



For Women's Enterprise
pour l'entreprise des femmes

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MARCH NEWSLETTER

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



AWARD NOMINATIONS ARE NOW OPEN

CLOSES MARCH 10TH, 2022

Proudly supported by/ Fièremment appuyé par:



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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>

International Women's Day Event 2022

Register Now!

PARO WEDNESDAY WEBINARS

#PROUDPAROWOMEN

Register - makingadifference@paro.ca

Webinars for March 2022

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

PARO Wednesday Webinars

Content Creation with Canva

Presented by:
Kassandra Arsenault,
Owner of Konnect a social
media management company

Wednesday
March 2nd
11 am (EST)



Register at makingadifference@paro.ca @ www.paro.ca (807)-625-0328

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Ontario



Women Entrepreneurship
Knowledge Hub
Portail de connaissances
pour les femmes
en entrepreneuriat

Wednesday
March, 2nd
11 am (EST)

Your Design
Content Creation with Canva

“Content creation can feel overwhelming but it doesn’t have to be. Walkthrough Canva with Konnect and learn how to streamline branded content for your business. Learn the basics of the program and walk away with basic design skills you can use today!”



PARO Wednesday Webinars


How to Write an Effective Job Ad

Presented by:
Tracy Laffin,
Employer Relations/Marketing,
YES Employment Services



**Wednesday
March 2nd
12:15 pm (EST)**

Register at makingadifference@paro.ca ☎ www.paro.ca ☎ (807)-625-0328

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**Wednesday
March, 2nd
12:15 pm (EST)**

Your Search

How to Write an Effective Job Ad

Presented by Tracy Laffin, Employer Relations/Marketing | YES Employment Services

- *YES Employment Services provides Employment Ontario programs.
- *These programs connect you to qualified applicants and provide incentives to employers to help offset the cost of training new hires
- *You can also utilize our free Job bank and have us promote your position on social media

PARO Circle Discovery Webinar

Presented by:
**PARO Centre for
Women's Enterprise**

**Wednesday
March 16th
12:15 pm (EST)**

PARO Centre
For Women's Enterprise
pour l'entreprise des femmes
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**Wednesday
March 16th
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.

Better Boundaries: Setting Client Expectations

Presented by:
Annik Welsh,
Annik Welsh Social

Wednesday
March 23rd
12:15 pm (EST)



Register at makingadifference@paro.ca @ www.paro.ca ☎ (807)-625-0328

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Wednesday
March 23rd
11 am (EST)

The Psychology of Money

“Better Boundaries: Setting Client Expectations”

Presented by Annik Welsh | Annik Welsh Social

- Why client boundaries are important
- How to set expectations through contracting
- Asking the right questions during your onboarding process
- Overcoming self-doubt and gaining the confidence to hold your boundaries

Marketing Tips to Make Your Small Biz Stand Out

Presented by:
Abigail Sherlock,
Aspect Ontario

Wednesday
March 30th
12:15 pm (EST)



Register at makingadifference@paro.ca @ www.paro.ca ☎ (807)-625-0328

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Wednesday
March 30th
12:15 pm (EST)

Getting the Money

Marketing Tips to Make Your Small Biz Stand Out

Presented by Abigail Sherlock | Aspect Ontario

Join us as we talk about the importance of

- Marketing the humanness behind your business
- Knowing what makes your business unique
- Bringing your customers along with you on your business journey
- Focusing on adding value not just selling your product
- The power of the story behind your business

In this webinar, we will talk about how sharing your business story adds personality and relatability to your brand. You will learn why you should stop worrying about marketing perfection and allow your customers to learn along with you. We will discuss the value of showcasing the humanness behind your brand and the importance of showcasing what makes your company unique. We will also see why you should focus on adding value first and selling products second.

PARO CIRCLE UP! NETWORKING A PLACE FOR CONNECTIONS



**REGISTER BY EMAILING
BUSINESSGROWTH3@PARO.CA**

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



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Women Entrepreneurship
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**Wednesday
March 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 businessgrowth3@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.

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

PARO French Series



For Women's Enterprise
pour l'entreprise des femmes
V*P ΔαΡΔ-bΓ Δ94Δ ΔΑJΓ9CL/Δ-σΔ



Les 3 Secrets d'une Transformation Réussie de maman à entrepreneure

Vous aurez les meilleures pratiques pour vous assurer d'amener votre ambition entrepreneuriale au niveau supérieur sans vous perdre dans ce rythme effréné spécifique à votre triple rôle de femme, mère et entrepreneure.

C'est pour celles qui désirent:

- 1 - Augmenter leur liste de clients**
- 2 - S'entourer d'un réseau solide d'entraide et de discussions**
- 3 - Trouver du financement**

mercredi, le 2 mars, 2022 à 9h30

**Inscrivez-vous ici
<https://tinyurl.com/ckvr83z8>**

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Ontario



**mercredi, le 2 mars, 2022
9h30 (EST)**

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Inscrivez-vous ici

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Adobe Stock | #133860218

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Construire une Stratégie Médias Sociaux

Joignez Christelle Bissila et PARO mercredi le 4 mai à 12h00 pour le webinaire Construire une stratégie médias sociaux

- Qu'est-ce qu'une stratégie de médias sociaux et son importance
- Éléments à prendre en considération lors de la conception de votre stratégie de médias sociaux
- Construction d'un calendrier de publication.
- Activité pratique

mercredi le 4 mai à 12h00

Inscrivez-vous ici

<https://tinyurl.com/a8yacdce>

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**mercredi le 4 mai 2022
12h00 (EST)**

Construire une Stratégie Médias Sociaux

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- Éléments à prendre en considération lors de la conception de votre stratégie de médias sociaux
- Construction d'un calendrier de publication.
- Activité pratique

Inscrivez-vous ici: <https://tinyurl.com/a8yacdce>

PARO Women Entrepreneur Success Stories



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

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/>

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.



HOW WE MADE AN IMPACT



PARO has supported
26,462
women and social entrepreneurs

OUR VALUES

Cooperation Ownership Integrity Responsibility
Simplification Peer Support

#Proud PARO Women

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

Mooka'am Kwe: Indigenous Women Leader Awards



Dani Thunder

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 men.

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 risks, 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 & 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.



Board of Directors & PARO Team

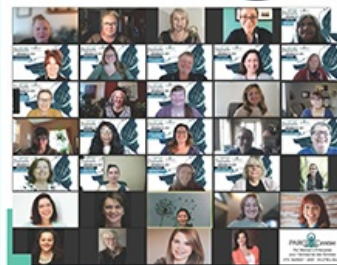
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Levina Collins
Vice President
Suzanne Tighe
Treasurer
Mary Sabo-Bandiera
Secretary
Dorina Brown
Directors
Anna Parr
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Shelley Wallace
Jodi-Rose Richer
Laura Coronado

Founder & CEO
Rosalind Lockyer
Financial Manager
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Maria Talarico
Program Manager
Melissa Cook
Business Growth Advisors
Carol Brazee-Weisflock
Victoria Watts
Elizabeth Verwey
Karouhar Faouzi
Linda Cryderman
Penny Tremblay
Shaye Belanger
Tammy Laws
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 Filla
Susan Milne
Chantal Gingras
Kayla Soomer
Melissa Maltas
Maria Dufresne
Renée Gendron
Deborah Hebert
Kezia Royer
Alexis Rusnak

PARO Centre
For Women's Enterprise
pour l'entreprise des femmes
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190+
Circles



2020 - 2021 Financials



Partners List

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



Financial Partners

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Ontario

#Proud
PARO
Women

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PARO_centre

@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.

For support anywhere in Ontario, contact info@paro.ca or 807-625-0328 or 1-800-584-0252.

PARO Centre for Women's Enterprise | 807-625-0328 | www.paro.ca | info@paro.ca

STAY UPDATED!



Visit our website

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Women Entrepreneurship Knowledge Hub
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Community Futures
Développement des collectivités
Ontario