

Annual Report

iSisters Technology Mentoring Inc.

2010-2011



iSistersTM **10**
TECHNOLOGY MENTORING **YEARS**

*Celebrating 10 years of Connecting Women
in Need with Technology through Mentoring*

iSisters Technology Mentoring, the leader in technology learning and development helps to empower women in need to live better lives, create brighter futures and build stronger communities.

iSisters Technology Mentoring Inc.

323 Chapel Street, 3rd Floor

Ottawa, Ontario K1N 7Z2

Web: www.isisters.org

E-mail: info@isisters.org

Charitable Number 87430 2714 RR0001

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Message from the Board Chair

It is my privilege to provide you with some opening words that summarize (some) of our strategic and operational activities from the past year.

2010-11 year proved to be another exceptional period for iSisters. As we launched the year, we began celebrations and strategic communication for an important milestone in our history – the 10th anniversary for iSisters. Since our founding, iSisters has matured as an organization to be “the” leader in the not-for-profit sector – providing skills and mentoring to women about technology and the doors it will open for them. In many ways, the learning’s from a decade of hard work has positioned us well for stable growth – delivering programs locally, and stronger than ever in maintaining vital partnerships, both from a program and sponsorship level.

To follow-through on our strategic direction set in 2009, we continued:

- To build a stronger, sustainable image in the community making it easier for us to open doors with our partners, our supporters and our very generous funders.
- To enhance and strengthen our partnerships so that we align our objectives and work more closely toward our goal of partner sustainability.
- And finally, to build a strong resource base not only financially – but our human resources, our material resources and the funding that is required to sustain them.

We’ve made significant strides toward those priorities this past year, and I hope you take a few minutes to read this report to find out just how we’ve accomplished this.

iSisters is now nationally recognized for the award-winning programs that enrich the lives of many women who are marginalized, at-risk or for other reasons disadvantaged in our community. By extending essential technology skills we are giving women who would not normally have access to computers and the Internet, the tools to improve their skills, enhance their self-esteem and grow to full potential. Research clearly shows that educated women build stronger communities, and iSisters is proud to be part of that community mobilization.

Of course we could not do what we do without the on-going strong commitments from members of the local community, our very important partners, our generous sponsors and wider communities to help us run and develop new programs. Please take the time to read about our sponsors and program partners. Without them we could not be successful.

Our goal is clear: to empower women in need by helping them learn basic, necessary technology skills. In the pages ahead, I invite you to learn more about iSisters and how you, too, might want to get involved in sharing the positive results that iSisters brings to our learners.



Pat den Boer

Patricia den Boer, Board Chair,
iSisters Technology Mentoring
President,
Powerhouse Communications Group Inc.

Message from the Executive Director

It has been an ambitious and rewarding year at iSisters!

We have embraced new partnerships, opened our eighth Learning and Technology Lab, launched the new version of our e-learning program and connected our learners to more resources through our asset map. All of this while continuing to provide enriched learning programs for our students.

This year also marked the beginning of our 10th Anniversary. Ten years is a milestone that we intend to celebrate all year long! It also heralds a new chapter for us as we work toward further expansion and outreach within our community.

Another anniversary took place this year, the Centenary of International Women's Day. The theme for this significant celebration? "Equal access to education, training, science and technology. A pathway to decent work for women".

It is a theme that defines the very essence of iSisters.

It has been said that we are living through one of the most significant times in human history. The technological revolution of the past 20 years has forever altered how our societies function socially, economically and politically. It is also believed that we are only at the beginning of this digital revolution. We at iSisters believe that it is vital that all of our citizens, including women who are living on the margins have equal access to technology and opportunities to become digitally literate.

Our most sincere thank-you to our dedicated volunteers, board and donors for your sustained support these past ten years. You have played an integral role in the work we do and the continued achievements of our graduates who now number over 1500!

The year ahead will be exciting as we focus energies on two new projects, our Mobile Learning Lab and a new website. We continue to forge ahead to support capacity with our partner centres and work towards sustaining and building new community and corporate alliances.

My gratitude goes out to all who have built the foundation of iSisters and to those of you who will help us attain our future growth and success into our next decade!



Jolynn Sommervill
Executive Director,
iSisters Technology Mentoring Inc.

About iSisters



iSisters Technology Mentoring Inc. is a Canadian charitable organization that was founded in 2001 by a group of teachers who wanted to contribute to their community.

iSisters connects women in need with technology through mentoring. We increase economic earning potential and independence for women in poverty in Ottawa who are unemployed, have limited education and depend on government services for basic needs. iSisters' award winning, sustainable and innovative technology mentoring programs, offered free to participants, are built through strategic alliances with non-profit community partners. iSisters' programs enhance employability skill development, provide a critical and effective stepping stone to improved quality of life and initiate long term and high impact positive change for marginalized women.

We design and deliver community-based technology learning programs in partnership with community organizations that support women in need. Through technology awareness, mentoring and coaching we aim to increase earning potential and economic independence for women in need. Our learning programs are aligned to ISTE NETS (International Society of Technology in Education National Education Technology Standards) and the Conference Board of Canada's Employability Skills 2000+.

At iSisters, we believe in education, volunteerism and community capacity building. We are passionate about the potential of technology as a means to learn, grow and gain economic independence. Our learning programs are built in collaboration with community partners, are customized to meet the needs of learners and are built to be sustainable (without the need of onsite support from iSisters) within two years.

Our Mission

To provide access to technology;
To develop and deliver technology mentoring programs; and
To enhance career opportunities through technological awareness.

Our Vision

iSisters Technology Mentoring, the leader in technology learning and development, helps empower women in need to live better lives, create better futures and build stronger communities.

Accomplishments of the Past Year

- Successfully graduated 190 students in the past year from four different centres.
- Launched a new Technology and Learning Lab at the Ottawa Community Immigrant Services Organization (OCISO) on the 100th Anniversary of International Women's Day on March 8th, 2011.
- Launched our new, media rich e-learning site, iTechnology and connected our learners to more resources in our community through our asset map.
- Secured new corporate funds to purchase our mobile lab equipment for young at-risk women who are homeless or at risk of being homeless to gain Web 2.0 skills.
- Video of our learners and partners produced for our 2010 AGM and available on our website.
- Article in the Kitchissippi Times about the new Technology and Learning Centre at the Ottawa Community Immigrant Services Organization (OCISO).

- Profiled in the Community Foundation of Ottawa's 2010 Annual Report for our project with OCISO.
<http://www.communityfoundationottawa.ca/AR10/html/story4.html>
- For the fourth year, awarded academic post-secondary scholarships to teen moms graduating with their high school diploma from St. Mary's Home and Youville Centre.
- iSisters continues to be the Charity of Choice for Elation Centre Yoga studio, Begin 2 Believe Volleyball Tournament and the Ottawa Browncoats annual Serenity screening.

Comments from our learners:

I find this program very valuable because it's something that you need to have in today's world.

Carol

I have learned so many important things during the course and I really enjoyed it. Working with PowerPoint, Excel, Facebook and everything else was interesting and exciting for me.

Mitra

I am content with the program; it gave me a good understanding of technology.

Sarah

I feel more confident working with computers. The course was informative and interesting.

Jamila

Celebrating our Successes - Past, Present and Future

Written by Linda Milton Perreault



iSisters celebrates a milestone: Ten incredible years!

Ten years of enhancing employability.

Ten years of creating independence.

Ten years of improving the quality of life for women in need.

In honour of our anniversary, we've embarked on a full year of activities that will engage our learners, partners, donors and stakeholders in embracing the past ten years of iSisters. Our theme, *Past, Present and Future*, is aimed at recognizing all those who have given so much to make the organization what it is today. We are proud of our eight Learning and Technology centres in Ottawa and to have graduated over 1500 women from our programs.

The year of celebration began with our April 7th graduation ceremony at IWSO, launching our new 10th Anniversary logo. Jolynn Sommerville, our Executive Director, actively engages our graduates in the 10th anniversary celebrations as the graduation ceremonies continue throughout the year.

The celebration continued into the summer with a successful beach volleyball tournament sponsored by Begin 2 Believe. All proceeds from the event benefitted iSisters.

In September, iSisters received the prestigious TELUS 2011 Innovation Award for our new Mobile Lab, and in October, the Ottawa Browncoats held a screening and fundraiser for iSisters at the Mayfair Cinema.

The 2011 year will conclude with our Annual General Meeting (AGM) which promises to be an unforgettable evening. Our AGM will be held on November 15th at the C3 Centre. Amanda Grainger-Munday from the organization Framework will be making a presentation on *Cloud Computing* and we will be honouring our most giving patrons from the past and present. We look forward to sharing our vision with you for iSisters' future.

Program Reports

Ottawa Community Immigrant Services Organization (OCISO)



OCISO supports immigrants and refugees from 120 countries with their settlement and integration needs. In 2010, OCISO and iSisters formalized a partnership. In March of 2011, we opened a new Technology and Learning Lab and immediately started to offer programs.

Comments from our Community Partner:

The iSisters program is opening doors for the women at OCISO. It offers a safe, supportive, women-only space in which to learn the technology skills they need in Canada. It helps the women regain confidence that has been shaken by the settlement process, and discover talents and skills they did not know they had.

Sarah Alderwick,
Immigrant Women's Program Coordinator & Clinical Counsellor,
OCISO

St. Joe's Women's Centre



About St. Joe's: www.stjoeswomenscentre.org

St. Joe's Women's Centre offers daytime support services to homeless or disadvantaged women and their children. In 2008, iSisters set up four computer workstations and customized a program tailored to the needs of the women at St. Joe's. Since then, 22 women have graduated from the Computer Basics program.

Comments from our graduates:

I like learning about computers. This was my FIRST time!

Vida

Cornerstone Women's Centre



Cornerstone provides emergency shelter and supportive, transitional housing to women who are homeless in Ottawa. Our partnership with Cornerstone started in 2007. Since that time, we have celebrated the graduation of 93 women.

As is our process at iSisters, after a three-year term of delivering workshops, we encourage the staff and volunteers at our partner centre to learn the iSisters curriculum so they may teach the program themselves. The goal of this process is to build community capacity. In April of 2011, we trained a Cornerstone volunteer, Lesley Paterson to take over the course instruction. Since that time, and under Lesley's guidance, 8 more women at Cornerstone have graduated with an iSisters Certificate of Achievement.

Comments from our graduates:

It feels great to have learned about computers. I feel wiser.

Zorodzayi

This course is very valuable; it will help me get back into the workforce.

Cassandra

Immigrant Women Services Ottawa (IWSO)

Immigrant Women Services Ottawa (IWSO) provides counseling and support services to abused immigrant women and their families. In 2006, iSisters set up a lab with nine desktop computers. Since then, we have implemented three levels of programs from introduction to advanced. Our students graduate with a solid foundation in technology skills. Since 2008, we have graduated 431 students from our three-tiered program at IWSO. It has become a centre of excellence and an environment in which we can develop and test new programs.



iSisters' Program Phases and Process – Building Capacity and Sustainability

We establish formal multi-year partnerships with community organizations supporting women in need. Each partnership has a different story; however, there are common elements for partner selection:

- meetings with the potential partner agency to learn about each other
- assessment of the partner's history and capacity
- evaluation of alignment of organizations (mission, goals, values)
- review of available funds to support the new program
- presentation from the partner to the iSisters' Board of Directors
- Board votes on the initiation of the new partnership
- Partnership agreement is finalized and signed by both parties

Setting up a Partnership

Setting up a partnership, after approval from the iSisters' Board, involves the signing of a partnership agreement written by iSisters and with input from the partner. Then a number of steps are taken:

- meetings with executive staff to determine scope and goals for partnership
- meetings with front-line staff who will be involved with the goal of iSisters learning more about the current programs and services at the partner agency and the partner learning more about iSisters
- an outline of program goals, logistics and details is established
- space for the new learning centre is secured by the partner
- hardware and funds are acquired by iSisters to run the program

Program Phases

The community-based programs have three phases, each phase lasting about one year:

1. Design program and acquire resources (hardware and monetary)

The first phase involves building the learning centre and designing the learning program in collaboration with the community partner. A customized program is designed based on the needs of the learner unique to that community partner.

2. Implement the program

The program is implemented, evaluated, and refined. Typically, iSisters spends a year on site delivering the program with the partner, managing required changes, and mentoring the partner and participants.

3. Support sustainability with the program partner

In the third phase, iSisters works with staff at the partner agency to complete knowledge transfer and to prepare the partner to deliver learning programs independently of iSisters.

The goal of iSisters' programs is that the partner agency is independently running the learning program two to three years after beginning phase one.

Community partners, such as OCISO, St. Joe's, Cornerstone and IWSO, are not charged for the products and services provided by iSisters. Through corporate and community partnerships, iSisters is able to provide the program (including computer lab and on-site teaching) at no charge to the partner or learners. All technical requirements are set up, with the support of iSisters, at the beginning of the project.

New Land, New Technologies



Bertha Mo, OCISO; Jolynn Sommervill, iSisters; Bibi Patel, Community Foundation of Ottawa and Katherine Hobbs, Kitchissippi Councilor open the new Technology and Learning Centre at OCISO

On March 8th, 2011 on International Women’s Day, iSisters launched its new Technology and Learning Centre in partnership with the Ottawa Community Immigrant Services Organization (OCISO).

Over forty community members, staff, volunteers, sponsors and stakeholders joined us to celebrate the opening of the new lab.

Bertha Mo, OCISO’s Counseling Manager kicked off the celebration with an inspirational speech about OCISO’s enthusiasm for the partnership with iSisters. Jolynn Sommervill, iSisters’ Executive Director spoke eloquently of the technological revolution of the past 10 years and “The need in a technology rich society such as Canada to offer all of our citizens, especially those living on the margins, access to technology and the opportunity to become digitally literate”.

Bibi Patel, VP of the Community Foundation of Ottawa also shared a few words about the funds that helped launch this project and to thank the donors who made it all possible.

The new lab consists of ten computers donated by IBM and desks donated by Advanced Business Interiors. It is beautiful, bright and very conducive to the learning of technology skills. Funds were also provided from the Leacross Foundation.

Once the lab was officially opened, guests were treated to an interactive demo of the latest version of iTeachology, our web-based learning tool.

Comments from our graduates:

I feel so comfortable and confident now!

Susan

iTeachology – Building Engagement

Written by Tim Birch-Jones

In 2010, iSisters received funding from the Inukshuk organization to build on the iTeachology™ learning program. Our goal was to design an interactive e-learning component to our award-winning classroom curriculum.

In the spring of 2011, iTeachology™ 2.0 was launched to great acclaim from our learners and partners. The e-learning program is built using the free, open source Moodle learning management system (or LMS), and now includes 16 interactive learning modules on subjects ranging from safe surfing to social media.

Learner feedback has been overwhelmingly positive; the friendly interface and interactive lessons make it both easy and fun for our learners to safely start their journey into the online world. Lessons on software like Microsoft Word, Excel, and PowerPoint also help our learners prepare for and seek employment.

Inherent in the program's design is a flexible structure for partners and instructors: each class can be customized to include all 16 modules, or a tailor-made selection of them. Instructors can customize the content in any of the lessons, or create new content, without the support of a programmer – anyone who can use a keyboard can create content for iTeachology™!

iTeachology™ is also free to all our learners, their families and their friends. Other community organizations have also expressed interest in adopting iTeachology™ into their English as a second language programs, and career planning programs.

iSisters would like to thank the iTeachology™ design and development team for their hard work bringing this program to life, and for their continued support to the program and its learners: Louisa Lambregts (instructional design), BlackCherry Digital Media (interactive design, Moodle programming), and Tim Birch-Jones (project management).

Spotlight on Volunteers

Written by Jolynn Sommervill



Bernarda Jurela and students in the classroom at OCISO

Bernarda Jurela signed up for the introductory iSisters course after seeing a brochure posted on the bulletin board at Immigrant Women’s Services Organization (IWSO). As she says, “Someone at IWSO mentioned that the program was great and free, so I signed up.”

Bernarda immigrated to Canada via Germany. She has a BA in Library Science and experience working as a Librarian. “I used computers in my job, but technology has changed so significantly that I knew I needed to improve my skills.”

Over a six month period, Bernarda graduated from the three levels of the iSisters program at IWSO. She gained new skills and an increased level of confidence. “Since graduating, I feel much, much more confident using technology. I now know I can master any new program.”

A year after taking the courses at IWSO, Bernarda started volunteering in the iSisters lab. She now volunteers at both IWSO and teaches the introductory courses in the new lab at the Ottawa Community Immigrant Services Organization (OCISO) in the Hintonburg neighbourhood.

“I am thrilled to be part of iSisters.”, says Bernarda. She adds, “It is a pleasure to work with the women and a great feeling to give back in this way. I would love to see the iSisters program expand and offer more advanced career training or entrepreneurial skills. This would really benefit the community”

Creating a Legacy by Building Capacity

Written by Fran Harding



Lesley Paterson with graduate from Cornerstone

Since its inception, iSisters' role within the community has been to create learning environments within established organizations and be the catalyst for sustained programs within the partner organization that will survive beyond iSisters' active involvement.

This understanding forms part of the agreement between iSisters and its partner from the beginning of the collaboration. It is a vision of an iSisters' legacy shared by the partners.

St. Mary's Home and Youville Centre, our first partnership a decade ago, has a flourishing technology program built from iSisters' pioneering teaching approach and on-going support. The legacy of the relationship has meant young mothers have had the opportunity to complete high school and enhance their economic independence while continuing to care for their young children.

At Immigrant Women Services Ottawa (IWSO), where newcomers to Canada receive assistance in developing skills that will help them gain employment, iSisters integrated computer training with the existing IWSO programs so the women would have 21st century technological skills that would increase their chances for well-paying jobs. With on-going support from iSisters, IWSO is gradually taking over all levels of training using both iSisters curriculum and iTechology™. Happily, teachers at IWSO are graduates of our program. Building the capacity for our partners to assume responsibility for the continuation of the program varies from group to group. At the emergency shelter for women operated by Cornerstone Housing for Women, a community

ministry of the Anglican Diocese of Ottawa, creating the foundation for the legacy program started at the very beginning of the relationship.

Before learners ever came to the classroom, frontline staff at the shelter received training in the iSisters curriculum, and were able to participate as teachers in the first years of the relationship. Although iSisters is no longer providing a full-time teacher, the program continues. A Cornerstone volunteer, Lesley Paterson, provides the training using the iSisters curriculum and iTeachnology.

When Lesley retired from her job as an urban planner with the City of Ottawa and learned that Cornerstone was preparing to build a new residence for older women, she thought she might bring her professional skills to the organization and help as a volunteer. Unfortunately, that position was taken. But Sue Garvey, Executive Director of Cornerstone, saw another opportunity. She asked Lesley if she would consider taking over teaching computer skills at the shelter. While not a computer expert, Lesley agreed to try it. For four weeks she monitored and assisted Zahide Yilbas, the iSisters' teacher. For the next four weeks she taught and Zahide helped out. Then Lesley took the plunge and the student became the volunteer teacher.

According to Lesley, she is "very happy doing what I am doing". "I have met interesting people. It is very creative for me because I have to think it through. One woman wants to set up a small business and wanted to know how the Excel program would help her do that. I had to go home and research that before I could teach her".

Lesley feels well supported by both Cornerstone and iSisters because of iTeachnology™, the course content, and on-going personal assistance. She hopes to see additional content to the curriculum and more volunteers working in the classroom. In her words, "the key is capacity within the organization".

iSisters and its committed partners have truly created a legacy for the community.

Comments from our Community Partner:

Programs like the iSisters computer training course is one of the most effective ways to help women to escape the cycle of poverty and homelessness, as they invariably move from this course to more learning opportunities leading to employment and independence.

Sue Garvey, Executive Director,
Cornerstone Women's Shelter

Corporate Citizenship is Flourishing at iSisters!



iSisters staff and Accenture volunteers prepare the laptops for the classroom

iSisters newest project, the Mobile Learning Lab was awarded funding through the TELUS Community Fund in March of 2011. “This was the first time TELUS had supported an iSisters project, so we were thrilled to be chosen” reports iSisters Executive Director, Jolynn Sommervill. When Shannon Gorman, National Director of Community Affairs called to share the news, she said that the project concept was directly in line with what the board of directors were looking to support: a project that would both engage at-risk youth and was technologically innovative.

The Mobile Lab was designed to take iSisters’ award-winning technology training workshops to young women who are homeless or at risk of being homeless. Today’s youth are the first generation to grow up surrounded by digital media but it is a misconception that all young people by virtue of their age are technologically literate. Digital literacy, technology skill development, internet access and its use are strongly influenced by economic and cultural factors and those living on the margins, even in a technology rich society, are being left behind.

In April, additional support followed from global management consulting and technology services giant, Accenture. “After meeting with Jolynn and learning more about the innovative work they were planning with the mobile lab project, we agreed to support it through our Skills to Succeed initiative

under Accenture's Corporate Citizenship program. We wanted to offer financial assistance but also to provide our expertise in supporting Jolynn and her staff to identify the best technology for the project", says Accenture's Shelly Monahan.

"The equipment needed to be of the best quality, affordable, durable and as light weight as possible given that our instructors will be carrying laptops from place to place", says Sommervill.

During the spring of 2011, iSisters staff and Accenture volunteers met together several times to source and later to prepare and configure the equipment to be ready for the instructors. It was a rewarding experience for both organizations. "The advice that Accenture volunteers offered us was invaluable", says Sommervill. "It saved me and my staff many, many hours of work. We are very pleased, as are our students, with our mobile lab".

Additional support for this project also came from The Community Foundation of Ottawa, The City of Ottawa and Alcatel-Lucent. Community partners include Operation Come Home and Tewegan Transition House for Aboriginal Women.

At the time of this report, iSisters had just been awarded the TELUS Ottawa Community Board's 2011 Innovation Award for the Mobile Learning Lab project!



*Technology Instructor Jeff Cogan,
with the Mobile Learning Lab*

The Team

Board of Directors

Patricia den Boer
Chair of the Board

Joanne Lincoln
Director, Human Resources

Linda Milton-Perreault
Director, Secretary

Carolyn Ho
Director, Treasurer

Melissa Peneycad
Director

Arlene Hall
Director

Diana Vidal
Director, Volunteer Management

Cathy Lewis
Director and Founder

Eileen Dooley
Director at Large and Special Advisor

Staff / Contractors / Volunteers (May 2010 – May 2011)

Executive Director
Jolynn Sommervill
jsommervill@isisters.org

Project Manager, iTeachnology
Tim Birch Jones

Technology Instructors
Larysa Kayuda
Gwen Gibson
Bernarda Jurela
Jeff Cogan
Lesley Paterson

Instructional Designer, iTeachnology
Louisa Lambregts

Bookkeeper
Eileen Legros CB,
Freedom Financial Services

Program Manager
Zahide Yilbas

Graphic Design
Andrew Young
www.andrewyoung.ca

10th Anniversary Logo
bv02

Support from the Community



Alcatel·Lucent



Services/Donations



BEGIN TO BELIEVE



OTTAWA BROWNCOATS



GrahamLaw
613.866.0615
graham@glaw.com



WWW.ANDREWYOUNG.CA



iSisters Technology Mentoring Inc.

May 1, 2010 through April 30, 2011

SUMMARIZED STATEMENT OF OPERATIONS

	2010-2011	2009-2010
REVENUE		
DONATIONS	8,202.51	24,168.89
PROGRAM/GRANTS	106,590.00	86,000.00
TOTAL REVENUE	114,792.51	110,168.89
EXPENSES		
GRANTS AND PROGRAMS	157,215.95	115,146.16
OPERATING EXPENSES	16,216.28	25,603.11
TOTAL EXPENSES	173,432.23	140,749.27
EXCESS OF REVENUES OVER EXPENSES	-58,639.72	-30,580.38

SUMMARIZED BALANCE SHEET

ASSETS		
CASH	51,135.67	62,884.81
TOTAL ASSETS	51,135.67	62,884.81
LIABILITIES AND EQUITY		
CURRENT LIABILITIES PAYABLE	(2,154.14)	2,874.50
EQUITY		
RETAINED EARNINGS	111,929.53	19,169.73
NET INCOME	-58,639.72	40,840.58
TOTAL LIABILITIES AND EQUITY	51,135.67	62,884.81
