TORONTO'S SEASONAL LIFESTYLE ON-LINE MAGAZINE

HER COLLECTION

COLLECT.CONNECT.CREATE.

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editor's note

HAPPY CANADA DAY & Welcome to HER COLLECTION!

This Toronto Living Magazine reflects the interests of women who want to be in the know. We highlight the Professionals from The EntreprenHER Collective who represent the best in their perspective industry. Their stories will surprise, delight and inspire you!

We have also included hot topic articles- Beauty, Health & Nutrition, Financial Information, Wellness & Spirituality and the Coaching Corner for all the questions you need answered! Birthed from Quarantine, we are proud to say we are coming out better than when we went in!

Enjoy!

Janine Bowen
EDITOR-IN-CHIEF

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The EntreprenHER Collective



ALIYA SINGH

THE COLLECTIVE IS PLEASED TO HAVE IT'S DEBUT ISSUE FEATURE NONE OTHER THAN IT'S OWN ALIYA SINGH OF TRUE YOU IMAGE AND ARTISTRY

by Janine Bowen

Tell us about your business.

True You takes a very unique approach compared to the traditional Image Consultants. We work with the personal style that you've already established and tweak it to suit your best self and lifestyle.

This approach was designed with the ideals that every individual has their own style, it's our job to enhance their personal image allowing clients to live a confident, successful life putting their best foot forward.

How did you come to find your purpose?

Having a knack for style at a very young age, I continued to study it and how it represents each individual. I would get constant inquiries from people on style and makeup, how to put outfits together, where to shop and what outfit suits them best. This quickly made me realize that this wasn't just a knack; it was my life purpose to make women feel incredible in their skin.

Sharing my customized tips based on ones unique needs gave me incredible fulfillment and appreciation that my interests would organically morph into my career. After a while, it stopped feeling like 'work'

HERstory ALIYASINGH

What makes you unique in this field?

My interest in style was never inspired by fashion or the most expensive garment, brand name or seasonal collection. I wore what made me feel good. What made me feel confident and strong. Many consultants in this industry team up with the big designers and build a client based on the newest trends on the market. Although that may be someone else's way, it's not the True You way.

We stand out for the way we mix & match old classics that you love and insert new wardrobe pieces to bring it all together. There's no right or wrong at T.Y, only different and custom. I was never one to wear labels or status pieces. I believe every closet has gems that make us feel incredible. With the right eye, we can learn to pair those gems with new, modern additions.

We work with women of all ages, life stages and styles who want to improve their image and being all inclusive makes us stand out in the crowd.

What is one quirky thing that people don't know about you?

I love this question! Well...I'm allergic to mint and also to dark chocolate! They only make me sneeze, but allergic nonetheless. The ironic part is that Mint Chocolate chip is my favorite ice cream :)

What's trending in your industry?

Covid Clothes! People have reinvented their style for comfort and elegance in their isolation wardrobes. With so many meetings being done by video, many have created a mid way comfort/casual/classy way to approach their attire.

Although we only see people from their shoulders up, we know they are somewhat put together, but still are comfortable in doing so. It quickly created a massive 'lounge wear' fad. If it sticks around past the pandemic...we'll just have to wait and see!

.

What do you want women to know?

One of the non negotiables that has lasted the test of time is the almighty first impression. We only have 3-10 seconds to form it.

Impressions certainly can alter over time, you can recover from a bad one, but it's rare. If we only have that one shot, we need to make sure we do everything in our power to set ourselves up for success.

Make sure you 're putting your best foot and face forward everyday to ensure a positive response and lasting impression.

Check out her free 'First Image Impression' checklist at www.trueyou.ca to make sure you're making a lasting, genuine first impression

For more information about Aliya and True You make sure you follow her on Instagram @trueyouimage

FIVE STATEMENT PIECES

1. Shoe- heel/boot/color/funky sneaker
2. Jewelry- cocktail ring/ornate necklace/dangling earring
3. Purse- flashy clutch/large boho bag
4. Bottom- eye catching skirt/textured pant/legging/bold prints
5. Top-blouse/blazer/sheer /glitter/kimono/bold prints

*tip- max 2 pieces at the same time split between top and bottom otherwise it can become distracting and can take away from the beauty of the effort.

Straight Out of Quarantine

By Janine Bowen

Uncovering the new normal

It's July - after months of being locked away in our homes, Ontarians are slowly emerging as we enter a multi phase return to life, some more reluctantly than others. The period in semi-isolation has reshaped the world and the ripple effects are still being felt on a global scale. With almost everything fun cancelled, what does the summer of 2020 have in store?

What we know? People have been forced to take stock, in both their personal and professional lives. We have seen the divorce rate in China surge after citizens were released.

The strain of isolation proved too much for some couples. A similar trend is expected in North American cities where partners were forced to stay at home for prolonged periods of time.

Though divorce is difficult at best, I would argue that making the decision to exit a situation that no longer works for you definitely has some merit.

This pandemic has forced us to slow down and reconnect with the simple things, cooking, gardening. We're are spending more time with our families compared to pre-covid.

Bubbles have been formed with friends and neighbors.



Parents navigating homeschooling have developed a new respect and appreciation for teachers as many have discovered they are not in fact smarter than a 5th grader, we have all seen the memes.

Hero's look very different now. Nurses, Doctors, Grocery Clerks.

Coming out of quarantine has presented new obstacles...

My full time employer has offered employees a “reset” day each month as they recognize that while in quarantine many of us are working harder at home than we could have ever worked in the field. Sitting in front of a computer for 8 hours each day strategizing, creating content and being in endless virtual meetings has presented a new type of fatigue.

Increased use of Social Media and web based services has resulted in businesses discovering new ways to engage with customers and the overall importance of having an online presence

Coming out of quarantine has presented new obstacles to navigate for businesses globally. Companies have had to lay off employees resulting in a 13% unemployment rate in Canada. Despite the numbers there are industries that are evolving and seeing record numbers in sales and opportunities. Delivery services, web-based businesses - E-learning, in-home entertainment, on-line gaming, on-line dating or socializing, software that helps people connect, medical supplies/products and supplement industry



Quarantine, a blessing or a curse?

Covid created an environment where people experienced the loss of everyday freedoms and domain over aspects of their lives. The discomfort and frustration that has been caused made them open to see, listen and understand the plight of the other peoples pain.

When the horrific video of George Floyd’s death was televised, everyone was watching. There was no question what peopled had witnessed - murder.

On the heels of numerous acts of violence perpetrated by law enforcement on African Americans and the false cries of Amy Copper, people could no longer ignore. This moment has become a movement of solidarity in major cities across North America, The UK, Europe, Africa, Middle East and Australia.

The awakening of non-black people to the atrocities and oppression of systemic racism have come to light. There is no doubt that the Covid-19 Pandemic has changed the world. This is truly a transformative time in our history, changing how we look at the world, each other and ourselves.

How have you been changed?



HOW TO BE AN ALLY TO BLACK PEOPLE BY TRACY PEART

On May 31st following days of silence on the events that were unfolding. I opened my IG account and read the most moving post written by On-Air Beauty Expert & Plus Size Style Expert Tracy Peart. I reached out to Tracy for permission to re-post and later to feature in HCM. Here is her powerful and poignant truth!

I don't want to talk about how horrible the #GeorgeFloyd death is, because it goes without saying how unjust it is. Non blacks, you want to know how to be our allies? Let's talk about that.

Make no mistake. This rebellion that's happening, is not just about police brutality. It's a culmination of the daily injustices and small indignities we endure, that white people turn a blind eye to on a daily basis that helped get things to this level of rage.

This isn't about ONE murder. This is about a lifetime of violence and being ignored in all facets of our lives.Violence towards blacks can also take the form of words, silence, or complicity. Daily degradations that we swallow in order to get by and not seem angry, just to not make others uncomfortable.

WE YELL! WE SCREAM!

The systematic knee has BEEN on our necks. We've BEEN grasping to breathe for centuries. You just didn't notice until it was captured on video. So every now and then, we can't take the restraints and we yell. We scream. We cry. We fight back. We want you to feel as unsafe as we feel DAILY! We feel unsafe to speak at work, when we're being mistreated. We feel unsafe being caught driving while black. We feel unsafe to go for a simple jog. We feel unsafe traveling abroad, in fear of foreign racism.

We feel unsafe walking into certain stores/boutiques without harassment. Being black is like walking around in a landmine or a war zone. Constantly careful. Constantly on guard. Constantly fearful. Constantly aware of how we come across. A burden white people just don't have to think about. That's what white privilege is about. It's not about money. It's about the privilege to walk around and feel safe, unbothered, oblivious to other people's burdens and daily struggles.





Racism Comes in Many Forms

Racism doesn't just come in the obvious form of KKK hoods and racial slurs. That's easy to get behind being wrong. Racism also comes in the form of: teachers underestimating our children in schools, not having access to proper health care and bosses who refuse to hire POC, saying they can't find appropriate applicants. There's a lack of POC in the boardrooms making actual decisions- having to work 10 times harder, just to be considered equal to our white counterparts.

It comes in the form of biased news coverage criminalizing POC in their coverage...condemning the blocking of train tracks to protect rightfully owned land or rebellion on the streets due to police brutality. Just focusing on the inconvenience and defiance of rebellion, but not highlighting why they're desperately rebelling in the first place.

It comes in the form of being wrongfully stopped and frisked by the police, because you "match" the description of someone, promoting whites at work, and passing over POC. It's pay inequity, inferior customer service, negative stereotypes, being underestimated, being second guessed, politicians enacting racially oppressive laws, remaining quiet when there's a complete lack of representation of POC in media, tv & film and being forced to look at things through a completely white centric view. Not being believed or respected when we tell our stories.

The amount of times I've bravely tried to voice my opinions to friends, co-workers and bosses on their biases or prejudices and it was met with eye rolling, sighing, smugness, dismissiveness or changing the topic. People rather continue to do what they've always done (cuz it's easy), instead of trying to see and do things differently.

The message sent to us, is to stay in your place and shut up. How many times have you listened to the guy at work who makes those racist comments or jokes and you (cloaked in your privilege) say NOTHING cuz it's easier to not argue.

Why have people dislike you? Or you don't want to potentially sour that work relationship? Or why bother, they won't listen anyways? It's not your problem, right? So you tell us, "That's how he is, just ignore it". It's more comfortable to not stand up, so you leave the burden of speaking up for the POC to carry themselves.

That's how you betray us! That's how you help make us feel invisible. It's not enough to just say you're our friend and have our back or that you sympathize. Take action! Or it's just lip service. Allies stand beside you, not silently comfortably hidden in the corner while they watch you fight for your life all alone. Stop reacting to our stories of indignities with stories that you think are comparable. Like "I got followed in that store too, when I was dressed casually". Or when you think it's appropriate to argue and try to "explain" why I misunderstood the racism I've experienced my whole life and it didn't happen the way I said it did.

It's dismissive and GREATLY insulting. Just be quiet and listen. Listen to our pain. Believe our pain. Try for a moment to see your children's faces in the faces of our children being slain. Try to understand for just a moment, that the world and reality you live in, just might not be the same for me. Try to see that I haven't walked the same path you have. Resist the need to argue with me or explain it away.

It's obnoxious. Just understand that you don't understand and try more listening than talking. You might learn something. Everywhere we look, we're being overlooked and told we don't matter. That we have no value.



TRAUMA TAKES A TOLL

A lifetime of this can be traumatic. We have been traumatized for centuries, in a way that white people will NEVER understand. So when you see rebellion, understand why it's happening. It's a lifetime of pain, manifesting itself in violence. Stop sitting back wrapped in your privilege, and judge our pain or tell us how we should process and react to it, when you've NEVER felt it.

What you can do instead is just LISTEN, BELIEVE and ACT!

If you're uncomfortable, then imagine what it's been like for us our entire lives.

Calling people out is hard and EXHAUSTING, because it'll most likely go 1 of four ways, they'll either profusely apologize, reassuring you how many black friends they have and make things awkward.

Or they'll get angry, defensiveness and a fight will ensue.

Or they'll say they're sorry that you felt offended (not mean it), followed by the awkward silent treatment.

Or they'll cry attempting to elicit sympathy from you, making it about them, which ends in you soothing THEM, making THEM feel better for offending you, reassuring them you don't think they're racist, and inevitably letting them off the hook just to end the scene.

Understand this is why we often don't try. It's EXHAUSTING! It's just easier to let you remain comfortable, while we suffer in discomfort. But sometimes we get tired. A lot of the time we get tired. And we become angry, because we're tired of tiptoeing. It's frustrating. It's degrading and maddening. And we can't anymore. We won't. We're going to speak and speak and speak and so should you. We notice who's silent and who's not and your silence is deafening.

THIS IS EVERYONE'S PROBLEM

Lastly, PLEASE stop saying, "It's not that bad in Canada. It's not that racist here!" If you're not a black Canadian, then how can you tell me what the experience is being black in Canada? Again, stop talking and just listen. You have no idea.

Don't presume you have a better idea on racism in this country than me, if you've never been on the receiving end of it. If you want to be our allies, don't wait until there's a HUGE news story of obvious injustice and it's popular to post about it. Speak up in the boardrooms, the classrooms, the playgrounds, the universities, the hospitals, the sports fields.

Anywhere you see inequality or racism. Stop turning a blind eye because it'll inconvenience you to speak or make others uncomfortable. Call other white people out, because your inaction my friend is a betrayal, and with friends like that, who needs enemies. We can't do this alone. This is everyone's problem and it'll take everyone to fix it. Listen to our stories. Believe our stories and then act! #ListenBelieveAct

Follow Tracy on Instagram @tracymakeup and watch her on @cityline

WHERE TO GIVE

BY LOVELEEN RAI

The unjust deaths of George Floyd, Breonna Taylor, Ahmaud Arbery, Tony McDade, and many more have sparked a demand for justice and racial equality around the world.

People have been protesting in the streets, spreading awareness on social-media, educating themselves, having tough conversations with family and friends, and donating to charities and organizations that need help during this movement.

Below are charities that help support the fight against racism, and also empower the Black Community in Canada. These are some of the Black organizations in Canada that you can support, financially or otherwise.

- **BLM (Regional Chapter)** - Created in the U.S. but has chapters in Canada. Mission: dismantle anti-Black racism and support Black healing. Donate to the Toronto or Vancouver branches.
- **Black Youth Helpline**-Black Youth Helpline has been supporting young Black Canadians nationwide since 1992.
- **Black Women in Motion** -They support Black women and survivors of sexual violence by creating culturally relevant content, educational tools, healing spaces and economic opportunities.
- **Black Boys Code**-Provides computer science education and digital literacy to Black boys through educational workshops.
- **The Black Mental Health Matters Fund**-Supports Black therapists across Ontario to enable low/no-cost mental health care and ensures therapists are paid fairly.
- **Federation of Black Canadians**-A national organization that advances Black Canadians' social, economic, political and cultural interests.
- **Black Health Alliance** -A registered charity that supports Black Canadians' health and well-being.
- **Black Business and Professional Association**- Est in 1983 The BBPA has been advancing professional opportunities for Black Canadians nationwide.
- **Toronto Black Film Festival**- Upcoming Black filmmakers in Toronto are given access to free training, mentorship, access to professional equipment,to assist them in their documentary film making process.
- **Nia Centre for the Arts**-A Toronto-based organization that showcases and promotes arts from across the Afro-Diaspora.

Being Canadian does not shelter us from anti-black racism. The protests that started south of the border have migrated across the world.

As Canadians, we have an obligation to begin to have open discussions of the effects of racism, and start to educate ourselves.

Along with participating in protests, donating money to the right place is a key way you can support the mission of Black Lives Matter.

#proudtobecanadian
#happycanadaday





GOOD EATS

At HER COLLECTIVE we are fans of good food, great atmospheres and exceptional service. To put it short, we have discerning taste.

On more than one occasion we have ventured to the new "it" spot and have been horribly disappointed by the food and/or service. We all can agree that the aesthetics of most places is bang on and we suspect dinners are getting caught up in the glitz and glam.

For this reason we have decided it is our duty to make sure you don't get bamboozled. We are going to hit up these spots and eat for ourselves, letting you know what's really up!

GUSTO 501

BY LOVELEEN RAI

March 12th, days before the province wide shut down, we were excited to check out the new Gusto 501 located at 501 King St.East. The sister restaurant to (our favourite!) Gusto 101 - 101 Portland.

Gusto 501 is a multi-level, all-day Italian cafe, restaurant and bar with a rooftop patio and a capacity of over 200.The space encompasses a ground floor Trattoria, a second floor Mezzanine, and a bi-level upstairs Attico cocktail bar area open in the evening on weekends.

There are four pillars that separate standout experience from forgettable ones. Friendly personalized service; Consistently great food; An Instagrammable decor/dishes & Efficient Service. Gusto 501 hit all the markers above any expectations. We were also in awe of the ambiance Gusto 501 created on this particular after-work Thursday night social.

You'll find all your beloved pastas, wood-fired pizzas, fresh salads and delectable desserts at Gusto 501. Translating to "tasty" in Italian, the restaurant certainly lives up to its name! Some of our preferences from Gusto 101 made it onto the menu here, which to be honest are my absolute favourites, the kale salad, the mushroom-truffle pasta and the obvious wood fired pizza. Don't be fooled there are an array of new plates too, like saucy mussels and polenta, and a new style of lasagna which makes sure you get bountiful amounts of the crispy bits. You'll still find a full menu of small plates and bar style snacks available too, mortadella panini and calamari grilled on a terracotta. YUM!

Honestly, there isn't one dish that I would give below a 5 star rating. If you are looking for a place to enjoy food. I mean mouthwater, moaning sounds making dinner experience, this is the place to go. But again, i can't imagine anyone who hasn't either visited Gusto 101 before the Pandemic.

Hopefully you were amongst the lucky few that got to experience this before lockdown. Gusto 501 offers upstairs social distance patio service, which during the summer I can imagine a full line up down the street. I give this whole experience at Gusto 501 down from the food to the service a total of 5 TEC Checks!! And I am looking forward to sinking my teeth into that Kale salad again!

bits & bite!



It's Canada Day and nothing says celebration like a juicy burger. Everyone has a secret recipe and here's mine.

Enjoy!

ingredients

BURGERS:

- 2 pounds grass fed ground beef
- 1 onion chopped caramelized
- 1 tablespoon steak seasoning
- 1 tablespoon Dijon mustard
- Salt & Pepper to liking
- 8 slices of Peameal bacon

CHEESE OPTIONS:

- 8 ounces blue cheese, cut into 1-inch cubes
- 8 ounces Pimiento Cheese Spread
- 8 ounces mozzarella, cut into 1-inch cubes
- 4 hamburger buns

prep time

TOTAL TIME: 40 MIN

- Prep: 30 min
- Cook: 10 min

directions

Heat oven to 350 C. Cook peameal bacon for 30 minutes on a cookie sheet lined with parchment paper.

Mix the ground beef, steak seasoning, mustard and onions in a large bowl and form the mixture into 8 equal-size balls. Press a cube of desired cheese into the center of each ball and cover completely with meat. Form the balls into hamburger patties, about 1/4-inch thick.

Grill burgers until desired doneness. Top with bacon, lettuce, tomatoes, onions and pickles as desired on a toasted Challah Bun.

ingredients

DON'T EAT MEAT

Here is one of my best meatless burger options.

- 4 portobello mushroom caps
- 2 tbsp balsamic vinegar
- 1 tbsp avocado oil tbsp
- 1 tsp steak seasoning
- 4 thick slices red onion

prep time

TOTAL TIME: 40 MIN

- Prep: 30 min
- Cook: 10 min

directions

In a large bowl, whisk together vinegar, steak seasoning.Place the mushroom caps in the bowl and toss with sauce, using a spoon to evenly coat. Let stand at room temperature for 20 to 30 minutes, turning a few times.

Heat the grill place the mushrooms on the grill, reserving marinade for basting. Grill for 5 to 7 minutes on each side, or until tender, brushing with marinade frequently.Top the mushrooms with cheese during the last minute of cooking.While the mushrooms cook, grill the onions about 1 minute on each side and grill the buns until toasted.

To finish,top with the grilled onions, sliced tomato and avocado.. Top with lettuce, tomatoes, onions and pickles as desired on a toasted Challah Bun.

serve with

Goes great with any of your favourite summer time salads or grilled veggies! Use the mushroom marinade on zucchini and asparagus





I JUST WANT TO COOK REAL FOOD THAT REAL PEOPLE WANT TO EAT

CHEF LYNN CRAWFORD

BEAUTY BEATS



Skin Under Stress!
Isolation Dehydration

By Aliya Singh

I'll speak my truth: Wine has replaced Water. We were locked away, no one to see live and the only access we had was through a screen. Now if only Zoom had filters...we'd be well on our way! For many, this was a nice break from wearing layers of makeup, smog environments hitting our skin and the constant eyebrow hair tweezing! If you ever wanted to re-shape your brows without that dreadful few months of growth btw, this was a perfect time. For others, it was the same old, same old face routine but with the added stress of constant isolation and anxiety.

This combo can take a massive toll on our skin. Not only are we dehydrated (Wine consumption aside!), but we're breaking out too! Stress during such unpredictable times causes our bodies to make hormones such a Cortisol- it causes our glands to produce more oil leading to...you guessed it, acne. Like we need more to worry about. When in shock, our skin has a harder time to heal too, prolonging our glowy complexions debut for summer! Now that things are slowly getting back to normal, it's important to take your time reintroducing all those beauty products that were collecting dust the last few months. Start with some serums with tons of antioxidants and a really hydrating moisturizer to refresh dull skin. Although water is still my #1 solution for the majority of our skin related stress, switching from sangria to agua overnight will also take time. Aim for your minimum 8 glasses a day to hydrate and flush out toxins to reveal clearer and more youthful skin over time.

Isolation skin has also had its own ups and downs. Let's be gentle with it, sooth it and let it do its best work- protecting us showing off our smile after months of frowning. Put your best (hydrated) face forward!

must.
haves.
to.
get.
re-hydrated.

1. Use an Oil Based Cleanser to break down (even waterproof) make up quickly and easily remove it without drying the skin.
2. Use a Micellar Water on a cotton pad to gently remove any residue.
3. Apply a serum with Hyaluronic Acid to reduce the appearance of fine lines amongst many other amazing benefits
4. Follow with a Hydrating Moisturizer. Gel based if you have a more oily skin and cream based for those with normal to dry skin.
5. Weekly Masking also has many unique benefits. Try a great DIY or your favourite Moisture Mask

Need some Product suggestions? Let me know!



IT'S MONEY HONEY

monthly tips on how to manage



COVID CA$H CARE

By Loveleen Rai

The start of spring was challenging in so many ways. We have had to face a pandemic the whole world is managing, no one knows for sure what the future post COVID-19 world is going to look like. As a nation, we are experiencing a crisis with no immediate end in sight; as a result, most of us are feeling overwhelmed, anxious, and depressed.

In the time I have been given in the past months, I really reflected on what is working well in my life, in our world and what isn't. Being in the Financial Industry by trade, one of the main topics in my household was the financial outcome of all of this and how we as a family were going to be affected. Here are the top five tips that were discussed in our household of four to reduce financial stress during economic uncertainty.

1. **Balance that Balance Sheet** Believe it or not, this can be more liberating than terrifying! Worrying about how you would survive on a reduced income is all the more anxiety producing when you don't actually know how much you need to live on. Figure out what your basic expenses are – chances are you are now spending less than usual on extra's and you can be more realistic with what your Needs vs. Nice-to-Have's are.

2. **Create New Cash Savings Strategies** Meal Planning - Take this opportunity to develop cost saving habits at home! Meal planning is a great way to ensure you use all the groceries you are buying and not wasting money by throwing out food you don't use. Not only are you efficiently spending your money, but by planning your meals you can ensure you and your family are making healthy dietary choices.

Cutting back on "Nice-to-Have's"Take the time to re-examine your spending habits and priorities. Once the crisis has passed, perhaps that weekly trip to the salon for manicures, (while a nice treat) is something to scale back to once a month or perhaps only for special occasions. Other discretionary expenditures like travel, eating out, or home décor are ones that you may want to re-evaluate. Not necessarily eliminate entirely, but cut back on and re-direct funds to debt repayment or savings. re safe, regardless of how long the pandemic lasts.

COVID CA$H CARE

3. Build an Emergency Fund
In situations like the one we are all facing, having the added security of an emergency fund is reassuring and in some cases critical. If you've been able to build an emergency fund, this may be the time to use those funds. If not, you may have a line of credit which may come in handy to cover some of your expenses short run. If you find you have extra cash at the moment, you can start or add to your emergency funds by saving any monies that you're not spending on travel, going out for coffees, meals or after work drinks.

4. Don't Pull the Trigger on Your Investments.
It's hard not to pull the trigger and sell your investments when the markets turn turbulent, but before you cash out, think back to your original investment goals. Take a look ahead and you will see that there is time for the markets to recover and there are bound to be ups and downs along the way.

It's now especially important to take a longer view of investments. If you weren't planning to cash in all your stocks or mutual funds now, it's no time to panic and change those plans. Markets move in cycles and this is unlikely to be any exception. There are even some investors, quick to see a silver lining, who are snapping up stocks at these lower prices.

5. Seek Support
There are many federal and provincial initiatives to assist Canadians whose employment is impacted by COVID-19 including direct payments and opportunities to defer mortgage payments and other expenses, like student loan interest and hydro in some provinces.The recent COVID-19 crisis has led to unprecedented economic hardships at a rapid pace that most of us have seen in our lifetime.

Currently there is no end in sight to the human and financial upheaval in the weeks and months to come. During these hard times, focus on your family and your loved ones' personal health. Economically, we will survive. By incorporating these five steps you can keep your family's financial future safe, regardless of how long the pandemic lasts.



A Letter to My Mom

by Selena Singh

As a parent it is important to talk to your children especially during uncertain times. This is a letter written by Selena Singh expressing her perspective of Pandemic Parenting. Tune in to our next issue for Loveleen's response to her daughter.

Mom, as I sit down to write my letter I wonder how I can possibly start to share all my feelings with you. So much has changed since you got sick last year. As I gather my thoughts I realize how shy I feel to let you know how I felt this year...When you first became sick and we didn't know what was wrong, I felt upset because I truly thought it was just a bad case of the flu and you would get better, I knew the illness wasn't going to go away because we talked about it as a family. I know it wasn't contagious but was dangerous to you. I didn't fully understand the words "GPA", " Vasculitis", they were just terms to me.

You got up every day, put on a smiling face and didn't let it show how much you were hurting. I know that i would feel disappointed at you when plans would get canceled cause you weren't feeling up to it, and i still do sometimes, and i'm sorry that i don't understand. I'm sorry that I made you feel bad for something that you couldn't help. Know that I love you an incredible amount. You kept me and my brother so busy this year that I forgot sometimes that you are healing. I want to thank you for going out of your way to make things easier for me, even when they were tough for you . I have spent every single day with you since. I love you being home because I was able to spend more time with you. I would be so excited to see you after school everyday.

I stopped fearing you becoming sick again because I saw you get better before me. You started to feel much better and the thought of you feeling sick left my mind. I know you are going to go back to work. And I know that is a sign that you are getting better. I'm not so excited for you to go back to work because I feel you might send me back to the after school program. My favourite memories over the past year have been how we both love horror movies. The time we have spent, just you and me watching something so scary made me so happy. It was nice spending time with you. I hope going forward our love of horror films doesn't end, and that we continue to spend our special time together. I am so glad that we were able to spend so much time together this year. I'm sorry if i ever made things hard for you on some days, by arguing with you, just know that i love you. I wish I could take all this away, but sadly I can't. But I promise to keep trying to make it easier and know that I love you.

Love Selena

HAVE A LITTLE FAITH

By Meesha Kamali



Asalha Puja

On Saturday July 4th 2020, we celebrate Asalha Puja, also known as Dhamma Day. This significant Theravada Buddhist festival is meant to celebrate the first teaching from Buddha. This primarily takes place in Thailand, Myanmar, Sri Lanka and Cambodia in the 8th lunar month on the day of the full moon. Asalha Puja began years prior to Buddha beginning his great teachings.

During the monsoon season in the 8th lunar month, holy men would gather in what was called a "rain retreat" staying in a dwelling together. This time served the purpose of being ordained as a monk and led to Buddha's decision to break free of his then pleasures and embark on a journey of spiritual enlightenment.Buddha gave his first sermon to the five disciples after his quest to enlightenment known to set the Wheel of Dharma in motion. This wheel consisted of four essential truths:

1. There is suffering (dukkha)
2. Suffering is caused by craving (tanha)
3. There is a state (nibbana) past suffering and craving
4. The way to nirvana is through the eightfold path

Traditions on Asalha Puja day include a reciting of the Eight Precepts, guided meditations and leading candle processions around the temple three times. At this time the congregation will also give offerings to the monks. If you too would like to be a part of this beautiful celebration, light a candle, set an intention and look into the Buddha's teachings. Connect with your highest self to see which teaching sits with you most.

The Buddha's first sermon is known to have contained the essence of all his teachings that came after. Asalha Puja is the most admired days for those of the Buddhist faith as it revolves around gratitude for the great teacher and his teachings.

DOC WATCH

BY JANINE BOWEN



My time at home has morphed into working on the gi-normous undertaking of launching The EntreprenHER Collective and my new obsession, watching Documentaries.

The Biggest Little Farm is the real life story of a couple from California who start a farm. Not just any farm but an old timey old McDonald type of farm. The husband John Chester is a wildlife cameraman who has the foresight to document their journey and what a journey it is. Molly Chester is a Chef who's dream we have the pleasure to watch unfold.

What makes this documentary so endearing is the fact that they are completely and totally out of their element. They are relying completely on the advice of an eccentric horticulturist and field hands they have adopted from the previous owners.

It's a true hero's journey and you are rooting for them the entire time. What do you take away? So many things, the fact that nature is designed to sustain itself and when humans think they can outsmart nature we fail, consistently.

In our failure we destroy the delicate balance of things and we essentially harm ourselves.Take a trip to the Apricot Lane Farm in Moorpark California and enjoy this award winning documentary.

It all started with a promise they made to their dog, Todd!



It is a must watch for you and your children, so you can appreciate nature and learn how our food should be grown.

THE READING ROOM

by Loveleen Rai



Good Reads Synopsis: For years, rumors of the "Marsh Girl" have haunted Barkley Cove, a quiet town on the North Carolina coast. So in late 1969, when handsome Chase Andrews is found dead, the locals immediately suspect Kya Clark, the so-called Marsh Girl. But Kya is not what they say. Sensitive and intelligent, she has survived for years alone in the marsh that she calls home, finding friends in the gulls and lessons in the sand. Then the time comes when she yearns to be touched and loved. When two young men from town become intrigued by her wild beauty, Kya opens herself to a new life–until the unthinkable happens.

Running out of things to watch on Netflix, due to quarantine, I googled what mainstream novels were creating hysteria in the book club world. "Where the Crawdads Sing" was one of the top searches. Based on the cover I was immediately hooked - that says a lot about me! The Stunning book jacket got me thinking whether or not I am a 'bandwagon reader'. "Will this look great on my coffee table as decor", as I have seen many times on Instagram.

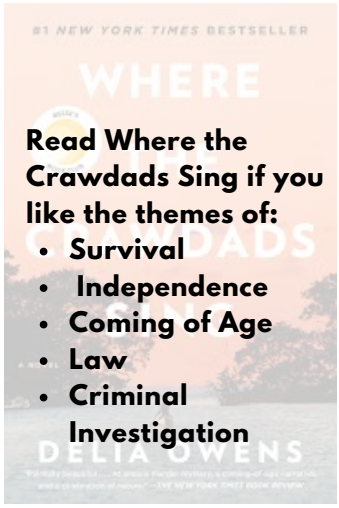
Then I realized I'm a mother of two, have a new puppy, and a sassy cat lingering in the shadows of my everyday life and eventually this book will end up loved and under my couch at some point.

It will definitely be dog-eared, have a coffee stain on the front, and most likely half of the book jacket will be chewed and missing. You may see this as 'novel abuse', but I see it as a dearly loved novel that went with me everywhere because I could not put it down.

Delia Owens writing was so entrancing and her vivid imagery of the North Carolina Marsh had me Wikipedia every living bird, fish, crustacean and shell mentioned, so I could get a better sense of Kya's world. The Marsh was duly romanticized that it brought tears to my eyes and a sinking feeling in the pit of my stomach every time Kya was abandoned with the Marsh as a backdrop.

As a mom of four (two human children and 2 fur-babies), the longing for family and feeling of belonging was a recurring theme that resonated with me. Kya was deserted by all of her siblings, even her brother Jodie who was closest in age. I cannot imagine having as much resilience and determination as Kya. The pain of abandonment by multiple men in her life has a lasting impact on Kya as she grows to be a woman who keeps to herself despite her success and achievements. The novel itself opens with her mother leaving which is the catalyst to the theme of abandonment.

Being a huge advocate of female friendships and a girl-mom myself, it wasn't hard for me to see the thread of sisterhood and women sticking together as a complete void in Kya's life as she lived without these connections as well. "That's what sisters and girlfriends are all about. Sticking together even in the mud, 'specially in mud" - Where the Crawdads Sing, Delia Owens (96)



Read Where the Crawdads Sing if you like the themes of:

- **Survival**
- **Independence**
- **Coming of Age**
- **Law**
- **Criminal Investigation**

The novel was also based on survival, in total isolation. Left at a young age alone in the Marsh, growing up as an outcast and a source of gossip is beyond comprehension. In the earlier years, Kya wanted a connection to feel loved. When her father taught her to fish for a little while, there was a glimpse of hope for a family:

"Kya had to watch a distant string of pelicans, study the cloud forms, anything but look into the dying fish eye's staring at a world without water, wide mouth sucking worthless air. But what it cost her and what it cost that fish was worth it to have this little shred of family"

I was hooked immediately {no pun intended}. Within the first 20 pages I had tears rolling down my eyes, coffee getting colder by the minute as I forgot to sip it and everything around me becoming a void as I was transfixed into Kya's world.

That being said I cannot wait for the adaptation to film. Reese Witherspoon's involvement is not a great surprise. She has been a champion of the book, selecting it for her Reese's Book Club, where to be honest, is what made me decide to read it in the first place.

The 6ix Mix

WHAT'S HAPPENING IN TORONTO - LOTS!

Canada Day

Real-life fireworks are cancelled, but you can catch a "best-of" highlight reel of past displays online. Virtual Canada Day celebrations will comprise streaming daytime and evening shows at the national and local levels.

Toronto's events include a pancake breakfast with Musician/actor Jully Black, a "culture jam" with hip-hop artist Kardinal Offishall and performances by rapper Haviah Mighty and folk legend Gordon Lightfoot. At the national level, there will be "artistic collaborations between performers from coast to coast to coast."

This could be your chance to scope the home set-ups of CanCon music giants Alanis Morissette, Avril- Lavigne and Sarah McLachlan.July 1. 1-10 pm. Free. toronto.ca and canada.ca

The Fringe Collective

The Fringe Toronto is the city's largest, most diverse and entertaining performing arts festival of the year, but because of COVID-19 it's not happening for the first time in 32 years. In its stead is a virtual fest featuring more than 50 companies – who were all originally slotted to be in the fest – presenting pre-recorded material.

Among the anticipated works are Back To Summerland, by Anika Johnson, Barbara Johnston and Suzy Wilde; King Lear... A (Self-Isolating) Puppet Epic, by Tom McGee; A Perfect Bowl Of Pho by rising star Nam Nguyen; and two plays by The Seat Next To The King playwright Steven Elliott Jackson: Sarah/Frank and The Cage. July 1-12, fringetoronto.com

Toronto Online Art Fair

The 59th art fair usually takes over Nathan Phillips Square, but this year you can peruse works by seasoned and new artists online.

The TOAF will still run an awards program in addition to virtual talks, tours and programming in partnership with the Power Plant and StreetARToronto. TOAF attracts 130,000 visitors who spend $2 million on art, organizers say. This year's event is a chance to pick up a new piece for your place while supporting artists through the pandemic and financial crisis.July 2-12. torontooutdoor.art

Toronto Caribbean Carnival

Another major summer tradition is moving online, though organizers of Caribbean Carnival have yet to detail what the virtual edition will entail. The calendar of events comes out June 30, but the month-long lead up to Carnival weekend will kick off with a proclamation at city hall on July 3.

Programming will focus on wellness, micro-businesses, tourism and Carnival history. There will be a Calypso Tent on Sundays from 7 to 9 pm.July 3-August 3. torontocarnival.ca

Vector Festival

The seven-day digital media and game art fest's online effort will feature works by more than 70 artists and span exhibitions, performances, workshops, talks and panels curated by Katie Micak and Martin Zeilinger.

Given Vector is already a digitally focused event, organizers have commissioned artist Jordan Shaw to design the virtual experience (we're expecting something much more aesthetically interesting than a corporate video-conferencing app). Themes spring from the pandemic and include surveillance and control, misinformation and the blurring of public and private spaces.July 16-23 (exhibitions remain up until August 23). vectorfestival.org

Beaches Jazz Fest

Toronto has at least three big jazz festivals that stretch multiple venues over multiple days in the summer. The streets of the Beaches will be frustratingly devoid of sax soloing this season, but you can get what would have been there online this year. The Beaches Jazz Festival features workshops, a Latin carnival, Beaches jazz favourites and a virtual Leslieville and Riverside block party. (Kensington Market Jazz Festival is also going online this year, in October.)July 17-26 on YouTube, Facebook and Instagram. beachesjazz.com

Dusk Dance

The annual outdoor dance festival's touring shows have been postponed until 2021, but there are rumours something will be taking place for the Toronto edition, which is usually performed live every August at Withrow Park. Check out the company's website for any updates.August, info TBA. facebook.com/duskdances

JerkFest

Nothing says summer like jerk chicken... even if you're eating it at home. This festival will feature reggae and soca music (lineup TBA) and chef demos, plus curbside pickup and delivery of that food you definitely need to eat while watching. August 8 & 9, 6 pm. jerkfestival.ca

Coaching Corner

BY MEESHA & JANINE

At some point or another, we have all questioned where we stand in our lives and where we are going. For some it passes and others it requires a deep dive that puts us in a position to adjust our lives in many areas. A life coach comes in for guidance in times like these. When our head is full of thoughts, wonders and questions. The support of a coach allows us to navigate the bumps in the road that may be causing unease in our daily lives.

Here are some questions that a life coach can help you through.

What do I really want from my life?

The root of most every coaching experience is this question. Through conversations, a life coach will uncover what is of most importance in your life's journey and what is standing in your way of living that life. By finding your purpose and power where you stand, you can then set fulfilling goals with your coach to attain a more meaningful life.



How can I become better in my relationships?

The foundation of all relationships, personal or professional is communication. Learning to consciously listen with the intent to hear that person out is crucial. A life coach can assist in developing effective listening techniques that lead to strong and meaningful bonds in all areas of your life.

How can I worry less, and enjoy life more?

Our mental health plays a significant role in how much we can enjoy your lives and set ourselves free of fear and worry. A life coach can play a role in helping us become more aware of our thought patterns and how they are affecting our happiness and stress. A coach can also provide techniques for us to build a healthy and positive mindset that will ripple into our lives and those around us.

Am I standing in my own way?

There are a number of self-defeating behaviours that are difficult to overcome if gone unchecked. A tendency to procrastinate, amplify anxiety and a lack of discipline all contribute to having less progress in our lives. A life coach can provide a safe space for us to discover what patterns are getting in our way and what healthier ones can replace them.

If you have questions you want answered please send them to **entreprenhercollective@gmail.com** and we'll make sure to answer them in our next issue

ISSUE 01

The EntreprenHER Collective

HER COLLECTION

COLLECT .CONNECT .CREATE

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