



# IMPACT

**CHANGING THE NARRATIVE  
MOBILIZING IMPACT BACKERS  
STRATEGIC GIFTING ASKS**



## THE NEED

A global pandemic, racial unrest, and looming recession call for higher levels of innovation in fundraising to ensure the sustainable backing required to build systemic impact is accessible.



## THE SOLUTION

Indigenous Impact Producer, Charlene SanJenko, and her team of creatives represent a culmination of 100 years of experience in research and development, relationship-building, and impact media production.



## IMPACT MEDIA

The PowHERhouse revolutionary approach is built on the Founder's roots in investment services, national marketing & communication, event management, and assisting in capital-raising deals to bring private companies to a public stock market.

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## A CUSTOMIZED, STRENGTHS-BASED STRATEGY

Our circular theory of change is an intentional roadmap to sustainable funding for systemic change-making. We weave together a sharp intuition to engage people who care with well-matched projects. This gives impact backers a direct line of sight to their investments, creating community-based innovative solutions for Canadian women and their families.

*Expected outcomes will be targeted to specific client goals.*

## CHANGING THE NARRATIVE

**DELIVERABLES:** Impactful digital storytelling not only humanizes the ask (ie. "Make me care."), it changes the narrative as positive role models are profiled through stories of hope, healing, and possibility.

*"We can't meaningfully proceed with healing restoration without "re-story-ation." ~ Gary Nabhan, Ecologist*

## MOBILIZING IMPACT BACKERS

**DELIVERABLES:** Compelling awareness-building outreach and engagement campaigns call to aligned audiences and attract impact backers. Following in the footsteps of *impact investing*, we believe that progressive brand advertisers seek to support *impact-advertising* opportunities that showcase their relevance and values while keeping top-of-mind.

*The annual advertising spend in Canada in 2019 was projected to reach \$13.4 billion. Imagine just 0.5% channeled to support impact advertising campaigns resulting in \$67 million annually.*

## STRATEGIC GIFTING ASKS

**DELIVERABLES:** Specific gifting opportunities include live or virtual events, panels, and pitches. Our fully integrated approach is customized to best suit the project, audience, timing, and goals.

*The PowHERhouse team leaves nothing to chance. We create regular, strategic opportunities to pitch our impact projects, inviting backers to be part of the solution and create systemic societal change starting with a clear ASK.*

# MEET POWHERHOUSE

## CHARLENE SANJENKO, PROJECT LEAD

Charlene is a mobilizer of brave, whole, healthy leaders ready to make world-class Impact both locally + globally. As an Indigenous Founder, Charlene is a bridge between two cultures in our country. She is from the Splantsin tribe, the most southern tribe of the Shuswap Nation in British Columbia and now resides on the beautiful Sunshine Coast, the traditional territory of the Squamish (skwxwú7mesh) First Nations. PowHERhouse is a culmination of two decades of Charlene's work which originated as a National Marketing Manager in the investment services industry before transitioning to social impact in 2000. Alongside her creative team, Charlene proudly leads a collaborative model, representing a vision to support global leadership in innovative community development to accelerate collective solution-finding for systemic change, societal healing, and social impact.



## TICIA HEWARD, PROJECT CO-LEAD

Ticia is a seasoned fundraising professional, philanthropic expert and certified coach practitioner who started a boutique consulting company in 2009 after her 20-year career as an NHL hockey wife came to a traumatic halt. Now, legacy is her Stanley Cup. She has worked alongside various organizations to fundraise upwards of \$10M. From Food Banks to Ovarian Cancer and Special Olympics to the Build the Pride Campaign for the Saskatchewan Roughriders, her love for humanity is her super skill. She leads with her heart, wearing the jersey of an impact maker, wife, mother, daughter, sister and friend. Ticia is passionate about empowering women to model generosity in all its forms. She coaches others to skate with legs of legacy, stick-handling the 3 T's. Time, talent and treasure is the starting line-up. Serving others with compassion and sharing wisdom to advance education for women and girls, using a power play model creates a win-win for her newest passion project.



## ABOUT TEAM POWHERHOUSE

The PowHERhouse Creative Team excels in branding, writing, PR, web design, social media, and all things effective strategic communications.

## CELEBRATING INDIGENOUS SUPPLIERS & CREATIVES

PowHERhouse is committed to building an ecosystem of Indigenous Suppliers & Creatives to support our work in the future. Two such examples include:

PowHERhouse is pleased to support DEVA Training & Staffing Solutions for Indigenous women. Graduates of the program with an attraction to digital storytelling work closely with PowHERhouse for practicum placement and internship opportunities.

PowHERhouse is also currently exploring collaboration possibilities with the Capilano University Digital Accelerator.