

# ElectHER

Empowering Women



## TAKE NOTICE

Get to know the women who are rising up into leadership

## YOU CAN DO IT!

Are you considering a run for office? Let us help you get there!

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ElectHER

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## YOU GOT THIS!

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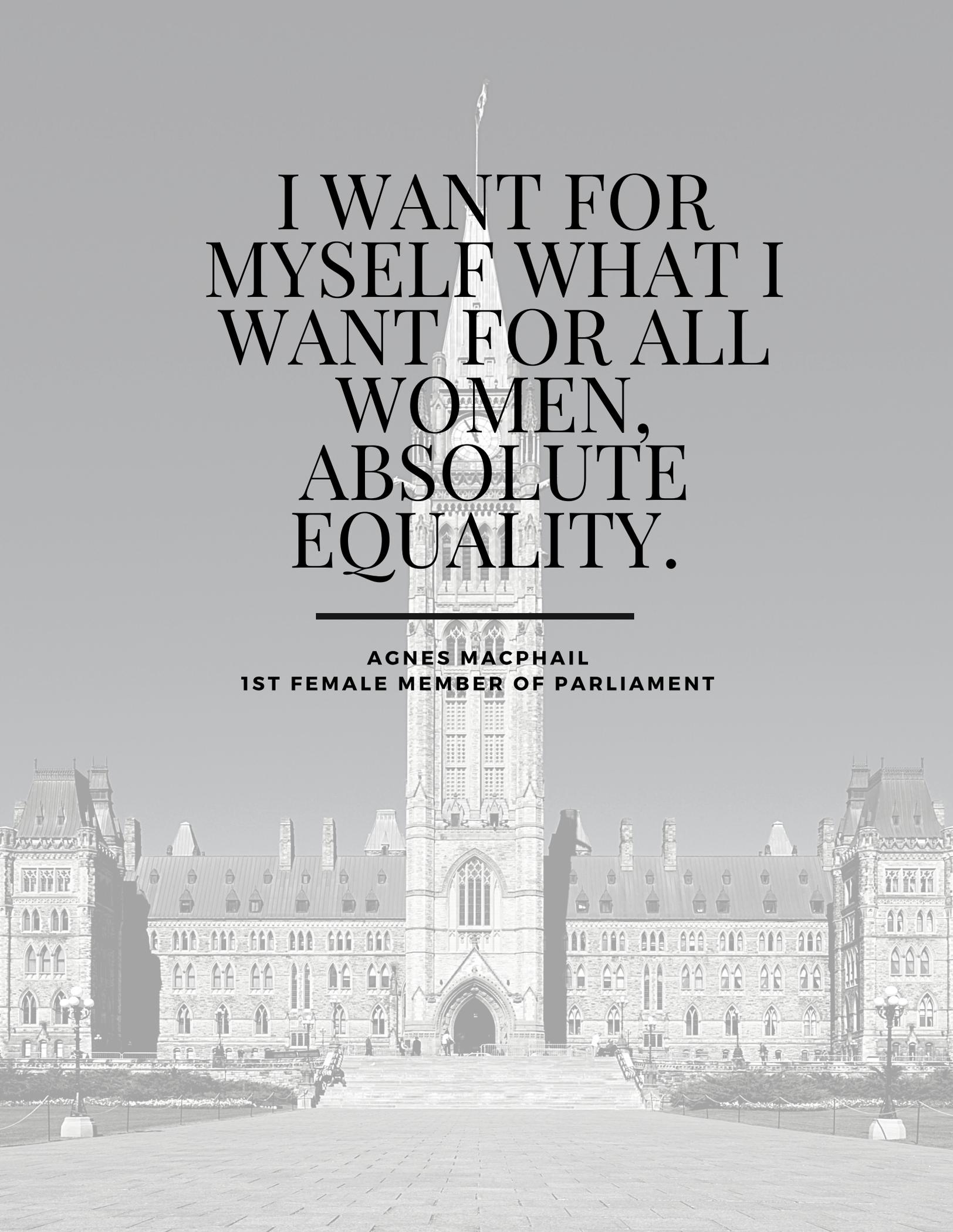
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ELECT HER

for more information and to stay  
up to date with our projects!



I WANT FOR  
MYSELF WHAT I  
WANT FOR ALL  
WOMEN,  
ABSOLUTE  
EQUALITY.

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**AGNES MACPHAIL**  
**1ST FEMALE MEMBER OF PARLIAMENT**

# *About ElectHER*

## EMPOWERING WOMEN

Together we can empower women, reach gender equity and support diversity. These are some of the goals ElectHER and their Co-Founders, Michelle Friesen and Laila Adam, are hoping to achieve!

How did ElectHER get its start? Well we believe politics can and should be done differently! This means creating space for women from all backgrounds to be included and help them feel confident to make a run! When Michelle decided to put her name forward for the territorial election in Whitehorse, Yukon she had trouble easily finding these resources and decided to create her own in an inclusive format, now known as ElectHER!

Our Mission is to lift up and empower more women and encourage diversity in politics and leadership positions by providing them with the resources and tools required to enter a campaign. The program will continue to support women post-election and share experiences and lessons for others. We want to build a community of women empowering women!

*“Lead like a girl”*



# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

## Gender Equality: Why it Matters

There are 17 SDG's which all are geared towards ensuring 'no one is left behind' This article focuses on goal number five, gender equality, and why it matters.

**28%** the percentage of women in 2019 holding managerial positions worldwide

Women and girls represent half of the world's population and half of its potential. But, today gender inequality persists everywhere and stagnates social progress. Women continue to be underrepresented at all levels of political leadership.

Advancing gender equality is critical to all areas of a healthy society, from reducing poverty to promoting the health, education, protection and the well-being of girls and boys.

Some of the goal targets include:

- End all forms of discrimination against all women and girls everywhere
- Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life
- Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels

To find out more about Goal #5 and other Sustainable Development Goals, visit:  
<http://www.un.org/sustainabledevelopment>



**5** GENDER  
EQUALITY



**GENDER EQUALITY IS A FUNDAMENTAL HUMAN RIGHT**

A black and white portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a dark top and a necklace. The background is a solid dark color.

# boss

noun /bos/

an empowering woman that  
kicks ass, takes control of her  
life and achieves her dreams

*ladies to look up to*

## **LAILA ADAM**

**Laila Adam has over 14 years of experience in both the public and private sectors, working to support community, economic and organizational capacity with Indigenous communities. Her inclusive approach has brought success in organizational development, community engagement and program development that supports long-term sustainability of communities, advocacy groups and governments.**

## **MP ETHEL BLONDIN-ANDREW**

Dene trailblazer Ethel Blondin-Andrew was the first Indigenous woman elected to the House of Commons and to serve in federal cabinet. She delivered her first speech in Canada's House of Commons in her Dene language. Through her 17 years as an MP, she brought issues of northern Indigenous sovereignty to Ottawa, fighting against infringement on self-governance, whether by the Meech Lake Accord or pulp mills along the Mackenzie River.

She began her career by teaching in three communities across the Northwest Territories before specializing in Indigenous language curriculum development. In 1989, one year after being elected to Parliament, she introduced a bill to establish a foundation to protect 53 Indigenous languages in Canada.



## **THE HONOURABLE MARYAM MONSEF**

First elected in 2015 as the Member of Parliament Minister Monsef is a dedicated community organizer, a former Peterborough mayoral candidate, and a co-recipient of the YMCA's Peace Medallion. A passionate volunteer, Minister Monsef has sat on the boards and committees of several high-profile organizations. She was the Vice-President of the YWCA of Peterborough and Haliburton Board of Directors, and a former director of the Ontario Public Interest Research Group as well as the New Canadians Centre, a non-profit organization dedicated to supporting immigrants, refugees, and other newcomers in the Peterborough and Northumberland regions. Minister Monsef was also the co-founder of the Red Pashmina Campaign, a grassroots initiative she started while at Trent University, which has successfully raised over \$150,000 to date to help support women in Afghanistan. Minister Monsef has a Bachelor of Science in Psychology from Trent University, and speaks English, Farsi, and Dari.



## **AGNES MACPHAIL**

Agnes Macphail was the first woman elected to Canadian Parliament. During her lifetime, she was a dutiful daughter and sister, a willful teenager, dedicated schoolteacher, and champion for equal rights and fair treatment for everyone. Macphail was a founding member of the Co-operative Commonwealth Federation (the forerunner of the New Democratic Party). She was a noted pacifist and an advocate for prison reform. As a member of the Ontario legislature, she championed Ontario's first equal pay legislation



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# LESSONS FROM A LIFETIME OF LEADERSHIP

AN INTERVIEW WITH LIZ HANSON  
BY MICHELLE FRIESEN

**Liz Hanson first moved to the Yukon in 1978 with a background in political science and social work. She then became the first female leader of the Yukon New Democratic Party and served in that role for a decade.**

It all started with the high school student council, youth groups and community social action and justice movements which led to her ten year political career with the New Democratic Party. Liz decided to call the Yukon home in the late 70's, a time when the territory was on the cusp of large political changes. The general election on Nov. 20, 1978, was the first in Yukon history where elected candidates were openly affiliated with a party. Before this all representatives of the Yukon Territorial Council – which became the Legislative Assembly – were considered Independents. Beginning her Yukon career, Liz worked as a regional social worker for the Department of Indian and Inuit Affairs. After time in BC and Ottawa, Liz and her family made Yukon home in 1989. Her work as

Yukon Director of Land Claims and Indian Government meant she was involved with all Yukon negotiations – a driving force for her later decision to get involved in politics. She retired as Regional Director General of Indian and Northern Affairs Canada in 2007. She decided to become actively involved with the Yukon New Democratic Party because she had witnessed how the Yukon NDP in government had embraced self government as a way for all Yukoners to make progress. She was acclaimed leader in 2009.

On December 13, 2010 Hanson won a bi election in downtown Whitehorse. Until this point Liz had never held political office. A year later she lead the Yukon New Democrats from third party to official opposition with 6 of the legislature's 19 seats. Liz served as the Leader of the Yukon NDP from 2009 until 2019.

That brings us to her second retirement, one that current leader, Kate White, says she hopes sticks a little better "She served her Whitehorse Centre riding with compassion, care and intelligence."

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White said. "She leaves us with large shoes to fill and a legacy worthy of what comes next."

So what made Liz decide on a career in politics? Three decades working in the public service convinced her "I've been involved with the 'small p' political process most of my career and have had the opportunity and privilege to work through some big changes in the Yukon as a whole, including First Nations land claims and self government agreements" she said. She also set out to tackle political accountability and transparency of the territorial government and increase voter turn-out and engage citizens in the decision making process. When asked about becoming the first female leader of the NDP, she said she wasn't daunted in the least. "When I came to the Yukon as a social worker, I

was at first told that I couldn't have the job because they had never had a woman in the position before," she said "It's a challenge but you find strength."

Her departure from the party means a new NDP candidate for the riding will need to be selected and three women have come forward to vie for the position. "It's with mixed emotions – when you put your life in the political arena for 10 years – to leave, but I feel so proud and humbled by the caliber of the women putting their names forward," Hanson said. Her advice to the future leaders of tomorrow? "Politicians are not just members of the legislative assembly, they have to be part of the community."

**“Politicians are not just members of the legislative assembly, they have to be part of the community, if that’s a legacy I’d be happy with that”**

# Spotlight

LORRAINE WHITMAN

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PRESIDENT, NATIVE WOMEN'S  
ASSOCIATION

#WomeninLeadership

Lorraine Whitman “Grandmother White Sea Turtle” is the daughter of late Chief Joseph Peters and granddaughter of late Chief Louis Peters, she is a member of Glooscap First Nation located in Nova Scotia. Lorraine attended the University of Alberta’s Grant McEwan College Rehabilitation Practitioner program where she graduated with honours. Her career has been focused on both the health and healing of Indigenous people. In her early career she worked to implement education-based programs in Edmonton, including schools, workplaces, and other social environments. After returning to Nova Scotia in 1987 she worked as the social development officer at Glooscap First Nations, her home community. She then took on the position of the Aboriginal Diabetes Initiative Coordinator in 2010. From 1997-2012 Lorraine worked as an elected councillor for Glooscap First Nation, sat on the Board of Directors of the Confederacy of Mainland Mi’kmaq for over 15 years as well as served as a health committee member for the

Tripartite forum for more than 10 years. Along side these positions she worked as the Mi’kmaq representative for the Annapolis Valley School Board. During her free time she developed the Seven Sacred Teachings Coffee roast, where a portion of the proceeds were directed towards select Indigenous programs. Lorraine was elected as the president of the Nova Scotia Native Women’s Association in 2017, she then became an Elder for Acadia University. In 2019 she was the recipient of the Nova Scotia Volunteer Award and most recently has been elected as the president of the Native Women’s Association of Canada, in September of 2019. Along side her duties as the Native Women’s Association President she balances her career with speaking on Mi’kmaq culture in schools and public events, she also volunteers at her church and at the local elementary school; this inspiring woman has been advocating for Indigenous women’s rights for the past 45 years.

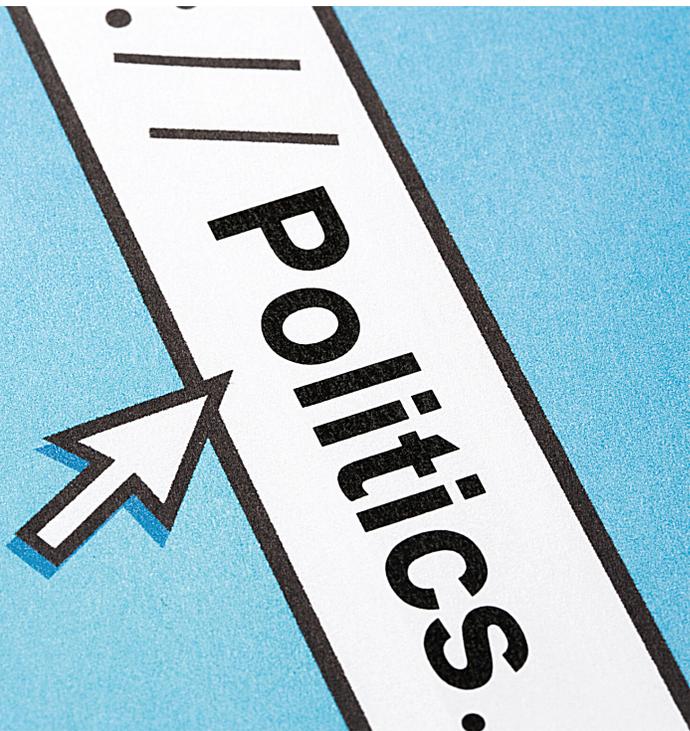
Written by Joecy Peters



HOW TO RUN THE BEST

# CAMPAIGN

EVER!



1. You don't have to know everything! What matters is that you care enough to run. There will always be people in any arena who will know less and know more than you, The question is, do I care enough? And am I willing to do more of both. More caring and more learning.

phone calls, building and installing signs, knocking on doors, making food, etc. When people offer to help, give them a job.

2. Ask a lot of questions! If you're running for local office, you're going to want to talk to people who have run before, your supervisor of election, people who have done the job, even the person who currently holds the office. What was their day-to-day like? How big was their team? How much money did they raise? What did they do to campaign? Be a sponge.

4. Fundraising isn't scary! In a lot of cases, fundraising is the difference between a winning and a losing campaign. You might not think you need that much money, but think through your expenses — from a website domain to a campaign office to stamps — set a goal for how much you need to raise. then, ask away. In general, people won't just offer you money, you're going to have to be the one to make the ask. But remember, you're not asking for money for yourself, you're asking for money to support change that you and the donor believe in. People often feel more connected to your campaign and motivated to help if they have a financial stake, even a small one.

3. Build your own campaign staff and don't ever turn down help! Your team should be a mix of people who know you well and people who know campaigns well. Every race is different, but you'll probably want to find someone to manage money, communications and volunteers. And every team needs a campaign manager. After the big roles are filled, there are plenty of smaller tasks that need to be powered by humans: literature drops,

5. HAVE FUN! You're on an amazing adventure. Don't forget to stop and celebrate all your accomplishments, big or small, along the way. We are so proud of you!



# What Psychology Can Teach Us About Imposter Syndrome

**Feeling like a fraud at work despite all your achievements?  
Here's why – and how you can build up your self-confidence.**

Ask a room full of high-achieving women about their career accomplishments, and you'll undoubtedly hear the same story from many of them: At one point or another, they were convinced that they weren't as smart and talented as everyone else thought they were. The good news is that self-doubt doesn't have to hold you back. Here are a few facts we know about this thinking – and how we can change our mindset for the better.

## **IMPOSTER SYNDROME IS SUPER COMMON.**

Some research estimates that around 70 percent of people have felt it. A recent survey sent to all of Harvard's medical and dental students found that 18 percent of female respondents met the criteria for "intense" imposterism – despite being bright enough to get into an Ivy League school. So remember: That inner voice claiming you're not good enough is a liar.

## **KNOW THAT SLIP-UPS ARE NO BIG DEAL.**

It's believed that there's a link between perfectionism and imposter syndrome. If you feel a self-imposed (and, frankly, unrealistic) pressure to do your job flawlessly at all times, it's worth remembering that we all make mistakes – especially when we're doing something new.

## **GIVING YOURSELF CREDIT IS KEY.**

Psychologists believe that impostor syndrome is partly due to an inability to internalize our successes. Instead, we credit external factors, like good luck. So if you're doing a stellar job at work, own it.

## **LEARNING TO ACCEPT POSITIVE FEEDBACK CAN HELP.**

When your boss praises your accomplishments, do you downplay them? Suzanne Imes and Pauline Rose Clance, who pioneered research into imposter syndrome in the late '70s, suggest keeping a record of positive feedback – as well as taking note when you resist accepting it. Once you notice this habit, try to listen and take in the compliments. Finding a mentor who'll highlight your strengths can also be a huge benefit.



# GENDER INEQUALITY

&

## Your Part in Combating it

by Jordan Pottle

*Whether it is in their personal life or professional life, gender discrimination is something that many women face daily. Gender inequality is defined as the social process by which men and women are not treated as equals. Some of these distinctions are empirically grounded while others appear to be socially constructed. No, we cannot combat gender inequality over night, but every small step counts. There are several ways to promote gender equality in everyday life.*

01

Educate Senior Leadership. Advocating for training that supports gender inequalities can help combat gender inequalities in groups or workplaces. Training should also emphasize that the business can benefit from gender equality. They can benefit by connection with and access to customers, diversity of ideas, and supplier diversity. Where there is diversity among senior leadership – companies outperform their competitors!

02

Sign up to be on a Board of Directors. Greater representation of women on boards of directors is critical. Boards with at least one woman on them are more likely to crush the competition. Diversity matters!

03

Women should support other women. Many great things have been accomplished through mobilization of like-minded individuals with a common goal. Women, being both intuitive and rational, can single-handedly execute so many tasks on a regular basis, that it is empowering to know what can be achieved if we work together as a community.

04

Help women gain power. There are currently 21 women sitting at the head of state or government around the world. Either supporting their campaign or supporting them emotionally, we should be there for them.

05

Zero tolerance for harassment. Employees must have a safe space to report bullying, sexual harassment and racism without being exposed or dismissed.

06

Challenge Gender Stereotypes. Even with all the progress we have made to ensure gender equality, we are still faced with gender stereotypes. Just look at your phone, advertising, media, etc. While it is not easy to always tackle stereotypes in the moment, we should practice and challenge them when we can.



**T H A N K  
Y O U !**

**ELECTHER**

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engagement project through the  
Indigenous Leadership Program (2021)

Instagram - @Elect\_HER

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website coming soon!