



# 2025 Impact Report

*Connecting, Empowering, Investing*

# A Year of Growth and Influence

2025 was marked by powerful organic engagement and the cultivation of a deeply committed community, successfully connecting investors and community members through both virtual and in-person channels.

We hosted 10 events, introducing virtual events while maintaining our coast-to-coast reach through in-person events across 3 Canadian cities. This successfully deepened our community engagement, driving total attendance to 500+ attendees, with angel participation more than doubling.

Simultaneously, we amplified our digital authority, launching a website, publishing original online resources and delivering monthly resource newsletters that boast a powerful 47% average open rate, clearly validating our audience's strong commitment to our content and mission.

We're making a genuine impact by building a connected, knowledgeable community across Canada.

**500+**  
EVENT  
REGISTRATIONS

**2x**  
ANGEL INVESTOR  
PARTICIPATION  
YOY

**5**  
NEW EVENTS &  
INITIATIVES

**12**  
MONTHLY  
NEWSLETTERS

**65%**  
MAILING LIST  
GROWTH YOY

**47%**  
AVERAGE  
NEWSLETTER  
OPEN RATE

**2.9K**  
LINKEDIN  
FOLLOWERS

**49K**  
LINKEDIN  
IMPRESSIONS

**100%**  
ORGANIC  
GROWTH

# Events & Initiatives: Scaling Impact

In 2025, WFW experienced substantial growth across all programming by expanding into virtual events and high-value digital content. This multi-channel approach provided deep-dive education and "under the hood" insights.

Beyond our own events, WFW solidified its position as a voice in the ecosystem with a thought leadership presence at 3 industry events, including Waterloo Region Women's Expo, Accelerate HER (BDO), and Pathways to fund women's businesses, by women (Cidel Private Bank).



**Exclusive Venture Dinners**  
In partnership with Osler

The most valuable connections are made in small, intimate settings. That's why WFW and Osler are co-hosting invite-only, exclusive dinners for women.



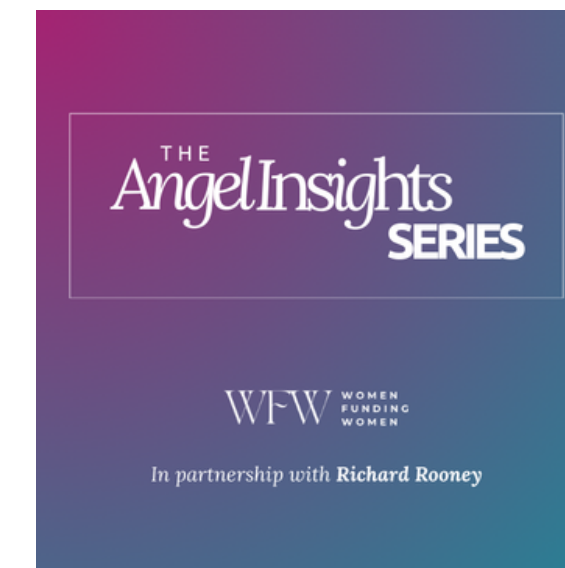
**Legal Workshops**  
In partnership with Osler

Providing women funders and founders with essential legal insights. Practical, substantive content directly from Osler legal experts.



**Founder's Fireside Chat**  
In partnership with Guardian Partners

On our mission to increase investment in women-led ventures, we're spotlighting Canadian women founders raising early-stage capital.



**The Angel Insights Series**  
In partnership with Richard Rooney

Mobilizing more women to become angel investors and providing founders with first-hand investor perspectives to effectively raise capital.



**The Spotlight**  
In partnership with The Scotiabank Women Initiative

Exploring authentic stories and actionable insights from Canadian women shaping innovation and investment.

# Activating New Capital

## *The Power of the Collective*

Our primary goal is to mobilize more women to invest in women-led ventures, by broadening the base of who considers themselves an "investor."

Of our 500+ event participants this year, we saw a significant concentration in the categories that will move the needle on the funding gap:

**The "New Investor" Pipeline:** By providing a safe, educational space, we are successfully converting community members into active participants in the funding landscape.

**A Growing Ecosystem:** We have created a 360-degree feedback loop where founders learn what investors need, and new investors learn how to deploy capital effectively.

*"We want to build a future where gender is no longer a barrier to financial success and influence."  
– Micha Choi, WFW Advisory Council member and Partner*

**500+**

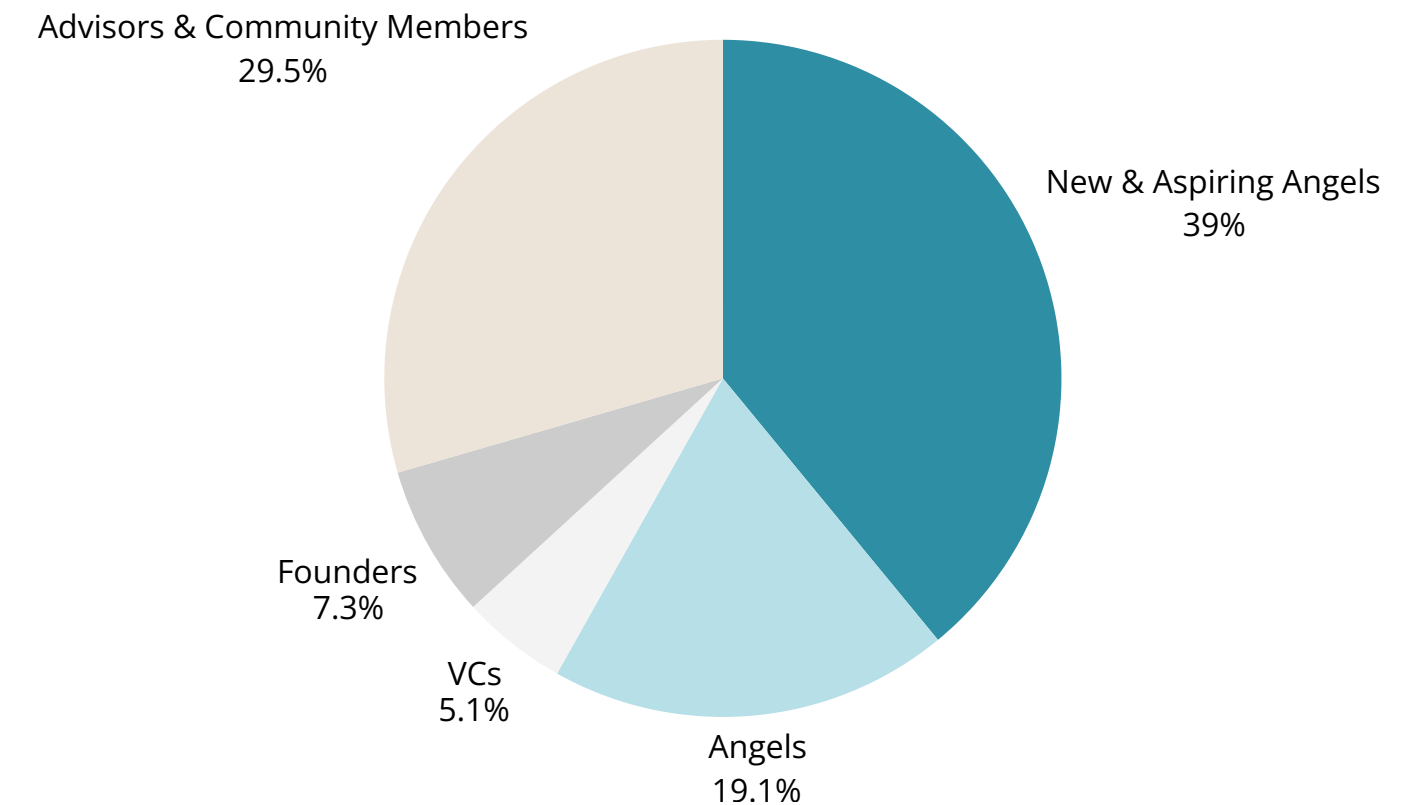
Event participants

**140+**

New & aspiring  
angel investors

**2x**

Angel participation  
YoY



Event participants by type



# Expanding Our Reach

In 2025, WFW transitioned into a consistent, high-value resource for our Collective. The launch of [womenfundingwomen.ca](https://womenfundingwomen.ca) provided a scalable foundation for our growth, while a disciplined content strategy transformed our digital presence from a periodic update into an monthly staple.

**Platform Scalability:** The new website has streamlined our user experience, making it easier for founders and investors to access resources and register for events.

**A Reliable Pulse:** Our monthly newsletter cadence ensured our mission stayed top-of-mind for the Collective all year long.

**Exceptional Engagement:** Our 47% average open rate confirms that our community actively seeks out WFW insights. This level of engagement significantly outperforms industry benchmarks and validates the relevance of our content.

**The WFW Newsletter:**  
Our community wants to hear from us

**65%**  
Subscriber growth YoY

**12**  
Resource newsletters

**6.5K**  
Newsletters delivered

**47%**  
Average open rate





# LinkedIn Insights

**2.9K**

Followers

**49K**

Impressions

**1.5K**

Reactions

**3.6K**

Clicks

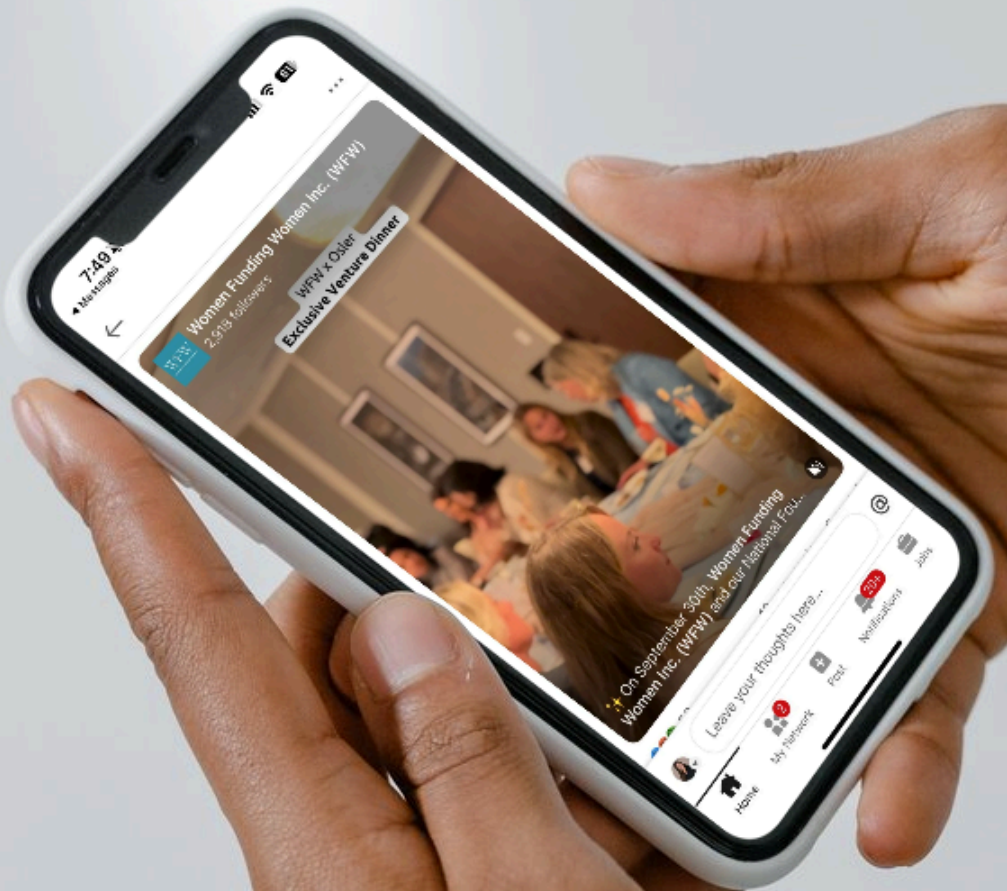
Our LinkedIn presence was a powerhouse of 100% organic growth, **doubling our followers** YoY and generating **49K impressions**. All of the platform's performance was driven purely by the quality of the content and the relevance to our audience.

Our **most popular post!**



**Meet Women Funding Women's 2025 Advisory Council!** WFW's mission is clear: to bridge the...

Meet Women Funding Women's 2025 Advisory Council!  
WFW's mission is clear: to bridge the persistent funding...



# Partners

We are grateful for the continued support of our partners. Together, we've created meaningful opportunities for connection, education and growth amongst women investors and women-led ventures.

“Rawcology’s participation in the Women Funding Women [Founder’s] Fireside Chat was an incredible opportunity to connect with an influential network of female funders and to share our founders’ story. We’re deeply grateful for the experience, the **conversations sparked new relationships that are already supporting our current raise**. The Women Funding Women community is supportive, experienced, and unwavering in its belief in the power of female founders...”

– Tara Tomulka & Megan Loach Tomulka, Rawcology

National Founding Partner

OSLER

Corporate Partners



Richard Rooney

**Unbreakable®**  
Global Media

**Scotiabank**  
**W O M E N**  
INITIATIVE



# Advisory Council

Bringing together expertise from angel investing, venture capital, corporate leadership, legal strategy, and corporate governance, meet the high-impact women helping to activate WFW's mission across Canada.



**Adrienne Fekete**

Founder, I Am Unbreakable®  
Global Media



**Alyssa Barry**

President, Alliance  
Advisors IR



**Caroline Sawamoto**

COO, Alliance Advisors IR



**Caroline von Hirschberg**

Co-CEO, Spring Group



**Christine Jackson**

Partner, Commercial,  
Osler



**Danielle Graham**

General Partner, Phoenix Fire  
Co-Founder, The Firehood



**Genevieve Roch-Decter**

President & Portfolio  
Manager, LDIC Inc.



**Gillian Riley**

Board Member, Investor



**Ilse Treurnicht**

Managing Partner,  
TwinRiver Capital



**Irene de Gooyer-Collins**

CFO, Wonderment  
Ventures



**Julia Elvidge**

Co-Founder, SheBoot



**Kathryn From**

Founder, Wonderment  
Ventures



**Laura Webb**

Partner, Emerging and High  
Growth Companies, Osler



**Melissa Nemec**

Senior Manager, The Scotiabank  
Women Initiative - National Lead,  
Commercial Banking



**Micha Choi**

Client Portfolio Advisor,  
Guardian Capital Advisors



**Mihaela Opris**

Former VP, RBC



**Patricia Nielsen**

Technology Executive,  
Amazon Web Services  
Canada



**Sarah Jordan**

Deals Partner, PWC



**Sarah Young**

Founding & Managing Partner,  
Sandpiper



**Shann McGrail**

Former CEO, Haltech



**Sharon Castelino**

Corporate Director



**Valerie Fox**

CEO, The Pivotal Point



**Vanessa Hui**

CCO, Forthlane Partners



# WFW Team

## Our Goals & Objectives

### Increase Angel Investing Activity

Identify and attract more Canadian women investors to the venture ecosystem.

### Amplify Access to Funding

Facilitate opportunities to connect women funders and investors with women-led ventures to help provide access to pre-seed, seed and venture funding.

### Empower Women Entrepreneurs

The Collective aims to empower women entrepreneurs in developing effective and realistic funding strategies by utilizing the resources available to support their success.

### Foster Collaboration

Establish a collaborative network fostering partnerships and knowledge sharing to close the funding gap, promote gender equality, and drive economic growth.

*"Women founders do not need more mentoring or coaching, they simply need access to funders that will invest in their vision, conviction and bold ideas." – Dr. Deborah Rosati.*

## WFW's Co-founders

Bringing decades of experience as entrepreneurs, investors, and corporate directors, this dynamic trio is here to ensure women founders get one thing: access to capital.



### Dr. Deborah Rosati

FCPA, FCA, ICD.D, GCB.D, CCB.D

Founder & CEO, Women Get On Board (WGOB) and Corporate Director



### Lara Zink

MBA, ICD.D

Vice President Client Service & Development, Delaney Capital Management Ltd. and Corporate Director



### Dr. Sherry Shannon-Vanstone

MSc, Honorary LL.D, ICD.D

CEO, Women Funding Women Inc. (WFW)

## Support

### Madlyn Jacobi

Manager, Community & Events

### Karen Smith

Administrative Assistant and Social Media Coordinator



Together, we're building momentum to accelerate angel investing in women-led ventures, setting sights on coast-to-coast impact.