



2022

# Impact Report

Laadliyan, Celebrating &  
Empowering Daughters



# TABLE OF CONTENTS

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<b>Our Impact in Numbers</b>	3
<b>2022 Key Highlights</b>	4
<b>Laadliyan's Programs &amp; Services</b>	7
The Udaari Project	8
The Hey Laadli Podcast	8
Laadli Care Package	9
Gender-Based Violence	10
Biji, Mom & Me	10
Laadli to Laadli Mentorship Program	11
Born To Rise Mentorship Program	11
<b>2022 Financial Overview</b>	12
<b>Sponsors &amp; Donors</b>	14

## LAND ACKNOWLEDGMENT

We want to acknowledge that the land on which Laadliyan works on, is part of the Treaty Lands and Territory of the Mississaugas of the Credit. We want to acknowledge the territory of the Anishinabek, Huron-Wendat, Haudenosaunee and Ojibwe/Chippewa peoples; the land that is home to the Metis; and most recently, the territory of the Mississaugas of the Credit First Nation who are direct descendants of the Mississaugas of the Credit. We are grateful to have the opportunity to work and live on this land, and by doing so, give our respect to its first inhabitants.



## OUR IMPACT IN NUMBERS

**29** Events Hosted

**38** Laadli of the Week Features

**75** Monthly Donors

**527** Laadli Care Package Donated

**1179** Newsletter Subscribers

**1447** Event Attendees

**1952+** Community Members Engaged

**103k+** Reach Across Social Media Platforms





# 2022 Key Highlights





## IWD Panel

International Women's Day 2022 was a special one for us as we hosted a panel with three remarkable South Asian women in leadership positions in their fields in collaboration with **Staples Studio Canada**. This event attracted **30+ attendees in person** and **100+ attendees virtually**.

A big thank you to **Shanelle Kaul, Divya Shahani, & Reema Ghai** for sharing their wisdom and insights and inspiring us all to dream big and break glass ceilings!



## Laadli Bazaar

We are thrilled to share the success of our second Laadli Bazaar, where we provided a platform for local South Asian businesswomen to showcase their talents and products. This vibrant event attracted over **65 guests** and featured over **10 vendors**. The Laadli Bazaar served as a celebration of entrepreneurship, creativity, and community.

## Jyoti Sarup Kanya Asra Clothing Drive

In 2022, we visited Jyoti Sarup Kanya Asra in Punjab and successfully organized a clothing drive for them. The donations supported **145 daughters** currently living at this home for abandoned girls.







## Diva International Inc Partnership

In 2022, we received a **\$5000 donation** and **300 menstrual cups** from Diva International Inc. This donation played a crucial role in equipping our Laadli Care Packages with sustainable menstrual products. Along with educational resources, these products were handed out to community members in need at various community events over the year.

## Building Equitable Workplaces for Women International Students in Peel

In May 2022, we received **\$75,000** from **WES Mariam Assefa Fund** in partnership with the **Tamarack Institute for Community Engagement** to explore employment exploitation faced by women international students living and working in Peel Region.

Through community consultations with **33 students**, the project explored the experiences women international students have in their employment journeys. Using the data collected, we have created training modules for small to mid size employers in Peel on how to better support this workforce.

We also engaged **30 students** through **8 educational workshops** that were hosted on topics of interest identified by the students through the consultations.





# Laadliyan's Programs & Services







## THE UDAARI PROJECT

Udaari is a program that was launched in 2020 at the height of the pandemic, to address the service gap faced by women international students who are living, studying, and working in the Greater Toronto Area (GTA). In 2022, Udaari directly supported **130 students** and launched the International Student Monthly Newsletter with **400+ subscribers**. We also provided aid and support valued at **\$7600** to students in need.

I am so grateful I came across Laadliyan. Being a South Asian International Student is hard especially when balancing work, with school, and assignments and having a social life and doing things you love - all on top of having the need to succeed and making your parents proud, can be very daunting. but Laadliyan came to the rescue when I really needed them. I found Laadliyan and discovered the immense amount of help they offer girls like me who really need it. from gift cards for groceries, to sanitary items, to covering bills partially - they're truly a godsend!



## THE HEY LAADLI PODCAST

In January 2022, we launched The Hey Laadli Podcast to create a space for discussion on all things related to South Asian daughters. The Hey Laadli Podcast featured **11 episodes** with over **20 daughters** sharing their stories, lived experiences, and advice. In total for all episodes, we had **467 plays**. Our most listened to episode was on **The Eldest Daughters**.



## LAADLI CARE PACKAGES

The Laadli Care Package aims to provide menstrual hygiene items to those who need it most. With the help of our community members, we donated a total of **527 Laadli Care packages** valued at **\$10,540**.

We are thankful for our community partners such as The York Punjabi Student Association, Bleed the North, Peel Elementary Teachers Local and Seva Food Bank for their support over 2022.

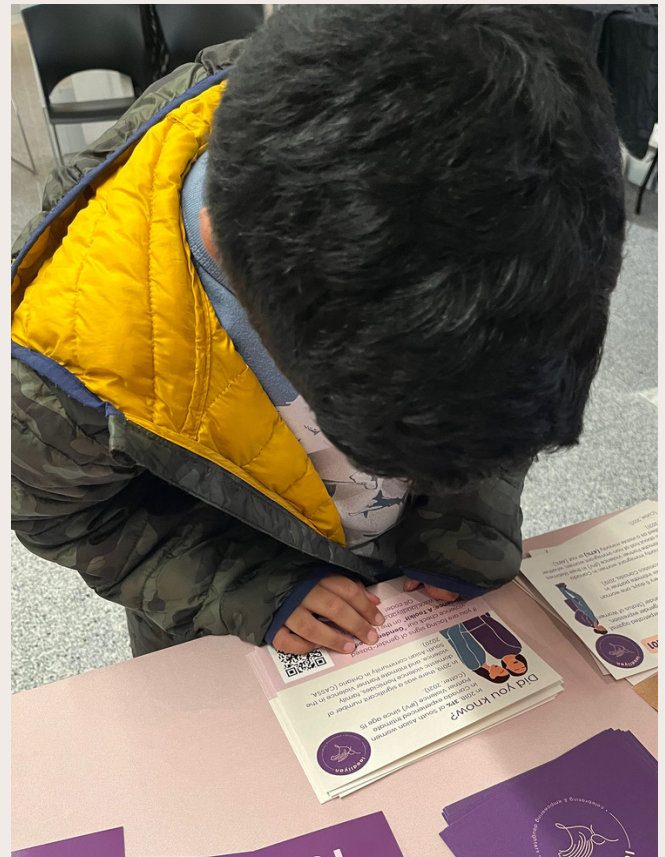




## GENDER-BASED VIOLENCE TOOLKIT

As a result of multiple community consultations and awareness campaigns which led to South Asian voices being included in **Canada's National Action Plan to End Gender-Based Violence**, in 2022, we launched our **Gender-Based Violence (GBV) Toolkit**.

This toolkit is a comprehensive resource created by our Community Advisory Group which comprises of South Asian daughters who have directly experienced GBV in their families. The toolkit includes information on recognizing gender-based violence, seeking help and support, and navigating various institutions.



## BIJI, MOM & ME

We are delighted to reflect on the successful series of virtual and in-person events that we hosted for our Biji, Mom & Me program. Over **44 participants** had the opportunity to engage in a variety of activities, including invigorating **yoga** sessions, creative **scrapbooking** workshops, and informative **healthy-eating** sessions. All the necessary materials and supplies were provided free of cost, ensuring that all grandmothers, mothers and daughters could fully participate and enjoy the experience.



## LAADLI TO LAADLI MENTORSHIP PROGRAM

The Laadli to Laadli Mentorship Program connects young girls with South Asian mentors who provide guidance on academic and career pathways.

As of 2022, our Laadli to Laadli Mentorship Program has **123 mentors** and **52 mentees** registered across Canada. Our mentors represent **79 academic and career fields** and we made a total of **22 connections** between mentors and mentees in 2022.



"The experience that I gained from the program has been absolutely wonderful. I got matched with two amazing mentors that I am still in touch with and I have learned so much because they told me about experiences that I would have never come across before. They shared information that has helped me so much and I know that if I have any more questions, they are always happy to answer. This program has allowed me to be paired with such amazing people and I learn so much from them!" - A Laadli to Laadli Mentee



## BORN TO RISE MENTORSHIP PROGRAM

In 2022, we hosted our Born to Rise Mentorship program at **Aylesbury Public School** to Grade 7 & 8 girls over 4 weeks. This program is specifically designed to empower girls in group settings between the ages of **10-18**, with a focus on increasing their confidence, teaching them the importance of setting goals and dreaming big, and instilling the value of mentorship from a young age.

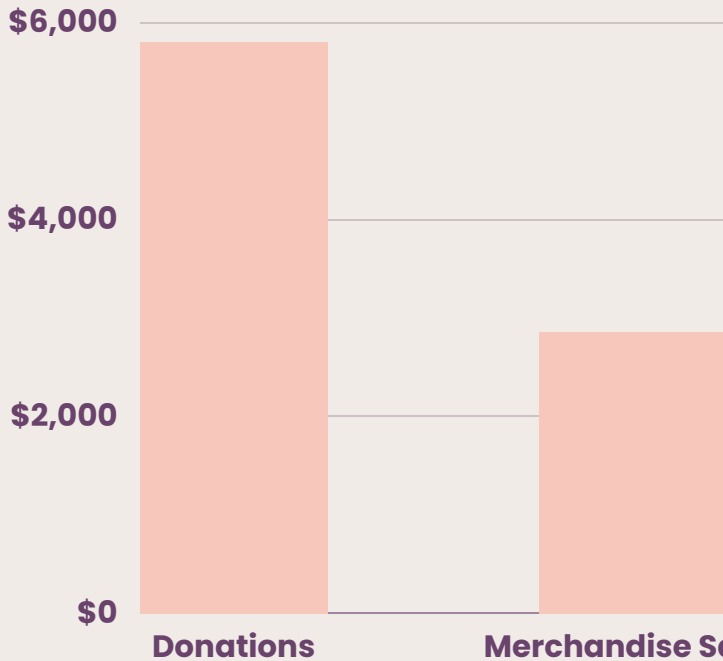
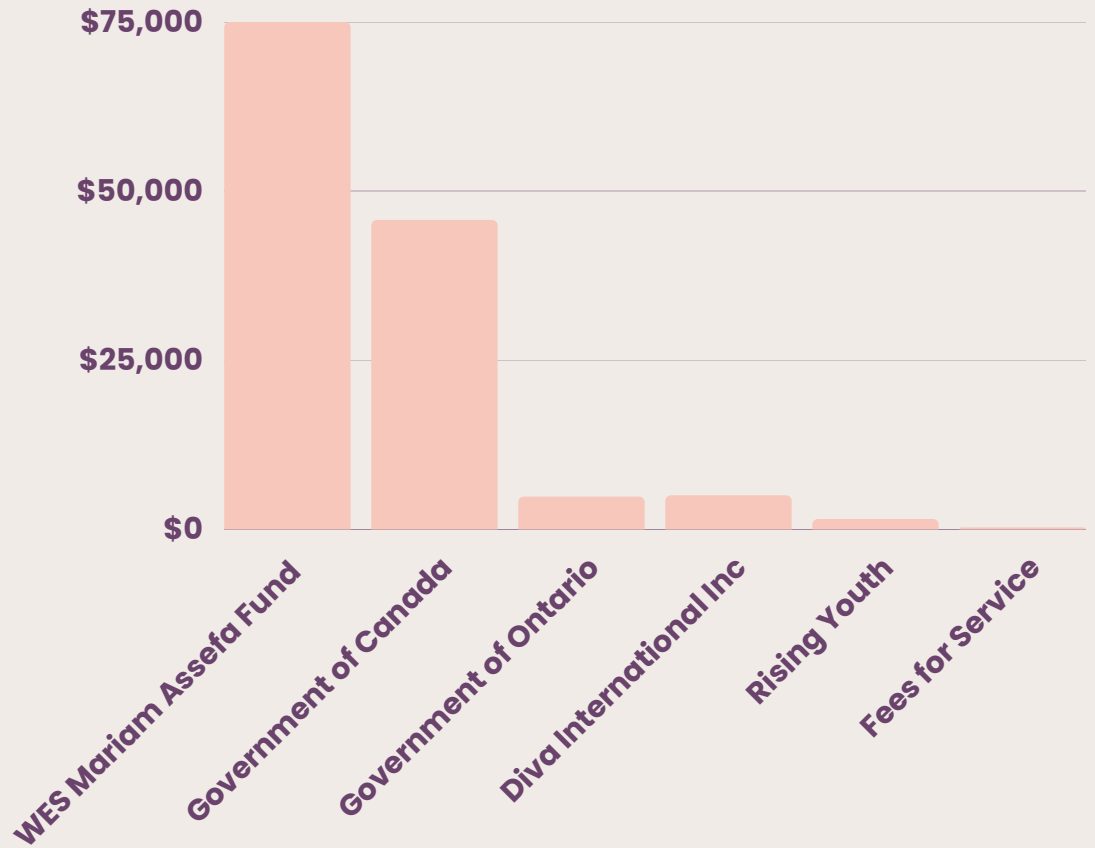
During this program, we had the privilege of working with **25** young girls, guiding and supporting them on their journey of personal growth and development.



# 2022 Financial Overview



**\$132,275**  
Raised through  
Grants &  
Sponsorships



**\$8,644**  
Raised through  
donations &  
merchandise  
sales



# Thank you to our Partners, Sponsors & Funders



INTERNATIONAL INC



an initiative of Sikhs Serving Canada

## Sheridan





# THANK YOU!

We want to express our deepest gratitude to each and every one of you – our funders, donors, partners, friends, and volunteers. Your unwavering support has been instrumental in our mission and has made a lasting impact on the work we do.

In 2022, we achieved remarkable success, and it is all thanks to your contributions. As we reflect on the past year, we are filled with a profound sense of gratitude for the incredible support we have received from our community. Your contributions, both big and small, have played an invaluable role in our journey. We look forward to your growing our impact in our community with your continued support.

Love & Light,  
Team Laadliyan



## Connect With Us



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