

I AM READY!



PARO Centre
For Women's Enterprise

Women Centred CED Research
CCEDNET Conference Saskatoon 2008



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Sustainable Livelihoods Model

- Outcomes Research Findings based on the SLM
- Research period- May/04 to May/07
- To collect "Portrait" data- detailed Qualitative and statistical information from a representative sample of women
- 3 Interviews-2 hr.each, plus stats
- PARO, Eko Nomos, CWF, FedNor

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Innovative Accelerator Program

The Program provides expert advice and helps with strategy development, financing support, IT Planning, Alliance building & Marketing.

- One-on-One Coaching
- Access to Experts & Mentors
- Incubator (on-site, virtual), Resource centre
- Advanced Workshops
- Opportunity for marketing, networking, loans to \$5000
- Accelerator Consulting- Social Enterprise
- Funding CWF, FedNor, SWC



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Place and Occupation

- When looking at Occupation- or "Means of Living" one must consider the . . .
- Geographic, Environment, Cultural/ Social Attitude of Place



PARO on Wheels

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Place:

- Large geographic area, 88% land mass of Ontario
- Population disparity- 6.5% of Population
- Difficult weather conditions
- PARO on Wheels, Operating for 2 years



PARO on Wheels

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Social/Cultural



Gender based Occupational Apartheid: Much larger divide between men and women, due to traditional over-dependence on resource based extraction and impact of external forces.

History of Blue Collar occupation, dependence on wage earner culture, not involved as a stakeholder.

Since 1960's, slowly shifting away from Industrial Sector to the Service.

- Women underrepresented in trades and other high earning occupations
- Increasingly finding jobs or opening businesses in the sales & services, health & education sectors



Focuses on Measuring Assets

- 5 Asset areas: Personal, Social, Financial, Physical, & Human
- Research showed that when women develop confidence and are motivated to succeed, the increase in social assets (support networks) follows.
- This progress translates into increased financial assets, sometimes demonstrated first by increased physical assets, and human assets



Based on increases from baseline intake stats 2005 to 2007:

Financial Assets	29.8 % increase
Personal Assets	26 % increase
Social Network Assets	24.8 % increase
Human Assets	12.3% increase
Physical Assets	11% increase



Measuring Assets-Financial

- 5 Asset areas: Personal, Social, Financial, Physical, & Human
- **Financial Assets** showed the **most** significant increase (29.8%).
- demonstrated a better understanding of money
- ability to generate increased revenues & profits
- increased skills and systems in place for financial planning
- Indications are first noted by upgrading homes, better vehicles, new computers, vacations

Personal Assets (26%)



Every single one of the participants talked about increased self-confidence; they spoke of having more control in their lives, and becoming more independent.

- Improved
- identity (as a business woman)
 - self esteem
 - motivation
 - resilience

Social, Human, Physical

Social Assets (24.8%)- established their business networks, supports, and have put their life connections in place.

Human Assets increases (12.3%) - have the skills, knowledge and ability for better earning power but continue to struggle with the balance of work and home life. In fact, balance is the biggest struggle and common denominator with all research participants.

Physical Assets saw an increase of 11%. Once again, confirming that their access to housing, food, child/elder care, information and transportation improved, more aware of environment.

Key Individual Outcomes

- Related to the "capacity to participate."
- Enhanced support for change
- New identity as an economic player
- Resilience and access to economic participation
- Strengthened employability
- Increased understanding and control of money

Measuring Social Impact

• Prepared for CEDTAP, PARO, The J.W. McConnell Family Foundation, Carlton University, Ottawa

Kelly Babcock, Dr Ted Jackson

• Calculating social value-added is an important exercise in evaluating the contribution that a non-profit makes to the community.



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Calculation of the "Value-Added" by PARO

- **Financial:** All expenses except for employee wages are considered
- **Social:** Incorporates estimates of social value added that would normally not be quantified or included in a conventional accounting statement. *Value was placed on:*
- **Volunteering, skill development, financial return to artisans volunteering, mentorship by circle members, unpaid work within the CED sector by the Executive Director.**

Other "value added" not calculated



All program participants interviewed mentioned that they found value-added from learning in PARO's women-friendly, women-centred environment. Some participants emphasized that this supportive atmosphere made the difference between "success" and "failure" for them- in terms of acquiring the confidence to pursue their business idea despite the obstacles involved.

A Key factor in this confidence was self-esteem.

The value of a women-entered environment is clearly high for these participants, but an attempt was not made to quantify for this intangible factor.

Implications

- PARO created at least \$132,635 in additional social value-
- Using the value-added method, PARO generated \$2.09 for every \$1.00 spent on goods and services.
- The social value added component of this was \$0.72, indicating a large contribution of social value added for every dollar PARO receives from grants and other sources.

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Thank you for your interest in this research and PARO

If you wish more information or would like to partner with PARO contact:

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