



# WELCOME

Women + Wealth welcomes you to the 8th Annual International Women's Day Women + Wealth Gala Presented by Raintree Financial Solutions! Women + Wealth is a not-for-profit organization that holds events in celebration of International Women's Day to empower, inspire and support women across Canada who are, or are on their way to becoming, confident and passionate leaders of our businesses, organizations, governments, schools, and communities. International Women's Day is a day dedicated to celebrating and honouring the successes of women around the world. It is a time to recognize and acknowledge the progress women have made in social, economic, and political arenas while recognizing the obstacles they continue to face. This day is an essential reminder that our work is not yet done; we must strive for greater gender equality everywhere.

We hope you will learn more about our Presenting Sponsor, Raintree Financial Solutions, as part of this event. Raintree is a financial services organization headquartered in Alberta that is dedicated to building investors' wealth responsibly by helping investors achieve a well-balanced, diversified portfolio. Raintree was the founding organization of the International Women's Day

Women + Wealth Gala back in 2016 and is integral to this event's success year after year. We invite you to learn more about Raintree on their website: [www.raintreeFS.com](http://www.raintreeFS.com).

We thank you for celebrating International Women's Day with us and helping us work together for a more inclusive and just future!

Sincerely,

The Women + Wealth Board & Organizing Committee:

Peter Kinkaide  
Erin Viala  
Alison Taylor  
Wendy Ell  
Chelsea Stellick  
Ildi Arlette  
Aymie Rondeau  
Sean Wilson  
Hannah Chorneyko



# Proud Title Sponsor of the International Women's Day Women + Wealth Gala Since 2016

Together, we have raised over \$120,000 for charities including the Canadian Women's Foundation. Learn how to incorporate charitable giving within your financial plan by visiting [www.raintreeFS.com/giving](http://www.raintreeFS.com/giving).



IN SUPPORT OF:



The Women + Wealth Gala is a not-for-profit fundraiser event. A percentage of the net proceeds will be donated to the Canadian Women's Foundation. We also have a raffle brought to you by Avenue Living and all raffle proceeds are donated to Mamas For Mamas.

The Canadian Women's Foundation is Canada's public foundation for women and girls. They fund programs across Canada, prioritizing the communities where the need is greatest. These programs address four urgent issues: prevention of gender-based violence, women's economic development, girls' empowerment, and inclusive leadership.

To learn more, please visit [www.canadianwomen.org](http://www.canadianwomen.org).

Mamas for Mamas is a national charitable organization that supports mothers and caregivers in crisis by providing ongoing support to individuals and families facing various poverty-related struggles. Their mission is to change the landscape of poverty through innovative approaches to financial barriers faced by struggling families.

To learn more, please visit [www.mamasformamas.org](http://www.mamasformamas.org).





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# Women + Wealth GALA

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**ENTER TO WIN** a weekend trip to  
Edmonton including a pair of tickets  
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# PROGRAM

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5:00 PM Welcome Reception

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6:00 PM Opening Remarks, Carrie Doll

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6:15 PM Thank You from Women + Wealth, Wendy Ell

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6:20 PM Dinner

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7:20 PM Jody Wilson-Raybould Keynote

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8:05 PM Joanna Griffiths Keynote

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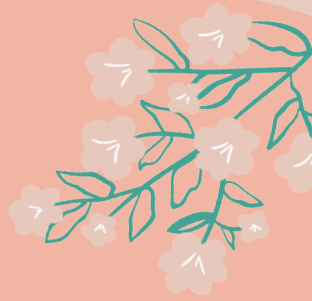
8:50 PM Raffle Draw & Farewell, Carrie Doll

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9:15 - 10:15 PM VIP Reception

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# MENU

## Plated Dinner

**Salad:** Artisan Greens: Pickled Onion, Prairie Seeds, Balsamic “Paint”, Smoked Walnuts, Cold Pressed Canola, Vinaigrette

**Entrée:** Roasted Chicken Breast with Mushroom Ragout, Braised Greens, Roasted Fingerling Potatoes, Red Onion Jam

**Vegan/Vegetarian Entrée:** Roasted Vegetable Gnocchi with Herb Pistou

**Dessert:** Flourless Chocolate Cake

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## Dinner Wine

Dinner Wine Compliments of McLennan Ross LLP:

**Red:** Chateau Bourdieu No. 1

**White:** Claude Val Blanc

# Investing in the Everyday

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From humble beginnings of 24 residential units in Brooks, Alberta, Avenue Living has grown rapidly over the past 15+ years. Now, with over \$4.5B in assets under management across four alternative investment vehicles and operations spanning the North American Heartland, Avenue Living believes it is possible to do well by doing good, and incorporates this ethos in its daily strategy.



“We best serve our customers, investors, and communities when we foster diversity, equity, and inclusion at all levels. As a champion of gender equality, and women’s prosperity, the Women + Wealth Gala is an important part of growing flourishing communities. We strongly believe in this mission and are so pleased to join tonight as a Gold Sponsor.”

**Marina Post**

CHIEF FINANCIAL OFFICER, AVENUE LIVING ASSET MANAGEMENT

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# JOANNA GRIFFITHS

Since launching Knix in 2013, Founder and CEO Joanna Griffiths has built it into one of the fastest growing intimate apparel brands worldwide. Through its mission to empower women and its focus on product innovation, Knix has become the sixth fastest growing company in Canada with a product sold every six seconds. Griffiths walks audiences through her lessons learned from building one of the most successful and prolific mission-driven brands of the digital era.

Griffiths is recognized nationally and internationally for her work as a marketing disrupter and entrepreneur. She was the only Canadian to be named one of AdWeek's 2021 Women Trailblazers, with her long list of accolades also including being named Waterstone's Most Admired CEO and Women of Influence's Entrepreneur of the Year. Griffiths has been cited in hundreds of media publications, including

Forbes, Fast Company, and The New York Times with Strategy Magazine naming Knix their "2020 Brand of the Year."

In March 2021, Griffiths made headlines when she closed a \$50M funding round, three days before giving birth to her twin daughters. Throughout the process, she had one simple rule — any potential investor who questioned her pregnancy and her ability to run a nine-figure company and be a mother was cut from the process. Griffiths is a known champion of body positivity, mental health, and postpartum health. In 2021, she released her first book *Life After Birth*, which celebrates the early stages of life and the start of motherhood.

Griffiths holds an MBA with Distinction from INSEAD and currently sits on the board of Futurpreneur Canada.

We're **Knix**, and we're on a mission to inspire our community to live unapologetically free. Free from judgment. Free from self-doubt. Free to be yourself. Our Founder and President, Joanna Griffiths created Knix in 2013 with a mission to redefine intimates. Knix has been a pioneer in leakproof underwear and apparel while breaking barriers for all people to live unapologetically free.

Our goal as a brand isn't to just sell intimates, our goal is to change how our customers and community feel about themselves - whether it's our lightweight anti-chafing shorts, wireless bras that are sexy and supportive or, overnight period protection. We've built much more than a brand - what we have is a platform to challenge the status quo. To make people think differently about themselves. To redefine what intimates can mean.

Our innovative products are made with patent technology, cutting edge processes and human-centric design. We're the pioneers of super-absorbent, machine-washable, and incredibly comfortable underwear that provides worry-free protection from blood, sweat and pee. Available in three absorbency levels: Light (1-3 tsp), High (4-6 tsp) and Super (8-12 tsp).



In addition to being a pioneer in leakproof underwear, we've also held many firsts that challenge the status quo:

- First to market with leakproof underwear - a category that is now estimated to reach \$500M by 2023
- First brand to make wireless bras that support up to a G-cup
- First to use real women - of all ages, sizes, and backgrounds in our marketing campaigns from size 0-22 and ages 20 to 81
- First teen brand (Kt by Knix) to use a trans spokesperson
- First brand to release a lingerie campaign exclusively featuring women from ages 50 to 81

Last July, Global Health and Hygiene brand, Essity acquired majority of the company, marking it as one of the largest publicly disclosed private sales of a DTC company by a female founder in Canada and among the top five in the United States.

# THE HON. JODY WILSON- RAYBOULD

Former Member of Parliament | Former Minister  
of Justice and Attorney General of Canada |  
Bestselling Author

The Honourable Jody Wilson-Raybould, PC, OBC, KC, was raised to be a leader. The daughter of a hereditary chief and Indigenous leader, she always knew that she would seek leadership roles and responsibilities. As a lawyer, an advocate, and a leader among Canada's Indigenous Peoples, she's built a strong reputation as a bridge builder and champion of good governance and accountability. She shares her unique perspective as both a community and political leader on topics such as Indigenous rights and reconciliation, democracy and governance, leadership, and justice.

Wilson-Raybould was first elected as a Member of Parliament for the new constituency of Vancouver Granville in 2015. She was then appointed the Minister of Justice and Attorney General of Canada making her the first Indigenous person to serve in this portfolio. In January 2019, she was appointed the Minister of Veterans Affairs of Canada and Associate Minister of National Defence, positions she held until her resignation from cabinet in February 2019.

During the 2019 election, Wilson-Raybould was re-elected as an Independent Member of Parliament for Vancouver Granville, making her Canada's first ever female Independent MP elected and the only elected Independent in the 43rd Parliament.

Prior to politics, Wilson-Raybould was a provincial crown prosecutor in Vancouver and served three terms as an elected Commissioner of the BC Treaty Commission. She was also elected BC Regional Chief of the Assembly of First Nations in 2009, where she devoted herself to the advancement of First Nations governance, fair access to land

and resources, as well as improved education and health care services. She served until 2015, holding responsibilities for governance and Nation building on the Assembly of First Nations Executive.

Wilson-Raybould is a descendant of the Musgamagw Tsawataineuk and Laich-Kwil-Tach peoples, which are part of the Kwakwaka'wakw and also known as the Kwak'waka speaking peoples. She is a member of the We Wai Kai Nation with her traditional name, Puglaas, meaning "woman born to noble people." She served two terms as an elected councillor for her Nation and was also a director and chair of the First Nations Finance Authority and a director of the First Nations Lands Advisory Board.

Wilson-Raybould is the national #1 bestselling author of political memoir "Indian" in the Cabinet: Speaking Truth to Power, which was a finalist for The Writers' Trust Balsillie Prize for Public Policy and the Shaughnessy Cohen Prize for Political Writing. She is also the author of From Where I Stand: Rebuilding Indigenous Nations for a Stronger Canada. Wilson-Raybould is set to release her third book entitled True Reconciliation: How to be a Force For Change in November 2022.



# CARRIE DOLL

When business leaders are preparing to present innovative ideas to propel their company, they call Carrie Doll. Every organization needs to equip their people with strong public speaking skills. This is where Carrie can help. She empowers clients to craft strong messages, feel comfortable no matter how big or small the stage, and connect with the audience whether online or in person.

Carrie Doll merged her love of storytelling and public speaking by becoming a coach, keynote speaker and professional emcee following a 20-year career as a television news anchor. She considers public speaking to be a life skill and a learned skill, so she wrote and launched her online course, “The Power of Public Speaking”. She also believes in the power of story which is reflected in the interviews she does for her podcast, “The Inner Circle with Carrie Doll” which to date has published almost 200 episodes that regularly trend top 10 in Canada.

Carrie was honored as one of the top citizens in the province of Alberta, is the past chair of the Stollery Women’s Network, and sits on an Edmonton Mental Health board. Carrie is also an ambassador

with Volvo of Edmonton and past ambassador for Lululemon, both of which align with her core values. She is married to entrepreneur Stephen Petasky who founded “The Luxus Group”. Together they are the proud parents of their son Kasha and daughter Allegra.



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Paris Jewellers is a family-owned jewellery company focused on celebrating customer's stories and community partnerships.

In 1985, the Paris Jewellers family immigrated to Canada from Vietnam in hopes of a better future. Their mom worked tirelessly at odd jobs including as a goldsmith (while using a Vietnamese-English dictionary to communicate) which led to opening their first store in **St. Albert** in 1987.

Paris Jewellers now operates 23 locations across four provinces and had the privilege of creating engagement rings for Emmy-Award winner DWTS judge **Derek Hough**, actress **Lana Condor** and Leduc-born Bachelorette S11 **Kaitlyn Bristowe**.

Paris Jewellers had the opportunity to co-design a special ring with Jillian Harris exclusively for The Winter 2022 Jilly Box. Jillian's Mini-Heart Diamond Ring is made in Canada, hand-polished and features a diamond in solid 10kt gold.

The Jilly Box is a lifestyle subscription box curated by Canadian influencer Jillian Harris.

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