



STRATEGY to **STRENGTH**

Strategic Growth for Sustainable Impact

**Jean
Augustine**

Centre for Young Women's Empowerment



2023/2024 ANNUAL REPORT



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The Jean Augustine Centre for Young Women's Empowerment is a charitable organization in Etobicoke, Ontario, Canada that strives to empower girls and young women ages 7-17 in the community. Since 2014, the Centre has been supporting girls and women through free and subsidized after-school programs, workshops, camps, and events.

Jean Augustine

Centre for Young Women's Empowerment



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We believe that an empowered young woman can improve her life and have a positive impact on the world around her. That's why we are committed to providing girls and young women with mentorship and civic engagement opportunities and empowerment programs that equip them with the tools, skills, and confidence they need to thrive and make optimum decisions for their future.

66%

OF OUR TEEN
PARTICIPANTS
REPORTED
INCREASED
SELF-CONFIDENCE



A MESSAGE FROM THE FOUNDER & BOARD PRESIDENT

DEAR YOUTH, FAMILIES, SUPPORTERS, AND PARTNERS

I am delighted to present the Jean Augustine Centre for Young Women's Empowerment Annual Report for the 2023/2024 fiscal year.

Reflecting on this past year, I am filled with pride and gratitude. Since founding the Centre in 2014, my vision has been to create a nurturing space where girls and young women from Black, racialized, and marginalized communities can access the support and mentorship they need to thrive. My journey—from being Canada's first Black female Member of Parliament to advocating for education and social justice—has always focused on breaking barriers and creating opportunities. This legacy is central to our mission.

This year's results show that we are making tremendous progress toward this vision, achieving significant strides in many areas. Our programs are empowering young women to grow in confidence, develop leadership skills, and actively contribute to their communities. The 2023/2024 Impact Report highlights this progress and reflects our mission. I am deeply grateful for the unwavering commitment of our staff, volunteers, and supporters, which has been crucial to our success.

As we celebrate our 10th anniversary, we are excited to welcome a new permanent Executive Director who will guide us into the next phase of growth. Our new Executive Director brings valuable experience and passion, and I am confident they will build on our strong foundation.

I would also like to extend my heartfelt gratitude to **Carrie Burd**, our Interim Executive Director. Carrie's exceptional leadership and dedication during this transitional period have been invaluable, particularly her support in recruiting our new permanent Executive Director. We are fortunate that she will continue contributing to our Board of Directors as the HR & Compensation Committee Chair.



To our volunteer Board of Directors, your guidance has been the backbone of our success. I am deeply appreciative of your dedication and vision. A special thank you goes to our incredible youth participants and their families. You are the heart of the Centre, and your resilience inspires us every day.

Finally, to our generous donors and funders, your support makes our work possible. We are profoundly grateful for your confidence in our mission and for enabling us to deliver impactful programs.

As we look to the future, I am filled with hope and excitement. Together, we will continue to uplift and empower, making a lasting impact on the lives of the young women we serve.



With sincere appreciation,

Augustine

Hon. Dr. Jean Augustine, PC, OONT, CM, CBE

Founder and President of the Board

Jean Augustine Centre for Young Women's Empowerment

A MESSAGE FROM THE INTERIM EXECUTIVE DIRECTOR

DEAR FRIENDS, FAMILIES, SUPPORTERS AND COMMUNITY MEMBERS,

As we wrap up another remarkable year at the Jean Augustine Centre for Young Women's Empowerment, I'm filled with pride and optimism. The 2023/2024 fiscal year marked significant growth and transformation. We celebrated milestones, introduced new initiatives, and strengthened our commitment to the young women and girls we serve.

This year, we laid the groundwork for the Centre's future with expanded programs, strengthened partnerships, and a new Balanced Scorecard approach that will enhance our strategic planning and operational excellence.

Highlights include the successful launch of the Look Up! Lift Up! Peer Mentorship Program (LULU), the new TeenSpot, and our new social enterprise, all designed to empower our youth with the tools and community they need to succeed. A particular joy was celebrating our 10th anniversary at the Community Picnic, a vibrant event that brought our community together and highlighted the incredible support we've received over the years.

As we look forward, I'm excited to welcome our new permanent Executive Director, who will build on our achievements and bring fresh energy to our mission. It has been an honor of a lifetime to serve as Interim Executive Director, and I'm deeply grateful for the support of our staff, facilitators, community partners, generous funders, donors, and grantors. Your dedication and contributions have been vital to our success.

To the girls and young women we serve, your determination and leadership inspire us daily. Thank you for allowing us to be part of your journey, and to your families, thank you for your trust.

As I return to the Board of Directors and finish out my term, I look forward to continuing our mission with the new Executive Director and all of you, empowering and inspiring the next generation of changemakers.



With gratitude,

A handwritten signature in black ink, appearing to read 'Carrie Burd'.

Carrie Burd, CDP®, CDR®, WCMC®

Interim Executive Director

Jean Augustine Centre for Young Women's Empowerment



“Talking to the other young women and talking to other young girls has really made me more confident in myself. Talking about our career aspirations, talking about the different goals in our lives, I really love doing that.” ~ Harini, Jean Augustine Centre Participant

A DECADE OF GROWTH & IMPACT

JUNE 19, 2014, MARKED A DECADE OF EMPOWERMENT AND TRANSFORMATION AT THE JEAN AUGUSTINE CENTRE

Celebrated on Juneteenth, this occasion echoes the spirit of liberation and equality. It's a powerful reminder of our commitment to fostering leadership and empowerment.

We honour the legacy of our Founder, Hon. Dr. Jean Augustine, the first Black female Member of Parliament in Canada. Her pioneering achievements and dedication to social justice, education, and community development have been a guiding light for our Centre, shaping its vision and mission.

As we reflect on this milestone, we acknowledge the significant impact of our initiatives, which have helped participants grow into confident leaders. This journey highlights the crucial support from our community, partners, and donors, whose contributions are vital to our success. We look forward to continuing our journey, celebrating our achievements, and embracing future opportunities.

Join us as we continue to empower, enrich, and elevate the lives of young women, in honor of Dr. Jean Augustine's legacy.



VOICES FROM OUR COMMUNITY

“My 7-year-old daughter attended three separate weekly classes offered during the free after school program this Spring and I was incredibly impressed by the experience she had. She looked forward to going every time and came home after pick-up feeling happy, confident and proud of the skills that she learned.... I’m grateful to have such an amazing centre and resource in the neighbourhood tailored specifically to empowering girls and young women.”

~ Jenny, parent of a participant

“Over my many years spent with JAC, I have always felt the strength of a strong community. The programs provide so many opportunities to learn new things; and the leaders are excellent role models who encourage engagement, skill building and goal setting. By giving girls and young women accessible avenues to pursue their goals, it fosters a generation of successful, powerful trailblazers.”

~ Paisley, former participant and scholarship recipient

These testimonials highlight the impact of our work. The appreciation from our families and the growth of our participants affirms the significance of our mission. We are proud of our achievements and excited for the future as we continue to nurture, inspire, and transform lives, honoring Dr. Jean Augustine’s legacy.

OUR MISSION IN ACTION

EMPOWERING YOUTH: WHO WE SERVE AND WHY IT MATTERS

At the Jean Augustine Centre, we are dedicated to empowering young women to become catalysts for change. By fostering curiosity and encouraging exploration, we help girls ignite their intellectual curiosity and passion for learning.

Our STEM programs and financial literacy workshops equip them with essential skills for their academic and career journeys. When young women recognize their worth and build confidence, they are better prepared to advocate for themselves, pursue opportunities, and lead with conviction. Our vision is to see these young women grow into leaders who enhance the quality of life for all.



ADDRESSING KEY CHALLENGES FACED BY OUR YOUTH

Achieving gender equity in Canada remains a significant challenge, with projections suggesting it could take 164 years. Persistent issues such as the pay gap, underrepresentation in STEM, and imbalances in leadership roles impact girls and young women, often affecting their self-esteem and ambitions.

To tackle these challenges, we offer a diverse range of programs that support the social, emotional, physical, and academic well-being of our participants. Our STEM initiatives, along with practical skills classes in cooking, sewing, martial arts, and self-defence, build confidence and capability. Creative expression is nurtured through arts and drama programs, and entrepreneurship and social enterprise initiatives foster business acumen.

Academic success is supported through peer tutoring, while personal development is enhanced by programs like HERSpot and the TeenSpot drop-in. Our Youth Council provides a platform for civic engagement and leadership, encouraging young women to contribute meaningfully to their communities. Special workshops and annual events, including the Winter Mingle, Black History Month, and Year-End Celebration, expand horizons and connect us to the broader community.

A cornerstone of our approach is the Look Up! Lift Up! Peer Mentorship Program, which offers tailored support to Black, racialized, and marginalized communities. This program fosters resilience and leadership by connecting mentees with mentors who share similar backgrounds, empowering them to overcome systemic challenges, build confidence, and create opportunities for personal and professional growth.

Through this comprehensive approach, we aim to help young women overcome barriers, reach their full potential, and build a more equitable future.

PROGRAM HIGHLIGHTS

PROGRAM REACH, IMPACT, AND FEEDBACK: A SNAPSHOT OF OUR SUCCESS

We are proud to highlight the significant impact of our programs on young women.

Over the past fiscal year, we positively engaged 400 girls and young women, ages 7-17, through our after-school programs, workshops, and camps.

Our core mission is to build confidence and empowerment in girls and young women. To achieve this, we offer diverse opportunities that encourage them to step out of their comfort zones and explore new activities. Our programs are designed around four key pillars: Academics & STEM, Financial Literacy, Civic Engagement, and Empowerment.

Feedback from our spring 2023 survey indicates that 66% of teen participants reported increased self-confidence and other personal benefits from their involvement in our programs.

This snapshot reflects the meaningful progress of our youth and our unwavering commitment to their growth and empowerment.



OUR IMPACT IN NUMBERS



65% PERCENTAGE OF RETURNING PARTICIPANTS



48% PERCENTAGE OF PARTICIPANTS IN MULTIPLE PROGRAMS



9 NUMBER OF FACILITATORS



1,001 HOURS OF PROGRAMMING



9 EVENTS HOSTING **475** GUESTS



353 GROCERY GIFT CARDS, HYGIENE KITS, HOLIDAY GIFTS AND BAKING GIFT BASKETS

TOTAL PARTICIPANTS

GIRLS:
AGES 7-12 **615**



YOUNG WOMEN:
AGES 13-17 **165**

STORIES FROM THE FIELD: HOW OUR PROGRAMS ARE CHANGING LIVES

Our programs are more than just activities – they are transformative experiences that change lives. Through our dedicated efforts, we see firsthand how our initiatives empower young women, build their confidence, and pave the way for their future successes.

BUILDING SKILLS AND CONFIDENCE IN STEM AND FINANCIAL LITERACY

Our *Let's Experiment* science program for girls 7-12 proved to be especially popular this year, with a third of participants returning for one or more sessions within the program year. “My favourite part of Let's Experiment is planning out, because I like, either digital or on paper, I like using technology and on paper, I like to draw,” shared a 10-year-old participant. Hands-on learning activities allow youth to explore science, technology, engineering, and math in ways that resonate with their individual interests, laying the foundation for future success in these fields.



Last summer, we partnered with *Jean Augustine Secondary School* in Brampton to offer a satellite STEM Summer Camp for girls and young women. This two-week summer program was positively received by parents and participants alike (89% of participants said the program met or exceeded expectations), who noted a lack of affordable and girl-centered programs in the area.

Earlier this year, some of our youth March Break participants took part in a pilot of *Money Matters*, a financial resiliency program designed for girls and young women ages 7-17. Over the course of 5 sessions, participants learned about basic financial concepts like budgeting in an engaging and accessible way. In 2024/2025, we will be piloting Money Matters to a wider audience by making it a regular part of our after-school program roster.

EMPOWERING GIRLS AND YOUNG WOMEN THROUGH LIFE SKILLS

Our cooking classes provided a valuable platform for learning life skills such as meal planning, time management, and teamwork. Participants not only gained confidence in the kitchen but also developed essential abilities that can be applied in their daily lives. The introduction of new kitchen equipment and a Farm to Table field trip further enriched their experience.

The *Heart.Mind.Movement.* workshop series, held in the fall of 2023, focused on promoting physical and emotional wellness through culturally diverse dance and mindfulness activities. This program successfully encouraged self-expression and an appreciation for cultural diversity, with 93% of participants expressing interest in future workshops.

In spring of 2024, *Craft for a Cause* workshops empowered young creators to understand the business side of crafting, including pricing and selling their creations. This experience highlighted how businesses can support community initiatives.

Additionally, our new *TeenSpot* project engaged teens in designing their own space, fostering a sense of ownership and pride.

These programs underscore our commitment to empowering girls and young women by building their confidence, life skills, and active participation in shaping their environments.

EMPOWERING YOUTH THROUGH THE ARTS AND SELF-EXPRESSION

Our arts programs, including *Craftastic*, provide youth with unique opportunities to explore their creativity and engage in hands-on projects. “I like making soaps at Craftastic. And I also like field trips, I also like going to places and doing fun activities,” shared a 10-year-old participant. Through projects like soap-making, youth not only express themselves creatively but also gain valuable skills and experiences that enhance their personal growth and enjoyment.

INSPIRING YOUTH THROUGH PERSONAL DEVELOPMENT AND MENTORSHIP

Our *Look Up! Lift Up! Peer Mentorship Program* has been a lifeline for many of our youth. “It was so helpful to get ideas from someone who has already gone through my path and help me understand how to make good choices going forward,” said one mentee. One of our mentors shared, “I think it’s a great program and an inviting way for young girls to have someone to lean on and guide them through life experiences. I would definitely recommend this program,” said another.

LEADING CHANGE AND DRIVING IMPACT THROUGH YOUTH COUNCIL INITIATIVES

This year, our teen participants have excelled in leadership and civic engagement through a series of impactful initiatives. They began with the *Open Doors* event in Spring 2023, addressing systemic barriers to education and employment. Their leadership continued with a vibrant International Day of the Girl event, which featured an engaging scavenger hunt and ‘Changemaker booths’ celebrating trailblazing women.

Their commitment to civic action was further demonstrated in winter 2024 with a *Black History Month* panel discussion. By engaging with a thought-provoking film and participating in facilitated dialogue, they showcased their developing leadership skills.

Their proactive approach also extended to community care, where they identified food insecurity as a critical issue and successfully pitched the *SustainHER Nutrition Initiative*. This initiative, generously supported by the Church of Jesus Christ of Latter-day Saints, exemplifies their dedication to creating meaningful change and highlights their growth as influential leaders.

FEATURED INITIATIVES: INNOVATIVE PROGRAMS MAKING A DIFFERENCE

At the Jean Augustine Centre, our innovative programs are driving meaningful change:

LOOK UP! LIFT UP! (LULU!) PEER MENTORSHIP PROGRAM

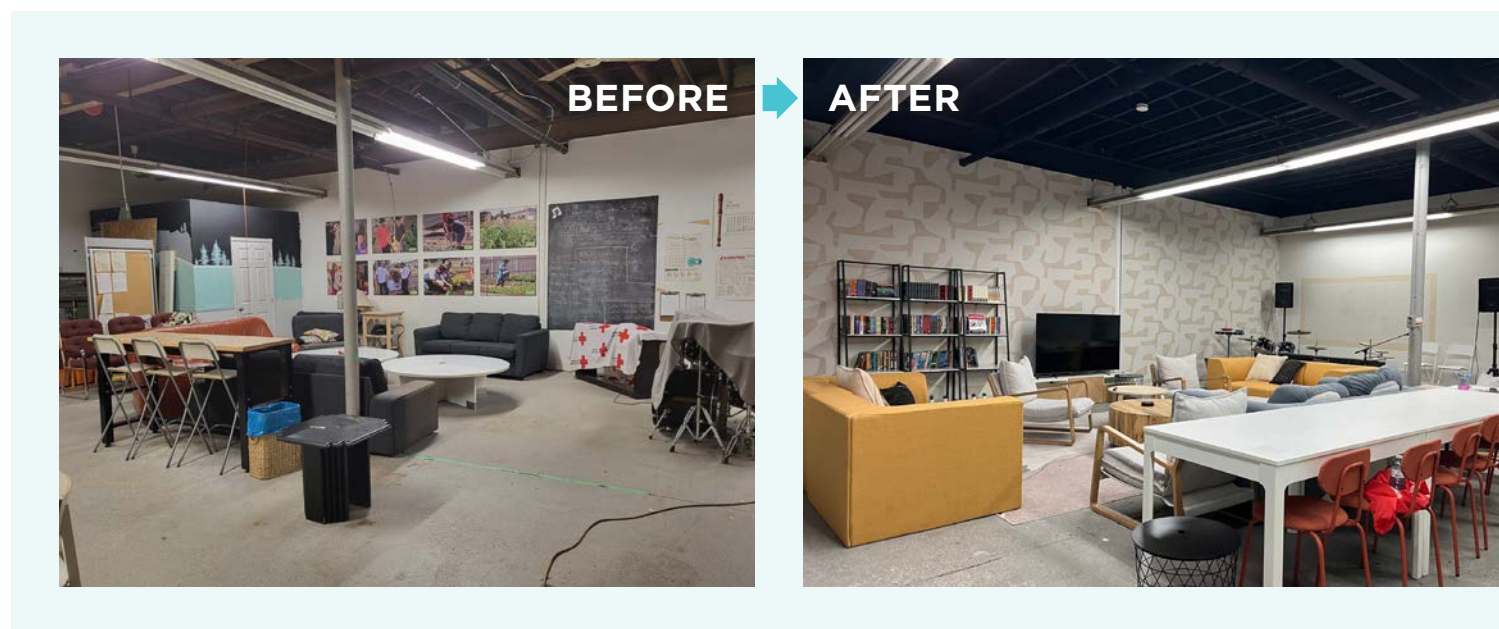
Our new peer mentorship program was launched in August 2023, with a focus on enhancing the mental health and well-being of girls and young women from marginalized communities. This pilot program paired girls ages 7 to 17 with mentors ages 18 to 30 for up to a year, offering workshops for mentors and allowing for in-person or virtual meetings. With over 62% of mentees finding their mentors approachable and 100% wanting to continue, the program demonstrated significant success.

This year, we refined our mentorship programs with a research-based approach, partnering with the George Hull Centre for Children and Families to connect Black, racialized, and marginalized girls with mentors who share their backgrounds. This initiative aims to build confidence, address systemic challenges, and empower young women. For more details on becoming a mentor (ages 18-30) or a mentee (ages 7-17), [visit our website](#).

TEENSPOT

Our teen participants voiced a desire for a space that recognizes their needs as young women and fosters their sense of independence, individuality, and unique capabilities. In 2023/2024, we worked to create a space just for them with the support of Interior Designers of Canada, in-kind donations from Aurora Design Inc. and their industry partners, and generous funding from a grant.

We revitalized a 1,178 sq. ft. room to create an exclusive teen space. In this third space, outside of home and school, young women in our community can build friendships, receive programs and find a supportive community that will contribute to their improved mental health, academic performance, and social development.



SOCIAL ENTERPRISE

In the spring of 2024, the Centre launched a new social enterprise to create additional revenue streams, support financial growth, and provide valuable skills-building opportunities for our youth. We refreshed our branded merchandise with new totes, t-shirts, and hoodies that celebrate our founder's legacy and reflect our core values. Additionally, we invested in our young women's talents by launching **NourishHER**, a line of skincare and beauty products handcrafted by our girls and young women. Proceeds from NourishHER directly support our programming, benefiting the participants through their entrepreneurial skills and contributions.

REAL STORIES OF IMPACT

YOUTH VOICES: PERSONAL JOURNEYS OF EMPOWERMENT

Our programs ignite transformation in the lives of young women. By participating in STEM workshops, arts programs, and leadership initiatives, our youth discover their passions and build their futures.

Our focus on entrepreneurship and civic engagement has also had a profound impact. Harini, 17, volunteered as a peer tutor and participated in our Youth Council, where young women gain volunteer hours and leadership skills while creating community action plans to address local challenges. “My experience with the Youth Council was filled with friendships and empowerment,” Harini says. “Sharing our goals and accomplishments with each other during icebreakers, and working together on big projects like organizing workshops about domestic abuse, making petitions to combat homelessness, and planning a trip to a food bank, allowed me to be a part of a community and provided me with a sense of purpose and belonging in the midst of the pandemic and the social struggles of high school.”

Her story reflects the profound impact of our tailored programs, empowering young women to envision and achieve their potential.

FAMILY PERSPECTIVES: HOW OUR WORK IMPACTS HOMES AND COMMUNITIES

Our programs extend their influence beyond the individual, resonating deeply within families and communities. Families of participants often share how our initiatives have strengthened their homes and broader social circles. One parent recently expressed their gratitude, saying, “We just wanted to send a HUGE thank you for the lovely End of the Year Party yesterday! It was wonderful to see all the girls having so much fun and receiving their certificates! Your centre has been such an important part of our family [for the last six years]. We are so grateful for the community you’ve brought to Ava and even to me. I just wanted to take a moment to express how much we appreciate all of you and the kindness, generosity, and thoughtfulness you show to the girls!”

Communities benefit from the increased confidence and leadership skills of our youth, who contribute actively and meaningfully, enhancing collective well-being and creating a ripple effect of positive change.

SPOTLIGHT ON YOUTH LEADERS: PARTICIPANTS WHO ARE CREATING CHANGE

Our youth leaders are making significant strides in creating change both locally and beyond. Shaaliny, 17, reflects on her journey from being a long-time participant to stepping into a Counsellor-in-Training role:

“Having spent 10 years here as a participant, stepping into the staff role felt like becoming a living history book of JAC. I’ve witnessed the camp’s evolution firsthand and experienced its impact from a unique perspective. It’s been incredible to see how the camp has grown and to contribute to its ongoing story. I’ll never forget the moments we shared and the lessons I’ve learned from each of you. This experience has shaped me in ways I didn’t expect, and I’m so thankful to have been part of such a supportive team. I’m deeply grateful for everything, and the gift card was a wonderful surprise.”

Shaaliny’s journey from participant to Counsellor-in-Training exemplifies the transformative impact of our programs. Her growth and dedication reflect the core values of empowerment and community involvement that we strive to instill in all our youth.



SPOTLIGHT ON COLLABORATION, RESEARCH & ADVOCACY

OUR COMMUNITY PARTNERS: AMPLIFYING OUR REACH

This year, we are proud to highlight several impactful partnerships that have enriched our arts, culture, and food programs.

Ishi Robinson's introduction of her book "Sweetness in the Skin" to our young adult library collection, *Ayodele (Ayo) Gilpin's* "Hair as Therapy: Taming Black Madness" photography workshop and donated hair products, and *Benny Bing's* fabulous art class and donated prints for our TeenSpot have all provided transformative experiences for our youth.

Chef Selwyn Richards, executive chef and founder of The Art of Catering, generously catered our 10th Anniversary Community Picnic, treating our guests to some of the best Caribbean cuisine in the city, and regularly donates hot meals to our youth whenever he's "cheffing it up" at the Centre.

We also renewed our collaboration with *Great Lakes Brewery*, which brewed up the special Empowered brew for our anniversary. This limited-edition beer was more than a celebration; it was a vital fundraiser, with proceeds directly supporting the Jean Augustine Centre and our mission to uplift girls and young women.

We extend our heartfelt thanks to all our partners and collaborators, named and unnamed, whose generous support enables us to continue our work and make a lasting impact in our community. Your contributions are invaluable to our mission and success.



RESEARCH AND ADVOCACY: DRIVING INFORMED CHANGE

This year, our community engagement efforts have reached new heights through several impactful partnerships and initiatives focused on research and advocacy.

EMPOWERED REPORT

In addition, the *Empowered Report*, an annual spring publication by the Jean Augustine Centre in collaboration with the *University of Toronto's Community Action Program*, explored the impact of mentorship programs on girls and young women in Canada. This year's report, which incorporated insights from the LULU! initiative, emphasized the importance of early intervention, long-term mentor commitments, and cultural competence. In response to these findings and with support from the *George Hull Centre for Children and Families*, we are enhancing the Look Up! Lift Up! Program for the 2024 cohort.

COMMUNITY ASSET MAP

Also in the spring, our collaboration with the *Centre for Community Partnerships* (CCP) at the *University of Toronto* on a PhD seminar project resulted in a comprehensive Community Asset Map. This valuable resource has significantly influenced and guided various projects and programs.

YOUTH MENTAL HEALTH ROUNDTABLE

In March, during Black Mental Health Week, the Jean Augustine Centre hosted a pivotal Youth Mental Health Roundtable. Chaired by *Honourable Ya'ara Saks* and facilitated by *Mitzie Hunter*, with support from *Richard Miller* of Keep6ix Organization, this event provided a platform for youth to voice their mental health challenges and advocate for enhanced services. It underscored our commitment to inclusive participation and civic engagement, aligning with our core values and *UNICEF Canada's* principles of fostering social equity and healthy communities.

These initiatives reflect our dedication to advancing community engagement and addressing the needs of those we serve, reinforcing our commitment to creating positive change.

EMBRACING GROWTH AND ACHIEVING TRANSFORMATION

ADAPTING TO EVOLVING NEEDS AND STRENGTHENING OUR FOUNDATION

In response to sector-wide challenges—such as reduced donations, heightened funder expectations, and shifting youth needs post-COVID—as well as the departure of our long-serving Executive Director, we have made key adjustments to reinforce our foundation and enhance our community impact. Our updated strategies focus on exploring new fundraising, diversifying revenue, and refining programs to meet evolving needs.

TRANSFORMATIVE WINS: CELEBRATING OUR PROGRESS

Despite ongoing challenges, our achievements in 2023-24 underscore our commitment to resilience and innovation. We have made significant strides in the following key areas:

- **Confirmed Strategic Priorities:** Solidified our strategic priorities for 2024-26 to ensure alignment with our mission and continued focus on key areas of impact.
- **Strengthened Strategic Capabilities:** Engaged specialists to assist us with developing new strategies, including advocacy, volunteer engagement, and communications and outreach strategies, positioning us for future success.
- **Strengthened Financial Management:** Enhanced our financial position through diversified funding and zero-based budgeting, while improving internal controls and adopting digital banking and a new grant management tracker for greater transparency and stability.
- **Launched a Social Enterprise:** Introduced a new revenue stream through branded merchandise and a youth-made bath and beauty line, diversifying our funding and creating additional opportunities for skills development, growth and impact.

- **Prioritized Workplace Culture:** Enhanced compensation, benefits, and training, while reducing precarious employment, creating promotional opportunities, and supporting employee engagement, wellness and recognition events.
- **Increased Equity & Diversity:** Enhanced our commitment to diversity and equity by amending our procurement, interviewing and scoring methods, auditing staff and facilitator rates for equity, and introducing transparent pay practices.
- **Upgraded Facilities & Infrastructure:** Expanded and upgraded our physical space to increase capacity, improve safety, and support enhanced program delivery.
- **Enhanced Technology:** Implemented new software to improve our ability to identify funding opportunities and manage donor relationships, and conducted a third-party tech and systems audit to ensure optimal performance and integration.
- **Enhanced Tools & Knowledge Management:** Designed a new website, internal tools, trackers, and a knowledge management plan to improve onboarding, enhance operational efficiency, and preserve valuable insights.

While significant progress has been made, our focus remains on continuing to adapt and improve, staying true to our mission, and providing impactful support to our community.

“This year’s strong financial performance reflects our dedication to responsible stewardship. With the continued support of our donors and partners, we’re investing wisely in a brighter future for our youth. I’m proud of what we’ve accomplished this past year and confident that, with new leadership, we’ll continue to build on this solid foundation for lasting impact.”

~ Carrie Burd, Executive Director (Interim)

OUR VISION FOR THE NEW YEAR

STRATEGIC PRIORITIES FOR GROWTH

As we look to the future, our strategic priorities are essential for driving our mission forward and achieving sustained growth.

We are focused on:

- **Programmatic Excellence:** Expanding our reach with new initiatives and programs to deliver high-quality, impactful services tailored to the needs of those we serve.
- **Financial Sustainability:** Ensuring long-term stability by securing and managing resources effectively to support and enhance our services.
- **Strengthened Partnerships and Building Community:** Enhancing collaborations with community stakeholders to create new opportunities for impact and strengthen our community connections.
- **Becoming an Employer of First Choice:** Investing in staff and infrastructure to foster a dynamic and supportive work environment, making us a preferred employer and better supporting both our team and the youth we serve.

These priorities will guide our efforts to amplify our impact, build on our successes, and lead us into an exciting new phase of growth and excellence.

“Our investments in staff development directly benefit the youth we serve by ensuring our team is equipped with the skills, knowledge, and passion to create meaningful, high-quality programs. When our staff grows, so does our ability to empower and inspire young women to reach their full potential.”

~ Ziva Ferreira, Program Manager

IMPLEMENTING THE BALANCED SCORECARD APPROACH

To effectively support these strategic priorities, we are adopting the Balanced Scorecard approach.

This framework will enable us to evaluate our performance comprehensively across four essential areas:

1. Program Effectiveness
2. Financial Sustainability
3. Community Impact
4. Organizational Growth

By integrating this approach into our strategic planning, we can gain a deeper understanding of our organizational performance. This will inform our decisions, guide our progress, and help us achieve our goals more effectively.

OPTIMIZING IMPACT AND SERVICE

The new strategic priorities and Balanced Scorecard will optimize our impact by aligning our efforts with Program Effectiveness, Financial Sustainability, and Community Impact, ensuring greater value and continuous improvement in serving the youth we support.

UPCOMING PROJECTS AND INITIATIVES

As we look toward the future, several exciting projects and initiatives are on the horizon that will further our mission and enhance our impact.

One of our upcoming projects is *The Firehood Summit*, a full-day STEM conference designed to inspire and engage our youth in the fields of science, technology, engineering, and mathematics. Hosted by The Firehood, a network of women in STEM, this conference will provide valuable exposure to STEM careers and connect our participants with industry professionals.

We will also host a March Break camp in Brampton to continue the support offered last summer and bring the opportunities and experiences offered at the Centre to a wider community.

Additionally, we are developing a new financial literacy curriculum tailored specifically to the needs of our younger participants. This curriculum aims to equip them with essential money management skills and empower them to make informed financial decisions from an early age.

We are also excited to expand our social enterprise, which has already captured significant interest with our sought-after new products, including lip oils, tub teas, and the pop art-inspired Jean Augustine Centre t-shirts featuring our legendary founder. These t-shirts will be proudly worn by all of our summer staff and Counsellors-in-Training for the 2024/2025 camp season.

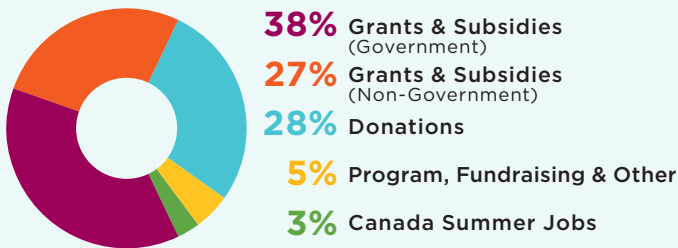
This expansion will introduce new product lines and business opportunities, further enhancing our participants' entrepreneurial skills and deepening their connection with our mission.



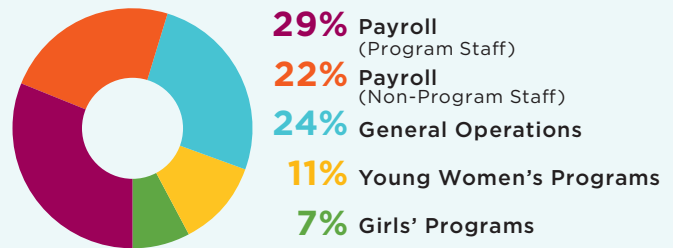
FINANCIAL OVERVIEW

FINANCIAL TRANSPARENCY

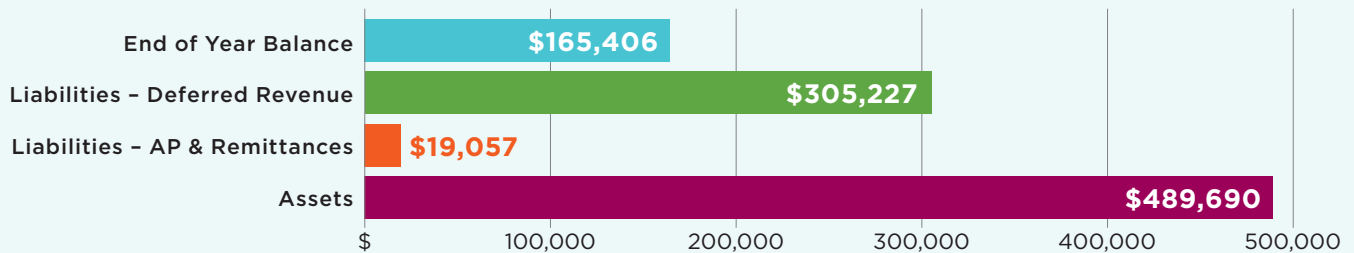
REVENUES



EXPENSES



ASSETS & LIABILITIES



The Jean Augustine Centre is committed to financial transparency and responsibly using the funds entrusted to us. To learn more and access our Audited Financial Statements, [please visit our website](#).

“I learnt about the Jean Augustine Centre during the pandemic when my daughter became a participant in online programs and then transitioned to in-person programming and [to work] as a volunteer.

I saw firsthand the impact on my daughter (increased confidence, passion about what she was doing, leadership etc.) and decided that I could support in amplifying the Centre via my work and community.

A Starbucks Foundation grant provided no-strings-attached funding to the Centre, giving girls like my daughter new opportunities and skills. Charities need flexible funding like this to sustain and expand programs and reach more families. Your support can make that possible.”

~ Dwayne Meilke, Starbucks District Manager, parent, and Jean Augustine Centre champion

ACKNOWLEDGEMENTS

As we conclude our annual report, we extend our heartfelt thanks to those who have made our achievements possible over the past year.

TO OUR YOUTH

Your resilience, enthusiasm, and dedication are the driving forces behind everything we do. Each of you brings unique talents and perspectives that enrich our programs and inspire us all. Your journey with us is a testament to your strength and ambition, and we are privileged to support you in achieving your dreams.

TO OUR FAMILIES AND GUARDIANS

Your trust and support form the foundation of our work. We deeply appreciate your partnership and the crucial role you play in your children's lives. Your involvement helps create a nurturing environment where our youth can thrive and reach their full potential.

TO OUR SUPPORTERS

Your generosity and commitment are instrumental in bringing our mission to life. Whether through financial contributions, in-kind donations, or volunteering your time and expertise, your support empowers us to continue our important work. Your belief in our vision and dedication to our cause is truly appreciated.

TO OUR PARTNERS

Your collaboration enhances the impact of our programs and extends our reach. By sharing your resources and expertise, you help us provide valuable experiences and opportunities for the girls and young women we serve. Together, we are making a meaningful difference in their lives and our community.

The Jean Augustine Centre for Young Women's Empowerment thrives because of the collective efforts of all who are involved. Your continued support and engagement are the bedrock of our progress, and together we are building a brighter future for the next generation of leaders. Thank you for being an integral part of this journey.

Our work is only made possible by the generous support of our funders, individual donors, and community partners. Please [visit our website](#) to see a full list of our valued sponsors.

GET INVOLVED

WAYS YOU CAN SUPPORT OUR MISSION

At the Jean Augustine Centre for Young Women's Empowerment, our mission is to uplift and empower girls and young women between 7-17, particularly those from marginalized communities, to achieve their full potential. We are committed to providing a safe, nurturing environment where they can develop leadership skills, build self-confidence, and engage in meaningful community activities. Your support plays a crucial role in making this mission a reality.

Here's how you can contribute:

- **Financial Contributions:** Your donations are vital to sustaining and expanding our programs. Whether through one-time gifts, monthly donations, or major gifts, your financial support helps us provide essential services, from after-school programs to leadership training. Contributions also enable us to innovate and respond to the evolving needs of the youth we serve.
- **Volunteer Opportunities:** Volunteering your time and skills is a powerful way to make an impact. We welcome volunteers to assist with our programs, mentor our youth, and help with special events. Your involvement provides invaluable support and inspires the girls and young women at the Centre.
- **Corporate Partnerships:** Partnering with us as a corporate sponsor can amplify your impact. We offer various sponsorship opportunities that align with your company's values and goals. Through these partnerships, businesses can contribute to community development while gaining visibility and recognition for their support.
- **In-Kind Donations:** Donating goods or services that benefit our programs and events can make a significant difference. This includes supplies for our workshops, food for our community events, or professional services such as graphic design or marketing support.

■ **Fundraising Events:** Hosting a fundraiser on behalf of the Centre is a fantastic way to support our mission. Organize an event—such as a charity auction, community run, or benefit concert—and donate the proceeds to our programs. Fundraising events not only generate critical funds but also raise awareness about our cause and engage your community in our mission.

■ **Advocacy and Awareness:** Help us raise awareness about our mission and the work we do. By sharing our story and advocating for the empowerment of young women, you can help us build a broader network of supporters and ensure that our message reaches those who can make a difference.

■ **Engagement with Youth:** Engage directly with our youth through workshops, mentoring sessions, or speaking engagements. Your experiences and expertise can provide inspiration and guidance, helping them envision and pursue their dreams.

By supporting the Jean Augustine Centre, you become an integral part of our community, working together to create a brighter future for young women. We are deeply grateful for every contribution and look forward to continuing this journey with you.

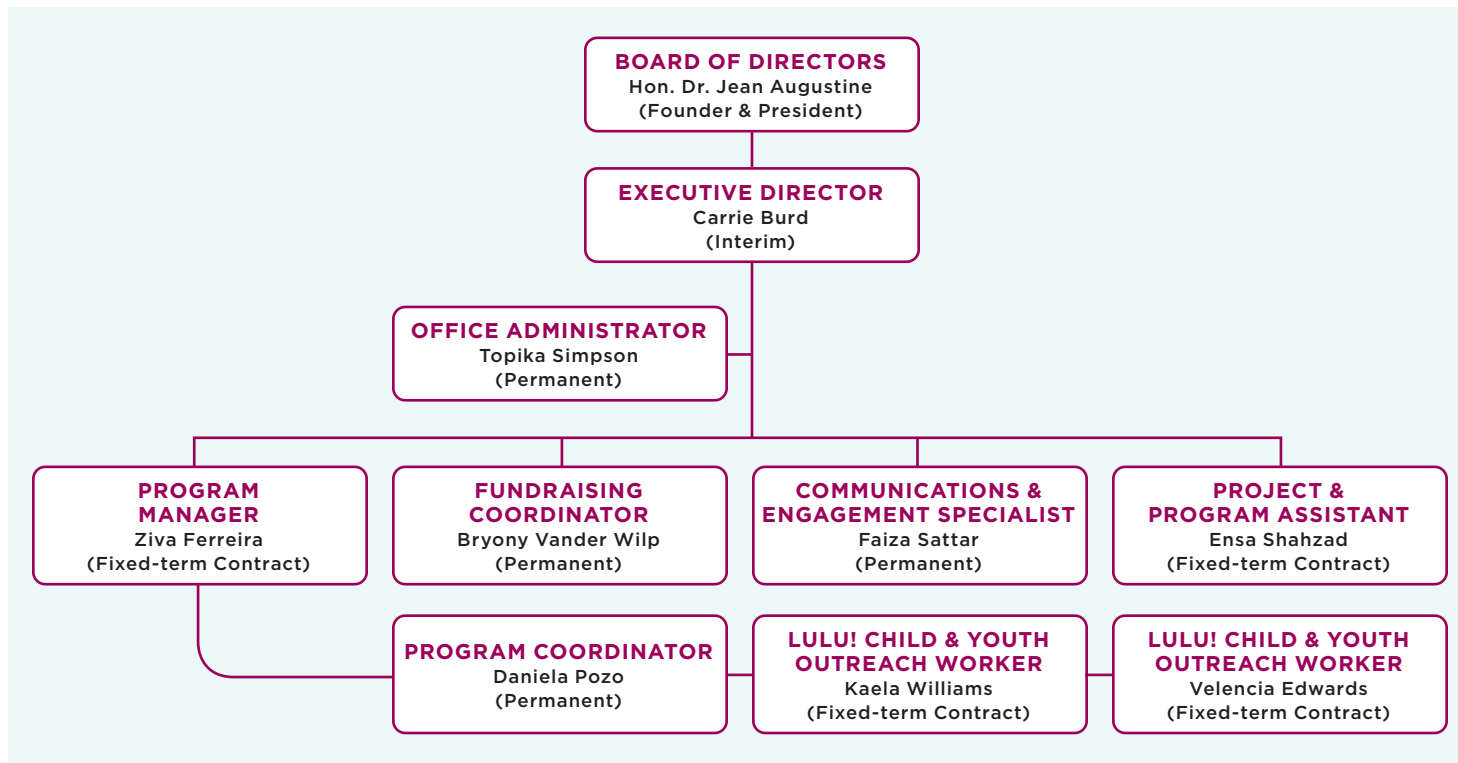
Your donation gives girls and young women access to after-school programs, workshops, and experiences to grow their self-confidence and reach their full potential. Scan on the QR code below to join our community of supporters and changemakers who have already donated and are helping uplift, inspire and empower our next generation of young women!

DONATE TODAY



APPENDICES

ORGANIZATIONAL CHART



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THANK YOU

**Jean
Augustine**

Centre for Young Women's Empowerment



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