

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 in building pathways to economic independence. Through entrepreneurship, practical skills training, mentorship, and hands-on learning, women develop the confidence, knowledge, and resources needed to enter the workforce, pursue new careers, or launch and grow 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.

✓ One-on-One Coaching & Mentorship

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

✓ Practical Training & Skills Development

Providing hands-on learning in entrepreneurship, digital skills, food safety, sewing and fashion, skilled trades, and other areas that create pathways to employment and business ownership.

✓ A Thriving Entrepreneurial Community

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

Expanding Pathways to Economic Independence:

✓ Skilled Trades: Painting & Flooring

Hands-on training gives women foundational painting and flooring skills while introducing pathways to employment, further training, and service-based entrepreneurship.

✓ Skilled Trades: Painting & Flooring

Progressive training in sewing, design, and garment creation helps women build practical skills while exploring opportunities in employment, further training, and fashion-focused entrepreneurship.

“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.



Skilled Trades: Painting & Flooring

Building Pathways into the Skilled Trades

The Skilled Trades: Painting & Flooring program creates a practical pathway for newcomer women to build confidence, develop in-demand skills, and explore employment and self-employment opportunities in the trades.

Through a combination of hands-on instruction and practical learning, participants gain foundational experience in painting and flooring, including the use of tools and materials, surface preparation, sanding, priming, taping, paint application, and basic flooring techniques.

Beyond technical skills, the program helps women see themselves in industries where they have traditionally been underrepresented. With the right training and support, participants can pursue employment, further skills development, or potentially build service-based businesses of their own.



Hands-On
Skills Training



Your investment helps newcomer women gain practical, marketable skills that can lead directly to employment, greater financial independence, and new entrepreneurial opportunities.

Sewing & Fashion Training

Turning Creativity into Opportunity

The Sewing & Fashion Training program provides newcomer women with an accessible pathway to develop practical skills, build confidence, and explore opportunities in sewing, fashion, and entrepreneurship.

Delivered through progressive Levels I, II, and III, participants build their abilities over time, learning sewing techniques, fabric selection, machine operation, basic design principles, and how to create and personalize their own products.



For some women, the program is an opportunity to develop a new skill. For others, it can become the first step toward employment, further training, or launching a home-based or fashion-focused business.

By combining creativity with practical skill development, the program gives women the tools to turn existing talents and interests into meaningful economic opportunities.



Your support helps women transform creativity and existing talents into confidence, income, and pathways toward sustainable employment or entrepreneurship.

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

1,808

Services/skills and certifications provided in 2025-26

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.

2,162

Number of Registrations in 2025-26

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 2025–26...

206

Workshops & training sessions were offered.

62

New businesses were launched.

112

New jobs were created.

Your support will help us:

- ✓ Increase our capacity to serve more newcomer women
- ✓ Expand entrepreneurship, skilled trades, and practical skills training
- ✓ Bring in qualified instructors and industry professionals
- ✓ Enhance mentorship and employment connections
- ✓ Provide the tools, materials, equipment, and learning spaces participants need
- ✓ Create more pathways from training to employment, self-employment, and business ownership

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:

✓ Employment & Job Creation

Practical training helps women access employment and income opportunities, while successful entrepreneurs create additional jobs and strengthen Saskatoon's workforce.

✓ Generational Impact

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

✓ Innovation & Diversity

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

✓ 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.



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.



Studio
Kokoro
Founder

Japanese
Culture Through Art

Chikako Ogawa

Chikako Ogawa founded Studio Kokoro to connect people with Japanese culture through art, ink performances, and community events. She has recently expanded into corporate team-building, bringing her cultural experiences into professional settings.

Balancing business sustainability with artistic integrity was an early challenge. Through the Women's Business Hub (WBH), Chikako gained business guidance and a supportive network of entrepreneurs. Equipped with new confidence, she continues to grow Studio Kokoro and innovate how communities experience Japanese art.

Shakirat Akintunde-Owoseni

Shakirat Akintunde-Owoseni founded Tasty Bites Bookah to share authentic Nigerian cuisine and pastries with Saskatoon through catering and local markets. Placing second runner-up in the Women's Business Hub (WBH) Dream to Reality Pitch Competition was a key milestone.

Overcoming initial challenges of navigating a new market with limited resources, Shakirat relied on consistency and community connection. Essential business education, mentorship, and networking from WBH gave her the confidence and support to continue growing her business.

Mom of
4



2+ yrs
in Saskatoon

Tasty Bites
Bookah



Event and Balloon
Stylist

Entrepreneur
since
7
years old

Dee Bee
Shoppe

Danielle "Dee" Buenaventura

Expanding from custom gifts to balloon styling, live concessions, and party entertainment for personal and corporate events.

The Women's Business Hub (WBH) helped accelerate her personal and professional growth. Through its programs, Dee gained practical skills, confidence, and a supportive community to ask questions, access resources, and build connections. With WBH's encouragement, she continues growing Dee Bee Shoppe into a versatile events business that creates memorable experiences.

What **YOUR INVESTMENT** Looks Like

Your contribution creates pathways to skills, employment, entrepreneurship, and lasting economic independence.



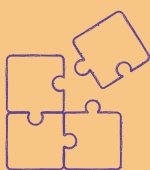
Mentorship & Coaching

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, Skills & Training

Your support expands hands-on learning that equips newcomer women with practical and marketable skills. From financial literacy, marketing, and entrepreneurship to sewing, fashion, painting, and flooring, participants gain skills that can open doors to employment, self-employment, and sustainable business opportunities.



Tools, Workspace & Resources

Practical learning requires the right environment. Donor support helps provide access to commercial kitchens, sewing equipment, skilled trades tools and materials, meeting spaces, and other resources that allow women to learn by doing and turn their skills into economic opportunities.



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 creates pathways to skills, employment, entrepreneurship, and lasting economic independence.

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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