



Summer 2009

VOICES

Capital Campaign
**Updates &
News**

Domestic Violence:
**Lasting
Impressions**

Mending Hearts...
Creating Dreams Soiree
Highlights

Thank you!
COMPASS

For generously donating
your time and creativity
to design our new logo!



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Welcome to VOICES



*Be the key
that opens
the doors to
our second
shelter*

Yellow Brick House has helped abused women and children rebuild their lives for over 30 years.

Last year alone, 4000 women and children received assistance through our shelter and outreach services. 450 women and children came through our shelter. Unfortunately, over 500 women and children were turned away due to lack of space. Most of these women and children remained in their abusive homes.

As a community, we need to stand up and say *no* to domestic violence. As a community we need to help the women and children who need us and help them as soon as they reach out to us.

The need for a second shelter to accommodate the rising number of women and children that need protection and safety is critical. Be the key that opens the doors to our second shelter.

Lorris Herenda,
Executive Director



The Signode Canada team (above) came in to paint the shelter. The hardworking team successfully tackled the kitchen, dining room, living room and deck. KPMG employees (left) assembled shelves and organized the donations room at our administrative office.

Community support

Our supporters make contributions in virtually every aspect of our organization. From committees to maintenance, administrative tasks to special events – our gratitude cannot be overstated.

Recently we have had many corporate groups come in to dedicate their time and effort to projects that were long overdue!

Special thanks to **Johnson & Johnson** and **HUB Financial** for painting and organizing apartment units at Reta's Place; **Pickering College** for spring yard cleaning at the shelter; **Sun Microsystems** for building shelving and organizing our donation room; **KPMG** for their warehouse project; and **Signode Canada** for reviving the shelter walls and deck. Your contributions have made a huge impact.

Special events are stronger than ever with individuals and groups dedicating their time and effort to gather donations for our organization.

Thank you to **Aurora State Farm's W-Net Group** who coordinated a food and clothing drive; **Autoliv Electronics Canada Inc.** for a donation granted by the CAW National Union; **The TRU Hair Studio** for donating proceeds from their event; and **Tina McIntaggart** of Discovery Toys Canada for her Easter Basket initiative.

The community's generosity goes above and beyond during the holiday season as well. **The Basketeers**, led by volunteer Cheryl Stoneburgh and her team donated large laundry baskets filled with home essentials. Staff and residents of **Alexander Muir Retirement Residence** donated five boxes of gifts and nearly \$700 in collected money.



Schools groups have also taken interest by way of wake-a-thons, donation drives and volunteer hours. Special thanks to the students at **John McRae P.S.**, **G.W. Williams S.S.** and **Richmond Rose P.S.**

We'd also like to thank **Montana's Cookhouse** in North York for donating a delicious lunch for our volunteer orientation; **Planet Organic** for weekly donations of dairy products; **Panera Bakery** in Richmond Hill for a weekly donation of baked goods and **Starbucks** in Aurora for their weekly product donation.

Spotlight:

Every year, owner **David McKinstry** of **Woodhaven Country Lodge** in the Kawartha's invites women and children from Yellow Brick House for a special weekend away during the holiday season. They return feeling pampered from their getaway.

Thank you David!
www.woodhavencountrylodge.com

**Did you?
Know?**

4,000 women & children received shelter and support through **Yellow Brick House** programs last year;
an **8% increase** from the previous year.

And the award goes to...

- Our Capital Campaign Chair, Vivian Risi was named The Royal LePage Shelter Foundation's National Philanthropist of the Year for 2009.
- Our Executive Director, Lorris Herenda wins the 2009 Civic Appreciation Award from the Town of Aurora for her contribution to the community.

Two honourable awards for two amazing women. Congratulations Vivian & Lorris!



Her Story

I arrived at the shelter like a casualty of war – alone, afraid and displaced. We were welcomed and directed to a large clean room. As we settled in with our few possessions a feeling of peace came over me and the children sensed it too. We were safe; we had a safe haven, a place to think clearly.

As the days passed, hope began to permeate into our lives, drowning out the shame to dissipate. With each new day there were new problems. There was so much work to be done to pull myself out of the abyss.

For the first time in my life, I was not alone. I had the shelter workers to share every obstacle and triumph. They were there to listen to me and help me sort and prioritize, even late into the night when fear would overtake my sleep.

Through their loving support and care, I was able to regain a sense of self-worth and empowerment and once again the children were to benefit.

This testimonial was written by a former Yellow Brick House shelter resident. Her name is omitted to protect her privacy and the safety of her family.

Domestic Violence: Lasting Impressions

Children of all ages are affected by exposure to violence. Many people assume that very young children are not affected at all, that they are too young to know or remember what has happened.

The negative effects of exposure to domestic violence are clearly shown through emotions and behaviours even in the first year of life.

Children who witness violence in their homes often show increased irritability, sleep disturbances, emotional distress,

physical complaints and loss of skills such as regression in language development.

Domestic violence exposure can lead to Post Traumatic Stress Disorder (PTSD) which can interfere with healthy mental and physical development if intervention is not received.

Nearly 60% of children who witness domestic violence suffer from PTSD

Yellow Brick House addresses the needs of child witnesses of violence by offering individual and group counselling and art therapy. For more information on our free programs and services, visit yellowbrickhouse.org.



Francine Fowles: Volunteer of the Year

Francine worked tirelessly to ensure that every detail was taken care of for the 2009 Mending Hearts... Creating Dreams Soiree. Her passion and dedication resulted in a very successful event. Thank you Francine!

Interested in becoming a volunteer?
Send a note to volunteering@yellowbrickhouse.org.

Mending Hearts Soiree

The Yellow Brick House 4th annual Mending Hearts... Creating Dreams Soiree proved to be the most successful to date with over five hundred guests in attendance to support Yellow Brick House and the Capital Campaign, *Second Shelter, Second Chances*.

The Soiree's Honourary Chair, Markham Mayor Frank Scarpitti, opened the evening emphasizing the need for additional shelter beds in the Region's southern area. After speeches and a delicious dinner, guests were captivated by a cappella singing sensation The Nylons. Hosted by CTV's Galit Solomon and Alan Bell, this year's Soiree was a record-breaking event for the organization.

A Word From the Board Chair



On behalf of the Board of Directors, I would like to extend a sincere thank you to Francine Fowles, Lina Bigioni and Mayor Frank Scarpitti, and their team of volunteers, for the success of the 2009 Soiree. We were thrilled with the support generated for the Yellow Brick House Capital Campaign, *Second Shelter, Second Chances*. Thank you to all!

Please join us for our Shared **Annual General Meeting**, planned in collaboration with affiliate York Region organizations, on Thursday, June 25 at 5pm at the Regional Municipality of York in Newmarket. Keynote Speaker Charles Beer will present at 6pm and the Yellow Brick House AGM will take place at 7pm. To learn more about the Capital Campaign and the Annual General Meeting, please visit yellowbrickhouse.org.

Diana McNiven
Chair, Board of Directors

New office space

On January 20, 2009 community members and social service providers from all areas of York Region joined together to celebrate the opening of a new office space for Yellow Brick House. Among supporters present was **Lynn Lowry** of the Ministry of Community and Social Services.

"Separating the administrative office from the shelter allowed us to increase the number of shelter beds available to abused women and children who are desperately trying to escape violence" says Loris Herenda, Executive Director.



York Region Chief of Police Armand LeBarge presents a *Deeds Speak* plaque to Vivian Risi and Loris Herenda.



Markham Mayor Frank Scarpitti with Loris Herenda, Executive Director of Yellow Brick House



Yellow Brick House's Marnie Sigmar with raffle winner, Merv Johnston



Leo MacArthur of The Miller Group with Francine Fowles, Co-Chair of Mending Hearts... Creating Dreams Soiree.



Thank you to our Presenting Sponsor

We would like to extend a huge thank you to the team at **The Miller Group** for being the Presenting Sponsor at the 2009 Soiree. Support, in memory of the late Julie MacArthur, a Yellow Brick House volunteer, has left many lasting impressions.

Thank you to fellow Soiree Sponsors:

Gold Sponsors: Bank of Montreal, IBM Employee Charitable Fund and Scotiabank Group

Silver Sponsors: Alex Chiu Charities, Regional Municipality of York Police Service Board

Bronze Sponsors: MAM Group Inc., Waste Management, York Region

Centre Piece Sponsor: McAsphalt

Corporate Sponsors: Bazeil Developments Inc., Fiber Connections, Gazolla Paving, TACC, MacQuarie, Don Valley North Toyota, the Town of Richmond Hill, the Town of Markham, Royal LePage -- Your Community Reality, Roto-Mill and Toronto Dominion Commercial Banking.

Your Support is Priceless!



Co-Chairs of the Mending Hearts... Creating Dreams Soiree: Lina Bigioni and Francine Fowles.



The Nylons

Did you? Know?

Every year in Canada,
360,000 children
are exposed to domestic violence.



CAPITAL CAMPAIGN

Second Shelter, Second Chances

McHappy Day a Success!

On May 6, the staff and management at the Vaughan McDonald's dedicated the day to support essential community services.

The restaurant, located at Highway 7 and Rivermede, was abuzz with the spirit of community support as representatives from Vaughan Council, RBC Royal Bank and York Regional Police came out to support McHappy Day.

Owners Gary and Susan Garber, Manager Wendy Smith, Manager Kim Smith and a full complement of staff worked alongside community representatives to raise funds for Yellow Brick House!

We extend sincere thanks to the staff, dignitaries and diners who ensured the success of the event!



Shelter from the Storm campaign poster

Shelter from the Storm

Shelter from the Storm is Canada's largest national campaign dedicated to ending violence against women. Led by the Canadian Women's Foundation, campaign activities are held year round with an increased call for support issued this year from April 13th to May 10th.

Notable in their support were the staff and management from the Winners location on Yonge Street in Richmond Hill. On May 2, 2009 shoppers at the store were greeted by purple balloons, music and representatives from Yellow Brick House who were able to educate, inform and express appreciation for the funds raised through the Shelter from the Storm campaign. Thank you Winners!

Yellow Brick House Capital Campaign Chair Vivian Risi (Royal LePage – Your Community Realty) joined Royal LePage President Phil Soper on the CHFI May 7 Empower Hour. Together, with the kindness of on-air personalities Mike and Erin, they raised over \$29,000 in one hour which included a \$10,000 corporate donation from Royal LePage.

Garage Sale

On May 23, 2009, Royal LePage – Your Community Realty's soon-to-open office at 9411 Jane Street in Vaughan hosted a sale, that had something for everyone.

Helium balloons, colourful signage and the delicious smell of fresh popcorn drew in a large crowd. In addition to the tremendous time and effort spent to plan and complete the event, our agency is grateful for the donation of unsold toys and clothes to our shelter and outreach clients.



Did you?
Know

You can donate to Yellow Brick House in honour of someone special and we'll send them a card -- a great teacher's gift this June!

Golf For Charity

Royal LePage – Your Community Realty

In partnership with Royal LePage Shelter Foundation's Executive Director Sandra Diaz, the local real estate force took to the links at Eagles Nest in Vaughan for a day of charitable support, fun – and golf! A full field of 144 players fought the weather and the challenges of the course to make a difference in the community.

The inclement weather was soon forgotten with each delectable bite of dinner served by the impressive staff of Eagles Nest in the facility's Great Room. A silent auction garnered much attention as did the superb live auctioning skills of Yellow Brick House Capital Campaign Chair Vivian Risi.

Inspiring was the on-going pledge of support made by Garry Shapiro of Shapiro Cho who announced a donation will be made by his firm for every purchase/sale referral from Royal LePage – Your Community Realty. Thank you Royal LePage!



Vivian Risi gears up for a shot!

Canadian Federation of University Women Aurora-Newmarket

Yellow Brick House was honoured to be among the artists, community and business services featured at the CFUW Aurora Newmarket's Networking Night.

Yellow Brick House Board Member Glenna Stelzer represented the agency's Capital Campaign.

CFUW Chapter members have made education a priority focus and certainly took the opportunity to learn more about domestic violence, the agency's programs/ services and ways to help support the goal of a second shelter.

OSSTF Fundraising Dinner

The Ontario Secondary School Teacher's Federation District 16 Status of Women Committee organized a fundraising dinner to support the Yellow Brick House *Second Shelter, Second Chances* Capital Campaign. Held May 27 at the District 16 Office in Newmarket, the event was well attended. Educators mingled with guests, enjoyed a buffet dinner and did their best to out-bid one another at the silent auction table.



The Ontario Secondary School Teacher's Federation District 16 Status of Women Committee with Carol and Kate of Yellow Brick House.

Slippermen Concert

Theatre Aurora experienced sold out crowds as Slippermen performed music from the 70's. Andrew Kipfer, Joseph Grillo and Rob Bedard of ARJ Productions, brought great entertainment to town, and directed charitable support back into the community. Each ticket sold provided a \$1 donation to the Yellow Brick House Capital Campaign.

York Region Quilter's Guild

The York Region Quilter's Guild organized a raffle in support of community services that are saving the lives of women and children. Held at the "Works of Heart" Quilt Show on April 18th and 19th, 2009 the raffle featured a Farmers Daughter pattern and raised more than \$1,700 for Yellow Brick House.



Yes, I want to support the Yellow Brick House *Second Shelter, Second Chances* Capital Campaign!

Here is my contribution of \$100 \$50 \$25 I prefer to give \$ _____

Name _____

I would like to make the gift:

Address _____

In honour of In memory of

City/Province/Postal _____

Their name _____

Phone _____

Send acknowledgement card to:

Email _____

Their name _____

I have enclosed a personal cheque

Their address _____

I want to charge my

City/Province/Postal _____

Visa MasterCard Amex

* My name on acknowledgement card:

Card # _____

* If not specified, we will use your name as it appears on your cheque or credit card.

Expiry _____ Signature _____

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