



2022-2023

ANNUAL REPORT

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Board of Directors



Linda Hickey
PRESIDENT

Valerie Carruthers
Director



Fern Mitchelmore
Treasurer

Elayne Greeley
Secretary



Amparo Montoya
Director



President's Message

It has been an unprecedented year of deepening community connection, strengthening partnerships and accomplishing many co-operative goals. With that, there was also more of a focus on networking and relationship-building activities with community partners and women and non-binary individuals who helped shape our priorities and our work.

On behalf of the board, I want to recognize the funders who invested in our community goals and impactful community work. In particular, we appreciate Women and Gender Equality, Catherine Donnelly Foundation, Women's Economic Council and Venture for Canada. Without financial resources to support our efforts, we can only take our community work so far with volunteer and in-kind contributions. We also want to thank Community Foundations of Canada and ABC Life Literacy for their ongoing support throughout the year helping us explore new opportunities for the future.

What continues to set our work apart from many other organizations is our focus on piloting and rolling out innovative program solutions that are custom-designed by collaborating with women, including those from under-represented backgrounds. We believe that resulting programs are more responsive to meeting the identified needs of women from diverse communities. We also recognize that this approach takes a lot of communication, listening and exploring to arrive at collective community goals.

On behalf of the board, I would like to recognize the board, staff, contractors and many volunteers for their commitment and co-operative spirit this past year in helping support co-op services to our community.

So much goes on behind the scenes not captured in this annual report. I hope this brief year-end review inspires everyone to dream what is possible for our community when co-ops, partners, people and resources come together with a shared vision.

Message on DEI Board Sponsorship and Mentorship Programs

This past year, the board had the privilege of launching a more formal commitment to supporting Diversity, Equity and Inclusion (DEI) in board leadership and senior management. Our public pledge was made when we signed up to the 50:30 Challenge.

We used a Sponsorship Program, a best practice to support DEI in senior management. A senior-level leader sponsor used her social capital to support and advocate for an employee's development and growth. Sponsorship programs can be game-changers when they succeed at providing recognition and support for new employees with the board, funders, partners and other decision-makers. In addition, we used a Peer Mentorship Program at the board level where a seasoned director took a new director under her supportive wing for the year.

Both programs focused on goal achievement, development and accountability and were well received. Both candidates decided to collaborate with our Member Association, the Newfoundland and Labrador Federation of Co-operatives, to plan a public webinar in April 2023 sharing their DEI experiences.

One important aspect of modelling board commitment to new and emerging leaders is demonstrating ways to integrate DEI leadership practices so others benefit. And this is precisely what happened.

Roxana Fazli, a sponsored manager, proposed that our co-op expand on a cross-cultural, interdisciplinary communications program she piloted in 2021. As a result, 15 women from equity-deserving groups gained access to short-term, professional opportunities in our co-op so they were more equipped for future work.

Amparo Montoya, through director mentorship on program strategy and proposal writing, identified a potential funder and collaborated with the team to secure additional financial resources. She then took a leadership role in engaging the latino community with our co-op which resulted in latino women volunteering and participating in educational opportunities.

Valerie Carruthers, Proud Co-Founder, Director, Sponsor and Mentor





Message on DEI Board Sponsorship and Mentorship Programs

Goals for Sponsorship Program



Advocate for employees

Back a least seasoned employee in leadership meetings with others or help push them for promotions



Help employees create new connections

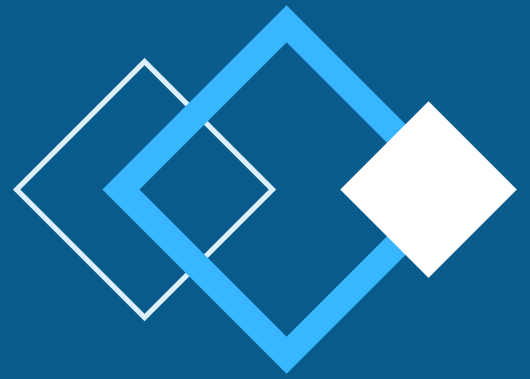
Introduce a sponsored employee to new networks to increase their visibility and confidence



Boost the achievements of employees

Share achievements and progress of the person they support with others to promote their potential

FUNDERS AND KEY PARTNERS



We are proud that Collective Interchange had the trusted privilege once again of being resourced to deliver a number of change-management, adult education and capacity building projects throughout the year. We continued to strengthen understanding and relationships with funders and partnerships that aligned with our vision of working together on community goals.

COMMUNITY PROGRAMS

This report highlights projects that were the primary areas of focus for our work this past year. Every project involved exploring, sharing, piloting and learning, which is what we love to do.

Addressing Systemic Barriers for Immigrant Women focused on Sustainability of Businesses and/or Employment

This program collaborated with service providers and women on pilot projects:

- Service Promotion pilot - which helped service providers identify and test new strategies and tools to successfully engage under-represented groups in services, which currently is a challenge;
- Volunteer Engagement pilot - which connected women and gender non-binary individuals from immigrant groups as volunteers with service providers to build service connection with women and “intersectionality competence” while providing new Canadian work experience and references;
- Immigrant-women-led diversity and inclusion training pilot - which increased service providers’ awareness of barriers experienced by immigrant women and strengthened their understanding of inclusive design best practices;
- Demystifying the Co-op Sector for Under-represented Groups pilot - which provided new engagement, connection and training opportunities for under-represented groups demonstrating why co-ops are aligned with supporting immigrant women’s socio-economic goals which can provide them with business and/or employment opportunities.

All pilots required services and participants to work together to identify needs of both parties and collaborate on solutions to achieve stronger promotion and awareness of services and connection, access and delivery of employment and/or self-employment support to immigrant women. This strengths-based approach contrasts to the charity model where services assume a posture of being the givers and helpers and women who are only participants who take or benefit because they are ill equipped to help. So, this project assessed the readiness of organizations to listen and learn from women and visa versa.



Roxana Fazli

Project Manager

COMMUNITY PROGRAMS

Structural Changes that Create Professional Opportunities for Women

It is important to try to pilot and model best practices especially when you are trying to encourage and shift the use of best practices in the community. Our co-op, like others, was on a learning journey to strengthen our diversity, equity and inclusion (DEI) practices.

We have learned that systemic change is required for sustained DEI impacts. So, our co-op decided to make a system change and design our communications arm as an inclusive capacity building program providing new employment development opportunities for women, particularly those who are isolated and face barriers to employment.

Goals for our Communications Program

1. Use a diversity lens to design our external communications to better reflect our work in the community
2. Create resources for social media and/or website to increase our visibility
3. Provide Canadian work experience for as many women as possible who face barriers to employment
4. Use peer-mentorship, collaborative work practices and team-based democratic decision-making to empower the gifts, strengths and the potential of team
5. Strengthen individual and teamwork accountabilities reflecting professional work settings so team members develop core competencies that better support expanded career options

Key Elements of our Communications Program

- ✓ Inter-cultural team members
- ✓ Honest Feedback
- ✓ Member capacity-building focus
- ✓ High Standards & Team Accountability
- ✓ Peer-learning Environment
- ✓ Career Development Support
- ✓ Professional Work Assignments
- ✓ Canadian References



COMMUNITY PROGRAMS

Structural Changes that Create Professional Opportunities for Women

Co-operatives ideally use co-op principles as guideposts for structuring how they work in community to make a difference. Our communications department was identified as an opportunity to put Care for the Community, the 7th co-op principle, into action. This communications arm was designed as an inclusive teamwork structure so women could collaborate and work together on collective accountabilities. Thank you Roxana Fazli for championing this idea and facilitating its implementation throughout the year.

Our communication team met weekly and was diligent at identifying opportunities or issues that our co-op could raise in the media through creative designs and posts throughout the year. As a result, our visibility in the community continued to increase. More importantly, each member of the communications team was tasked with supporting one another to complete agreed upon work.

Collective Interchange would like to thank Venture for Canada for providing funding allowing us to create some paid employment opportunities for interns this past year, which totalled 12 with some from other provinces.

This talented team of young people reflected the sheer beauty of diversity in action, bringing a wide range of educational fields, ethnic origins, and life experiences so our teamwork was enriched by the variety of valuable perspectives and lived experiences. Everyone had a great time learning about each other's cultures, traditions, and perspectives while carrying out the work of the co-op!

Communications Team Values

Self-help: Members were expected to create a team environment where every member benefitted equitably; meaning helping themselves while also helping others.

Self-responsibility: Members were expected to be responsible and play their part without needing external motivation or incentives.

Democracy: Members were encouraged to use democratic processes so that all individuals had a voice.

Equality: The team was expected to celebrate when members were treated equitably and benefitted based on their level of contribution.

Equity: Members were expected to treat all fairly, without any form of discrimination.

Solidarity: Members are expected to nurture a team unified and supporting one another.



July 2021

Collective Interchange Cooperative (CIC) developed a communication strategy and required documents including volunteer management processes and files, and engaged the first youth intern cohort to train them and provide them with Canadian work experience.

development of
volunteer management
and communication
strategy

November 2021

CIC made an application for paid Intern matching platforms for the youth interns Compensation. CIC completed the first social media DEI calendar (2021) including 46 social media posts throughout this time

46 social media
posts and
captions

March 2022

174 posters and Captions for the CIC DEI 2022 calendar and 7 blog posts were created along with 7 knowledge- sharing social media campaigns focused on Cooperatives' democratic structure.

174 posters
and Captions
7 blog posts
7 knowledge-
sharing
campaigns

April 2022

CIC contracted a project coordinator to support the communications by uploading the contents created by the communication team on the website, resulting in the increased website traffic

March 2023

A full DEI calendar including 180 posters and captions along with 4 blog posts were created by 17 interns and published on the website and CIC SM pages. Interns created 10 post series based on various topics, 4 of which were put in a video making tool by our project coordinator Manny, resulting in four short videos.

180 posters
4 blog posts
10 post series
by 17 interns and
volunteers

THANK YOU TEAM!!!

Thank you to Roxana Fazli, Manpreet Kaur, Yusha Dulkina, Victoria Whitten, Maryam Masaeli, Mythili Thatparanathan, Ayele Atiwoto, Whitney Manstan, Aysu Aggul, Diana Franco, Jeremy Steen, Taran Khamba, Tara Abdelnour, Unaiza Asad, Zaria Nickie, Amerley Deheer, Sahar Mohammadzadeh, Manaar Shahabuddin, as well as Amparo Montoya and Valerie Carruthers, who provided board representation at our weekly team meetings.



8115 website view

10,294 FB reach

Meet Our Communications Interns



MYTHILI THATPARANANTHAN

Intern

I am pleased to express my appreciation for the valuable learning experience I acquired as an intern at Collective Interchange over the past few months. Prior to joining the team, my expertise in marketing and content creation was limited. However, with the significant support and guidance provided by the team, I have developed substantially as a professional. For instance, I was able to expand my graphic design skills and creative abilities through weekly team meetings. I am grateful for this opportunity as it has allowed me to advance my personal and professional growth, and establish valuable connections within the organization.



VICTORIA WHITTEN

Intern

My time volunteering and working with Collective Interchange over the past 5 months has been extremely beneficial to me both personally and professionally. The work I have done with Collective Interchange has included drafting and editing social media posts, updating the website, and helping to organize events. This opportunity has enabled me to get practical, hands-on communications experience, and to gain insight into the workings of a not for profit, cooperative organization. I have had the pleasure to work with many amazing people and I am very grateful for this opportunity.



MARYAM MASAELI

Intern

Being part of the Collective Interchange team has been a wonderful volunteer experience for me for the past two years. When I first immigrated to Canada, I felt isolated and lacked a sense of belonging. Volunteering provided me with a great opportunity to be part of a team, make friends, gain a sense of community, and experience a sense of accomplishment. I gained the opportunity to improve my communication, time management, marketing and social media skills and build new skills through the mentorship I received from the team. Volunteering has given me the opportunity to pay this forward by helping other immigrant women connected to Collective Interchange on their journey. I continue to thrive, learn, give back, and become a better person every day through this volunteer work.

Meet Our Communications Interns



YUSHA DULKINA

Intern

I had a great experience working with the marketing team at Collective Interchange. The supportive environment allowed for open communication during meetings and creative freedom in the various projects we worked on, which encouraged me to try new approaches to graphic design. I'm grateful for the chance to support Collective Interchange's mission and gain versatile skills that will help me succeed in future endeavours. I miss working with you!



ARIANNA ECHANIQUE

Intern

I moved to Canada as an international student and it wasn't until an on-campus job as research assistant that I realized the systemic barriers to employment some immigrants face in Canada. While it was a very discouraging and paralyzing realization it only renewed my conviction that I am meant to support and assist fellow newcomers. This is why I reached out to Roxana to ask if I could volunteer with her organization. I've only been here for a short while but I'm inspired by what the Collective does for women - bringing us together, empowering us through education and shared lived experience. I'm excited for what my future with the Collective will look like!



SANDRA ESTEVEZ

Volunteer

Volunteering with Collective Interchange gives me the opportunity to share and practice my skills while showing compassion and empathy towards other women

Meet Our Communications Interns



SAAJI
Intern

Throughout the past year, I had the incredible opportunity to contribute as a volunteer designer to the Collective Interchange Cooperative communications. Being part of their communication team, I actively participated in meetings and had the privilege of creating engaging social media contents and blog posts. This experience not only allowed me to learn and grow but also provided a sense of belonging as I settled into my new home, Canada. I am immensely grateful for the supportive community that Collective Interchange has created for women and newcomers in Canada, fostering hope and knowledge within society. I extend my heartfelt thanks to all the individuals who made this ground to work together and make a positive impact.



COMMUNITY PROGRAMS

Open Doors Adult Education Project

The Open Doors adult education project is a women-focused community elevation program implementing a gender justice lens supporting the empowerment of marginalized immigrant women in a non-hierarchical knowledge transfer context to help them move forward in fulfilling their economic and social goals and independence.

Programing design:

- Autonomous and self-directed learning for participants: needs assessment and co-designing education sessions with immigrant women based on their needs.
- Focused on participants' goals: Immigrant women-led sessions resonating identified participants goals.
- Relevant content and learning activities for diverse participant contexts: using an intersectionality lens to reflect women's lived experiences, priorities, responsibilities, activities designed to support adult learning.
- Recognition of all participants: diverse and inclusive learning atmosphere where everyone is recognized and treated respectfully in psychologically safe spaces where women's voices can be lifted up and recognized for their value.



Amparo Montoya

Project coordinator

Addressing barriers

- Using adult learning principles
- Collaborating with adult learners
- Reflecting the target population to identify context and goals
- Education shaped each individual's unique needs.

COMMUNITY PROGRAMS

We would like to recognize the contributions of Manpreet Kaur (Manny) who was contracted to provide support to our project leads this past year. Manny was quite adept at using digital tools and was very interested in social media. Many helped analyze the statistics of the increase in our visibility on social media. As a result, she was engaged in a range of activities that aligned with her interests from picture-taking at events, helping develop or schedule social media posts and updating our website. She has a clear vision of how well-taken photos enhance our professional identity. She demonstrated creativity and enthusiasm.



Manpreet Kaur

Project Coordinator

As with many of our paid and volunteer work opportunities, we structured her work with the goal of strengthening her professional Canadian work experience. As an immigrant woman, Canadian experience serves as a steppingstone to future opportunities and Canadian citizenship.

We wish Manny the best of luck as she completed her paid term with us in March and hope that this added work history will serve her well in future on her Canadian settlement journey. We hope you stay connected.

Accelerating Inclusion: Achieving 50-30 in the Co-operative Sector

We continued our partnership on another equity-focused project with the Women's Economic Council (WEC), a national organization with charitable status. This partnership involves a four-year initiative aimed at diversifying who is at the table so that our cooperatives benefit from a broader diversity of talent. In particular, it aims for:

Gender parity ("50%" women and/or non-binary people) on Canadian board(s) and/or senior management and significant representation ("30%") on Canadian board(s) and senior management of other **equity-deserving groups**: Racialized, Black, and/or People of Colour ("Visible Minorities"), People with disabilities (including invisible and episodic disabilities), 2SLGBTQ+ and/or gender and sexually diverse individuals, and Indigenous Peoples.

We are especially excited about this particular DEI project because it has a co-operative focus. The project will provide training and support for co-op leaders to strengthen their DEI practices while supporting women from equity-deserving groups with training and connection opportunities to better equip them for leadership positions in co-operatives.

Using community development approaches to move people forward makes for strong alignment and intersections with WEC towards our collective goals.

This project, which is funded by Industry, Science and Economic Development (ISED) supports the federal government's 50 – 30 Challenge goals.

Collective Interchange is pleased that it continues to be recognized and valuable partner by this national women's organization. We are excited to work with both local partners and others from across the; all aimed at empowering women in leadership.



Newfoundland-Labrador
Federation of Co-operatives



OUR IMPACT 2022/23

80

Immigrant Women and gender non-binary individuals connected to services

37

Workshops and Capacity Building sessions were held

25

Service Providers increased their connections with Women and gender non-binary individuals



WE PROMISED TO BE INCLUSIVE!!

Pilot Projects: Intentionally Testing the Outcomes of Thinking Outside the Box!



Unique Promotions

Alternative ways of developing relationships and follow ups: calling on the device and platform commonly used by our participants, rather than sending standardized emails/ messages or using mainstream platforms for promotions

Accessible Programming

We introduced 80 women to 25 free government-funded services which they were unaware of; some women didn't know in their new Canadian life they can benefit from free community services

In some venues we encourage mothers to come with children; we acknowledged the isolation women may experience due to the caregiving duties that disproportionately burdens them



OUR IMPACT

Diana Franco

Thanks to Collective Interchange support, I could expand my network.

Sheyda Dibaei

With the opportunities that Collective Interchange provided, I could expand my knowledge and retain my hope for having a supportive, empathetic business.



Mary Dut

I know you ladies I have been there for me whether personally or career wise. I believe in your work because other women trust you, women for women. I personally believe if you want help anyone start with family, your friends, your neighborhoods. Collective Interchange is doing it all.



Gisselle Garcia

With the connections I made through Collective Interchange, I found what I want to do and I was able to find my new career in NL.





OUR IMPACT



"YWCA St.John's Connexions program took part in Collective Interchange's event to bring awareness of services for women looking for employment support. Connexions is specifically geared to address the barriers to labour market and economic security due to systems of im/migration. Through Collective Interchange's research that demonstrates the need for events of this nature, a number of event participants engaged in YWCA St.John's Connexions program, secured employment and remain engaged in meaningful work. Collaboration is essential and we appreciate the research in action that put YWCA in connection with communities of women that are seeking access to support and pathways to economic security."

Maria Gentle, Executive Director, YWCA St. John's

OUR EVENTS



Soft Skills for work workshop



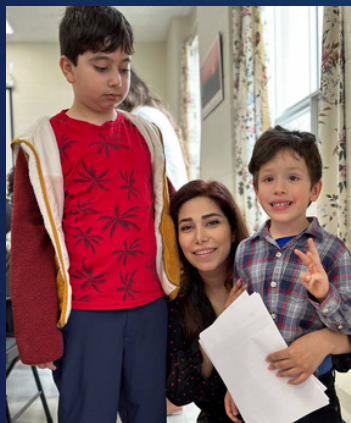
Spanish Upskill workshop



Community engagement Capacity Building event



Co-op development workshop



Community engagement Capacity Building event



Capacity Building event with employment services

Statement of Revenue and Expenditures

REVENUES

Project Grants	\$ 114,246
Other Revenue	50
	<hr/>
	\$ 114,296

EXPENSES

Accounting and Administrative fees	5,738
Insurance	1,431
Interest and bank fees	88
Materials and Supplies	1,696
Postage	42
Professional fees	58,940
Publicity	1,546
Rent	8,190
Travel and entertainment	1,167
Wages and benefits	32,676
Other	333
	<hr/>
	111,847

EXCESS OF REVENUE OVER EXPENSES

\$ 2,449

Statement of Financial Position

ASSETS

CURRENT

Cash	\$ 202,381
Accounts Receivable	51,226

\$ 253,607

LIABILITIES AND NET ASSETS

CURRENT

Accounts payable and accrued liabilities	\$ 92,691
Deferred revenue Projects	115,944

208,635

NET ASSETS

General	6,912
Internally Restricted (Note 2)	38,060

44,972

\$ 253,607



Thank You to our Allies, Partners and Team!

CONTACT US

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