



Fall 2009

VOICES

Capital Campaign
**Updates &
News**

Domestic Violence:
**Abuse After
Separation**

Feature Article
**Mark your
Calendar**

Sprout
creative

Thank you for donating
your time and creativity
to design our new
Capital Campaign Logo!

Welcome to VOICES



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

For 31 years, Yellow Brick House has helped abused women and children rebuild their lives. Last year we reached out to over 4000 women and children – a 12% increase from the previous year.

In Canada there are 569 shelters, 25% of them are in Ontario with an average of 5 shelters for every 100,000 women. In York region, we have 2 shelters for a population of almost 500,000 women and children. Because of this, hundreds of families can not be accommodated due to lack of shelter beds. Waiting to close this huge gap is simply not an option.

Our Capital Campaign, *Second Shelter, Second Chances* is a response to the critical need for additional shelter beds in York Region. We must provide shelter that is needed; we must provide a place for victims of violence to go.

Together we can build a solution. Be the key that opens the doors to our second shelter.

Lorris Herenda,
Executive Director



A hard working group from Acklands Grainger for the United Way Day of Caring.

Thank you to our Community supporters

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.

Thanks to the United Way Day of Caring and the **Acklands Grainger** group for assisting us with fall preparation. They participated in outdoor work and painted one of the units at Reta's Place.

Summer camps are always sources of warm childhood memories. This year, five camps generously donated camp spots to Yellow Brick House children.

Kettleby: Donated 10 children spots for a one week session, which included daily hot lunches and door-to-door pick up. **Green Acres:** Sent 4 of our kids for 2 week sessions with door-to-door pick up. **Camp Robin Hood:** Sent 4 of our kids for 2 weeks with door-to-door pick up. **Aurora Sports Dome Summer Camp:** Sent 4 of our kids for 2 week sessions to camp. This included lunch on Friday afternoon and swimming activities everyday. **Richvale Bible Camp:** Offered to send 10 of our children who use our services to camp.

We'd also like to thank **Planet Organic** for weekly donations of dairy products; **Panera Bakery** in Richmond Hill for a weekly donation of baked goods and **Starbucks** (Yonge and Orchard Heights) in Aurora for their weekly donation of pastries.

Spotlight:

We want to extend a heartfelt thank you to **David West** of **West Photo**.

For several years, David has been giving his time and talent to Yellow Brick House to capture the essence of the human experience with our organization. David has taken photos at the shelter, prepared the slide show that features the stories of our survivors and has supported the organization with his leadership.

David's photographs breathe life into the Yellow Brick House. He carefully balances the private and sensitive nature of the shelter with his incredible talent to capture moments in life. Thank you David – you bring the story of our organization to life! www.westphoto.ca



**Did you?
Know!**

51% of women have experienced physical or sexual violence at least once in their adult lives.

Dreams Take Flight



Children from Yellow Brick House were selected to take part in Dreams Take Flight, a one day adventure to Disney World organized by Air Canada!

Dreams Take Flight is a national, non profit organization made up of volunteers from the Air Canada family in Canada and the United States.

Dedicated teams organize the trip of a lifetime for physically, mentally or socially challenged children. The children are selected from various hospitals and charitable organizations across the country. The destination... Walt Disney World Resort in Florida!

This year, Yellow Brick House was selected to send four children on this once in a lifetime opportunity. The four children selected have all faced different forms of physical and sexual abuse. They've experienced some heartbreaking circumstances, but have made great progress from when they were first introduced to Yellow Brick House.

They were in shock they were selected. "They almost felt unworthy," said our child counsellor, "as if it was a mistake that they were chosen. They weren't used to having nice things happen to them and that's exactly why we wanted them to have this experience."

For full trip highlights, pictures and more, visit yellowbrickhouse.org.

Domestic Violence: Abuse After Separation

Homicide statistics show that the period shortly after separation is the time of greatest risk for severe post-separation physical violence for women. However, little has been written about emotional and financial abuse that many women face during this time.

Abuse is about control. When a woman leaves her abusive partner she is breaking the pattern of power and control that her partner will want to restore. This is linked to an elevated risk for women to be re-victimized by their ex-partners after they have separated.

An abusive partner wants to balance out the shift in power by sabotaging the mother-child relationship and by not paying child support. He may tell their children that their mother has broken the family, that she takes his money and that she is trying to separate them. Not paying child support empowers abusers and it gives them a new found sense of control. Shared custody and the new nesting custody agreements (where

the children live at home and the separated or divorce parents take turns living with them there) contribute to further abuse after separation.

Not paying child support empowers abusers.

Any contact is an excuse for conflict and harassment. When a woman leaves, their partners feel deprived of the power of ownership; therefore they feel justified in their behaviour to regain power even if it means

emotionally and financially hurting their children. Withholding child support is used for punitive purposes. Power-seeking individuals continue abusing their ex-partners after separation in a desire to retaliate, to restore or to reconcile.

Does this mean that women are better off staying? Definitely not, but they need access to resources and the necessary support during their separation. Strategic planning is vital and it is available through organizations like Yellow Brick House working with abused women and children to help them lead violence free lives.

We wish to thank you for being part of the Yellow Brick House community. Your support is greatly appreciated. Last year alone, over 4000 women and children received shelter, counselling and supportive services from Yellow Brick House. Without your support, we would not be able to meet the needs of thousands of victims of violence. Please see our attached holiday letter and give the gift of hope to the women and children who seek our services.



Mark your calendars...

Through the autumn months, organizations like Yellow Brick House recognize important dates each year as we reflect on our mission, our cause and what we are advocating for.

It is every woman and child's fundamental right to live in safety and security in their homes and communities — free from the threat of violence. The Ontario government marks November as Woman Abuse Prevention Month. The month provides an opportunity to raise awareness about violence against women and its prevention. Be sure to visit yellowbrickhouse.org to read a statement in the Legislature by Minister Laurel Broten.

In recognition of Woman Abuse Prevention Month, Yellow Brick House is recognizing the **16 days of Activism Against Gender Violence Campaign**. The 16 Day period links two significant dates: November 25, International Day for the Elimination of Violence Against Women and December 10, International Human Rights Day. Also included in the 16 days are November 29th, International Women Human Rights Defenders Day; December 1st, World AIDS Day; and December 6th, the Anniversary of the Montreal Massacre.



Yellow Brick House will also be supporting **The White Ribbon Campaign**. The White Ribbon Campaign is the largest effort in the world of men working to end men's violence against women. Each year, men and boys in Canada are urged to wear a ribbon starting on November 25, the International Day for the Elimination of Violence Against Women until December 6, Canada's National Day of Remembrance and Action on Violence Against Women. Please contact us to find out how you can get your white ribbon.

Important Dates to remember during the 16 days of Activism Against Gender Violence Campaign

November 25

International Day for the Elimination of Violence Against Women

By resolution on December 17, 1999, the United Nations General Assembly designated November 25th as the International Day for the Elimination of Violence Against Women, and invited governments, international organizations and charities to raise public awareness of the problem on that day. This date was chosen to commemorate the Mirabal sisters who were murdered on November 25th, 1960. The three women were political activists and were visible symbols of resistance to the Trujillo dictatorship in the Dominican Republic.

December 6

National Day of Remembrance and Action on Violence Against Women

Established in 1991 by the Parliament of Canada, this day marks the anniversary of the murders in 1989 of 14 young women at l'École Polytechnique de Montréal. They died because they were women. This is a day to remember all women who have died as a result of violence. It is a day to reflect and work towards ensuring the safety of women and girls in all communities.

A Word From the Board Co-Chairs

The challenging economy of the last year has not dissuaded our organization from proceeding with the ambitious goal of building a second shelter. It is simply too great a travesty that we do not currently have the space to accommodate the women and children who desperately need our help.

We have some amazing community members who are taking key positions to raise awareness and funds for this important cause, and who have already made substantial contributions.

As the holiday season approaches, we ask that you join them in supporting Yellow Brick House. Your contribution to our Capital Campaign is critical to providing the chance that every victim of violence deserves... to live a life free of abuse.

To learn more about the Capital Campaign, please visit yellowbrickhouse.org.

Diana McNiven and Nora Priestly,
Co-Chairs, Board of Directors

Website Makeover

Although being stuck in a previous decade works for some us – it wasn't for our agency website. This summer our Resource Development team launched a newly made over site that not only conveys the warmth of the services we provide, but also houses information critical for the community.

If you are a woman in crisis, a community member worried that someone you know may be in a situation of domestic violence or a potential supporter of our Capital Campaign, be sure and visit our site at yellowbrickhouse.org.



Together we can
build a solution.



secondshelter
secondchances
capital campaign  yellowbrickhouse

First Annual Masquerade Gala

When Vivian Risi, Broker and Owner of Record for Royal LePage – Your Community Realty called out to her team of 600 Realtors to help raise \$4 million for *Second Shelter, Second Chances*, the Bradford office shouted back!

What started out as an effort from a small group of dedicated Realtors, turned into the genuine joining of their community for a cause in need of support. A committee was formed and the First Annual Masquerade Gala was born. The evening took place at the Club at Bond on October 23. Bradford West Gwillimbury Mayor Doug White was present and Vivian Risi emceed for the spectacular evening filled with great food, dancing and community spirit.

Special thanks to Sandra Porretta, Bradford Manager and Sales Representative for her months of planning; Presenting Sponsor Craig Morrison of TD Mobile Mortgage Specialists; and Jim Kirschner of Dent Shop for his substantial support to the Gala.

Kathy Jumps for Yellow Brick House

As an individual pledge of support, Kathy Kirschner, a Sales Representative with Royal LePage – Your Community Realty in Bradford decided to face her fear of heights and “jump for Yellow Brick House”.

On October 16, Kathy jumped from a plane at 10,000 feet to raise money and awareness for our *Second Shelter, Second Chances* Capital Campaign.

Kathy honors all women who have the courage to flee domestic violence. Her message: face your fear and know there is shelter for you when you do! Thank You Kathy for being such a wonderful supporter!



Yellow Brick House Representative receives a cheque from Alex Chiu at their Annual Charity Golf Tournament.



Yellow Brick House Executive Director, Lorris Herenda, receives a cheque from Markham Mayor at Annual Harvest Classic Golf Tournament.

Alex Chiu Golf Tournament

It was a wet day on the green on July 23, but nothing stopped the anticipation of over 240 golfers that day all out in support of three great local charities.

Under the Banyan Tree, the Markham Federation of Filipino Canadians and Yellow Brick House were selected to receive proceeds from the event. Thanks to Alex Chiu Golf Tournament for their generous contribution of \$50,000! All proceeds will support our *Second Shelter, Second Chances* Capital Campaign.

Mayor Frank Scarpitti's Annual Harvest Classic Golf Tournament

On September 11, Markham Mayor Frank Scarpitti presented four cheques during the evening portion of the Frank Scarpitti Charitable Foundation's Annual Harvest Classic Golf Tournament held at Angus Glen.

The Frank Scarpitti Charitable Foundation is giving back to the local community and, with this year's cheque presentations, the Foundation has provided over \$350,000 in funding to local organizations and students since 2008.

This year, \$50,000 was donated to the Yellow Brick House *Second Shelter, Second Chances* Capital Campaign. Special thanks to The Frank Scarpitti Charitable Foundation for their generous contribution.

yellowbrickhouse.org

The Power of Women

On September 30, 2009, Vivian Risi Broker of Record, Royal LePage – Your Community Realty and Yellow Brick House Capital Campaign Chair, hosted the Campaign’s first *Angels of Influence* luncheon. The Angels of Influence, community members who are committed to the cause, have answered Risi’s call to action in support of women in crisis. This gathering enabled the Angels to collaborate, outline priorities, set goals and celebrate community volunteerism. Sincere thanks to SNAP Richmond Hill, The Liberal and Dolce Magazine for supporting the event and the exceptional staff at Terra Restaurant in Thornhill for their hospitality and scrumptious food!

On a national level, Risi and Lorris Herenda, Executive Director for Yellow Brick House, joined Erin Brockovich and Barbara Walters on September 18 to speak at the Power of Women event in Calgary, Alberta to address the need for community leadership and support. Risi, Campaign Chair and community leader with over 600 realtors working under her leadership, encouraged people to take a stand and empower women to lead violence free lives when she called for support, “Be the key to opening doors for women and children who are fleeing for their lives.”

With Erin Brockovich and Barbara Walters speaking powerfully to the value of community investment, messages about the need for a second Yellow Brick House emergency shelter were well received.



Kathy Kirschner Jumps for Yellow Brick House!

Ribfest 2009

Nearly 16,000 people visited the 4th Annual Town of Aurora Ribfest event over the September 11th to September 13th weekend in Machell Park.

Yellow Brick House was privileged to work in partnership with Wendy Browne and her team from the Aurora Rotary Club. The agency benefited from generous pop and water sales – revenues directed back to our Capital Campaign.

Ensuring that booth sales soared and that our agency was well represented were volunteers Alex, Elechia, Kathy, Kelli, Rhonda, Terry, Trish and Wayne. Thanks to all for your time and effort!

Special for our agency was our own Executive Director Lorris Herenda’s speech of appreciation to event organizers, attendees and the Town of Aurora as a whole.



Angels of Influence Luncheon, hosted by *Second Shelter, Second Chances* Chair, Vivian Risi. Photo courtesy of SNAP Richmond Hill.



Executive Director, Lorris Herenda with *Second Shelter, Second Chances* Chair, Vivian Risi in Calgary speaking at The Power of Women conference.



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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