



BIA Advisory Committee

September 14, 2021





About YWCA Hamilton

YWCA Hamilton is a dynamic, multi-impact charitable organization serving 10,000+ women, girls, and families each year. With core values rooted in feminism, inclusion, and innovation, YWCA Hamilton provides a diverse range of programs and is committed to building equitable communities and changing lives.

About Alex

- Philanthropy Coordinator at YWCA Hamilton
- Focus on Corporate and Small Business engagement
- I come to this work from running a small business myself



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Women's Enterprise Centre

- YWCA Hamilton Women's Enterprise Centre supports new and existing businesses with one-on-one coaching, business plan training, mentoring and digital support services.
- PowerUP Small Business Training Program – 10 week intensive training program
- Digital Force Learning Academy – digital support webinars
- WEC Mentor Program – an opportunity for existing business leaders to mentor new and emerging businesses
- Women-Led Business Directory



Women-Led Business Directory

- We continue to hear from the community that they are looking to support local businesses, in particular women-led businesses, and help rebuild our city together
- The Women's Enterprise Centre launched the directory as a one-stop-shop where customers and clients can search for local, women-led businesses
- 150+ fierce women-led businesses are listed currently
- Applications are accepted and reviewed on an ongoing basis

- 10+ businesses provided specials during June 2021 with a portion of sales going to speqtrum – a program for 2S–LGBTQIA+ young people
- Businesses from car dealerships, to restaurants, to ice cream shops participated
- YWCA Hamilton and speqtrum shared the social media content created by the local businesses and customers
- Over \$6000 was raised over the month of June to support speqtrum’s lifesaving programming



Walk a Mile in Her Shoes 2021

Get your shoes ready!

Save the Date

August 11 - 18



**Walk to end violence
against women**

REGISTRATION IS FREE



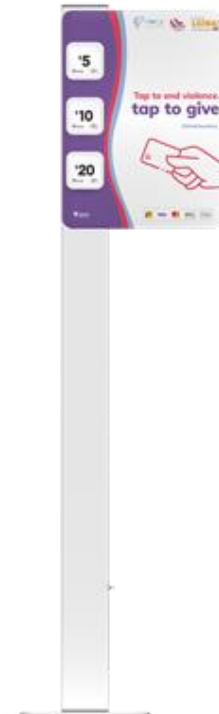
ywcahamilton.org

- Signature YWCA Hamilton event that raises funds and awareness to end violence against women and children
- Registration was free!
- \$156,000+ was raised to help end violence against women and children

Participants walk in solidarity with survivors of violence and raise funds to help them rebuild their lives through safety planning, access to counselling, safe housing and supports for women to become financially independent.

Tap to End Violence

- 30+ local businesses hosted counter-top devices – customers could ‘Tap to End Violence’ and make a \$5 donation
- All funds supported Walk a Mile in Her Shoes
- 5 larger standing units allowed donations of \$5, \$10, or \$20
- All businesses were featured on the interactive event map
- Business and user-generated content was shared on YWCA Hamilton’s social media channels





Liked by sara_ernest and 31 others

ywcahamilton Thank you to Gabriela Covaci and the amazing women from the Romanian community for their donation of tasty treats to support women and families in need this holiday season! You can still donate at <https://www.ywcahamilton.org/inspired-to-give> #InspiredToGive

December 24, 2020

- We collect donations to create holiday packages for folks who call YWCA Hamilton home
- In-kind donations from local businesses
- Host locations for toy and sock drive drop-offs
- Allow a YWCA Hamilton booth at local community events or markets



2022
WOMEN *of*
DISTINCTION *Awards*

March 3, 2022

- Nominations will open fall 2021
- Nominate a local small business or entrepreneur who is making an impact in our community
- Donate items for attendee gift boxes





Follow up and Questions

I would love to connect with each of you to discuss the businesses in your BIA and ways we can collaborate to both support local businesses and the programs at YWCA Hamilton

Thank you!