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Happy New Year, everyone!

As we step into 2026, I want to thank our AWEC Canada members, volunteers and community partners for a truly memorable and growth-defining 2025. Together with your unwavering support and active participation, our all-volunteer community achieved significant milestones and delivered impactful programs supporting female entrepreneurs.

Looking ahead, we're excited to welcome new and bigger projects, more innovative programming, and stronger partnerships designed to shape a more intentional, equitable, supportive and vibrant entrepreneurial ecosystem for female founders. We can't wait to unveil our 2026 event programming. Our nonprofit will always remain committed to meeting women entrepreneurs where they are, at all stages of their entrepreneurial journey--- starting, sustaining and growing thriving projects and ventures.

We look forward to another year of community, friendship, collaboration, impact and growth. Cheers to all that was and all that will be!

Thanks,

*Lev* ☺

Lev Eleazar Calang  
Founder | Board of Director  
AWEC Canada



# MILESTONES

Over the past year, we successfully organized and delivered a wide range of activities and programs, including pop-up markets, a digital support grant, a business pitch contest, an expo, educational talks, masterclasses, women's wellness retreat, and community events. Each of these initiatives was designed to bring people together, support small businesses, share knowledge, and create meaningful connections within the community.

These events provided opportunities for our members to showcase their products, for participants to learn from speakers and industry professionals, and for partners to collaborate in a welcoming and accessible environment. Through consistent planning, teamwork, and strong community support, we successfully reached new audiences and built lasting relationships.

The numbers below summarize our achievements throughout the year.

**30+**

Registered community members

**5**

Website grants awarded to members

**12+**

Pop-up and seasonal markets organized

**21**

Learning sessions delivered

**60+**

Female-led brands supported  
(Markets & Learning Events)

**1,614**

Total social media followers  
(FB, IG and LinkedIn)

**Pitch Your Vision Competition** supported over 20 women founders who took part in an 8-week high-impact brand marketing bootcamp.

Organized the **first Kingston Women Entrepreneurs Expo** - gathered around a hundred expo participants composed of female vendors, local business exhibitors, learning coaches, women leaders and the local Kingston community.

Launched the first **digital Holiday Gift Catalogue**.

**Media features** with Cogeco YourTV & Global News Kingston.

# HIGHLIGHTS



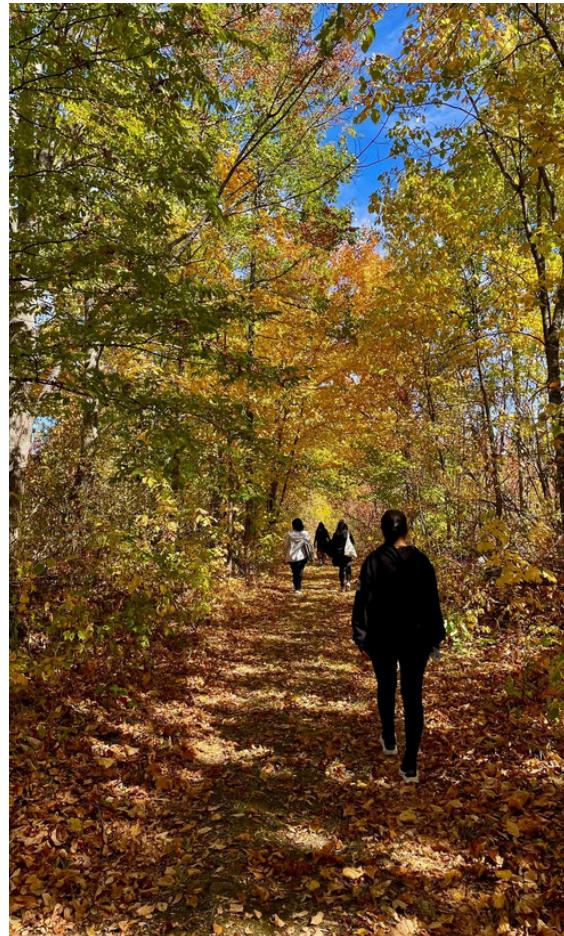
## AWEC EXPO

This dynamic, full-day event brought together inspiration, learning, and opportunity. It featured a keynote address, a panel discussion with leaders from entrepreneurship, economic development, social services, wellness, and innovation, free hands-on workshops, a Fall Pop-Up Market with exhibitor booths, and concluded with the Pitch Your Vision Competition Finals.

# HIGHLIGHTS

## WOMEN'S WELLNESS RETREAT

Held at Shibagau Forest Farm, the one-day retreat created an inspiring space for AWEC members to recharge, build meaningful conversations, and return to their busy schedules with renewed clarity, confidence and sense of purpose.



# HIGHLIGHTS



## CHRISTMAS MARKET AT SANCTUARY

The spirit of Christmas is about sharing, and our market reflected that. Thanks to the support of residents, our members proudly showcased their handmade creations for the Christmas season at Sanctuary Coworking.



# HIGHLIGHTS

## CHRISTMAS MARKET AT TETT

Taking place before Christmas, the 2-day market was the perfect spot for last-minute shopping. 40+ vendors offered festive food and handmade, creative finds that brought smiles throughout the season of giving.



# MEET THE AWEC TEAM



**LEV CALANG**  
FOUNDER  
BOARD OF DIRECTOR



**AGGIE HAYDOCK**  
BOARD OF DIRECTOR  
OPERATIONS



**CAROLE DOGHOR**  
BOARD OF  
DIRECTOR  
COMMUNITY  
ENGAGEMENT



**NAZISH  
MOLEDINA**  
BOARD OF  
DIRECTOR  
SPECIAL PROJECTS



**PRAVITHA  
GOPISETTY**  
BOARD OF  
DIRECTOR  
SPECIAL EVENTS

# MEET THE AWEC TEAM



**NAYANIKA WIJEKOON**  
COMMUNITY PARTNERSHIP  
DIRECTOR



**JUBY ENGO**  
MARKETING COMMUNICATIONS  
DIRECTOR



**MARYAM HASHIMEZADEH**  
OPERATIONS / ADMIN MANAGER



**JOBEL SALVADOR**  
EVENTS MANAGER



**NICOLE CALPOTURA**  
MARKETING COMMUNICATIONS  
OFFICER

# MEET THE AWEC TEAM



**MARIA VARIAS**  
MARKETING COMMUNICATIONS  
OFFICER



**CATHERINE TALANA**  
MARKETING COMMUNICATIONS  
OFFICER



**BEN NARODITSKY**  
MARKETING COMMUNICATIONS  
OFFICER



**GURSIMRAN CHEEMA**  
MARKETING COMMUNICATIONS  
OFFICER



**KATHLEEN LIZOTTE**  
EVENTS OFFICER

# MEMBERSHIP PROGRAM

Become part of a vibrant community of women dedicated to business growth, personal empowerment, and holistic wellness. Enjoy exclusive access to events, resources, and support that will elevate your personal and entrepreneurial journey!

**Join the AWEC community today!**

## WHO CAN JOIN

- Female business owner or aspiring entrepreneur, at any stage of the entrepreneurial journey
- Passionate about personal growth and committed to professional development
- Open to collaboration, learning, and shared experiences
- From any industry or business sector

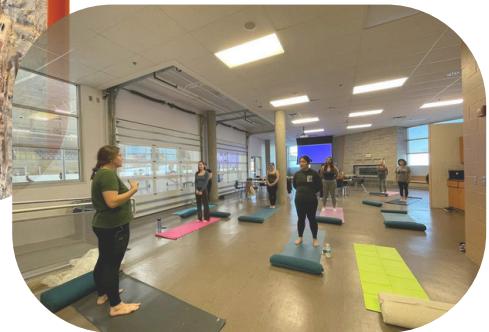
## MEMBERSHIP BENEFITS

- Business exposure
- Networking and mentorship
- Business consulting
- Wellness events
- Learning events
- Exclusive discounts & MORE!

## HOW TO JOIN

Check out  
**AWEC**  
**MEMBERSHIPS**  
to register  
online.

Join any of our  
upcoming  
Lunch and  
Learn or Mixer  
events to  
register in  
person.



# CONTEST ANNOUNCEMENT

## AWEC Pitch Your Vision Competition 2026

Are you an **early-stage female founder** eager to advance your business? Participate in this year's AWEC business pitch competition for an opportunity to strengthen your brand and amplify your impact! The program this year consists of an 8-week entrepreneurship bootcamp culminating in a business pitch competition where founders can compete to win cash prizes!

### WHO CAN JOIN

- Female-founded and female-led business
- Must be operating in Ontario for a minimum of 1 year and not more than 4 years
- Ready and committed to attending all bootcamp sessions virtually or in-person

### APPLICATION DETAILS

- Complete an online application form
- Attend a virtual interview



### CONTEST SCHEDULE

- FEB 15 - Applications open
- MARCH 15 - Application deadline
- MAY - JULY - Bootcamp
- AUGUST - Quarter-finals
- SEPTEMBER - Semi-finals
- OCTOBER - Finals pitch day and awarding ceremony

To learn more, visit:  
[https://www.awecca.com/  
pitchcompetition](https://www.awecca.com/pitchcompetition)

**JAN  
18**

**NEW YEAR POP-UP MARKET**

**10:30 AM - 4 PM | Tett Centre, Kingston ON**

**FEB  
11**

**SKYLAR VAN ROSSEM MASTERCLASS**

*Growing your Visibility to Expand your Business*

**5:30 PM - 7:30PM | \*\*Zoom**

**FEB  
14**

**VALENTINE'S DAY POP-UP MARKET**

**10:30 AM - 4 PM | Tett Centre, Kingston ON**

**FEB  
19**

**MICHELLE LAWRENCE MASTERCLASS**

*Canva 101 For Small Business Owners*

**5:30 PM - 7:30PM | \*\*Zoom**

**FEB  
28**

**LUNCH AND LEARN MIXER**

*Tax Reporting & Basic Bookkeeping For Small Businesses*

**11 AM - 2:30 PM | Goodes Hall, Room 312**

**Smith School of Business, Kingston ON**

**MAR  
9**

**INTERNATIONAL WOMEN'S DAY SUMMIT**

**9:30 AM - 4 PM | Metro Hall Rotunda, Toronto ON**

**MAR  
31**

**MATT HAWKSLEY MASTERCLASS**

*Reinvention: Redefining Success on Your Terms*

**5:30 PM - 7:30PM | \*\*Zoom**



**SAVE  
THE  
DATE!**

**ANNUAL WOMEN'S WELLNESS RETREAT**

**September 12, 2026 | 9 AM - 3 PM**

*Shibagau Creek Forest Farmstead*

*Tamworth, ON*

# COMMUNITY PARTNER SPOTLIGHT

## Mabuhay Fil-Can Inc. Presents Mabuhay Festival

A vibrant celebration of Filipino heritage, culture and the resilience of Filipinos across Kingston and the surrounding region. This inaugural event brings together families, community members, and local businesses for a day filled with culture, connection and community spirit.

AWEC members and partners are warmly invited to take part in the festival as vendors. This is a wonderful opportunity to showcase your businesses, connect with a diverse market, and celebrate entrepreneurship within a lively cultural setting.

We look forward to welcoming you to a festival that honors tradition, fosters collaboration and brings communities together.



[@mabuhay.filipino-canadian.kingston](https://www.facebook.com/mabuhay.filipino-canadian.kingston)



[@mabuhayfilcan.ca](https://twitter.com/mabuhayfilcan.ca)



# AWEC PARTNERS FEATURES

\*Here are our valued and generous partner businesses offering special discounts and exclusive promotions for AWEC members. **Present your AWEC member ID to enjoy these benefits.**



613-417-0445

\*10% off day passes, meeting rooms and membership options



**Drivisa**  
Licensed For Convenience



ali@drivisa.com

\*10% discount for all AWEC members and their family



info@themercury.ca



613-766-7225

\*15% discount on food and drinks



613-900-7254

\*Showroom space to showcase AWEC members' products



info@columbuscafekingston.ca



416-428-3177

\*10% discount on food and drinks

## **VOLUNTEER WITH AWEC!**

Roles are available in Marketing & Communications, Graphic and Multimedia Design, Business Consulting, and Events Coordination, all in support of women entrepreneurs and women-owned businesses.

Interested to become a volunteer?

SIGN UP HERE: [\*\*Volunteer\*\*](#)



[www.awecca.com](http://www.awecca.com)



[@Awec Canada](https://www.facebook.com/Awec%20Canada)



[@AWEC Canada \(All Women Entrepreneurship Circuit\)](https://www.linkedin.com/company/all-women-entrepreneurship-circuit)



[@awec.ca](https://www.instagram.com/awec.ca)

### **LEARN MORE ABOUT:**

#### **MEMBERSHIPS**

[aewcmemberships@yahoo.com](mailto:aewcmemberships@yahoo.com)

#### **POP-UP MARKET**

[aewcbazaar@gmail.com](mailto:aewcbazaar@gmail.com)

#### **MEDIA/PARTNERSHIP**

[marcomm.awec@gmail.com](mailto:marcomm.awec@gmail.com)

**AWEC is a proud member of:**

