



# **Impact Report 2022**

**We are unshakable. We are  
undefeated. We are  
unstoppable.**

Accelerate Her Future™, a social enterprise, is a virtual career accelerator providing tailored programs by and for self-identifying Indigenous, Black and women of colour pursuing careers in business and tech while building a network of solidarity, allyship, and action.

## **Land Acknowledgement**

Accelerate Her Future™ was founded on the land and waters of the traditional territory of many nations including the Haudenosaunee, Anishnaabeg, the Attawandaron, and the Métis within the lands protected by the “Dish with One Spoon” Wampum Agreement. We respect Indigenous peoples’ deep connections to the land and waters, and affirm our commitment to continued learning while advancing the TRC Call to Action 92 and the MMIWG2S+ Calls to Justice 6.1, 11.1 and 15. We invite you to learn more about the history and presence of the Indigenous communities on the land and waters you gather on and work with us to build a better future for all.

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# Message from the Team

Reflecting on 2022 as a team, we are very proud of all that AHF and our small and mighty team has accomplished. As outlined in our 2021 Impact Report, our priorities for this year include continuing diversification of offerings, financial sustainability, community engagement, honing our brand voice, seeking outlined partnerships, and continuing our truth and reconciliation journey.

This second annual 2022 Impact Report showcases the highlights from our year and ways our small and mighty teams advanced our priorities.

## Doing things differently to advance our mission

As a team, we do things differently, guided by our core values of authentic voice, courageous action, compassionate engagement, and transformative solutions. One way we live courageous action is by intentionally pursuing a for-profit social enterprise as an act of agency and resistance against a deficit lens, white saviorism and 'charity' mindset projected onto Indigenous, Black, and racialized women. We create transformative solutions through our

'nothing about us, without us, for us' philosophy, which means we engage our Indigenous, Black, and racialized women in our Advisory Group, community consultations, and procurement centering our voices, lived experiences and expertise.

Our advocacy and work seeks to advocate for gender equity through an intersectional lens, advocating for anti-racist and just organizations and workplaces. Our work focuses on creating programs for women and beyond gender binary individuals so that they better navigate their career development within organizations while also providing programs and services to organizations to simply do better when it comes to intersectional gender equity.

We celebrate our team for an incredible year and share our deep gratitude with our community, Advisory Group, sponsors and funders for working with us to advance our vision and mission!

We look forward to 2023 and witnessing the gifts and learning. In the meantime, read on to learn more about our 2022 impact.

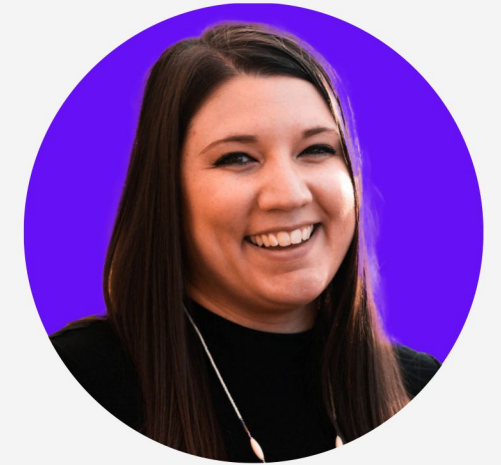
## The AHF Team

# What's next for 2023? A few priorities

- Continue to apply our four pillars to respond to TRC and MMIWG2S+ calls through ongoing learning and action.
- Complete our Career Development Research Study interviews and sharing circles.
- Rebrand and refresh AHF's website to reflect our growth since 2019.
- Implement our Investment Readiness Program project to design a new program.
- Implement a more intentional partnership assessment and engagement strategy aligned with our values and tenets of equitable partnership.
- Continue to deepen our impact through a focus on financial sustainability.



**Chanel Williams**  
Social Media Lead



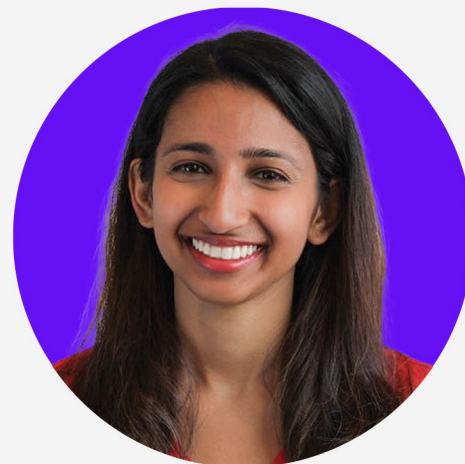
**Dana Carriere**  
Indigenous  
Engagement Lead



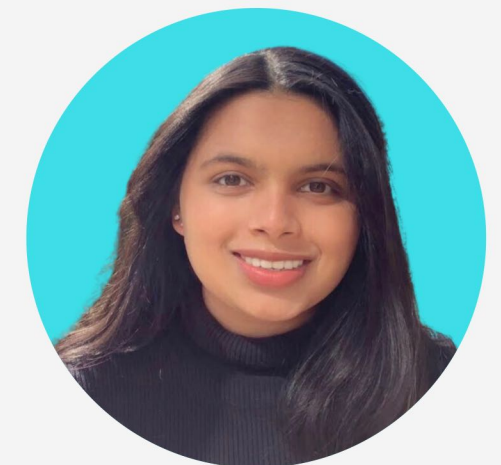
**Deborah Eliezer**  
Research & Digital  
Marketing Assistant



**Dr. Golnaz Golnaraghi**  
Founder



**Natasha Sidi**  
Operations & UX Lead



**Simran Bakshi**  
Program Coordinator

# Our Commitment to Truth & Reconciliation

Last year, we, as a team, co-created our four pillars to guide our truth and reconciliation journey. We strive to be a place that is inclusive and welcoming to Indigenous women, and this is demonstrated by those who choose to be a part of our AHF community and have positive experiences with us.

In June, we met with self-identifying Indigenous women in our community to gather their feedback, insights, and suggestions on what we should continue, start or stop doing to better align with their unique needs. They described our programming as inspirational, intentional, transformative, and healing. They also appreciated being surrounded by like-minded women where all can have their voices and perspectives heard through authentic and meaningful discussions.

They stressed the importance of AHF continuing to create safe spaces for Indigenous women while advancing our learning and improving our ability to create welcoming spaces for them. Throughout the year, we used our social media platforms and presence to connect with our AHF and broader community to honour, celebrate,













commemorate, raise awareness, and demonstrate our support and actions towards remembering, learning, and continuing our personal and organizational journeys towards truth and reconciliation. We continue to evolve by going beyond the truth, and embracing being active in reconciliation, making commitments and taking actions. Since our team is continually evolving and growing, our educational journey is never ending. Overall, we were intentional and careful in how we engaged with Indigenous women from our AHF community. We recognize the importance of building trust by ensuring that we create space to listen, learn, and continually improve our programming and services to meet their unique needs.

We continue to enhance representation and meaningful involvement of Indigenous women in all AHF programs and events as well as our Advisory Group, providing a platform for their voices, stories, experiences, and mentorship, while providing spaces for us to gather, connect, and become active allies with one another.

**Dana Carriere**

AHF Indigenous Engagement Lead

# Actions Taken

Engaged Indigenous women in a sharing circle moderated by our Indigenous Engagement Lead to learn about their experiences and how to enhance our offerings	<div> Appreciative Listening</div>	<div> Amplifying Indigenous Voices</div>	<div> Active Commitment</div>
Enhanced representation and meaningful involvement of Indigenous women in AHF's volunteer Advisory Group	<div> Appreciative Listening</div>	<div> Amplifying Indigenous Voices</div>	<div> Active Commitment</div>
Received support by an Indigenous Elder for our programs to help us open and close in a good way	<div> Appreciative Listening</div>	<div> Amplifying Indigenous Voices</div>	<div> Active Commitment</div>
Implemented social media campaigns to honour, celebrate, and/or support important months and days of commemoration and awareness such as National Indigenous History Month, National Ribbon Skirt Day, National Day for Truth and Reconciliation and Orange Shirt Day, and Red Dress Day, and continually celebrate Indigenous women in our community	<div> Appreciative Listening</div>	<div> Amplifying Indigenous Voices</div>	<div> Active Commitment</div>

Engaged Indigenous women owned businesses through product and service purchase



Active  
Committment



Active  
Allyship

Enhanced Indigenous representation and expertise in all AHF programs and events



Appreciative  
Listening



Amplifying  
Indigenous Voices



Active  
Committment



Active  
Allyship

Continued our learning journey as an AHF team by completing the Four Seasons of Reconciliation Course offered by the First Nations University of Canada



Appreciative  
Listening



Active  
Committment

Dedicated AHF Orange Shirt and Red Shirt Day within the Fellowship Circle with a learning session led by our Indigenous Engagement Lead



Appreciative  
Listening



Active  
Committment



Active  
Allyship

Contributed 25% of our surplus for 2022 to four non-profits/charities, two of which are Indigenous-led organizations



Active  
Committment



Active  
Allyship

Co-created programs with our Indigenous Engagement Lead and held consultation and design sessions with Indigenous women



Appreciative  
Listening



Amplifying  
Indigenous Voices



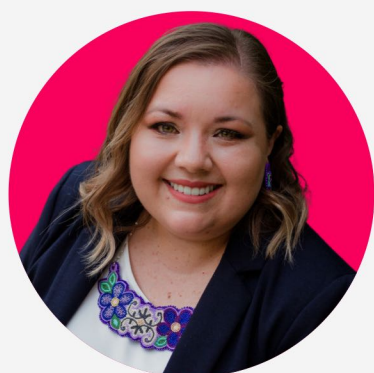
Active  
Committment



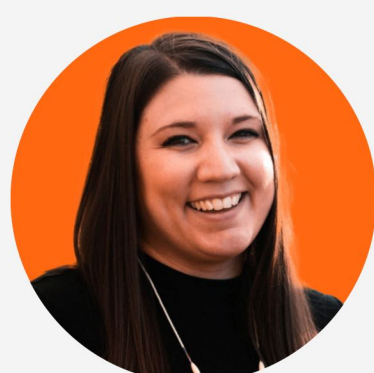
Active  
Allyship

## Indigenous Trailblazers

We had the honour of working with these Indigenous women trailblazers who are inspiring leaders in the community and are creating pathways in and advancing reconciliation, entrepreneurship, inclusive design, and more.



**Annie Battiste**



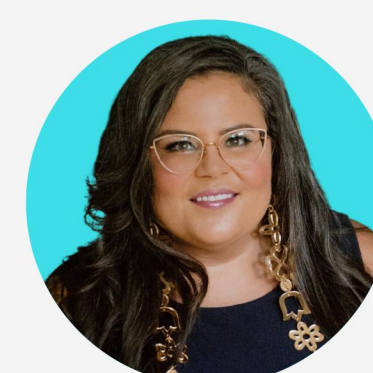
**Dana Carriere**



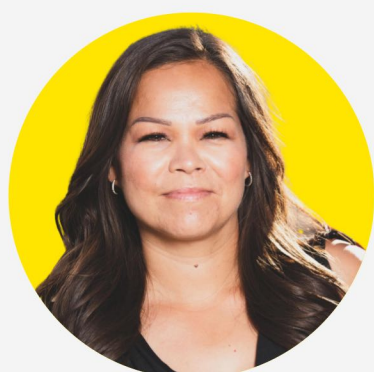
**Jace Meyer**



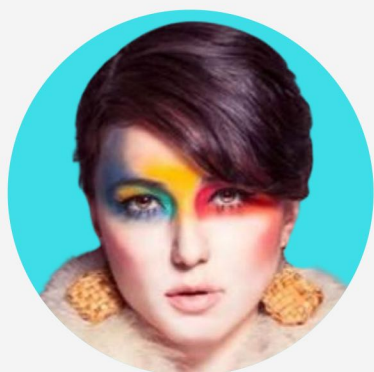
**Jade Jocko**



**Janelle Desrosiers**



**Jessica Dumas**



**Joleen Mitton**



**Sadie Red Wing**



**Sage Lacerte**



**Starrlee DeGrace**

## Supporting Community Organizations

As a team, we selected four community organizations to financially support in 2022 - two Indigenous led, and two Black led, each with an important mission.

### Assembly of Seven Generations

Assembly of Seven Generations (A7G) is an Indigenous youth led & driven grassroots, non profit organization focused on community support and opportunities for Indigenous youth, based on Unceded Algonquin Territory.

### CEE Centre for Young Black Professionals

The CEE Centre for Young Black Professionals is a charity dedicated to addressing economic and social barriers affecting black youth ages 14 and over, through workforce development, education, and advocacy to influence systems and policy.

### Canadian Roots Exchange

As a national Indigenous youth led organization, the Canadian Roots Exchange collaborates with communities to provide programs, grants and opportunities that are grounded in Indigenous ways of knowing and being and designed to strengthen and amplify the voices of Indigenous youth.

### Black Women in Motion

Black Women in Motion is a Toronto-based, survivor-led, grassroots organization that empowers and supports the advancement of Black women, girls, nonbinary and gender-non-conforming survivors of gender-based violence.

# 2022 Impact at a Glance

**500+**



Participants across programs

**6**



Programs & services launched

**700+**



Mentor volunteer hours

**18**



Collaborators, sponsors & partners

**48**



Paid speakers

**12**



Women entrepreneurs hired for project-based work

**4**



Indigenous and Black led organizations supported through financial donation

**13**




Profiles and blogs published

# Fellowship Circle

Fellowship Circle is a 10-week, by application program designed by and for Indigenous, Black, and racialized women - a tailored program providing small group mentorship circles, career learning labs, and networking with peers and industry professionals in tech and business.

51


Fellows completed the program



*With representation from*


30

Postsecondary institutions




6

Provinces




9

Speakers & facilitators




4

Career learning labs



8

Women entrepreneurs with whom we collaborated



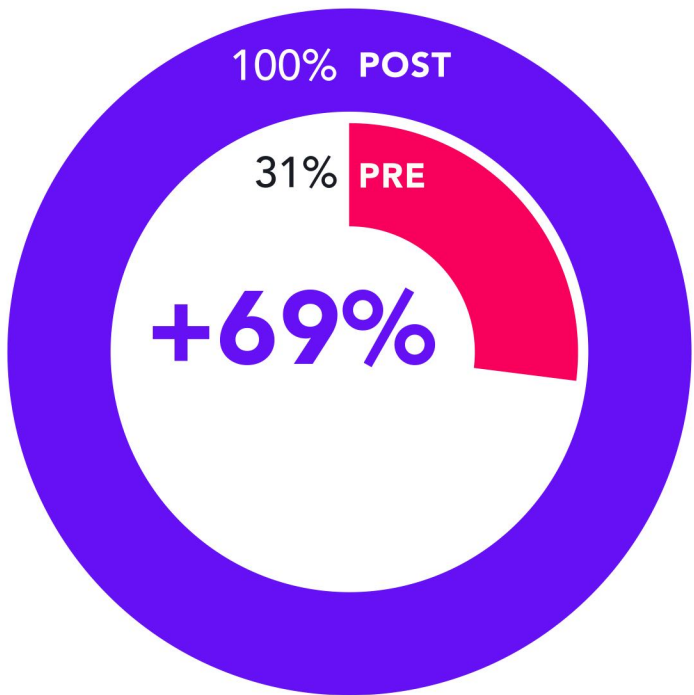
“

“The AHF program has been awesome and worthwhile. It provides a safe space to learn, share and grow. The team, Mentors and Fellows are all really engaging and happy to help. I have learnt a lot on networking, strategies for navigating the workplace/institution, wellness and self-care, etc. Overall, I am glad to have participated in this program.”

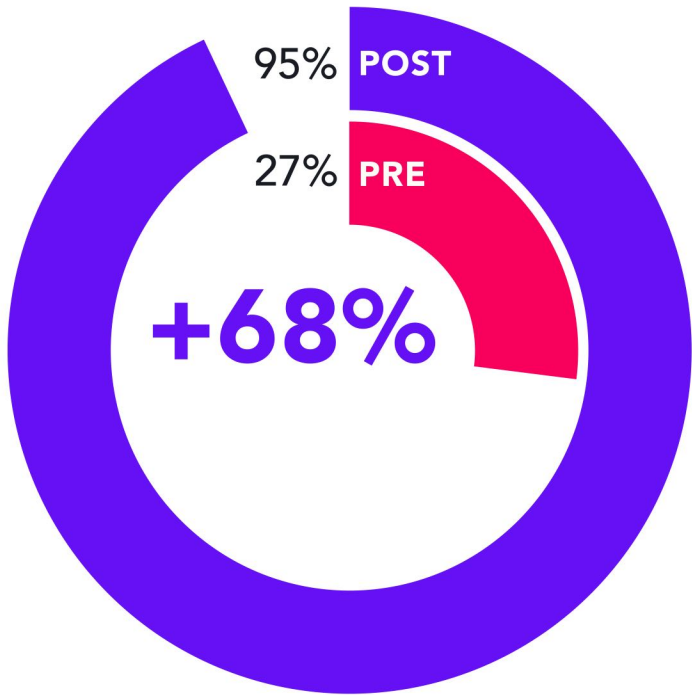
**Oluwabukola A.**  
Fellow, Fellowship Circle 2022

# Fellows Impact

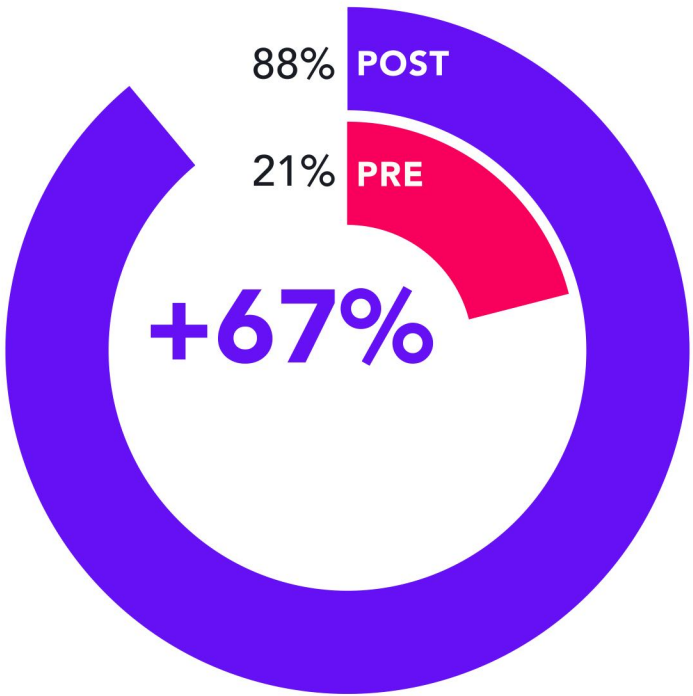
Had opportunities to network with other Indigenous women, Black women, and women of colour and develop their peer and professional contacts.



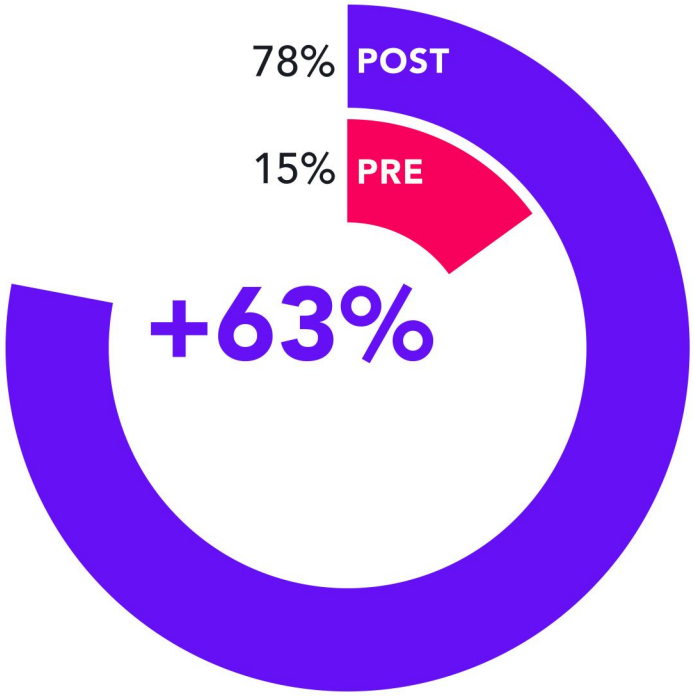
Had access to mentorship by other Indigenous women, Black women, and/or women of colour who were in manager or senior leadership roles.



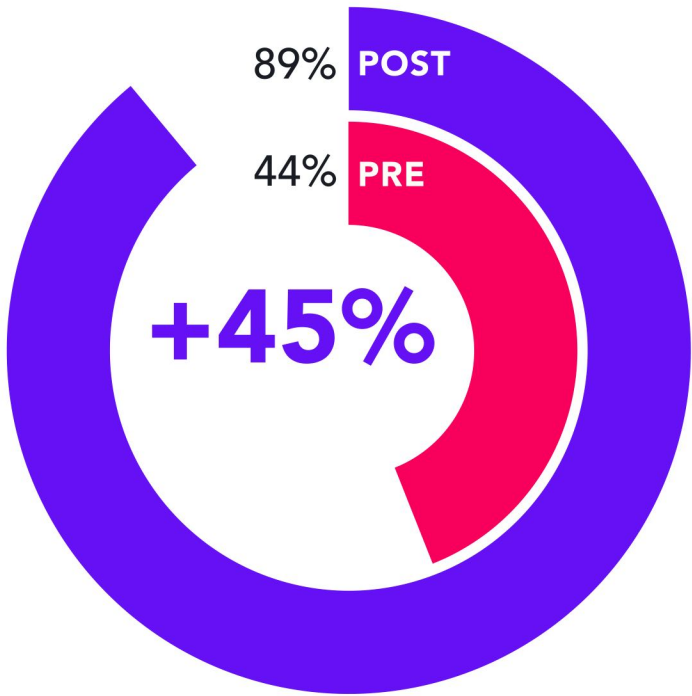
Had access to career learning opportunities tailored to their needs as an Indigenous, Black or woman of colour.



Had access to learning opportunities that covered strategies for navigating the workplace as an Indigenous, Black or woman of colour.




Had access to a supportive and inclusive community of peers and professionals where they could bring their whole selves.



# Mentors Impact

34


Mentors completed the program



With representation from


6

Provinces




27

Organizations



100%




had access to a supportive and inclusive community where they could bring their whole selves

100%




would recommend the Fellowship Circle program to a friend

100%




indicated the overall Fellowship Circle program was a quality experience

100%



satisfied with the overall Fellowship Circle program experience

86%



have grown professionally and personally

\*10-point Likert Scale (% of respondents with 8-10 ratings)



“

“The 10 week 2022 Winter Fellowship Circle experience was an enriching learning experience that made me grow as a person and professional. Being part of a community of strong, bright, amazing women reinforced the power of our shared experience and through vulnerable connection and self discovery, we forged forward together. I feel even more conviction for the AHF vision and mission having gone through as a mentor. Excited to see what's next.”

**Jade Jocko**

**Mentor, Fellowship Circle 2022**

## Fellowship Circle Wrap-Up Celebration Event

**98**

Participants Attended



**4**

Corporate partner facilitated conversation circles



**75**

Networking Visitors



**651**

Total chat comments





## Meet Hoda Abokhadra

Meet Hoda Abokhadra, a passionate champion for youth and women in tech! Hoda currently works as an Analytics DevOps Engineer at Scotiabank while pursuing her Master's degree in Data Science. Hoda is a passionate voice in the AHF community as a 2022 Fellowship Circle Fellow who later become a Mentor and a member of our Advisory Group.

As an immigrant woman of colour, switching to tech from an art background wasn't a smooth step for Hoda; it came with lots of challenges. Hoda applied to AHF's Fellowship Circle because she didn't have access to professional networks and mentorship programs that aligned with her background and lived experiences. Hoda learned much through this experience, highlighting how "expanding my network came along with more valuable lessons and career labs from many inspiring role models for women of colour."

After completing the Fellowship Circle, Hoda wanted to give back to the AHF community through volunteering as a Mentor and in 2023 as an Advisory Group member.



**"Knowing how much the Fellowship Circle program has impacted my personal and professional growth, I wanted to pay it forward because I am determined to support youth and women in navigating their academic and career success in tech."**

## **Virtual Career Accelerator 2022**

Accelerate Her Future's inaugural Virtual Career Accelerator was a fully-funded 16-week program for self-identifying Indigenous, Black, and women of colour based in Ontario.



**90%**

Program completion rate



**10**

Project providers



**95%**

Upskilling completion rate



**7**

Program design sessions with  
our community & stakeholders



**23**

Mentors



**95%**

Would recommend AHF to a  
peer



**95%**

Overall program satisfaction rate



**100%**

Found the AHF team to be  
responsive & helpful



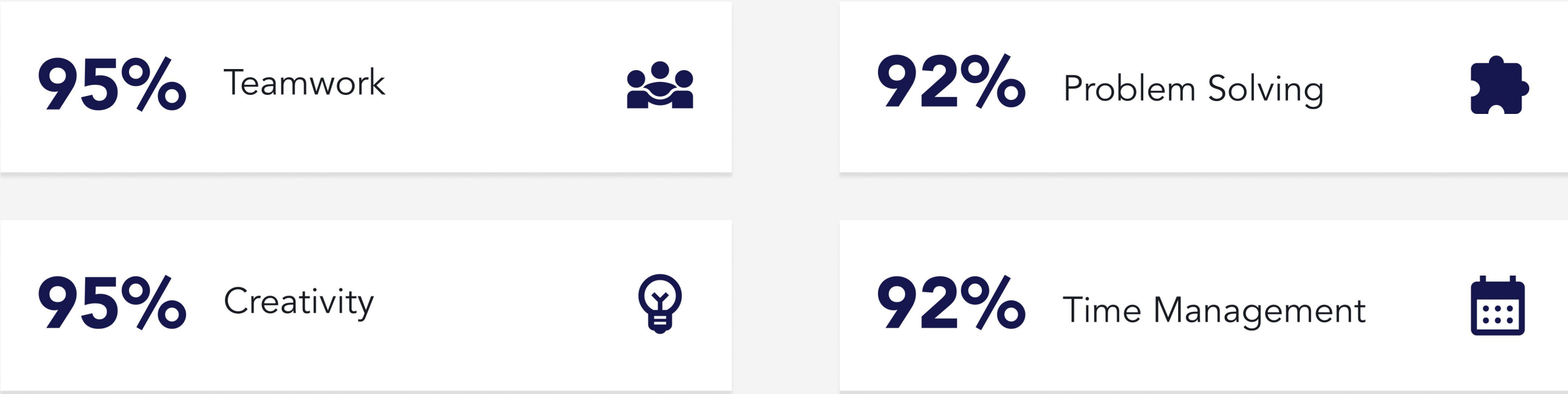
# Effectiveness of Program Components

Participants’ ratings on the effectiveness of the program components



## Short Term Projects

Participants’ ratings on improved “Power Skills” as a result of the short-term projects



## Network Building

Participants' ratings on network building as a result of the VCA program

**95%**

had more opportunities to network with other Indigenous, Black, and women of colour and develop their peer and professional contacts

**95%**

have connected with 1 to 7+ employers in their network since starting the program

**89%**

felt confident in their networking & relationship building skills after completing the program

**89%**

have grown their network of peers and industry professionals

5-point Likert Scale (% of respondents with strongly agree and agree ratings)

“

"Joining the Virtual Career Accelerator, I was nervous, but the AHF team and community really made me feel at ease and continuously supported me throughout my journey. I was able to learn new skills, improve upon old ones and felt prepared for taking on new challenges. I think some moments really have the ability to inspire you, and this was one of mine."

**Pooja Patel**

Data Analytics Fundamentals  
Track Participant

## Meet Liz Mamani

Meet Liz Mamani - she thrives in dynamic and diverse environments, and is adept at navigating cross-cultural challenges with sensitivity and adaptability! Liz is pursuing a Business Administration Advanced Diploma from Niagara College and aspiring to deliver innovative solutions and foster sustainable growth for businesses and communities alike. Liz began her journey with AHF as a Fellow in the 2022 Fellowship Circle and subsequently our Virtual Career Accelerator in the Data Analytics Fundamentals track.



Liz consistently took the initiative to engage with AHF's Career Coaches and has particularly enhanced her networking skills to increase her confidence and self-awareness to believe in herself.

**"As a member of AHF's community," Liz noted, "I found the approach of AHF to be professional and highly focused on personal and career growth, while also demonstrating a beautiful awareness of our women of colour community." Liz also shared that through her involvement with AHF, she discovered "allies that promote a safe space to grow, evolve and glow!"**

# Thank You to Our Service Delivery Partners



OUR WAVE



## This Program was Supported in Part By

AHF's Virtual Career Accelerator Program was funded in part by  
the Government of Canada and the Government of Ontario



# AHF x Corporate Events

AHF introduced AHF x Corporate Partner events, which are curated and intimate events that spotlight women and careers in business and tech while offering opportunities for learning and networking.

## AHF x CPP Investments

Women in Finance

## AHF x IBM

Networking Event

## AHF x Mackenzie Investments

Women in Leadership

## AHF x MLSE

Networking Event

## AHF x Scotiabank

Networking Event



**5**  
Events



**10**  
Speakers



**130+**  
Participants

# AHF Virtual Summit 2022

**Unstoppable** is about redefining our narrative and challenging the status quo that often confines Indigenous women, Black women, and women of colour to labels like underrepresented or underestimated. These labels have defined us, been justifications to hire us, and used as tools to evaluate us. But they are not full reflections of our capabilities and our potential. We are more; much more. We are unshakeable. We are undefeated. We are unstoppable.

290

Registered

42%

from 2021

▲

73%

Attendance Rate

▲

▲

With representation from

7

Provinces

▲

47

Cities

▲

22

Postsecondary Institutions

▲

70

Organizations

▲

13%


Of attendees received a scholarship from AHF

▲




16

Women entrepreneur collaborators




97%

Participants' rating




37

Paid speakers




10

Career Expo booths




1900+

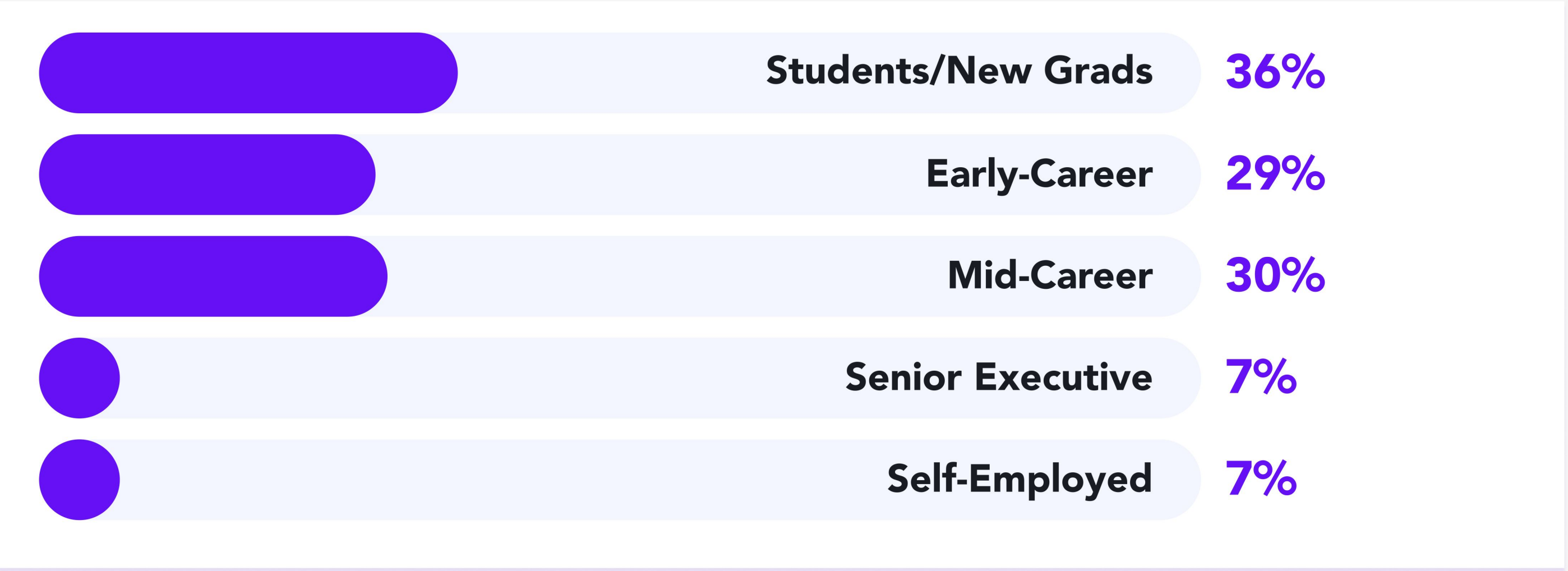
Chat messages



12

Sessions





# Hear From Award-winning Author, Minda Harts, Our Opening Feature Speaker

#AHFVirtualSummit2022



 **Play Video**

# Meet Irene Mukasa

Meet the brilliant and talented Irene Mukasa - branding, marketing, and communications expert! A self-professed brand and communications connoisseur, Irene has spent over a decade helping companies build impactful brands through compelling content and bold messaging. Irene joined the AHF community in the summer of 2021 as a Fellowship Circle Mentor. Subsequently, AHF and Irene worked together on communication and branding strategies for the 2022 Virtual Summit.



After one meeting with us, Irene took our ideas and came back with the **#Unstoppable** theme and key messages that reflected our voice and vision. We felt that she got us and our vision immediately.

With a passion for tech and emerging trends, Irene moderated a dynamic and highly rated panel on Metaverse and Inclusive Design at the Virtual Summit. Today, she is one of our facilitators who moderated a popular career learning lab with our Fellowship Circle community on building your brand through storytelling.

**"I wish during my early career a program like AHF's Fellowship Circle existed. Not only is the programming top-tier but the focus and emphasis on building community is one of the reasons I've enjoyed working with the AHF team. As a mentor, speaker, and event consultant I have experienced first-hand what it means to work with an organization that truly builds community into its programming. The experiences of those who are part of AHF programming are honoured and respected and it is this authenticity to building community and connection based on people's lived experiences that has compelled me to contribute my expertise to this amazing organization. I truly feel blessed to be part of this community."**

# Thank you to Our Generous 2022 Virtual Summit Sponsors



GEOTAB®

MLSE

**Deloitte.**  
Digital

**fiix**  
BY ROCKWELL AUTOMATION

**IBM**

**IGM**  
Financial

# Career Development Research Study

In late 2022, AHF received funding to launch a research study, "Career Development & Experiences of Black, Indigenous and Racialized Women in the Canadian Workplace." This important study aims to better understand the career development experiences of Indigenous, Black and racialized women at all stages of their careers in business and tech.

In order to create effective career development programs, initiatives and supports that will lead to greater retention, engagement and advancement opportunities, we need to better understand needs and what is currently working and not working.

AHF's Career Development & Experiences of Black, Indigenous and Racialized Women in the Canadian Workplace research is funded by the Government of Canada's Future Skills Centre. This study has been approved on ethical grounds by Veritas Independent Review Board.

## The AHF Research Team

**DR. GOLNAZ GOLNARAGHI**  
Lead Investigator

**DANA CARRIERE**  
Sub Investigator

**SEEMA TANEJA**  
Sub Investigator

**DEBORAH ELIEZER**  
Research Team Member

**NATASHA SIDI**  
Research Team Member



# Stage & Media Highlights

We speak at conferences and corporate events to advocate and raise awareness of topics and themes critical to Indigenous, Black and racialized women in the workplace.

22% ↗ from 2021

Instagram Followers




76% ↗ from 2021

LinkedIn Followers




90% ↗ from 2021

Newsletter Contacts




50%

Average Monthly Newsletter Open Rate




13,700+

Website Visitors



73,000+

Pageviews



# Speaking Highlights

Accenture Canada’s International Women’s Day  
2022 National Event

**Owning Your Career Journey: From Design to Destination**

Dr. Golnaz Golnaraghi

The Walrus Talks - Advancing Work

**The Prevalence of White Saviourism in the Workplace**

Dr. Golnaz Golnaraghi

[▶ Watch Here](#)

FITC

**It’s Not Me, It’s You**

Natasha Sidi

[▶ Watch Here](#)

Future Workforce Conference

**Mentorship as a Pathway for More Equitable Organizations**

Dr. Golnaz Golnaraghi  
Accelerate Her Future

Dana Carriere  
Accelerate Her Future

Hoda Abokhadra  
Scotiabank & AHF Fellow

Laura MacDonald  
Scotiabank & AHF Mentor

Brainstorm Strategy Group Inc. Campus Recruiting Forum

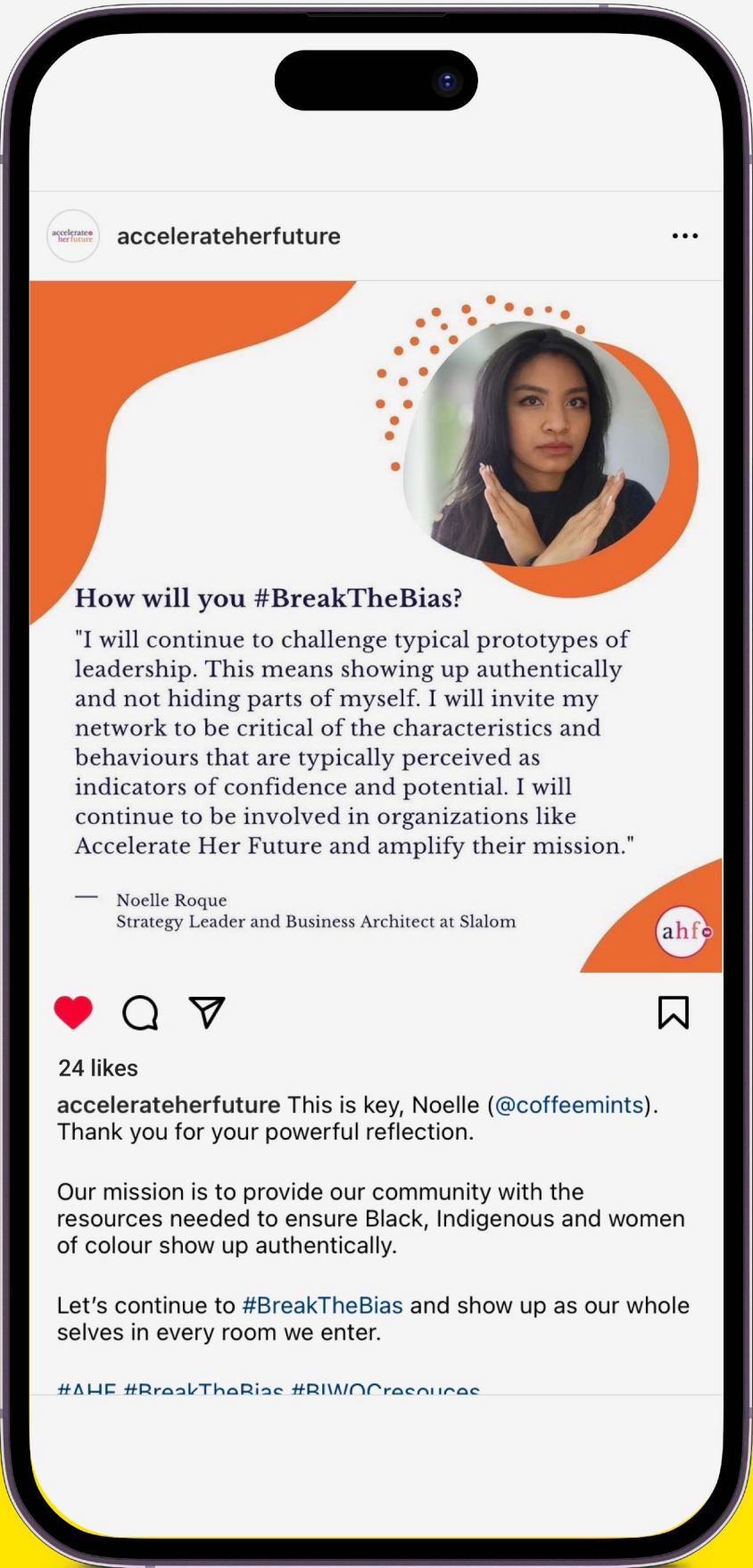
**You Want to Attract, Engage, and Recruit Diverse Talent? Let’s Talk About the Candidate Experience**

Shahzia Noorally  
AHF Mentor & Advisory  
Group Member

Deborah Eliezer  
Accelerate Her Future

Hoda Abokhadra  
Scotiabank & AHF Fellow

# Amplifying Our Community Members



# Our Unique Culture

As a team, we're passionate about our mission, taking ownership of our work, and voicing our ideas and feedback. We strive to co-create a psychologically safe and playful environment that supports our creativity, learning and wellbeing.

12



Indigenous, Black and racialized women entrepreneurs hired for project work

4



Employees on payroll

3



Subcontracted team members

1



Intern

## Learning & Development

We held two Soul Retreats as a team this year. Chivon John led a session for us on Self-compassion. Natasha Sidi facilitated a year-end creative session on celebrating ourselves and each other. Our learning and development sessions included completing the Four Seasons of Reconciliation course by First Nations University.

## 50-30 Challenge Initiative

The 50-30 Challenge is an initiative co-created by the Government of Canada, civil society and the private sector that aims to attain gender parity and significant representation of systemically excluded groups on boards and senior management positions. Accelerate Her Future™ is a participating organization in the 50-30 Challenge given the initiatives mission is core to our mission.

## Featured in Riipen's Case Study

AHF team members Deborah Eliezer and Simran Bakshi were featured in a case study for Riipen's Level Up program. In this video they share more about their projects.



**Dr. Golnaz Golnaraghi**  
Employer, Accelerate Her Future

**Deborah Eliezer**  
Student, MacEwan University

**Simran Bakshi**  
Student, Western University

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada 

 **Play Video**

# Celebrating Our Team Successes

## Shopify x Coralus

AHF applied for and was one of 100 social impact ventures accepted into the Shopify x Coralus Scholarship program.

## Innoweave Coaching Grant

AHF received funding from McConnell Foundation's Innoweave to work with two coaches on our financial sustainability strategy.

## Team Pulse Check Surveys

We administered our team's psychological safety pulse survey

**100%**

Feel they work in a team environment where questions are encouraged

**100%**

Feel they work in a team environment that is fun and engaging

**98%**

Feel safe to be themselves and accepted for who they are within the team environment

**97%**

Feel comfortable sharing mistakes in this team and it isn't held against them

**97%**

Feel they are able to bring up issues in team or one on one with specific team members

**97%**

Feel comfortable asking for help from others in the team

# Financial Sustainability

We continued our pandemic recovery in 2022 with a targeted focus on financial sustainability and revenue diversification. The year 2022 was the first year we reported a modest profit of which 25% was donated to four Indigenous and Black led nonprofits and charities, and 75% invested back into the organization. Revenue, funding and profits are used to support program expenses, administrative costs and strategic development towards our sustainability and growth. All team members were paid for their time in 2022.

Our Founder devoted full-time hours to the organization since April 2021 and did not pay herself until mid-2022. She continues to devote full time hours with a portion in-kind and a portion on payroll. All other AHF team members are paid for their work. Our Founder is paid at the same hourly rate as our team leads. Our team leads were paid 1.8 x the lowest paid member of the team. Our Founder has contributed a 100% of her speaking and consulting fees in 2022 towards AHF revenues.

## Sources of Revenue & Funding



## Expenses by Category



Other Activities Related to Financial Sustainability

- 6 Programs & services rolled out
- 2 Coaches worked on financial sustainability strategy
- 🔍 Monitored financial KPIs by grant, program and overall
- 📄 Selected as a 2023 Coralus Venture
- 💰 Maintained financial budgeting and monthly reconciliation process

889% ↗ from 2021  
Grant & Subsidies

115% ↗ from 2021  
Operating Revenue

25%  
of profits donated to nonprofits & charities

## Our Deepest Thank You

We'd like to acknowledge and thank all individuals and organizations that we've had the honour to engage and work with in 2022.

### ADVISORY GROUP VOLUNTEER MEMBERS

Aretha McCarthy  
Camara Chambers  
Carrie Liang  
Chanèle McFarlane  
Diana Kim  
Jade Jocko  
Jenny Bicong Ge  
Michallia Marks  
Shavonne Hasfal-McIntosh  
Vaneezeh Siddiqui

### AHF AMPLIFIERS

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