




NAVIGATE THE NOW

2021  
REVISION  
MAY 12



# Spark Mandate

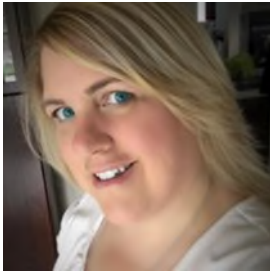
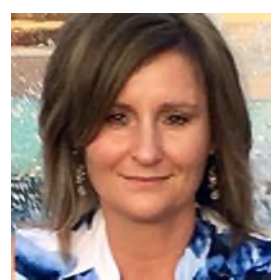
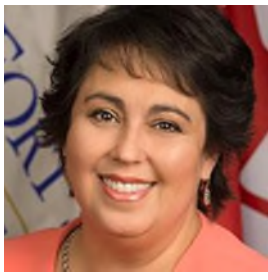
Spark supports the professional development of women in the Peace Region through capacity building and in turn, by supporting the women of our communities by increasing their capacity, it benefits our businesses, non-profit organizations, and our communities as a whole.



# Spark's History

- Started with a discussion about the need for professional development opportunities for women in the Peace region
- Grew up with the North Peace Economic Development Commission as workforce development initiative
- Went out on it's own in 2016 as a registered non-profit society
- Nearly 1,500 attendees have benefited from the program delivered here each year since 2014 – over 90% of attendees are from Peace River Regional District

# The Women Behind Spark





# Spark Content

Wide variety of topics from technical skills to leadership development.

- Project management
- Social media
- Emotional intelligence
- Sales skills
- Imposter Syndrome
- Everyday Leadership
- Marketing





# Spark Impact

- What we do makes a difference
  - Building an environment of women supporting women
  - Increased confidence
  - Mentoring relationships
  - Businesses launched
  - Career advancements and shifts
  - Non-profit and volunteer group capacity increased



# Spark Impact

*“I just wanted to take the time to truly thank you for your continued commitment to delivering an amazing program to our community. I believe that the impact you are having on the future of so many people and this community is significant and long lasting. From a proud Fort St. John’er and local business, we salute you.”*





# Spark Success Story

"I'm not in the kitchen today.

I'm attending the AMAZING [Spark Women's Leadership Conference](#) here in FSJ at the Pomeroy Hotel.

If you're not here, you're totalling missing out!!

I attended this conference last year, and this conference created such a BIG IMPACT that it's why I'm an entrepreneur today!"

Jeanette Johnson – Aniela's Kitchen



# Spark 2021

- Hybrid event planned – 50 people live (following PHO), unlimited online
- 1 day event with pre and post workshops planned
- Topics include:
  - The Serious Business of Positive Emotions
  - Bringing Your A Game in Challenging Times
  - Decode, Display, Detect: 3D Body Language for Success
  - What is your AdaptABILITY Score?



# Questions?

Jennifer Moore

[info@sharingthespark.com](mailto:info@sharingthespark.com)

250.262.2714



Date: December 13, 2020

Society #: S-0066193

Organization Information

1. Organization Name: Spark Women's Leadership Conference Society
Civic Address: 206 - 11203 105 Ave
Mailing Address:
City: Fort St John, BC Postal Code: V1J 0L3
Contact Person: Jennifer Moore Phone Number:
Email:

Project / Initiative Information

Projects and initiatives submitted for grant-in-aid consideration must have a regional focus and serve or benefit residents throughout the regional district or in multiple electoral areas and municipalities.

2. Indicate which category is this project, event or service?

- Arts/Culture
Economic Development
Environmental
Heritage
Social
Sport/Recreation
Other (Describe)

3. Identify which electoral areas and municipalities this project, event or service will provide benefit to?

- Electoral Area B, C, D, E
City of Dawson Creek, Fort St. John, Hudson's Hope
District of Taylor, Tumbler Ridge, Village of Pouce Coupe

4. Description of project, event or service:

Spark Women's Leadership Conference is a professional development, leadership conference designed to increase the capacity of the Peace Region's female workforce. 2021 will be the 7th annual conference (2020 was cancelled) of this made in the Peace Country for the Peace Country event. 2021 will be a hybrid event, expanding the opportunities to participate for women well beyond the previous 300 person capacity, providing leadership skills, tactical professional development skills, and mentorship networks to grow their careers and businesses. This is an important event that has inspired business launches, expansions, career growth and sometimes complete career changes. The impact of the conference is not restricted to business but also filters out into the non-profit volunteer world that is building our communities.



5. Project Start Date: May 11, 2021

Project End Date: May 13, 2021

6. Is this project, event or service part of your core operations?  Yes  No

7. Is the project, event, or service already provided in the community by another organization?  Yes  No

If yes, provide details:

8. Who will benefit from the project, event or service?

All women across the Peace region will benefit bringing their new skills to their businesses, employers, non-profit organizations, and their volunteer endeavors.

9. What will those benefits be?

new businesses launched, business expansion and growth, increased career advancement opportunities, non-profit capacity development

Budget Information

10. Total Cost of the Project, Event or Service: \$ 162,500

11. Grant-in-Aid Amount Requested: \$ 5,000

12. For how many years are you requesting funding?  1  2  3

13. Will you receive other sources of funding?  Yes  No

14. Have you applied to other sources, including municipalities for funding?  Yes  No

15. Please describe other sources of funding and amounts as anticipated or received:

- Amount: \$10,000 Source: Peace River Hydro Partners
- Amount: \$5,000 Source: Pembina
- Amount: \$3,500 Source: Northern Lights College
- Amount: \$2,000 Source: BDC



### Application Authorization

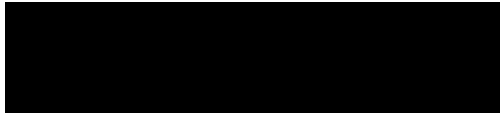
- I confirm that the information in this application is accurate and complete and that the project proposal, including plans and budgets, is fairly presented.
  
- I understand that if my application is successful, I will be required to provide a summary report that includes annual financial statements, a description of how funds were spent, and the outcomes achieved to the Regional District by **February 28** of the following year the grant funds were received.
  
- I understand that the information provided in this application may be accessible under the Freedom of Information (FOI) Act.
  
- I understand that the information provided in this application may be shared with the Board of Directors, Committee(s), Regional District staff and consultants.

### Application Submission

Please submit all grant applications and attachments by email to [prrd.dc@prrd.bc.ca](mailto:prrd.dc@prrd.bc.ca) on or before **December 31**. The following attachments must be included with your application:

- Project budget, including all sources of funding
- Current financial statements showing expenses, revenues & savings

**Applicant Signature**



2021

Spark Women's Leadership Conference Budget

REVENUES	
	Hybrid
Sponsorship	\$ 100,000
Registration	
In Person	\$ 12,450
Virtual	\$ 37,250
Workshops	\$ 6,000
Bookstore Revenue	
WOW Box Revenue	\$ 18,000
<b>Total Revenues</b>	<b>\$173,700.00</b>
EXPENSES	
	Hybrid
Venue	2000
Meals	5000
Speakers (Fees, Travel & Accommodation)	15000
Lanyards & Badge Holders	250
Audio Visual	5000
Platform	2500
Speaker Welcome Bags	200
Speaker Gift Donation	2500
Advertising / Promotion	15000
Graphic Design & Branding	11000
Décor	1500
Online Registration Fee	5000
Supplies/Printing	3500
Bathroom Basket	100
Miscellaneous	500
Conference Administration Fee	30000
Steering Committee Meetings	2000
Accounting & Legal	1000
Door Prize	500
Graphic Recorder	
Headshots	
Insurance	2000
Interest and Bank Charges	50
Videographer	1000
Box Items	
Branded Box & packaging	3500
Journals	4000
Pen	1300
Waterbottle	5000

2021

Spark Women's Leadership Conference Budget

<b>EXPENSES</b>	<b>Hybrid</b>
Glass Cleaner	500
Snacks	3000
Chapstick	500
Privacy Stickers	100
Office Items (post it notes, rulers, etc)	1000
Wireless Charging Pads	6000
Conference Book Giveaway	8000
Coffee	1500
Tea	1500
Shipping	6000
Society Development Services	15000
<b>Total Expenses</b>	<b>\$162,500.00</b>
<b>Surplus / Deficit</b>	<b>\$11,200.00</b>



# Profit and Loss

## Spark Women's Leadership Conference Society For the year ended 31 July 2020

2020

<b>Trading Income</b>	
Memberships	60.00
Registrations	700.88
Sponsorships	46,500.00
<b>Total Trading Income</b>	<b>47,260.88</b>
<b>Cost of Sales</b>	
Honourium	15,000.00
Speakers Fees	8,250.00
<b>Total Cost of Sales</b>	<b>23,250.00</b>
<b>Gross Profit</b>	<b>24,010.88</b>
<b>Other Income</b>	
Interest from bank accounts	126.61
Miscellaneous revenue	13.60
<b>Total Other Income</b>	<b>140.21</b>
<b>Operating Expenses</b>	
Accounting	4,572.65
Advertising and promotion	1,536.23
Amortization expense	77.55
Bank charges and fees	251.80
Charitable donations	17,500.00
Courier and postageExpense	36.03
Insurance (overhead)	693.00
Marketing	162.12
Miscellaneous expenses	415.16
Office supplies	146.40
Online registration charges	2,037.51
Steering Committee	1,589.98
Training and education	10,165.47
Travel expense - Speakers	298.58
Website and logo development	912.51
<b>Total Operating Expenses</b>	<b>40,394.99</b>
<b>Net Profit</b>	<b>(16,243.90)</b>

# Balance Sheet

## Spark Women's Leadership Conference Society As at 31 July 2020

31 JUL 2020

### Assets

Bank	
Chequing	70,482.52
Shares	5.46
<b>Total Bank</b>	<b>70,487.98</b>
<b>Current Assets</b>	
Inventory - Books	644.00
Inventory - Promotional items	1,336.41
Trade accounts receivable	8,700.00
<b>Total Current Assets</b>	<b>10,680.41</b>
<b>Fixed Assets</b>	
Accum. Amort. -Furn.and equip.	(228.35)
Office Furniture and equipment	538.56
<b>Total Fixed Assets</b>	<b>310.21</b>
<b>Total Assets</b>	<b>81,478.60</b>

### Liabilities

Current Liabilities	
Sales Tax	(380.39)
<b>Total Current Liabilities</b>	<b>(380.39)</b>
<b>Total Liabilities</b>	<b>(380.39)</b>

**Net Assets** **81,858.99**

### Equity

Current Year Earnings	(16,243.90)
Retained Earnings	98,102.89
<b>Total Equity</b>	<b>81,858.99</b>