



ASSOCIATION OF
WOMEN IN FINANCE
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Association of Women in Finance – Volunteer Board of Directors Positions

Who Are We?

The Association of Women in Finance (the "AWF") is a group of finance professionals dedicated to supporting the advancement of women in finance. (www.womeninfinance.ca)

We are executives, bankers, lawyers, accountants, investment professionals, actuaries, venture capitalists, insurers and entrepreneurs. We work in both private and public practice across a wide range of industries.

What Do We Do?

Quite simply, we exist to encourage women finance professionals to claim their seats at the boardroom table.

An annually elected Board of Directors governs the AWF, providing leadership and vision to the organization.

How Do We Do It?

Since 1996, we have been honouring successes, supporting advancement and exchanging knowledge by:

- Recognizing women in finance who have achieved excellence through our PEAK Awards;
- Encouraging women to enter the finance field through our scholarship program; and
- Involving, connecting and developing women in the business community through events such as our Economic Update, Real Estate forum and Fireside Chats.

Board members work closely with one another and are supported by Committees and the AWF Administrator. The Board is tasked with building on the solid foundation and guiding the future of the AWF. The Board helps to grow the AWF in a manner that improves outreach to BC's finance community and helps establish, maintain and grow meaningful partnerships within the industry.

To be successful, ideal Board and Committee members bring the following skill set and experience:

- Ability to thrive in a team and project-oriented environment;
- Ability to work and make decisions independently;
- Ability to build and leverage strong relationships with members, participants and sponsors;
- Commitment to the organization, its vision, mission and values; and
- Enjoyment in taking initiative and leadership roles.

Directors – Co-AWF Sponsorship (two year term) (Max 2 directors)

Non-Executive Directors

Description: The Co-AWF Sponsorship Directors are responsible for the strategy and oversight of sponsorships associated with the AWF including all AWF events over the course of the year and will perform such tasks as determined by the Board periodically and documented in the Board Task List.

Duties: The AWF Co-Sponsorship Directors shall:

1. Contribute to the development of the strategic direction, leadership and vision of the AWF;
2. Develop a sponsorship strategy for the AWF's calendar year and AWF events aligned to its mission, vision and values;
3. Direct the Board's involvement in AWF sponsorships based upon the sponsorship strategy developed;
4. Create and maintain a sponsorship database used to identify and track the status of sponsorship pipeline opportunities for AWF on a regular basis. The scope does not include in-kind sponsors;
5. Create and maintain a sponsorship opportunity package by reviewing the sponsorship database and determining various sponsorship funding levels and benefits;
6. Oversee outreach activities to contact sponsorship leads from the sponsorship database or other referrals including sending out AWF's sponsorship opportunity package to potential sponsors;
7. Negotiate contracts with sponsorship leads with the assistance of the Director – Corporate Governance/Secretary and follow-up for the execution of the sponsorship contracts; Oversee the AWF Administrator (or other delegates) with respect to sponsorship execution and the administration of AWF events related to sponsorship;
8. Maintain relationships with sponsors including ensuring sponsorship benefits are delivered and sponsors are satisfied with their AWF relationship;
9. Gather post-event feedback from major sponsors and make required adjustments in sponsorship package and approach to address any concerns raised;
10. Assist in the preparation of post-event impact reports for all AWF events and provide post-event impact reports to our sponsors;
11. Develop and maintain sponsorship information on AWF's website with AWF's Administrator's assistance including a sponsorship donor form and a list recognizing current major sponsors;
12. Assist Treasurer to budget and track consolidated revenue with the support of the AWF Administrator;
13. Act in an advisory capacity to the AWF;
14. Create or revise all necessary sponsorship policies and procedures pertaining to such office;
15. Perform all duties incident to such office or that are properly required of them by the Board, both together and individually; and
16. Exercise such other powers and perform such other duties as may from time to time be assigned to them by the Board, both together and individually.

Time Commitment:

All AWF directors are expected to be available for:

1. Monthly board meetings (2 hours each);
2. Event attendance (AGM –Sept; a Major Event; PEAK – May; minimum of one Fireside Chat Event (Sept, Nov, Feb, June));
3. "On Board" session (4 hours in late September or early October);
4. PEAK Sponsorship calls and follow-up (6 hours in February or March);
5. PEAK Board preparation and table assignments (full weekend day in early May prior to PEAK);
6. PEAK "Day of" duties (full weekday day in May for PEAK); and
7. Strategic Review and Board Planning session (4 hours in June or other date set by the board).

The Co-AWF Sponsorship Directors' duties will require approximately an additional 6 – 10 hours per month.