

Her Dream Builds — *OUR FUTURE*

Case for Support



Empowering Saskatoon's newcomer women entrepreneurs.

Join us in achieving our \$2 Million goal to support business growth through education, training, and mentorship.



Her Dream Builds — OUR FUTURE



Empowering Women. Strengthening Saskatoon's Economy.

The Women's Business Hub (WBH) is a transformative initiative that supports newcomer women entrepreneurs in Saskatoon. Through education, mentorship, and training, we help women develop the skills, confidence, and resources needed to launch and sustain successful businesses.

Launched in 2019, the program runs for 6 months, with two cohorts of participants per year.

The program consists of 120-minute classroom sessions with practical education, one-on-one meetings with business professionals, and bi-weekly group coaching sessions.

The Women's Business Hub provides tailored support through:

✓ Business Planning & Financial Training

Giving women the skills to develop business plans and manage finances.

✓ Practical Training & Workshops

Covering everything from e-commerce to food safety certification.

✓ One-on-One Coaching & Mentorship

Connecting women with industry experts to guide them through business challenges.

✓ A Thriving Entrepreneurial Community

A shared space where women network, collaborate, and grow their businesses.

“WBH strives to enable women with small businesses to reach our local and national markets at a minimal cost, making it possible for them to focus instead on creativity and production.”

— Ashraf Mirmontahai, Director, Employment Services Unit (ESU)

Our Mission

To remove barriers for newcomer women entrepreneurs by providing them with the knowledge, community, and resources to thrive.

Our Vision

A future where every woman—regardless of her background—has the opportunity to build a successful business, support her family, and contribute to the economy.



THE NEED in Our City

For many newcomer women in Saskatoon, starting a business is not just a dream—it's a necessity. Yet, they face overwhelming challenges.

Newcomer women in Saskatoon are faced with:

✓ Access to Financing and Capital

Many face difficulties obtaining loans due to limited credit history in Canada, lack of collateral, or unfamiliarity with the Canadian banking system.

✓ Navigating Regulatory and Business Environments

Understanding and complying with local regulations, licensing requirements, and tax codes can be daunting, especially when language barriers exist.

✓ Building Professional Networks

Newcomer women often lack established connections, making it challenging to find mentors, partners, or clients. This isolation can impede business growth and access to opportunities.

✓ Balancing Personal and Professional Responsibilities

Many newcomer women juggle family obligations alongside their entrepreneurial pursuits. Without support, managing childcare and household duties while running a business becomes strenuous.

✓ Cultural and Language Barriers

Differences in business practices, societal norms, and language proficiency can lead to misunderstandings and miscommunications, affecting negotiations, marketing, and customer relations.

✓ Access to Tailored Support Services

While resources for entrepreneurs exist, they may not address the specific needs of newcomer women.



The Women's Business Hub was created to remove these barriers and provide the education, training, and support necessary for success.

The demand for WBH programs has surged by 8,694% since 2019, with hundreds of women applying each year. Currently, we simply don't have the capacity to support them all.

8,694%

Increase in registrations

771

Number of people we accepted in 2024

Since 2019, demand for our programs has skyrocketed and far exceeds our current capacity.

While we strive to serve as many aspiring entrepreneurs as possible, the reality is that our space, resources, and funding can only go so far. Without financial support, many talented and driven women are left waiting for the opportunity to build a better future for themselves and their families.

1671

Number of people who applied in 2024

Without additional funding, too many talented and driven women will be left behind. With your support, we can change that.



WHY SUPPORT the Women's Business Hub?

The Women's Business Hub is not just a program—it's a movement. Our graduates don't just open businesses; they create jobs, support families, and contribute to Saskatoon's economy. Your support helps us scale this impact.

With the help from our donors, in 2024...

490

Workshops & training sessions were offered.

111

New businesses were launched.

213

New jobs were created.

Your support will help us:

- ✓ Increase our capacity to accommodate more participants
- ✓ Expand our educator base to meet growing demand
- ✓ Enhance our mentorship programs to provide even deeper support
- ✓ Upgrade our facilities to create more learning and networking spaces

Why Now?

The demand for our programs has far exceeded our capacity. In 2019, we started with a vision to serve a small cohort, but today, registrations have surged by nearly 9,000%. Our existing facilities, educators, and resources cannot meet the demand of our city.

Without immediate investment, we risk turning away driven women who are ready to contribute to Saskatoon's economic growth.



The Power of Your Support

Your investment in the Women's Business Hub isn't just about funding programs—it's about transforming lives and shaping the future of Saskatoon's economy.

Your donation fuels:

✓ Job Creation

More businesses mean more employment opportunities, strengthening our local workforce.

✓ Innovation & Diversity

Newcomer women bring fresh ideas, unique perspectives, and cultural diversity to Saskatoon's business landscape, driving innovation across industries.

✓ Generational Impact

When women succeed, their children thrive. By empowering mothers, we create stronger futures for the next generation, breaking cycles of financial hardship.

✓ Economic Growth

Women reinvest their earnings into their families and communities, creating a ripple effect of prosperity.

This is more than a donation—it's an investment in the future of our city, economy, and next generation of entrepreneurs.

Workshops and business
training programs



Turning ideas into
a thriving business

MEET THE WOMEN Changing Saskatoon's Business Landscape

Behind every business launched through the Women's Business Hub is a story of perseverance, resilience, and transformation. These are the stories of women who arrived in Saskatoon with dreams of entrepreneurship—women who, with the right support, turned their ideas into thriving businesses.

Their journeys are more than personal successes; they are stories of job creation, economic growth, and community impact. When you support the Women's Business Hub, you're not just funding a program—you're investing in real people, real businesses, and real change.

“It’s not just a supportive space, but it also helps to create a community among women.”

— Krizstina Marki, Founder of Karmaburn



4 years in business

Grew up in Madagascar

3.5 yrs
in Canada

Hanita Ralaivao

Hanita Ralaivao is the co-founder of Red Island Extracts, a Saskatoon-based business offering ethically sourced, premium Madagascar vanilla products and gourmet spices. As an immigrant entrepreneur, she faced numerous challenges in launching and growing her company. However, with the support of the Women’s Business Hub (WBH), Hanita gained access to critical resources such as an e-commerce platform, digital literacy training, and marketing tools. These supports helped her expand her business’s visibility, strengthen its online presence, and reach new markets.

Today, Red Island Extracts continues to grow, bringing high-quality, fair-trade ingredients to kitchens while making a lasting impact on both local and global communities. You can now find her products at Sobeys and other local market in the city.

Nikita Desai

Nikita Desai’s journey from passionate organizer to successful business owner was fueled by the support and resources she gained through our program. Since launching Saskatoon Party Planner in 2018, she has transformed her hobby into a thriving business, decorating over 300 events.

The program helped her refine her business strategy, expand her network, and build a solid foundation for growth. Today, Desai is a trusted event planner known for her creativity and meticulous attention to detail, continuing to expand her business and create unforgettable celebrations.

2
kids

2 yrs
in Saskatoon

3 years in business



What **YOUR INVESTMENT** Looks Like

Your contribution directly supports economic empowerment and lasting change.



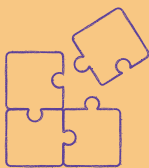
Mentorship & Coaching

Your support connects newcomer women with experienced mentors and industry professionals, providing the guidance, confidence, and expertise they need to navigate business challenges and succeed.



Education & Training

Funding helps expand our practical workshops and business training programs, equipping women with essential skills in financial literacy, marketing, and operations to build sustainable businesses.



Access to Workspace & Resources

A dedicated space with commercial kitchens, sewing studios, and meeting rooms ensures women have the tools and facilities to bring their business ideas to life.



Community & Networking

A thriving support network fosters collaboration, peer learning, and connections with potential customers, partners, and investors, breaking down isolation and opening doors to new opportunities.

Your investment doesn't just fund a program—it fuels transformation. Together, we can break down barriers, create opportunities, and build a stronger economy.

The Time to Act is **NOW**

Your contribution directly supports economic empowerment and lasting change.

We are calling on leaders, businesses, and changemakers to stand with us in supporting these women. Whether through a one-time donation, corporate sponsorship, or a long-term partnership, your involvement will shape the next generation of entrepreneurs.

Ways to Give

- ✓ One-Time Donation: Make an immediate impact today
- ✓ Corporate Sponsorships: Align your company with a cause that drives economic empowerment
- ✓ Monthly Giving: Provide sustainable support for ongoing growth
- ✓ Legacy Giving: Leave a lasting impact by supporting future generations of women entrepreneurs

Your support today means more jobs, more businesses, and more success stories tomorrow. Be part of this movement and help us build a thriving Saskatoon.



JOIN US in Strengthening Saskatoon's Economy

Your support can transform dreams into reality, while
making a lasting impact on the city we call home.

Donate now at www.HerDreamBuilds.ca

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