

The background of the cover features a blurred photograph of a woman in a grey sleeveless top gesturing towards a group of people seated in an audience. The scene is brightly lit, suggesting an indoor setting with large windows. Overlaid on the image are several decorative elements: a large magenta circle in the top-left corner, a semi-transparent white circle in the center, and a magenta circle with a diagonal split (light pink on top, magenta on bottom) in the bottom-right corner.

ANNUAL REPORT

2021/2022

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MESSAGE FROM THE CHAIR

“The size of your dreams must always exceed your current capacity to achieve them. If your dreams do not scare you, they are not big enough.”

Ellen Johnson Sirleaf, Former
President of Liberia

Evelyn Guindon

Looking back on this tough but transformative year is both sobering and inspiring. We've begun to recover from the revenue losses sustained during the early stage of the pandemic and are delivering on our ambitious strategic plan. Our work continues to support thousands of women annually to broaden the audiences they reach; we're adding new sources to our database of experts; and we're reaching more journalists than ever before.

This year, mission-driven research helped drive an evolution of our work. Data from the Gender Gap Tracker alerted us to the impact on media of the under-representation of women in politics. Canada shamefully ranks 61st in the world for gender parity in parliament, falling from 27th in 2000. So we've now laid the groundwork for our Balance of Power project.

We also acted on feedback from women experts to develop the Toxic Hush Action Kit to support women targeted by online hate.

At the same time, we strengthened Informed Opinions' governance and operational capacity. With the support of consultant partners aligned with our mandate, staff learned valuable development skills and we secured close to one million dollars in new funding to deliver on these significant new initiatives.

We are profoundly grateful to our generous donors for their ongoing commitment to ensuring a strong future for Informed Opinions.

On behalf of the Board of Directors, I extend my heartfelt thanks to Catalyst, Shari Graydon, our dedicated staff, advisors and broader community of supporters and champions for the powerful and critical work of the past year. Canada needs strong and well-resourced feminist organizations now more than ever to widen the space for historically under-represented voices and hold institutions to account. We're proud to contribute to making the dream of a more equitable country come true.

We're advocating for systemic change



Maintaining a Strategic Focus

Since its inception, Informed Opinions has maintained a sharp focus on whether and how our work is making a difference in bridging the gender gap in Canadian public discourse. The chart on the following two pages catalogues the research-driven insights we've had, the strategic actions we've taken, and the resulting impacts we've realized since 2009.

Putting gender parity in politics onto the agenda

In September, we began the research phase of our systemic change initiative aimed at generating public attention to and conversations about the importance of ensuring women hold a balance of power in politics. We surveyed insiders at the federal level and in Canada's four largest provinces to learn what measures, if any, political parties are taking to improve women's representation. We also convened and provided media engagement training to a group of scholars and advocates across the country who are eager to collaborate on related thought leadership.

Translating the Gender Gap Tracker into French

This year we also worked with our research colleagues at Simon Fraser University to adapt the Gender Gap Tracker technology to measure the presence of women sources and newsmakers in French language media. Fewer open-source tools and the complication of differentiating between personal pronouns and the gendered pronouns used for nouns required dedicated time and attention. However, we expect to launch Radar de parité next year.

ISSUE

ACTION

IMPACT

2009

Women's voices absent
in news commentary,
analysis

Deliver high quality
op ed writing workshops

Thousands of women
trained, op eds published

2012

Women still turning
down interview requests

Deliver women-centred
interview skills training

Women saying "yes" to
interviews, increasing
profiles, impact

2015

Women still quoted
only 27% of time

Convene journalists;
Create & promote
experts database

2300 expert sources,
1800 journalists,
200 queries/month

ISSUE

ACTION

IMPACT

2018

Change remains glacial

Create Gender Gap Tracker, Diversify Your Sources campaign

Engage newsrooms, increase ratio of women quoted by 5% in 3 years

2020

Online hate threatens women's media engagement

Conduct research; create online hate resources; stage event

Showcased impact on marginalized, Engaged government policy makers

2021

Need to sustain Informed Opinions to achieve mandate

Invest in business plan
Develop strategic plan & fundraising strategy

Raised \$920K in first year for key priorities

2022

GGT research: 60% of most-quoted sources are politicians

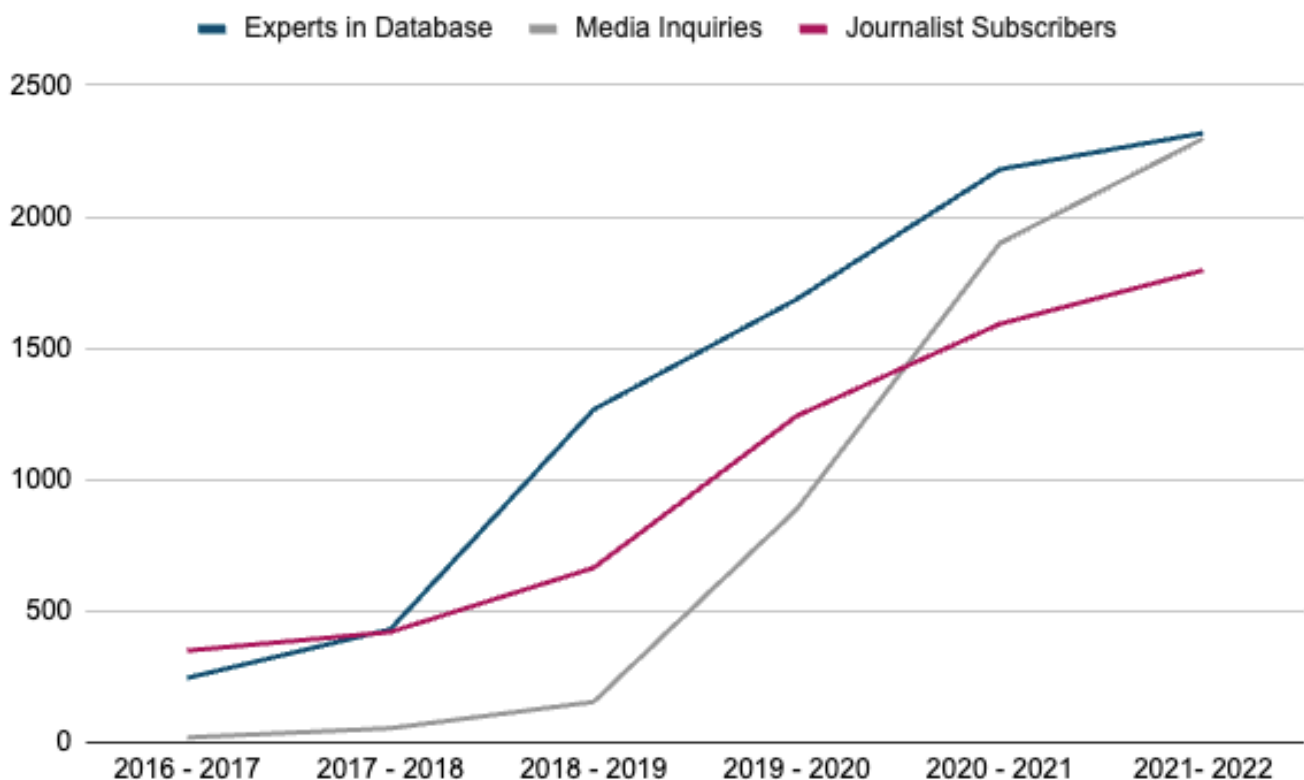
Conduct polling research; Mount targeted campaign

45 published op eds; Parliamentary petition; Political engagement re: Paths to parity

We're making it easier for journalists to find women and gender diverse experts

We first launched our experts database in 2016, with 245 experts, and since then, it's grown five-fold. By March 2022 it featured 2,318 sources who have received a minimum* of 2,297 media interview queries from 1,796 journalist subscribers.

Manager, Administration and Diversity, Equity & Inclusion Samantha Luchuk works closely with every expert to ensure their profile highlights the knowledge and lived experience informing their ability to add value. Then she and Communications Officer Mabel Weng showcase their expertise and commentary on social media and through regular media alerts to journalist subscribers.



*The impact is likely significantly higher, because we're only able to track requests that come via our database request form. Once journalists have established a relationship with an expert, they often reach out directly.

We're amplifying voices across industries and fields



We're helping law students shape conversations

For the past eight years Professor Martha Jackman has invited Informed Opinions to deliver a commentary writing workshop for the participants in her Feminist Law Reform course. They get a crash course, covering the content we usually cover in four hours in just 90 minutes.

Despite the condensed format, every year, a number of the aspiring lawyers ace the assignment by crafting a timely, accessible and engaging piece deemed worthy of publication by editors.

This fiscal year, seven students saw their bylines in print and online, and experienced the sense of agency that results from drawing attention to under-covered issues, proposing potential solutions, and helping to shape public conversations and, potentially, government responses.

They wrote about conversion therapy, the forced evacuation of pregnant Indigenous women, and mental illness, among other things. And their commentary reached readers via the Ottawa Citizen, Toronto Star, Regina Leader Post, Saskatoon Star Phoenix, and the Canadian Bar Association magazine.



"Informed Opinions' op ed writing workshop is consistently described as one of the highlights of the Feminist Law Reform course!"

Students gain not only the skills to write and successfully submit their op eds for publication, but the confidence to project their feminist voices beyond the classroom, and eventually the courtroom, into the broader public arena – the key terrain for advancing social justice and equality."

Professor Martha Jackman, University of Ottawa

Our experts are speaking up to protect Canada...



Jessica Davis is a widely recognized expert on terrorism, illicit financing and intelligence analysis, and the President of the Canadian Association for Intelligence and Security Studies. She left her job at CSIS in 2018 in order to be able to contribute to the Canadian dialogue on a range of security issues. The value she adds is evident in the high demands on her time as a commentator.

Over this year, she shared her considerable insights through more than 30 media interviews, in addition to authoring several op-eds in the Globe and Mail about how Canada should respond to terrorism and its financing.

“Informed Opinions training gave me the confidence to say yes to media interviews and requests for op eds. Prior to the training, I was concerned about not being prepared enough — but after, I knew I had the tools and skills to prepare quickly and stay on message.”



Yuan Stevens, in the context of her work as the Policy Lead on Technology, Cybersecurity & Democracy at the Toronto Metropolitan Leadership Lab, is also devoted to sharing her informed opinions with a broad audience.

She drew on her legal background in contributing commentary to The Conversation on the need for Canada to regulate its online harms regulation. This also led to more than a dozen interviews requests. Now she’s poised to take on a new challenge with Amnesty International in the UK.

“As a genderfluid queer woman of colour, I know how scary it can be to put yourself out there. Informed Opinions taught me to stop asking myself whether I am the “best” person to speak on a topic. Instead, I now ask whether I can add value to a conversation. I hope that sharing my knowledge helps others know that they are part of a community that’s here to support them as they contribute their invaluable expertise.”

...and advocating for social change



Ruby Latif was working as a Diversity, Equity and Inclusion consultant when she participated in an Informed Opinions' workshop in 2017. Since then she has begun contributing a regular guest column to the Toronto Star, where she frequently addresses social justice issues, advocating for political accountability and change.

Ruby credits the Informed Opinions' workshop she attended with helping gain confidence in her ability to be a thought leader.

"Research indicates that women are not as comfortable voicing their opinions than men. Informed Opinions and the team under Shari's direction have helped me and other women gain their confidence. Beyond the workshop support, being a part of this network was the push I needed to pursue my passion of writing."

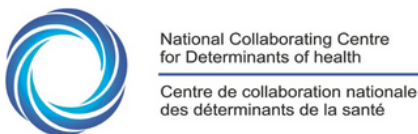


Dr. Jane E. McArthur is the toxics campaign director for the Canadian Association of Physicians for the Environment (CAPE). She, too, attended an Informed Opinions op ed writing workshop while completing her PhD studies. Since then, she has dedicated herself to pro-actively advancing public understanding about the impact of environmental toxins on public health and social justice.

In this fiscal year alone, she authored or co-authored at least ten commentaries, which appeared in The National Observer, The Hamilton Spectator, iPolitics, The Toronto Star and The Edmonton Journal.

"I owe so much of my commentary writing success to Informed Opinions. The workshop on writing commentary was transformative for me. I continue to apply and share the tips and skills I've learned in it and other Informed Opinions workshops, where I gained the confidence to use my voice for good."

OUR CLIENTS



OUR CLIENTS



What clients say about our impact



"Thank you for creating and delivering an excellent training session on the Power and Perils of Twitter last week. Students are already putting your tips into action."

Dr. Racha Cheikh Ibrahim, Graduate Studies, Concordia University



"Our experience collaborating with Informed Opinions has been exceptional! They focus on important advocacy work, partnering with other non-profits that support women and other equity-seeking groups while delivering services that fulfill everyone's needs."

Cheryl Kristiansen, Project Manager, SCWIST



"I've been motivated to start participating more actively by writing op/eds and doing media interviews because I was sick of hearing other people with less expertise talk about subjects I know a lot about it. Informed Opinions' training gave me the confidence to start talking."

Dr. Elizabeth Dhuey, Economist, University of Toronto

The Gender Gap Tracker continues to make news

We collaborated with our SFU colleagues in publishing an update about the Gender Gap Tracker's research insights on the Poynter Institute's global journalism website and continue to field requests from researchers interested in adapting the tool to measure gender progress in their countries.



Poynter.



Analysis

Reporting & Editing

What we can learn from three years of data on the gender gap in news reporting

There has been a recognizable uptick in the proportion of women quoted. But that proportion continues to hover around 30%.

[Click here to view article](#)

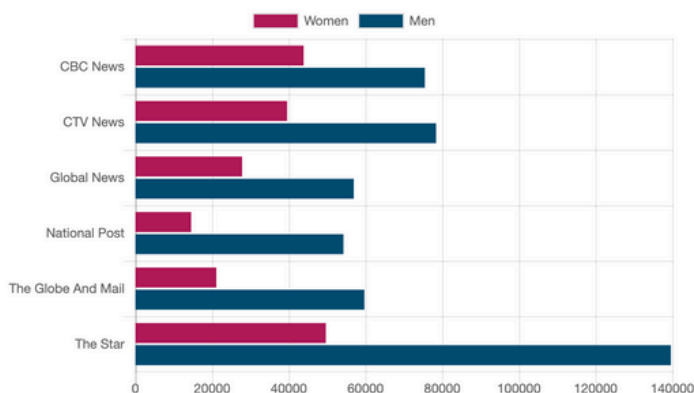
That said, even though at the start of the COVID-19 pandemic in 2020, we saw a recognizable uptick in the proportion of women quoted, and this trend was sustained throughout 2021, in the first few months of 2022 progress stalled. Over the course of this fiscal year, women were quoted on average 30% of the time, a drop of 1% from 2020-2021.

A deeper dive into the data found that Russia's invasion of Ukraine was a significant factor: in addition to Vladimir Putin becoming among the most quoted newsmaker, the majority of experts offering military context and analysis were also men.

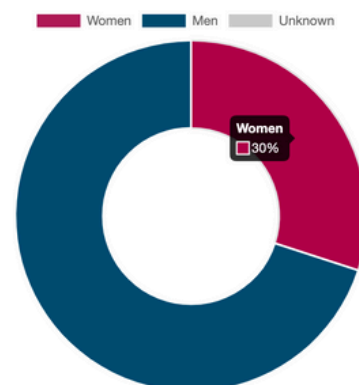
From: 04/01/2021

To: 03/31/2022

Ratio of men and women sources by news outlet



Aggregate ratio of men and women sources



[Click here to view Gender Gap Tracker](#)

We're working to sustain our programs

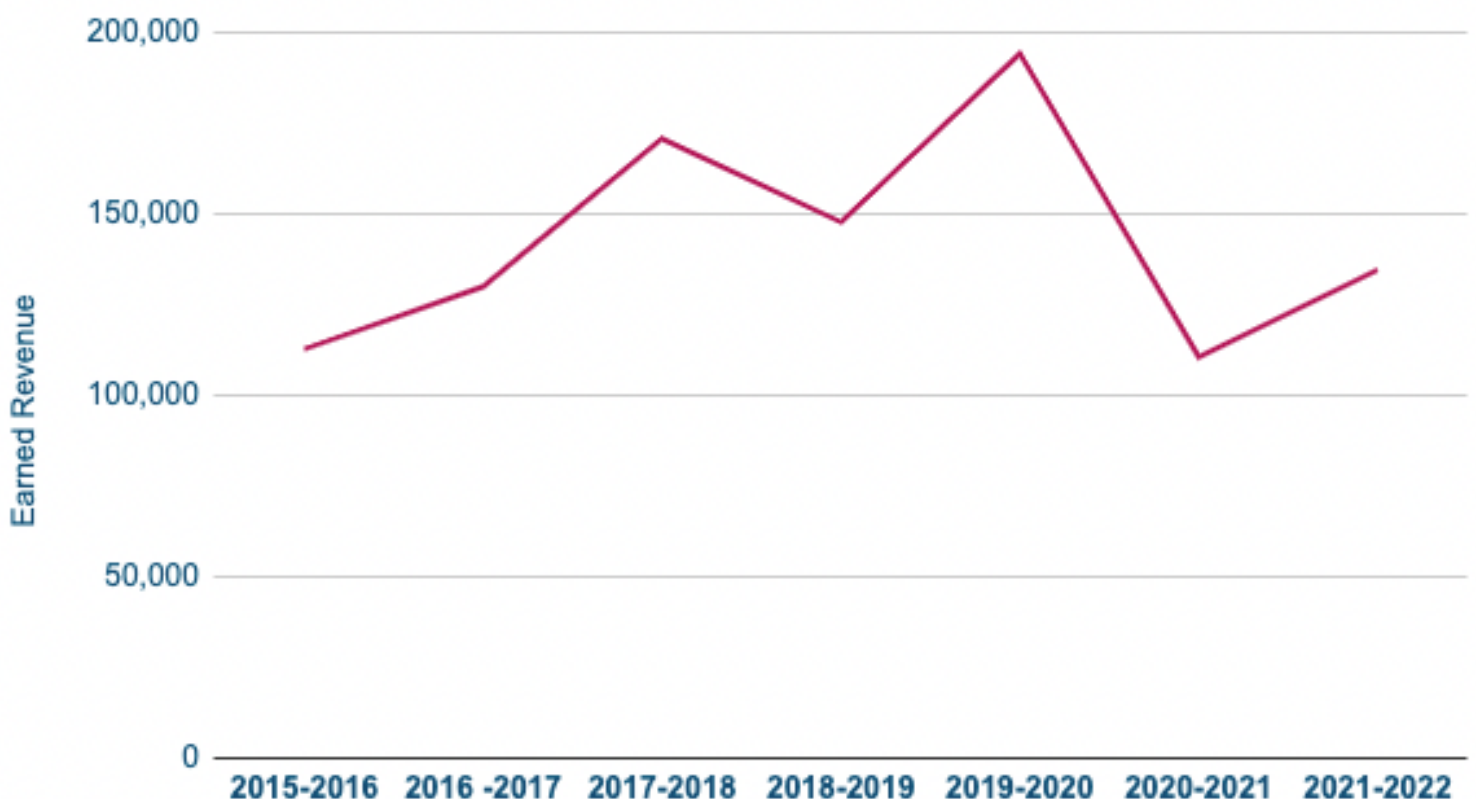
Informed Opinions initially grew out of a short-term project, the success of which seeded a gradually expanding initiative. However, because it wasn't conceived of as an organization, it lacked many basic infrastructure elements.

Over the past few years, we've worked to transition the project to a more stable operation, building a solid governance structure in 2019, and developing a flexible strategic plan in 2020.

This year we focused our attention on enhancing our development capacity, successfully raising almost a million dollars from private and public sources in the fiscal period ending March 2022, and identifying the next steps in our sustainability journey.

We've turned the corner on the pandemic

Although in the first year of the pandemic, our workshop and keynote revenues dropped considerably, we've begun to recover. We expect this trend to continue as we add new workshops, expand our client base and deliver training both online and in-person.



Funders

Informed Opinions' work benefits from the generosity of many donors, large and small, who share our commitment to amplifying women's voices.

We are especially grateful for the support received from:



Roslyn Bern
President, Leacross Foundation



(the late)
Shirley Greenberg



Nancy Ruth



**Women and Gender
Equality Canada**

**Femmes et Égalité
des genres Canada**



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Independent Auditor's Report



CHARTERED
PROFESSIONAL
ACCOUNTANTS

KELLY HUIBERS McNEELY

PROFESSIONAL CORPORATION

INDEPENDENT AUDITOR'S REPORT

To the Directors of Informed Opinions

Qualified Opinion

We have audited the accompanying financial statements of Informed Opinions ("the Organization"), which comprise the statement of financial position as at March 31, 2022, and the statements of revenue and expenditures and changes in net assets, and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2022, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

In common with many not-for-profit organizations, the Organization derives revenue from donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of these revenues was limited to the amounts recorded in the records of the Organization. Therefore, we were not able to determine whether any adjustments might be necessary to revenue, net revenue, and cash flows from operations for the year ended March 31, 2022, current assets as at March 31, 2022, and net assets at the end of the year ended March 31, 2022.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless Management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditor's Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditor's Report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

INFORMED OPINIONS
STATEMENT OF FINANCIAL POSITION
As at March 31, 2022

	2022	2021
ASSETS		
CURRENT ASSETS		
Cash	\$ 942,142	\$ 585,570
Investments	100,249	200,702
Accounts receivable	15,175	16,912
Government receivables	37,956	17,551
Prepaid expenses	7,005	-
	\$ 1,102,527	\$ 820,735
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 51,487	\$ 34,963
Deferred contributions (note 3)	376,917	391,311
	428,404	426,274
NET ASSETS	674,123	394,461
	\$ 1,102,527	\$ 820,735

Approved on Behalf of the Board:

Director

Director

INFORMED OPINIONS
STATEMENT OF REVENUE AND EXPENDITURES
AND CHANGES IN NET ASSETS
For the year ended March 31, 2022

	2022	2021
REVENUE		
Grants (note 3)	\$ 377,110	\$ 180,630
Earned revenue	134,616	110,653
Donations	318,504	65,650
Book sales and royalties	26	124
Sponsorships	6,000	5,000
Other income	4,976	1,002
	841,232	363,059
EXPENDITURES (note 4)		
Salaries and professional fees	279,303	245,942
Accounting, legal and insurance	6,929	7,992
Office and meetings	8,383	6,074
Fundraising	192,867	18,865
Marketing and promotion	74,088	66,098
	561,570	344,971
NET REVENUE	279,662	18,088
NET ASSETS - BEGINNING OF THE YEAR	394,461	376,373
NET ASSETS - END OF YEAR	\$ 674,123	\$ 394,461

INFORMED OPINIONS
STATEMENT OF CASH FLOWS
For the year ended March 31, 2022

	2022	2021
CASH PROVIDED BY (USED IN)		
OPERATING ACTIVITIES		
Net revenue	\$ 279,662	\$ 18,088
Net change in non-cash working capital items:		
Accounts receivable	1,737	24,982
Government receivables	(20,405)	1,201
Prepaid expenses	(7,005)	-
Accounts payable and accrued liabilities	16,524	(3,290)
Deferred contributions	(14,394)	104,285
	256,119	145,266
INVESTING ACTIVITY		
Redemption (purchase) of investments	100,453	(100,270)
NET CHANGE IN CASH	356,572	44,996
CASH - BEGINNING OF YEAR	585,570	540,574
CASH - END OF YEAR	\$ 942,142	\$ 585,570

INFORMED OPINIONS

NOTES TO THE FINANCIAL STATEMENTS

March 31, 2022

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Accounting Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires Management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenue and expenditures during the reporting period. Actual results could differ from these estimates.

DEFERRED CONTRIBUTIONS

	Opening balance	Amount received	Revenue recognized	Closing balance
Women and Gender Equality Canada	\$ 385,311	\$ 100,000	\$ 294,097	\$ 191,214
Women and Gender Equality Canada - Systemic Change	-	268,716	83,013	185,703
Other - deferred revenue	6,000	-	6,000	-
	\$ 391,311	\$ 368,716	\$ 377,110	\$ 376,917

EXPENDITURES

	Women and Gender Equality	Women and Gender Equality - Systemic Change	General Operations	Total
Salaries and professional fees	\$ 73,162	\$ 80,560	\$ 125,581	\$ 279,303
Accounting, legal and insurance	-	1,421	5,508	6,929
Office and meetings	2,456	517	5,410	8,383
Fundraising	192,289	-	578	192,867
Marketing and promotion	26,190	515	47,383	74,088
	\$ 294,097	\$ 83,013	\$ 184,460	\$ 561,570

**As a registered charity, we're able to offer
charitable receipts for tax purposes.**

**To support our work, please visit:
<https://informedopinions.org/donate/>**



Scan the QR code to donate

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OPINIONS**
♀