

PADDLES UP!

Moving forward together, exploring new waters

**l'Initiative
d'innovation
autochtone**



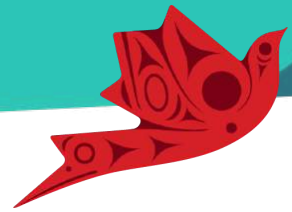
**Indigenous
Innovation
Initiative**

*A \$10-million giving campaign
to catalyze Indigenous
Innovation and change
people's lives.*

**Grand Challenges Canada®
Grands Défis Canada**

The Indigenous Innovation Initiative and PowHERhouse are joining forces in support of Indigenous Innovators across Canada in a brand-new impact media production campaign.

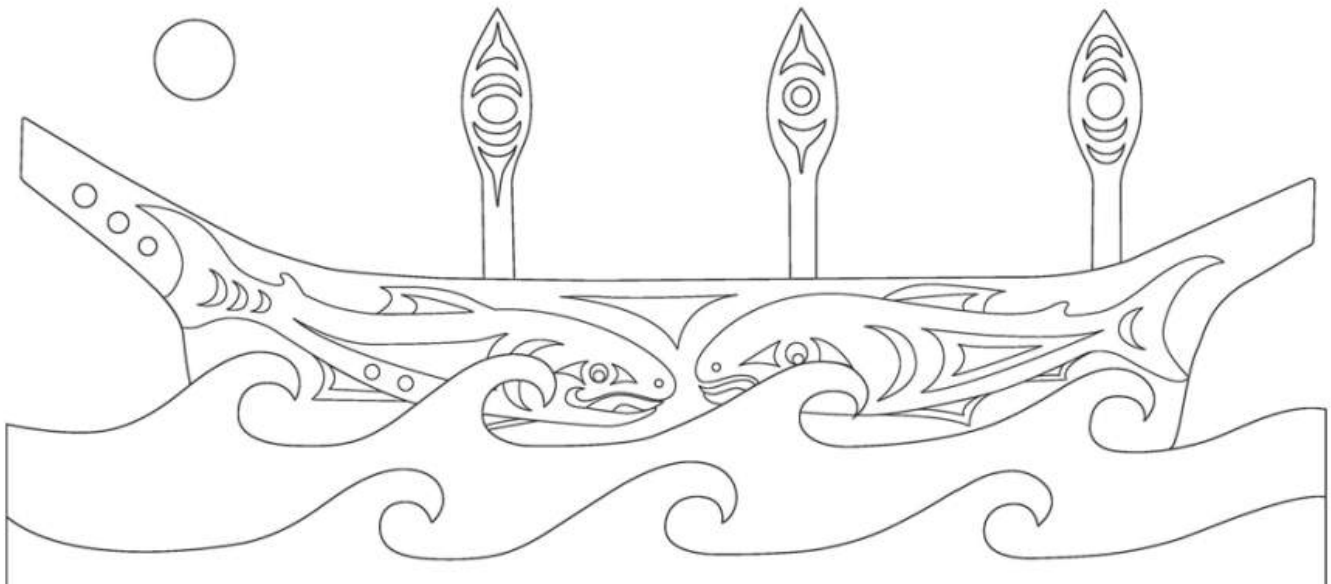




Paddles UP!

The Indigenous Innovation Initiative supports innovation by and for First Nation, Inuit and Metis Peoples, so they can solve complex challenges and improve well-being in their communities. We use a gender-lens investment approach, and in May 2020 launched the inaugural program *Advancing Indigenous Gender Equality through Innovation and Social Entrepreneurship*. Seeded with a \$10-million MATCH funding agreement from the Government of Canada's Department of Women and Gender Equality (WaGE), the goal of this program is to advance Indigenous gender equality through transformative innovation.

In partnership with community, a shared vision of gender equality for First Nation, Inuit and Metis women, men, Two Spirit, queer, Trans and other gender diverse people was created. Using the analogy of canoeing, Indigenous gender equality means that our paddles are up, we are finding our place within the canoe and we are paddling together as a community. We will know this vision has been achieved when we all have a place in the canoe, and are paddling forward together.

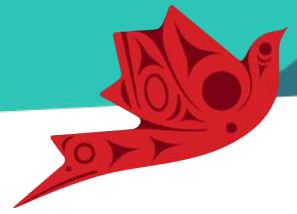


[Paddling through the Waves of Change](#) by Phyllis Atkins, K'wy'I'y'e Spring Salmon Studios
This artwork represents a traditional Salish canoe riding on waves with the rising sun above. Each paddle blade is different, representing the diversity of people. The overall message is that we are all in the same boat and must paddle forward together.

"A canoe is always moving forward, because gender equality isn't just something we achieve. It's something that we keep striving towards, and something that keeps us moving forward together."

~ Paige Kimiksana Kreps - Urban Inuvialuk and member of the Gender Equality Program Reference Group





Paddle with Us!

Your contribution allows us to support more innovators to develop and test their innovation towards impact – to get more ‘paddles in the water.’



Drawing on Experience – The Indigenous Innovation Initiative is supported by Grand Challenges Canada, the largest impact investor in Canada. With over ten years of experience, Grand Challenges Canada has a proven track record of success, enabling over 1,300 innovations in 106 countries to save 37,000 lives and improve the lives of over 7.5 million people.



Building Capacity – Together with our network of collaborative partners, we support innovators, entrepreneurs and communities with the knowledge, skills and tools they need to succeed. We are activated by a deep commitment to change people’s lives through Indigenous Innovation.



Enabling Growth – We connect innovators to a meaningful and supportive ecosystem of opportunities, mentors, referrals and introductions that increase their social capital to realize the full potential and impact of their innovation.



Access to Capital – The primary challenge for Indigenous innovators and social entrepreneurs is access to capital. We seek partners in the form of individual and corporate donors, philanthropists, foundations and impact investors, as we embark on this Paddles **UP!** \$10-million match-funding giving campaign to unlock the \$10-million *matched* funding from the Government of Canada’s Department of Women and Gender Equality (WaGE). Every dollar provided creates two dollars available to support an Indigenous innovator.

We all have a role to play. Together, we will address the resource gap and investment needs of First Nation, Inuit, and Metis innovators.

Supporting Indigenous innovation benefits families and communities across the country and around the world. Let’s shift the narrative to one where we are all committed to the health and wellbeing of Indigenous people, and the restoration of the Land and all things on it.

Contribute to our Paddles **UP!** campaign and support Indigenous Innovation

