This year, Informed Opinions significantly expanded its training and advocacy work, generating record programming revenues and receiving strong recognition from the federal government for its impact in the form of capacity building funds.

This increased activity was matched with robust engagement on the organizational side. The newly constituted board formalized and updated governance infrastructure, developing and adopting a comprehensive board policy manual and revised bylaws.

We also made headway on our efforts to extend Informed Opinions’ impact in Quebec, translating resources, delivering French language workshops in Montreal, and introducing journalists to Femmes Expertes.

It has been my honour to serve as Informed Opinions’ Chair and Treasurer over the past two years, and to have had direct experience before that in the amplifying power of its work. I look forward to seeing the continuing impact of its training and advocacy in the years ahead.
MISSION:
To amplify women’s voices for a more democratic Canada

VISION:
To ensure diverse women’s perspectives and priorities are equitably integrated into Canadian society

We are a national, non-partisan, charitable feminist organization. We train and motivate women to make their ideas more accessible to a broader audience. We make qualified sources easier for journalists to find so they can more equitably represent the public they serve; and we conduct research to document the progress being made in Canada.

The news media set agendas, shape policies and impact spending. The voices they amplify wield outsize influence. And yet research finds that women’s voices make up less than a third of those being heard through Canada’s most influential news sources.

Indigenous and racialized women, women living with a disability, those who identify as Two-Spirit, non-binary, and/or LGBTQIA, women of diverse faiths, or who live in remote areas, are working-class, experiencing poverty, or are street associated — their vital insights are often further marginalized.

This undermines democracy and reduces our capacity to effectively address the social, economic and environmental challenges we face.

Our annual report details some of the progress we’re making in pursuit of changing that.
WE DOCUMENTED A 3% INCREASE IN WOMEN’S VOICES

The innovative Gender Gap Tracker we created in collaboration with Simon Fraser University has allowed us to draw attention to the under-representation of women and record in real time the ratio of women’s voices in Canada’s most influential news media. For April 2019, women’s voices averaged 27% of the total; by March 2020, they had increased to 30%.
WE MORE THAN DOUBLED the NUMBER of WOMEN in OUR EXPERT DATABASE.

By year end, our online database of experts featured 1184 diverse sources able to respond to interviews in English, and its French language equivalent, Femmes Expertes, shown here, featured 730 sources.
WE HAD A BANNER YEAR

...delivering 55 workshops (+25% over last year)

...training 610 women (+42% over last year)

...as well as 84 men who were introduced to our vision and mission to amplify women’s voices, why that’s important and how they can help.
We supported bullying prevention experts, sexual health advocates and immigration scholars to improve public speaking and media interview skills, and to write publishable op-eds.

Faculty members from across disciplines, University of Guelph

Society for Canadian Women in Science & Technology, Vancouver
We had a banner year, Simon Fraser University’s Emerging Thought Leaders

Mosaic’s Equal Press community participants

Simon Fraser University’s Emerging Thought Leaders
WE DEMYSTIFIED TV INTERVIEWS

…for 28 experts across a range of fields, visiting TVO’s studio and introducing them to producers of *The Agenda*. Some have since been featured on the program.
PARTICIPANTS FROM OUR WORKSHOPS PUBLISHED 134 OP EDS, a 33% increase over last year.

They offered their informed opinions on issues such as reducing terrorism, the link between brain injury and homelessness, women’s credibility in sexual assault trials, systemic racism in policing, what northern communities can teach us about climate change, digital literacy and democracy, medical assistance in dying for Canadians with mental disorders, the impact of mandatory minimums on the most vulnerable, and the impact of covid19 on inequality, gig workers, food security, prisons, women, the environment and a whole lot more.
Our workshop grads’ op eds were featured in dozens of publications:

- Poynter
- The BMJ
- CBC
- Inside Science
- The Conversation
- Georgia Straight
- The Georgia
- Toronto Star
- Ottawa Citizen
- The Tyee
- The Montreal Gazette
- The Globe and Mail
- National Post
- Vancouver Sun
- The Telegram
Our experts were also widely quoted in Canada and beyond:
WE CONTRIBUTED to “REFLECT REALITY”

...a comprehensive resource for journalists designed to help them diversify their sources and quote and feature more women. The initiative was led by United for News, a US-based organization that supports democracy through enhanced news media around the world.
We continue to expand our social media presence and regularly hear from experts and journalists alike who appreciate our work and impact.
WE ENGAGED NEWSROOMS

We met with journalists in Toronto, Vancouver, Montreal and Ottawa about how our database can help them better reflect diverse perspectives, and the importance of actively tracking the sources they feature.

Senior news editors at Huffington Post in Toronto are actively tracking the diversity of their sources.
WE RECEIVED APPRECIATIVE FEEDBACK from JOURNALISTS

24 October 2019

I'm a reporter at The Hill Times. I use your database for practically every story I write, in addition to using it for op-ed solicitations for our policy briefings.

Your database is an incredible resource. Thank you for putting all the work in to create it and keep it running.

Aidan Chamandy
WE EARNED INTERNATIONAL PROFILE

In November 2019, Catalyst Shari Graydon competed for and earned a spot on stage at the International Women's Forum annual global conference to introduce 1100 women leaders from around the world to the innovative Gender Gap Tracker we created with Simon Fraser University.
Still from Shastri and Jane event

We piloted a new initiative featuring in-depth conversations with expert women on diverse topics such as retaining women and prison reform. We're now seeking sponsors interested in supporting both this program and a podcast called VISIBLE WOMEN.

After participating in our pilot Informed Conversation, Jane Griffith accepted our invitation to serve on Informed Opinions' board.

WE EXPANDED PUBLIC AWARENESS

...participating in public panel discussions convened by the Canadian Journalism Foundation and IABC on Amplifying Women’s Voices in Media and ensuring that diverse perspectives are included in public conversations.
WE MOTIVATED WOMEN

...to embrace opportunities to amplify their voices, speaking to audiences convened by the Canadian Red Cross (Regina), SWAAC (Waterloo) Canadian Credit Union Association (Winnipeg) Norton Rose, Women in Mining, and the International Women’s Foundation (Toronto and Montreal).
WE LAUNCHED A NEW YOUTH PROGRAM, MAKING WAVES

…in collaboration with Hanita Simard, an entrepreneurial Calgary philanthropist. Helping young women to find and amplify their voices, the program benefited from both foundation and corporate sector support.
WE MADE IT EASY for VISITORS to ACCESS FREE RESOURCES

The Learning Hub section of our website now houses a rich collection of free online resources aimed at helping visitors to engage with media and amplify their voices.
WE REGULARLY HEAR EVIDENCE of the RIPPLES of IMPACT OUR WORK CREATES:

9 January 2020

Thank you for all the work that you do! You are truly making a difference. I’ve now done over 100 interviews related to my research on temporary foreign workers, and these form the basis for a book proposal that was just accepted at McGill-Queen’s University Press. That lecture you gave really started the ball rolling. Thank you!

Catherine Connelly,
Professor,
McMaster University
Within a few days of having her op ed published in the *Globe & Mail*, Dr. Wolfe had:

- two conference invitations
- three new exciting research collaboration connections with other academics,
- connections with municipal water professionals from across Canada,
- a massive uptick in visitors to her professional website.
BOARD of DIRECTORS

President
  Nobina Robinson, former CEO of Polytechnics Canada
Treasurer
  Jane Griffith, partner, Odgers Berndtson
Members at Large
  Julie Miville-Dechene, Senator, former Radio Canada ombudsman
  Jennifer Ditchburn, Editor-in-Chief, Policy Options
  Evelyne Guindon, Director, Advancement, Women Deliver  *and incoming chair
  Jennifer Laidlaw, CIBC
  Dugan O’Neil, Associate VP, Simon Fraser University
  Scott White, Editor-in-Chief, The Conversation
In addition to our board, we are fortunate to benefit from the encouragement and insight of other individuals from across the country who variously:

- Support our mandate;
- Donate to our work;
- Make valuable introductions;
- Provide pro bono professional counsel and technical support.

**HONORARY PATRONS**

Sally Armstrong  
Kim Campbell  
Denise Donlon  
Shirley Greenberg  
Michaëlle Jean  
Nancy Ruth  
Bonnie Sherr Klein  
Constance Sugiyama  
Carole Taylor  
Vianne Timmons  

**ADVISORY COMMITTEE**

Naila Keleta-Mae  
David Mitchell  
Isabelle Perreault  
Ann Rosenfield  
Heather Scoffield  
John Simpson  
June Webber
INDEPENDENT AUDITOR’S REPORT

For the Directors of Informed Opinions:

Opinion

We have audited the accompanying financial statements of Informed Opinions (“the Organization”), which comprise the statement of financial position as at March 31, 2020, the statement of revenue and expenditure 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, the accompanying financial statements present fairly, in all material aspects, the financial position of the Organization as at March 31, 2020, 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 Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under these 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 opinion.

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.

KELLY HUIBERS MCNEELY PROFESSIONAL CORPORATION

1088 McGregor St., W.
Amherst, Ontario K4H 3J4

5 Emily Street
Caledon, Ontario L7E 1X8

16 Core Street West
Peel, Ontario L6V 2M6

5932 Hazard Rd.
Stittsville, Ontario K2S 1B9

Phone: 613-666-3400 Fax: 613-666-3400

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 controls.

- 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.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

KELLY HUIBERS MCNEELY PROFESSIONAL CORPORATION

Authorized to practise public accounting by
The Chartered Professional Accountants of Ontario

Stittsville, Ontario
September 14, 2020
<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grants</td>
<td>2,974</td>
<td>196,635</td>
</tr>
<tr>
<td>Earned revenue</td>
<td>194,206</td>
<td>147,782</td>
</tr>
<tr>
<td>Donations</td>
<td>103,212</td>
<td>100,236</td>
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<tr>
<td>Sponsorships</td>
<td>10,500</td>
<td>17,500</td>
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<tr>
<td>Other income</td>
<td>1,484</td>
<td>111</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>312,576</td>
<td>362,264</td>
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<tr>
<td><strong>EXPENDITURES (note 3)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salaries and professional fees</td>
<td>180,421</td>
<td>198,014</td>
</tr>
<tr>
<td>Audit, accounting and legal</td>
<td>15,402</td>
<td>7,785</td>
</tr>
<tr>
<td>Office and meetings</td>
<td>13,477</td>
<td>13,381</td>
</tr>
<tr>
<td>Fundraising</td>
<td>54,670</td>
<td>-</td>
</tr>
<tr>
<td>Marketing and promotion</td>
<td>53,781</td>
<td>53,847</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>318,751</td>
<td>273,027</td>
</tr>
<tr>
<td><strong>NET REVENUE (EXPENDITURES)</strong></td>
<td>(6,375)</td>
<td>189,237</td>
</tr>
<tr>
<td><strong>NET ASSETS - BEGINNING OF YEAR</strong></td>
<td>382,748</td>
<td>193,511</td>
</tr>
<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$376,373</td>
<td>$382,748</td>
</tr>
</tbody>
</table>
INFORMED OPINIONS

STATEMENT OF CASH FLOWS

For the year ended March 31, 2020

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH PROVIDED BY (USED IN)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPERATING ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net revenue (expenditures)</td>
<td>$ (6,575)</td>
<td>$ 189,237</td>
</tr>
<tr>
<td>Net change in non-cash working</td>
<td></td>
<td></td>
</tr>
<tr>
<td>capital items:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>(11,426)</td>
<td>5,317</td>
</tr>
<tr>
<td>Government remittances</td>
<td>(1,020)</td>
<td>3,915</td>
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<tr>
<td>Prepaid expenses</td>
<td>910</td>
<td>(65)</td>
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<tr>
<td>Accounts payable and accrued</td>
<td>(8,884)</td>
<td>9,684</td>
</tr>
<tr>
<td>liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>287,026</td>
<td>(142,426)</td>
</tr>
<tr>
<td></td>
<td>260,221</td>
<td>65,068</td>
</tr>
<tr>
<td>INVESTING ACTIVITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase of investments</td>
<td>(100,432)</td>
<td>-</td>
</tr>
<tr>
<td>NET CHANGE IN CASH</td>
<td>159,789</td>
<td>65,068</td>
</tr>
<tr>
<td>CASH - BEGINNING OF YEAR</td>
<td>380,785</td>
<td>315,717</td>
</tr>
<tr>
<td>CASH - END OF YEAR</td>
<td>$ 540,574</td>
<td>$ 380,785</td>
</tr>
</tbody>
</table>
INFORMED OPINIONS
NOTES TO THE FINANCIAL STATEMENTS
March 31, 2020

1. THE ORGANIZATION

Informed Opinions, formerly Media Action Midas, is an organization working to improve the images of women in the media. Informed Opinions is incorporated under the Ontario Corporations Act as a registered charity and is exempt from taxes under the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations. The principal accounting policies of the Organization are summarized as follows:

Revenue Recognition

Informed Opinions follows the deferral method of accounting for contributions. Restricted contributions including grants are recognized as revenue in the year in which the related expenditures are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Workshop and lecture revenue, book sales and royalties are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Investments

Investments consist of guaranteed investment certificates recorded at fair value.

Capital Assets

Capital assets purchased with government funding are expensed in accordance with funding guidelines. Capital assets purchased from unrestricted revenues are written off operations in the year of acquisition.

Contributed Services

The Organization receives the services of many volunteers the cost of which cannot be reasonably estimated. Therefore, no representation of this expenditure has been included in these financial statements.

3. EXPENSES

<table>
<thead>
<tr>
<th>Gender Gap Tracker</th>
<th>Making Waves</th>
<th>Women and Gender Equality</th>
<th>General Operating</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,540</td>
<td>$2,805</td>
<td>$175,076</td>
<td>$180,421</td>
<td></td>
</tr>
<tr>
<td>Accounting, legal and insurance</td>
<td>$169</td>
<td>$15,223</td>
<td>$15,402</td>
<td></td>
</tr>
<tr>
<td>Office and meetings</td>
<td>$12,040</td>
<td>$13,477</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>$54,670</td>
<td>$54,670</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing and promotion</td>
<td>$51,290</td>
<td>$54,781</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$4,321</td>
<td>$3,112</td>
<td>$2,974</td>
<td>$398,327</td>
<td>$318,751</td>
</tr>
</tbody>
</table>

4. FINANCIAL INSTRUMENTS

The Organization's financial instruments consist of cash, guaranteed investment certificates, accounts receivable, and accounts payable and accrued liabilities. It is Management's opinion that the fair value of these instruments is not materially different than their cost and that the Organization is not exposed to significant interest rate, currency or credit risk.

The guaranteed investment certificate bears interest at 2.1% and matures July 2020.

5. CONTINGENT LIABILITIES

Certain program revenues of the Organization are subject to conditions regarding the expenditures of the funds. The Organization's accounting records are subject to audit by funding agencies to identify instances, if any, in which the amounts charged to projects have not complied with the agreed terms and conditions, and which, therefore, would be refundable to the funding agency. Any potential adjustments to the financial statements as a result of these audits will be recorded in the future period in which they become known. Any payments made will be recorded to reduce other revenues.