

Community Relations & Communications Portfolio

Blaise HUNTER



- Community investment and partnerships.
- Stakeholder and community relations.
- Strategic communications and storytelling.
- Government, nonprofit and private sector experience.
- Philanthropy and social impact.

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About Blaise



Blaise Hunter is an award-winning community relations and communications strategist with more than 20 years of experience building partnerships, strengthening stakeholder relationships, and helping organizations create meaningful community impact. Her career spans municipal and public-sector communications, energy, education, healthcare, broadcast journalism, nonprofit leadership, and human rights and EDI advocacy, giving her a unique perspective across the corporate, government, and community sectors.

Throughout her career, Blaise has worked at the intersection of community investment, stakeholder engagement, and strategic communications. She has managed more than $2 million in community investment supporting 225+ organizations, assessing funding opportunities, building relationships with community partners, and helping align organizational priorities with community needs and impact. Beginning her career as a broadcast journalist and news director, Blaise developed a strong foundation in storytelling, media relations, issues management, and communicating accurately under tight deadlines.

She later transitioned into corporate and government roles, leading public engagement initiatives, supporting executive leadership, managing media relations, and building collaborative relationships with elected officials, Indigenous communities, nonprofit organizations, businesses, and diverse stakeholders. Her experience also includes strategic partnership development, sponsorship, community engagement, public education campaigns, crisis communications, conflict resolution, branding and large-scale events. Having worked on both the funder and recipient sides of community investment, Blaise brings a valuable understanding of what makes partnerships successful, from strategic alignment and relationship development to stewardship, activation and communicating impact.

As founder of Footprints Infertility & Pregnancy Loss Support Society, Blaise has led advocacy efforts focused on reproductive health rights, collaborating with healthcare professionals, government representatives, employers, and community organizations to advance policy, education, and support services. In 2022, she represented Canada at an international human rights summit in Türkiye, presenting to delegates from more than 50 countries and the United Nations on advancing reproductive health rights through policy, advocacy, and systems change.

She is also the founder of the Women of Influence Nanaimo (WIN) Awards, transforming a community vision into one of the region's premier recognition events. Through strategic planning, corporate and community partnerships, sponsorship development, media engagement, and stakeholder relations, the initiative achieved three consecutive sold-out events while generating significant investment for community impact.

Known for her collaborative leadership and ability to build bridges across diverse stakeholders, Blaise excels at bringing business, government, and community together around shared goals. She believes the strongest community relationships are built through trust, strategic alignment, and a genuine commitment to creating impact that benefits everyone involved.

@BLAISETHETRAIL

community relations & investment

Building Relationships. Investing in Community. Creating Impact.

My career has been built at the intersection of community, business and communications, developing relationships and partnerships that connect organizational priorities with meaningful community impact.

I bring experience from both sides of community investment. I have managed the distribution of community investment funding, assessed community needs and worked directly with organizations seeking support. I have also developed sponsorship strategies, secured corporate and government funding, cultivated community partnerships and demonstrated the impact of those investments.

This dual perspective gives me a strong understanding of the full partnership lifecycle — from assessment, due diligence and strategic alignment to relationship management, activation, stewardship and impact storytelling.

Government Relations



Community Investment





Strategic Partnership



Corporate Sponsorship

Community Investment | Partnership Investment | Sponsorship | Stakeholder Relations | Social Impact

Managing Community Investment

Funder Perspective

Experience managing community investment distributions, reviewing funding opportunities, liaising with community organizations and stakeholders, and supporting investment decisions that balance organizational priorities with community need and impact.

2M+
Community Investment Managed

225+
Organizations Supported

Strategic Assessment
Funding Review & Due Diligence

Community Impact
Partnership Stewardship & Relationship Management

Building Community Investment

Non-Profit & Partnershp Perspective

As founder of Footprints Infertility & Pregnancy Loss Support Society and the Women of Influence Nanaimo Awards, I have also experienced community investment from the recipient and partner perspective. I have identified aligned funders, developed proposals and sponsorship opportunities, cultivated relationships, managed partner recognition, and demonstrated community impact.

$70,000+
Raised For Community Impact

3
Consecutive SOLD OUT Events

2,020
Attendees

370
Community Leaders Recognized



I understand what makes a community partnership work because I have sat on both sides of the table.

Nanaimo Women's Business Network (NWBN) Communications Plan 2026–2027

Vision

Position NWBN as Central Vancouver Island's leading inclusive business network by strengthening brand awareness, increasing member engagement, and building meaningful community partnerships.

Strategic Objectives

- Grow membership by 20%.
- Sustain average event attendance of 50-70 participants.
- Strengthen member retention through year-round engagement.
- Increase community visibility through strategic communications and media relations.
- Enhance EDI engagement amongst various groups & create partnership opportunities.

Target Audiences

Primary

- Women entrepreneurs
- Business professionals
- Women and gender-diverse community members
- Small business owners
- Emerging professionals

Secondary

- Community partners
- Sponsors
- Local government
- Economic development organizations
- Media

Key Messages

Connection

We create authentic relationships that encourage collaboration over competition.

Leadership

We empower members through education, mentorship, and professional development.

Inclusion

We cultivate a welcoming, diverse, and accessible environment where everyone belongs.

Community Impact

We strengthen our local economy by supporting and celebrating women and gender-diverse professionals.

Communication Channels

Channel	Purpose
Email Newsletter	Events, updates, announcements
Website	Organizational information, resource library, registration
Social Media	Community engagement & event promotion
Media Relations	Public awareness & organizational credibility

Content Priorities

- Member success stories
- Speaker and event promotion
- High-value workshops and training
- Educational and leadership content
- Sponsor recognition
- Community partnerships
- Event recaps and testimonials

Success Measures (KPIs)

- 20% membership growth
- 50-70 average event attendance
- 45% email open rate
- 30% increase in social media engagement
- Growth in sponsorships and strategic partnerships
- Increased media coverage and community awareness

Communications Principles

Every communication should be:

- Inclusive
- Authentic
- Professional
- Community-focused
- Consistent
- Clear and accessible

Communications Goal: Every touchpoint should reinforce NWBN as a trusted, welcoming community where meaningful relationships create opportunities for professional growth, leadership, and lasting impact.

In a world where the business landscape is constantly evolving and so much of how we connect has shifted online, the importance of real, human-to-human connection has never been greater. It's what communities are built on. It's how they truly thrive. That's where this platform becomes so powerful.

media relations



Press Release

For Immediate Release

TWO-TIME OLYMPIC CHAMPION ANNOUNCED AS KEYNOTE FOR SOLD OUT WIN AWARDS

(Dec 15, 2025 Nanaimo, BC) The Women of Influence Nanaimo (WIN) Awards are proud to announce Canadian Olympic legend Catriona Le May Doan as the keynote speaker for the upcoming WIN Awards gala happening on February 11, 2026, at the Vancouver Island Conference Centre. Tickets have officially sold out for the third consecutive year and in record time.

This year's event will welcome 700 guests, honour 134 nominees, and present 11 awards, underscoring the extraordinary scale and momentum of the WIN Awards. The overwhelming response sends a powerful message. Our community shows up. The Mid Island believes deeply in celebrating leadership, impact, and connection, making the WIN Awards THE EVENT OF THE YEAR. The WIN Awards celebrate the achievements of women, non-binary, 2-Spirit, and gender-diverse role models who are creating meaningful change across our region. Over the past two years alone, the event has welcomed sold-out audiences of 700 guests annually and honoured more than 200 nominees, firmly establishing WIN as both an arts and culture leader and a growing tourism icon in Nanaimo.

This year's keynote brings national prestige to the stage. Catriona Le May Doan has a remarkable list of honours that most can only dream of. Once hailed as "the fastest woman on ice," she captured two Olympic gold medals in speed skating in 1998 and 2002, along with five World Championship titles. Her impact on sport and community has earned her appointment to the Order of Canada, induction into the Canadian Sports Hall of Fame, and the distinction of receiving three honorary doctorates.

> Mayor Leonard Krog welcomed the announcement, stating, "Success attracts success and creates influence. Securing a true Canadian champion like Catriona Le May Doan to speak to a sold-out audience of Nanaimo's finest is the ultimate tribute to the importance of the WIN Awards, our city's rise, and the people who are daily making our community an amazing place to succeed in every walk of life."

What happens at the WIN Awards does not stay in the ballroom. It spills into downtown Nanaimo, energizing our community, strengthening our economy, and reminding us what is possible when people are celebrated. ***Blaise Hunter – WIN Awards Chair***

The eleven award categories include: Business Impact, Creative Innovator, Breathe Fire, Arts & Culture, Health & Wellness, Fan the Flame (Ally), Community & Social Responsibility, Youth Resiliency(13-30), Trades, STEM, and Matriarch (55+). Winners will be announced live at the awards gala on February 11th. The Awards will also air on Rogers tv.

The Women of Influence Nanaimo Awards now stand as a driving force behind community connection, tourism growth, and a thriving arts and culture scene in downtown Nanaimo. With national attention on the city each year, WIN showcases Nanaimo as a place where leadership, creativity, and collaboration flourish. Looking ahead to 2026, the Awards continue to raise the profile of both its changemakers and the city they call home.

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Media Contact
Blaise Hunter
778-269-1216
blaisethetrail@gmail.com

Media Interview Guide



Before the Interview
Ask what the interview is about so you can prepare your thoughts in advance.
Clarify whether the interview is live, recorded, or for print.
Confirm the interview length and who else may be participating.
Review any background information, key facts, and approved messaging.
Prepare 2-3 key messages you want the audience to remember.

Come Prepared
- Bring a few bullet-point notes if helpful.
- Know the facts, figures, and timelines.
- If you don't know an answer, it's okay to say:
  - "I don't have that information with me."
  - "I'll confirm that and follow up."
- Never guess or speculate.

Speak in Sound Bites
Reporters are looking for short, memorable quotes around 15-20 seconds long. Develop 2-3 strong sound bites that capture the essence of your message. Examples:
- "This investment is about building a stronger community for everyone."
- "Our focus is making responsible decisions that benefit residents today and into the future."
- "We are committed to listening, collaborating, and delivering results."

You can always expand on your answer, but make sure your strongest message is delivered early.

During the Interview
- Answer the question first, then bridge to your key message if appropriate.
- Speak clearly and conversationally.
- Keep answers concise.
- Pause before responding if you need a moment to think.
- Maintain a calm, confident, and respectful tone.
- Avoid jargon, acronyms, or technical language whenever possible.

Protect Confidential Information
- Never discuss confidential, in-camera, personnel, legal, or procurement matters.
- Do not speculate on future decisions.
- Stay within your role and approved messaging.
- If you're unsure whether something can be shared, don't share it.

If You Misspeak
- For recorded interviews, you can say:
- "I'd like to retract that comment. Please disregard my previous statement."
- Then provide your corrected response.

Remember:
- Once something has been said, there is no guarantee it won't be used.
- There is no such thing as "off the record" unless both you and the reporter have explicitly agreed to it before the conversation begins.
- If the interview is live, simply correct yourself and continue.

Every interview is an opportunity to build public trust. Be prepared. Be factual. Be authentic.

Preparation + Clear Messaging + Professionalism = Confidence

writing samples

Articles

The Superpower Project (monthly column) - *Community Now*! *Magazine*

Effective Communication Equals Positive Mental Health... or Vice Versa
Blaise Hunter | Human Rights Consultant | Communications Expert

What came first: the chicken or the communication?

Much like the age-old question of which came first, the chicken or the egg, communication and mental health are deeply interconnected, each continuously influencing the other. It's a dynamic duo where effective communication can drive positive mental health by nurturing understanding and connection, while empowered mental health provides the solid foundation for improved communication skills, creating a humorous parallel to the classic conundrum of causation. In essence, they coexist and flourish together, forming a symbiotic relationship that elevates both aspects of our well-being.

The Superpower Project is about highlighting various challenges or "kryptonites" facing people and helping us neutralize their effect on us. A deadly kyrptonite facing us these days is we address communication skills and mental health separately but in reality, they both equal x.

In the multifaceted tapestry of human existence, the threads of effective communication and mental health are interwoven, forming a profound connection that shapes our daily interactions and overall health and wellness. As we navigate the complexities of modern life, understanding the parallels between these two vital aspects become paramount. I challenge us to explore how effective communication serves as a catalyst for empowered mental health and delve into inspiring notions on how to become heroes of our lives through the art of being a superhero communicator.

Effective communication is the cornerstone of healthy relationships and societal harmony. It transcends mere words, encompassing active listening, empathy, and a genuine connection with others. Likewise, mental wellness is not merely the absence of illness; it involves emotional resilience, self-awareness, and the ability to navigate life's challenges. The correlation between effective communication and mental health becomes evident when we recognize that both hinge on understanding oneself and others. "Know Yourself" is the cornerstone of all philosophical commandments, Socrates once observed. The phrase "Know thyself," is centuries old, but it's still one of the essential meta-skills of the 21st century. I've referenced this quote many times with my work and I'm going to say it again because it is the key to healing humanity from the inside out. And frankly, we still haven't let that statement permeate our way of living. If we could just work on unmasking, self-reflecting, identifying our triggers, and unpacking why we have them we would learn more about ourselves and subsequently improve our mental health and our exchanges.

I honestly don't know what came first: mental health or communication. But I do know once I committed to addressing both in tandem, my life drastically improved or at least my lens in which I looked at my life did. I still have struggles. I still manage a disability. I still haven't been able to birth another baby. But my view on my life is much better, clearer, and more optimistic. People often mistake optimism for denial. I've learned they're not the same thing. I choose to wear rose-coloured glasses, not because life hasn't rained on me, but because I've trained myself to look for the rainbow without ever pretending the storm didn't happen.

Life is a mix bag of peaks and valleys. To take control of our lives, we must take control of the narrative. According to the World Health Organization, approximately 1 in 4 people worldwide will experience a mental health issue at some point in their lives. Concurrently, studies show that effective communication skills are consistently ranked as one of the most sought-after attributes in personal and professional settings. Yet, a communication breakdown can exacerbate mental health issues or contribute to their onset. In workplaces, for instance, poor communication has been linked to increased stress levels, lower job satisfaction, and diminished overall mental well-being.

In personal relationships, a lack of effective communication can lead to misunderstandings, conflicts, and feelings of isolation, all of which impact mental health negatively.

Becoming a Superhero Communicator

To bridge the gap between effective communication and mental health, we need to adopt the mindset of a superhero communicator. Here are some inspiring notions to guide us on our journey:

1. Embrace Empathy

Superheroes are known for their ability to understand and relate to the struggles of others. Likewise, in effective communication, empathy is a superpower. Practise putting yourself in others' shoes, acknowledging their feelings, and validating their experiences. By integrating empathy, we create a supportive environment that promotes positive mental health.

2. Harness the Power of Active Listening

Superheroes pay attention to the nuances of their surroundings, and in the realm of communication, active listening is the key. Instead of merely hearing words, strive to understand the underlying emotions and messages. Give your full attention, ask clarifying questions, and respond thoughtfully. This not only enhances your communication skills but also fosters a sense of being heard, which is crucial for mental well-being.

3. Break the Silence

Superheroes do not shy away from challenges; they confront them head-on. Similarly, in the context of mental health, breaking the silence surrounding issues is imperative. Encourage open conversations about mental health, challenge stigmas and biases, and create a space where individuals feel safe sharing their struggles. By doing so, we contribute to a culture of acceptance and support. This also has a dual purpose of better communication driving improved health and well-being. Be brave with your struggles and verbalize the realities of our lives. This opens the door for a shared reality with others and empowerment through connection.

4. Cultivate Self-Awareness

Superheroes understand their strengths and weaknesses, and self-awareness is a cornerstone of effective communication. Reflect on your communication style, identify areas for improvement, and be open to feedback. By cultivating self-awareness, you enhance your ability to navigate conversations skillfully, promoting positive interactions that benefit both your mental health and the well-being of those around you.

5. Be a Cheerleader

Superheroes radiate positivity even in the face of adversity. Similarly, in communication, maintaining a positive and uplifting tone can have a profound impact on mental health. Offer encouragement, celebrate achievements, and practice gratitude. Your words can be a source of inspiration for others, contributing to a collective atmosphere of well-being.

The similarities between effective communication and mental health underscore the interconnectedness of these two fundamental aspects of human existence. By recognizing the reciprocal relationship between the two, we unlock the potential to become superhero communicators. These are individuals who wield the power of empathy, active listening, deep inner work, and positivity to enhance not only their own mental health but also that of the communities they inhabit. In a world where the need for strong communicators and mental health advocates is ever-growing, embracing these principles can empower us all to be heroes of our lives and champions for humanity.

Let’s not split our energy or attention on these two concepts anymore. One cannot be without the other. Let our words and thoughts be the architects of a healthier, more empathetic world, where understanding and connection become the bedrock of a brighter future for us all. For more information visit www.blaisehunter.com.

Speech Construction

Spotlight Presentation: Vancouver Island Economic Alliance Summit October 2024
"Empowering Women: Bridging the Confidence Gap & Unlocking Economic Potential" - Blaise Hunter

Introduction
Congratulations. You've been nominated for an award.

We'd like to offer you the position.

What are your salary expectations?

What do you charge?

These are ordinary business conversations. Yet for many women, they trigger an extraordinary internal dialogue. Instead of excitement, they awaken self-doubt, imposter syndrome, fear, and questions of worthiness.

How many of you have known you should ask for more, but didn't?

Early in my career, I accepted an important job offer without negotiating. I believed gratitude mattered more than advocacy. Looking back, I know it was not a lack of ambition or intelligence. It was a lack of instruction. No one had ever taught me how to negotiate, advocate for myself, or confidently communicate my value.

For years, I felt like I was failing a test on material I had never been taught.

That realization changed everything. I committed to learning negotiation, strategic communication, and self-advocacy because confidence is not something we inherit. It is something we intentionally develop.

The Economic Opportunity
Closing the confidence gap is not simply a women's issue. It is an economic imperative. When women lead, innovate, negotiate, and contribute fully, organizations become stronger, communities become more resilient, and economies grow.

According to UN Women, if we continue at our current pace it will take:
- 286 years to achieve equality in legal protections
- 140 years to reach equal representation in positions of power and leadership
- 47 years to achieve equal representation in national parliaments
- 169 years to close the economic participation and opportunity gap.

Good intentions alone are not changing outcomes. If we want different outcomes, we must create different opportunities. Three barriers continue to stand in the way: the Negotiation Gap, the Relationship Gap, and the Visibility Gap.

The Negotiation Gap
Negotiation is a learned skill, yet many women are expected to master it without ever being taught. Organizations often encourage professional development. Encouragement is valuable, but it is not enough.

Think about a Grade One student learning to read. A teacher does not hand them a book and hope for the best. They teach, coach, practise, encourage, and refine. Negotiation deserves that same intentional approach. Reading Never Split the Difference by former FBI negotiator Chris Voss transformed my thinking. It provided practical language, tactical empathy, and a framework for navigating difficult conversations.

Negotiation is not limited to contracts.

We negotiate workloads, boundaries, relationships, expectations, and priorities every day. Confidence grows when capability grows, and capability grows through practise.

Imagine organizations using mock negotiations, coaching sessions, and constructive feedback to build stronger leaders. Confidence should be cultivated, not assumed.

The Relationship Gap
Relationships are the currency of leadership.

Mentorship provides guidance. Sponsorship creates opportunity. Women need both. We must also confront scarcity thinking. Too often, women are conditioned to believe there are only a few seats at the table. When that mindset takes hold, comparison replaces celebration and competition replaces collaboration.

Imagine workplaces where women intentionally champion one another, share opportunities, and create space for others to succeed. That is how cultures change. That is how equity accelerates.

The Visibility Gap
Representation shapes possibility. When women see themselves reflected in leadership, they begin to believe leadership is possible for them.

Visibility is about more than recognition. It builds credibility, influence, trust, and opportunity. Organizations should continually ask themselves: Who is speaking? Who is leading? Whose expertise is being showcased? Whose voices are still missing?

When we intentionally elevate diverse voices, we strengthen leadership for everyone.

Breaking the Cycle
Closing the confidence gap requires more than conversation. It requires action.

Teach negotiation as a leadership skill. Create intentional mentorship and sponsorship opportunities. Normalize asking. Promote courageous conversations. Provide coaching, feedback, and opportunities to practise. Confidence grows through experience, repetition, and support.

Vision for the Future
Imagine a business community where women and gender-diverse leaders are equally visible, equally supported, and equally confident in advocating for themselves.

Imagine organizations where leadership is measured not only by results, but by how intentionally we develop others.

That future is possible if we choose to build it together.

Conclusion
Today we have explored confidence through three lenses: negotiation, relationships, and visibility. These are not abstract concepts. They influence careers, organizations, innovation, and economic growth.

My challenge to every leader here is simple. Move beyond intention. Invest in people. Teach the skills that build confidence.

The future of business is collaborative. It is inclusive. It is equitable.

The question is no longer whether we recognize the confidence gap. The question is whether we are prepared to close it.

equity, diversity, inclusion

Culture Ally EDI Statement

Ask Yourself Why

- Before writing an EDI (Equity, Diversity, and Inclusion) Commitment Statement, reflect on why your organization is creating it.
- Clarify what your organization hopes to achieve through this statement.

EDI Statement Checklist ✓

- Ensure the statement is concise and clearly written.
- Explicitly define what the organization is committing to.
- Clearly outline the actions your organization will take to fulfill this commitment.
- Distinguish whether it's an EDI Commitment Statement or an EDI Policy — policies are more detailed and include accountability processes.

The document serves as a practical guide for organizations to craft meaningful EDI statements that are intentional, actionable, and transparent.

At (our company), we are committed to fostering a diverse, equitable, and inclusive environment in all aspects of our operations, events, and activities. We recognize that diversity encompasses differences in race, ethnicity, gender, age, sexual orientation, religion, disability, nationality, and other individual characteristics, and we value the unique perspectives, experiences, and contributions that each person brings to our organization.

Our EDI Commitment:

Equity: We are dedicated to promoting equity by addressing systemic and structural barriers that may disproportionately impact certain groups or individuals. We aim to provide equal opportunities for all, and we actively work towards eliminating discrimination, bias, and inequality in our policies, practices, and decision-making processes.

Diversity: We are committed to promoting diversity by actively seeking to include individuals from different backgrounds, cultures, and communities in our region, at our functions, and with our staff. This commitment extends to ensuring representation from a variety of perspectives, including men, women, non-binary, 2-spirit, and gender-diverse folks. We strive to create a welcoming and inclusive environment where all individuals are respected, valued, and empowered to reach their fullest potential.

Inclusion: We are committed to promoting inclusion by creating a sense of belonging and community for all individuals, regardless of their backgrounds, identities, or abilities. We recognize that inclusion requires accessibility, and we are committed to identifying and removing barriers so everyone has equitable opportunities to participate. We strive to create spaces where everyone feels valued, respected, seen, and included, and where diverse perspectives and voices are actively sought, heard, and valued.

Education and Training: We are committed to providing ongoing education and training opportunities for our staff to increase awareness, understanding and skills related to diversity, equity, inclusion, and accessibility. We aim to continuously improve our understanding of EDI concepts and best practices and to apply that knowledge in our daily operations and interactions.

Accountability and Transparency: We are committed to being transparent and holding ourselves accountable for our EDI efforts. We will regularly assess and measure our progress towards our EDI goals, and we will communicate our progress to our staff and the wider community. We will also listen to feedback, learn from our mistakes, and continuously strive to improve our EDI initiatives.

Collaborative Partnerships: We are committed to building meaningful partnerships with diverse communities, organizations, and partners to work collaboratively towards achieving our EDI goals. We recognize that EDI is a shared responsibility, and we actively seek opportunities to engage in collective efforts to promote social justice, equity and inclusivity in our community.

This EDI Commitment Statement reflects our ongoing dedication to creating a diverse, equitable, inclusive, and accessible organization where all individuals feel welcomed, respected, and empowered. We strive to live up to these commitments in all aspects of our operations and activities, and we invite our executive team, staff, and the wider community to join us in this important journey towards a more inclusive and equitable society.

Steps to Practising Allyship

Being an ally to BIPOC, 2SLGBTQIA+ communities, and underrepresented groups means recognizing that there is no single "right" way to help. Effective allyship requires humility, listening, flexibility, and a willingness to learn, reflect, and adapt. Here are four ways to practise meaningful allyship:

A – Always Centre Those Impacted

- Ask how the impacted community wants to be supported rather than making assumptions.
- Recognize that allyship may mean advocating, or simply creating safe spaces for others to share their experiences.
- Consider the difference between intent and impact. If your actions cause harm, listen, learn, and adjust.

L – Listen and Learn

- Seek out diverse perspectives from people with lived experience.
- Remember that no community is a monolith and experiences vary.
- Take responsibility for your own learning by reflecting on your biases, language, and assumptions.

L – Leverage Your Privilege

- Recognize the privileges you hold and use them to create opportunities for others.
- Amplify underrepresented voices and challenge inequities in your workplace and community.
- Be an active bystander by safely addressing discrimination and supporting those being targeted.

Y – Yield the Floor

- Speak less and listen more.
- Be mindful of the space you occupy and make room for diverse voices and perspectives.
- Create environments where everyone feels safe, valued, heard, and belonging.

community impact & recognition

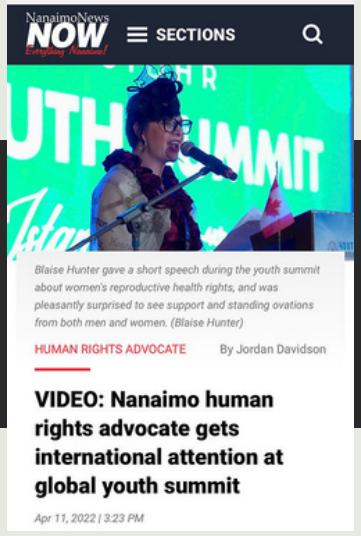
A selection of awards, media coverage and recognition reflecting a career dedicated to community leadership, advocacy, strategic communications and meaningful impact.





2019
Women of Influence Award

2020
Women of Inspiration Award











Women's awards were 'the event of the year'

Inaugural Women of Influence Nanaimo Awards held Feb. 7

STAFF WRITER
NEWS BULLETIN

More than 600 people filled the conference centre ballroom for the inaugural Women of Influence Nanaimo Awards, "the event of the year," according to organizers.

The WIN Awards gala happened Feb. 7 at the Vancouver Island Conference Centre. In the lead-up to the event, there were nearly 100 nominees in 11 categories recognizing the accomplishments of women, non-binary, two-spirit and gender-diverse role models.

Blaise Hunter, awards chairperson, expressed in a news release her appreciation to the community for its support of the event.

"With hundreds of passionate individuals joining forces, we ignited a fire of celebration, championing the profound impact of our community," she said. "In that room, the energy was electric and I am in awe of the extraordinary people and their tireless work."

Desirée Pahl was chosen as the Breathe Fire Award winner for overcoming adversity and April Hilland was the winner of the Fan the Flame Award for allyship.

Blaise Hunter, chairperson of the inaugural Women of Influence Nanaimo Awards, speaks during the event Feb. 7 at the Vancouver Island Conference Centre. (Photo courtesy Barbara Anne Photography)

As well, Kix Citton was honoured with the Community and Social Responsibility Award, Nadiya Albishchenko was the Business Impact Award winner, Esther Charlie won the Health and Wellness Award, Deborah Saucier took home the STEM Award, bailey macabre won the Arts and Culture Award, Kerilie McDowall won the Creative Innovator Award, K'reen Kerr won the Trades Award, Talela Manson was recognized with the Youth Resiliency Award, and Judy Stephan won the Matriarch Award for individuals 50-plus.

"As we reflect on this achievement, let us remember that true influence transcends awards; it ultimately lies in our collective power to effect change," Hunter said. "When we unite, empower and support one another, we all WIN."

She added in the release that the success of the awards gala speaks to the community's commitment to celebrating inclusion, diversity, empowerment and positive change, and confirmed that the WIN Awards will return in 2025.

Proceeds from the event benefit Footprints Infertility and Pregnancy Loss Support Society.

editor@nanaimobulletin.com



The high destiny of the individual is to serve rather than to rule, or impose themself in any other way... Albert Einstein

get in touch

Blaise Hunter

BlaiseHunter.com
blaisethetrail@gmail.com
778-269-1216

For additional examples of my work in community relations, strategic communications, storytelling, and social impact, please visit:

blaisehunter.com/featuredwork