



# THE LADY ALLIANCE

2019 Impact Report



# JUST A QUICK NOTE TO SAY, FROM THE BOTTOM OF OUR HEARTS, THANK YOU.

This email is an overwhelming THANK YOU for such an incredible year with The Lady Alliance.

We learned some, we grew some, we changed some, and all of this thanks to each of you who supported us along the way.

As a supporter and valued friend of the The Lady Alliance we are pleased to share with you this quick snapshot of our year, our end of year Impact Report, and a thank you note from our founder Kieren Britton.

We live in an amazing country, with endless opportunities, during an exciting time in history. And we are abundantly grateful for each and every one of you who supported our journey this year.



# 2019 SNAPSHOT

The Year Of Partnerships.

A huge thank you to the following companies who partnered with us on a tour, or supported our events along the way!

These companies include:

- Burton
- Mountain Girls
- Go Rving Canada
- Arcteryx
- MEC
- Women Who Explore
- Fjallraven
- Blue Cross
- Get Outside Adventures
- Women's Adventure Film Tour

and so many more! This year was an incredible collaboration with so many incredible minds. We thank each and every one of you for your huge, life changing impact you have had on our lives!



# THE YEAR OF GROWTH.

A HUGE thank you to each of you who joined us along the way.

This year we surpassed 2000 people joining our events - in only 2 short years!

Each and every one of you have made a huge impact on our lives and we cannot imagine The Lady Alliance without you.

From giggles on summits, to feeling someone's strength as you sit beside them our empowerment editions, and everything in between, we have grown our community thanks to you.

You are a huge part of the fabric that makes this community. Thank you.





# THE YEAR OF NEW.

This was the year of new events, to say the least.

From our very first conference in Saskatoon, to Mother-Child events and everything in between!

Not to mention our first of many multi-location tours, this year we expanded our event repertoire and ventured into the unknown.

This year we hosted 3 months of multi-location tours, in partnership with Go Rving Canada, Burton and Arcteryx.

2019 also saw our first of many online courses!

Our Mind Course launched in October, and was an incredible way to reach hundreds of thousands of ladies, looking for personal growth through mental wellness.

2020 is shaping up to have 4 new online courses, and 8 months of multi-location tours... so get ready for some local events coming your way!



# THE YEAR OF TEAMWORK.

If hosting multi-location events wasn't a crazy enough change and growth alone, The Lady Alliance also grew through the creation of Chapter Coordinators!

As of October we now have 11 live chapters of The Lady Alliance around Canada and the United States!

Each chapter has an incredible lady behind the scenes organizing local Lady Alliance event's once a month, and growing their local community!

We cannot wait to grow our chapters and reach all ends of North America!

Our internal team has also grown! We now have a social media support team member, an editor managing our online courses, and a Chapter Coordinator Manager!

We are so thankful to have a growing team of motivated, inspiring, kick ass ladies to work along side.



# OUR IMPACT REPORT.

This year we reached as far as we could to give back to our community.

Through our efforts we were able to make the following impact:

- 1) We sponsored two motivated women-in-need so that they could complete their Interpretive Guiding Certificates.
- 2) We sponsored 3 free tickets to our weekend retreats to women-in-need to help them build their community and get outdoors.
- 3) Through a partnership with MEC and Blue Cross we were able to sponsor 50 ladies helping them attend our first conference addressing mental health, located in Saskatchewan. Thank you to Dress for Success, International Women of Saskatoon and Outdoor School for joining us!
- 4) We gave away 20 tickets to our local events through personal sponsorships.
- 5) We donated \$354.90 to Power To Be thanks to our Eco Tour - Seattle location!



# WHAT'S IN STORE FOR 2020?

We are SO EXCITED to announce our partnership with the Canadian non-profit organization Power To Be!

Power To Be is a Canadian Non-profit that breaks down barriers to help get everyone outside. Power To Be programs support people in our local communities. Whether an individual is living with a financial, physical, cognitive or social barrier, Power To Be helps them access nature and explore their limitless abilities.

Each of our tours will be donating ticket proceeds to Power To Be throughout 2020. So if you hear of our tours - jump on board! Your ticket is going to an incredible cause!

Not to mention tours!!!! And we start off 2020 with a bang!





# WHAT'S IN STORE FOR 2020?

Out of the gates this new year we are hitting up 5 locations in January for our Seeking Stoke film series!

This is a ladies ski series you will not want to miss!

We also have an environmentally focused multi-location tour, our Women's Empowerment tour, an Adventure Safety tour and another film tour coming your way!

Our incredible partnerships include:

- Fjallraven
  - Mammut
  - Arcteryx
  - MEC
- and more!



# LAST BUT NOT LEAST, A NOTE FROM OUR FOUNDER, KIEREN BRITTON:

*The Lady Alliance has consumed my every moment for the last two years, and as I sit here today reminiscing this year, I am overwhelmed with gratitude and humbled by your love.*

*It wasn't an easy year. With growth comes pain. But we dove deep, pulled through, and are now growing as a company at a rate that we could never have imagined.*

*All thanks to each of you. Words cannot express my gratitude to every single person who has touched The Lady Alliance this year.*

*Whether that be through partnership, ongoing support, membership, or attending our events,  
THANK YOU.*





# LAST BUT NOT LEAST, A NOTE FROM OUR FOUNDER, KIEREN BRITTON:

*Thank you for everything you have brought, or are considering bringing, to our community.*

*Thank you for sharing who we are, and what we do with your friends and family.*

*Thank you for purchasing memberships (shout out to those 127 members out there!), for joining us at events (over 2000 strong in two years... my mind is blown!) and partnering with us on our multi-location tours (shout out to those partners - we truly only tour with the best!)*

*Thank you for being my sounding board, my support system, and my family. I can't imagine life without you all.*

*Much love, Kieren + The Lady Alliance We look forward to working with you in 2020!*

