A photograph of two young women sitting side-by-side. The woman on the left has long, wavy blonde hair and is wearing a black t-shirt with the word 'laadli.' printed in white. The woman on the right has long, dark hair and is wearing a white t-shirt with 'laadli.' printed in black. Both are wearing blue denim jeans. The background is slightly blurred, suggesting an outdoor setting.

laadli.

2020

# IMPACT REPORT

LAADLIYAN,  
CELEBRATING & EMPOWERING  
DAUGHTERS

---

[www.laadliyan.com](http://www.laadliyan.com)  
[info@laadliyan.com](mailto:info@laadliyan.com)

# A MESSAGE FROM THE BOARD

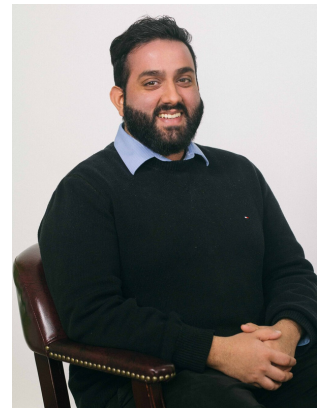
"Nimble, responsive, proactive, and rooted. Laadliyan was all of these adjectives this past year as it navigated an unprecedented year of change. It was nimble in quickly pivoting its in-person activities, such as Biji and Me and the Born to Rise mentorship programs, to an online platform all the while ensuring the community remained engaged. As the pandemic became our new normal, Laadliyan balanced existing community needs - delivering monthly care packages in partnership with Seva Food Bank - while responding to emerging ones. The team identified the gap in information and services for South Asian women international students across the GTA, the way in which they were particularly vulnerable, and then proceeded to fulfill gaps with support groups and fundraisers. Laadliyan was proactive in sizing the "building back better" moment to highlight for our local MPPs, MPs, and Prime Minister Justin Trudeau the challenges South Asian girls and women are facing due to COVID-19. In particular, Laadliyan's founder proudly spoke about the power South Asian daughters have for generational transformation in our community. This year, more than ever, Laadliyan has remained rooted in its mission and mandate - to celebrate and empower South Asian daughters.

As board members, we could not be more proud of our volunteers, the Laadliyan team, its founder, and the community that has embraced Laadliyan's work. We have been fortunate enough to guide, mentor, and even participate in many of Laadliyan's activities this year. As we embark on another unpredictable year, we look forward to strategically and sustainably growing Laadliyan and its impact so it continues to do what it does best - harness and mobilize the power of South Asian daughters."

Best,  
The Laadliyan Board



Pamela Uppal



Amanjit Kahlon



Gurdish Gill

# 2020 HIGHLIGHTS

- Directly engaged 1600+ individuals through programming and services
- Indirectly engaged 7000+ individuals
- Conducted 40+ workshops in 2020
- \$12,309 raised through donations, fundraising and clothing sales
- Featured 46 incredible women as Women of the Week
- Received \$77,271 through funding
- Donated 800 Laadli care packages valued at \$33,000
- Reached participants in 8 countries through workshops and events



# 2020 OVERVIEW

## January – March 2020

- Hosted our first ever workshop in Winnipeg in January 2020
- Hosted the screening of *Because We Are Girls* documentary in February 2020
- Hosted 2 in person Biji & Me sessions

## July – September 2020

- Launched Udaari Project – a support program for South Asian female international students
- Brought on 3 summer students
- Launched *Laadli to Laadli* – a mentorship program for South Asian daughters
- Provided 200+ activity kits for grandmothers and granddaughters through Biji & Me

## April – June 2020

- Began providing virtual programming
- Launched the *Laadliyan Kitty Party Series* – donated 50% of proceeds to organizations focused on BIPOC work
- Launched the *Laadli Pop Up Shop* to raise funds for local programming

## October – December 2020

- Raised \$6350 for International Day of the Girl Child Fundraiser
- Donated \$3000 to Jyoti Sarup Kanya Asra – an orphanage in India
- Hosted Annual Holiday Drive and donated over 400 care packages to Seva Food Bank worth \$25,000
- Received a very special donation from *Matt & Nat* valued at \$17,000 for the *Laadli Care Packages!*



# PROGRAMS & SERVICES

## Laadli Care Package

In 2020, we donated over 800 Laadli Care Packages to Seva Food Bank valued at \$33,000. During the holidays, we also received a very special donation from Matt & Nat of over 200 cross body bags valued at \$17,000. Our Laadli Care Package is a true community initiative. It's purchased by community members through our website and we then purchase all of the supplies, package it and drop it off at Seva Food Bank every month for their clients.

Prior to the pandemic, we delivered care packages once a month to Seva Food Bank but we have been delivering bi-weekly since March 2020. As a result of the growing need for menstrual hygiene products during the pandemic, we launched a monthly donor program, encouraging donors to become monthly donors for just \$20/month.



"This bag has all essential items for a woman. I was going to ask for pads today and received this package. Thank you" -Sumi



# PROGRAMS & SERVICES

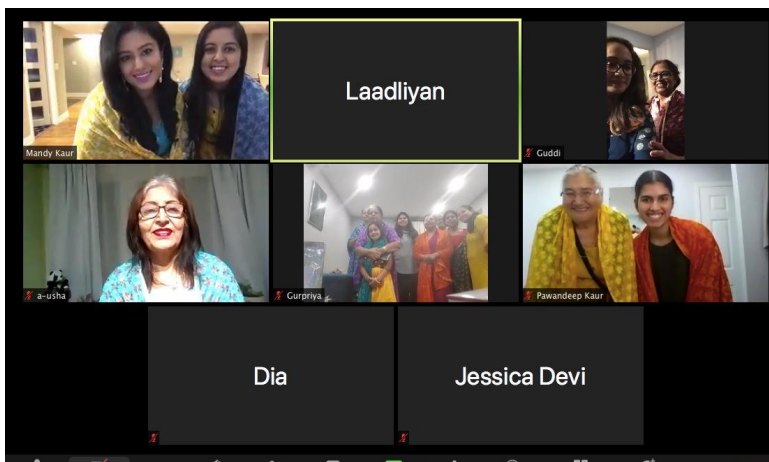
## Biji & Me

Despite the changes, our beloved Biji & Me program had another successful year. We managed to host two in person sessions in January and February before the lockdown and soon after began providing virtual bi-weekly sessions for grandmothers and granddaughters. As a result, we provided a total of 11 virtual workshops focusing on mental health, art therapy, mediation, arts & crafts, dance and physical activity.

With the support of Region of Peel and New Horizons for Seniors Program, we were able to deliver over 200 activity kits to seniors across Peel to complete on their own time. We even had the opportunity to host a virtual Diwali celebration with some dancing for our participants via zoom!



"Thank you so much I'm really excited to get my beeji into this!!! Much appreciated and I love this!! Just discovered you guys and this is amazing." - Navreen



# PROGRAMS & SERVICES

## Laadli to Laadli

Due to COVID-19, our traditional group mentorship program, Born to Rise, had to be reshaped. Therefore, we introduced Laadli to Laadli in summer of 2020. With the same concept of Born to Rise, Laadli to Laadli offers mentorship and guidance to young laadliyan looking for advice and support in their academic and/or career pathways. Since the launch, we have facilitated over 80 mentor and mentee introductions and have a growing database of professional South Asian women looking to support the younger generation as they navigate the academic and professional worlds.



## The Udaari Project

This year, we launched the Udaari Project to support South Asian female international students in the GTA with their settlement and academic journeys. Through one on one support and series of workshops, we supported these young women with resources related to health, settlement, immigration, legal rights, education, food and professional development. We look forward to growing this program in 2021!

# OUR IMPACT



## Laadliyan in Winnipeg

In January, we hosted our first ever workshop in Winnipeg focusing on the importance of community

## Because We Are Girls Screening

In February, we hosted a sold out screening of the Because We Are Girls documentary with the Pooni sisters



## Jyoti Sarup Kanya Asra Fundraiser

We donated \$3000 to Jyoti Sarup Kanya Asra from our International Day of the Girl Child Fundraiser in October



# OUR IMPACT



**Conversation with PM Trudeau**  
In October, we shared how South Asian daughters are being impacted disproportionately by the COVID-19 pandemic with Prime Minister Justin Trudeau

## State of Youth Engagement Session

In December, we had the opportunity to contribute to the Youth Secretariat's State of Youth Report



**Laadli Merchandise**  
in 2020 we sold over 100 t-shirts, hoodies and tote bags, raising over \$2500 for local programming

# FRIENDS, FUNDERS & PARTNERS

## THANK YOU

2020 would not have been a success for us without the support of all of our community partners, funders, friends and of course community members.



# Laadliyan, Celebrating & Empowering Daughters 2020 Impact Report