





# WTAL CANADA + THE FINANCE CAFÉ

## EMPOWERHER

A COMPREHENSIVE AND INTENSIVE CAPACITY BUILDING INITIATIVE  
TOWARDS IMPROVED GOVERNANCE, OPERATIONAL EXCELLENCE  
AND REVENUE MANAGEMENT FOR WOMEN.

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# EMPOWERHER

## BACKGROUND :

WTAL Canada invites you to a unique learning opportunity for women entrepreneurs – the Business Finance learning circle focused on building your business financial management skills, presented by The Finance Cafe.

## ABOUT THE ORGANIZERS :

**WTAL Canada** (WTAL) is a not-for-profit women's advocacy organization operating at the intersection of women's empowerment, community building, and social change. By providing a platform for women to share their stories, engage in meaningful dialogue, and influence policy, WTAL plays a critical role in shaping a more equitable future for women across Canada. Through diverse programs, impactful events, and an unwavering commitment to inclusivity, we not only empower women to succeed but also drive systemic change toward a more just and equitable society.

**The Finance Cafe** (TFC) is taking the mystery out of the numbers! The Finance Cafe was birthed because of a passion to advance women's entrepreneurship and the belief that it was time to build a financial literacy platform that addresses critical gender gaps and meets the unique needs of women entrepreneurs. TFC's mission is to empower women to reach their full potential as entrepreneurs by providing education initiatives that inspire, educate and encourage women to take control of their business finances.

*"The Finance Cafe really enhanced my financial knowledge, gave me a better understanding of my financial position, and helped guide me in developing my personal and business financial goals. Excellent program."*

## PROGRAM SCHEDULE

### Day 1 - Saturday, Mar 21, 2025

<b>8:30 AM</b>	Arrival and Continental Breakfast (Meeting Room)
<b>9:00 AM</b>	Welcome, Land Acknowledgement and Introductions
<b>9:30 AM</b>	The money mindset as your most powerful financial asset
<b>10:45 AM</b>	Coffee/Tea Break (Meeting Room)
<b>11:00 AM</b>	Financial Fundamentals: financial statements as decision making tools
<b>12:30 PM</b>	Lunch (Meeting Room)
<b>1:30 PM</b>	What is profit?
<b>2:45 PM</b>	BREAK - Check In
<b>3:00 PM</b>	Why Cash is queen: The role of cash in a business
<b>4:00 PM</b>	End

### Day 2 - Saturday, Mar 28, 2025

<b>8:30 AM</b>	Breakfast (Meeting Room)
<b>9:00 AM</b>	Reflections from day 1 and what to expect from day 2
<b>9:30 AM</b>	Staying solvent: the importance of liquidity and solvency
<b>10:30 AM</b>	Coffee Break (Meeting Room)
<b>10:45 AM</b>	Creating your financial roadmap: building your company's future through goals, projections and budgets
<b>12:00 PM</b>	Lunch
<b>1:00 PM</b>	The financing landscape: learning the ins and outs of financing for your business
<b>2:00 PM</b>	Final Thoughts/Q&A
<b>2:30 PM</b>	Networking time if desired