

Alberta Women Entrepreneurs

Realizing Success

2009–2010 Annual Report

April 1, 2009 to March 31, 2010



aWe

ALBERTA WOMEN ENTREPRENEURS

awebusiness.com

Our Board of Directors and Staff

Our Board of Directors

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Our Staff

Ashton Paulitsch

Cindy Wahl-Braun

Erin Hanson

Jennifer Hughes

Kathleen McCloskey

Lisa Lam-Cadieux

Marcela Mandeville

Majeda Fyith

Merlina Almendra

Sheila Shand

Tracey Scarlett

AWE at a Glance

Alberta Women Entrepreneurs is a not-for-profit association established 15 years ago as one of four provincial Women's Enterprise Initiatives (WEIs) across Western Canada. AWE offers the innovative services and support women entrepreneurs need to succeed and grow their businesses through repayable loans of up to \$150,000, capacity building, and access to networks and markets. AWE works with our partners to ensure women-owned businesses are recognized as significant contributors to the economy.

Our core operations are funded by Western Economic Diversification Canada. Supplemental project funding and in-kind assistance are provided by other public and private sector supporters.



Management Team

Tracey Scarlett
Chief Executive Officer

Erin Hanson
Chief Operating Officer

Marcela Mandeville
Manager, Programs
and External Relations

Did You Know?

One of the forces that can lead Canada out of recession is the growth of women-owned firms.

The top 100 women entrepreneurs in Canada generate over \$2 billion in revenue annually.

In Alberta, there are over 110,000 women business owners contributing to the province's economic success.

15 Years of AWE's Impact

Loans: Over \$12.5M

**Estimated economic impact
(WEI Group): \$1.5B**

Clients in business after 5 years: 75%

**Average additional revenue per
client over 5 years: \$1.9M**

Our Vision

Women Entrepreneurs in Alberta are successful contributors to the economy

- Women in Alberta have access to resources to fully support their entrepreneurial aspirations
- Women in Alberta are aware of entrepreneurship as a viable option
- Women entrepreneurs in Alberta are recognized for the value they contribute to the economy

Access to Capital

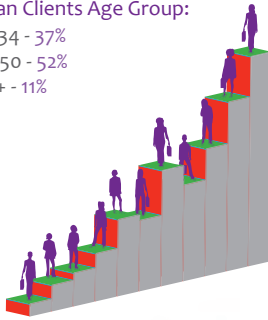
Financing

AWE administers a \$5M loan fund from Western Economic Diversification Canada. In 2009-10, maximum loan amounts increased from \$100,000 to \$150,000 and AWE partnered with other lenders to support business success. In total this past year we loaned over \$1.7M, which leveraged an additional \$1.02M and created or maintained the equivalent of 122 full-time jobs. The majority of our new loan clients are existing businesses that required financing to expand operations.



Loan Clients Age Group:

18-34 - 37%
35-50 - 52%
50+ - 11%



Loan Clients Industry Sector:

Services - 70%
Manufacturing / Wholesale - 7%
Retail - 23%



Loan Clients Business Status:

Start-up - 26%
Existing - 74%
- Purchase - 22%
- Expansion - 44%
- Maintenance - 8%

“It’s hard for small businesses to get financing for inventory... AWE gave me the loan I needed.”

– AWE Loan Client

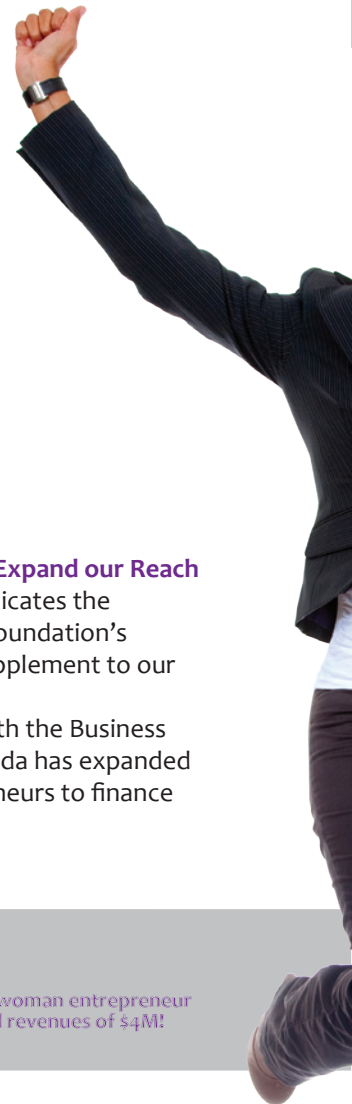


Highlights of Partnerships to Expand our Reach

- AWE administers and adjudicates the Canadian Youth Business Foundation’s microloan program as a supplement to our financing program.
- Our referral partnership with the Business Development Bank of Canada has expanded opportunities for entrepreneurs to finance their businesses.

Did You Know?

In 1998, AWE loaned \$27,000 to a woman entrepreneur whose business now earns annual revenues of \$4M!



Capacity Building

Did You Know?

Businesses that access our services generate a return on investment of 20:1.

Research indicates that women are less confident about their business management skills and professional networks.

As our clients' needs evolve, their business growth can be accelerated by AWE's advising and learning programs.

In addition to our learning opportunities for women interested in entrepreneurship or in the early stages of starting a business, programs for existing businesses have been in development and will be launched in 2010-11.

Resource Requests

Age Group:

18-34 - 47%

35-50 - 44%

50+ - 9%



Business Type:

Start-up - 73%

Existing - 18%

Purchase - 9%

Sector:

Retail - 29%

Service - 51%

Consult - 14%

Manufacturing - 6%



Information and Resource Connections

AWE supports clients at all stages of business through one-on-one advising to develop, improve or update business plans, discuss business issues and refer clients to resources and specialized expertise.

"My AWE mentor looked over my business plan and gave me some contacts and advice that with my science background I never would have considered. It definitely helped me get to where I am now." – Business Advising Client

Training

In 2009-10, AWE held a variety of sessions to share strategies and tactics with women entrepreneurs including Roadmap for Success business plan writing workshops and Registering Your Business Bootcamps.

"Very valuable information presented in this course. It was wonderful to meet other women in the same situation." – Roadmap for Success Attendee

NextStep to Success Learning Series



Our NextStep to Success for Aboriginal women entrepreneurs pilot program creates opportunities to share experience and knowledge through mentoring, coaching, and training. In 2009-10, participants worked with a business advisor to plan, build and manage their businesses and/or participated in a learning series to create effective business plans.

In 2009-10, our Client Services Team responded to over 3000 requests for resource connections from women of all ages across Alberta.

We also provided over 1150 Business Advisory sessions...

...and delivered 34 training sessions to 563 clients.

Connections to Networks and Markets



“I loved hearing ALL of the speakers and having the opportunity to network and discuss with other women. I think it’s fantastic this is a focus on women and business.”

– IATS Conference Attendee

“I enjoyed the opportunity to meet other women in business and hear a not-so-typical story.”

– AWE-Inspiring Participant

Did You Know?

Research shows that women, more so than men, relate more easily to the experiences of other women business owners.

In 2009-10, we continued to build relationships to connect our clients to new markets and networks. Our formal partnerships include Canada Business Service Centres, Canadian Youth Business Foundation, and Business Development Bank of Canada. Two of the best examples of how we connected entrepreneurs in 2009-10 are the Innovative Approaches to Success Conference and our AWE-Inspiring Speaker Series.

2009 Innovative Approaches to Success Conference

AWE’s annual conference offered 160 attendees 2 days of inspiration and resources from successful business people including Eveline Charles, Ben Barry, and Debbie Travis.

Highlights also included a showcase to connect attendees and organizations focused on entrepreneurship. We will build on this experience for our 2010 event by creating programming for developing strategies, tactics and connections to grow businesses.

AWE-Inspiring Speaker Series

This series offered opportunities for women in business to connect and learn from the experiences of successful local women entrepreneurs with a strong vision and unique perspectives on business. This past year, we were excited to share the insights of Alberta’s connectors, builders, innovators and risk-takers.

2009-10 AWE-Inspiring Speakers

Angela Santiago The Little Potato Company

Kim Duke The Sales Diva

Jessie Radies The Blue Pear & Keep Edmonton Original

Pamela Strand Shear Minerals Ltd.



Innovative Marketing

Did You Know?

In 2009-10, over 28,000 visitors connected to information and resources through our website.

Over the year, we extended our reach through new tools and partnerships. We launched our Facebook fan site, Twitter page and LinkedIn group to create a community that shares insight on entrepreneurship while helping us deliver better services and programs.

Promotional and program partnerships with various organizations in 2009-10 created fantastic opportunities to bridge programs and share our reach.

Partnership Highlights

Future Aboriginal Business Leaders Symposium (FABLS)

FABLS is a collaborative effort of service providers, including AWE, that provided Aboriginal high school students in various communities with an introduction to entrepreneurship from young business owners and facilitators with a range of business experience.

“I liked the way everything was put together and how our input and ideas seemed important... I learned a lot about opening a business.” – FABLS Participant

Women in the North

This successful event led by 3 Community Futures partners (Peace Region, Grande Prairie, High Level), Alberta Agriculture and AWE welcomed women from across Northern Alberta to Peace River in April 2009. Attendees heard valuable advice and learned from industry experts on marketing, website design, search engine optimization, and growth management.

“The program and quality of content and speakers was wonderful, everything flowed.” – WIN 2009 Attendee

Global Entrepreneurship Week

Community Partners including the Canada Youth Business Foundation, NAIT, YWCA Edmonton and AWE worked together to create an event in November 2009 that connected young aspiring entrepreneurs, successful young Edmonton business owners, and service providers committed to helping entrepreneurs achieve success.

2009-10



Over
500 fans



3000
followers



75
connections



10,565
contacts

Facebook Fan
Wall Post:

“It is nice to
connect with
entrepreneurs
from other
provinces.”

Statistics as Reported to Western Economic Diversification Canada

Outputs

2008-2009 2009-2010

| | | |
|---|-------------|-------------|
| Amount leveraged through lending activities | \$2,121,608 | \$1,022,029 |
| Advisory Services Provided to Clients | 1,354 | 1,164 |
| Information Services Provided to Clients | 2,751 | 3,003 |
| Website Visits | 24,637 | 28,429 |
| Training Sessions Delivered | 42 | 34 |
| Clients Trained | 621 | 563 |
| Loans Approved | 17 | 27 |
| Loans Approved | \$1,030,030 | \$1,728,000 |
| Loans to New Business | 15 | 8 |
| Loans to Existing Business | 2 | 19 |

Outcomes

| | | |
|--|----|-----|
| Number of Jobs Created/Maintained/Expanded | 65 | 122 |
|--|----|-----|

Financial Statements

| Statement of Operations | | Unrestricted Fund | Restricted Loan Fund | Internally Restricted Fund | 2010 Total |
|---|---|---------------------|----------------------|----------------------------|---------------------|
| Year ended | Revenues | | | | |
| March 31, 2010 | Contributions from WED | \$ 975,000 | \$700,000 | \$ | 1,675,000 |
| | Other Contributions | 186,021 | | | 186,021 |
| | Program Income | 72,227 | | | 72,227 |
| | Interest Income | | 171,301 | | 171,301 |
| | Recovery of Bad Debt | | 1,089 | | 1,089 |
| | <u>Amortization of Deferred Capital</u> | <u>38,822</u> | | | <u>38,822</u> |
| | | <u>\$ 1,272,070</u> | <u>\$ 872,390</u> | <u>\$</u> | <u>2,144,460</u> |
| | Expenses | | | | |
| | Salaries & Benefits | \$ 708,840 | | \$ | 708,840 |
| | Rent | 112,094 | | | 112,094 |
| | Travel | 66,732 | | | 66,732 |
| | Events | 108,245 | | | 108,245 |
| | Professional Fees | 63,416 | | | 63,416 |
| | Marketing | 66,511 | | | 66,511 |
| | Office | 36,707 | | | 36,707 |
| | Training | 28,094 | | | 28,094 |
| | Insurance | 9,791 | | | 9,791 |
| | Bank Charges & Interest | 4,580 | | | 4,580 |
| | Repairs & Maintenance | 2,121 | | | 2,121 |
| | Loss on Loan receivable | | 540,128 | | 540,128 |
| | Other Loan Fees | 6,965 | | | 6,965 |
| | Special Projects Expenses | 21,757 | | | 21,757 |
| | <u>Amortization of Property & Equipment</u> | <u>38,822</u> | | | <u>38,822</u> |
| | | <u>\$ 1,274,675</u> | <u>\$ 540,128</u> | <u>\$</u> | <u>1,814,803</u> |
| | Excess of Revenues over Expenses | \$ (2,605) | \$ 332,262 | \$ | 329,657 |
| Statement of Changes in Net Assets | | | | | |
| Year ended | Net Assets, Beginning of Year | \$ 412,662 | \$ 3,893,825 | \$ | 4,306,487 |
| March 31, 2010 | Deficiency of Revenues over Expenses | (2,605) | 332,262 | | 329,657 |
| | <u>Internal Transfer</u> | <u>(410,057)</u> | | <u>\$ 410,057</u> | |
| | Net Assets, End of Year | <u>\$ -</u> | <u>\$ 4,226,087</u> | <u>\$ 410,057</u> | <u>\$ 4,636,144</u> |
| Statement of Financial Position | | | | | |
| As at | Assets | | | | |
| March 31, 2010 | Current Assets | \$ 184,984 | \$ 1,763,451 | \$ 410,057 | \$ 2,358,492 |
| | Current Portion of Loans Receivable | | 728,025 | | 728,025 |
| | Long Term Loans Receivable | | 1,734,611 | | 1,734,611 |
| | <u>Property & Equipment</u> | <u>48,093</u> | | | <u>48,093</u> |
| | | <u>\$ 233,077</u> | <u>\$ 4,226,087</u> | <u>\$ 410,057</u> | <u>\$ 4,869,221</u> |
| | Liabilities | | | | |
| | Current Liabilities | \$ 123,679 | | \$ | 123,679 |
| | Deferred Operating Contributions | 80,979 | | | 80,979 |
| | <u>Deferred Capital Contributions</u> | <u>28,419</u> | | | <u>28,419</u> |
| | | <u>\$ 233,077</u> | | <u>\$</u> | <u>233,077</u> |
| | Net Assets | | | | |
| | Externally Restricted | | \$ 4,226,087 | \$ | 4,226,087 |
| | Internally Restricted | | | \$ 410,057 | 410,057 |
| | <u>Unrestricted</u> | | | | <u>4,636,144</u> |
| | | | <u>\$ 4,226,087</u> | <u>\$ 410,057</u> | <u>\$ 4,636,144</u> |
| | | <u>\$ 233,077</u> | <u>\$ 4,226,087</u> | <u>\$ 410,057</u> | <u>\$ 4,869,221</u> |

Auditors' Report on Summarized Financial Statements To the Members of Alberta Women Entrepreneurs Association

The accompanying summarized statement of financial position, statement of operations and statement of changes in net assets are derived from the complete financial statements of Alberta Women Entrepreneurs Association as at March 31, 2010 and for the year then ended on which we expressed an opinion without reservation in our report dated June 30, 2010. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of the Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position and results of operations, reference should be made to the complete financial statements.

signed
"Grant Thornton LLP"
Edmonton, Canada
June 30, 2010

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Venture Publishing

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Denise LeClair, *Bedouin Beats*
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Pamela Strand, *Shear Minerals Ltd*
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