

# 2020-2021

## ANNUAL REPORT



Coalition for Pay Equity  
Coalition pour l'équité salariale  
New Brunswick • Nouveau-Brunswick



**2021**

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# NEW BRUNSWICK COALITION FOR PAY EQUITY INC. 2020-2021 Annual Report

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## Message from the Chair



For thousands of New Brunswick essential workers, the last year has been extremely challenging due to increases in both professional and personal demands, heightened risks on their health and health on their families, as well as persistent low wages. These include workers in female-dominated sectors including the caregiving sector, cleaning, retail, healthcare, and education. For many, the pandemic demonstrated the vital role of these workers and highlighted how we systematically under-value their efforts, responsibilities, and competencies.

The NB Coalition for Pay Equity remains committed to giving a voice to the workers and ensuring that their experiences are amplified. We also join their voices and those of our partners to advance the need for pay equity and adequate investments in wages. Fortunately, progress has been made; however, this should not over-shadow the work yet to come. Even though the wage gap is narrowing for Caucasian women, the gap is significantly larger for women who are racialized, immigrants and newcomers, indigenous, those with disabilities and from the LGBTQ2+ community.

As I reflect on the last 4 years, what is evident is that our collective and individual efforts matter. As we face resistance, we must ensure we address, manage, and most importantly persevere. As your peer and fellow member, I am re-committing whole-heartedly to supporting the work of the Coalition through my actions, beliefs, and contributions. Will you join me to support the Coalition? Together, let's take a stand for pay equity.

**Frances LeBlanc**  
*Chair*



# Message from the Executive Director



With the obligatory use of videoconferences, the last year seems like a succession of screen shots! But it did not stop us from exchanging ideas, collaborating and working for systemic changes to move towards pay equity and fair working conditions!

In fact, we have accomplished a great deal. We evaluated jobs in six community caregiving services with staff and management representatives. This exercise revealed that fair wages would be between \$22.44 and \$25.91 per hour and that current wages should be adjusted by about \$7 to \$10, depending on the service.

We published these results in two reports, one in October 2020 and one in May 2021. We presented them to the media, to the government, to the relevant ministers and, most importantly, to the people and organizations working in the sector. Everyone recognizes that these female-dominated jobs are undervalued and underpaid. The government has invested in wages over the past few years. However, we need to do more and the Coalition is calling for a five-year plan to achieve pay equity across the sector and for pay equity legislation for the private sector.

Over the course of the year, we also kept an eye on the implementation of the Pay Equity Act, 2009, analyzed the impacts of the pandemic on the female workforce, organized three roundtable discussions with women's rights groups in the province and maintained relationships with organizations across the country. We expressed our hope that the federal government's \$30 billion investment in child care will finally lead to pay equity for early childhood educators.

Finally, we have engaged in consultations on the regulations necessary to bring the federal Pay Equity Act into force and look forward to their adoption. This will be a major step forward for female-dominated jobs in areas of federal jurisdiction, such as telecommunications, interprovincial transportation, banking and the federal government itself.

In closing, I would like to thank everyone I have had the privilege of working with in my role: the Board of Directors, our volunteers, members, donors, partner organizations, funders, activists, union members, public policy makers and our summer staff. A special thank you to Rachel Richard and Tina Poirier who had to adapt and work very hard to keep the Coalition moving forward and flourishing despite the pandemic. I would also like to acknowledge the professionalism and dedication of Frances LeBlanc. She is stepping down as Chair of the Coalition after four successful years, but we will have the privilege of counting on her support as Past Chair. Many thanks!

**Johanne Perron**  
Executive Director



**Coalition for Pay Equity**  
**Coalition pour l'équité salariale**  
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# Team and Partners

The New Brunswick Coalition for Pay Equity is a group of individuals and organizations that pursues and ensures the realization of the right to pay equity and to just conditions of work for women. To that end, the Coalition engages in communication, education, research, advocacy for the adoption and the implementation of adequate legislation, as well as public policy dialogue and development.

***Pay equity is equal pay for work of equal or comparable value. It is a basic human right, recognized by several international conventions and agreements.***

## Board of Directors

Chair:	Frances LeBlanc
Anglophone Vice-Chair:	Sharon Crabb
Francophone Vice-Chair:	Isabelle McKee-Allain
Secretary-Treasurer:	Monique Levesque
North Representative:	Yannick Bujold
Kent-Miramichi Representative:	Susie Proulx-Daigle
South-East Representative:	Kafiy Nzeya-Weva
Capital Representative:	Kerri Froc
South Representative:	Andrea Hatt
Upper River Valley Representative:	Lise Hitchcock
Aboriginal Representative:	Wenona Labillois
Executive Director:	Johanne Perron

**Observers:** Marilyn McCormack, followed by Laurie Anderson, *Canadian Union of Public Employees of New Brunswick*  
Cathy Wall, *New Brunswick Nurses Union*  
Sylvia Melanson, *New Brunswick Union*

## Members

The Coalition has 1,000 individual members and 100 **member organizations** including unions, women's rights groups, religious groups and community organizations.

## Volunteers

A great number of people volunteer for the Coalition. Our volunteers are members of the Board of Directors or the Fundraising Committee, work on projects, provide advice, participate in educational activities, give information, write letters to editors, meet with decision makers or help with translation. We thank them all from the bottom of our heart.

## Employees

Executive Director:	Johanne Perron
Public Affairs and Communications:	Rachel Richard
Project Coordinator – caregiving sector:	Tina Poirier
Accounting Clerk:	Mickaëlle Grignon
Student Project Officers:	Audrey Gagnon (Summer 2020) Laurence Farella-Leduc (Summer 2020)



## Twenty Years Already

Twenty years ago, 139 New Brunswick women boarded three buses bound for New York City for the World March of Women to urge representatives from member countries to address poverty and violence against women. This event originated at the 1995 World Conference on Women in Beijing and was the initiative of the Fédération des femmes du Québec under the presidency of Françoise David. In 2000, this project brought together 6,000 groups representing 161 countries.



On October 17, several thousand women gathered outside the United Nations in New York City to meet with the Secretary General and present him with the 5 million signatures collected worldwide—30,000 of which from New Brunswick. On our way to New York, we stopped in Fredericton, Montreal and Ottawa to convey the same message to the federal and provincial governments. In addition to the elimination of violence, our petition called for legislation to eliminate pay inequity—the main cause of women's poverty.

It was the catalyst for the creation of the Minister's Working Group on Violence Against Women, inaugurated by Premier Lord. Its objective was to explore domestic violence issues under the leadership of the Minister responsible for the Status of Women, Margaret Ann Blaney. This initiative resulted in many important recommendations, including the creation of the Women's Equality Branch. While many important goals have been achieved as recommended by the Working Group, much remains to be done in the area of domestic violence prevention.



Currently, there has been an increase in domestic homicides across the country, including in Atlantic Canada, in the context of the pandemic. Every six days a woman in Canada is killed by her intimate partner. New Brunswick has the highest rate of police-reported spousal violence in Atlantic Canada. Approximately 70% of fatalities occur in small towns or rural areas of the province. We look forward to the day when we will live in a society free of gender-based violence.

As for the elimination of poverty, the Union des femmes pour l'équité salariale, founded by the Fédération des dames d'Acadie, consolidated and became the New Brunswick Coalition for Pay Equity. This organization has been pursuing the same objective for 20 years, namely pay equity for workers in predominantly female jobs in the public and private sectors. The public sector succeeded with the adoption of the Pay Equity Act, 2009 under Shawn Graham's Liberal government. However, New Brunswick continues to lack pay equity legislation for the private sector, where over 65% of women in the workforce are employed.

Twenty years later, women and girls are still experiencing sexism, violence, pay inequity and other gender inequalities. It is essential to intensify efforts to achieve gender equality. Numerous reports published since the pandemic have emphasized that a feminist perspective and gender-based analysis must be applied to all future policies and budgets in the Canadian context.



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Looking back and reflecting on the past 20 years enables us to grasp how long and difficult the path towards change can be. However, we are grateful to those courageous women who have worked and continue to work for change and are not content with the status quo. Let us never give up on gender equity, because it is essential not only for women and girls, but for all of society.

**Huberte Gautreau and the Honourable Nancy Hartling**

***Co-Chairs of the New Brunswick Committee for the World March of Women 2000***





# Governance and Strategic Directions

## New mission

The Board of directors uses a strategic governance model. This year, its management committees focused on rules and regulations, application for registered charitable status, risk management, privacy protection policy and political strategies for the Coalition.

At a special general meeting 2020, the Coalition amended its letters patent and its mission. The new mission is as follow:

The New Brunswick Coalition for Pay Equity is a group of individuals and organizations that pursues and ensures the realization of the right to pay equity and to just conditions of work for women. To that end, the Coalition engages in communication, education, research, advocacy for the adoption and the implementation of adequate legislation, as well as public policy dialogue and development.

## Strategic discussions on priorities

The Board of directors set the following **priorities** for 2021-2022:

- » Women, the economy, and the pandemic
- » Community care sector
- » Childcare services
- » Pay transparency

The Coalition also worked on the following files:

- » Federal pay equity law and regulations
- » Pay equity for indigenous communities (federal jurisdiction)
- » Provincial legislation for the private sector
- » Pay equity maintenance in the provincial public sector



# Women, the Economy, and the Pandemic

We cannot reflect on our work in 2020-2021 without bringing up the impact the pandemic had on New Brunswick women. COVID-19 brought to light gender inequalities that still exist in our society in spite of the Coalition's work for two decades now. Women and gender minorities are still bearing the brunt of the pandemic:

- » **Mental:** They do most of the caregiving and the unpaid work at home.
- » **Physical:** They hold most of the frontline jobs.
- » **Financial:** A disproportionately high number of them work in insecure part-time and underpaid jobs in 3 of the 5 hardest hit sectors (accommodation, restaurants, culture, leisure, and education).

Since March 2020, this reality has been reflected in the Coalition's actions. We turned our attention to the province's economic plans and reminded the government of women workers' specific priorities to compensate for the disproportionate impact the pandemic had on them. Women must be included in decision-making for the recovery, and their needs and economic role must be considered when planning it.

Solutions offered by the Coalition:

- » **Revitalize social infrastructures** so they are integral to governmental investment strategies, which must include caregiving, childcare, mental health as well as ways to combat and eliminate violence against women.
- » **Achieve justice and socioeconomic equality** through policies such as pay equity legislation for the private sector, paid sick days and equal access to employment.

The Coalition's ways and means:

- » **Participation in government consultations**
- » **Research on pandemic impact** on New Brunswick's labour market
- » **Comments published** in New Brunswick newspapers:
  - October 2020 – *Pandemic recovery gives a chance for gender pay equity*
  - January 2021 – *New Brunswick's caregivers deserve a raise*
  - February 2021 – *Les belles paroles ne suffisent plus*



# State of Pay Equity

## Community caregiving sector

Through our **Valuing community caregiving work** project, coordinated by Tina Poirier, we continue to advocate for pay equity in the community care sector.

The 3-year project (2018-2021) follows a three-pronged strategy:

1. **EVALUATING** the adequacy of wages in the community care sector with the goal of achieving pay equity;
2. **RAISING** public awareness so people understand the value of community care services, and forging a social consensus on the necessity of investing public funds to achieve pay equity in the sector; and
3. **ADVOCATING** for pay equity.

Six services are targeted:

- Home support services;
- Community residences;
- Transition houses for women fleeing violence;
- Special care homes;
- Family support services;
- ADAPT agencies (Adult Development Activities, Programs and Training).

The Coalition is supported in this project by four committees made up of representatives from the community care sector and volunteers.

Advisory Committee Oversees the project's three-pronged strategy	Steering Committee Oversees the job evaluation exercise	Evaluation Committees	
		1 <sup>st</sup> : 2019-2020 Evaluates jobs in three services where the goal is to maintain pay equity.	2 <sup>nd</sup> : 2020-2021 Evaluates jobs for three other services
Erica Flynn Aline Johanns Wendy Johnston Tina Learmonth Aditya Rao Charline Vautour	Sylvie Cyr Jessica Gouchie Karen Howe Geneviève Latour Gérald Leblanc Kathy Mann Carrie Randall Jan Seely Nancy Tower Lesley Wetmore Nathalie Arseneau White	Laurie-Underhill Anderson Lise Arseneault Alysha Clements Mélanie Doiron Lise Hitchcock Tina Learmonth Nadia Losier Marie-France Maltais	Seth Chute Gail Doucette Cristie Dykeman Micheyla Gorham Debbie Grant Rita Graves Vicky Palmater David Richard Sheila Rogers Paul Rossignol Danny Soucy Sharon Thériault



During the process, the Coalition received guidance from Aline Johanns, certified human resources professional, and Ruth Rose, Associate Professor in Economics at l'Université du Québec à Montréal and pay equity advisor with the Conseil d'intervention pour l'accès des femmes au travail. It also called on contact people in the Department of Social Development and the Women's Equality Branch.

## Phase 1 : EVALUATE

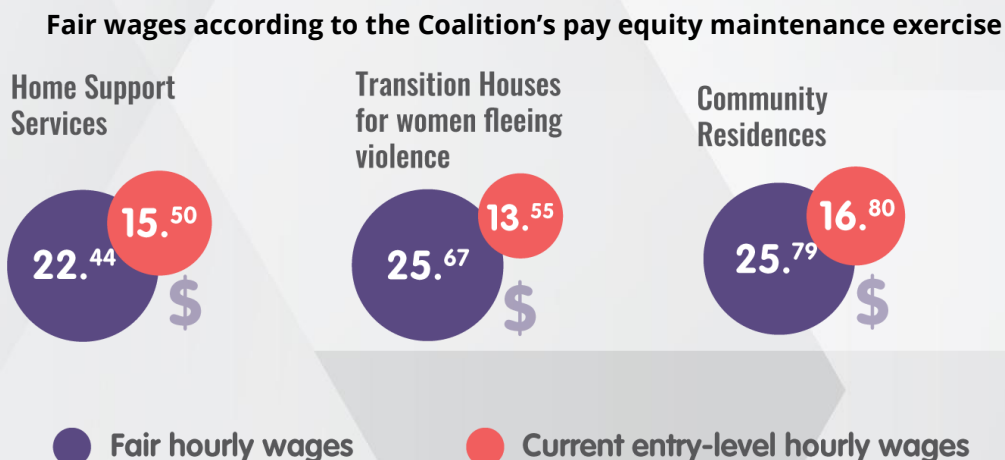
### 1. Evaluation #1: Pay equity maintenance exercise

The provincial government and the caregiving sector had done a pay equity exercise in 2008-2014. It was now time for a pay equity maintenance exercise. We thus reviewed the evaluation for four of those jobs. Since we had spotted methodology problems in 2008-2014, we took the opportunity to fix them.

**Pay equity maintenance exercise:** Because jobs and wages constantly change, job descriptions and job evaluation exercises must be reviewed periodically to make sure pay equity is maintained.

The results of these first evaluations were published in October 2020 in the Coalition's report **The Value of care: pay equity maintenance in homecare, transition house and community residences**.

The maintenance exercise revealed that wages for the four jobs in community care are still far from achieving pay equity; fair wages should be approximately \$22.44 to \$25.79 per hour. The reality is altogether very different: current hourly wages vary from \$15.50 to \$16.80. In light of this analysis, the Coalition asked the government to make the sector a priority.

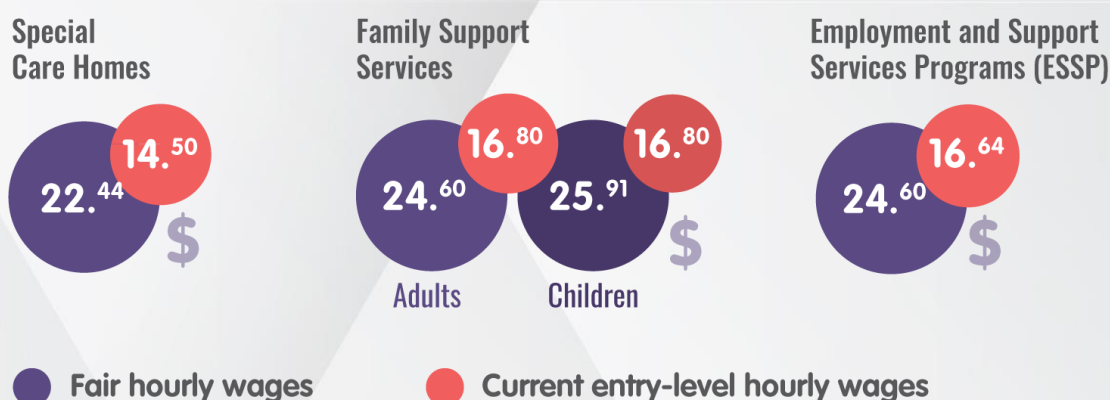


## 2 Evaluation #2 : Pay equity exercise

In 2020-2021, we completed an exercise for four jobs in three different services that had never been evaluated. The results revealed that wages for these jobs are also far from achieving pay equity: fair wages would be approximately \$22 to \$26 per hour. Again, reality is very different: actual wages vary from \$14.50 to approximately \$16.80 per hour. In light of this analysis, the Coalition is asking the government to make this sector a priority.

The Coalition published the results of these evaluations in May 2021 in the report **The value of care: Pay equity in special care homes, family support services and ESSP agencies**.

### Fair wages according to the Coalition's pay equity exercise



#### The Coalition therefore recommends that:

1. the provincial government develop and implement a five-year plan to achieve pay equity in the entire community care sector, including:
  - a. investing public funds in sector wages until pay equity is achieved;
  - b. developing pay scales with pay equity in mind;
  - c. indexing pay scales to the consumer price index annually;
  - d. doing pay equity exercises for all job classifications in the community care sector that have not been evaluated, including management jobs classifications.
2. the government ensure pay equity is maintained in the community care sector every five years; and
3. the government adopt pay equity legislation for the entire private sector.





## Phase 2: COMMUNICATE

### Speaking out

This year the Coalition strived to give more voice to workers in the caregiving sector. It developed tools so they could better reach the public:

- » Letters to the editor
- » Personal accounts during press conferences
- » Discussions and personal accounts during webinars
- » Interviews in traditional media
- » Educational videos
- » Petitions
- » Infographic design on job evaluations

The Coalition also manages a Facebook page for workers in the care sector to keep them informed and encourage their participation.

### Webinar: Caregivers in Conversation

Together with the Honourable Tammy Scott-Wallace, minister responsible for Women's Equality, the Coalition organized a **webinar** on the value of caregiving work. Four sector workers described the reality on the ground and stressed the importance of fair wages for those who work in female-dominated jobs.

- » **Care for the elderly:** Sylvie Bertrand
- » **Care for people living with a disability:** Laurie Anderson
- » **Childcare:** Debbie Grant
- » **Care for women victims of abuse:** Carrie Randall

### Relations with sector stakeholders

During the project, the Coalition worked with various sector organizations:

- » Home Support Association
- » New Brunswick Association for Supported Services and Employment (NBASSE)
- » New Brunswick Association of Residential Agencies
- » Association of Human Services Counselors
- » Human Services Coalition of New Brunswick
- » New Brunswick Special Care Home Association
- » Canadian Union of Public Employees - NB (CUPE)
- » New Brunswick Community Service Unions, CUPE



## Phase 3: ADVOCATE

The Coalition put pressure on elected officials to obtain public investment in community care wages that would lead to pay equity in the entire sector.

- » **Meeting** with several ministers and MLAs
- » **Participation** in the minister of Finance's prebudget consultations
- » **Participation** in the Health minister's prebudget consultations

### Care sector provincial committee

In winter 2020, the Coalition's Executive Director was invited to sit on the provincial Committee on the caregiving sector whose goal is to increase recruiting and retention of qualified staff in the community care sector. The Committee is working on a voluntary certification program and wishes to be kept informed on pay equity and the Coalition's Valuing community caregiving work project. This year, it focused mainly on the implementation of the voluntary certification process for two typical jobs in the sector: personal support worker and human service counsellor. More information will be available in June-July 2021.



## Implementation of the *Pay Equity Act, 2009*

The **Pay Equity Act, 2009** was passed to eliminate systemic wage discrimination for female-dominated jobs in the public sector. However, certain groups have yet to be evaluated for pay equity and pay equity must be maintained as jobs change.

The **Pay Equity Act, 2009**, received royal assent on June 19, 2009. It applies to civil service, schools, hospitals, and Crown corporations in New-Brunswick.

This is where things stand regarding job evaluations:

Groups	Not yet started	Compliant	Inequity
Lab & Medical		✓	No
Court Stenographers		✓	Yes
Administrative Support, Pt II		✓	No
Teachers	X		
Professional Support, Pt II		✓	Yes
Nursing		✓	Yes
Nursing Supervisory		✓	No
Para Medical		✓	Yes
Specialized Healthcare		✓	Yes
Institutional Services and Care, Pt I	X		

No progress has been made so far for **Teachers** and **Institutional Services and Care, Part 1**. The pay equity process has not started yet. Additional job classifications in **Paramedical Care** and **Specialized Healthcare** now meet the evaluation criteria set out in the *Act*.

Six out of nine Crown Corporations subject to the *Act* have already completed the process and evaluations are underway for the other three:

Crown Corporations	Evaluation underway	Compliant	Iniquity
NB Power		✓	Yes
New Brunswick Liquor (ANBL)		✓	Yes
New Brunswick Community College (NBCC)		✓	No
New Brunswick Legal Aid		✓	No
Collège communautaire du Nouveau-Brunswick (CCNB)		✓	No



New Brunswick Financial and Consumer Services (FCNB)		✓	No
Worksafe NB	✓		Yes
Cannabis NB	✓		TBD
NB Research and Productivity Council	✓		TBD

The next step is the maintenance phase for all groups who have already been evaluated. Even though the *Act* states that an “employer shall take such action as may be necessary to maintain pay equity”, it does not set a time limit.

Jobs and wages continue to change however, which could lead to renewed sexist bias in wage structures. It is therefore advisable to plan a new pay equity maintenance exercise in five years.

- » The Pay Equity Bureau has developed a policy on pay equity maintenance.
- » The maintenance process has started in government departments and in hospitals.

The Coalition is keeping up the pressure on the provincial government to publish an annual report showing progress made on pay equity implementation and maintenance. We are keeping contact with Women’s Equality and the main public sector unions, to keep abreast of progress.



## Provincial legislation for the private sector and the election

The Coalition continued to put pressure on all provincial political parties to get a pay equity law for the private sector.

### Provincial elections 2020

During the election campaign at the end of summer 2020, the Coalition brought the following issues and arguments to all political parties' attention:

#### 1. A pay equity law for the private sector

COVID-19 has increased gender disparities in the labour market. The *Pay Equity Act, 2009* must be extended to cover the private sector, thus ensuring all workers in female-dominated jobs receive equal pay for work of equal value.

#### 2. Public investments in wages for community care and childcare services

The pandemic has shown the important work caregivers in community care and childcare services have been doing for so long, with little recognition. They take care of the most vulnerable members of society: the elderly, children, people with disabilities, and women fleeing violence. The government needs to invest in these services through permanent wage adjustments.

Though the campaign was short, the Coalition had the opportunity to meet informally with Green Party leader, David Coon, and Progressive Conservative leader, Blaine Higgs. It also met with several Liberal and Green Party candidates in the Greater Moncton region.

Political parties' positions after our meetings with them:

### 2020 PROVINCIAL ELECTION



#### THE RESULT OF OUR ADVOCACY IN THE ELECTORAL PLATFORMS

Pay equity legislation for the private sector

Investments in wage increases for the caregiving and early childhood care sectors

PEOPLE'S ALLIANCE

NEW DEMOCRATIC PARTY

LIBERAL PARTY

PROGRESSIVE CONSERVATIVE PARTY

GREEN PARTY





## Child care services

Since its inception, the Coalition has argued that quality child care is dependent on early childhood educators but that this work is undervalued and underpaid.

This year, the Coalition lent its support to the national organization, **Child Care Now**, and participated in its fall campaign by meeting with the Member of Parliament for Moncton-Riverview-Dieppe, Ginette Petitpas Taylor, along with the **Regroupement féministe du Nouveau-Brunswick** (RFNB) and the **New Brunswick Federation of Labour** (NBFL).

In April 2021, the Coalition commended the federal government's decision to invest \$30 billion over five years in early learning and child care, including for Indigenous children. The Coalition believes that this is a unique opportunity to establish a universal, accessible and affordable public child care system in our province. She reiterated that such a system must be founded on pay equity for early childhood educators.

In May 2021, the Coalition engaged in a positive discussion with the provincial Minister of Education and Early Childhood Development, Dominic Cardy, about the future prospects for the sector. The Coalition reiterated the need to reach pay equity for early childhood educators.

## Federal pay equity legislation

The **Pay Equity Act** received royal assent December 13, 2018. It applies to federally regulated employers such as those in telecommunications, interprovincial transportation, banks, and the federal public service.

This year, the Coalition worked for regulations essential to the *Pay Equity Act's* implementation. Among other things, it:

- » Shared information and analyzed the proposed law with unions and feminist groups in Canada
- » Submitted a brief on the proposed legislation
- » Participated in consultations organized by the Pay Equity Commissioner

The Coalition also kept in touch with various organizations and unions that promote women's economic rights in Canada.



## Political Action

We have strengthened our relations with provincial and federal political parties through meetings and discussions with the following people (the list is not a comprehensive one):

- » **Dominic Cardy**, Minister of Education and Early Childhood Development
- » **David Coon** and **Megan Mitton**, Green Party
- » **Bruce Fitch**, Minister of Social Development
- » **Robert Gauvin**, Official Opposition spokesperson for Social Development
- » **Trevor Holder**, Minister of Post Secondary Education, Training and Labour
- » **Rob McKee**, Official Opposition spokesperson for Finance
- » **Tammy Scott-Wallace**, Minister responsible for Women's Equality
- » **Isabelle Thériault**, Official Opposition spokesperson for Women's Equality

### Participation in provincial and federal consultations

- » **Federal prebudget consultation** with MP Ginette Petitpas-Taylor and the Parliamentary Secretary of Finance
- » **Provincial prebudget consultation** with the Minister of Finance, Ernie Steeves, during which we presented the brief *Rebuilding with Care*
- » **Consultation on health** with Minister of Health, Dorothy Shepard, during which we presented the brief *Women as caregivers*.

Before the budget was tabled, we also published a commentary on the necessity of rebuilding the economy from top to bottom to ensure better gender equality in the workplace.

### Federal budget

In the **federal budget** tabled April 19, 2021, the federal government announced it was investing in the following feminist economic areas:

- » **Childcare**: 30 billion dollars over five years to create a countrywide system, the fees for which would reach \$10 a day by 2026
- » **Long term care**: 3 billion dollars over five years to help provinces and territories to set new standards for long term care
- » **Federal minimum wage**: \$15 per hour



## Provincial budget

In the **budget** tabled March 16, 2021, the New Brunswick government announced it was investing 12.4 million dollars to raise wages for caregivers by the following amounts starting April 2021:

### INVESTMENTS IN FEMALE-DOMINATED JOBS

**\$1.30/h** · Attendant Care  
**\$1.30/h** · Family Support  
**\$0.75/h** · Community Residences  
**\$0.50/h** · Special Care Homes  
**\$0.20/h** · Home Support  
**\$0.75/h** · Early Childhood Education

The budget also included two announcements that partially met our demands:

- » A wage increase of **\$0.75/hr** to reach **\$19 an hour for qualified early childhood educators**;
- » Publication of the **Gender Impact Statement for the 2021-2022 budget**, showing a commitment to gender sensitive budgeting.



# Awareness-raising and Mobilization



## International Day for Women's Rights

The Coalition participated in the virtual countrywide mobilizing initiative for pay equity **L'écho des femmes 2021 : On bouge pour l'équité salariale** (loosely translated as Women's Voices 2021 : on the move for pay equity) organized by the **Alliance des femmes de la francophonie canadienne**. Many of our members wore a mauve toque and walked, by themselves or with people in their bubble, for pay equity in their communities. A video of our President, Frances LeBlanc, and pictures of women who participated in this initiative can be viewed on our social networks.

## Feminist solidarity

- » **Collaboration with women's groups in the province:** The Coalition formed an informal group with 12 organisations advocating gender equality and pay equity in New Brunswick so we could get to know each other and collaborate in joint initiatives.
  - New Brunswick Women's Council
  - New Brunswick Multicultural Council
  - Elizabeth Fry Society New Brunswick
  - Canadian Federation of University Women - Fredericton
  - Canadian Federation of University Women - Moncton
  - Women for 50%
  - Immigrant Women's Association of New Brunswick



- Indigenous Women of the Wabanaki Territories
- New Brunswick South Central Transition House & Second Stage Coalition
- Regroupement féministe du Nouveau-Brunswick
- Réseau des services pour victimes de violence du Nouveau-Brunswick
- Sexual Violence New Brunswick

» **The Coalition has a seat on New Brunswick Women's Council:** As Jody Dallaire's mandate comes to an end, we wish to thank her for her work and commitment as francophone co-chair and our representative on the New Brunswick Women's Council. Johanne Perron will represent the Coalition from now on.

## VIVE Award

The Coalition's executive director, Johanne Perron, has won the VIVE Award given by Women's Equality for her 20 years of work advancing gender equality and for her dedication to the Coalition. **Congratulations, Johanne!**





# Sustainability of the Coalition

## Annual fundraising campaign

Our fundraising campaign, **Pay Equity: I give because I care!** exceeded its goal and raised over \$80,000. Thank you! The Coalition is grateful to donors from across the province who help us pursue our mission.

The campaign was a great success thanks to the hard work of our fundraising committee: Chantal Abord-Hugon, Jeanne d'Arc Gaudet, Frances LeBlanc, Simone LeBlanc-Rainville, Isabelle McKee-Allain and Charline Vautour.

### The campaign in numbers

Divisions	# of donations	Donations (\$)	Average	% of campaign goal
Organizations and businesses	12	\$3,780	\$210	5%
Religious groups	6	\$21,675	\$3,612.50	26%
Unions	14	\$30,000	\$2,142.86	37%
Individuals	211	\$26,451	\$149.44	32%
Total	249	\$81,996	\$329.30	102%

## Charitable status

After some research and consultation with qualified professionals (consultants, lawyers), we decided to submit our own application to the government for registration as a charitable organization. It is a rigorous process but our application is progressing well. Obtaining charitable status will allow the Coalition to issue tax receipts to its donors.

## Project funding

We sincerely thank Women and Gender Equality Canada (WAGE) for its financial support.

- » **Ongoing project:**
  - Valuing community caregiving work: April 2018 to September 2021 (\$410, 000)
- » **Other funding sources in 2019-2020** – to hire summer students in 2020
  - Canada Summer Jobs
  - Student Employment Experience Development (SEED)



## Financial statements

The financial statements were reviewed by Louise Belliveau, CPA, and are available upon request from the Coalition's office or website. As of February 28, 2021, the balances in the accounts of Cash was \$63,854, of Accounts receivable and Prepaid expenses were \$2,466, of Term deposit was \$165,000, for which \$107,905 was Deferred revenue for 2021-2022.

### INCOME STATEMENTS

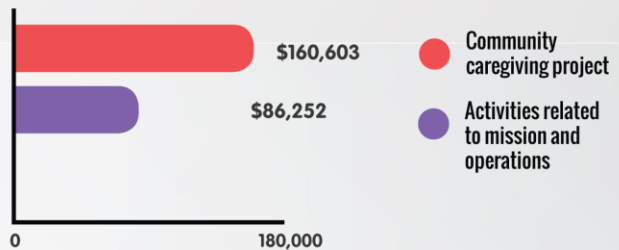
#### Revenue

**\$257,152**



#### Expenses

**\$246,855**



## VISIONARY ORGANIZATIONS (\$6,000+)



*Filles de Marie-de-l'Assomption*

## TRAILBLAZER ORGANIZATIONS (\$2,000 TO \$5,999)

Canadian Union of Public Employees (CUPE)  
New Brunswick Nurses Union (NBNU)  
UFCW Eastern Province Council  
Unifor

## FRIEND ORGANIZATIONS (\$600 TO \$1,999)

Congrégation de sœurs maristes  
CUPE, Local 2745  
Public Service Alliance of Canada - Atlantic Region

## SUPPORTER ORGANIZATIONS (\$150 TO \$599)

659608 N.B. Inc  
Association de bibliothécaires, professeures et professeurs retraités de l'Université de Moncton  
Association des bibliothécaires, professeures et professeurs de l'Université de Moncton  
Association francophone des aînés du Nouveau-Brunswick  
Canadian Federation of University Women Fredericton  
Canadian Federation of University Women Moncton  
Congrégation de Notre-Dame  
Congrégation des Soeurs des Saints Coeurs de Jésus et de Marie  
CUPE, Local 1840  
CUPE, Local 4598  
CUPW Local 099  
Dames d'Acadie des Îles  
Faculté des arts et des sciences sociales, Université de Moncton  
Mount Allison Faculty Association  
Résidence communautaire AIC

Résidence communautaire St-Joseph (Amis du Cocon)  
Saint John & District Labour Council  
Unifor, Local 506  
United Steel Workers, district 6

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Sharon Crabb  
Anne Crocker  
Simone LeBlanc-Rainville and Maurine Rainville  
Isabelle McKee Allain and Gregory Allain  
Pascale Paulin  
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Nancy Hartling  
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Louise Imbeault  
Odette Landry  
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Mathieu LeBlanc  
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Ginette Petitpas Taylor  
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Anita Savoie Robichaud  
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Our sincere thanks to all anonymous donors and those who donated less than \$50! All donations count.