



# Raising the Bar

Impact Report 2018-19

Canadian Association for the Advancement  
of Women and Sport and Physical Activity

Photo credit: Trae Nguyen





# *Sport is a powerful tool for social change.*

At the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), we are dedicated to creating an equitable and inclusive Canadian sport and physical activity system.

We believe that by empowering women and girls within and through sport, we can transform our sport system and our society for the better.

We partner with governments, organizations and leaders to create systemic change and advance solutions that help:

- ▶ Increase **retention** of girls in sport
- ▶ Increase **leadership** opportunities for women
- ▶ **Influence** the policy and media environment

# We're proud

to present our 2018-2019 Impact Report, representing one of the most substantial years of growth in the organization's 39-year history.

## LAST YEAR WE CONTINUED TO DRIVE FORWARD OUR MISSION TO CREATE A MORE EQUITABLE SPORT SYSTEM:



We enabled learning and action from coast to coast to coast, working with over **60 partners** in **10 provinces and territories**.



We led the conversation on women and sport in Canada, **facilitating over 50 presentations and workshops** and **presenting at 16 conferences**.



We **influenced policy and programs of governments across the country**, leading a national consultation for the Federal-Provincial/Territorial Working Group on Women and Sport.



We entered a new phase of our work with an historic **\$3M investment from Sport Canada**, enabling us to invest in developing effective training, education, and consultation services for sport organizations.



# Retention

We need to keep girls in sport so they can be stronger, more confident leaders – but we know that their participation rate drops by 22% when they enter adolescence.<sup>1</sup>

We're working to train sport and physical activity leaders, program developers, board members, and sport administrators to create safe, welcoming, and inclusive environments that motivate girls to stay in sport.

Photo credit: Trae Nguyen



## CANADA WINTER GAMES, RED DEER 2019

We connected with more than **250** coaches at the 2019 Canada Games in Red Deer, sparking conversations on how to create safe and positive sport experiences for girls.



## THE WISE FUND GRANT PROGRAM

We awarded \$10,000 to individuals or organizations across Canada creating effective sport programming for girls and women, affecting almost **300** girls and women and bringing our total grant contributions to date to \$150,000.

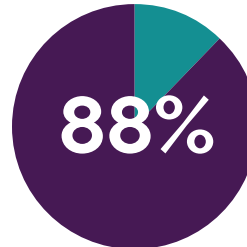
Photo credits: Coaching Association of Canada (Canada Winter Games), BC Wheelchair Basketball (The WISE Fund Grant Program)



*“Game On  
made me appreciate  
what sports can do  
for me and made me  
want to do it more.”*



## GAME ON: A SPORT LEADERSHIP PILOT PROGRAM



of participants in CAAWS and MLSE LaunchPad's Game On Sport Leadership Program for 14-18 year old girls reported that their desire to be a leader in sports increased.<sup>ii</sup>



## KEEPING GIRLS IN SPORT

In partnership with MLSE LaunchPad, we hosted a **sold-out professional development event** for coaches and activity leaders based on content from a new e-module Keeping Girls In Sport. This module was developed by Canadian Tire Jumpstart Charities in partnership with CAAWS and the Coaching Association of Canada.



# Leadership

Diverse leadership helps to challenge the status quo and tackle complex issues. Having more women in decision-making roles—guiding the vision, the strategy, the investments, and setting the policy—is crucial for equity in sport.



Photo credit: Trae Nguyen

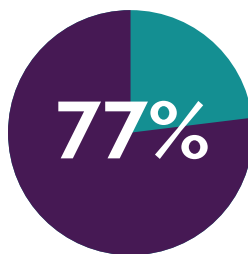
## LAST YEAR, WE:

- ▶ published *The Leading Edge*, a checklist for sport organizations working to achieve gender equity at the board level
- ▶ worked with 11 Provincial Sport Organizations and 17 local clubs in Ontario to embed gender equity into their policies and practices
- ▶ connected with over 300 current and future sport leaders and engaged over 50 different sport organizations through workshops and webinars

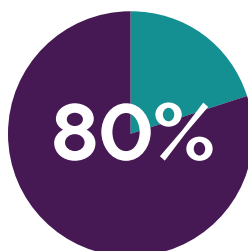


OUR RESEARCH SHOWS  
THAT **36%** OF NSO AND MSO  
BOARD MEMBERS IN 2018-  
2019 WERE WOMEN, UP **2%**  
FROM 2017.<sup>iii</sup>

OF OUR WOMEN ON  
BOARDS PRESENTATION  
PARTICIPANTS:



of women said that they were more likely to pursue a board position in the next 12 months.



of participants said they felt more knowledgeable of strategies to recruit and retain women in board positions

Photo credit: Trae Nguyen



Photo credits: Canadian Paralympic Committee

*“I think it’s very exciting*

*that CAAWS has created these workshops. This is not something that existed when I first began to serve on boards, and I believe it would have been very helpful on my journey. Having a resource such as this provides a roadmap for all of us to improve how we recruit, support and retain female leaders from diverse backgrounds.”*

- Gail Hamamoto, Executive Director of BC Wheelchair Sports Association (BCWSA) and Vice President of the Canadian Paralympic Committee



At our International Women’s Day event, Katherine Henderson, CEO of Curling Canada, and Johnny Misley, CEO of Ontario Soccer, discussed their commitment to and journey towards gender equity in their respective organizations.

*“I always leave feeling that extra bit of confidence and empowerment as a woman in the room.”*

*“The interactive nature of the presentation made it an awesome collaborative environment”*

- Women and Leadership workshop participants

Photo credit: Scott Grant



# Influence

Women leaders in sport have identified insufficient funding, lack of media coverage, and lack of exposure for women's sports as some of the top barriers to equal participation.<sup>iv</sup>

We're working to influence policy, media, and sport culture in Canada and elsewhere to create more inclusive environments where all women and girls feel supported and welcomed.

Photo credit: Trae Nguyen

## LAST YEAR, WE:



Convened 15 leaders from sport funding bodies and governments in 8 provinces and territories for a roundtable discussion on targeted initiatives for women and girls.



Worked with sport organizations to create safer spaces for LGBTQI2S+ women and girls through educational webinars and presentations on inclusion.



Worked with settlement agencies and community partners across Canada to create more welcoming environments for newcomer women and girls.



Presented at the International Working Group on Women and Sport Conference in Botswana, the world's largest network dedicated to system change for women and girls in sport.



Continued to be the go-to voice on women and sport for media, government, and sport leaders.

Photo credit: 1) Black Creek Farms 2) Huron Heights Secondary School Healthy Huskies





*“When we think about where change is going to come from*

*...we need the organizations to take responsibility for creating safe, welcoming, inclusive environments where women feel like they truly belong. It's not a women's issue, it's a sport issue, and everyone has a role to play.”*

- Allison Sandmeyer-Graves, CEO of CAAWS  
(Celebrating International Women's Day on Hockey Night in Canada)



*“There is so much power in role models, but first, you have to be able to actually see them. Whether it's on the field, ice, or court, or in boardrooms and courtrooms, you can't aspire to be someone you can't see. Thanks to organizations like CAAWS, Fast & Female, Shes4Sport and others, young women have a chance to see people in positions of strength and power who look just like them.”*






- Signa Butler, CBC Sports  
and CBC Morning Live Host



# Starting in 2018

we received an investment of **\$3 million over three years** from Sport Canada to develop new gender equity tools suited to the unique environments of Canadian sport organizations.

## THIS YEAR WE WILL...

-  Launch a new **eLEARNING MODULE** to help leaders increase their understanding of gender considerations in sport.
-  Develop an **EVALUATION SERVICE** to assess sport organizations' policies, programs, and processes against evidence-based gender equity benchmarks.
-  Develop a collaborative **ACTION PLANNING SERVICE**, engaging sport organizations in identifying and closing gender gaps in their policies and practices.
-  Expand our **GRANT PROGRAM** to better support quality sport programming for women and girls across Canada.
-  Scale up our **WOMEN AND LEADERSHIP** programs, investing in the training and development of current and future women leaders in sport.





# Our Partners

Our board, staff, and partners are essential to the success of our mission to make gender equity a reality for women and girls in Canada. We're grateful for their contributions and support.

Funded by the Government of Canada  
Financé par le gouvernement du Canada

Canada

Ontario



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada



Women and Gender  
Equality Canada

Femmes et Égalité  
des genres Canada



Our full list of partners can be found at  
[www.caaws.ca/about-caaws/our-partners/](http://www.caaws.ca/about-caaws/our-partners/)



COMMIT TO PLAYING  
YOUR PART IN  
ACHIEVING GENDER  
EQUITY IN SPORT.

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to join the conversation!



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## ENDNOTES

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<sup>i</sup> Brunette, Michelle K., & O'Reilly, Norman. (March 2016). Women in Sport: Fuelling a Lifetime of Participation [Online PDF file]. Retrieved from [https://www.caaws.ca/e/wp-content/uploads/2016/03/FWC\\_ResearchPublication\\_EN\\_7March2016.pdf](https://www.caaws.ca/e/wp-content/uploads/2016/03/FWC_ResearchPublication_EN_7March2016.pdf).

<sup>ii</sup> Lodewyk, Ken. (May 31, 2019). Girls and Sport Leadership: Harnessing the Power of Sport Final Evaluation Report.

<sup>iii</sup> The Canadian Association for the Advancement of Women and Sport and Physical Activity. (March 2019). Women in Sport Leadership: 2019 Snapshot [Online PDF file]. Retrieved from: <https://www.caaws.ca/e/wp-content/uploads/2018/09/CAAWS-2019SportLeadershipReportCard-EN-v5.pdf>

<sup>iv</sup> Brunette, Michelle K., & O'Reilly, Norman. (March 2016). Women in Sport: Fuelling a Lifetime of Participation [Online PDF file]. Retrieved from [https://www.caaws.ca/e/wp-content/uploads/2016/03/FWC\\_ResearchPublication\\_EN\\_7March2016.pdf](https://www.caaws.ca/e/wp-content/uploads/2016/03/FWC_ResearchPublication_EN_7March2016.pdf).