

# The Prosperity Project Reflects on Two Years of Helping Women Throughout the COVID-19 Pandemic

May 31, 2022

Two years ago, The Prosperity Project (TPP) was started by Pamela Jeffery at the height of the COVID-19 pandemic. A not-for-profit organization, TPP was founded with a mission statement to mitigate the impact of the pandemic on women in Canada.

Although Canada has made progress in bridging gender inequalities and addressing longstanding inequities, many social attitudes and business practices, such as the wage gap between men and women, leave women more vulnerable to economic shocks. As a result of this, the pandemic had a disproportionate impact on the health and careers of women and young girls of all backgrounds and demographics across Canada. These effects were extensive, including increased rates of economic insecurity, a rise in domestic abuse, and additional daily caretaking responsibilities, in addition to significant professional setbacks.

Recognizing that additional resources and efforts would be needed in order to help women recover from these effects, The Prosperity Project developed five core initiatives which focus on linking women and prosperity. Since its foundation, TPP has gained status as a registered charity and made significant strides in empowering women throughout Canada. Some of the major accomplishments that TPP has achieved over the past two years include:

- Collecting and publishing the first-ever data on a total 22,397 women at the top leadership levels in 2020 and 2021;
- Collecting some of the first research in Canada on the lived experience of women during the pandemic through four pan-Canadian surveys;
- Advocating for national childcare and early childhood education;
- Matching professionals as volunteers in 316 engagements with charities and not-for-profit organizations that deliver services to women and girls across Canada.

As one of the organization's Founding Visionaries, WeirFoulds Partner Lisa Borsook has played an integral role in enabling The Prosperity Project to help women across Canada achieve professional success and attain economic stability. We're incredibly proud of the important work that Lisa and The Prosperity Project have done and continue to do.

Visit [canadianprosperityproject.ca](https://canadianprosperityproject.ca) to learn more about TPP's five initiatives, the work they've done so far, and how you can get involved.



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

#### Toronto Office

4100 – 66 Wellington Street West  
PO Box 35, TD Bank Tower  
Toronto, ON M5K 1B7

Tel: 416.365.1110  
Fax: 416.365.1876

#### Oakville Office

1320 Cornwall Rd., Suite 201  
Oakville, ON L6J 7W5

Tel: 416.365.1110  
Fax: 905.829.2035