



BEFORE

AFTER

Wear 2 Start



EMPOWERING

self-identified women
to dress their best
to reach their goals

ANNUAL REPORT

2024



BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER



BEFORE

AFTER

Wear **2** Start



2024 Annual General Meeting AGENDA

December 10, 2024, 6:00 PM – 7:00 PM (refreshments to follow)
77 Gorge Road West (map provided)

Welcome, Land Acknowledgement

1. Introductions
2. Approval of Agenda
3. Approve Minutes from AGM December 2023
4. President's Report
 - Strategic Plan
5. Program Manager's Report
 - Volunteer Coordinator Report
 - Community Engagement Coordinator Report
6. Treasurer's Report
 - Annual Financial statements
 - Motion to approve the year-end financial statements
7. Proposed Bylaw Amendments
8. Approval of 2024 Membership Fee
 - Motion to approve the annual membership fee for 2024-25 as \$1.00
9. Election of Board of Directors
 - List of Directors up for renewal or new since last AGM
 - Motion to confirm Board Members who started during 2024, or are renewing for additional 2-year term.
10. Other Business
11. Adjournment

Reducing barriers "2" success

216-733 Johnson Street, Victoria, BC V8W 3C7 Tel 250-472-WEAR (9327)

MINUTES

W2S ANNUAL GENERAL MEETING DECEMBER 12, 2023

Held At 100 Saghalie Road, Victoria, BC (common room)

Members Present	Emily Hamel/ Alessandra Ringstad/ Anne Holtzman/ Leelah Dawson/ Catherine Patterson / Heidi Hartman/ Zoey Wells/ Laura Savage/ Sue Pratt/ Susan Mills / Katherine van der Gracht/ Kim Campbell / Amanda Provan / Karen Etches/ Angela Mangiacasale/ Jen / Brenda Johnson Virtual – Catherine Hanson / Jane Cooley / Donna Hay and Tara Keeping
Guests Present / Absent	Sara Duncan – Volunteer Coordinator sends regrets
Quorum Met	Yes
1. Welcome and Land Acknowledgement Introductions	<p>Meeting Called to Order by Leelah Dawson at 6:07</p> <p>Leelah expressed Thanks to everyone for making this year possible, especially Susan Mills for hosting all our events at 100 Saghalie. Additional thank you to the volunteers for making this happen and the virtual guests for making time to join on line.</p> <p>Introductions were made of the current Board Members: Kim Campbell / Tara Keeping / Laura Savage / Susan Mills / Emily Hamel / Katherine vander Gracht / Anne Holtzman / Alessandra Ringstad / Heather Catte who is currently on leave / Leelah Dawson – Current president. Zoey Wells – Program Manager</p> <p>Land Acknowledgement – read by Leelah Dawson</p>
2. Approval of Agenda (Additions)	<p>Any changes to agenda? None</p> <p>Move to approve – Emily Hamel / Anne Holtzman</p> <p>Carried</p>
3. Approval of Minutes from 2022 AGM	<p>Any changes to the 2022 AGM minutes none</p> <p>Motion to approve: Susan Mills / 2nd Emily Hamel</p> <p>Carried</p>
4. Program Manager's Report	<p>Zoey expressed her thanks to Tracy for training her in the Program Manager role. The focus of the past year has been having W2S in the community more than in the past. Events include Women's Show, Community Block party DVBA, Destination Victoria summit. Our desire is to renew the contract for 2024. The 1st bi-annual clothing sale – our 2nd sale to be held Feb 3rd at Fernwood Community centre. Appearances on UPSide and Vital People generated great exposure and we're looking to continue in 2024.</p>

	<p>Boutique has had an insurgence of volunteers and we're looking at opening some more appointments (more clients and community engagement) Thank you to Zoey for all her work on grants we've received – working on more funding for the smaller programs Blue Bag / Cuts for Confidence / Shoes that Fit</p>
<p>5. President's Report</p>	<p>Leelah expressed thanks to Zoey who has kept us all on track. Thank you for bringing new opportunities for community (Women's Show) to us. Vital Signs and connection to Victoria Foundation (a grant) providing more engagement. We want them to know at a deeper level what we do.</p>
<p>6. Treasurer's Report</p>	<p>Heather Catte will not be returning from maternity leave and unfortunately Daphne, our interim treasurer had to resign her position. Leelah took over the accounting & finance report in the interim. We are in financially great shape in part to grants and generous donations and bequest from an estate. Operating has some surplus and we are within acceptable parameters to have approximately a year worth of funding in advance of operating costs. Any questions about the financial statements? None Currently looking for replacement for Sage accounting and considering QuickBooks (transfer from excel being used by the interim treasurer). Q's – do we know what the cost per transaction? Last year was \$600 per client and Leelah will calculate for 2023.</p>
<p>7. 2023 Financial Statements and 2024 Proposed Budget</p>	<p>Additional grants about to applied for are not included in the budget yet. (ESTIMATE)</p> <p>Expenses – we may need some administrative support this year, budgeted for that potential. Training – budget added for some additional / ongoing inclusion training</p> <p>Proposing to present budget to the board in June to better align with the fiscal year.</p> <p>KVG – brand refresh is not part of the budget – can we refresh the brand (Angela notes the discussion has been 7 years) Collateral for Community events and consistent branding, update website – Approve up to \$5,000 Motion Laura Savage / 2nd Katherine van der Gracht. Carried</p> <p>Propose to allocate from the General Account funding \$5,000 each to Cuts for Confidence, Blue Bag Program and Shoes that Fit, (total of \$15,000)</p> <p>Motion to Approve the 2023 Financial Statements:</p> <p>Motion to Approve the 2024 Proposed Budget: Motion: Catherine Patterson 2nd Alessandra Ringstad- Carried</p> <p>Motion to invest \$30,000 in a term GIC Motion: Susan Mills 2nd Alessandra Ringstad- Carried</p>

<p>8. Election of Board of Directors</p>	<p>Board Members Departing: Heather Catte (Treasurer), Tara Keeping (Secretary), and Alessandra Ringstad (Past President).</p> <p>Board Members Continuing: Susan Mills and Leelah Dawson continuing for additional 2 year term. Motion to approve: Catherine Patterson / Janice MacDonald – Carried</p> <p>Emily, Anne, Katherine, Kim, Laura – continuing as are currently in the 1st year of initial 2 year term.</p>
<p>9. By-Law Amendments</p>	<p>Any to note? NONE</p> <p>Approval of the 2023 Membership Fee - \$1.00 Motion: Susan Mills/ 2nd Alessandra Ringstad / Carried</p> <p>Sign up sheet and pay \$1</p>
<p>10. Other Business</p>	<p>Strategic plan in draft form 2021 will be distributed in the new year. There is a final report, directions but not metrics, will need to be reviewed by the 2024 board. It's a 3 year plan</p> <p>Dinner out for the board – Frankie's Diner will provide for the board and volunteers January 9th at 6PM</p> <p>Janice, Amanda, Zoey, Katherine VG committee to solve the google drive folders and access</p>
<p>11. Adjournment</p>	<p>Motion to Adjourn – Susan / Catherine P. 7:25</p>

Wear 2 Start Society

President's Report for the Annual General Meeting, December 10, 2024

Introduction

As 2024 draws to a close, I would like to take this opportunity to reflect on and express my appreciation for the hard work of the exceptional people who make up the Wear 2 Start team. The work we do has a significant positive impact on the self-identified women we serve, and the dedication of the team is incredible. Many, many thanks.

This will be my last report as President. After two years in the role (and the last year as Treasurer too!) I have decided it is time to hand the baton to Kim Campbell, Vice-President. Kim has been an incredible and thoughtful partner over the past couple of years and I truly appreciate her talents! I am handing off the leadership of the organization to someone who I have no doubt will ensure it continues on its upward trajectory!

Strategic Plan

We are thrilled to have included our new Strategic Plan in this year's AGM package. Work began in earnest on the plan in February with a facilitated session led by Lisa Mort-Putland of Volunteer Victoria. Endless thanks to Lisa for her invaluable assistance in getting us well down the road of putting the plan together. Over the following few months, the plan was drafted by the Board with all Board members and volunteers provided with opportunity for input. Once all the feedback had been received, Kim Campbell (Vice-President) pulled it all together and created a final version which was passed by the Board at the September 2024 meeting. Kim deserves great kudos for this work. Thank you Kim!

Since September, Kim has been leading the Board in the development and implementation of a detailed 'tactics' plan. All Board members have been involved, but both Kim and Angela Pecorelli deserve special mention for ensuring we are staying on track. Again, thank you!

The Strategic Plan identifies four main strategic goals, and this report is framed using those goals.

Increase the Number of Clients

We are thrilled that the number of clients visiting the boutique increased to 236 this year. This is more than a 20% increase over last year, and we came close to filling every available appointment! As awareness increases, demand also increases. Right now, we offer client appointments on Mondays, Wednesdays, and one Saturday per month. Due to this increasing demand, we are working on adding a regular second Saturday each month. Creating stable volunteer teams to support our clients is one of the keys to our success. Once we have an additional team in place, we should be able to add up to 48 more appointments annually.

Jillian, our new Volunteer Coordinator, is hard at work building the new team we need to ensure we can meet client demand as quickly as possible. Many thanks Jillian for your efforts.

We received clients from the following agency partners this year:

Work BC	Ready to Rise	Bridges for Women
Cridge	Native Friendship Centre	Ethos

Intercultural Association	Camosun Employment Resources	Construction Foundation
Victoria Mental Health	WIN (Women in Need)	Pacific Family Services
Together Against Poverty	Cook St Community Centre	Kopar Administration
Transition House	Ukrainian Society	Pacifica

In addition to these referred clients, 39% of our clients were self-referred, and 25% were repeat clients. We would like to thank our referring agencies who have partnered with us to provide the best support possible to our clients. Further, we are very pleased that we are able to support self-identified women who need our assistance regardless of the route which leads them to us.

Increase Community Engagement

We continue to take part in a wide variety of activities in order to increase our engagement with the community. In addition to ongoing outreach to individual social service agencies and other community partners we have participated in a number of higher profile events, including:

- The Victoria Women’s Expo
- Victoria Foundation Launch of Vital Signs
- Hillside Mall’s Night of Lights
- Project Reconnect
- Soberfest
- Volunteer Victoria’s Volunteer Fairs at Camosun College and University of Victoria

(and, I may have missed some...)

We have had the assistance of Mico Miede-Moffat as Community Engagement Coordinator, helping Zoey and the entire team with a variety of initiatives including increasing our social media presence substantially. Mico also took a lead role in the launch of our first ever newsletter in October. Under the leadership of the Communications, Outreach, and Fundraising (COF) Committee, we hope to be able to send out a newsletter each month. Many thanks to Mico and the COF Committee!

Although our most important Community Engagement event took place on November 6 (after the fiscal year-end), I feel that I would be remiss in not mentioning it here. We received a VIHA Community Wellness Grant, and on November 6 held the first of three community-based events to help build resilience and wellness in the Greater Victoria community. With over 60 people in attendance it was a truly inspiring experience for everyone. We greatly appreciate Zoey Wells, for successfully obtaining the grant, but also having the vision and taking the lead on creating this wonderful event. Please ensure we have your email address so that we can invite you to the next event taking place in the Spring.

We have also begun a targeted outreach program using our Care4You (formerly ‘Blue’) Bags. We have reached out to a number of agencies to provide Care4You bags directly to their clients. Each bag contains a postcard outlining our additional services, and we expect that this will encourage more individuals to contact us directly.

Friend-raising and Fund-raising

We depend heavily on our friends and granting agencies to remain financially viable. So many thanks to all of our individual donors, we truly appreciate you. We know that many donors contribute to Wear 2 Start every year, and your ongoing generosity is kind and greatly valued. We hope to increase our donor base with two donor campaigns annually, beginning with a holiday campaign to be launched in December.

We would also like to thank our funding agencies. Over the past year, we received a total of \$48,000 in grants from the following agencies:

- City of Langford
- Peninsula Co-op
- Sovereign Order of St John of Jerusalem Knights Hospitalier
- United Way Southern Vancouver Island
- Victoria Foundation
- VIHA Community Wellness Grant
- Walmart
- Zonta

These grants make it possible for us to continue to grow and serve a larger clientele base. Some grants are for particular purposes/programs and others simply support general operations. All are needed and helpful, and allow us to serve our clientele more effectively.

I would be remiss if I did not acknowledge Zoey Wells here. Zoey has been remarkable in her ability to write effective grant applications which have provided us with funds to ensure we can continue to operate and expand our operations. Thank you Zoey!

We also held two clothing sale fundraisers this year, the first in February, and the second at the end of July. We sell clothing that we cannot use in the boutique, either because it is excess or not appropriate for our clientele. Both sales were held at Fernwood Community Centre this year, but we hope to find a less expensive (free?) venue for upcoming sales. Stay tuned!

In addition to donations, grants, and fundraising, we are able to sell a limited number of items through our consignment partners. These tend to be high end designer clothes which can provide support for more clients if sold, and gold jewelry which again, is more valuable as cash to support our operations. I would like to acknowledge, with thanks, Cindy Hansen and Susan Mills who have taken the lead in coordinating our consignment sales. Thank you!

Operational Excellence / System Thinking

First and foremost, work has been undertaken, and is still ongoing, to ensure the boutique and storeroom spaces are safe and comfortable for both our clients and our volunteers. Considerable work has been undertaken to clean up and clean out the storeroom, including discarding broken or unused equipment, as well as adding safety equipment such as a fire blanket and naloxone kit. Additional shelving is also helping with ensuring this space is more usable. In addition, we have just completed the update to the Volunteer Manual and have almost finalized the Health and Safety Manual. Particular thanks go to Catherine Hanson for leading the clean-up/cleanout of the storeroom and to Jillian Alexander for getting the updated manuals to the finish line.

We are also in the process of reviewing (and in some cases creating) all of the policies and procedures which govern how Wear 2 Start will operate. Many of these documents were excellent for their time but now need to be updated to reflect current practices and more accurately capture our needs. The Finance, Risk, and Governance (FRG) Committee is taking the lead on the documentation process, but all Board members and many other volunteers will be involved in review and revision.

We have also committed to ongoing training of all volunteers and contractors. Again this year we offered Gender Diversity Training last October led by Connie Quayle of Rainbow's Edge. In addition, we had a volunteer get-together in May to discuss volunteer needs, and a second one in October to discuss the newly revised Volunteer Manual. We will provide training both when we see opportunities which would be beneficial and as needs are identified.

The VIHA Community Wellness Grant is also providing us with an opportunity to provide thoughtful and interactive experiences for both volunteers and community members. The two upcoming events in 2025 will be focused on Gender and Culture. Please follow us on social media for more information.

Last, but certainly not least, as I write this we are working on moving to a Microsoft OneDrive platform for our shared documents. The Google Drive has proven to be problematic and Microsoft offers a free product for small not-for-profits which we expect will fully suit our needs. An improved document storage solution, along with the full implementation of our Keela database will help us ensure we are both efficient and effective.

Thank you to all the volunteers!

I would like to offer some heartfelt thanks. First of all, thank you so much to **all** of the volunteers who contribute so much to the success of our mission. While we have added quite a few new volunteers in the past year, we also have many volunteers who have been committed to this work for many years. Many, many thanks for all you do. Rest assured that we could not have achieved so much success without you.

Our Board has also undergone significant changes in the past year. One change was the departure of Susan Mills shortly after the New Year. Susan is still volunteering but we miss her on the Board. We have also added five new Board members during 2024: Chelsea Carlson, Catherine Hanson, Erin Kemp-McAskile, Catherine Patterson, and Angela Pecorelli. Our new Board members have embraced the work with extraordinary enthusiasm and we are so pleased they have joined us!

All new members of the Board, along with Kim Campbell, who is renewing for a second term are to be confirmed at the AGM. A separate document titled 'Board of Directors – For Approval' provides a synopsis of each Board member.

Motion: To confirm Board members who started during 2024 or who are renewing for an additional two year term.

Conclusion

I would like to close by again thanking all of our volunteers including the Board. This has been a rewarding experience for me, and I look forward to continuing to work with all of you to build on our successes.

I would like to extend many thanks to our Program Manager Zoey Wells. Not only does Zoey do a huge amount of work to keep the trains running on time, she has been exceptionally adept at making sure the wheels didn't fall off said trains. Zoey does so much that it is impossible to list everything, but she has made a huge difference in the operations of W2S. Saying 'we couldn't do it without you' understates her contributions. THANK YOU ZOHEY!!

I would also like to wish everyone a very **Happy Holiday season!** I hope you have as many enjoyable celebrations as you desire with your family and friends.



Wear2Start Society Strategic Plan

2025 - 2028FY



Introduction

Wear2Start (W2S) Society is proud to present our 2025 – 2028 FY Strategic Plan. We would like to acknowledge and thank the Board members and the many volunteers who contributed to the creation of this plan. In addition, we would like to express our deep appreciation to Lisa Mort-Putland who facilitated a crucial strategic planning session in February 2024. Without Lisa’s assistance and guidance, this plan would not have been possible.

Our Mission



Wear2Start provides a personalized clothing and wardrobe-related experience, to support self-identified women who are in need of clothing for work and life.

Our Vision



Through our individual personalized approach, we provide empowering, confidence-building services. We remain committed to lowering barriers to accessing support and securing the critical clothing donations upon which our clients rely.

Our Values

We are committed to diversity, equity and inclusivity. We will:

- Empower self-identified women, including our clients, our volunteers, and our many donors and supporters.
- Assist our clients in developing confidence and increase self-esteem.
- Help reduce barriers to success for our clients.
- Be compassionate and collaborative
- Leverage sustainable practices such as upcycling and contribute positively to society while ensuring financial stability for Wear2Start.



Our Goals

Increase the Number of Clients

Through welcoming, individualized client service at our boutique and increased partner referrals.

Increase Community Engagement

By continuing to increase our efforts to ensure that the Greater Victoria community is aware of Wear2Start and has a positive impression of the work that we do.

Raise Friends and Funds

By maintaining and increasing our connections to our valued community partners, granting agencies, and donors to ensure our long-term viability

Operational Excellence/System Thinking

We will review and change our approaches, policies and practices, as necessary, to ensure effectiveness and efficiencies in the achievement of our goals.

Our Strategies



1- Increase the Number of Clients

Increase the number of clients we serve by expanding our outreach to a wider variety of social service agencies, community services and other identified institutions. We expect that by providing information about Wear2Start through more channels we will reach a broader audience, and will be recognized in Greater Victoria as an inclusive and accessible organization.

- Identify priority target groups for 2025-2028 to increase the number of clients served in the boutique and through other Wear2Start programs.
- Scale and adapt our services to provide great access to more services.
- Optimize our boutique space(s) to improve client experience.
- Continuous improvement to the boutique to improve client and volunteer experience.

2- Increase Community Engagement

We will increase Wear2Start's community engagement through the following:

- Outreach to priority target groups, donors and funders, and partners.
- Community engagements through special events, clothing sales, and fundraising activities.
- Through multiple media channels; including social media, television, and the website.

3- Raise Friends and Funds

- Proactively seek funding opportunities to meet our fundraising goals
- Increase and diversify our network of supporters and donors
- Host annual fundraising events and campaigns to raise money for the organization and increase visibility.
- Strategically increase partnerships with service organizations and foundations who can help raise our profile in new donor markets or connect us to untapped funds.



4- Operational Excellence/System Thinking

- Use information management systems to generate current and valid data to support decision-making.
- Develop recruitment and succession planning tools for volunteers and board members.
- Review policies and procedures to ensure that they are scalable and relevant.
- Ensure our operational procedures and policies can be mapped back to our overarching strategies.



Appendix A: Commitments and Measurements

Through our personalized services, we are committed to continue to provide empowering, confidence-building interactions, and lowering barriers to accessing our services and securing the critical clothing donations upon which our clients rely. We will be able to achieve this by the following commitments.

Clients Served Commitment

Increase the number of clients served each year by 10% through welcoming, individualized client service at our boutique and increased past, self, and partner referrals. Over a 24 month period between September 2022- September 2024 Wear2Start served, on average, 168 clients annually; this number will serve as the base line number for increased client growth.

Goal: Increase client referrals each year by 10% between September 30, 2024 and September 30, 2027.

FY	# of Clients Served
September 30, 2025	185
September 30, 2026	205
September 30, 2027	225

Client Referral Commitment

We are committed to increasing our efforts to support and serve local self-identifying women in the Greater Victoria area and increase the number of past, self and partner referrals each year.

Over a 20 month period from, from October 1, 2022, to May 31, 2024, we received 389 clients referrals, a 55% increase in returning clients and a 10% increase in self and partner referrals. The table below captures these numbers and is used as the base line for the 2024-2027 measurements.

Goal: To increase referrals by 19% with an increased average of 73 referrals per year or 6 referrals per month.

FY	# of Clients Served
September 30, 2025	185
September 30, 2026	205
September 30, 2027	225

Note: Client referrals are based on the number of clients referred to Wear2Start, not the number served as not all clients respond or come in for their appointment.

Event Fundraising Commitment

Wear2Start is committed to increasing event fundraising donations each year to help generate the necessary revenue to support the ongoing operations of our society.

FY	# of Clients Served
September 30, 2025	185
September 30, 2026	205
September 30, 2027	225

By June 30, 2024, we made approximately \$6,000 at events in the 2023/24 fiscal year. This number has been used as a baseline for the goal and measurement numbers.

Goal: Increase fundraising through events by 8% each fiscal year.

Media Commitment

Wear2Start will continue to increase its media (TV, print and radio) and social media presence in the Greater Victoria community, and build brand recognition. As of June 30, 2024

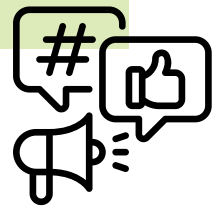
Goals:

- Increase brand name recognition through increased sales and attendance at our signature events
- Increase social media followers
- Increase positive media coverage throughout the year
- Collect website data

-Facebook: 910 Followers

-Instagram: 664 Followers

-Wear2Start had six media appearances or mentions.



Measurements:

- Increase Facebook and Instagram social media followers by 10% each year.
- Increase media appearances by 10% each year.
- Provide the ability to collect website data and increase in views year-over-year by 10%.

FY	Facebook Followers	Instagram Followers	Website Views (TBD)	Media Appearances
September 30, 2025	1001	730	x	7
September 30, 2026	1101	803	x	8
September 30, 2027	1211	883	x	9

Grant Commitment

We will maintain and increase our connections to our valued community partners, granting agencies, and donors to ensure our long-term viability. From Dec, 2022 - August 31, 2024 88K has been received through granting agencies with an anticipated total of 96K by year end. As of August 31, 2024 Wear2Start had received over \$16,000 through donations. (Bequeathed donations are not being included as they are a one-time donation). These numbers have been used as a baseline for the goals and measures below.

FY	Granting Funds	Donor Funds
September 30, 2025	\$52,800	\$22,000
September 30, 2026	\$58,080	\$24,200
September 30, 2027	\$63,888	\$26,620

Goal: Increase grant and donations by 10% each year.

Systems Thinking Commitment

To ensure effectiveness and efficiencies in the achievement of our goals, we will review and change our approaches, policies and practices as required.

FY 2025-2028 Systems Thinking Goals

1- Utilize information management systems to generate current and valid data to support decision making by generating reporting a minimum of five times per year to support Board Meeting discussion: October, December, February, April, June

2- Update our recruitment and succession planning tools for volunteers and board members by reviewing and revising documentation twice per year: November, April

3- Ensure policies and procedures are scalable and relevant by reviewing and revising all documentation at least once per year.

4- Ensure our operational procedures and policies can be mapped back to our overarching strategies by reviewing Strategic Plan against operational procedures and policies once per year.

What Does Success Look Like?

We have established what we expect are achievable goals for the next three years. However, the Strategic Plan is intended to be a living document, and we fully expect to adjust our goals at least annually as new information becomes available, and as we grow and expand.



Our overarching goal is to ensure that, through the provision of our services, more self-identified women are able to achieve their personal goals. We have established targets within each of our four pillars to move us forward.

In addition, we have established tactics under each of our strategies to ensure that we can achieve our targets. Many of these tactics are multi-faceted, and require resourcing. These tactics will be critical in moving down our strategic paths towards the achievement of our goals.

Program Manager Report to the Annual General Meeting December 10, 2024, submitted by Zoey Wells

2023/2024 has been a year of transitions, growth, and excitement for Wear2Start. We welcomed a new Volunteer Coordinator and Community Engagement Coordinator, alongside a talented and diverse group of new women to our board. These additions bring fresh perspectives and energy, aiding us in our consistent growth and expansion of programs to better serve our ever-growing client base.

We led and participated in several community events, strengthening our partnerships by collaborating with other agencies to provide essential supports to self-identified women in need. These efforts not only increased W2S's visibility within the community but also laid the groundwork for future partnerships and collaborations. As we look ahead, we are committed to fostering sustainable growth and seizing new opportunities to continue to expand our impact.

Wear2Start welcomed 236 clients through our boutique/wardrobe program this year and supported an additional 25 clients through our Care4You Program. This is approximately a 30% increase in clients accessing various services. A number of these clients were newcomers to Canada, seniors struggling with the increase cost of living, past clients revisiting our services, and clients accessing services through a wide range of referral agencies. Due to the continued increased cost of living, which specifically impacts self-identified women in our society, we have seen an increase again this year in past clients returning and a significant increase in clients using our self-referral option. We are extremely grateful for our referral partners that continue to use our services and look forward to strengthening our existing relationships as well as executing a plan to create more collaboration as we move into the next year.

We are deeply grateful for the unwavering support we receive from our community. This includes individual donors, in-kind contributions from local businesses, grantors and funders, as well as our referral partners and supporters on social media. We are truly thankful for the continued participation in all of our programs. This growing network of support empowers Wear2Start to expand and sustain our programs, ensuring that we can continue providing critical assistance to self-identified women in need.

Over the past year, Wear2Start has reimagined and enhanced several of our programs and procedures to better meet the evolving needs of our clients and referral partners. By listening to their feedback and adapting accordingly, we've seen a significant increase in clients served through our boutique and other programs. Additionally, these

changes have led to a surge in community engagement, resulting in higher fundraising, greater community support, and stronger volunteer recruitment and involvement.

Wear2Start's Programs and Stats 2023-24

Boutique/Wardrobe Program

The Boutique/Wardrobe Program is a personalized, 1-hour appointment at the Wear2Start boutique, over 236 women-identified clients were provided with a business casual wardrobe and accessories to assist with their next steps.

Returning Clients 59

Self Referrals 92

Referral Agencies 85

Cuts4Confidence Program

A professional haircut can make a world of difference to someone's self-esteem and confidence. Thanks to our partner salons, 72 clients were provided salon appointments and received complimentary haircuts last year. This is an increase of 36% over last year.

Many thanks to: Kharma Salons, The Natural Hair Salon, and Tisa Giuffre Hair for your kindness to our Wear2Start clients.

Care4You Program (including the bra program)

Thanks to the generous financial support of Peninsula Co-op, Walmart and other funders, we were very pleased to continue and expand this always important program that provides personal care items (such as deodorant, toothbrushes, toothpaste, soap, shampoo etc) , bras, leggings and socks to all clients that access services. We are also working collaboratively with other agencies where we have identified a need for personal care items to get them in the hands of those that need them the most including but not limited to low-income seniors, newcomers to Canada, and those experiencing housing issues.

Shoes that Fit Program

Our partnership with the kind folks at SAS Comfort Shoes continued thanks to the generous support of an anonymous individual donor. This program allows us to purchase footwear for our clients who require specially structured shoes for health reasons or hard-to-fit shoe sizes.

Funded by a grant from the Sovereign Order of St. John of Jerusalem Knights Hospitaller, the Shoes that Fit Program was developed and provides shoes for those clients who don't fit within the above-mentioned parameters but who require specific shoes or sizes that are unavailable in our donated inventory.

Financial Donors and Grantors of Note

- Country Grocer – Save a Tape Program and coin box fundraiser
- Estate of Sandra Louise Beaton
- United Way Southern Vancouver Island
- City of Langford
- Walmart
- Sovereign Order of St John of Jerusalem Knights Hospitaller
- Victoria Foundation's Community Grants Program
- Island Health
- Zonta Club of Victoria

Community Donors and Supporters

Wear2Start is fortunate to have the support of many community partners through generous donations and advocacy. These include:

The Victoria Downtown Business Association	Bodacious
Ageless Living	The Green Kiss
Westshore Town Center	Benevity Community Impact Fund
CL Web Developers	Destination Greater Victoria
Greater Victoria Chamber of Commerce	BC Housing
Provincial Employees Community Services Fund	SAS Comfort Shoes
Soap for Hope	Wild Abandon Jewelry
ICBC	Volunteer Victoria

We extend special shout-outs to Volunteer Victoria whose never-ending support and guidance is valued beyond measure, the many members of our community who have donated their stylish, up-to-date clothing, accessories and shoes, and the many donors who have quietly given significant financial donations.

Community Events and Engagement

Wear2Start participated in several community events and engagement opportunities this year.

A few of note are:

- The Victoria Women's Show
- SoberFest
- Volunteer Victoria – Volunteer Recruitment Events ant UVic & Camosun College
- Destination Victoria - Travel Summit
- Victoria Downtown Business Association
- WorkBC - Reconnect Event
- Wear2Start 3rd Semi-annual Clothing Sale
- Confidence In Action: Navigating Life With Resilience

Our Referral Partners

Wear2Start welcomes self-referrals and new referrals from any organization, program or individual in the Greater Victoria area that provides services to women-identified and nonbinary clients. We are grateful for the amazing work that our partners do in providing support, empowerment, and advocacy. Special thanks to:

1Up Single Parent Resource Centre	Maximus Canada
Aboriginal Coalition to End Homelessness	Mustard Seed
Action Committee of People with Disabilities	PEERS
Beacon Community Services	Pegasus Recovery
Bridges for Women	PHS Community Services
Burnside Gorge Community Centre	Quadra Village Community Centre
CBI Health	Rainbow Kitchen
Connections Place	Restorative Justice Victoria
CoolAid/Rock Bay Landing	Salvation Army
Cridge Transition House	Sandy Merriman House
Cook Street Village Activity Centre	St. Vincent de Paul/Rosalie's Village

Ethos Career Management/QMunity Works	Ukrainian Cultural Society
Greater Victoria Housing Society	Victoria Brain Injury Society
GT Hiring	Victoria Native Friendship Centre
Help Ukraine Vancouver Island Society	Victoria Pregnancy Centre
Inter-Cultural Association	Victoria Women's Transition House
Island Community Mental Health Association	Victoria Youth Empowerment Society
Island Deaf and Hard of Hearing Centre	Women in Need
Island Sexual Health	WorkBC
John Howard Society	
Kopar Administration	

Looking Forward to 2024/25

Wear2Start has experienced significant growth over the past two years, and our momentum shows no signs of slowing down. As the demand for our services continues to rise at an unprecedented rate, we remain committed to expanding our reach and impact within the community. A few highlights of things to come:

- Our Wardrobe Program will be expanding to add an additional 4 appointments per month.
- Our Clothing Donation Program will be expanding to add an additional 2 to 4 appointments per month.
- Our Volunteer Program will be expanding to accommodate the addition of wardrobe and donation appointments.
- Our Care4You Program is expanding to work collaboratively with more agencies to provide much needed personal hygiene items to those self-identified women who require them (scope of this expansion is determined by funding).
- Our website will be receiving a much-needed facelift.
- Our event, Confidence In Action: Navigating Life With Resilience was such a success that we are so excited to continue these impactful conversations with 2 more events planned for 2025.
- Wear2Start will be hosting 2 more clothing sales in 2025, one in February and another in July.

Quotes from our Clients

“I’d love to share how grateful I am for Wear2Start! The volunteers were not only welcoming but went above and beyond to ensure I felt comfortable and confident. Their dedication and kindness made the experience truly special, and I’m incredibly thankful for their support.”

“I am grateful for all your help which you provide. You are really making a difference in the community. Thank you from the bottom of my heart.”

“I would like to say that the amazing ladies made me feel like I mattered, my self-esteem was low, but I left feeling like I can now move forward. Keep up the great work. I think anyone will be pampered and feel she is not alone on her journey.”

“My daughter and I came for our appointment this morning. I was truly overwhelmed by your generosity, care, and excitement at finding us outfits. We came home with far more than I ever could have expected. What made my day more than anything was after we left my daughter said that she loved the experience and said she felt like a princess. I haven’t seen her so happy in a long time due to the bullying she has faced at school. I could have cried several times when I could see her great joy. She can’t wait to show off her new outfits at school and to return to her thrift store work to help give this same joy to others. Thank you again for giving a time of great joy with the Wear 2 Start team. You gave us a memorable and life changing day”

“Coming here and getting to get clothes etc. for free is like Christmas for me. Things are so tight that I can barely make rent, bills and groceries. Then there's all the stuff for the kid. So, there's never anything left for me. I don't go shopping for myself because there's no money left and retail prices are way too expensive, even 2nd hand store prices have gone up. It is a real boost to the self-esteem and mental health generally to get some 'new to me' clothing. Just knowing there's a place that cares about me and women like me means so much. Thank you for being there,”



Volunteer Coordinator 2024 Annual Report

Submitted by Jillian Alexander

This year was another busy year in which we successfully expanded our reach. Appointments for clients and donations increased as we worked to improve accessibility to our programs and services. The volunteers consistently do an outstanding job of working with clients and clothing donors to ensure positive experiences.

Volunteer Stats and Updates

Total number of current volunteer positions not including Board members – 27

Boutique Coordinator- 1

Boutique Consultants – 16

Donation Intake Team – 4

Donation Coordinators- 2

Client Intake Coordinators – 2

Cuts4Confidence Coordinator – 1

Care4You Coordinator- 1

Consignment Coordinators – 2

Shoes That Fit Coordinators- 2

Administrative Volunteers - 5

Event Volunteers - 18

Social Media Volunteers - 1

Alterations Volunteer - 1

This year the volunteer program has continued to grow and develop, in our ever-changing landscape. As we continue to evaluate the need for our programs and services in the community, it is clear we need to keep our focus on capacity-building in order for us to serve our clients and community to the best of our ability.

We are continuously recruiting volunteers to maintain full coverage in the boutique and storeroom for vacations, illnesses, and to ensure that fully trained volunteers are ready to manage shifts in the boutique as we look to increase appointments.

We have added a new position to our volunteer roles, a Boutique Coordinator. This volunteer supports the Program Manager and Volunteer Coordinator in overseeing the day-to-day operations of the boutique, storeroom, and support for the volunteers. A big shoutout and thank you to Catherine Hanson for taking on this role, jumping in feet first, and making such a positive impact for your fellow volunteers.



Translation Skills

In the Boutique we see clients from diverse backgrounds, sometimes for whom English is not their first language. Boutique Consultants Marina Crawford, Melisa Carrera, and Sapphire Archibald deserve special shoutouts for helping with Ukrainian, Spanish, and Hebrew language translations, respectively.

Training and Workshops

Gender Diversity Workshop

As Wear2Start continues to evaluate our clients' needs and recognize areas for continued growth and learning, we are dedicated to providing opportunities for our volunteers and board members to further their knowledge and understanding of Equity, Diversity and Inclusion. This year we were fortunate to have the opportunity to offer another gender diversity workshop that was facilitated by Connie Quayle. Connie is a past client and expert in the area of Gender Diversity.

Community Programs

Country Grocer – Save a Tape Program

Country Grocer gives a \$50 gift card to W2S for every \$5,000 worth of receipts that are collected from community members. Thank you to volunteer Daphne Andrews for continuing to oversee this fundraising initiative.

Thank you, Thank you, THANK YOU to all our Volunteers

We would like to extend a sincere thank you to all the volunteers that have chosen to give their time and energy to Wear2Start. We are fortunate to have such a remarkable group of dedicated individuals assisting us in providing such necessary services in our community. We couldn't provide any of our services without you and we recognize that every day.

Introducing our new Volunteer Coordinator – Jillian Alexander

Greetings and hello. My name is Jillian Alexander. I was welcomed to the W2S team in July. Born and raised in Victoria, I recently moved back to the island after ten years away living mostly in Calgary, Alberta. I have also lived briefly in Sicamous and Halifax.

I have a recreation degree and background, which has provided me with the skills and knowledge to work in a variety of interesting fields in a range of roles. My experiences are largely non-profit, with some local government, and include the Executive Director of a provincial sport organization, Program and Event Manager of a Regional District, and



Administrator of a community association and centre. Throughout these positions I have had the opportunity to work with many diverse volunteers, community groups, stakeholders, Boards, and Councils.

As a life-long volunteer, I have always strived to give back to my community, supporting causes and organizations that resonate with me. Some of these have included as a Personal Shopper for Bridges for Women, as a Stylist with Dress for Success Calgary, and as Vice President for the Pineridge Community Association.

Thank you for welcoming me to the team. I am excited to be working with such an incredible group of people, helping support the volunteers that provide such impactful services to our community.

Community Engagement Coordinator Report, Mico Miede-Moffat

Since I began as the Community Engagement Coordinator in July 2024, I've had the pleasure of meeting the dedicated team, volunteers, and supporters of Wear2Start. Learning about the organization's mission to empower self-identified women through personalized support and sustainable practices has been inspiring and rewarding.

Over the past six months, Wear2Start has increased its presence at community events like the Langford Sober Fest and the Camosun College Volunteer Fair and connected with groups like Good Night Out and the Victoria Sexual Assault Centre. These are not just steps forward but significant strides that reassure us of our progress and give us confidence in our future endeavours.

Wear2Start has worked to strengthen relationships, nurture collaborations, and create lasting connections. Through event outreach and carefully crafted social media campaigns, we've told Wear2Start's story, reaching more people and making our mission known.

Wear2Start's future is bright. We are committed to expanding our services, deepening our partnerships, and launching new initiatives. Our goal is clear: to continue empowering women and providing them with the tools they need to face the future.

Community Engagement and Events

Wear2Start participated in several high-profile community events, which helped increase our visibility and foster partnerships. Some highlights include:

Photo Session (July 2024): A professional photo session to capture high-quality images of Wear2Start's team, boutique, and services. These visuals were integrated into marketing and outreach materials, enhancing our ability to tell Wear2Start's story and connect with the community.

Bi-Annual Clothing Sale (July 2024): This key fundraising event, which supports Wear2Start's operations while promoting sustainability took place at the Fernwood Community Center .

Langford Sober Fest (August 2024): A collaborative effort with KOPAR showcasing our commitment to supporting diverse groups.

UVIC (November 2024) and Camosun College (October 2024) Volunteer Fairs: Two key recruitment events hosted by Volunteer Victoria for volunteer recruitment and community outreach.

Festival of Trees (November 2024): This community event to support BC Children's Hospital showcases Wear2Start's creativity and commitment to supporting local causes while increasing public awareness of our programs and services.

Confidence in Action: Navigating Life with Resilience: Successfully hosted this interactive event on November 6, 2024. Attendees heard stories from speakers and participated in workshops on empowerment, conflict resolution, and resilience. Partnerships with the Victoria Sexual Assault Centre and Good Night Out

Victoria contributed to the event's success. The event fostered meaningful connections and reinforced Wear2Start's commitment to community empowerment.

Social Media and Digital Outreach

Social media has been an invaluable tool in engaging the community. We have implemented a comprehensive content calendar, focusing on storytelling, educational posts, and client success stories to connect with our audience. Metrics show consistent growth in engagement across platforms.

Social Media Insights (Sept 1st - Nov 25, 2024)

Facebook

Total-Content

vs July 7 - Nov 25 2024

Views	33.6K	
Reach	12K	↑ 1.8K%
Visits	660	↑ 123.7%
Follows	29	↑ 93.3%

Instagram

Total-Content

vs Sept 1 - Nov 25 2024

Views	13K	
Reach	5.1K	↑ 1.9K%
Visits	343	↑ 168%
Follows	102	

Closing Statement

I am deeply grateful to our volunteers, donors, and community partners for their unwavering support. Together, we have built a foundation of trust and collaboration to carry Wear2Start forward in its mission to empower women across Greater Victoria.

Respectfully submitted,
Mico Miede-Moffat
Community Engagement Coordinator

Wear 2 Start Society Treasurer's Report - AGM December 10, 2024

Statement of Operations

- We finished the year with a surplus of just over \$19,000.
- We received a total of \$48,000 in grants this year from the following organizations:
 - o Victoria Foundation
 - o United Way Southern Vancouver Island
 - o Zonta
 - o Sovereign Order of St John of Jerusalem Knights Hospitalier
 - o City of Langford
 - o Walmart
 - o VIHA Community Wellness Grant Program
 - o Peninsula Co-op
- We would like to express our appreciation to all of the organizations which have provided us with grants to fund our operations. Without these grants we would not be able to continue to grow. Of particular note, Zonta has been providing us with a grant to assist us in paying the rent since the organization was founded in 2001.
- Grant revenue is accounted for as Deferred Revenue (Current Liabilities), and is recognized when the offsetting expenses are incurred. We carried forward \$17,518 in unused grants to fund operations in 2024-25.
- We received a second and final instalment of the bequest from the Sandra Beaton estate, in the amount of \$27,883. In total, we received over \$78,000 from this bequest.
- Number of clients served has increased by more than 20%, following extremely rapid growth over the previous two years. We are adding appointments on an additional Saturday each month (2x/month, rather than once/month) in order to accommodate demand in as timely a fashion as possible.

	2016	2017	2018	2019	2020	2021	2022	2023	2024
Clients Served	103	95	90	84	82	72	140	196	236
Increase/(Decrease)		-8%	-5%	-7%	-2%	-12%	94%	40%	20%
Cost per client*	\$333	\$377	\$201	\$408	\$464	\$929	\$515	\$390	\$427

*Cost per client is calculated by dividing total annual expenses by the number of clients

- Revenues were down 13% due to a decline in donations received.
- We received over \$7,000 as a result of sales of items through consignment stores. In addition, our two clothing sales raised over \$5,000.
- Expenses have increased for two primary reasons:

- Our lease was renewed in October 2023 with an 11% increase. Although a large increase, inquiries regarding current rental rates indicated we are likely paying about 50% of current market rates.
- Contractor costs which have increased for several reasons:
 - Increased outreach and community engagement activity by the Program Manager
 - A Volunteer Coordinator was brought on board in December 2023, and subsequently left in 2024 as she was unable to effectively perform her responsibilities, resulting in additional hours for the Program Manager.
 - In July 2024 we hired a new Volunteer Coordinator, and also had the opportunity to hire a Community Engagement Coordinator.
- We claimed the allowable GST rebate for the first time in 2023-24. We are allowed to claim 50% of GST paid. We received a rebate of over \$800 for the first six months of the fiscal and received over \$1000 in October for the period April 1 – Sept 30, 2024.

Statement of Financial Position

- Liquid assets totaled \$133,596 at year end, and made up most of the assets.
- Furniture is not fully amortized, with 2 more years remaining to be amortized.
- Liabilities are entirely made up of Deferred Revenue (grant funding) which carries forward to the next fiscal year to be used.

Looking Forward

- We continue to plan to grow our operations, as outlined in the Strategic Plan.
- We expect to have two clothing sales annually going forward. This allows us to find new homes for excess clothing and also helps build our relationships with several local consignment stores, which donate unsold clothing to us.
- As we have been running surpluses for the past few years, we now have net assets in excess of \$137,000. As a not-for-profit, it is expected that we will use our net assets, and not simply increase them. In the next year, we will look at ways to better serve our expanding clientele, including ensuring that our specialty programs (Blue Bag, Shoes that Fit, Cuts for Confidence, Bra program) continue to operate at full capacity even if special grant funding is not available.
- Having 6 months to 1 year's operating funds in excess of immediate needs does not concern CRA, as it ensures we can continue to operate.
- As noted in the budget on the following pages, it is likely there will be a deficit for fiscal 2024-25. We will dip into our savings in order to fund our operations. This was not unexpected as expansion brings additional costs.

A final note

As interim Treasurer for the past year, I have had the opportunity to delve deeply into all of the financial aspects of the organization while simultaneously trying to look forward as the President. This has been both challenging and rewarding and I have been happy to contribute to Wear 2 Start in both roles.

However, it is now with great excitement that I can say I have been replaced as Treasurer by Erin Kemp-McAskile, CPA, CGA. Erin brings a wealth of background and knowledge to the position, and has displayed a depth of understanding which will truly add value to the role and to Wear 2 Start. Therefore, I am handing over the metaphorical chequebook with confidence!

Motion: To approve the year-end financial statements.

**Wear2Start Annual Operating Budget (Oct 1, 2024 - Sept 30, 2025)
Approved by the Board, Sept 10, 2024**

Revenue

Grants	63,100.00
Consignment Sales	5,000.00
Event fundraising (clothing sales)	6,000.00
GST Recoverable	1,243.50
Donations	25,000.00
Interest income	1,100.00
Membership	<u>22.00</u>
Total Revenue	101,465.50
Expenses	
Program Manager contract	37,440.00
Volunteer Program Coord contract	21,450.00
Community Engagement Coord - contract	11,440.00
Rent	12,300.00
Telephone, internet, utilities, zoom, website, Quickbooks, MailChimp etc.	3,000.00
Database (Keela)	1,500.00
Shoes that Fit	3,000.00
Cuts4Confidence	5,000.00
Care4You (includes Hosiery)	12,000.00
Hosiery (Bra) Program	0.00
Insurance	2,500.00
Memberships (GVCC and VolVic)	900.00
Boutique repairs & maintenance	1,000.00
Training (Volunteers and Board)	4,500.00
Strategic planning and marketing	5,000.00
Boutique supplies	600.00
Alterations and drycleaning	100.00
Amortization	575.00
GST paid	2,487.00

Interest and Bank Charges	<u>150.00</u>
Total Expenses	<u>124,942.00</u>
Net Shortfall	<u>-23,476.50</u>

Financial Statements of
WEAR 2 START SOCIETY
Year ended September 30, 2024

WEAR 2 START SOCIETY
Statement of Financial Position
September 30, 2024

Page 1 of 6

	<u>2024</u>	<u>2023</u>
ASSETS		
CURRENT		
Cash and cash equivalent		
Chequing	67,144	88,342
Savings	10,551	10,311
Term deposits	65,900	35,000
Total cash and cash equivalent	143,596	133,653
GST/HST receivable (note 4)	2,101	-
Inventory	6,667	6,667
Prepaid expenses	1,698	5,281
	154,061	145,601
TANGIBLE CAPITAL ASSETS (note 5)	1,149	1,724
TOTAL ASSETS	155,210	147,325
LIABILITIES AND NET ASSETS		
CURRENT		
Deferred revenue (note 6)	17,518	28,755
NET ASSETS		
Operating fund	136,543	116,846
Capital asset fund	1,149	1,724
	137,692	118,570
TOTAL LIABILITIES AND NET ASSETS	155,210	147,325

WEAR 2 START SOCIETY

Page 2 of 6

Statement of Operations

For the year ended September 30

	<u>2024</u>	<u>2023</u>
REVENUE		
Bequests	27,883	50,399
Consignment sales	7,292	-
Donations	16,654	27,455
Fundraising	5,386	4,236
Grants used	61,354	52,372
Membership fees	23	19
TOTAL INCOME	<u>118,592</u>	<u>134,481</u>
EXPENSES		
Amortization expense	575	575
Bank charges and interest	99	68
Care4You	776	-
Cuts4Confidence	2,800	-
Dues and subscriptions	3,126	699
GST paid	837	-
Hosiery	2,021	-
Insurance	3,317	2,347
Promotion and marketing activities	2,652	473
Rent or lease payments	12,300	11,655
Shoes That Fit	4,178	-
Strategic planning	2,442	839
Subcontractors	60,785	53,076
Sundry expenses	2,045	1,135
Supplies	1,304	4,398
Training	339	-
Utilities	1,126	1,088
TOTAL EXPENSES	<u>100,723</u>	<u>76,353</u>
OTHER INCOME		
Interest earned	1,253	42
TOTAL OTHER INCOME	<u>1,253</u>	<u>42</u>
EXCESS OF REVENUE OVER EXPENSES	<u>19,122</u>	<u>58,170</u>

WEAR 2 START SOCIETYStatement of Changes in Net Assets
For the year ended September 30

	Operating Fund	Capital Asset Fund	Total 2024	Total 2023
Balance, beginning of year	116,846	1,724	118,570	60,401
			19,12	
Excess of revenue over expenses	19,122		- 2	58,169
Amortization of tangible capital assets	575	(575)	-	-
Balance, end of year	136,543	1,149	137,692	118,570

DESCRIPTION OF THE ORGANIZATION

Wear 2 Start Society (the Society) is a not-for-profit organization incorporated under the Societies Act of British Columbia. As a registered charity, the Society is exempt from the payment of income tax under Section 149(1) of the Income Tax Act and may issue receipts for charitable donations.

The Society operates to provide clothing and related items and services to self-identified women in need who require assistance in obtaining clothing for work and life.

1. ACCOUNTING POLICIES**a. Net Assets**

The Operating Fund consists of the excess of revenue over expenses accumulated by the Society each year and is available for general purposes.

The Capital Asset Fund reports the assets, liabilities, revenues and expenses related to the Society's capital assets. The ending fund balance represents the net book value of the capital assets. The related amortization expense is recorded in the capital asset fund.

b. Tangible Capital Assets

Tangible capital assets are recorded at cost. The Society provides for amortization using the straight-line method at rates designed to amortize the cost of the tangible capital assets over their estimated useful lives. The annual amortization rates are as follows:

- | | |
|----------------------------|---------|
| i. Furniture and equipment | 5 years |
| ii. Computer equipment | 3 years |

c. Revenue Recognition

The Society follows the deferral method of accounting for contributions which includes grants and donations. Unrestricted contributions are recognized as revenue when received or receivable. Revenue is recognized when the amount to be received can be reasonably estimated and collection is assured. Externally restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Revenue received that relates to future periods is recorded as deferred revenue.

d. Donations in Kind

Donations in kind are recorded at their fair market value at the time of the donation. During the year, no donations in kind were recorded. (2023 – \$0).

Notes to the Financial Statement
September 30, 2024

e. Contributed Service

Volunteers contribute a significant amount of their time each year. Because of the difficulty in determining their fair value, contributed services are not recognized in the financial statements.

f. Inventory

The amount recorded as inventory is an estimate which we are required to provide for insurance and tax filing purposes. Given that the majority of inventory is donated, this estimate is conservative.

2. BEQUEST

In October 2023, the Society received the final portion of the bequest we were given by Sandra Beaton.

3. RESTRICTED CASH

Restricted cash has been internally restricted for use in the event that the Society can not cover its lease obligations.

4. GST/HST RECEIVABLE

As a registered charity, the Society is eligible to claim a GST rebate representing 50% of the GST paid on purchases. Fiscal year 2024 is the first year in which the Society has applied for this rebate.

5. TANGIBLE CAPITAL ASSETS

			2024	2023
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Furniture and equipment	6,574	5,425	1,449	1,724
Computer equipment	1,473	1,473	-	-
Total	<u>8,047</u>	<u>6,898</u>	<u>1,149</u>	<u>1,724</u>

6. DEFERRED REVENUE

Deferred revenue relates to funding received in the current period that will be recognized in line with the related expenses in a subsequent period. The deferred revenue balances consist of unspent grants received from the following organizations:

	<u>2024</u>	<u>2023</u>
Peninsula Co-op Grant	2,000	-
United Way	-	5,160
Victoria Foundation	6,673	18,342
VIHA Community Wellness Grant	4,500	-
Zonta	3,000	4,000
Other	1,345	1,253
Total	<u>17,518</u>	<u>28,755</u>

7. INSURANCE EXPENSE

The Society carries both Business Insurance and Directors and Officers Liability Insurance.

Due to multiple changes in the Treasurer position within a single year last year, the accrual of a portion of our business insurance was not reversed in the correct fiscal. Insurance expense was understated in a past year and is overstated this year due to the accrual being reversed. In future years, we intend to expense the insurance in the year in which the expenditure is made.

8. COMMITMENT

The Society leases space for its boutique and storage room. The annual lease payments are \$12,300 exclusive of GST. The Society's current lease agreement expires October 31, 2025.



Annual General Meeting December 10, 2024

Board of Directors – for approval

Leelah Dawson (President, becoming Past President)

Leelah had a long career in post-secondary education as an administrator and a faculty member. Prior to her retirement she was the Dean, School of Business + Media, British Columbia Institute of Technology. Leelah joined the Board of Wear2Start (W2S) in January 2022, and immediately became the Vice-President. In January 2023, Leelah became the President, and in October 2023 she also took on the duties of the Treasurer, until November 2024.

Joined January 2022, Renewed December 2023. Term expires December 2025.

Kim Campbell (Vice-President, incoming President)

Kim Campbell is a Program Advisor at ICBC where she has had a successful career for almost 30 years and has her Project Manager Professional (PMP) certification. Kim became involved with W2S when she initiated a fundraiser in July 2022 which raised over \$2500 and contributed a significant number of supplies to the Care4You (Blue Bag) program. Kim joined the Board of W2S in January 2023 and immediately became Vice-President. At present Kim also chairs the Finance, Risk, and Governance (FRG) Committee.

Joined January 2023. **To be renewed in December 2024** for a two-year term ending December 2026.

Laura Savage (Secretary)

Laura is the Property Manager for Westshore Town Centre with 17 years of experience in property management in Victoria. Westshore Town Centre hosted a successful fundraiser for W2S in September 2023, raising over \$1300 plus over 40 pairs of leggings for our clients. Laura joined the Board in April 2023 and became Secretary in January 2024. She is also a member of the Communication, Outreach, and Fundraising committee.

Joined April 2023. Confirmed for a 2-year appointment in December 2023. Term expires Dec 2025.

Catherine Patterson (Director, incoming Vice-President)

Catherine is a Director and, with over 30 years in the BC Public Service, holds the position of Director, Transformation and Corporate Reporting at the Ministry of Health . She joined W2S in July 2023 as an administrative volunteer assisting with the creation of our (newly launched) database. Catherine joined the Board in March 2024, and chairs the Communication, Outreach, and Fundraising Committee.

Joined March 2024. **To be confirmed for a 2-year appointment ending December, 2026.**

Wear Start

Erin Kemp-McAskile (Treasurer)

Erin is a CPA and a partner in the firm RMC Chartered Professional Accountants LLP. Erin has a wealth of experience in public accounting. Erin joined the Board in October 2024 and was immediately appointed Treasurer. She is also a member of the Finance, Risk, and Governance Committee.

Joined October 2024. **To be confirmed for a 2-year appointment ending December, 2026.**

Anne Holtzman (Director)

Anne built her 40-year hospitality management career on her dietetics and nutrition education with operations and leadership roles, primarily in the senior living and public healthcare environments. Anne joined the Board of W2S in October 2023 and has been using her professional expertise to help W2S better document health and safety procedures. Anne is a member of the Finance, Risk, and Governance Committee.

Joined October 2023. Confirmed for a 2-year appointment in December 2023. Term expires Dec 2025.

Angela Pecorelli (Director)

Angela has had an extensive career at ICBC, and is currently the Program Lead, Business Modernization. Angela joined the Board in September 2024 and is a member of both the Finance, Risk, and Governance Committee, and the Communications, Outreach, and Fundraising Committee.

Joined September 2024. **To be confirmed for a 2-year appointment ending December, 2026.**

Chelsea Carlson (Director)

Chelsea is the Manager, Corporate Strategy for BC Transit, and has an extensive background in both strategic development and communications. Chelsea joined the Board in September 2024 and is a member of the Communication, Outreach, and Fundraising Committee.

Joined September 2024. **To be confirmed for a 2-year appointment ending December, 2026.**

Catherine Hanson (Director)

Catherine is a highly successful but recently retired entrepreneur. Catherine joined W2S as a volunteer and is currently the Boutique Operations Coordinator. In addition, Catherine joined the Board in October 2024 and is a member of the Communication, Outreach, and Fundraising Committee.

Joined October 2024. **To be confirmed for a 2-year appointment ending December, 2026.**