

2022 Annual Report



Women Transforming Cities





Women Transforming Cities organizes on the unceded and ancestral territory of the hən̓q̓əmin̓əm̓ and Sḵw̓x̓w̓ú7mesh speaking peoples, the x̓w̓m̓əθk̓w̓əy̓əm (Musqueam), Sḵw̓x̓w̓ú7mesh (Squamish), and səlilw̓ətəł (Tsleil-Waututh) Nations

Many of the shortcomings that our work aims to address are the result of hundreds of years of systemic elimination and colonial subjugation by European settlers to prioritize their capital and sense of belonging in lands that they stole.

Their practices and ideologies remain embedded in the institutions we rely on and interact with every day. In order to truly build equitable communities where everyone belongs depends on meaningful and respectful reconciliation that supports the leadership and autonomy of Host Nations.

For this reason, we will continue to support and amplify the priorities of Indigenous women, girls and TwoSpirit residents and community members in every step of our work.

Letter from the Executive Director

2022 was a significant year for WTC. Our focus for the year was building towards our highest impact and farthest reaching Hot Pink Paper Campaign in Vancouver. We aimed to hear from as many women and gender-marginalized people, and front-line organizations as possible to understand their priorities in the October municipal election. Read more about what we found out in this annual report!

We welcomed new staff, board members and volunteers. We finished 2022 with more than 100 members for the first time ever, and we're looking forward to creating many opportunities for members to meet each other in 2023. WTC celebrated its 10 year anniversary with a film screening and in-person event, and we hosted our largest ever event — a Vancouver council candidates forum on equity issues at SFU.

As an organization, we continue to learn about how to be more inclusive of all gender identities in our spaces, actively decolonize our practices, and apply an anti-oppression lens to our work. In 2022, we renewed our organizational mission and vision statement, to be more aligned with our values and activism.

We closed 2022 with a farewell to our founder and longtime leader and guide, Ellen Woodsworth. Ellen retired from WTC after 18 years of tirelessly advocating for better cities for women and girls. Ellen will always be involved in WTC, and we wish her all the very best in her continued global advocacy work.

Thank you so much to everyone who makes this work possible - our incredible staff team, dedicated board directors, WTC members, volunteers and donors. We stand on the shoulders of giants, including Ellen and the many tireless activists who have made WTC what it is today. We will always be an intersectional, feminist, grassroots organization that is committed to ensuring everyone belongs in the places we live.

2023 is going to be bigger again, we hope you can join us.



A stylized, handwritten signature in black ink, appearing to read 'Ash'.

Ash Peplow-Ball
Executive Director



New Organizational Statement

What We Do

Women Transforming Cities works to dismantle intersecting systems of oppression with equity-seeking genders and movements to transform where we live into places where everyone can belong, participate, and have social, economic and political equity.

How We Do It

Using an intersectional feminist lens*:

- We educate through workshops, mentorship, and knowledge sharing.
- We investigate the systemic barriers that prevent equitable civic action and participation.
- We advocate for radical policy change that addresses all forms of inequity.
- We organize to create a more inclusive and representative local civic system.
- We collaborate to strengthen our impact.

Our work centers and amplifies the experiences of those made most marginalized by the systems we are fighting to dismantle.

*We credit [Dr Kimberlé Crenshaw](#) with the term and theories of intersectionality, a groundbreaking scholar and writer on civil rights, critical race theory, Black feminist legal theory, and race, racism, and the law.

Where We Work

We work in cities, towns, local communities, and neighborhoods. We collaborate locally, nationally, and globally as part of a movement to transform cities.



Who We Work With

We work with equity-seeking genders, including women, girls, trans, genderqueer, non-binary, Two-Spirit, LGBTQIA++ and allies. We are committed to continuing to learn and evolve our understanding, language, and actions around gender inclusion.

Our Principles

We are an anti-oppressive, anti-racist, anti-colonial, and anti-neo-liberal organization.

We are 2SLGBTQIA++ positive, SOGI education affirmative, and strongly advocate for sexual and reproductive freedoms and rights, including pro-choice.

We seek to be accessible and in solidarity with disabled community members/ community members with disabilities.

We support the rights, health, safety, liberty, fair-wage, well-being, and equal protection of all sex workers. Recognizing the distinction between human trafficking and consensual sex work, we advocate for the decriminalization of sex work.

Why Cities?

Municipal government is the closest level of government to communities. Local governments make policy decisions every day that directly impact equity-seeking genders - including transit, housing, childcare, land planning, use of public spaces, community safety, reconciliation and decolonization.

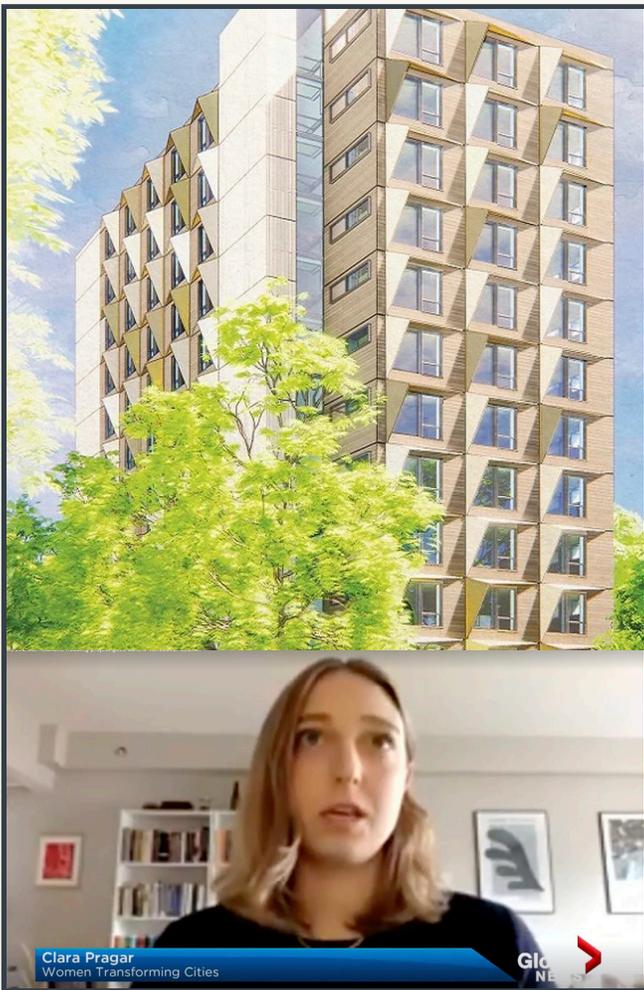
Cities, towns, local communities, and neighborhoods are an important and often overlooked site of resistance and action in our pursuit of gender, racial, and social equity.



Watch Council Advocacy

Watch Council is a group of WTC volunteers who follow the agendas, discussions and decisions of Vancouver City Council to make it more accessible to advocate for equity issues and organize actions around initiatives that most impact equity-deserving genders.

- Collaborated with 14 organizations on a letter to council to oppose a motion to increase **CCTV and facial recognition in Vancouver**, while also speaking out at Council. The motion was successfully shut down.
- Supported the **8th & Arbutus supportive housing initiative** which passed in Council to provide over 100 new homes in the Kitsilano area.



- Supported The Vancouver Urban Food Forest's application to create a community garden at Burrard View Park at the Parks Board meeting, which passed.
- Wrote **4 public statements** in coalition with over 10 organizations.
- **Signed public letters** written by Pivot Legal to Stop the Sweeps, Dignity Network in support of LGBTQI folks, in collaboration with sexual and reproductive health advocates.
- Published a statement calling for a **full investigation into the death of Chelsea Poorman**.
- Hosted several guest speakers to **speak to critical issues in Vancouver**.



Hot Pink Paper Campaign (HPPC)

The Hot Pink Paper Campaign (HPPC) is a movement by people proven to help create a better city for those of us who are typically ignored by decision-makers because of our gender, race, physical abilities, age, income, and other identities. This is the third election WTC has run a Hot Pink Paper Campaign, and the first time a campaign has been led by a team of staff members.

- Engaged **over 600 women and gender-marginalized people** across Vancouver to understand what issues in this election cycle were critical to them.
- Collaborated with almost **30 community organizations**, half of whom endorsed our policy asks.
- Reached over **120,000** people who viewed our candidate commitment card & **1,000** people who downloaded our policy brief PDF.
- Motivated **54 candidates from the 10 major parties** to complete our survey.
- Convinced **65% of candidates** to publicly agree to implement all eight of our policy asks if elected.
- Had our policy asks included in **8 out of 10 of the major municipal party platforms**, including verbatim language by ABC.
- Influenced organizations and groups to run their own **version of the HPPC**, and inspired people across BC.



HPPC: What We Heard

In our survey of 300 residents of equity-deserving genders in Vancouver:

80% of residents indicated housing as an issue that is most important to them in the October Vancouver municipal election.

The three biggest issues of concern to residents in this election are:

1. Housing
2. Climate change
3. Systemic discrimination

When asked why they feel that Vancouver is a city where they do not belong —

86% of respondents answered housing and rental affordability.

Only **39%** of respondents believe that Vancouver is a city where they belong.

This number is lower for trans (33%) and gender non conforming (24%) people.

28% of young people, 20% of Indigenous respondents, 33% of racialized participants and 37% of disabled residents believe that they belong.

Renters (25%) feel that they belong significantly less than people that own their own home (72%).

When asked on a scale of 1-10, whether the City of Vancouver Council has made decisions that represent their views,

the mean answer was **4**.

The answer was lower for Queer, Indigenous, young and disabled respondents, as well as renters.



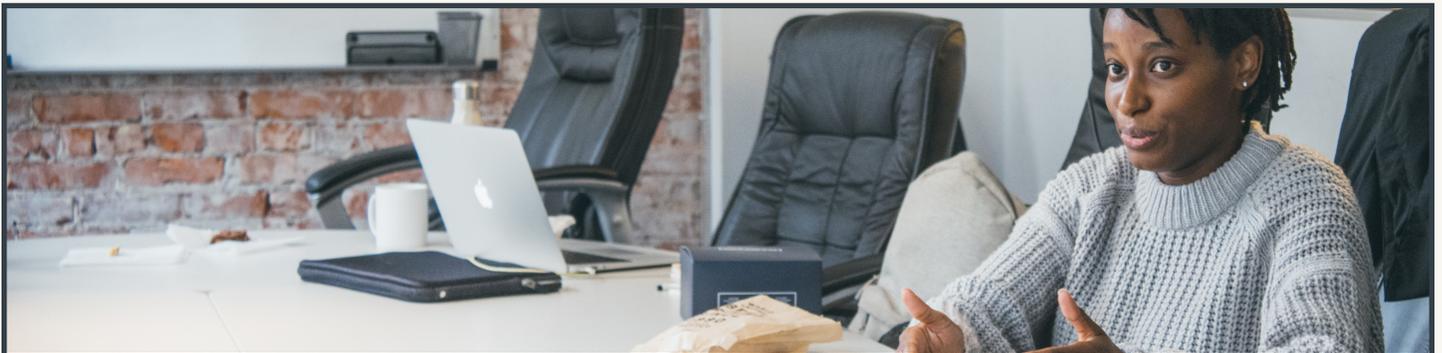
Cities Organize!

WTC has over 10 years experience in intersectional local advocacy. We were eager to run a program where we shared some of the knowledge and skills we have gained, with emerging community leaders across Canada.

In 2022, we ran our first ever Cities Organize cohort — a 6-week education program for participants to learn about community organizing, local government and taking collective action on equity issues in their local communities.

Key stats:

- 20 participants
- 80% acceptance rate
- 75% of participants identified as women with the other 25% identifying as non-binary or gender fluid/gender non-conforming.
- 73% of participants were racialized.
- 10 guest speakers



90% of participants indicated...

that they “agree” or “strongly agree” that after Cities Organize they would feel comfortable and well equipped to start organizing around issues in their local community, compared to 11.2% before the cohort.

82% of participants indicated...

they would be comfortable speaking to council on an issues they are passionate about or organizing around, compared to 39% before the cohort.



This year we also launched **Organize!** An intersectional toolkit for municipal campaigning.

This toolkit aims to support all women, girls, and gender minorities who experience oppression to create a campaign during their municipal election that advocates and promotes intersectional based policies and programs.



STEP 1

FIND OUT WHAT'S
IMPORTANT TO
WOMEN AND GIRLS
IN YOUR COMMUNITY

STEP 2

IDENTIFYING
KEY ISSUES AND
DRAFTING ASKS

STEP 3

PROMOTING
YOUR CAMPAIGN

STEP 4

HOW TO CONNECT
WITH ELECTION
CANDIDATES AND
PARTIES

STEP 5

HOW TO MONITOR
AND TRACK SUCCESS



Civic Engagement & Participation

WTC delivers training programs, mentoring and workshops for equity-deserving genders to learn how to engage and have their voices heard at the city level. This is part of our theory of change to radically shift power to women and equity-deserving genders.



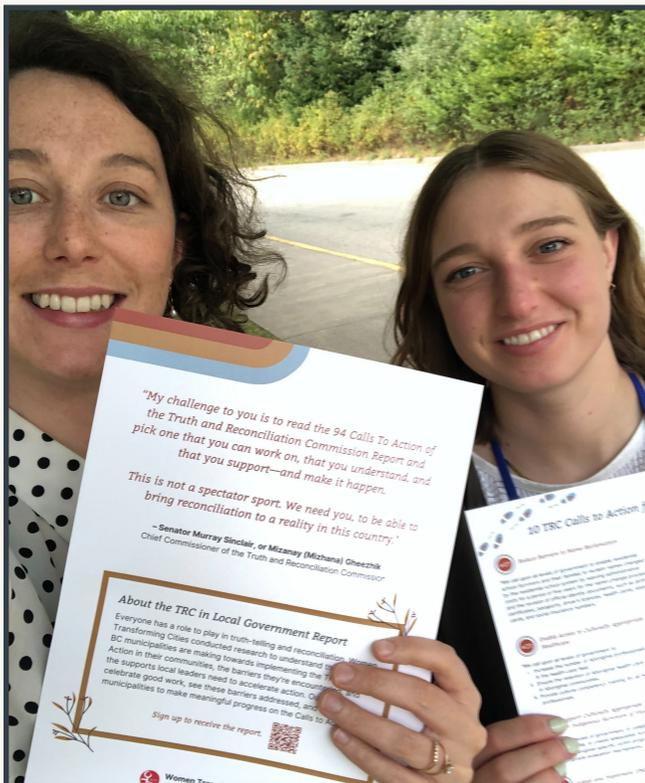
- **Delivered workshops** to Minerva, the YWCA, SFU Women's Centre, and South Vancouver Neighbourhood Center on:
 - Intersectionality
 - Community Organizing & Campaigning
 - Civic Participation for Women
- Received funding from WAGE to **deliver 12 more workshops** for free to local organizations on community organizing and civic engagement.



Truth Telling and Reconciliation in Local Government

Indigenous communities have been calling on all of us to step up and ensure the Calls to Action become a reality. Local governments have a critical role in implementing them. This report offers a snapshot of municipalities' progress on 10 Calls to Action relevant to local government, obstacles they face, and explains what's needed to accelerate this urgent work.

- Over **70 local government representatives** (46% of incorporated municipalities) across BC completed survey responses about their progress on the Calls to Action that relate to local government and barriers preventing action.
- Met with **BC Parliamentary Secretary for Anti-Racism and BC Parliamentary Secretary for Non Profits, Niki Sharma**, to share initial research findings.



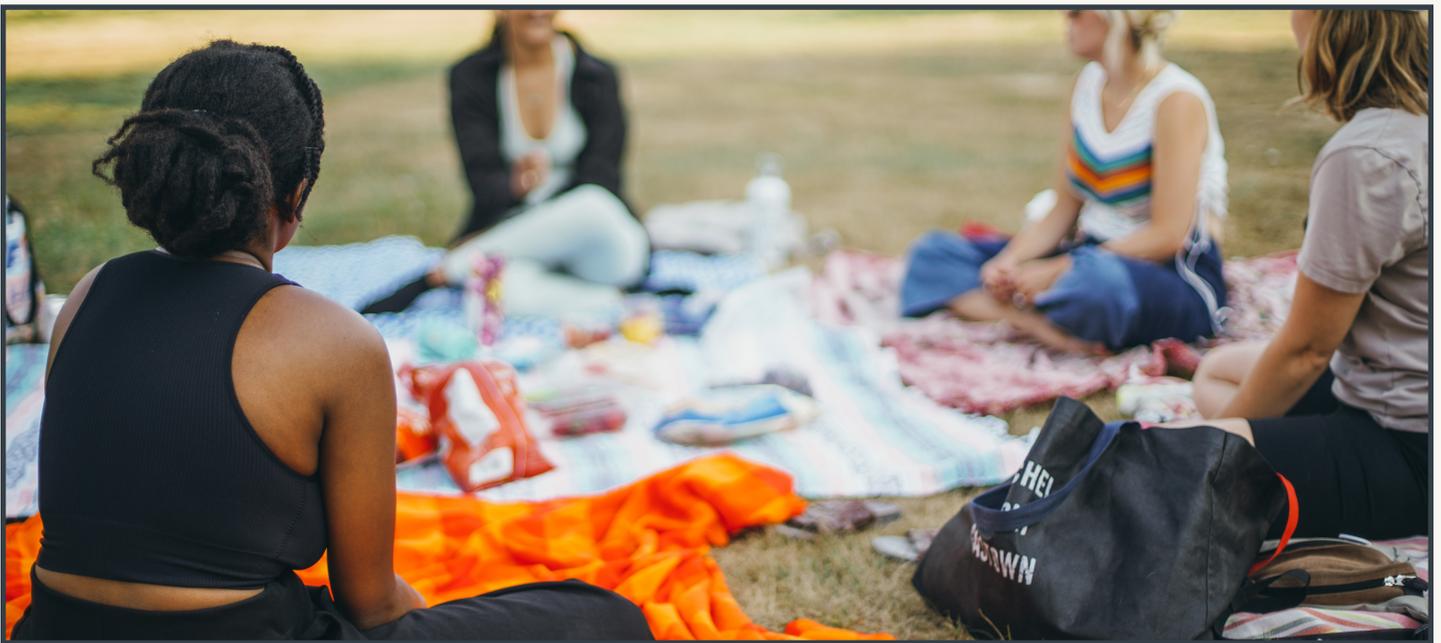
- **Met with officials from the BC Ministry for Municipal Engagement** to discuss ways that the ministry can support local governments in the Calls to Action implementation.
- Delivered a workshop to elected officials and local government staff at the Union of British Columbian municipalities, **“Advancing the TRC Calls to Action”**.
- **Collaborated with Indigenous leaders** from Indigenous Watchdog, Reconciliation Canada, BC Association of Aboriginal Friendship Centres, Native Women’s Association of Canada and more.



Women Friendly Cities Challenge

The **Women Friendly Cities Challenge (WFCC)** is a living virtual library of Wise Practices from around the world that help make cities more liveable for equity-deserving genders. Through the WFCC, we can share knowledge, inspire innovative practices, and learn about new ways of working together to make cities around the world where everyone can belong.

- Worked with 4 interns from the UBC Arts Amplifier program over the summer who:
 - **Developed a full website audit** that focused on increasing accessibility, updating out of date Wise Practices, and increasing the geographic spread of new practices
 - Improved the **design and searchability** of the site
 - Created a Wise Practice **Research Database**
 - Added **over 25 new Wise Practices** to our living library



Panels & Events

- Hosted our **10 year anniversary celebration** with a film screening of documentary “Running With My Girls”.
- Organized **Centering Equity** - a candidates forum featuring **17 City Council candidates** discussing questions directly tied to our 8 HPPC policy asks.
- WTC board members Joy Masuhara and Serena Jackson along with matriarch Ellen Woodsworth spoke at the **Pride Human Rights Convention in Winnipeg**.
- Matriarch, Ellen Woodsworth, presented at **several international forums**.
- Our co-chairs presented at the **City of Vancouver Candidate Information Session** as well as **Elect Her! the Northern BC Chapter**.
- Spoke at the WAGE all staff forum about the impact of the **Capacity Building and Feminist Response and Recovery grant**.
- Participated on a panel for the Health Sciences Association of BC on **housing policy solutions**.
- Presented to a youth cohort taking part in a Fraser Basin Council program about **intersectionality and climate justice**.



Communications and Engagement

- Developed a long term media and communications strategy
- Hosted media training for our staff team and volunteers, to ensure we have many individuals who can respond to media requests
- Published over 20 blog posts related to City Council motions, accessibility, equity mandates, and more



- Featured in the following media outlets:
 - Global News
 - Vancouver is Awesome
 - CBC's On the Coast with Gloria Mackarenko
 - Georgia Straight
 - RedEye Radio
 - CJSF
 - Cambie Report

Increased reach of our communications:

 Facebook Reach

 28.2%

 Instagram Reach

 10.8%

 LinkedIn Page Visits

 636.9%

 Tweet Impressions

 119.7%

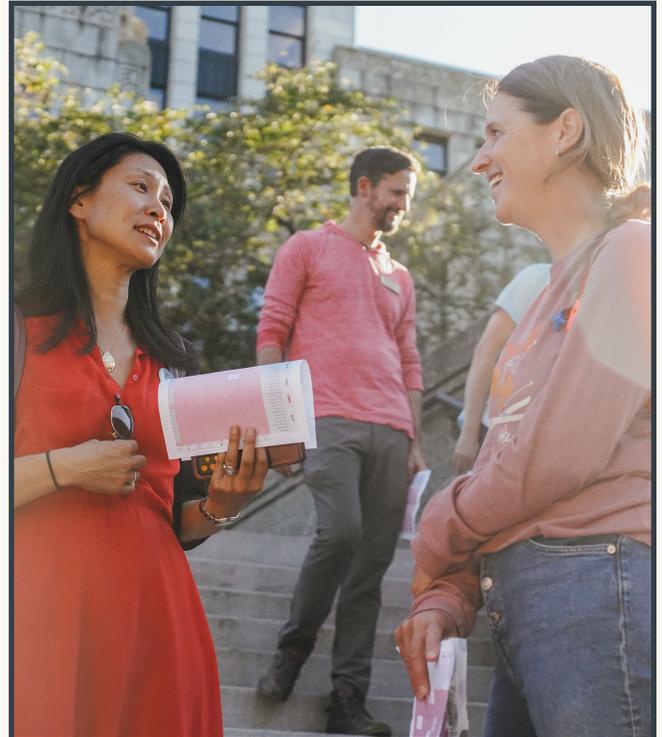
 Had 250 new newsletter subscribers in 2022



People and Community

The work outlined in this annual report is only possible because of the people of WTC. We are so grateful to everyone who contributes as a part of our community.

- Developed an updated **mission and vision** for WTC that strongly reflects our principles
- Grew our staff team to **seven people**
- Hired six short-term paid interns that greatly contributed to our projects
- Onboarded **20 new volunteers** to the WTC community
- Welcomed **3 new board directors**
- Reached **110 members**, with over **35 new members** joining us in 2022



Capacity Building and Financial Health

To continue to grow our external impact, we have to continue to invest in building sustainable systems and processes internally. Whilst operational work isn't always the most exciting, it is so important to ensure WTC can support great staff, volunteers and board members.

- Received **Charitable Status**
- Received a grant from the **Canadian Race Relations Foundation** to expand the TRC and 2SMMIWG action in municipalities work
- Received a grant from **BC Heritage Fund** for TRC work
- Received a Small Business **BC Workplace Accessibility Grant**
- Received a matching fund grant from **Think Causality** to refresh our logo
- Successful in **Federation of Canadian Municipalities Grant** in partnership with COV to deliver 4-6 civic literacy and engagement workshops with the City
- Lots of internal capacity building work: technology and device policy, health benefit policy, cybersecurity policy, set up a Customer Relationship Management system



2023 Priorities

- **Local advocacy & action**

- Hold elected officials to account on their commitments
- Ensure that the experiences of women and gender marginalized people are valued & represented in city initiatives
- Build & maintain relationships with City Council to be a resource to them to put an intersectional lens on all their work
- Strengthening our coalition building with local community groups advocating for values aligned issues



- **Building civic literacy & skills**

- Delivering workshops with community partners across the Lower Mainland to build the civic participation of groups who are underrepresented in local processes
- Producing free downloadable materials and video content
- Workshops in partnership with the City of Vancouver in communities with low voter turnout

- **Truth & reconciliation**

- Publishing our findings and recommendations from the Local Government's Actions and Barriers implementing the TRC Calls to Action
- Delivering workshops for municipalities across the province

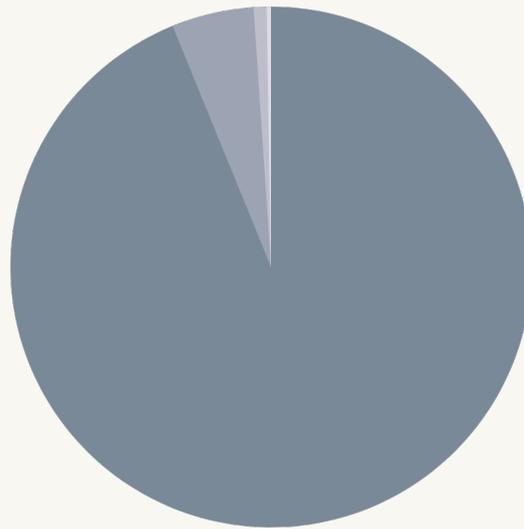
- **Supporting groups in other municipalities to center equity in their local governments**



Financial Report

Income

\$400,281



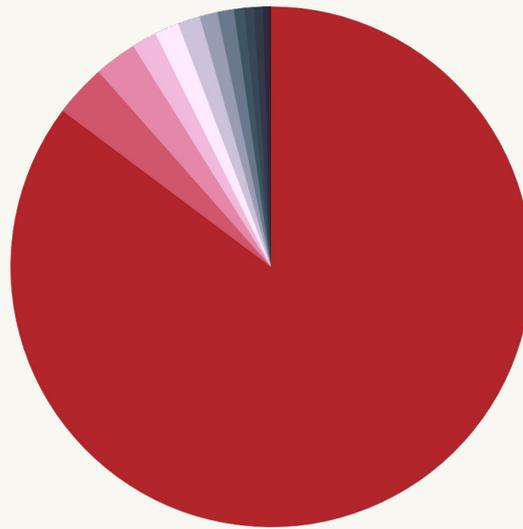
■ Grants	\$379,764
■ Donations	\$19,015
■ Earned income (workshops and speaking)	\$1,450
■ Interest	\$52



Financial Report

Expenses

\$378,978



Salaries & benefits	\$332,196	Gifts, donations, & miscellaneous	\$3,500
Legal & accounting	\$10,301	IT subscription fees	\$3,243
Office expenses	\$8,368	Consultants	\$2,000
Workshop speaker fees & expenses	\$4,917	DS4Y project	\$1,882
Contractors	\$4,814	Rent	\$1,800
Data engagement project	\$4,400	CRRF project	\$1,251
		Bank fees & interest	\$306



Staff Team in 2022



Ash Peplow-Ball
(she/her)
Executive Director



Clara Prager
(she/her)
Action Researcher



Diana Kamau
(she/her)
Community Organizer



Mahtab Laghaei
(she/her)
Campaign Lead



Monique Nicholas
(she/her)
Digital Engagement
Coordinator



Steph Oey
(she/her)
Tech + Data Systems



Victoria Barclay
(she/her)
Research Intern



**Yara Shaheen-
Abuelreish**
(she/her)
Policy Intern



Board Directors in 2022



Ellen Woodsworth
Matriarch — (she/her)



Joy Masuhara
Co-Chair — (she/her)



Trudi Goels
Co-Chair — (she/her)



Belinda Chan
(she/her)



Elisa Chavez
(she/her)



Gurkamal Brown
(she/her)



Julia Smith
(she/her)



Lina Abouzaid
(she/her)



Natasha Smith
(she/her)



**Nora Naran
Tserendagva** (she/her)



Paromita Naidu
(she/her)



Serena Jackson
(they/them)

New board members elected in November 2022



Alexa Traboulay
(she/her)



Cherry Fedalizo
(she/her)



Iona Bonamis
(she/her)



Thank You to Donors

Thank you to the individuals and organizations who made the our work this year possible, including:

- Women & Gender Equity Canada
- CivilSpace
- The HiVE
- Heritage BC
- Digital Skills 4 Youth
- Impact Internships
- Canadian Race Relations Foundation
- Our 89 members
- 7 monthly donors
- 50 individual donors



Women and Gender
Equality Canada

Femmes et Égalité
des genres Canada



Heritage BC



Canadian
Race Relations
Foundation

Fondation
canadienne des
relations raciales

