



Restoring dignity  
How business training  
gives women hope



A gorgeous initiative  
Lise Watier focuses on  
inner and outer beauty

**MEDIA  
PLANET**

June 2011

# EMPOWERING WOMEN & GIRLS



## THE POWER OF EDUCATION

**Jennifer Lopez** acts as the driving force  
behind The Venus Goddess Fund for Education



*"Be independent, and be proud to  
be." — Joannie Rochette*

CATCH UP WITH CANADA'S OLYMPIC SWEETHEART ON P. 51

MAIN PHOTO: KEVIN MAZUR FOR WIREIMAGE

**Proud sponsor and believer of  
empowering Women & Girls**

Ogilvy Renault has joined Norton Rose Group

2600 lawyers  
5 continents  
1 vision

[nortonrose.com](http://nortonrose.com)

**NORTON ROSE**





# CHALLENGES



For **women across the globe**, life brings challenges and difficulty. However, their strength and drive continues to elevate them from situations of despair—all they need are the opportunities presented by **entrepreneurship and education**.

## Empowerment starts with shifting attitudes

**C**ould you run with a broken leg? Maybe, but not very fast. And it sure would hurt. When half our population can't reach their full potential, it holds all of us back.

Despite many social and economic gains, women and girls still face a surprising number of barriers including high rates of sexual and physical assault, endless media messages that sexualize females, and workplace policies that discriminate against mothers.

### Violence against women

Violence against women is an epidemic that costs Canada \$4.2 billion annually in health care, criminal justice, social services and lost wages and productivity. Too many women pay with their lives.

Every six days in Canada, a woman is murdered by a current or former partner. In just one year, over 425,000 women and girls were sexually assaulted—since only 10 percent of assaults are reported, the real number is much higher.

At the Canadian Women's Foundation, we are taking action by funding more than 450 emergency shelters across the country. We also invest in violence prevention programs for high school students—even years after attending a program, ninety percent of teens say they still use what they learned to keep their relationships healthy and safe.

### Hyper-sexualization

Every day, we are bombarded with images of passive, sexualized females in advertising, music videos, movies and television. Every year, these messages are aimed at younger and younger girls. How about a push-up bikini for a seven-year-old? Or pink underwear for a little girl emblazoned with the slogan: "Who needs credit cards?"

These images have an especially powerful impact on girls entering adolescence. The more television they watch, the more girls believe their value depends on their physical appearance. The result? They begin to hate their own changing bodies, their confidence plummets, and their rates of depression, anxiety, eating disorders and self-harm skyrocket. Even their cognitive functioning is impaired.

We fund programs that teach girls how to critique these messages, get them active in sports and science, and keep them safe online. Eighty percent of girls in our programs say they learn critical-thinking skills and become more self-confident. Best of all, they feel better about being a girl!

### The high cost of motherhood

Women in Canada pay too high a price for being mothers, often sacrificing their long-term economic security to meet their family responsibilities.

Although many women have highly successful careers, the workplace is still not a level playing field. Most mothers with young children work



Bev Wybrow  
Canadian Women's Foundation

### TIPS

#### Empower your daughters

- Help her find a girls-only program where she can develop self-confidence, become more active and develop a positive body image.
- Instead of taking away her fashion magazines or reality TV shows, suggest that she create a project to analyze their hidden (and not-so-hidden) messages. Encourage her to paste an advertisement or screenshot from the TV on a piece of paper, then write down her answers to these questions: Who made this image? What is its purpose? What message does it convey? What is being sold? How does the image make you feel? Invite her to come up with her own questions and to involve her friends in the project!
- Encourage her to create her own media—shoot a video on her cell phone, write a song about how she feels, or create a poster with empowering images of girls.

outside the home and also do most of the childcare and housework—the so-called "second shift." Since governments and employers have failed to address the huge influx of women into the paid workforce over the last thirty years, it falls on individual women to juggle their dual responsibilities without adequate childcare or family-friendly policies.

Not surprisingly, many choose part-time work or a less demanding career. While this offers flexibility, it also means lower wages and fewer benefits. Mothers who take time from paid work to raise their children lose almost a third of their earning power.

Since women's average lifetime earnings are just 65 percent of men's, women who raise children on their own or become divorced or widowed often fall into poverty, taking their children with them.

We invest in programs that help women move out of poverty and create a more secure future for their children. Our research shows that 84 percent of women who received welfare when they started our program were able to reduce their dependence.

The Canadian Women's Foundation works for the day when women and girls are safe in their relationships, when they are surrounded with images of powerful females, and when they can reach their full earning potential whether or not they have children.

On that day, our entire society can stand proudly on both feet and, together, we can build a more prosperous future.

## Addressing a monthly issue

**Imagine your daughter staying home from school for several days every month, not because she's sick—but because she has her period.**

Tough for most of us to imagine, but it's reality for millions of girls in developing nations, for the simple reason that sanitary pads and tampons are either unavailable or unaffordable. Rather than risk discomfort or ridicule, girls stay home, missing three to five school days every month. Researchers concur that educating girls should be a top priority as a means to solve numerous social and economic issues facing the developing world.

### Long-lasting consequences

The impact goes far beyond girls' falling behind academically. Earlier drop-out and age of marriage and childbirth, increased incidence of maternal mortality, reduced career choices



and wages, and overall a riskier, less empowered life are the tragic consequences—not the future any parent would want for their daughters.

When Lunapads co-founders Madeleine Shaw and Suzanne Siemens became aware of the issue in 2000, they knew that their products could offer a sustainable solution. Under the name Pads4Girls, today Lunapads provides low-cost versions of the company's best-selling washable menstrual pads and padded panties to girls in need in a dozen countries. Learn how you can help at [www.lunapads.com/Pads4Girls](http://www.lunapads.com/Pads4Girls).

ASHLEY KNAPP  
Lunapads  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

WE RECOMMEND

PAGE 6

Building a future  
How NAVIC is protecting the rights of women in the trades.

“While the construction industry promises significant career and business opportunities...we must keep working toward a higher level of representation...”

Finding the will to win p. 5  
Joannie Rochette speaks on a lifetime of athletic ambition.

The Justicia project p. 7  
Helping women find the mom/work balance.

MEDIA PLANET

EMPOWERING WOMEN  
1ST EDITION, JUNE 2011

Responsible for this issue:  
Publisher: Jemima Codrington  
jemima.codrington@mediaplanet.com  
Designer: Penelope Graham  
penelope.graham@mediaplanet.com  
Contributors: Elianna Lev, Pauleanna Reid, David Shoemaker, Jane Smith, Suzanne Wintrob, Canadian Women's Foundation, cbm Canada, Girls Action Foundation, Ashley Knapp

Photo Credit: All images are from iStock.com unless otherwise accredited.

Managing Director: Gustav Aspegren  
gustav.aspegren@mediaplanet.com  
Editorial Manager: Jackie McDermott  
jackie.mcdermott@mediaplanet.com  
Business Developer: Darshan Thomas  
darshan.thomas@mediaplanet.com

Distributed within:  
National Post, June 2011  
This section was created by Mediaplanet and did not involve the National Post or its Editorial Departments.

FOLLOW US ON FACEBOOK AND TWITTER!  
[www.facebook.com/MediaplanetCA](http://www.facebook.com/MediaplanetCA)  
[www.twitter.com/MediaplanetCA](http://www.twitter.com/MediaplanetCA)

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.

FACTS

Did you know?

■ Eighty seven percent of Canadians think that media advertising puts too much emphasis on young women being sexy and not enough on their abilities and intelligence.

■ Teenage girls are three times as likely as boys to suffer from depression.

■ Twenty nine percent of Aboriginal girls report that they seriously consider suicide.

COURTESY OF GIRLS ACTION FOUNDATION  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)



# Gathering to address the issues

**In many parts of the world, women are routinely beaten, raped or sold into prostitution.**

They are denied access to medical care and education. In sub-Saharan Africa, only 83 girls are enrolled in school for every 100 boys. "Girls and Women are the moral issue of our time" according

to the New York Times which is why it is imperative that we identify, discuss and challenge the many issues that affect women and girls.

The Women's World 2011, a conference first held in 1981, was the first world-wide interdisciplinary gathering focused on research regarding women's issues and open to all

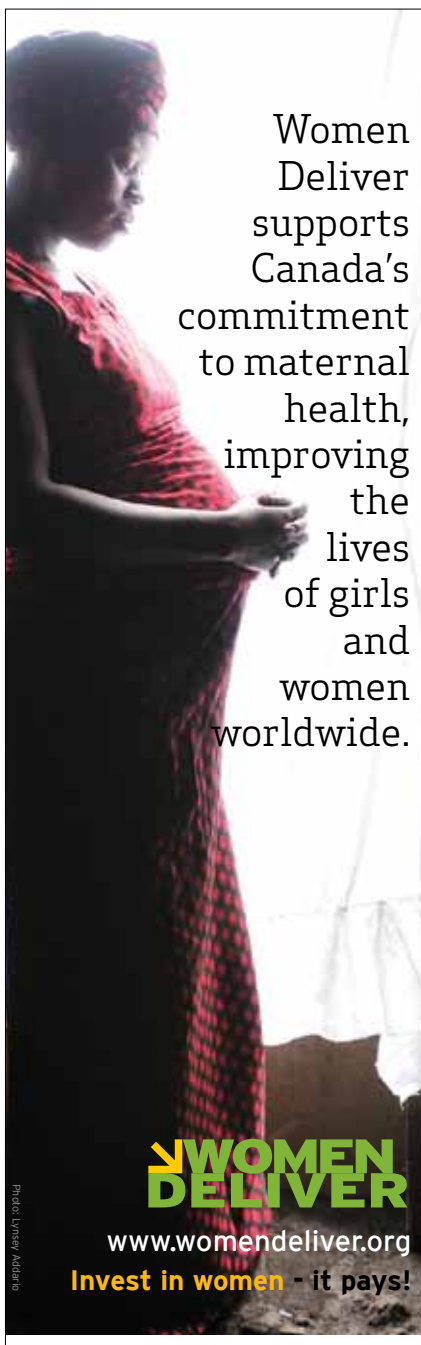
interested researchers and activists. Held this year on July 3 to 7, 2011 in Ottawa-Gatineau, the theme of this year's gathering is to discuss inclusions, exclusions and seclusions of women in our globalizing world. The conference will address a world of women's issues as they pertain to globalization, global hierarchies

and social identifications like power, privilege, citizenship and nationalism.

The G(irls)20 Summit, first held in Toronto June 2010 and this year in Paris October 18 to 21, will gather one delegate from each G20 country, plus a representative from the chair country of the African Union.

Discussions promoting tangible, scalable solutions toward economic prosperity will culminate in a communiqué blueprint on how to utilize and engage one of the best resources in the world—girls and women.

DAVID SHOEMAKER  
editorial@mediaplanet.com




Women Deliver supports Canada's commitment to maternal health, improving the lives of girls and women worldwide.

**WOMEN DELIVER**

[www.womendeliver.org](http://www.womendeliver.org)

Invest in women - it pays!



**OUR MISSION**

To facilitate the success of women in the Canadian construction industry by uniting our voices, knowledge and resources through the passion of our members and the women we inspire.

**Let CAWIC help you reach your goals.**

For more information:

TEL: 416.759.1991  
EMAIL: [info@cawic.ca](mailto:info@cawic.ca)  
WEB: [www.cawic.ca](http://www.cawic.ca)

**LEADERSHIP  
MENTORSHIP  
MEMBERSHIP  
PARTNERSHIP**

**Inspiring all girls to be strong, smart, and bold.™**




A Girls Inc. girl belongs to a community that empowers her to pursue the biggest dreams she can dream. She is uplifted by the strength of a national organization that is committed to inspiring the leaders of tomorrow. This is how Girls Inc. celebrates all girlhood. Join us. To learn more or to find a Girls Inc. visit:

[www.girlsinc.org](http://www.girlsinc.org)

**girls inc.®**


**Lunapads.com**  
eco positive periods

Lunapads and The DivaCup are smart, sustainable alternatives to disposable menstrual products.



*Lunapads Founders Suzanne & Madeleine*

**Pads4Girls:**  
Giving girls in developing nations the freedom to learn every day of the month, every month of the year.



*Student at Genambers School, Ethiopia*

[lunapads.com](http://lunapads.com) | [pads4girls.com](http://pads4girls.com) | 1.888.590.2299

facebook YouTube

When money is scarce, only boys get to go to school.


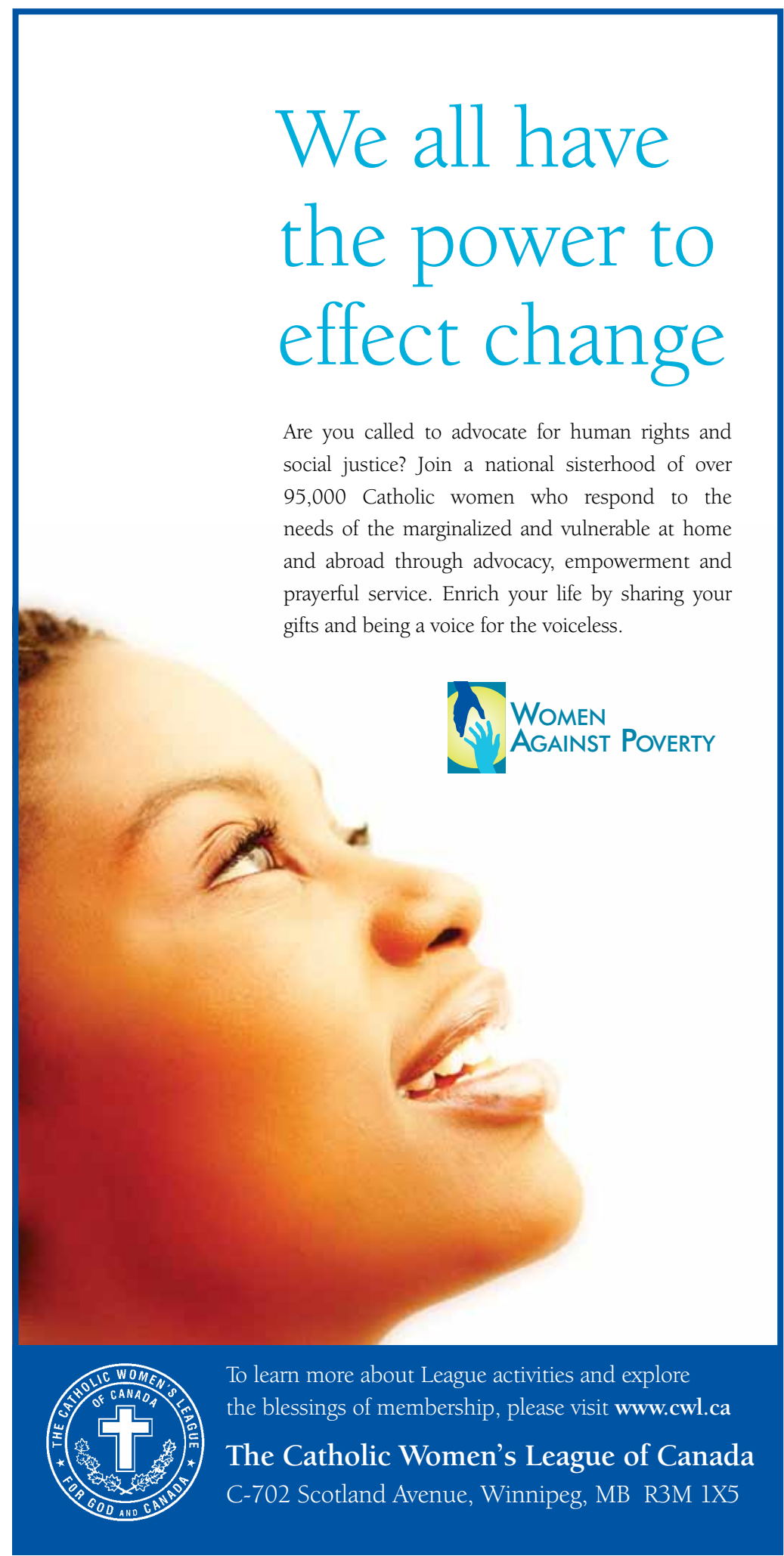
At Firelight Foundation we know that when girls stay in school they are more confident, healthier and achieve more.

Your donation can help a girl stay in school. Make a gift today.  
[www.firelightfoundation.org](http://www.firelightfoundation.org)



We all have the power to effect change


Are you called to advocate for human rights and social justice? Join a national sisterhood of over 95,000 Catholic women who respond to the needs of the marginalized and vulnerable at home and abroad through advocacy, empowerment and prayerful service. Enrich your life by sharing your gifts and being a voice for the voiceless.



**WOMEN AGAINST POVERTY**

To learn more about League activities and explore the blessings of membership, please visit [www.cwl.ca](http://www.cwl.ca)

**The Catholic Women's League of Canada**  
C-702 Scotland Avenue, Winnipeg, MB R3M 1X5





# INSPIRATION

**Question:** How does superstar Jennifer Lopez aim to empower women and girls?

**Answer:** By embracing her new role as global ambassador for The Venus Goddess Fund for Education.

## Helping girls find their inner goddess

### LEADER TO LEADER

**Jennifer Lopez is no stranger to being an empowered woman.**

As well as finding time to juggle her own successful career and young family, Lopez is now embracing a new role as the first-ever global ambassador for the Venus Goddess brand. This includes being spokesperson for the newly-formed Venus Goddess Fund for Education—a philanthropic initiative that endeavours to empower women and children through education.

### Today's modern goddess

This new fund partners with major organizations such as Step Up Women's Network, CARE International, and the Maribel Foundation. Along with her sister Lynda, Jennifer founded the organization to empower women and girls through increased quality and availability of healthcare. Since its inception the Maribel Foundation has made drastic strides in telemedicine, a groundbreaking healthcare initiative that utilizes telecommunications to allow children all over the world access to healthcare ranging from diagnoses to treatment.

In addition to Lopez's own foundation, CARE International is one of a number of beneficiaries of the Venus Goddess Fund for Education, a charitable effort dedicated to empowering women around the world through education. In Western Europe,

she explains. Lopez also credits the simple things in life with letting her Goddess shine, allowing her to feel her most empowered when she's at home with her family. "Being able to relax. Not having to be in makeup and hair and all dressed up. Being at home, cooking a meal and then getting to eat it! Not worrying about what I'm eating. Hanging out with my girlfriends. Talking about how silly men can be and how they like to make us think we're the crazy ones."

### A new era for women and girls

Lopez classifies giving birth to her twins as her most empowering moment, which in turn led to the creation of The Maribel Foundation. Along with her sister Lynda, Jennifer founded the organization to empower women and girls through increased quality and availability of healthcare. Since its inception the Maribel Foundation has made drastic strides in telemedicine, a groundbreaking healthcare initiative that utilizes telecommunications to allow children all over the world access to healthcare ranging from diagnoses to treatment.

In addition to Lopez's own foundation, CARE International is one of a number of beneficiaries of the Venus Goddess Fund for Education, a charitable effort dedicated to empowering women around the world through education. In Western Europe,

### PROFILE



### Jennifer Lopez

■ **Age:** 41

■ **Position:** Singer, actress & "American Idol" judge.

■ **Goddess moments:** "All of those times when I am connected to who I really am—comfortable with myself and confident in who I am."



### A HEALTHY ROLE MODEL

Journalist Lynda Lopez; Actress Jennifer Lopez; Step Up Women's Network's Angie Grabski; CARE International's Katie Hill.

PHOTO: KEVIN MAZUR FOR WIREIMAGE

funds benefit CARE's Power Within program; in Canada funds benefit CARE's Page program. The PAGE (Partnership in Addressing Gender in Education) project in Malawi promotes girls education by supporting communities to overcome obstacles that prevent girls from fully participating in education. Specifically, the project raises awareness about child rights, teachers' responsibilities, government responsibilities as well as responsibilities of the children in relation to their

participation in education.

To find out how you can help by sharing your Goddess moment, visit <http://www.gillettevenus.com>, and the Venus Fund for Education will donate \$1 to a brighter future for women and girls.

JANE SMITH

editorial@mediaplanet.com



## EMPOWERING GIRLS IN CANADA

CONFIDENCE • CRITICAL THINKING • LEADERSHIP • SOCIAL CHANGE



GIRLS ACTION  
FOUNDATION



## Olsen Europe presents Double Happiness 2011



To find a store nearest you visit [www.olseneurope.com](http://www.olseneurope.com)



Stay Connected:

- [www.doublehappiness.me](http://www.doublehappiness.me)
- [facebook.com/olseneuropefashion](https://facebook.com/olseneuropefashion)
- [twitter.com/olseneurope](https://twitter.com/olseneurope)



fashion. worldwide.

SHE HAD THE ABILITY.

cbm HELPED HER FIND IT.



Through cbm, you can help women with disabilities live, earn, thrive with dignity.

[www.cbmcanada.org](http://www.cbmcanada.org)

1.800.567.2264

Charitable Registration No. 10601 8329 RR0001

**cbm**  
christian blind mission  
together we can do more



At the 2010 Vancouver Olympics, **Joannie Rochette** won bronze just days after losing her mother. Here, Rochette reveals how her love of figure skating empowered her to win against all odds.

# FINDING THE WILL TO WIN

■ **Q : What inspired you to start figure skating?**

I actually started skating when I was 22-months-old. My father was a hockey coach, and he put me on skates really early. We live on an island, called Ile Dupas, in the middle of the St Laurence River. In the winter when they go ice fishing, my father would shovel the ice and I would skate. It was really more of a family thing, and then my mother put me in the club when I was four years old because she wanted me to make friends before kindergarten, because I was an only child. At first it was nothing intensive, it was just to make friends and to be more integrated into society.

■ **Q: You refer to yourself as a “nerd” in high school! How did skating help you feel empowered?**

It was great because it's a group of girls together and you feel like you belong to that group. You set goals for yourself every week and you achieve them, which is great for your self-esteem. It can be quite expensive, but my parents always told me to invest money in your future, not for you to necessarily become great or anything, but just to be active. First of all, being active is great for your health, and while you're doing that you're not in the street thinking of doing bad things. Basically it kept me out of trouble!

■ **Q: Which powerful women in sport inspire you?**

Ekaterina Gordeeva. Her husband died in 1995 when she was skating with him—he was her partner and died of a heart problem on the ice while they were skating. She continued skating—it was really inspiring to me, especially considering



what happened in Vancouver. It became even more meaningful. I had the fortune to tour with her in the U.S, so it was great to skate and share with her.

■ **Q: Speaking of Vancouver, you were inspirational. How did skating help you through the darkest time of your life?**

I think sport really gives you a competitive edge, the will to win not necessarily over the others, but to win for yourself. Well for me, I like to win over others too; I'm very competitive and have been since I was very young. Maybe that comes from being an only child—and it definitely came from my mother who always wanted me to be the best - but I think that's what saved me. When I heard the news and got to the ice six hours later, and I saw the other girls—I saw a Japanese girl do a perfect triple lutz next to me—and I just thought: “I can do this”. I just wanted to bring the best out of myself—my competitive side really helped.

■ **Q: So it helped to spend that time alone on the ice?**

In skating there's a whole team with you, but at the same time you're by yourself. You have to be willing to spend a lot of hours with yourself, it can get pretty lonely at times, but you become to be your own best friend and you get to know yourself a way you wouldn't if you didn't go through that.

■ **Q: Aside from the technical aspects of skating, what have you learned through sport? What are some of the life skills competitive skating has taught you?**

To set goals for yourself, and not to procrastinate. You learn to push yourself to do things when you don't want to—hell, some days you can't even climb up the stairs because your legs hurt so badly from the previous day. But you kick yourself in the butt and you keep going! I think I learned that kind of discipline, that kind of will to achieve your goal, even if it means suffering one day. It helps to keep that big goal and the big picture of it.

■ **Q: What's your advice to young girls following their goals, whether it's figure skating or not?**

I was never really a clique person who would hang out with a lot of people, I was always very independent, a bit of a loner I guess. I would say be independent, and be proud to be. Have goals, and keep on track. I was a bit obsessive compulsive when I was younger, I would play those mind games; I was so busy trying to be the best I could, the drama of high-school, it never really crossed my mind. Just set goals for yourself, it keeps you from trouble and that intimidation at school.

JANE SMITH

editorial@mediaplanet.com



Dear Gold Bond,  
Wow! Your Ultimate Restoring Lotion with CoQ10 is amazing! After 40 my skin looked tired. Now my skin feels renewed and looks younger...it's the skin I used to have!

THANKS!  
Judy J.



This stuff really works!

7 moisturizers, vitamins A,C & E plus restoring CoQ10 help skin renew itself



INSIGHT



FACT  
3  
TWO THIRDS OF  
MINIMUM WAGE  
WORKERS ARE  
WOMEN

**NEWFOUND HOPE**  
Foure with her children Zeinabou, seven, and Mockar, five.  
PHOTO: GREG LOW, COPYRIGHT CBM AUSTRALIA

Foure has suffered a life of **unimaginable abuse** and disadvantage. Crippled as a child from Polio, she has been ostracized by her community, and has faced violence at the hands of men. Through business training provided by CBM, she is now taking control—and **breaking the cycle of despair** for her own daughter.

# RESTORING DIGNITY AND HOPE

**T**hirty-year-old Foure crawls around her village in Niger on her hands and knees. She hasn't been able to walk upright since contracting polio as a child. Everyone else towers above her, even her two children Zeinabou, seven, and Mockar, five. For years the stigma of her disability meant Foure was rejected by the community. "Some people in my village would scare others away, telling them it wouldn't be good to be seen with me because of my disability. They said I was a reject. A disgrace," she says. That was just the beginning of Foure's abuse. Eight years ago, Foure was drugged by a man who then took advantage of her. When he found out she was pregnant, he laughed at her and left town. Foure was abused again a couple of years later. This time, the man responsible threatened Foure to keep quiet.

The threats continued. "One man in the village said that if he found me alone, he'd rape me. I was so afraid, I stayed in the house and hid. These men were very bad people, not honest. They treated me like that because I had a disability and so couldn't fight them off. I couldn't run away. They said I was cursed." During this time, Foure has held on to her faith. "I stayed strong because I put my trust in God," she says. **Taking control** Tired of the abuse and of relying on others to support her, Foure found hope in a business loan provided through CBM Canada. She's been running a business selling fish, oil and rice with her mother for five years, ever since the birth of her son. "The only way to be independent is through a good business. Before the business I was always waiting for people to help me. Now I can help myself, I can buy food. I'm independent. I can feed my children.

"After I started my business, people in the village showed me more respect because I was more independent," she says. That respect is evidenced in her appointment as vice president of the Joy group, a support network set up by CBM for people with disabilities who have been given business loans. The group gathers regularly to encourage and keep each other accountable as they develop their businesses. Foure's family is important to her. She wants to provide the best for her children, and believes a good education is the right foundation. Now that she's earning an income, she's determined to send all her children to school. **Breaking the cycle** "If there's one thing I could teach my children it's to do well in school. Then they can earn a good living and be a respected part of the community. "I hope my daughter has an easier life than mine. I would like her to

become a teacher." Foure appreciates education, and was more than happy when CBM offered her business training. She also hopes to use her business knowledge to help others. "I was very happy to get training because now I can teach others to run a business. This can empower them." CBM Canada (formerly known as Christian Blind Mission), a leading international Christian development organization, has a laser sharp focus on helping children and adults trapped in the cycle of poverty and disability in the poorest communities of the world. They provide vocational training to over 23,000 women with disabilities to teach them marketable job skills, and help over 15,000 women find suitable employment. "Women like Foure have a triple disadvantage in their communities," says Beth Jost-Reimer, director of communications and marketing at CBM Canada. "They live in dire poverty. They're discriminated against

because they're women and they're isolated because of their disability. The sad truth is, they're two to three times more likely to be abused than other women." "Thanks to the generosity of Canadian donors, CBM is restoring dignity and giving independence to women with disabilities," says Ed Epp, executive director of CBM Canada. "Equally important is that they are no longer regarded as a helpless person with a disability. These women are considered valuable members of their communities, capable and responsible for their own well-being as well as their families." To learn more about CBM's life transforming work, visit [www.cbm-canada.org](http://www.cbm-canada.org) or call 1-800-567-2264.

COURTESY OF CBM CANADA  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)

NEWS IN BRIEF

## Building future for women in trades

**Increasing numbers of women are getting involved in fields such as engineering and construction, but these women are not always fairly represented.**

It's a fact that sparked the creation of NAWIC, the National Association of Women in Construction, in the United States. Over the past five years, Canada has taken its own steps to empower women in engineering with the development of a sister chapter, the



Canadian Association of Women In Construction.

"While the construction industry promises significant career opportunities... we still have a long way to go."

**Tammy Evans**  
President, CAWIC

"While the construction industry promises significant career and busi-

ness opportunities for women in a variety of trade, technical and professional fields, we still have a long way to go and we must keep working toward a higher level of representation in our workforce and improved support of women in construction", says CAWIC President Tammy Evans. The mandate of CAWIC is to do just that — promote the long-term success of women in construction, and members range from tradeswomen to constructors and architects. The interest in moving into typ-

ically male-dominated fields isn't exclusive to women—girls as young as fifth grade are taking an interest in what's being referred to as STEM: Science, Technology, Engineering and Math. Organizations such as Girls Inc. have fostered girls' enthusiasm for STEM careers, with a hands-on approach and after school programs.

JANE SMITH  
[editorial@mediaplanet.com](mailto:editorial@mediaplanet.com)





# Tipping the scale for the mom/work balance

■ **Question:** Why should women have to choose between a successful law career and being a mom?  
■ **Answer:** With the help of the Justicia Project, women can find the flexibility they need to maintain their jobs—and have a family.

**Shortly after Deborah Glatter got married, the Toronto lawyer realized it would be a struggle to have children while working as a high-powered litigator. She was regularly away from home for lengthy trials and her husband's job was also time-consuming. If they wanted to start a family, something had to change.**

Rather than give up on being a mother, Glatter had a son and gave up her legal practice to teach law. The hours were predictable but the work wasn't nearly as challenging or remunerative. As she recalls, "It was the right place for me to be at that time in my family life." When her son was older, Glatter high-tailed it back to the office. Today, Glatter is director of professional development and student programs at Cassels Brock and firm representative on Canada's first pro-



"While it's not easy to have it all you can—with some compromise..."

**Deborah Glatter**  
Director, Professional Development programs  
Cassels Brock

gram promoting the retention and advancement of women in the legal profession.

**Flexibility is key**  
Called the Justicia Project, the Law Society of Upper Canada's three-year pilot program has received overwhelming response from medium and large law firms across the province. Fifty seven of 70 eligible firms have signed on, all fiercely committed to tracking gender demographics, designing flexible work arrangements, networking on new initiatives, and providing mentoring and leadership skills development for women. The idea is to help women feel comfortable in the profession and, ultimately, move up through the ranks towards coveted partnerships. Males

benefit because they, too, can take advantage of formalized policies to achieve greater work-life balance.

"While it's not easy to have it all, you can—with some compromise—have a satisfying and long legal career while having a life," says Glatter. "If we weren't flexible, we would lose very bright legal minds. By allowing them to take a break from work and go attend to those more pressing needs, we've retained excellent lawyers."

**Preventing attrition**  
According to the Law Society, career demands are so intense that female lawyers are three times more likely than their male counterparts to pack it in within five to 10 years. With more than 50 percent of law school graduates being women, the Justicia Project

hopes to reduce the drop-off rate.

"Women want the transparency and the knowledge that there is actually a process that they can approach the managing partners and say, 'I'm having difficulty. I need a temporary work arrangement because my child has been diagnosed with something,'" explains Josée Bouchard, the Law Society's equity advisor. "Just the knowledge that the request will be handled in a certain way is very helpful."

Michelle Gage, national director of legal talent at Norton Rose OR LLP, agrees. Since signing onto the Justicia Project, the firm has revised its parental leave policy to include adoptive and same-sex parents. A New Parents Toolkit helps employees transition to and from their time off. Says Gage: "Just looking at the statistics in our profession, it is now at the entry-level majority female so it's important for law firms to make sure our working environments are conducive to those people staying."

**SUZANNE WINTROB**  
editorial@mediaplanet.com

## Addressing the politics of women's rights

**From unequal salaries to a poor national childcare policy, there isn't alot being done for women in Canada, and many organizations that served women have been demolished. Perhaps it's time for a new political reform.**

In January 2011, Shannon Lee Mannion and Esther Matharu formed the Women's Alliance Party of Canada (WAP). Although the WAP was founded by women, for women, Mannion, spokesperson and founder, clarifies that the party's political involvement is not exclusive to women. She explains that men are welcome to participate however; the WAP's main focus remains the lack of concern for women's issues. "Someone needs to stand up and say you know what, there's a problem here," says Mannion, whose proactive voice sheds light onto key issues that have been overlooked. WAP is dedicated to rebuilding our nation by encouraging



**A NEW VOICE**  
Esther Matharu (left), and Shannon Lee Mannion.  
PHOTO: PRIVATE

public engagement and changing traditional government policies that neglect women and other minority groups.

**Dealing with the issues**  
The Women's Alliance Party understands what's important to Canadians and strives towards showcasing awareness on various concerns such as: child care rights, election reforms, regional government and planning, national security and youth and development. Still appealing mostly to women, the WAP prides itself on being

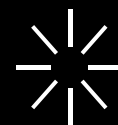
a party that deals with such issues strategically, driven not by popular endorsement but by the principle that "all citizens matter."

**Knowledge is power**  
Mannion and Matharu place high value on educating not only women, but young people and non-voters alike. While speaking at various institutions, as demonstrated on their recent trip to Carlton University; WAP strives to motivate young adults to exercise their democratic rights and duties. "It's not about guessing when

you get to the ballot box, it's about making an informed choice. You have to become educated. Only 40 percent of the population voted in the current government and this just isn't acceptable," affirms Mannion.

**Getting involved**  
She goes on to mention that there are many ways to become politically active and being proactive in local communities are important stepping stones towards inducing change. While at Carlton, the founding members were overwhelmed by the positive response from the audience which resulted in everyone signing their government declaration form bringing them that much closer to their 250 signature goal. By building awareness and redefining the future of our nation, the Women's Alliance Party is not only standing up for women, but all of Canada.

**PAULEANNA REID**  
editorial@mediaplanet.com



DON'T MISS!



## A gorgeous initiative

**Lise Watier knows the power of lipstick.**

For over 40 years, the Canadian cosmetics queen has helped women feel good by looking good.

To legions of women, the name "Lise Watier" is associated with confidence, grace and feeling good. And it all comes with the twist of a lipstick.

What started with a beauty school Watier founded in 1968, eventually lead to a cosmetic line, fragrances and skin care products that are now available in Canada, France, the United States, Saudi Arabia and the United Arab Emirates

But for the past three years, the Montreal-based Watier has been taking the power of lipstick even further.

**A bright future**

All proceeds from the sale of the "Rose Tendress" lipstick go to the Lise Watier Foundation, which aims to help marginalized women and children reach their full potential. Translated from French, "tendress" means "tenderness," which is exactly what Watier hopes to pass on to the women and children the foundation supports.

"My objective since I started the company was to help women, empower women," says Watier. "Sometimes we don't have the guts, but it is an easy thing to take a chance, have the guts, and to create challenges within our own self."

Founded in 2009, the foundation works towards two separate efforts. The first endeavour is the Lise Watier Pavilion, a social housing complex that boards 25 women who have come from homelessness, abusive relationships or addiction. There, they are provided with a safe and secure environment and professional support to help rebuild their lives. The pavilion works in partnership with the Old Brewery Mission, an organization Watier and her husband have donated to for the past 20 years.

**Inner and outer beauty**

Although Watier started her company with the intention of making women feel beautiful on the inside by feeling beautiful on the outside, she admits that the pavilion's purpose is much deeper than that.

"It has nothing to do with looking good," she says. "It's about feeling good, feeling secure. The purpose is to have (the women) believe in themselves again, believe in the community again, believe in others again."

The second component of the Lise Watier Foundation will be fully developed by the end of the year. It aims to provide scholarships and funding to children who have great potential, but lack support. At the moment, Watier is in talks to align the foundation with an already established Toronto organization.

"I will go on helping (women and young people) believe in themselves," she says. "If I can make a difference while I'm here on earth, I'd like to make a difference this way."

**ELIANNA LEV**  
editorial@mediaplanet.com



# BECAUSE I AM A GiRL

**BECAUSE I AM A GiRL** I watch my brothers go to school while I stay home.

**BECAUSE I AM A GiRL** I eat if there's food left over when everyone is done.

**BECAUSE I AM A GiRL** I am the poorest of the poor.

**AND YET...**

**BECAUSE I AM A GiRL** I will share what I know.

**BECAUSE I AM A GiRL** I am the heart of my community.

**BECAUSE I AM A GiRL** I will pull my family out of poverty if you give me the chance.

**BECAUSE I AM A GiRL** I will take what you invest in me and uplift everyone around me.

**BECAUSE I AM A GiRL I can change the world.**

At Plan Canada, we know the power of girls. Although girls in developing countries are often the poorest of the poor, at the same time it's proven that investing in girls is key to eliminating poverty. And it starts with people here in Canada who care about the world. Go to **becauseiamagirl.ca** and join the movement. You can be part of the answer.

**GIRLS** are the answer. And so are **YOU**.



**Because  
I am a GiRL**

Go to **BECAUSEIAMAGIRL.CA**  
and **DONATE NOW.**

