



CWIM Local Hive - Program Guidance Document

General Expectations:

- To organize activities/events throughout the year that bring together local women+ physicians.
- Eligible events may include activities focused on networking, education, wellness, charity, advocacy, or honouring fellow women+ physicians.
- Frequency should be at least two meet-ups per calendar year (ie, Jan - Dec).
- Each event will be advertised widely via the CWIM email distribution list and newsletter.
- Hive Leaders will use CWIM-provided swag and postcards to promote the organization at the events.

Goal of program:

- Increase partner engagement by demonstrating the value of their partnership and providing opportunities for them to connect throughout the year, beyond the CWIM Conference.
- Event attendance numbers can be used as a marker for engagement.
- Increase awareness about the Canadian Women in Medicine Organization and gain new partners.

Audience:

- Canadian physicians who identify as women+.
- We value all members of the healthcare team, but events which include male physicians or multidisciplinary team members are beyond our mandate.
- Hive Leaders will be provided with a list of CWIM partners in their locale to help estimate the number of potential women interested in their event, which can guide planning.

Activity ideas:

- An online portal on the CWIM website will be created to share ideas and resources for event organization.
- Please note that events cannot be used for self-endorsement of Hive Leaders/their activities.
- Example of activity ideas:
 - Book club
 - Dinner club/potluck
 - Clothing swap
 - Charity drive (Holiday shoebox parties)
 - Wine and wellness
 - Group activities (dance class, cooking class, paint night, yoga class)
 - Journal club
 - Styling sessions
 - Picnic
 - Hike
 - Mini-golf
 - Bowling
 - Group volunteering opportunity
 - Group team for a charity run/walk

Budget:

- An annual budget will be provided for each Hive Leader of up to \$3,000 per annum, with a maximum spend of \$100 per partner per year and a maximum of \$50 per partner for any given event. This is assuming an approximate attendance of up to 30 partners per event; however, additional funding may be available for larger groups, provided that the maximum spend per unique partner is upheld.
- The annual program budget will be provided in the form of reimbursement after events are organized and receipts are submitted to CWIM for review.
- All women+ physicians are invited to participate in the events with the expectation that each event involves at least 75% partners (vs non-partners). However, non-partners will not have their expenses covered by the funds allocated to the Hive Leaders; they will need to pay a fee that corresponds to their cost of attending the event (e.g., dinner, theatre show, etc.).
- The list of registrants can be verified as partners or non-partners by the CWIM admin.
- An online payment option will be created by CWIM that can be provided to non-partners.
- Non-partners are encouraged to buy a partnership, and if they do so, they will be reimbursed the cost of each event attended up to a maximum of \$100 for multiple events (or \$50 for one event)
- Local Hive Leaders can choose to review with the Partner Engagement committee to determine the amount non-partners should be charged for their event.
- A Hive Leader honorarium in the form of a free CWIM partnership and a swag pack will be provided each year to be awarded after a full one-year term has been completed.

Reporting requirements:

- After each event, a brief report form will need to be completed and submitted to the Partner Engagement committee outlining details of the event, as well as the total budget, and including an event attendance sheet and all receipts.
- An online portal on the CWIM Organization website will allow for tracking and submitting event attendance

Application Process to become a Local Hive Leader:

- Complete the online application form, which will include a brief proposal for the first local event to be organized.
- If selected, a brief virtual chat will be scheduled with members of the Partner Engagement committee, allowing us to meet you.