

Wear 2 Start



[wear2start.com](http://wear2start.com)

# Annual General Meeting

*December 9, 2025*

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# Wear 2 Start



## 2025 Annual General Meeting AGENDA

Tuesday, December 9, 2025

6:00 PM – 7:00 PM (Doors open at 5:45, light refreshments)

77 Gorge Road West, Community Room (map provided below)

Zoom: <https://us06web.zoom.us/j/87219235040?pwd=64yHfGlfVxq4KETbguszAxqM1faEu9.1>

### 1. Welcome

### 2. Land Acknowledgement

*Wear 2 Start acknowledges that we work on the traditional territories of the Lekwungen peoples, and that the land's historical relationships with the Songhees, Esquimalt and WSÁNEĆ peoples have existed since time immemorial. We extend our appreciation for the opportunity to live and learn on this territory.*

### 3. Tribute to Kathleen McMullin, Founder of Wear2Start

### 4. Introductions

### 5. Approval of Agenda

### 6. Approve Minutes of 2024 Annual General Meeting

### 7. President's Report – Kim Campbell

### 8. Executive Director's Report – Zoey Wells

### 9. Treasurer's Report – Erin Kemp-McAskile

- a. Annual Financial Statements
- b. Motion to Approve the Year End financial statements

### 10. Proposed Bylaw Amendments

None

## 11. Approval of 2025 Membership Fee of \$1.00

## 12. Election of Board of Directors

- a. List of Directors up for renewal or new since last AGM
- b. Motion to confirm Board Members who started in 2025
- c. Motion to confirm Board Members who are renewing for additional two-year term

## 13. Other Business

## 14. Adjournment



*Reducing barriers “2” success*

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## A Tribute to Our Founder, Kathleen McMillan

On October 2, 2025, following a brief but courageous battle with Stage 4 bowel cancer, our community lost an extraordinary woman, Kathleen McMullin — a visionary whose strength and empathy changed countless lives. Kathleen was more than the founder of Wear2Start; she was a beacon of hope for women navigating some of life’s most difficult challenges.

Kathleen’s story began in the 1970s when, as a single mother of three, she made the courageous decision to leave an abusive relationship. With little more than determination, she rebuilt her life on social assistance and retraining programs. When an opportunity for a legal office interview arose, Kathleen faced a challenge that many women know too well: she had nothing suitable to wear. Summoning her courage, she borrowed clothes from a school friend’s mother — an experience that stayed with her for decades, not because of the kindness shown, but because of the deep sense of vulnerability it brought.

That moment planted the seed for Wear2Start. Established in 2001, Kathleen’s vision was simple yet profound: to ensure that no woman would have to feel that same humiliation when striving for a better future. What began as a program to provide work wardrobes for women seeking employment has grown into a lifeline for thousands. Today, Wear2Start serves women in diverse circumstances — those fleeing violence, newcomers to Canada, young women starting out, older women starting again, and self-identified women seeking dignity and respect.

Under Kathleen’s leadership and enduring influence, Wear2Start expanded its programs to meet rising needs. From clothing and accessories to initiatives like **Shoes That Fit**, **Cuts4Confidence**, and the Blue Bag Program (now **Care4You**), the organization has become a sanctuary of empowerment. Even as the cost of living soared and demand increased by over 200% since 2022, Kathleen’s vision continued to guide Wear2Start’s growth, ensuring that every woman who walks through its doors receives not just clothing, but confidence and hope.

Kathleen’s legacy is woven into every garment donated, every smile shared, and every life transformed. Her story reminds us that resilience can spark revolutions of kindness. As Wear2Start approaches its 25th anniversary, we honor Kathleen’s unwavering dedication and promise to carry forward her mission: to give women a hand up when they need it most.

Thank you, Kathleen, for your courage, compassion, and vision. You have left an indelible mark on our community and in the hearts of all who believe in second chances.

# Wear 2 Start



## 2024 Annual General Meeting MINUTES

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

### 615 call to order

Welcome,

Appreciate Catherine H for providing our space to hold our meeting

### Land Acknowledgement

#### 1. Introductions

Leelah Dawson, President, (outgoing) on the board for 3 years  
Chelsea Carlson, new Board Member  
Catherine Hanson, Volunteer  
Anne Holtzman, Board Member  
Erin Kemp-McAskile, Treasurer  
Catherine Patterson, COF Chair, Vice President  
Laura Savage, Secretary  
Zoey Wells, Program Manager  
Jillian Alexander, Volunteer Coordinator  
Angela Mangicasle, Past President  
Tracy Lubick, Past Program Manager  
Susan Mills, Past Board Member, boutique consultant – shoe & bra program  
Maryna Crawford, Volunteer consultant  
Saba Paktariyh, Assisting with communication  
Brenda Johnson, event and admin volunteer  
Ashley McDonald, KOPAR  
Susan Pratt, Volunteer consultant

Virtually

Heather new volunteer

Regrets

Kim Campbell, incoming Board President

Angela Pecorelli, new Board Member

#### 2. Approval of Agenda

- No amendments
- Motion to approve
  - Catherine Patterson / Catherine Hanson
- Motion carried

3. Approve Minutes from Annual General Meeting, December 2023

- No amendments
- Motion to approve
  - Anne Holtzman / Sue Pratt
- Motion Carried

4. President's Report, Leelah Dawson

Strategic Plan – drafted and approved strategic plan

- 4 pillars – increase clients, community, friends and funds, operational excellence
- Lisa Moore Cutland thanks for support in February assisting us in drafting the Strat Plan & Kim Campbell for creating a useable document
- We've already exceeded some of our targets and we will amend as things unfold
- Note the expansion of clients 20% increase over last year, most clients served in one year
- Note we are launching a holiday campaign, first one done in quite some time

5. Program Manager's Report, Zoey Wells

Highlights of the report:

Increased 30% by our client and taking into consideration our Care 4 You working with Horizons seniors (used to be blue bag program) give 15 bags per month and community planning council, similar to our clients and we provide 10 bags per month. Also, Vic Native Friendship centre having discussions to support their clients

Cuts 4 Confidence had a 36% increase in providing haircuts to clients thanks to a couple new salons

Adding additional appointments in February, 20 new spaces in 2025

Community Wellness grant was received this past year, approved for \$4,500 to expand our training with volunteer base and community. November Confidence in Action was our first event, 85 attendees and most impactful things involved in. Happened on NOV6th, more meaningful. We've another happen last ½ of March, Diversity in Motion, confidence, courage and community. 3<sup>rd</sup> will happen May or June

Last thing just happened, 100+ Women who Care Saanich and Wear2Start was chosen to receive \$19,000

- Volunteer Coordinator Report
- Community Engagement Coordinator Report

6. Treasurer's Report

We ended the year with a surplus of \$19,000, received \$48,000 in grants including Victora Foundation and Zonta who support us every year. Consignment team is over \$7,000 and about \$6,000 from clothing sales and coin boxes. A second instalment was received from Sandra Beaton estate of \$27,000 which has given us some room to launch new initiatives.

Our expenses per client went up only 10%, our increase in activity is greater than our expenses. Great value added. Changes we made to when the budget is passed, in the past during the AGM. The budget is approved by the Board and then presented to the AGM members. It was a shortfall budget; however, the latest grants / awards have reduced the gap / shortfall. We will end the year balanced.

- Annual Financial Statements
  - Increase in contractor costs due to the increase in activity
- Motion to approve the year-end financial statements
  - Catherine Patterson / Anne Holtzman
  - Motion carried

7. Proposed Bylaw Amendments

We did not have any changes this year

8. Approval of 2024 Membership Fee

- Motion to approve the annual membership fee for 2024-25 as \$1.00
- Leelah Dawson / Catherine Patterson
- Carried

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.
- Brenda Johnson / Sue Pratt  
Carried

10. Other Business

Catherine Patterson, Presented a gift to Leelah Dawson as outgoing President and Treasurer (flowers from volunteers and gift box from the board members)

As Past President, Leelah stated that the plan this year is to write a history of the organization. She will talk to Kathleen McMullin and Angela Mangiacasle and also review the annual reports and board minutes. She is also planning on talking to the longer term volunteers. December 2026 this organization will be 25 years old and not many charities last this long. We contribute to women in a very real way. We stand on the shoulders of giants and everything we accomplish is due to the work of those that came before us.

11. Adjournment

Catherine Patterson / Anne Holtzman  
Carried 6:49 PM

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# President's Message

As I sit down to write this year-end President's Report, I am truly amazed by what we have accomplished together. From our volunteers to our Executive Director, our Volunteer Coordinator, and our dedicated Board, every person has played an important role in the successes of this year. Through my reflections, and through the time I've spent with all of you—listening, learning, and working side by side—two words continue to rise to the surface: confidence and empowerment.

These words are not only two of our core values at Wear Start—they are the foundation of who we are and the work we do. And while our mission is to support self-identifying women on their journeys, it is just as important that we, too, find our own confidence and empowerment. Over the past year, I have watched each of you demonstrate with courage using your voice, making decisions, trying something new, taking on challenges, and leaning into growth with honesty and heart.

I have felt that growth in myself as well. The confidence I have gained through serving with all of you—has been profound. And I see that same growth reflected back in so many of you. You've shared your wins, your learnings, and those moments when something “clicked” and you felt more capable, more empowered, more assured. That is the power of this organization. It lifts our clients, yes—but it lifts us, too.

Our strategic plan keeps us focused on outcomes for our clients, and you will see those achievements detailed throughout this report. But I want this message to honour you—the people behind the scenes who carry our mission forward with heart and compassion.

This year we tried new things. Some were incredible successes—like the ReLove Market. Some required reinvention and creativity, like transforming Google Drive into a functional system for everyone. Some sparked meaningful improvements, like the transformation of our storage room after thoughtful volunteer feedback. We tried things that worked and, yes, we tried things that didn't—and that is okay. Because it means we are learning, adapting, and growing our organizational confidence. This growth directly empowers the women we serve every day.

As we look ahead, I cannot wait to take on another year with this extraordinary team. I look forward to deepening our values of confidence and empowerment—not only for our clients, but for each other.

A very special thank-you goes to Leelah Dawson, our outgoing past President, for her five years of unwavering dedication and leadership. Her confidence has created space for others to grow, and her impact will continue to guide us.

To our Board members, our Executive Director, our Volunteer Coordinator, and every single volunteer: **thank you!** Thank you for your commitment, your compassion, your resilience, and the trust you place in the Board to lead at a strategic level—while embracing your own empowerment at an operational level. Your insights and feedback shape our organization and strengthen the support we provide to our clients.

Together, we are building something stronger each year. I am deeply grateful to be on this journey with you.

## Executive Summary

This year, Wear2Start turned possibility into progress—creating pathways for confidence, connection, and empowerment for self-identified women across Greater Victoria. Guided by our core values—empowering self-identifying women, building confidence, reducing barriers, practicing compassion and collaboration, and embracing sustainability—and anchored by our four strategic goals: Increase Clients, Strengthen Community Engagement, Raise Friends and Funds, and Achieve Operational Excellence—we navigated a year defined by growth, impact, and meaningful momentum.

While the Board guided our strategic vision, day-to-day operations were carried forward with dedication and heart by our Executive Director, supported by our Volunteer Coordinator, Boutique Operations Coordinator, and the unwavering commitment of our extraordinary volunteers. Their collective efforts brought our mission to life every single day.

As we close year one of our three-year strategic plan, we are proud to share that 69% of our planned initiatives have already been completed—a remarkable accomplishment and a testament to the strength, dedication, and collaboration of our entire Wear2Start community. This success deserves to be recognized and celebrated.

Below is a summary of our achievements, aligned to each strategic goal as well as our financial summary.

**Goal 1: Increase Clients:** Through welcoming, individualized service at our boutique and stronger partner referrals, we opened doors for more women to build confidence and connection.

- Goal achieved
- Surpassed our goal of serving 185 clients—by 22% (served 226)
- Expanded referral network, including three Indigenous agencies such as:; the W̱SÁNEĆ Community ; and the Native Justice Council

**Goal 2: Strengthen 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.

- Goal achieved
- Grew social media presence by 25% combined (Facebook: 1,009 followers; Instagram: 924). Surpassed our goal of 10% growth.
- Created the ability to report on website data. Tracking and analyzing site performance has given us valuable insights and helped guide improvements for accessibility and user experience.

- Hosted three Community Wellness Grant events focused on diversity, equity and empowerment—speakers included Victoria Mayor Alto and MLA representatives at the Royal BC Museum.
- Participated in key community events, including Victoria Pride Festival, Festival of Lights, and the Victoria Women’s Expo.

**Goal 3: 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.

- Goal achieved
- Surpassed our fundraising goal of \$81,000; raised \$84,000 through donations, grants and events.

**Goal 4: Operational Excellence:** We will review and change our approaches, policies and practices, as necessary, to ensure effectiveness and efficiencies in the achievement of our goals.

- Goal achieved
- Increased volunteer team by 15 skilled individuals across boutique, donation, client intake, social media, events, and administration teams
- Streamlined operations through Client and Clothing Intake Work Groups and process reviews.
- Implemented technology upgrades, including a new laptop and enhanced Google Drive access.

## Financial Overview

The Society experienced notable changes in its financial position compared to prior years:

### Revenue

- Received a generous donation of \$19,100 from *100 Women Who Care*.
- Consignment income increased by \$2,600.
- Despite these gains, overall annual revenue decreased by \$18,500, primarily due to the absence of a bequest allocation. In 2024, the Society received the final bequest from *Sandra Beaton*, which significantly impacted last year’s revenue.

### Expenses

- Total expenses increased by \$25,600 compared to 2024.
- This rise is attributed to a significant increase in the number of clients served, leading to higher costs for the *Care4You* and *Cuts4Confidence* programs.
- Due to increased client services and growth of the organization, there have been increased administrative and contractor costs.

In 2025, the Society faced financial challenges as revenues declined and expenses rose due to program growth and increased client support. While generous donations and higher consignment income helped offset some losses, the absence of a bequest allocation and rising operational costs led to a net loss. The Board remains dedicated to ensuring long-term financial stability and is actively exploring strategies—including enhanced grant writing and new fundraising initiatives—to secure sustainable funding as the Society continues to expand its impact in the community.

# Year End Report Details

## Goal # 1 Increase Clients

### Overview

This year, we exceeded our goal of 185 clients, serving a total of 226 women through the boutique. This growth reflects our commitment to reducing barriers, expanding accessibility, and ensuring more women receive the support they need to move forward with confidence.

Key Performance Indicators	2022-2024 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Clients Served	236	185	226	122%

### Key Achievements

**Expanded Appointment Availability:** In April, we introduced Tuesday and Saturday appointments, allowing us to serve more clients and provide additional flexibility. This important change was made possible thanks to the incredible commitment of our volunteers, who adjusted their schedules to meet growing demand. Tuesday appointments have fast become our most popular appointment time.

**Care4You Program:** While boutique appointments remain at the heart of what we do, this year we significantly broadened our community impact through the Care4You Program. What began as 200 hygiene kits for clients has grown to 1,000 Care4You bags distributed across the region—supporting an estimated 600 women we may never meet in person but who feel the care and dignity that Wear2Start represents.

This growth is a testament to the leadership and hard work of our Executive Director, Zoey Wells, who built strong partnerships with community organizations such as Transition House, the Sooke Shelter Society, and others. Through the dedication of Amanda, Care4You Coordinator, and other volunteers — and with the support of grant funding totaling we were able to sustain and expand this essential program.

**Cuts4Confidence:** In February, we expanded our Cuts4Confidence Program by welcoming new salon partners specializing in textured hair, including Kharma, Lustre of Pearl, The Natural and Ink Bar Beauty. These partnerships ensure that every self-identified woman who visits us feels represented, valued, and celebrated for who she is. Bridgit, our Cut4Confidence

Coordinator, diligently fosters a positive relationship with the salons and our clients who require their services. I am grateful our partner salons have committed to participate in this year’s Cut-a-thon. It shows their continued dedication to supporting Wear2Start.

**Our Why**

At the centre of every number is a story. Each story is a reminder of why we do this work—and how, together, we continue to empower women to take their next brave step.

*“After being a stay-at-home-parent for seven years and in an abusive marriage for the last two, I had lost my sense of how I could professionally put myself forward outside of the house. Since leaving home several months ago with only a backpack and suitcase for three kids and myself, I have used my resources to ensure that the children had fall, and then winter, clothing. Through this experience (because it is an experience!), I was able to acquire a wardrobe that I am proud of. I had forgotten what it felt like to dress with pride and not just put the same clothes on to get through the day. I find myself engaging with others with confidence, and not because I lacked it before, but because I was aware of the societal perceptions of a single mom of three who was either living in transition houses or homeless, due to no fault of my own. My clothing now helps me project who I am and who I am continuing to strive to become. I now feel I can attend meetings and conferences without shame and stigma. I can choose who to tell about my circumstances and not wonder if people are able to guess them because of my clothing.”*

~ Wear2Start Client

**Goal #2: Increase Community Engagement**

**Overview**

This year, we made significant strides in expanding our presence across Greater Victoria and beyond. By connecting with local businesses, community organizations and event partners, we were able to share our story more widely and invite others to be part of our mission. Every conversation, collaboration, and connection helps strengthen the network that supports the women we serve.

Below are the key performance indicators for Increase Community Engagement. Although we exceeded our targets in Facebook and Instagram followers, we did not meet our Media appearance goal. Wear2Start was heavily featured in news outlets in 2023/24 and, because media outlets tend to rotate appearances for equity across non-profit organizations, we anticipate this is a significant contributor to not meeting our target.

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Followers – Facebook	910	1,001	1009	101%

Followers – Instagram	664	730	924	127%
Earned Media Appearances	6	7	2	29%

**Key Achievements**

**Social Media:** Our community engagement continued to grow this year, especially through social media. We reached our Instagram target by July, allowing us to connect with more supporters and share the stories of the women we serve—as well as the volunteers and donors who make our work possible.

I’ve seen firsthand the impact of this outreach. One of our board members, Angela Pecorille, first connected with Wear2Start after seeing a post on my feed. That’s the power of sharing our mission.

A heartfelt thank-you to Zoey Wells and our social media team for their dedication to showcasing the incredible work happening every day. Their efforts continue to expand our reach and deepen our community connections.

**Community Events:** Wear2Start proudly participated in a number of key events that increased visibility, fostered allyship, and connected us with new audiences:

- **Community Grant Series:**
  - **Confidence in Action: Navigating Life with Resilience** (November) was the first in a series of three free community events. The powerful evening, emceed by MLA Grace Lore, was filled with heartfelt speakers, interactive workshops, connection, laughter and tears.
  - **Diversity in Motion** (March) was an inspiring evening celebrating confidence, courage, and community. Guest speakers shared powerful stories of inclusivity, resilience, and the importance of supporting one another. We extend our gratitude to our esteemed speakers—**Mayor Marianne Alto, Shelly D’Mello, Tracey Drake, Ashley MacDonald, Gala Vega, Horst Backé, and Tanille Geib**—for their dedication to fostering empowerment and inclusivity. Their voices remind us of the strength found in community and shared experiences.
  - **Culture Connected** (June) had over 80 attendees celebrating diverse voices and subcultures across Greater Victoria, and included panel members, interpreters and attendees from the Deaf community.
- **Victoria Pride Festival** (July) – strengthened our community presence and demonstrated ongoing allyship.

**Newsletter:** Our newsletter continues to be a place where the heart of Wear2Start truly shines. Each edition shares the moments that remind us why our time and commitment matters—whether it’s a client telling us she finally felt seen and confident walking into a job interview, a volunteer going above and beyond to support boutique operations, or the incredible impact of

our programs and fundraising efforts throughout the year. These stories, told in our clients' voices and reflected in the dedication of our volunteers, keep our mission alive and thriving.

A heartfelt thank you to Catherine Patterson, our Board Vice President and Chair of Communications, Outreach and Fundraising Committee, who serves as our newsletter editor. Catherine pours so much care into gathering client feedback, highlighting volunteer contributions, and celebrating the success of our events and programs. Her passion ensures that every issue showcases the real people, real moments, and real change happening at Wear2Start.

## Donor Engagement

Community engagement extends to the many volunteers and donors who give their time and resources. We saw increased participation across multiple areas, from boutique support to fundraising and outreach, reinforcing the idea that community is built through both action and connection.

**Care4You Donor Engagement:** Our Care4You Program grew this year, becoming a meaningful part of our community engagement. The program supports over 600 women. Many local businesses and community members contributed through financial donations, essential items, or ongoing support. Companies like Quartech, Island Savings, and ICBC, as well as organizations like Victoria Froctails, and numerous individual donors, collectively donated over \$4,100 dollars in support of Care4You. I especially love that the Care4You program allows us to reach women from Sidney to Sooke, ensuring they have the essentials they need. These items may seem small, but I truly believe they help strengthen a woman's confidence as she starts her day, and remind her that her community cares

## Our Why

*"The Care4You hygiene bags have such a meaningful impact on our residents and outreach clients. They not only meet essential needs but also help restore dignity and comfort for people who are often going without. These small, thoughtful items send a powerful message that our community cares."*

~ Sherry Thompson, Executive Director, Sooke Shelter Society

## Goal #3: Raising Friends and Funds

### Overview

This year, our focus on raising both friends and funds truly came to life. Through creative events, partnerships, and individual contributions, we not only generated vital funding to sustain our programs but also deepened relationships with community members who share our belief in empowering women. We exceeded our \$81,000 fundraising goal by \$3,000 — raising \$84,000 overall. Each dollar raised and each new connection made contributes to the continued success of our organization and the women we serve.

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Fundraising Funds	\$6,000	\$6,500	\$5,427	83%
Granting Funds	\$48,000	\$52,800	\$39,053	74%
Donor Funds	\$25,000	\$22,000	\$39,628	180%

**Key Achievements**

**Fundraising Success**

Wear2Start had a highly successful year in fundraising, achieving both financial and community goals. Our top fundraiser was the: Holiday Campaign- \$5,1200

**Grant Support**

Grant funding played a significant role in expanding programs and sustaining growth: A few key grants:

- Victoria Foundation Grant: \$24, 661
- Island Savings: \$6,500
- Zonta: \$8,500

**Donations**

Wear2Start has been very grateful for community donations, large and small. Every dollar has an impact.

- 100 Women Who Care: \$19,000
- Estate Donation: \$4,000
- Personal Donation: \$500

**Consignment Program**

The Consignment Program became a key focus as we recognized its financial impact in supporting our sustainability. Between the consignment of clothing and gold, we generated nearly \$10,000. Thank you to our consignment store partners; Pocket Clothing, MONA Consignment Boutique, Turnabout Luxury Resale, Upcycle Clothing Collective, Velvet Crease, and Old N Gold for supporting Wear2Start . As we look ahead, we plan to further monetize the program and rename it ‘WearIt4ward’—updates to be shared in the coming year. I recognize the balance between serving our clients’ needs and ensuring the financial resources to continue growing, and I greatly appreciate everyone’s input on this. Special thanks to Cindy and Catherine Hanson for their leadership and support in this program.”

# Building Awareness and Connection

Beyond financial support, we continued to cultivate relationships with “friends”—volunteers, donors, and community partners who advocate, champion, and share our mission. Every social media post, community interaction, and word-of-mouth referral strengthened these connections, creating a network of support that extends far beyond the dollars raised.

## Our Why

*Island Savings, a division of First West Credit Union proudly supports Wear2Start because it helps self-identified women take confident steps toward independence and opportunity. By removing barriers to professional attire, the organization creates a level playing field for those entering the workforce or pursuing education. Their practical, compassionate, and empowering approach reflects our commitment to inclusive community support.*

## Goal #4: Operational Excellence

### Overview

This year, Wear2Start focused on building the infrastructure and processes that allow us to serve more women with confidence and care. Recognizing that volunteers are the backbone of our organization, our key performance indicator was volunteer growth. Through dedicated working groups, we developed essential resources such as health and safety manuals, a volunteer manual, and improved access to technology with a new laptop and redesigned Google Drive. These initiatives ensure our processes meet the needs of both clients and volunteers. Operational excellence is not just about systems and policies—it’s about creating an environment where everyone feels supported, valued, and empowered. By investing in these internal improvements, we’re making our programs more effective, sustainable, and adaptable as we continue to grow.

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Total number of volunteers (excluding Board members)	27	N/A	49	N/A

### Key Achievements

#### Volunteer Focus

- **Volunteer Engagement:** Volunteers remain the backbone of Wear2Start. By improving systems, training, and operational processes, we supported volunteers to deliver high-quality services consistently, while fostering engagement and satisfaction across the teams.

- **Volunteer Survey Impact:** In February, we conducted a volunteer survey to better understand volunteer experiences and gather feedback. Your voice is important, and your input has guided decisions throughout the year. The Board reviewed your feedback carefully and took action to improve the volunteer experience and strengthen our organization.
- **Volunteer Training Days:** Training days were held throughout this year, and they continue to be incredibly important. These sessions allow us to share key operational updates and strategic changes, while also creating space to connect with both new and seasoned volunteers. Building these relationships is essential as we move forward. These training days are mandatory to ensure everyone receives the information they need, and I truly appreciate everyone who took the time to spend the day with us.

### Facilities Improvements

- **Storage Room Remodel** – optimized space to improve organization and accessibility. Thank you to Catherine Hanson and all the volunteers who lead this initiative. I hear time and time again what an impact the remodel has had.
- **Lease Renewal** – secured lease for both the boutique and store room through October 2027, ensuring long-term stability for the organization. Thank you to Laura Savage, Erin Kemp-McAskile, and Catherine Hanson for being on the Lease Working Group and providing your invaluable insights.

### Technology and Systems Upgrades

- **Google Drive Migration** – Following two challenging years with Google Drive issues, the dedicated efforts of Zoey and Saba resulted in the establishment and implementation of an updated Drive structure. This enhancement has streamlined document sharing and information access across the Board and contractors, leading to measurable reductions in time spent trying to access documentation and overall increased organizational efficiency.
- **New Laptop Installed and Training Delivered** – The Board heard volunteers' desire for updated technology due to frustrations with the slow, outdated system. As a result, a new laptop and training were delivered this year; both received positive feedback.
- **Volunteer Scheduling Tool (Sling)** – tested through August and rolled out in October. This new tool will streamline scheduling and volunteer management as we begin another year of anticipated growth in clients and volunteers.

### Policies and Processes

- **Health and Safety Manual** – finalized in March, ensuring a safe environment for clients and volunteers. Thank you to FRG - Angela, Anne, Leelah and Erin for your dedication to review and update the manual
- **Working Groups** – Both the Clothing and Consignment and the Client Intake working groups actively improved processes between April and September, strengthening efficiency and quality of service delivery. These groups are the voice of the volunteers. The Board feels it is vital to hear from the volunteers to gain their insights and how to

make improvements. These two working groups have dedicated hours to provide their insights and feedback to ensure the processes we use are effective and efficient.

Operational excellence ensures that every aspect of the organization—from programs to volunteers to community engagement—works seamlessly together. This foundation allows Wear2Start to continue serving women with care, consistency, and impact.

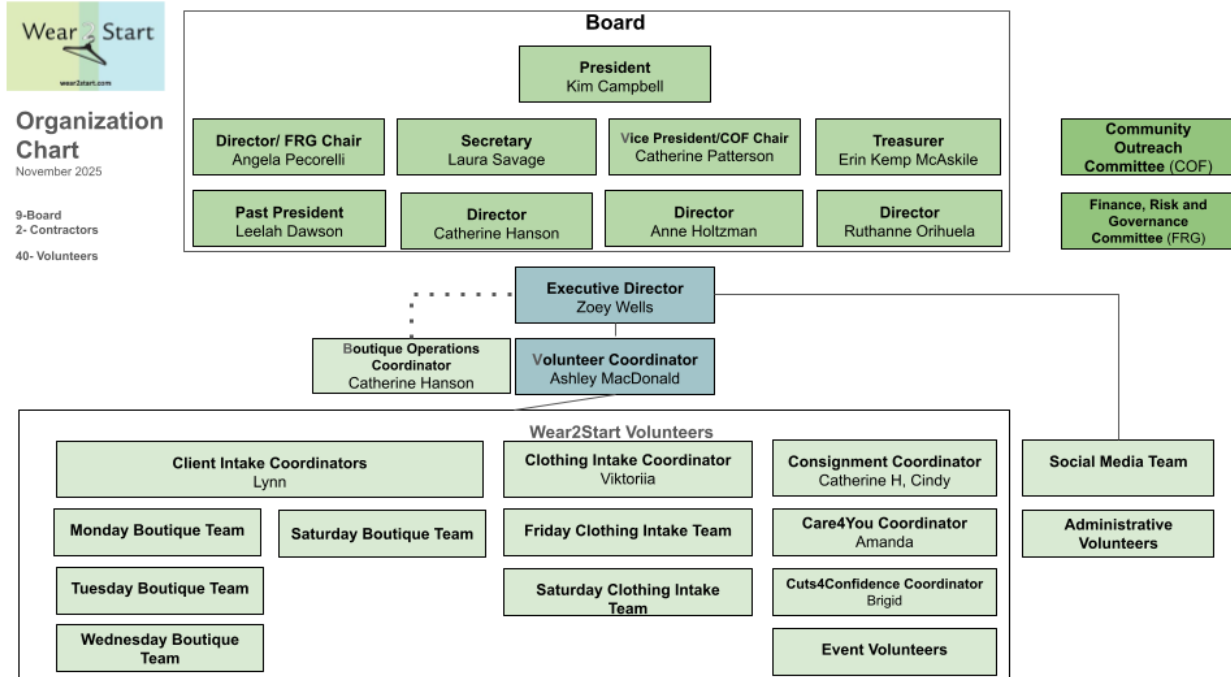
## **Our Why**

*"It may seem like a small thing but the Care 4 You program with Wear to Start little gift bags I receive monthly, allows me to use money I would spend on soap, deodorant, toothpaste and other hygiene items to get myself some extra food supplies. For this I am very grateful"*

~ New Horizons Client

# Appendix

## Wear2Start Organizational Chart





# Q1 Performance Report

# Q1 Summary

This report outlines the key activities and performance for Wear2Start in Quarter 1 of the fiscal year (Oct-Dec 2024). It also outlines the upcoming key initiatives for the fiscal year.

## Highlights

57

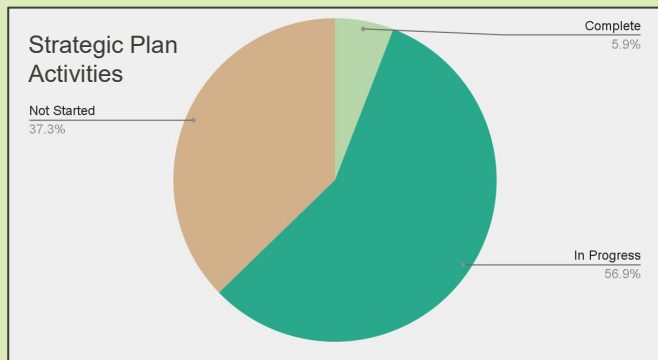
Clients served

\$25K

+189

Raised

Social Media Followers



## Upcoming



## Key Initiatives Completed this Quarter

These are the major events and activities that took place from October to December 2024.

100 Women who Care Saanich - Over \$19,000 Donation	Festival of Trees Participation	Confidence in Action Workshop Event
Camosun and UVic Volunteer Fairs	Hillside Mall Night of Lights	Volunteer team building event

# Increase Number of Clients

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q1 Actuals	Year-End Forecast Increase (Decrease)
Clients Served	236	185	57	(3%)

Goal: Increase clients each year by 10%.

Key Achievements in Q1: Added additional Saturday appointments

# Increase Community Engagement

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q1 Actuals	Year-End Forecast Increase (Decrease)
Followers - Facebook	910	1,001	961	22%
Followers - Instagram	664	730	802	83%
Earned Media Appearances	6	7	0	(100%)

Goal: Increase facebook and instagram followers by 10% each year.

Goal: Increase media appearances by 10% each year.

Goal: Provide the ability to collect website data and increase views by 10% each year.

Key Achievements in Q1: Newsletter launch, Festival of Trees attendance, Confidence in Action Event

# Raise Friends and Funds

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q1 Actuals	Year-End Forecast Increase (Decrease)
Event Fundraising	\$6,000	\$6,500	\$3,488.43	132%
Granting Funds	\$48,000	\$52,800	\$0	(100%)
Donor Funds	\$25,000	\$22,000	\$21,903.64	250%

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

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

Key Achievements in Q1: 100 Women who Care Saanich major donation

# Operational Excellence/System Thinking

<b>Key Performance Indicators</b>	<b>2023/24 Actuals</b>	<b>2024/25 Target</b>	<b>Q1 Actuals</b>	<b>Year-End Forecast Increase (Decrease)</b>
Total number of volunteers (excluding Board members)	27	N/A	*Not tracked	N/A

Key Achievements in Q1: Keela database updated, Style Guide developed



# Q2 Performance Report

# Q2 Summary

This report outlines the key activities and performance for Wear2Start in Quarter 2 of the fiscal year (Jan- March). It also outlines the upcoming key initiatives for the fiscal year.

## Highlights

117

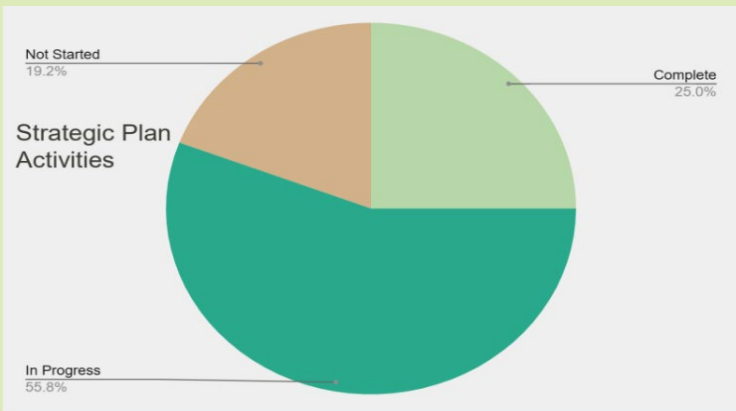
Clients served

\$52K

+189

Raised

Social Media Followers

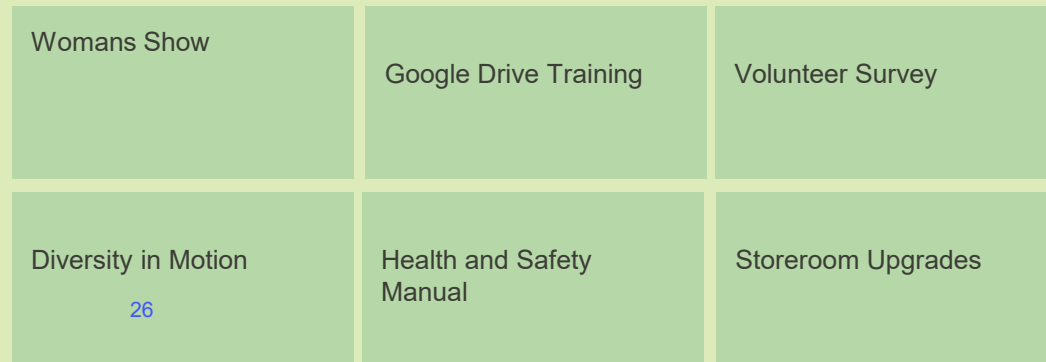


## Upcoming



## Key Initiatives Completed this Quarter

These are the major events and activities that took place from October to December 2024.



# Increase Number of Clients

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q2 Actuals	Year-End Forecast Increase (Decrease)
Clients Served	236	185	117	63%

Goal: Increase clients each year by 10%.

Key Achievements in Q2: Added additional donation appointments

# Increase Community Engagement

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q2 Actuals	Year-End Forecast Increase (Decrease)
Followers - Facebook	910	1,001	990	99%
Followers - Instagram	664	730	880	121%
Earned Media Appearances	6	7	1	(14%)

Goal: Increase facebook and instagram followers by 10% each year.

Goal: Increase media appearances by 10% each year.

Goal: Provide the ability to collect website data and increase views by 10% each year.

Key Achievements in Q2: Clothing Sale, Diversity in Motion [Event](#)

# Raise Friends and Funds

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q2 Actuals	Year-End Forecast Increase (Decrease)
Event Fundraising	\$6,000	\$6,500	\$2,957	45%
Granting Funds	\$48,000	\$52,800	\$13,518	26%
Donor Funds	\$25,000	\$22,000	\$30,263	138%

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

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

Key Achievements in Q2: Grants received, Clothing sale fundraising event

# Operational Excellence/System Thinking

<b>Key Performance Indicators</b>	<b>2023/24 Actuals</b>	<b>2024/25 Target</b>	<b>Q2 Actuals</b>	<b>Year-End Forecast Increase (Decrease)</b>
Total number of volunteers (excluding Board members)	27	N/A	43	

Key Achievements in Q2: Health & Safety Manual, Google Drive Testing, New Volunteer Coordinator



# Q3 Performance Report

# Q3 Summary

This report outlines the key activities and performance for Wear2Start up to the end of Quarter 3 of the fiscal year. It also outlines some of the upcoming key initiatives for the year.

## Highlights

# 167

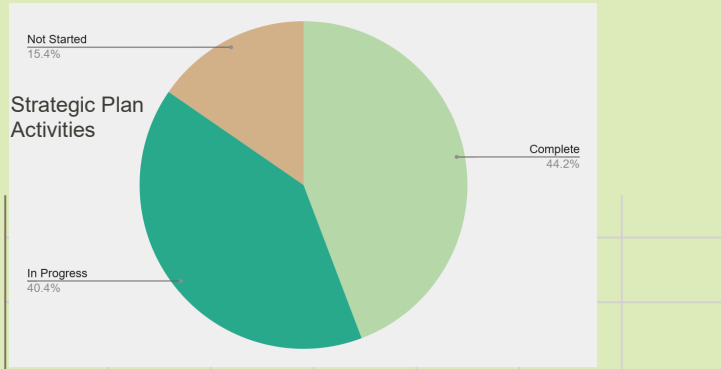
Clients served

# \$69K

Raised

# +341

Social Media Followers



## Upcoming



## Key Initiatives Completed this Quarter

These are the major events and activities that took place from April to June 2025.



# Increase Number of Clients

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q3 Actuals	Percentage of Target Achieved
Clients Served	236	185	167	90%

Goal: Increase clients each year by 10%.

Key Achievements in Q3: Client appointment expansion-With the addition of Tuesday appointments we're now able to serve four more clients each month

# Increase Community Engagement

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q3 Actuals	Percentage of Target Achieved
Followers - Facebook	910	1,001	994	99%
Followers - Instagram	664	730	921	126%
Earned Media Appearances	6	7	2	29%

Goal: Increase facebook and instagram followers by 10% each year.

Goal: Increase media appearances by 10% each year.

Goal: Provide the ability to collect website data and increase views by 10% each year.

Key Achievements in Q3: Cultural Diversity Event

# Raise Friends and Funds

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q3 Actuals	Percentage of Target Achieved
Event Fundraising	\$6,000	\$6,500	\$2,957	45%
Granting Funds	\$48,000	\$52,800	\$21,597	41%
Donor Funds	\$25,000	\$22,000	\$38,469	174%

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

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

Key Achievements in Q3: Victoria Foundation Grant approved – will be received in Q4

# Operational Excellence/System Thinking

<b>Key Performance Indicators</b>	<b>2023/24 Actuals</b>	<b>2024/25 Target</b>	<b>Q3 Actuals</b>	<b>Percentage of Target Achieved</b>
Total number of volunteers (excluding Board members)	27	N/A	47	N/A

Key Achievements in Q3: Consignment and Intake Working Group established, Volunteer event held



# Q4 Performance Report

# Q4 Summary

This report outlines the key activities and performance for Wear2Start up to the end of Quarter 4 of the fiscal year. It also outlines some of the upcoming key initiatives for the year.

## Highlights

# 226

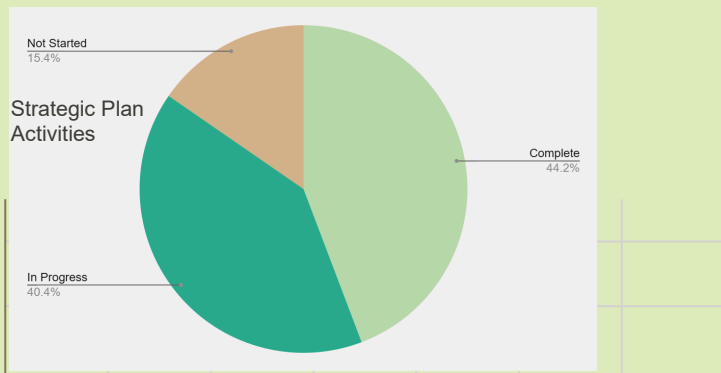
Clients served

# \$84K

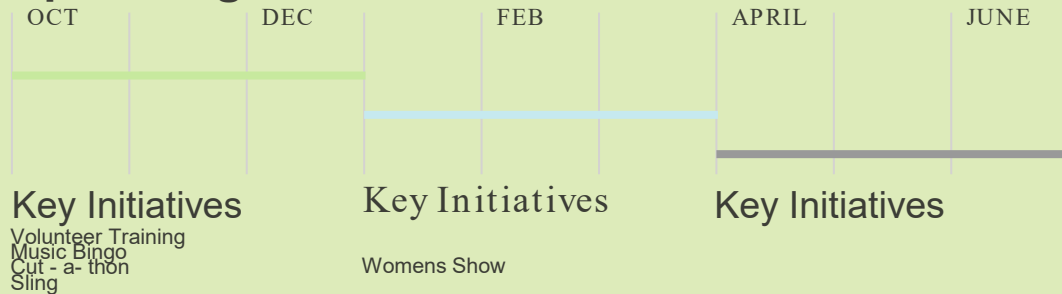
Raised

# +359

Social Media Followers



## Upcoming



## Key Initiatives Completed this Quarter

These are the major events and activities that took place from July to September 2025.



# Increase Number of Clients

Key Performance Indicators	2022-2024 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Clients Served	236	185	226	122%

Goal: Increase clients each year by 10%.

Key Achievements in Q4: kept providing excellent service to our clients

# Increase Community Engagement

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Followers - Facebook	910	1,001	1009	101%
Followers - Instagram	664	730	924	127%
Earned Media Appearances	6	7	2	29%

Goal: Increase facebook and instagram followers by 10% each year.

Goal: Increase media appearances by 10% each year.

Goal: Provide the ability to collect website data and increase views by 10% each year.

Key Achievements in Q4: Relove Market and Victoria Pride

# Raise Friends and Funds

Key Performance Indicators	2023/24 Actuals	2024/25 Target	Q4 Actuals	Percentage of Target Achieved
Event Fundraising	\$6,000	\$6,500	\$5427	83%
Granting Funds	\$48,000	\$52,800	\$39,053	74%
Donor Funds	\$25,000	\$22,000	\$39,628	180%

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

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

Key Achievements in Q4: Island Savings Grant approved for \$6000 and Relove Market events brought in \$2700.

# Operational Excellence/System Thinking

<b>Key Performance Indicators</b>	<b>2023/24 Actuals</b>	<b>2024/25 Target</b>	<b>Q4 Actuals</b>	<b>Percentage of Target Achieved</b>
Total number of volunteers (excluding Board members)	27	N/A	49	N/A

Key Achievements in Q4: New laptop delivered and working groups have now established new processes to be implemented in Q1 of FY2026

## EXECUTIVE DIRECTOR'S MESSAGE

Dear friends, partners, volunteers, and members of our community,

Looking back on this past year at Wear2Start, I am struck by the many moments of courage, connection, and quiet transformation that unfolded in our boutique and throughout the communities we serve. Every self-identified woman who comes to us carries a story shaped by transition, uncertainty, and rebuilding, and each one reminds me why this work is not only meaningful but deeply personal.

Like many of the women we support, I too know what it means to rebuild from places marked by domestic violence, trauma, and deep emotional hurt. I know the feeling of trying to step forward while carrying experiences that are invisible to others. And I know how life changing it can be when someone meets you with dignity instead of judgement, compassion instead of assumptions, and warmth instead of cold systems.

It is from that place, that lived understanding, that I approach this work and this leadership role.

It is also why I believe so fiercely in what Wear2Start represents.

Throughout this year, I witnessed clients rediscover confidence they feared they had lost. I saw volunteers offer not just clothing or styling advice, but presence, encouragement, and genuine care. I watched our programs grow beyond our boutique walls, reaching seniors, unhoused women, newcomers, Indigenous women, gender diverse clients, and those rebuilding after unimaginable challenges.

And I saw something beautiful take root in a community saying "you matter" in ways both practical and deeply human.

Wear2Start has never been just about clothing. It is about creating a moment where someone feels seen, where barriers soften and where possibility becomes visible again.

This year, we expanded the Care4You Program across multiple regions, strengthened outreach with dozens of referral agencies, grew our Cuts4Confidence partnerships, brought in new funding, modernized our operations, and showed up at community events that celebrated identity, diversity, and belonging. We welcomed new volunteers, built new systems, and created pathways for more women to access support without fear, shame, or judgement.

And still, the heart of this work remains the same  
a belief in the inherent worth, resilience, and potential of every woman we meet.

To our volunteers, board, donors, partners, and community members, thank you. Your kindness, your time, and your unwavering belief in this mission made every milestone possible. You helped create a year defined not just by numbers, but by lives touched, spirits lifted, and confidence restored.

To the women we served, thank you for trusting us. Thank you for allowing us to walk beside you, even briefly, on your journey forward. Your strength inspires everything we do.

As we prepare to celebrate Wear2Start's 25th Anniversary in 2026, I carry immense gratitude for the foundation laid by those who came before us and deep hope for what lies ahead. We will continue to expand our reach, strengthen our programs, and build spaces where women feel safe, valued, and empowered. And we will do it together.

From my heart to yours, thank you for being part of this extraordinary community.

This year, and every year, you remind me that healing, confidence, and possibility grow strongest when we lift one another up.

## **INTRODUCTION**

Wear2Start is built on the belief that every woman and gender-diverse individual deserves dignity, confidence, and care during life's most challenging moments. Our work reflects the values of the UN Sustainable Development Goal 5: Gender Equality, ensuring that those facing trauma, transition, or systemic barriers are met with support and respect.

This past year showed that rebuilding a life happens through small moments of compassion and steady community support. Many of the women we serve arrive carrying experiences shaped by housing instability, domestic violence, mental health challenges, job loss, or major transitions. They come seeking more than clothing; they come seeking hope and a place where they can feel seen again.

Thanks to our volunteers, board members, partners, donors, and community supporters, they find quiet reassurance:

You deserve hope.

You deserve confidence.

You deserve to take up space in your life again.

Throughout 2024 and 2025, Wear2Start expanded programs, strengthened referral pathways, modernized operations, and extended our reach across Greater Victoria, the Westshore, and Sooke. Our boutique grew busier, our volunteer team expanded, and more women accessed support when they needed it most.

We also reinforced our commitment to sustainability through our consignment program and responsible clothing stewardship, work that aligns with UN Sustainable Development Goal 12: Responsible Consumption and Production. By keeping high quality clothing in use and reducing textile waste, we supported both our community and our environment.

Most importantly, we saw the daily impact of dignity-centered, trauma-aware care. Women stepped into interviews with renewed confidence. Seniors and unhoused women received essentials without barriers. Newcomers found comfort during resettlement. Gender-diverse clients experienced affirmation and respect. Volunteers saw firsthand how a single moment of care can help someone feel whole again.

This report shares what we achieved and why it mattered. It highlights the programs that grew, the community events that brought people together, and the systems that strengthened our foundation. It also looks ahead to our 25th Anniversary in 2026 and the next chapter of Wear2Start's journey.

At its core, this report is a story of community, resilience, and confidence restored, one woman at a time.

## **PROGRAM IMPACT**

Wear2Start's programs are grounded in the belief that every woman and gender-diverse individual deserves dignified, equitable access to confidence and care. Many of the people we serve arrive carrying the weight of instability, violence, displacement, illness, or systemic barriers. Rebuilding confidence begins with safety, dignity, and small moments of support that help someone feel steady enough to take the next step. Our work reflects this commitment and continues to grow as we deepen connection across communities and strengthen pathways to hope and belonging.

This year, we welcomed more than 225 clients into the boutique for personalized styling appointments, and our programs extended far beyond our doors. We provided more than 100 professional haircuts, purchased dozens of new shoes, and prepared and distributed over 900 Care4You hygiene bags to women

facing transition or vulnerability. Each haircut, each pair of shoes, each bra fitting, and each hygiene bag became its own quiet expression of care. Together, they formed the backbone of a year defined by dignity, connection, and possibility.

### **Cuts4Confidence**

A professional haircut may seem simple, but for many of our clients it represents a turning point. It means stepping into a job interview, a court appointment, a housing meeting, or a new chapter feeling a little taller and a little more like themselves. Each client is eligible for one haircut through the program, ensuring equitable access to this meaningful support.

Throughout 2024 and 2025, Cuts4Confidence continued to grow through the generosity of local salons across Greater Victoria. Salons including Kharma, the Natural Salons, Lustre of Pearl, and our newest partner Ink Beauty Bar opened their doors with warmth and care.

Throughout the year, well over 100 haircuts were provided through our salon partners. Many stylists offered not just haircuts, but comfort, listening, and encouragement that stayed with clients long after they left the chair.

Cuts4Confidence continues to be one of the most immediate and emotional touchpoints for clients, a service that restores dignity in ways that ripple outward.

### **Care4You Program**

Access to basic hygiene items can be life-changing for women facing homelessness, violence, displacement, or financial crisis. The Care4You Program provides thoughtfully prepared hygiene bags that offer comfort, dignity, and a sense of safety at moments when women need it most.

In 2024 and 2025, the program expanded into a multi-region network supported by community partners across Greater Victoria, the Westshore, and Sooke. More than 1,000 Care4You bags were assembled and distributed, each filled with essential items such as menstrual products, shampoo, deodorant, toothpaste, and hygiene basics that many women simply cannot afford.

These bags were distributed through community partners including:

10 bags per month to Community Social Planning Council

15 per month to James Bay New Horizons

10 every second month to TAPS

10 per month to Rocky Point Salvation Army

10 per month to the Victoria Native Friendship Centre

20 per month to the Sooke Shelter

10 per month to the Sooke Region Communities Health Network

The program was strengthened by generous donations of 4,070 menstrual products from Joni, additional hygiene items from The House of Savoy, municipal support from Sooke, Oak Bay, and View Royal, continued contributions from Peninsula Co-op, sustainable packaging planning, and the addition of a dedicated Care4You Volunteer Program Coordinator.

Care4You remains one of our most far-reaching supports. Each bag is a small expression of care that helps a woman feel seen, valued, and supported as she navigates an unstable moment in her life.

## **Bra Program**

A properly fitted bra is one of the most foundational items of clothing, yet it is often one of the least accessible for women facing poverty, transition, or instability. For many clients, receiving a quality bra that fits comfortably can change posture, ease pain, support daily mobility, and restore a sense of confidence in their own body.

Throughout 2024 and 2025, our Bra Program continued to provide essential fittings and high-quality bras through our long-standing partnership with Victoria Classic Lingerie. Peninsula Co-op's ongoing support ensured that these fittings remained available at no cost to clients, allowing each woman to receive the right size and style for her needs.

Each voucher represents more than a garment. It represents dignity, comfort, and the reassurance that someone cares about the details that help a woman feel her best. The Bra Program remains a quiet but deeply meaningful part of Wear2Start's services, supporting confidence from the very first layer.

## **Shoes That Fit**

Shoes That Fit remained a steady and deeply appreciated program this year. While fittings often support one client at a time, their impact is significant. Many of the women we serve walk long distances, rely on transit, stand for long shifts, or have health and safety needs that require proper, well-fitting footwear. For them, a new pair of shoes is not just practical; it is grounding, stabilizing, and often life changing.

This year, the program supported multiple external fittings and dozens of new shoes purchased, ensuring women could move through their days with comfort and dignity. A meaningful moment came when SAS Shoes honoured their remaining credit before closing, returning over \$1,000 to support future footwear purchases. The program also continued to be strengthened by ongoing support from the Times Colonist Christmas Fund and the Sovereign Order of St. John of Jerusalem Knights Hospitaller, whose contributions help ensure we can meet this essential need year-round.

Shoes That Fit continues to provide something simple yet powerful: stability, mobility, and comfort for women taking courageous steps forward.

## **Consignment Program**

Our consignment program continued to play a meaningful role this year, helping us steward high-quality donated clothing in a way that supports both our programs and the environment. When items were not suited for boutique appointments, they were redirected into consignment through trusted partners including Turnabout, House of Savoy, Velvet Crease, Baja Rosie's, Rich Rags, and Old N Gold. Their support ensured beautiful pieces found a new life while also generating essential revenue for client services.

This year, the consignment program raised almost \$10,000, all of which went directly back into programs such as Cuts4Confidence, Care4You, Shoes That Fit, and boutique essentials. This impact reflects both the care of our community donors and the strength of our partnerships.

Our approach to consignment also aligns with UN Sustainable Development Goal 12: Responsible Consumption and Production. By extending the life of donated clothing, reducing textile waste, and participating in sustainable resale opportunities like the ReLove Markets, we helped keep clothing in circulation and out of landfills.

## FINANCIAL SUPPORT

**The Victoria Foundation** (\$24,661) provided steadfast and impactful support this year, strengthening our operations and helping us respond to rising community needs with stability and care. Their investment allowed us to maintain essential programming, uphold core services, and remain adaptable during periods of increasing demand across the region.

**Zonta** (\$8,500) continued its long-standing and deeply relied-upon support, offering funding that directly strengthens the programs helping women move through transition with dignity, confidence, and hope. Their commitment over the years has become an essential part of Wear2Start's ability to meet women where they are and provide the care, choice, and encouragement they deserve.

Funding from **BEEMS** (\$3,625) enhanced our boutique IT systems and supported the Care4You Program during high-demand months. The Victoria Chinatown Lioness Club supported Care4You for the first time this year, offering generous and meaningful help that strengthened our ability to provide essential hygiene items during peak periods.

**Island Savings** (\$6,500) also provided important support, contributing to both our overall programming and the Care4You Program through their grant. Their funding helped us expand access to hygiene essentials, respond to rising requests, and strengthen our capacity to reach women across multiple regions.

**Peninsula Co-op** (\$3,000) continued its long-standing support of our Bra Program, ensuring clients had access to proper bra fittings and high-quality undergarments through Victoria Classic Lingerie. The **Times Colonist Christmas Fund** and the **Sovereign Order of St. John of Jerusalem, Knights Hospitaller** (\$2,000) provided essential support to the Shoes That Fit program, allowing us to purchase dozens of new shoes for clients whose daily lives require comfort, durability, and safety.

Each of these partnerships played an essential role in sustaining our programs, strengthening our foundation, and expanding our reach across the region.

The **Community Wellness Grant** was instrumental in bringing our three major events, Confidence in Action, Diversity in Motion, and Culture Connected, to life. This funding ensured that every event was free, inclusive, and accessible to all, removing barriers that often prevent women from attending community gatherings. The grant supported venue costs, materials, refreshments, and the staffing required to host meaningful, safe, and welcoming experiences.

Generous **in-kind support** strengthened our programs throughout the year. Joni donated 4,070 menstrual products, dramatically expanding our Care4You capacity. The House of Savoy contributed essential hygiene items that supported women during months of high demand. SAS Shoes honoured their remaining credit before closing, returning over \$1,000 to support future footwear purchases. Additional supporters, including ReimagineWork, Ageless Living Wellness Centre, and Quartech, provided resources that helped ensure clients received consistent care even during periods of increased need.

Wear2Start's work was strengthened this year by a wide and diverse network of **community partners** who amplified our reach and helped ensure that dignity, comfort, and support reached those who needed it most. Community organizations, social service groups, clinicians, caseworkers, employment programs, community centers, and frontline workers shared our programs with their networks and helped women access services at critical moments in their journeys. We are especially grateful for the collaboration of the Royal BC Museum and the Inter-Cultural Association, whose partnership supported our community events and deepened our connection with newcomer communities.

Local businesses, event organizers, and community groups also brought energy, visibility, and creativity to our mission. Bodacious offered ongoing clothing donations and awareness-building support. The

Frocktails fundraiser combined fashion, community, and generosity, raising funds while introducing new supporters to our work. Volunteer Victoria remained a trusted partner, strengthening nonprofit connections and supporting volunteer engagement strategies. Destination Greater Victoria's Impact and Legacy Program helped elevate our visibility across sectors and broaden our reach.

Grassroots supporters also played a powerful role in expanding our reach. 100 Women Who Care Saanich Peninsula helped shine a light on our mission and introduced us to new champions, while providing a generous donation. Countless individual donors, service clubs, small businesses, and community groups contributed clothing, financial gifts, hygiene products, purses, and other essentials, each gesture directly touching the lives of the women we serve. Together, these supporters created a ripple of generosity that strengthened every part of Wear2Start's work.

## **PARTNERSHIPS**

Wear2Start's work is deeply supported by a wide and diverse network of referral agencies across Greater Victoria, the Saanich Peninsula, the Westshore, and Sooke. These partners walk alongside individuals experiencing housing instability, unemployment, trauma, health concerns, systemic barriers, and major transitions. They help ensure that women and gender-diverse clients can access support with dignity, safety, and ease. These partnerships form the backbone of our referral system, a connected, trauma-informed network of care that ensures every client can move between services safely, respectfully, and confidently. To view the full list please refer to Appendix 1.

Every grant, donation, partnership, and in-kind contribution made a difference. This collective generosity ensured that women could access not just clothing, but dignity; not just shoes, but stability; not just hygiene products, but a sense of comfort and care; not just events but belonging. Wear2Start stands on a foundation built by the community, and because of that, thousands of women over the years have been able to step forward with confidence, courage, and hope.

We continue to be grateful for municipal funding from the District of Sooke, the District of Oak Bay, the Town of View Royal, and the City of Langford. These grants strengthened the Care4You Program and provided essential support for our Volunteer Coordinator position, ensuring consistent leadership, communication, and guidance for our volunteer team. This municipal partnership allowed us to meet growing demand across multiple communities and maintain reliable access to hygiene essentials for seniors, newcomers, unhoused women, and individuals rebuilding after instability.

## **COMMUNITY EVENTS**

This year, Wear2Start expanded its presence far beyond the boutique, stepping into community spaces where connection, identity, confidence, and belonging could take center stage. With support from the Community Wellness Grant, we hosted three deeply meaningful events that invited women and gender-diverse individuals to gather, share, and grow together. Alongside these cornerstone events, we also participated in a number of community gatherings and outreach opportunities that strengthened partnerships, increased awareness, and deepened our roots across Greater Victoria.

At the heart of every event, whether large or intimate, was a shared belief: confidence grows stronger in community. It grows when people feel seen, valued, and welcomed exactly as they are.

### ***Confidence in Action: Navigating Life with Resilience***

Confidence in Action, our first Community Wellness event of the year, created a welcoming space for women to explore what resilience looks like during times of transition, trauma, and rebuilding. Through shared stories, gentle conversation, and moments of reflection, participants reconnected with parts of themselves that hardship had quieted. Supported by the Community Wellness Grant, the event was fully

accessible, ensuring no one faced financial or social barriers to attending. The warmth in the room made it clear that resilience grows not in isolation, but through community, compassion, and the steady reassurance that no one has to navigate difficult chapters alone.

### ***Diversity in Motion: Celebrating Identity, Courage, and Community***

Diversity in Motion, hosted in partnership with the Royal BC Museum, brought together women and gender-diverse community members to reflect on identity, belonging, and the courage it takes to move through systems that are not always designed with them in mind. Through open conversation and shared experience, participants explored what it means to show up authentically in a world that can be both beautiful and challenging. Supported through the Community Wellness Grant, the event offered a welcoming space where pride, connection, and understanding took center stage, ensuring everyone could participate without financial or social barriers.

### ***Culture Connected: Empowerment Through Identity***

Culture Connected, the third gathering in our Community Wellness series, invited participants to explore cultural identity as a source of grounding, strength, and empowerment. Held at the Royal BC Museum and supported by the Community Wellness Grant, the event created an open and accessible space for reflection and connection. Through storytelling and shared experiences, women and gender-diverse participants spoke about the pride they carry in their cultural roots and the ways these connections help guide them through uncertainty and change. The evening celebrated the richness of heritage and the confidence that grows when people are encouraged to stand firmly in who they are.

Alongside our hosted events, Wear2Start participated in several meaningful community engagements throughout the year. Each one offered unique opportunities to share our mission, uplift our clients, and connect with individuals, partners, and organizations across Greater Victoria.

### ***Victoria Women's Expo***

A full weekend of outreach at the Victoria Women's Expo in March 2025 allowed us to meet women from across the region, answer questions, connect with potential volunteers, and share how Wear2Start supports confidence, dignity, and possibility. The weekend created strong visibility for our programs and built connections with partner organizations serving women from diverse backgrounds.

### ***Victoria Pride Festival***

Wear2Start was honoured to participate in the Victoria Pride Festival on July 6, 2025. Our booth at Pride in the Park celebrated gender-diverse clients, offered inclusive information about our services, and welcomed the community with warmth and joy. Volunteers shared resources, handed out giveaways, and engaged in meaningful conversations about confidence, identity, and belonging. It was a day filled with colour, celebration, and connection.

### ***ReLove Markets***

Wear2Start participated in two ReLove Market events, one in July and one in September, as part of a pilot initiative to reimagine our clothing sales. Instead of traditional large-scale sales, these markets allowed us to showcase high-quality donated items directly to the public in a vibrant, community-focused setting. The events increased both revenue and visibility while also aligning with sustainable, circular-fashion practices.

## ***Boutique Tours***

Throughout the year, we facilitated more than 150 boutique tours for clothing donors during our Friday and Saturday donation days. These tours offered donors a firsthand understanding of how their contributions are used and the impact they create. For many, seeing the boutique in action deepened their connection to our mission and inspired ongoing support, helping sustain the clothing and accessories that make our client appointments meaningful and dignified.

We also welcomed a group from the Inter-Cultural Association (ICA) for a boutique tour, offering insight into our services and creating space for connection across cultures. The visit sparked meaningful conversation and curiosity, and the group expressed enthusiasm about returning. Moments like these reinforce the importance of remaining accessible, welcoming, and responsive to newcomer communities, many of whom are navigating significant transitions and rebuilding.

Across all of these events, big and small, one theme remained constant: connection creates confidence. When people share space, stories, and experiences, something shifts. Barriers soften. Hope grows. And the belief in what is possible becomes a little easier to hold.

These events deepened our relationships, broadened our reach, strengthened partnerships, and affirmed Wear2Start's place as not just a service provider, but a community builder.

Behind every outfit chosen, every haircut provided, every Care4You bag assembled, and every shoe fitting completed, there is a team of people quietly supporting the work. This year, Wear2Start strengthened its foundation in meaningful and lasting ways. Volunteers stepped forward with renewed energy, internal systems were modernized for clarity and accessibility, referral networks widened, and partnerships deepened across the region.

These changes were not about efficiency alone. They were about building a supportive, dignified, and sustainable structure that allows women and gender-diverse individuals to access services without barriers, confusion, or delay. This foundation is what holds the heart of Wear2Start.

## **VOLUNTEERS**

Volunteers have always been the heart of Wear2Start, and this year their dedication, flexibility, and compassion shone through in every corner of our work. As demand grew and programs expanded, volunteers continually stepped forward, learned new systems, and offered the steady presence that turns a simple appointment into a moment of confidence and care.

Across boutique fittings, intake interviews, Care4You packing, administrative support, consignment, sorting, community events, and outreach, volunteers carried our mission with grace and generosity. Many offered extra time during busy periods, supported new initiatives, and helped guide incoming volunteers, strengthening the rhythm and reliability of our daily operations.

A meaningful shift this year was the growing sense of community within the volunteer team itself. As volunteers worked more closely across programs, many expressed a desire for deeper connection and shared learning. This feedback is shaping new approaches to engagement in the coming year, with plans for more touchpoints, informal gatherings, and opportunities to support one another.

We welcomed many new volunteers throughout the year, while long-time volunteers stepped into leadership roles, supported working groups, assisted with social media efforts, and helped us navigate important operational changes. Their kindness, adaptability, and commitment created a strong foundation for everything we accomplished.

Whether helping a client choose an outfit that feels right, preparing a hygiene bag with intention, organizing clothing for community markets, or offering a warm welcome at events, our volunteers brought the mission to life through every thoughtful interaction.

Two specialized **working groups** met throughout the year to strengthen essential parts of our operations:

- The Consignment and Clothing Intake Working Group
- The Client Intake Working Group

These groups brought together volunteers, board members, and staff to examine current practices with care and intention. Their goal was not simply to fix problems, but to thoughtfully co-create systems that are sustainable, trauma-informed, culturally respectful, and reflective of our values.

The **Consignment and Clothing Intake Working Group** focused on clothing donation flow, stock management, donor experience, consignment potential, and ways to reduce storage pressure. Their work supported the shift toward ReLove Market participation and laid the foundation for more sustainable clothing sales and consignment options in the future.

The **Client Intake Working Group** reviewed every step of the intake process, from initial referral to appointment completion, ensuring that each stage is clear, accessible, and free from unnecessary barriers. Their work supports clients in feeling welcomed, understood, and supported from the very first touchpoint.

## **OPERATIONAL IMPROVEMENTS**

To support the rapid growth of our programs and partnerships, Wear2Start invested in several operational improvements that strengthened communication, streamlined volunteer coordination, and prepared the organization for long-term sustainability. Our Google Drive restructuring created clearer pathways, consistent naming, and updated access protocols, making it easier for volunteers, board members, and contractors to find what they need without frustration. We also streamlined our boutique reporting by introducing a Google Form that feeds directly into a shared folder, reducing duplication and allowing contractors to respond more quickly to urgent needs.

Appointment systems were expanded to include Tuesday late-afternoon times and additional Saturday openings, helping reduce wait times and better support clients with busy schedules, transportation challenges, or childcare responsibilities. Volunteer scheduling saw major progress with the full launch of Sling, which now allows volunteers to sign up for shifts, receive reminders, and communicate more seamlessly. This improvement has strengthened coverage across programs and reduced missed shifts.

We also introduced an additional weekly clothing donation appointment day (bi-monthly), making it easier for donors to give and more manageable for volunteers to process items. This change improved efficiency, supported higher-quality intake, and helped maintain a healthier flow of clothing into the boutique.

Finally, our social media efforts expanded significantly. Thanks to the powerful work of our Communications Coordinator during a six-month contract, our online presence grew stronger, more consistent, and more engaging. Her work inspired the creation of a volunteer social media team, ensuring that this momentum continues and that stories of confidence, dignity, and community remain visible year-round.

Wear2Start's impact this year was made possible by a network of people and organizations who believe deeply in dignity, confidence, and community support. Our volunteers, contractors, and board members worked tirelessly behind the scenes, and they were uplifted every step of the way by generous funders, partners, local businesses, and community groups who stood beside us. Together, these supporters

provided the stability, resources, and encouragement that allowed our programs to grow, adapt, and reach more women than ever before.

## **WHY THIS WORK MATTERS**

The past year revealed much about the challenges facing the women and gender-diverse individuals we support. Referrals increased, partners reached out more often, and many clients arrived carrying stories shaped by trauma, instability, rising costs, and systems that felt too hard to navigate alone. We met women rebuilding after violence, recovering from health crises, returning to the community after incarceration, navigating housing insecurity, supporting children through transition, and coping with employment disruptions. We met newcomers starting over without networks, Indigenous women seeking culturally safe care, and gender-diverse clients looking for spaces that honour identity and dignity.

These experiences speak to a simple truth: confidence is often the first thing lost in times of crisis, and one of the hardest things to rebuild.

This is why Wear2Start exists. Because a welcoming environment, a well-fitting outfit, a new pair of shoes, or a compassionate conversation can help restore hope, agency, and possibility. Because dignity is a basic human need. Because no one should have to face these challenges alone.

Our work matters more than ever. Through clothing, hygiene supports, shoes, haircuts, and community-building events, we offered stability when life felt unsteady and connection when isolation grew. The people we serve are strong and courageous, but they shouldn't have to be resilient alone. We are here to walk beside them, one moment of support at a time.

Looking ahead to 2026, Wear2Start enters its 25th anniversary year with gratitude and a renewed commitment to growth, connection, and community celebration. Our focus will be on strengthening the systems that support our work, deepening volunteer engagement, and expanding regional outreach so clients across Greater Victoria and the Westshore can access services with greater ease. Core programs including Cuts4Confidence, Care4You, Shoes That Fit, and the Bra Program will continue evolving based on client needs and new partnerships. We remain dedicated to trauma-informed, culturally aware, and inclusive service delivery, ensuring every woman who walks through our doors feels valued and welcomed. With the launch of our new newsletter, a growing social media volunteer team, and strengthened communications, we will continue sharing the stories that bring this work to life. Above all, 2026 will be a year to honour the community that has carried Wear2Start for 25 years and to step forward together with clarity, hope, and purpose.

In 2026, Wear2Start will celebrate a milestone: 25 years of supporting women through some of life's most difficult transitions. What began as a small grassroots initiative has grown into a community movement rooted in dignity, compassion, and empowerment. Our anniversary year will honour the thousands of women who have walked through our doors, the volunteers, board members, contractors, and partners who have carried this mission forward, and the collective belief that confidence can change the course of a life. It will be a year of connection, reflection, and gratitude, recognizing how far we have come while charting a clear path for the years ahead. As we step into this next chapter, we do so with deep appreciation for everyone who makes Wear2Start possible and with unwavering belief in the strength and potential of the women we serve.

## **CONCLUSION**

This year reminded us that Wear2Start is far more than a boutique, it is a place where care, dignity, and possibility take root. The self-identified women and gender-diverse individuals we serve are navigating complex challenges, and yet their strength and courage continue to inspire us. Our volunteers, contractors,

board members, funders, partners, and donors made every moment of support possible, helping restore confidence one appointment, one care bag, one haircut, and one conversation at a time.

As we move into 2026 and prepare to celebrate our 25th anniversary, we do so with gratitude for the community that carried this work forward and deep commitment to the people who rely on us. Together, we will continue to create spaces where women feel valued, supported, and able to imagine a future filled with hope and possibility.

Thank you for being part of this journey, and for reminding us that confidence grows strongest when we lift one another up.

## **Wear2Start Society Treasurer's Report – AGM December 9, 2025**

### Statement of Operations

- The Society received \$51,700 this year in grants from the following organizations:
  - Victoria Foundation
  - Victoria Chinatown Lioness Club
  - Zonta
  - Sovereign Order of St. John of Jerusalem Knights Hospitalier
  - City of Langford
  - City of Sooke
  - Municipal of Oak Bay
  - Charitable Impact Foundation
  - Island Savings
- We sincerely appreciate these organizations for supporting us throughout the year by providing us with funding to help us support our clients and our community.
- Grant revenue is accounted for using the deferral method and is recognized in revenue when the related expenses are incurred. For this year, \$24,151 has been reported as deferred revenue and will be brought into revenue in the subsequent year.
- The Society received \$39,600 in donations during the year which is an increase of 138% compared to last year. This increase is mainly due to the Society receiving \$19,100 from 100 Women Who Care.
- Our consignment sales increased by 37%, bring us to \$9,960 this year.
- Our fundraising events received \$5,427 this year which is similar to the prior year.

### Statement of Financial Position

- Current assets at year end totalled \$138,478, consisting mainly of cash and short-term investments.
- Long-term assets consists of tangible capital assets.
- Current liabilities consist of deferred revenue of \$24,151 which will be brought into revenue next year.

### In Summary

The financial information looks very different this year compared to prior years. Most notably, we finished this year with a deficit of \$22,284. During the year, the Society showed an increase in revenue from grants, donations, consignment, and fundraising by \$10,000; however, when compared to the prior year, our overall revenue was down \$18,500. This is mainly due to not receiving a bequest allocation which we received last year from Sandra Beaton.

Our expenses increased by \$25,600 this year compared to last year. During 2025, the Society showed a significant increase in the number of clients we supported. This expansion in clients resulted in increased expenses for our Care4You and Cuts4Confidence programs. Our volunteer base also increased

in order to help support the increase in clients, resulting in increased volunteer and project manager fees and other administrative expenses. With the decreased revenues and increased expenses, the Society is showing a net loss for the 2025 fiscal year.

As we move into the 2026 fiscal year, additional grant writing and fundraising events have been planned in order to obtain the required funding we'll need to cover increased expenses as our Society continues to grow and support the need in our community.

**WEAR 2 START SOCIETY**  
**Compiled Financial Information**  
**Year Ended September 30, 2025**

*Draft for discussion purposes only*

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## COMPILATION ENGAGEMENT REPORT

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To the Management of Wear 2 Start Society

On the basis of information provided by management, we have compiled the statement of financial position of Wear 2 Start Society as at September 30, 2025, and the statements of revenues and expenditures and changes in net assets for the year then ended, and Note 2, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

A partner in our firm is a member of the Board of Directors for Wear 2 Start Society.

Victoria, British Columbia

Chartered Professional Accountants



**WEAR 2 START SOCIETY**  
**Statement of Financial Position**  
**September 30, 2025**

	2025	2024
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 59,564	\$ 77,696
Term deposits	69,687	65,900
Inventory	6,667	6,667
Goods and services tax recoverable	1,056	2,101
Prepaid expenses	1,504	1,697
	<u>138,478</u>	154,061
<b>TANGIBLE CAPITAL ASSETS (Note 4)</b>	<u>1,082</u>	1,149
	<u>\$ 139,560</u>	<u>\$ 155,210</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Deferred income (Note 5)	\$ 24,152	\$ 17,518
<b>NET ASSETS</b>		
Operating fund	114,326	136,543
Capital asset fund	1,082	1,149
	<u>115,408</u>	137,692
	<u>\$ 139,560</u>	<u>\$ 155,210</u>

**ON BEHALF OF THE BOARD**

\_\_\_\_\_ Director

\_\_\_\_\_ Director

See accompanying notes

**WEAR 2 START SOCIETY**  
**Statement of Revenues and Expenditures**  
**Year Ended September 30, 2025**

	2025	2024
<b>REVENUE</b>		
Grants	\$ 45,053	\$ 61,354
Donations	39,628	16,654
Consignment	9,960	7,292
Fundraising	5,427	5,386
Membership fees	15	23
Bequests	-	27,883
	<u>100,083</u>	<u>118,592</u>
<b>EXPENSES</b>		
Advertising	950	2,652
Amortization	677	575
Care4You	4,131	2,797
Cuts4Confidence	6,055	2,800
Dues and subscriptions	2,626	3,126
Events	7,566	2,442
GST expense	3,083	837
Insurance	2,418	3,317
Interest and bank charges	236	100
Rental	12,300	12,300
Shoes That Fit	2,888	4,178
Sub-contracts	78,305	60,785
Sundry expenses	1,984	2,045
Supplies	1,440	1,304
Training	731	339
Utilities	973	1,126
	<u>126,363</u>	<u>100,723</u>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS</b>	<b>(26,280)</b>	<b>17,869</b>
<b>OTHER INCOME</b>		
Interest income	3,996	1,253
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>\$ (22,284)</b>	<b>\$ 19,122</b>

**WEAR 2 START SOCIETY**  
**Statement of Changes in Net Assets**  
**Year Ended September 30, 2025**

	Operating Fund	Capital Asset Fund	2025	2024
<b>NET ASSETS - BEGINNING OF YEAR</b>	\$ 136,543	\$ 1,149	\$ <b>137,692</b>	\$ 118,570
Deficiency of revenue over expenses	(22,284)	-	<b>(22,284)</b>	19,122
Purchase of tangible capital assets	(610)	610	-	-
Amortization of tangible capital assets	677	(677)	-	-
<b>NET ASSETS - END OF YEAR</b>	\$ 114,326	\$ 1,082	\$ <b>115,408</b>	\$ 137,692

Draft for discussion purposes only

**WEAR 2 START SOCIETY**  
**Notes to Compiled Financial Information**  
**Year Ended September 30, 2025**

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**1. PURPOSE OF THE SOCIETY**

Wear 2 Start Society (the "Society") is a not-for-profit organization of British Columbia. As a registered charity the Society is exempt from the payment of income tax under Subsection 149(1) of the Income Tax Act.

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.

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**2. BASIS OF ACCOUNTING**

The basis of accounting applied in the preparation of the statement of financial position of Wear 2 Start Society as at September 30, 2025, and the statements of revenues and expenditures and changes in net assets for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- Receivables less an allowance for doubtful accounts;
  - Prepaid expenses;
  - Tangible capital assets are amortized over their useful lives;
  - Accounts payable and accrued liabilities.
- 

**3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

Net assets

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

Tangible capital assets

Tangible capital assets are stated at cost or deemed cost less accumulated amortization and are amortized over their estimated useful lives on a straight-line basis at the following rates:

Computer equipment	3 years
Furniture and equipment	5 years

The Society regularly reviews its tangible capital assets to eliminate obsolete items. Government grants are treated as a reduction of tangible capital assets cost.

Tangible capital assets acquired during the year but not placed into use are not amortized until they are placed into use.

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 if the amount to be received can be reasonably estimated and collection is reasonably 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.

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 (2024 - \$0).

*(continues)*

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**WEAR 2 START SOCIETY**  
**Notes to Compiled Financial Information**  
**Year Ended September 30, 2025**

**3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

Contributed services

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

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.

**4. TANGIBLE CAPITAL ASSETS**

	Cost	Accumulated amortization	2025 Net book value	2024 Net book value
Computer equipment	\$ 610	\$ 102	\$ 508	\$ -
Furniture and equipment	6,574	6,000	574	1,149
	<u>\$ 7,184</u>	<u>\$ 6,102</u>	<u>\$ 1,082</u>	<u>\$ 1,149</u>

**5. 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:

	2025	2024
Beem Foundation	\$ 3,015	\$ -
City of Sooke	1,201	-
Municipal of Oak Bay	900	-
Peninsula Co-op Grant	-	2,000
Victoria Chinatown Lioness Club	2,000	-
Victoria Foundation	12,785	6,673
VIHA Community Wellness Grant	-	4,500
Zonta	4,250	3,000
Other	-	1,345
	<u>\$ 24,151</u>	<u>\$ 17,518</u>

**6. BEQUESTS**

During fiscal 2024, the Society received the final allocation of a bequest received from Sandra Beaton. There were no bequest payments received during fiscal 2025.

**WEAR 2 START SOCIETY**  
**Notes to Compiled Financial Information**  
**Year Ended September 30, 2025**

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**7. LEASE COMMITMENTS**

The Society has a long term lease with respect to its premises. The lease contains renewal options and provides for payment of utilities, property taxes and maintenance costs. Future minimum lease payments as at September 30, 2025, are as follows:

2026	\$	13,200
2027		13,200
2028		<u>1,100</u>
	\$	<u>27,500</u>

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**8. COMPARATIVE FIGURES**

Some of the comparative figures have been reclassified to conform to the current year's presentation.

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Draft for discussion purposes only

**Wear 2 Start Society**  
**Budget**  
**October 2025 - September 2026**

	<b>2026 Budget</b>
<b>INCOME</b>	
Grants	50,000.00
Donations	35,000.00
Consignment sales	13,000.00
Fundraising	7,500.00
Interest earned	2,000.00
Membership fees	50.00
<b>Total Income</b>	<b>107,550.00</b>
 <b>EXPENSES</b>	
Advertising and promotion	500.00
Amortization	575.00
Bank charges	250.00
Care4You	10,000.00
Cuts4Confidence	6,500.00
Dues and subscriptions	3,200.00
Events	6,000.00
GST paid	2,500.00
Insurance	2,500.00
Rent or lease payments	13,200.00
Shoes That Fit	3,000.00
Strategic planning	2,000.00
Subcontractors	77,880.00
Sundry, supplies, repairs	3,000.00
Training	800.00
Utilities	1,000.00
Volunteer engagement	3,000.00
<b>Total Expenses</b>	<b>135,905.00</b>
 <b>NET INCOME (LOSS)</b>	 <b>(28,355.00)</b>

## **Annual General Meeting – Volunteer Coordinator**

**Prepared by: Ashley MacDonald**

Over the past year, the volunteer program has seen steady improvement, clearer structure, and stronger coordination across all areas of Wear2Start. With 49 active volunteers supporting boutique operations, intake, administration, and community events, the program has grown in both capacity and consistency.

Key developments this year included the introduction of updated training, clearer expectations, and the shift toward more reliable scheduling tools. These changes were implemented to address ongoing challenges related to communication, last-minute cancellations, and inconsistent processes. While the transition required adjustment, volunteers adapted well overall, and the improvements have already had a positive impact on client flow and team coordination.

Volunteers contributed significantly to community partnerships and events, including Culture Connected, the Country Grocer Receipt Program, Pride, and collaborations with WIN and other agencies. These efforts increased our visibility and strengthened relationships that support client preparedness and overall service quality.

We also clarified volunteer roles, updated the handbook, expanded the intake team, and improved documentation of client numbers and administrative processes. The launch of Sling is an important step toward a long-term scheduling solution that better fits the size and complexity of our volunteer program.

Looking ahead to 2026, priorities include recruiting at least 10 new volunteers, delivering Modules 1 and 2 of the new training program, refining documentation practices, strengthening communication boundaries, and continuing to build a consistent, accountable volunteer culture.

Thank you to everyone who contributed to operations this year, stepped in for coverage when needed, and supported the transition to new systems and expectations. The program is in a stronger position than it was a year ago, and the continued commitment of the volunteer team allows us to move forward with clearer structure and stronger alignment to Wear2Start's goals.

**Ashley MacDonald**

# Wear2Start – Annual Volunteer Coordinator Report

**Reporting Period:** March 2025 – September 2025

**Prepared by:** Ashley MacDonald, Volunteer Coordinator

## Overview

In my first year as the volunteer coordinator, it was a year of improvement, team building and celebrating all the wins that Wear2Start and the volunteers made happen.

With 49 active volunteers supporting boutique operations, client fittings, clothing intake, administration, and special events, it was a year of incredible growth, transition, and steady strengthening of our volunteer program.

Wear2Start continued to provide high-quality service to women and gender-diverse clients in preparation for employment and life transitions.

We introduced new training, implemented new scheduling tools, expanded community partnerships, and continued refining expectations, and systems to increase consistency and communication.

## Key Wins

### Increased Volunteer Engagement & Culture

- Participation in gratitude culture—more volunteers recognizing each other’s contributions, and more volunteers stepping up for short-notice fittings, admin tasks, and special projects.
- Growth in team cohesion with all teams stepping up to cover shifts, extra appointments when needed and helping with the consignment program.
- Successful integration of several new volunteers throughout the year, including younger volunteers, newly arrived immigrants, and retired professionals looking for meaningful community work.

### Client Service Quality

- High client satisfaction reported across all teams.
- Volunteers increasingly confident in sizing, styling, and navigating different approaches.
- More streamlined client flow on high-volume days, especially when multiple volunteers were present.

## **Strengthened Community Events & Partnerships**

Volunteer support contributed significantly to:

- Care4You and Cuts4Confidence partnerships
- Culture Connected speaking series
- Country Grocer Receipt Program
- Working closely with both WIN and the consignment stores
- Collaborations with local agencies resulting in clients arriving more prepared and with clearer expectations.

## **Improvements to Policies & Communication**

- Successfully implemented regular weekly updates.
- Increased clarity around appointment protocols, no-shows, communication channels, and incident reporting.

## **Volunteer Training & Professional Development**

### **Volunteer Training Day – May 2025**

*Not as high of a turnout that we hoped for, but very interactive with those that attended*

- The volunteer survey results were discussed including the updates/changes based on the volunteer feedback
- A collaborative conversation around our "Ways of Working" at Wear2Start. Volunteers were invited to reflect on and discuss key questions:
  - *What does Wear2Start mean to you?*
  - *How do you prefer to receive feedback?*
  - *What values should we share as a team?*

## **Challenges & Areas for Improvement**

### **Scheduling & Communication Consistency**

- Frequent last-minute cancellations created gaps in coverage.
- Volunteers sometimes emailed shift changes instead of texting, resulting in missed or delayed responses.
- Issues around using Google calendar as a scheduling tool for a high number of volunteers
- Boundaries around communication
- Professional communication and conflict resolution

## **Loss of longtime volunteers**

- Several volunteers moved away, or shifted out of volunteering due to life changes.

## **New Initiatives This Year**

### **New Volunteer Training Program**

- Drifted from informal “shadow and learn” to a more structured orientation.
- Updated the volunteer handbook
- Created ways of working and defined Wear2Starts values

### **Strengthened Boutique Operations**

- More defined roles:  
Clothing Intake Volunteers, Admin/Intake Volunteers, Boutique consultants and social media
- Integrating Sling to effectively manage the scheduling of all volunteers
- Delegated projects like Country Grocer receipts, Care4You bag assembly, consignment duties, jewelry trade-ins, and donation sorting.

### **Growth in Administration Support**

- Expanded intake team and clarified processes for:
  - Answering phones
  - Booking clients
  - Following up with agencies
- Improved documentation of client numbers and program metrics.

### **Community Event Participation**

Volunteers supported multiple outreach and awareness efforts, which increased visibility and donations including Victoria Pride and ReLove.

## **Training Days & Professional Development Summary**

### **Upcoming**

Volunteer Training Module 1&2 – October 2025 and February 2026 (client scenarios, conflict management, advanced boutique skills)

## Notable Moments & Special Acknowledgements

- Monday team for stepping in to build Care4You bags when volunteer capacity was low.
- All volunteers who stepped up for short-notice coverage.
- Volunteers who hosted or secured space for AGM and other events.
- Intake team for adapting to new processes with patience and consistency.
- Volunteers who transitioned out this year but left a lasting impact.

## Looking Ahead (2026 Priorities)

### Recruitment

- Target: recruit 10 new volunteers by June 2026  
(4 client support, 4 clothing intake, 2 intake/admin)

### Training

- Complete and deliver Module 1 & 2
- Created the recorded version of Module 1 for future learning

### Systems

- Finalize long-term scheduling solution (Sling)
- Refine documentation practices
- Strengthen boundaries around communications with clients and volunteers

### Culture

- Expand the Gratitude & Acknowledgment program
- Continue fostering a supportive, inclusive volunteer community

## Conclusion

This year demonstrated the power of committed volunteers, strong communication, and collective dedication to our mission. While we navigated challenges in scheduling, consistency, and communication systems, the overall trajectory of the volunteer program moved forward, and toward more structure, stronger training, better service quality, and a more cohesive volunteer community.

Our volunteers remain the heart of Wear2Start. Their compassion, humour, flexibility, and commitment have carried us through another year of meaningful impact.



## Annual General Meeting December 9, 2025

### Board of Directors – for approval

**Kim Campbell** - President

**Joined:** January 2023

**Current Board Term:** December 2024-December 2026

Kim is a Project Manager at ICBC, where she has worked for over 30 years, and holds a Project Management Professional (PMP) certification and a Bachelor of Arts Degree from the University of Victoria.

Kim became involved with Wear2Start in July 2022 when she initiated a fundraiser that raised over \$2,500 and provided a substantial number of supplies to the Care4You program. She joined the Wear2Start Board in January 2023, was appointed Vice-President immediately, and became President in January 2025.

Kim enjoys being of service to others and volunteering. She values being part of an incredible organization dedicated to supporting **self-identified women in Victoria**.

**Catherine Patterson** - Vice-President and Communications, Outreach and Fundraising Committee Chair

**Joined:** March 2024

**Current Board Term:** December 2024-December 2026

Catherine has been a BC Public Servant for over 30 years and holds the position of Director, Transformation and Corporate Reporting at the Ministry of Health. Catherine began volunteering with Wear2Start in July 2023 in an administrative role and joined the Board of Directors March 2024. In January 2025, she took on the role of Vice-President of the Board. In addition to the role of Vice-President, Catherine also chairs the Communication, Outreach and Fundraising Committee, and is very involved in the coordination of the monthly newsletter.

Catherine values diversity and inclusion, and is both moved and inspired by the commitment and passion of the volunteers to provide a safe inclusive service that uplifts self-identified women to move forward with their individual journeys.

**Laura Savage** - Outgoing Secretary

**Joined:** September 2023

**Current Board Term:** December 2023 to December 2025

**To Be Reconfirmed:** December 2025

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

Wear2Start 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.

**Erin Kemp-McAskile** - Treasurer

**Joined:** October 2024

**Current Board Term:** December 2024 to December 2026

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.

**Anne Holtzman** - Director and incoming Finance, Risk and Governance Committee Chair

**Joined:** October 2023

**Current Board Term:** December 2023 to Dec 2025.

**To Be Reconfirmed:** December 2025

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 Wear2Start in October 2023 and has been using her professional expertise to help Wear2Start better document health and safety procedures. Anne is a member of the Finance, Risk, and Governance Committee.

**Angela Pecorelli** Director and outgoing Finance, Risk and Governance Committee Chair

**Joined:** September 2024

**Current Board Term:** December 2024 to December 2026

Angela brings over 25 years of experience with ICBC, where she currently serves as Manager of Business Transformation. Her career has been dedicated to leading change and creating solutions that make a meaningful difference for people.

Angela joined Wear2Start because she believes in the power of confidence and opportunity. She is proud to support an organization that helps self-identified women take the next step toward independence. She is the current FRG Chair and the incoming Co-Chair of the 25th Anniversary Committee. Angela is honoured to contribute to a mission that transforms lives one outfit at a time.

**Catherine Hanson** (Director)

**Joined:** October 2024

**Current Board Term:** December 2024 to December 2026

Catherine is a highly successful but recently retired entrepreneur. Catherine joined Wear2Start as a volunteer and is currently the Boutique Operations Coordinator as well as a member of the Communication, Outreach, and Fundraising Committee.

**Leelah Dawson** (Past President)

**Joined:** 2022

**Current Board Term:** December 2024 to December 2025

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 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. This past year she has been fulfilling the duties of Past President.

**Ruthanne Orihuela-** Director and incoming Secretary

**Joined:** September 2024

**To Be Confirmed:** December 2025

Ruthanne serves as Camosun College's Associate Vice President for Student Success. Ruthanne has had a long career in postsecondary education, teaching Spanish language and literature for over a decade before moving into college administration. She moved to Victoria in June 2024 and began volunteering with Wear2Start shortly thereafter. Ruthanne is honoured to serve on the Wear2Start Board of Directors and is passionate about the empowerment of women and gender diverse members of our communities. Ruthanne is a member of the Finance, Risk, and Governance Committee and will serve as Secretary beginning January 2026.

**Taya Arnold-** Incoming Director

**Joined:** November 2025

**To Be Confirmed:** December 2025

Taya is a lawyer and the founder of Cook and View Law, where she focuses on real estate law and estate planning. Originally from Regina, Saskatchewan, she completed a BA at the University of Regina before earning a JD from Dalhousie University. She has called Victoria home since 2020.

Taya is honoured to join the Board of Directors and is deeply inspired by Wear2Start's work. She looks forward to contributing her skills and experience to help advance the organization's important work.