



For Immediate Release

## NANCY BARON GIVES \$3.915 MILLION GIFT TO EMPOWER CANADA'S GIRLS

*The Nancy Baron Mentorship for Girls Program established at the Canadian Women's Foundation thanks to a four-year grant from The W. Garfield Weston Foundation*

Toronto (ON) - December 6, 2011 - The [Canadian Women's Foundation](#), Canada's foundation dedicated to empowering women and girls, is thrilled to announce a \$3.915 million donation over the next four years from Nancy Baron through The W. Garfield Weston Foundation. This gift will allow the Canadian Women's Foundation to establish a fund for programs that mentor girls.

Canada's girls have made significant progress in achieving equality, but compared to boys, they continue to struggle with serious body image issues, low self-esteem, and a chronic lack of confidence. In order to build the foundation for girls to lead well-adjusted, productive and caring lives, we need to work with young girls to instill protective factors, including confidence, social connectedness and critical thinking skills. With these firmly in place, girls can thrive.

The **Nancy Baron Mentorship for Girls Program** will break new ground for girls aged 9-13. Over 4 years, 1,400+ girls will be mentored for two-years and the learnings from this groundbreaking work will impact and improve services offered to 10,000+ girls across the country.

"This extraordinary gift from Nancy Baron will enable us to develop a platform for girl-supporting programs across the country to create *intentional, effective, and sustainable* mentoring initiatives to increase the positive impacts," said Claire Crooks, Board member of the Canadian Women's Foundation. "Building mentoring within our Girls' Fund projects is particularly exciting because it will take place in the context of a comprehensive, skills-based approach which is superior to just mentoring alone. And it will be done with a gender-informed lens throughout the process. Additionally, our programs give priority to the most disadvantaged girls. "

"I am delighted to be able to support the Canadian Women's Foundation through the establishment of this mentorship program for girls", says Nancy Baron, Director of The W. Garfield Weston Foundation. "It is vitally important that girls have every opportunity to succeed and this innovative group mentorship approach is something I am very proud to be part of."

The Canadian Women's Foundation is committed to matching this donation by generating an additional \$1M annually by the end of the four-year gift, to ensure the **Nancy Baron Mentorship for Girls Program** can continue.

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### About The W. Garfield Weston Foundation

The W. Garfield Weston Foundation is a private Canadian family foundation, established in the 1950's by Willard Garfield Weston and his wife Reta. In 1924 Garfield inherited his father's company and during his life established bakeries and other successful enterprises throughout Canada and in many parts of the world. Today, these businesses include the George Weston Limited and Loblaw Companies Limited, companies in food retailing, processing and distribution. The founders believed that as the funds are generated through the hard work and success of these

Canadian companies, grants should be given in Canada for the benefit of Canadians. For three generations, The W. Garfield Weston Foundation has maintained a family tradition of supporting charitable organizations across Canada. Today the Foundation directs the majority of its funds to projects in the fields of land conservation, education, and science in Canada's North.

### **About Canadian Women's Foundation**

The Canadian Women's Foundation is Canada's public foundation for women and girls. We invest in the power of women and the dreams of girls. We are a community of individual women and corporate donors empowering women and girls in Canada to move out of poverty, out of violence, and into confidence. We take a positive approach to address root causes of inequality, and study and share best ways to create long-term change. We believe that helping women creates safer families and communities, and a more prosperous society for all of us. Since 1991, we have invested in over 1,100 community programs across Canada, and are one of the ten largest women's foundations in the world. For more information please visit [www.canadianwomen.org](http://www.canadianwomen.org)

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