

# WOMEN OF INFLUENCE

## MEDIA ADVISORY

### Learn How Women Are Moving Millions: Philanthropic Leader Jessica Houssian to Headline Deloitte Women of Influence Luncheon on April 29

*Canada's leading not-for-profit organizations gain inspiration from powerful philanthropic effort resulting in individual gifts of \$1 million or more to women's advancement*

TORONTO, April 23, 2015—[Women Moving Millions](#) is one of the most powerful philanthropic forces operating today. The non-profit organization has raised the bar on women's giving, inspiring a select group of women to make unprecedented individual gifts of \$1 million or more to support the advancement of women globally. Vancouver-born and New York-based Jessica Houssian of Women Moving Millions will share the success of this massive philanthropic effort at the Deloitte Women of Influence Luncheon Series in Toronto on April 29, 2015.

During the luncheon, Houssian will reveal key insights regarding the success of the massive philanthropic efforts, including but not limited to: **the formula for success that has propelled Women Moving Millions; a first-hand examination of the attitudes and recognized catalysts for charitable giving in 2015; the impact of these philanthropic donations; and how other organizations can tap in to the proven donor model.**

Four of Canada's leading not-for-profit organizations who share a similar goal of empowering women and girls will be lending their support to the event. **UNICEF Canada, World Vision, The Match International Women's Fund, and G(irls) 20 (Women of Influence's charity of choice)**, are among those demonstrating their willingness to adapt to the evolving needs of donor communities.

A [recent white paper commissioned by TD Bank Group](#) outlines the significant impact of women and charitable giving on today's economy. Total annual donations exceed \$8 billion, with women leading the charge over men in terms of donating time, talent and treasure. According to the paper, "The influence of women on Canadian charities has already been significant. Given the opportunity and the right incentives, women will become formidable agents of change in Canadian society". Their capacity to give, according to a report commissioned by Women Moving Millions, is estimated at \$230 billion annually in North America alone.

Driven by this belief, Women Moving Millions has inspired bold levels of giving, creating a new culture in breakthrough philanthropy. **Since 2007, 225 donors have pledged over \$500 million dollars – in addition to their voice, time and commitment – to create change and progress in the lives of women globally.**

With welcome remarks from Carolyn Lawrence (president & CEO of Women of Influence) the event will last two hours (see details below) and luncheon guests are welcome to participate in an open Q&A with Jessica Houssian after her keynote address:

**Who:** Jessica Houssian, Women Moving Millions  
**What:** Deloitte Women of Influence Luncheon Series  
**When:** Wednesday, April 29, 2015  
**Where:** Hilton Toronto – 145 Richmond St W, Toronto, Ontario M5H 2L2 Canada  
**Time:** 11:15-12:00 General Reception  
12:00-12:30 Opening Remarks  
12:30-1:00 Keynote Speech  
1:00-1:30 Lunch  
1:30-1:45 Q&A  
1:45-2:00 Closing Remarks

### **About Jessica Houssian**

With a B.A. in Women & Gender Studies and an M.Sc. in Fundraising & Grantmaking, Jessica loves living and working at the intersection of women and philanthropy – and is inspired by the power it has to transform the world. Prior to her work with Women Moving Millions, Jessica worked with Inspired Philanthropy Group – a boutique consulting firm supporting individuals and corporations to help create authentic, effective impact. Prior to that she served as Associate Features Editor at Harper’s Bazaar magazine. Jessica currently serves on the Board of Directors of the Canadian Women’s Foundation and RefugePoint, a U.S. and Kenyan-based NGO that provides lasting solutions for the world’s most vulnerable refugees. She is a trustee of The Houssian Foundation and a member of Resource Generation and Emerging Practitioners in Philanthropy (EPIP).

### **About the Deloitte Women of Influence Luncheon Series**

Women of Influence’s prestigious Luncheon Series celebrates the accomplishments of extraordinary professional women along their journey to success. Over the last two decades the series has showcased over 300 notable female leaders from all walks of life, including Ariana Huffington (co-founder of The Huffington Post), Heather Reisman (Founder and CEO of Indigo Books and Music), Margaret Atwood (Author), Cassie Campbell-Pascall (captain of the Olympic gold medal–winning Canadian women’s ice hockey team), Dr. Roberta Bondar (physician, scientist, and astronaut), and Premier Kathleen Wynne (premier of Ontario).

### **About Women of Influence**

Women of Influence Inc. is North America’s leading organization dedicated to the advancement of women. After celebrating its flagship 20th year in 2014, Women of Influence continues to offer a menu of solutions through corporate consulting on gender diversity and inclusion, professional coaching through our Advancement Centre, events, and content. Renowned events include the Deloitte Women of Influence Luncheon Series and the RBC Canadian Women Entrepreneur Awards. Women of Influence has a community and reach of over 120,000 across North America including Vancouver, Calgary, Toronto, Waterloo, Ottawa, Montreal, New York City, Washington, DC, London and Hong Kong. For more information, please visit [womenofinfluence.ca](http://womenofinfluence.ca).

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Interviews are available upon request with key representatives from World Vision, UNICEF Canada, G(irls) 20, The Match International Women’s Fund and Jessica Houssian.