



2025 Impact Report

Connecting, Empowering, Investing

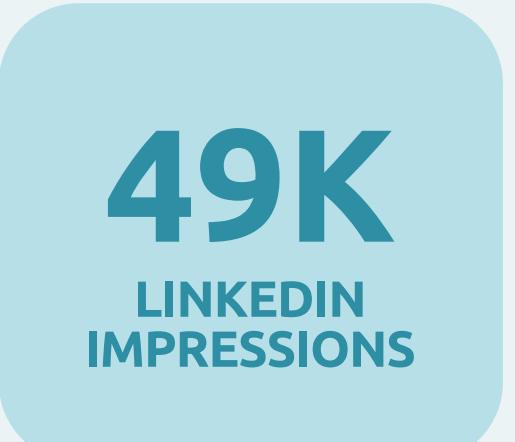
A Year of Growth and Influence

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.



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.

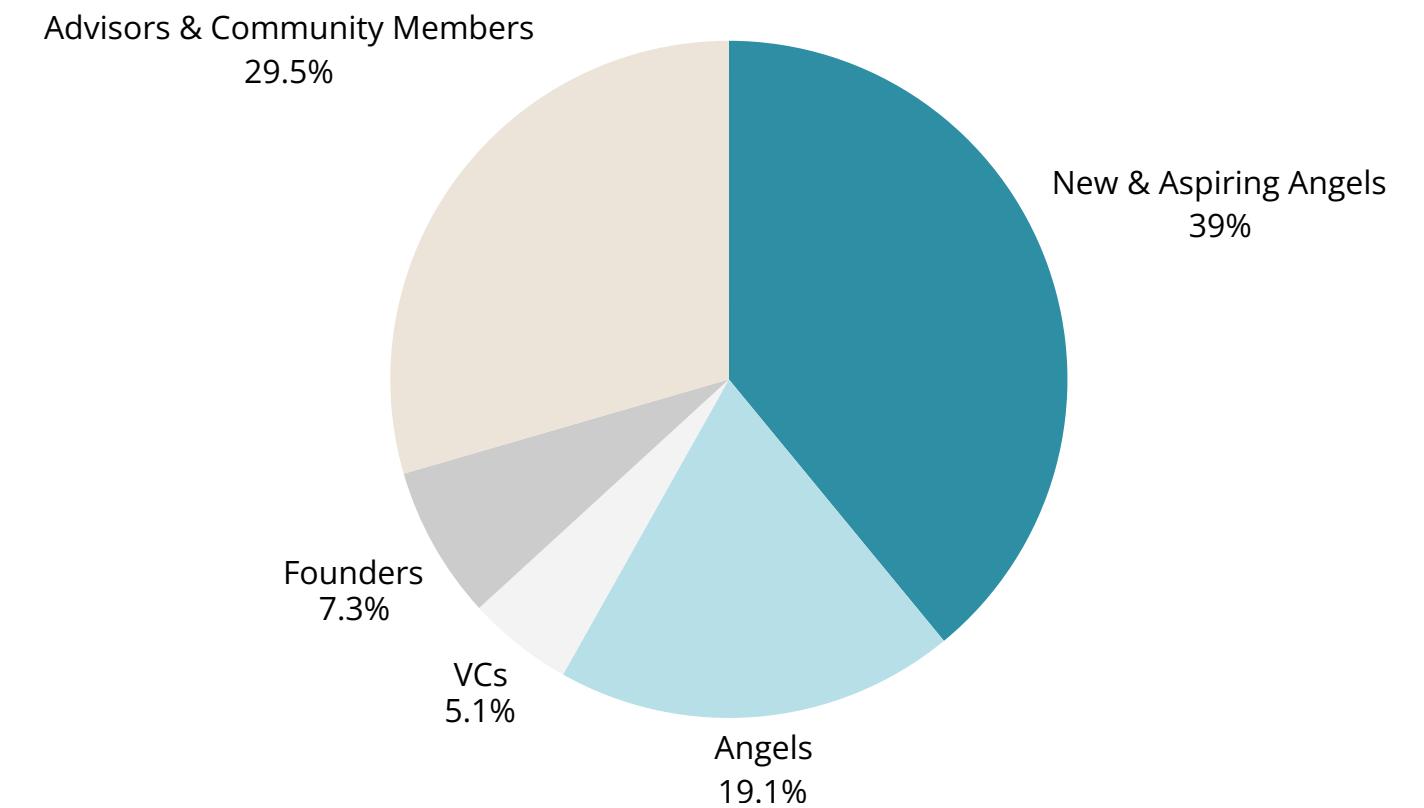
A Growing Ecosystem: We have created a 360-degree feedback loop where founders learn what investors need, and new investors learn how to deploy capital effectively.

"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



Expanding Our Reach

In 2025, WFW transitioned into a consistent, high-value resource for our Collective. The launch of 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.

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

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.



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.

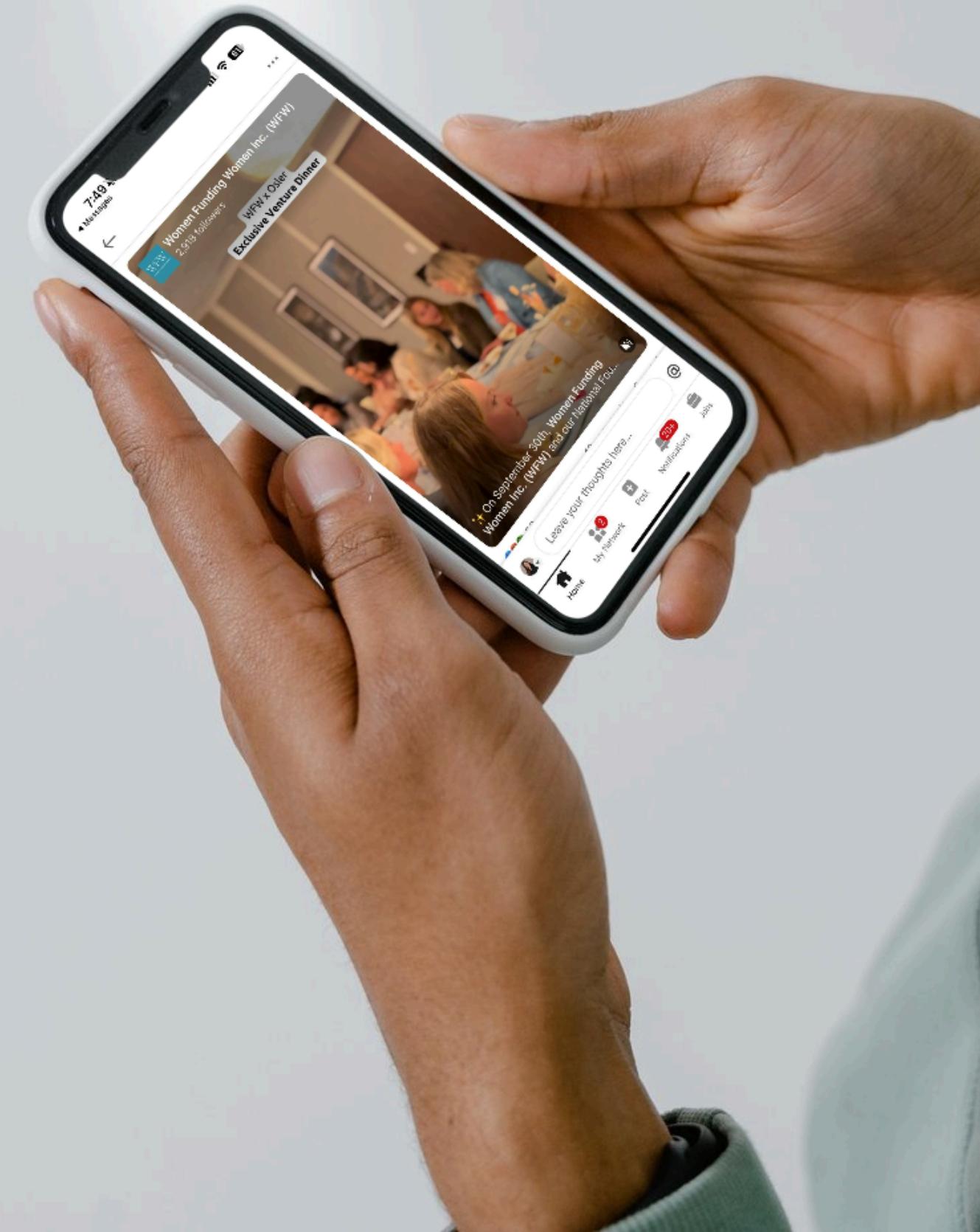
**Our most
popular post!**



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

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 [linkedin](#)



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



Unbreakable®
Global Media

Richard Rooney

Scotiabank
W O M = 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.

womenfundingwomen.ca