaces pour établir une marque employeur
- Recourir à votre marque employeur dans votre recrutement de personnel



**Joignez-nous pour des renseignements  
Mercredi le 13 juillet à 9h30 (EDT)**

**Inscrivez-vous ici:  
<https://tinyurl.com/4tyjky2m>**



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Mercredi le 13 juillet à 9h30 (EDT)

Inscrivez-vous ici:

<https://tinyurl.com/4tyjky2m>



# Funding, Funding, Funding!!!

PARO provides Grants and Loans through our BIZCircles and BIZGROWTH funding. Contact [access@paro.ca](mailto:access@paro.ca) for more information

## Women's Net Grants - Amber Grants

In 1998, WomensNet founded the Amber Grant. One of the very first online organizations to give women-owned business grants, the Amber Grant was set up to honour the memory of Amber Wigdahl. She was a special young woman who died at just 19 years old, before realizing her business dreams.

We've carried on that tradition by giving away a \$10,000 Amber Grant every month to a woman entrepreneur... And by giving away an additional annual \$25,000 Amber Grant to one of the preceding 12 monthly Amber Grant winners.

We also give away another \$10,000 grant every month to a "Business Category" entrepreneur. Those **12 categories** can include anything from fashion designers to restaurant owners, to health and wellness practitioners, to hair product business owners.

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## NWAC \$1000 Bursary

Did you know that NWAC offers \$1,000 bursaries as the result of a generous donation from Marie Melancon-Ifram?

The bursaries are named after her late son, Michael Melancon-Koffend, and are meant to enable Indigenous women, Two-Spirit, and gender-diverse post-secondary students to pursue their educational goals.

Applications must be received by July 15, 2022, for the 2022-2023 academic year.

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## The Mobilize Program Hands-On Support For Eastern Ontario's Chemicals And Materials

## Sector

### Technology Development Assistance

Companies have to constantly innovate to remain competitive, but innovation requires significant expertise and capital.

- Is your company advancing a product, process or service to market?
- Do you need help because of reduced capacity for R&D and scale-up?

If you answered yes, the Mobilize Program offers the support you need with hands-on technology development services to accelerate your company's recovery and growth following the pandemic. Projects tailored to your needs with costs subsidized by the Province of Ontario will help your business refocus on innovation.

---

### Get Your Startup Investment Ready and Pitch to Win a Grand Prize of \$150,000 Investment

SheBoot is a six-week-long Ottawa-based Bootcamp that prepares **women founders** to pitch their business and secure investment.

---

### POW WOW PITCH \$200,000 in prizes

Pitch to Win \$200,000 in PrizesPow Wow PitchThe Pow Wow Pitch, North America's premier pitch competition and non-profit organization supporting emerging Indigenous entrepreneurs is back—and it's bigger than ever before. This year, WEKH is supporting the Pow Wow Pitch as a Seed-Level supporter.

This new partnership will help Pow Wow Pitch scale its virtual programs to further empower Indigenous entrepreneurs and re-enter communities to provide on-the-ground support across Canada.


Indigenous people living anywhere on Turtle Island (Canada or the United States), of any age or gender, and at any stage of business are invited to submit a 1-minute pitch before June 21, 2022 to get free access to more than \$1,000 in tools and resources and for the chance to win one of several cash prizes

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### Digital Main Street - Digital Transformation Grant

Digital Main Street (DMS) is a program focused on assisting small businesses with their adoption of technologies.





The Digital Transformation Grant (DTG) program will provide funding for training, advisory support, and grants to brick-and-mortar small businesses looking to increase their capacity through digital transformation.

The grant is administered by the Ontario BIA Association (OBIAA), and is not administered by Digital Main Street. The portal will be opened in June 2022 and applications will be accepted until October 31st, 2022.

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## **Summerlicious 2022 will take place from Friday, August 12 to Sunday, August 28**

Summerlicious returns as a free and modified City of Toronto program to help support the local restaurant industry in economic recovery and revival and to celebrate Toronto's diverse culinary scene.

Restaurants interested in participating in the modified Summerlicious 2022 program should review the program overview, eligibility criteria, and application process before completing and submitting an online application.

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## **Starter Company Plus - Thunder Bay or Northwestern Ontario clients - Applications Open**

The Starter Company Plus program provides training sessions on important business topics. During the training delivery, program participants will work with the Program Coordinator to complete a business plan and financial projections for their start-up, business purchase, or expansion.

Upon completion of a business plan, participants may apply for a grant of up to \$5,000. A grant committee will evaluate and provide feedback to the participants while deciding who receives funding. Grant recipients also receive a three-month mentorship as part of the program.

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## **Strategic Agri-Food Processing Fund**

### **Increased processing capacity**

Increased processing capacity through investments in infrastructure and/or new equipment to scale up and grow businesses' capacity to produce food in Ontario.

## Market expansion and retention

Competitiveness derived from the Project leads to increased market share domestically or internationally, and access to new markets for Ontario businesses or market retention. Increased competitiveness also allows for the retention of existing markets.

## Regional impact

Support processing capacity in rural and northern areas.

## Sectoral importance

Addresses a critical need for the sector/supply chain, or produces broader environmental, social, or economic public good, or strategic benefit beyond those derived by the individual business because of the Project.

# PARO 2021 Outcomes





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.

## Mooka'am Kwe: Indigenous Women Leader Awards



**Dani Thunder**

The Indigenous Women Leader Award. This award celebrates successful, accomplished, and committed Indigenous business women.

## Reimagine Award



**Karen Marano**

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.

## Trailblazer Award



**Harlette Madigan**

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 males.

## Unshakeable Business of the Year Award



**Kathryn Antonio**

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 risk, managed the business successfully, and given back to the community.

## Jetsetter Business Award



**Amber Kivisto**

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.

## Fearless Business of the Year Award



**Dawn Condon**

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.

## Newcomer Award



**Zoi Monroy**

The Newcomer Entrepreneur Award recognizes the business success of a woman entrepreneur born outside of Canada and now calls Ontario home.

## Rising Star Award



**Victoria Rioux**

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.

## Circle of the Year Award



**Island Sisters Circle**

This award recognizes a Peer Lending Circle's effort to "Give Back" to each other, to PARO, and to their community.



## PARO SupportHER of the Year Award

**Alterna Community Impact Team**  
This award recognizes a PARO supporter who has had a positive impact/supported women in their community.

## 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 \$1,713,663 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

<b>President</b> Levina Collins	<b>Founder &amp; CEO</b> Rosalind Lockyer	<b>Lead Business Counsellor</b> Karen Lynn Evans
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## 2020 - 2021 Financials



## Partners List

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

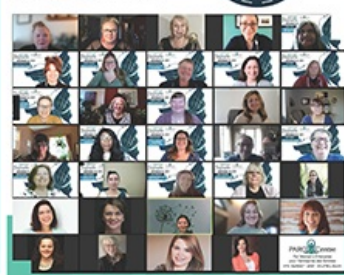


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The numbers for those infected with Covid19 are going down steadily. PARO will be reaching out to Health Officials as we make plans to open up Head Office and Co-working spaces. In the meantime, all clients are being served virtually. Contact your 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.



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