

Annual Report  
April 2019 - March 2020

INFORMED  
♀PINIONS

## CHAIR'S MESSAGE



Nobina Robinson

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.

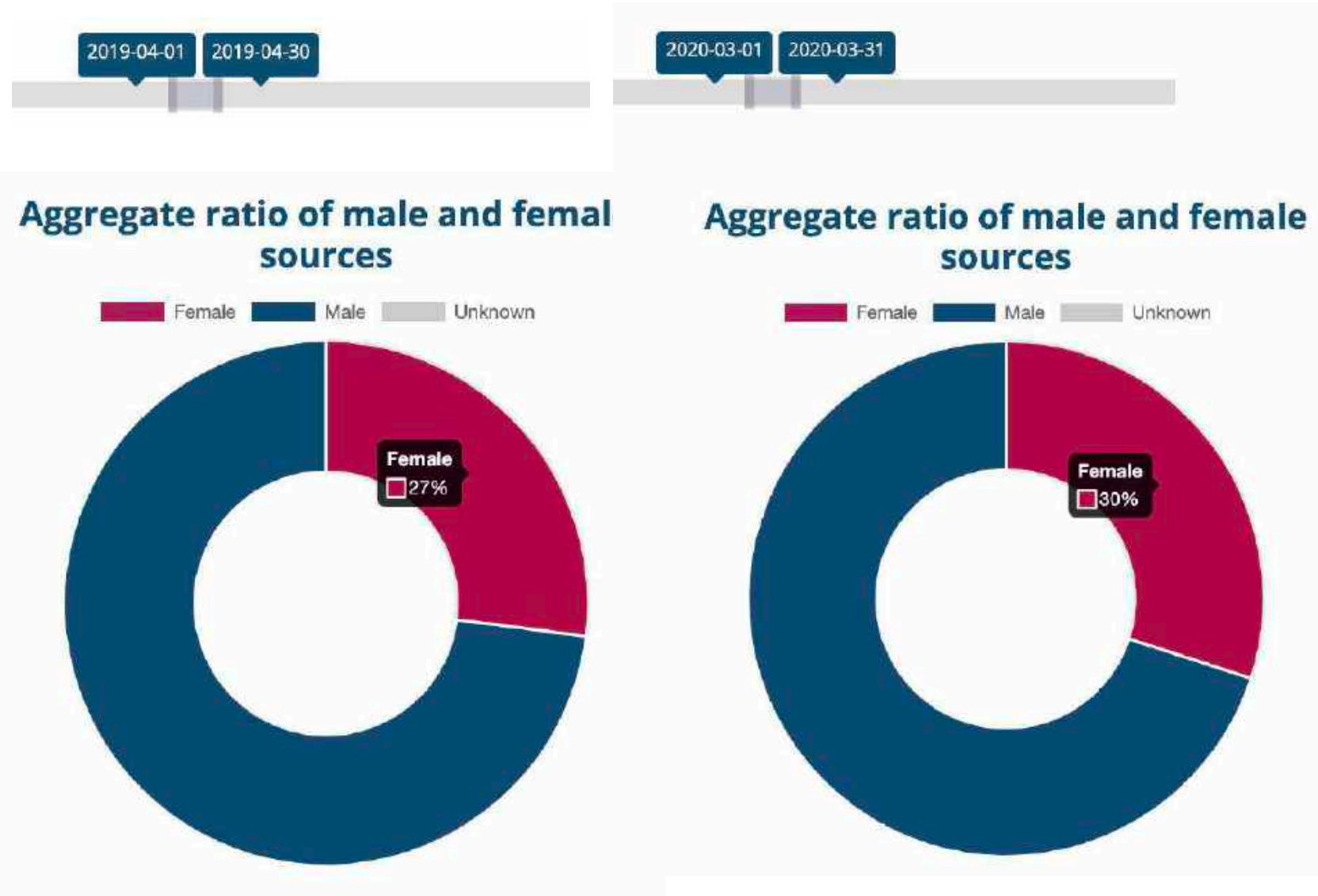
Indigenous and racialized women, women living with a disability, those who identify as Two-Spirit, non-binary, and/or LGBTQQIA, women of diverse faiths, or who live in remote areas, are working-class, experiencing poverty, or are street associated — their vital insights are often further marginalized.

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.

### Nos expertes

Voici quelques exemples d'expertes hors du commun. Vous voulez en savoir plus? [Recherchez une experte.](#)



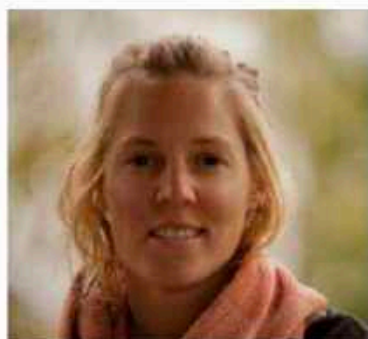
Alexia Hefti  
Deloitte



Dr. Hajar Jarroum  
Regroupement québécois des centres d'aide et de lutte contre les agressions à caractère sexuel (RQCALACS)



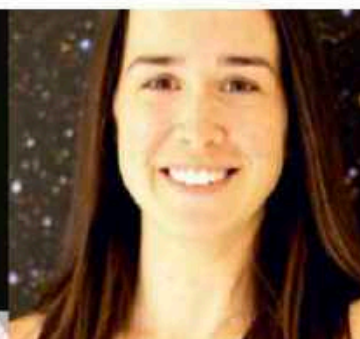
Mariou Tanguay



Catherine Bouchard  
Agence de Santé Publique du Canada



Kérine Myriamie Jean-François  
Réseau d'action des femmes handicapées Canada



Laure Rousseau-Necton  
University of Hawaii in Hilo

 Suivez-nous sur Twitter

#### Vous êtes journaliste?

Recevez des courriels d'information sur nos expertes

[Ajoutez votre nom à la liste de diffusion](#)

#### Vous êtes une experte?

Faites connaître votre point de vue

[Inscrivez-vous dès maintenant à notre répertoire d'expertes](#)

#### Contactez-nous

[info@femmesexpertes.ca](mailto:info@femmesexpertes.ca)

819.209.4878



## 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.



Concordia University Public Scholars



Deans of Engineering



Faculty members from across disciplines, University of Guelph



Society for Canadian Women in Science & Technology, Vancouver





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.

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**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 CONVERSATION



The Logic



The Telegram





Our experts were also widely quoted in Canada and beyond:

DailyHive

FINANCIAL POST

NUNATSIAQ NEWS

REFINERY29

OTTAWA  
CITIZEN

Science  
AAAS



ALJAZEERA

CNN

CBC news  
network

CTV  
NEWS

Global  
NEWS

HUFFPOST

The Washington Post

MoneySense

MACLEAN'S

## 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.



Stephanie Whitney  
@DrStephWhitney

Thrilled to have contributed my expertise to [@globalnews](#) article on climate change litigation, facilitated by [@InformedOps](#) ExpertWomen database! [globalnews.ca/news/5849409/o...](https://globalnews.ca/news/5849409/o...) [@LaurierWins](#) [#ClimateChange](#) [#ClimateLaw](#)



1:17 PM · Sep 9, 2019 · [Twitter Web App](#)



## 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.

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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



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## 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.



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GENDER GAP  
TRACKER

Powered by  SFU



## 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.

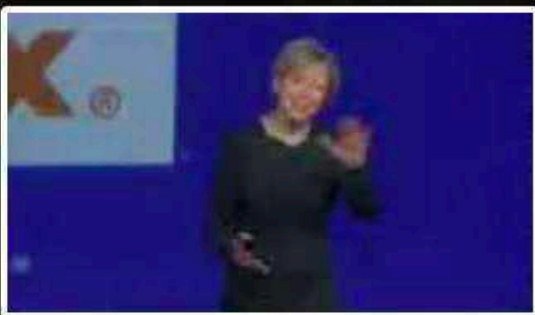
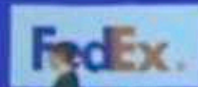




## WE MOTIVATED WOMEN

...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).

IDEAS  
REMAKING THE WORLD



## 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.

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"I have taken to heart your message of encouragement to speak up and speak out, agreeing to several TV and radio media interviews. This is stepping way out of my comfort zone!"

Joanne Wright

Professor of Political Science, University of New Brunswick



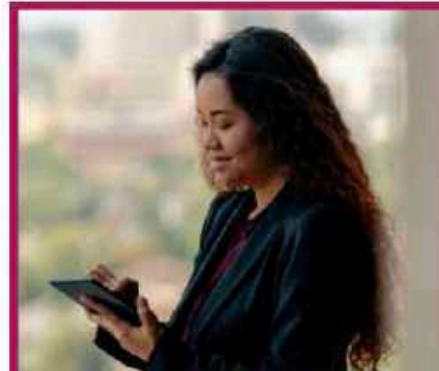
SAY YES TO MEDIA INTERVIEWS → WRITE COMPELLING COMMENTARY → PRESENT WITH IMPACT →

### Say yes to media interviews

Many women experts routinely decline to give media interviews for a variety of reasons: they may feel over-committed and believe the time invested won't benefit them in any way, they may know others with more knowledge in a particular area, or they may be wary of being misquoted. But women who do regularly share their expertise with journalists often have positive experiences and appreciate the opportunity to give important context to news stories, counter common misconceptions, and share useful information.



Watch this



Read this



Do this



Catherine Connelly,  
Professor,  
McMaster University

**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!*

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Sarah Wolfe, Professor,  
University of Waterloo

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.

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## 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

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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



CHARTERED  
PROFESSIONAL  
ACCOUNTANTS

KELLY HUIBERS McNEELY

PROFESSIONAL CORPORATION

# AUDITOR'S LETTER

## INDEPENDENT AUDITOR'S REPORT

To 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, 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, the accompanying financial statements present fairly, in all material respects, 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 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 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.

### 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.

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

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Auriprior, Ontario K7S 1M4

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Phone: 613-963-1430 (1-866-999-1339)

Fax: 613-686-3960 (Perth local 613-267-3949)

acctg@khmpc.ca

Stittsville, Ontario  
September 14, 2020



# AUDITED FINANCIAL STATEMENTS

31 March 2020

## INFORMED OPINIONS

### STATEMENT OF REVENUE AND EXPENDITURES AND CHANGES IN NET ASSETS

For the year ended March 31, 2020

	2020	2019
REVENUE		
Grants	\$ 2,974	\$ 196,635
Earned revenue	194,206	147,782
Donations	103,212	100,236
Sponsorships	10,500	17,500
Other income	<u>1,484</u>	<u>111</u>
	<u>312,376</u>	<u>462,264</u>
EXPENDITURES (note 3)		
Salaries and professional fees	180,421	198,014
Audit, accounting and legal	15,402	7,785
Office and meetings	13,477	13,381
Fundraising	54,670	-
Marketing and promotion	<u>54,781</u>	<u>53,847</u>
	<u>318,751</u>	<u>273,027</u>
NET REVENUE (EXPENDITURES)	(6,375)	189,237
NET ASSETS - BEGINNING OF YEAR	382,748	193,511
NET ASSETS - END OF YEAR	<u>\$ 376,373</u>	<u>\$ 382,748</u>

# AUDITED FINANCIAL STATEMENTS

31 March 2020

## INFORMED OPINIONS

### STATEMENT OF CASH FLOWS

For the year ended March 31, 2020

	2020	2019
CASH PROVIDED BY (USED IN)		
OPERATING ACTIVITIES		
Net revenue (expenditures)	\$ (6,375)	\$ 189,237
Net change in non-cash working capital items:		
Accounts receivable	(11,436)	5,317
Government remittances receivable	(1,020)	3,915
Prepaid expenses	910	(65)
Accounts payable and accrued liabilities	(8,884)	9,084
Deferred contributions	<u>287,026</u>	<u>(142,420)</u>
	260,221	65,068
INVESTING ACTIVITY		
Purchase of investments	<u>(100,432)</u>	-
NET CHANGE IN CASH	159,789	65,068
CASH - BEGINNING OF YEAR	380,785	315,717
CASH - END OF YEAR	<u>\$ 540,574</u>	<u>\$ 380,785</u>

**INFORMED OPINIONS**  
**NOTES TO THE FINANCIAL STATEMENTS**

March 31, 2020

**1. THE ORGANIZATION**

Informed Opinions, formerly Media Action Média, 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 to 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.

Accounting Estimates

The preparation of financial statements in conformity with Canadian generally accepted accounting principles 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.

**3. EXPENSES**

	Gender Gap Tracker	Making Waves	Women and Gender Equality	General Operating	Total
Salaries and professional fees - Accounting, legal and insurance	\$ 2,540	\$ -	\$ 2,805	\$ 175,076	\$ 180,421
Office and meetings	-	-	169	15,233	15,402
Fundraising	431	997	-	12,049	13,477
Marketing and promotion	-	-	-	54,670	54,670
	1,350	2,132	-	51,299	54,781
	<b>\$ 4,321</b>	<b>\$ 3,129</b>	<b>\$ 2,974</b>	<b>\$ 308,327</b>	<b>\$ 318,751</b>

**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.



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