

Guardian Women™

Investing in a more — equal future —

Creating change through investment: Kimberly Hu Amadori in conversation with Paulette Senior, President and CEO of the Canadian Women's Foundation and Senator of Canada.

Last year, Guardian Women™ was thrilled to engage in conversation with Paulette Senior, President and CEO of the Canadian Women's Foundation, to discuss the transformative power of philanthropy as seen through the lens of her life story, the work of Canadian Women's Foundation, and how you can make informed decisions about giving.

Paulette is a renowned and sought-after thought leader in the space of female empowerment, recognized nationally (and internationally, through her work with the G7) for her leadership skills and experience. Such is her reputation and expertise, in December 2024, it was announced that Paulette was appointed a **Senator of Canada**, representing Ontario.

Listen as Paulette describes the work of the Canadian Women's Foundation and assures philanthropists that their donations are spent wisely.



Advocating for change

Paulette's life work has focused on gender equality, gender justice, and inclusion; she is tireless in shining the spotlight on marginalized communities and the problems faced by such groups. Part of her mission is to work with, advocate, and lobby government agencies on women's issues and to influence changes in taxation policies affecting charities that unintentionally create barriers and prevent them from getting the funds they need.

Making our donations meaningful

When we make donations, the truth is, that we want to know our giving makes a difference. That understanding, however, is just one consideration in our philanthropic journey.

Paulette helped us understand that before you give, identify the issues you are passionate about and perform your due diligence. Connect with and trust an organization and its leaders to ensure they are aligned with your goals and so that you are comfortable that your dollars are being directed where needed. Revisit your funding at intervals to see what difference it made to the people you wanted to help. Listen to stories from the frontlines (where you can see the impact on lives).

She gently reminded us that there is a direct connection between grassroots activities and operating budgets – you cannot have one without the other! Many charities operate on a shoestring budget but understanding operational costs is important.

Paulette inspired us to believe that everything is possible: that public policy matters, and with thoughtful investments and caring people doing the work, we can reduce suffering. She sees it happening every day and encourages other women to be change agents and have meaningful conversations to make a difference.



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