

PREPARING HER TO RUN

ASK HER YYC IMPACT REPORT

2
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2
1



ASK HER PROGRAM
PARTICIPANTS ARE

1.9X MORE
LIKELY

TO BE SUCCESSFULLY
ELECTED TO OFFICE
THAN OTHER WOMEN

Our Vision

We believe that City Council should look like the community it serves

Our Mission

We believe that City Council is stronger, better, and more effective when it reflects the community it serves. We advance inclusive and equitable representation by preparing women of diverse backgrounds to engage in municipal leadership.

Our Values

Gender Balanced and Inclusive Representation
Non-Partisanship
Collaboration
Transparency

Land Acknowledgement

Ask Her recognizes that we are fortunate to be situated on Treaty 7 lands, including the Niitsitapi (Blackfoot) Confederation, including the Siksika, Kainai and Piikani Nations; the Tsuut'ina Nation; the Îyârhe Nakoda (Stoney Nakoda) Nations of the Bearspaw, Chiniki and Wesley; and the Metis Nation Region 3. We honour the agreements between the ancestral peoples of this land and the first Euro-Canadian settlers, agreements that have been historically dishonoured. We express gratitude to those that have stewarded the land we are on for generations. We are all Treaty people.

Message from the president

Prior to 2021, only 26 women had been elected to Calgary's local government in over 100 years. On October 18, 2021, we made history, electing not only a near record number of women to Council but also electing Calgary's first-ever woman mayor.

This moment was undoubtedly historic, not only for our city, but for Ask Her, too.

Our organization was founded on a simple but powerful vision that our city's leadership should look like the community it serves. As of the 2016 census, Calgary's population comprised 50% women, 4% Indigenous, and 36% Black and people of colour. Individuals in these groups have been historically under-represented in the issues, conversations, and policy decisions that deeply impact them. This election moves us another step on the path towards equitable and representative leadership and advancing the needs and interests of all Calgary citizens, not just a few.

And we know that the work of Ask Her played a crucial role in realizing this outcome. In 2020, we launched our flagship program, Prepare Her, and launched supplementary programs, including Mentor Her and Campaign School (in partnership with Equal Voice). Over 140 women participated in these programs. Of these women, 13 ran in the 2021 election for multiple municipalities and for school board trustee. Today, four sit as elected City Councillors, two in Calgary, one in Airdrie, and another in Okotoks.

And this impact doesn't even cover the dozens more who have been inspired to volunteer on a campaign, work in policy and government, or participate in other forms of community leadership. Or the awareness built in media commentary, events, and social media outreach.

And all of this was realized by a small but dedicated, passionate, and talented team of volunteers who gave everything they could to inspire, prepare, and mentor women to run, as well as the broad support from our community partners, donors, and the general public. We could not have done any of this without you.

But the path to equity doesn't end. There are still barriers to break down, stories to tell, and women to inspire and prepare for municipal leadership. 2021 was a big step on the long pathway ahead, but we're ready to do more. We're just getting started.



Gillian Hynes
President, Ask Her YYC

2021

By the numbers

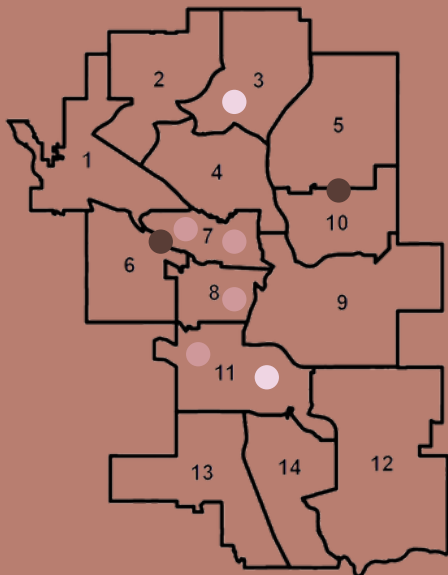
Ask Her officially launched its flagship program, Prepare Her in 2020, and the impact of that program was evident in the 2021 election.

140+

women participated in an Ask Her program in 2020 and 2021

13

Ran in municipal elections or for school board trustee



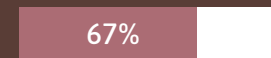
Participants in the 2021 Campaign School



67% were between 25 - 44 years old



52% identified with an equity-deserving group (in addition to gender)



67% were women candidates or working on women candidate campaigns

4

Candidates won across three municipalities*
And dozens more have gone on to volunteer and/or work in government

In 2021, Ask Her YYC increased its community outreach, media commentary, and fundraising efforts.

508K

impressions across social media

400+

new followers on social media

10+

media interviews and opinion pieces

70+

collaborations & partnerships

\$10K+

raised in first-ever fundraising campaign, #21in21

Calgary Ward Map

- City Council Ask Her Participant Ran
- City Council Ask Her Participant Ran & Won
- School Board Ask Her Participant Ran
- *Other municipalities include Okotoks and Airdrie

Ask Her is run entirely by volunteers who have contributed

1500+

volunteer hours

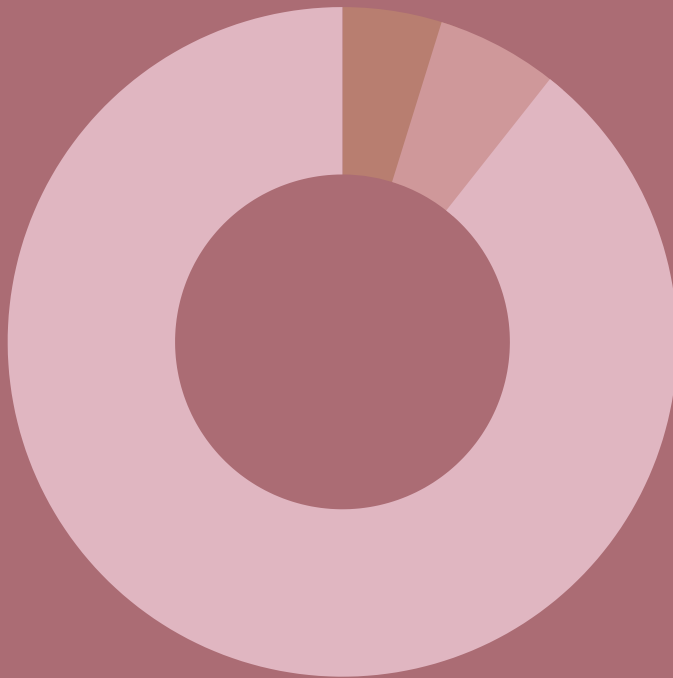
26%

OF THE WOMEN
CANDIDATES
IN THE 2021
ELECTION HAD
PARTICIPATED IN
AN ASK HER
PROGRAM

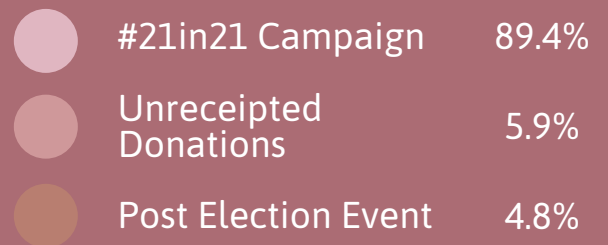


Financial Statements

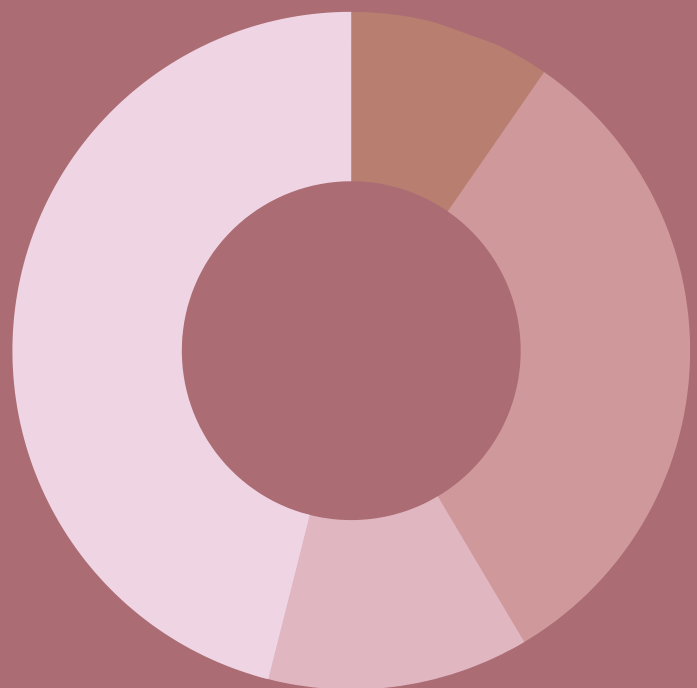
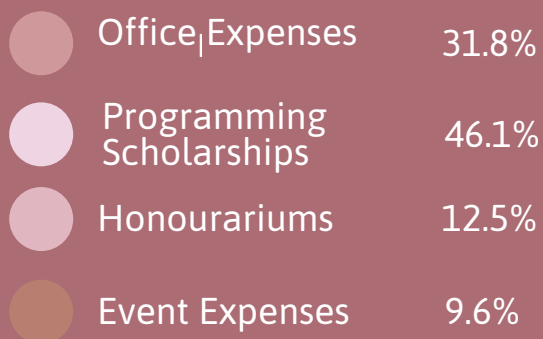
Statement of Earnings and Net Assets (as of November 30, 2021)



Revenue



Expenses



31 WOMEN

RAN IN THE
2021 CALGARY
ELECTION,
A HISTORICAL
HIGH

Looking Forward to 2022 Upcoming Projects

**She Belongs: Find your voice.
Find your role. Find your
community.**

Building community through an event series that highlights the various ways women can step into municipal leadership, both in and outside the Council Chambers. This series is designed to help women use their skills, strengths, and perspectives to make a difference in the community.

Series launch: February 2022

Thought Leaders & Policy

Identifying Ask Her's positions on policy topics and communicating those to the public and to policy makers to further Ask Her's mission and increase advocacy capacity.

Project Launch: Spring 2022

Programs

Inspire Her

Increasing the number of women candidates in 2025 by introducing women to careers in politics.

Projected launch date: Fall 2022

Prepare Her

Helping potential candidates build the necessary skills, acumen, and leadership to execute a successful campaign or simply go deeper in effective civic engagement.

Next Cohort Launch: 2023

Fundraising & Community Outreach

Deepening fundraising and outreach efforts to ensure the organization is sustainable and supported throughout 2022 and beyond.

ASK HER YYC'S
COMMUNITY GREW TO

200+

VOLUNTEERS,
CANDIDATES,
FINANCIAL
SUPPORTERS, AND
PARTNERS DURING
THE 2021 ELECTION



Ask Her YYC Board of Directors

Gillian Hynes

Nagwan Al-Guneid (On Leave)

Brogan Mueller

Karen Vanthuyne

Brittany Brander

Helen Cashman

Thom Oguntoyinbo

Zabin Jadavji

President

Past President

Treasurer; Director, Governance

Secretary; Director, Events

Director, Communications

Director, Programming

Director, Fundraising

Director, People

Active Director List as of publication (March 30, 2022)

Get Involved

Do you want to support our work to continue to advance equitable representation in municipal leadership spaces? Here are a few ways you can support our work:

- Follow us at @askheryyc on all social media platforms and share our work
- Use your skills or learn news ones and volunteer with us, askheryyc.org/volunteer
- Offer your financial support for the work we do and donate today, askheryyc.org/donate



CONTACT US

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