



STAND UP!

Durrell

The background image shows three women in professional business attire standing in what appears to be an office or meeting room. They are all smiling and looking towards the camera. The woman on the left has dark curly hair and is wearing a light blue blazer. The woman in the middle has dark hair pulled back, wears glasses, and a dark blazer. The woman on the right has long dark hair and is wearing a light-colored blazer. The text is overlaid on the center of the image in a large, bold, black font.

It's time to ensure that more women not only stand up but step into positions of political leadership.

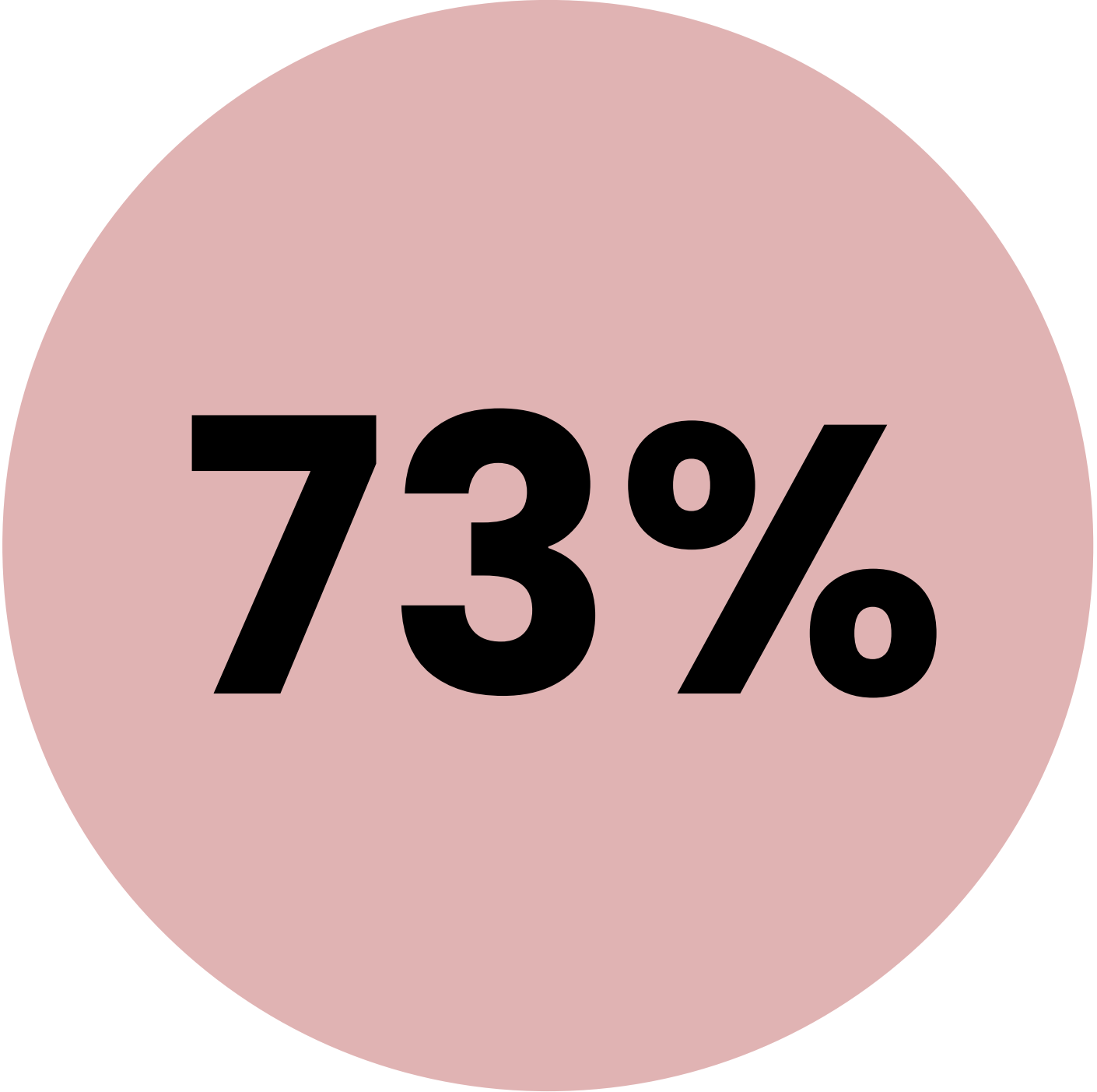
Melissa Durrell

CEO, Durrell Communications



A woman with curly hair, wearing a yellow shirt, is shown in a circular frame. She is holding a pen to her chin, appearing to be in deep thought. In the background, another person is visible but out of focus. The overall scene suggests a professional or creative setting.


**What are the barriers
to be acknowledged?**



73%

of successful candidates said their community profile was a key asset in their campaigns.

Many women do NOT feel they have that visibility.



20%– 30%

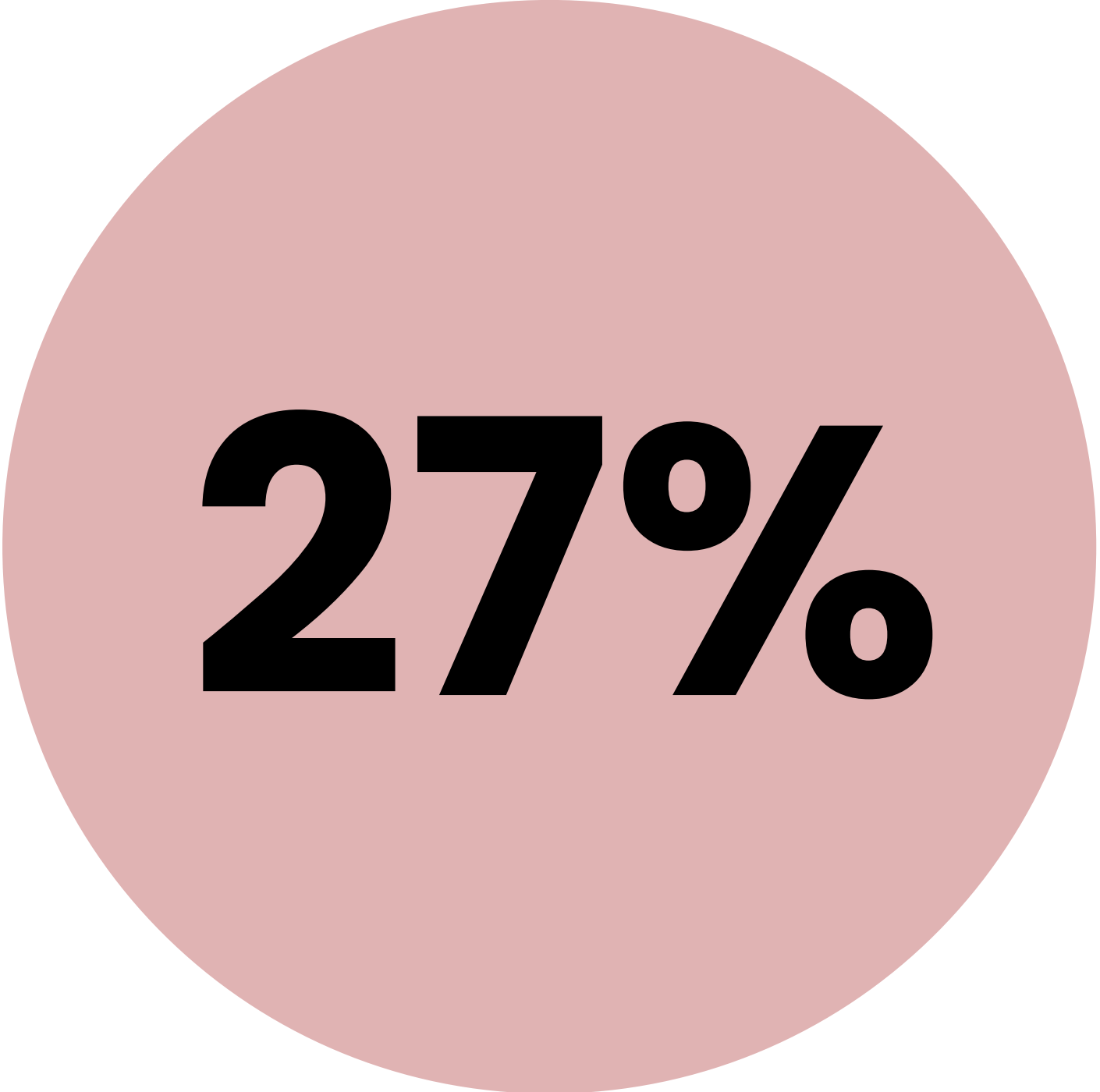
**women are more likely
to run for office is they
see a high female
presence in office**

21%

of candidates in
Ontario reported
**experiencing
harassment during
their campaigns.**

81.8%

of female politicians
globally reported
**psychological
violence.**



27%

of candidates said their
personal finances
were a significant barrier.



31%

of candidates claimed the
**lack of mentorship
or advisors was
discouraging.**



**How do we start breaking
down these barriers?**

A circular inset image showing three diverse women laughing and clapping together. The woman on the left has dark hair and is wearing a white blouse and yellow pants. The woman in the middle has curly hair and is wearing a red vest over a black top. The woman on the right has short hair and is wearing a light blue blazer. They are all smiling and appear to be in a joyful, collaborative environment. The background of the circular frame shows a brick wall and some greenery.

Raise Awareness



Natasha Salonen

Mayor of Wilmot Township



Cambridge

2010



**woman serving
on council**



2022



**women serving
on council**



Kitchener

2006



women serving
on council



2018



women serving
on council



Waterloo

2003

0

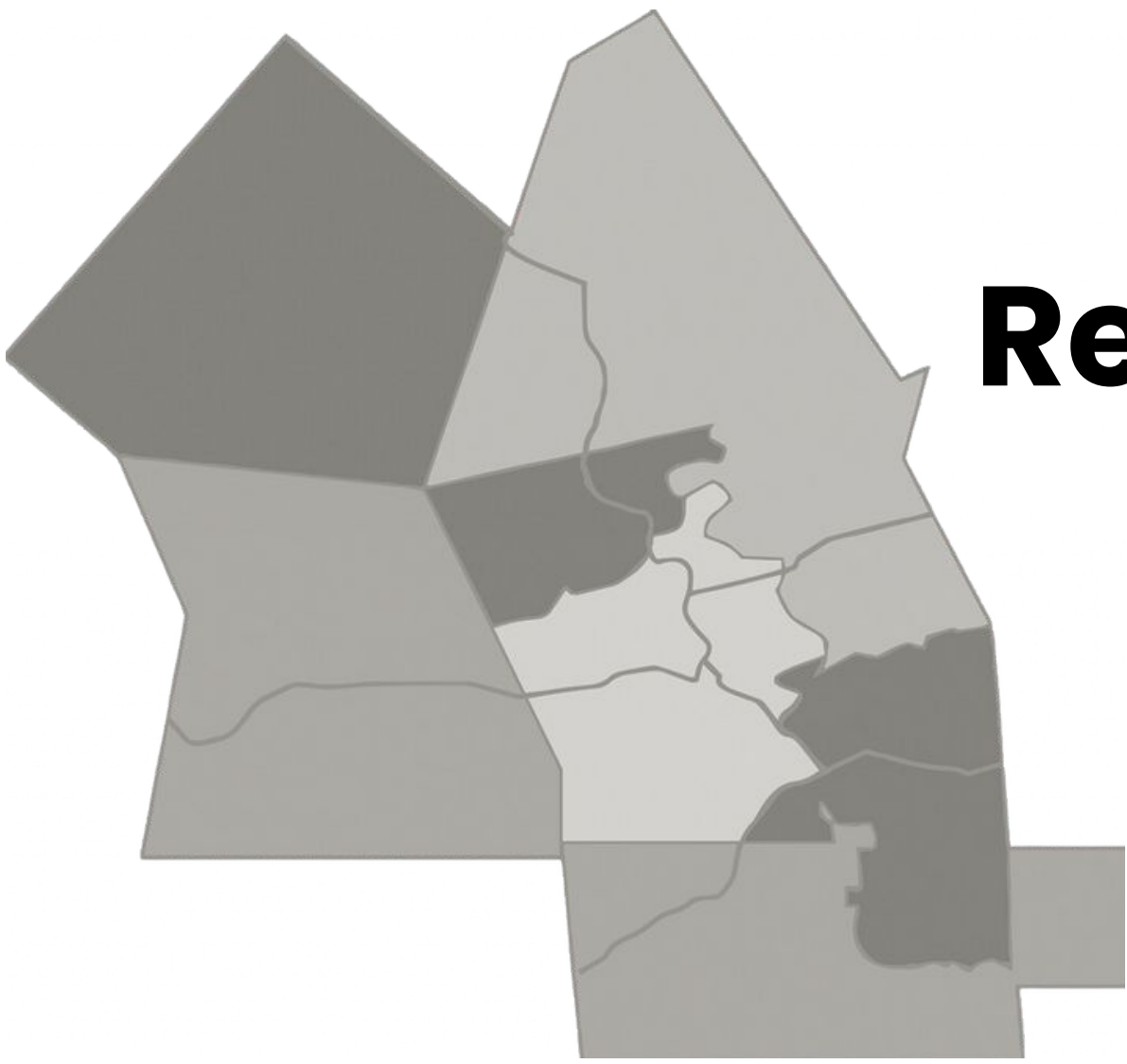
women serving
on council



2018

5/8

women serving
on council



Region of Waterloo

2006

5/17

women serving
on council



2022

10/16

women serving
on council

Rome wasn't built in a day.





Dorothy McCabe

Mayor of Waterloo



“Waterloo Region currently has 6 females leading 8 Councils, numerous female councillors and the City of Waterloo’s Council of eight has six elected women. **The campaign school results speak for themselves.**”

– Dorothy McCabe



Majority Women/Diversity Led Governnments



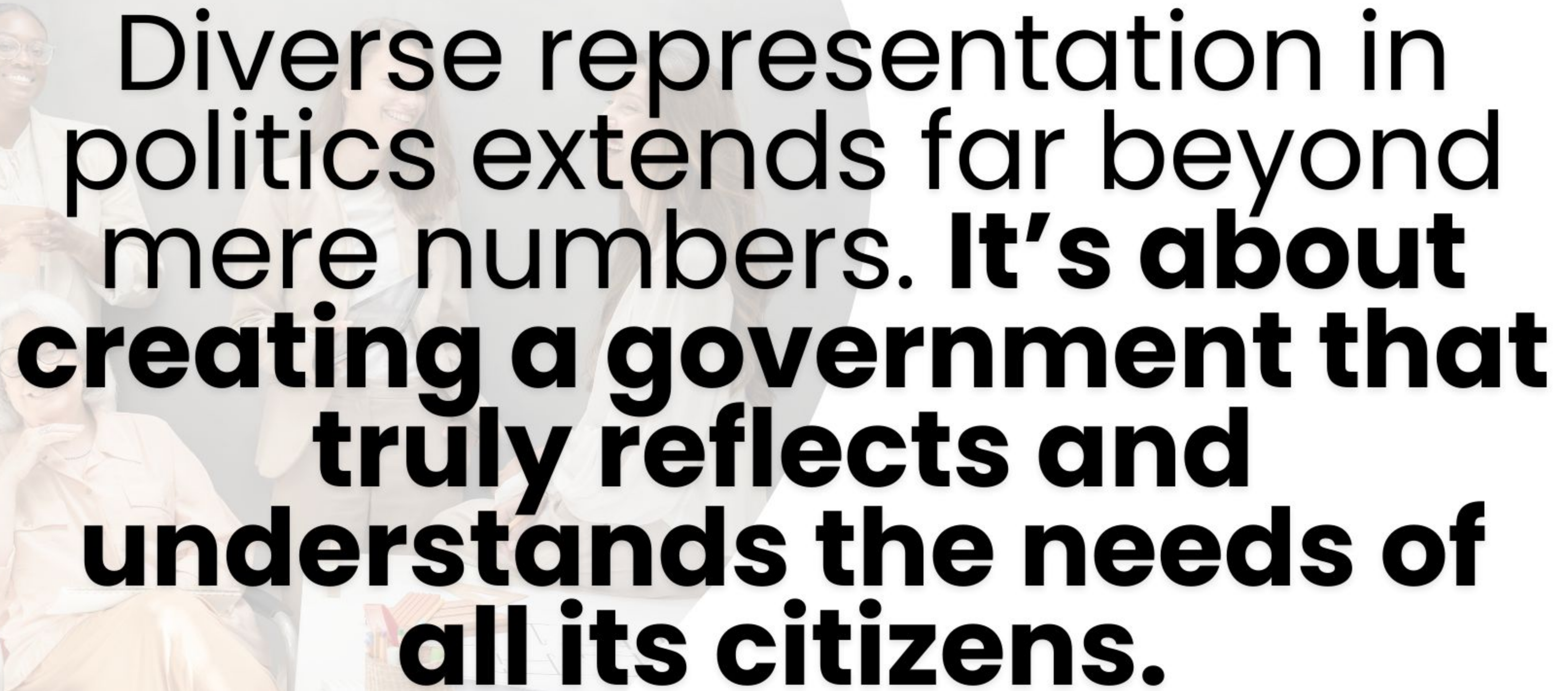
**Karen
Redman**

Chair of the Region



**Dorothy
McCabe**

Mayor of Waterloo

A group of diverse women in professional attire, some standing and some sitting at a table, engaged in a meeting or discussion. The background is a light, neutral color with a large, faint circular graphic element.

Diverse representation in politics extends far beyond mere numbers. **It's about creating a government that truly reflects and understands the needs of all its citizens.**



A space where
women can come
for **mentorship,**
resources, and
encouragement.



*The Team
Collective*

A Women in Politics Initiative



Municipal Campaign School





Waterloo Region
Women's Municipal
Campaign School



A circular inset image shows three women in a professional setting. One woman on the left is looking at a tablet held by a woman in the middle. A woman on the right is also looking at the tablet. They appear to be engaged in a collaborative activity. The background is a bright, out-of-focus office environment.


Skill-building workshops are key.



Emphasize the community aspect of our organizations.

A circular photograph showing four women of diverse ages and ethnicities sitting outdoors in a park-like setting. They are engaged in conversation and smiling. The woman on the far left is young with long dark hair, wearing a colorful patterned top. The woman next to her is older with short grey hair, wearing a white patterned cardigan over a yellow top. The woman in the center has curly dark hair and is wearing a green patterned top and yellow pants. The woman on the far right is young with long dark hair, wearing a striped top and a light-colored cardigan. The background is filled with green trees and foliage.

**Support does not end
on election day.**

A photograph of four diverse women standing side-by-side, smiling slightly. From left to right: a young woman with dark hair, a woman with short dark hair wearing a denim jacket, a woman with long blonde hair, and a woman wearing a pink hijab. The background is a plain, light-colored wall. The text is overlaid on the image in a large, bold, black font.

When we empower a diverse range of candidates to for office, we're not just changing individual lives - **we're shaping the future of our democracy.**



**Stand Up.
Step Into
Leadership.**