

Together we can
build a solution.



The Leadership

It is my honor to accept the role as Chair for the Yellow Brick House - *Second Shelter, Second Chances* Capital Campaign.



Vivian Risi
Capital Campaign
Chair

As a committed member of our community, I believe it is our social responsibility to take care of the future of our society - women and children.

No one is free from domestic violence; it has no boundaries to culture, age, race or economic status.

Within the richness of cultures that York Region holds, are the victims of domestic violence - our friends, neighbors, sisters, mothers and children.

A house is not a home unless it is safe, which is why I am asking you to be the key to unlocking the doors to a desperately needed second shelter. Together, we can work towards ensuring that the future of our children is safe.

The Organization

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



Lorris Herenda
Yellow Brick House
Executive Director

Last year alone, 4000 women and children received assistance through our shelter and outreach services. 450 women and children came through our shelter. Unfortunately, 547 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.

Mary's relationship with Steve began in University. They were married when she was twenty six. Though warning signs were not evident, the psychological abuse started early in their relationship. Mary couldn't go anywhere alone; she couldn't see friends or family without him. Her family thought he was loving and protective - a good provider. Mary thought about leaving the relationship, but the family thought so highly of Steve, she didn't dare disappoint them.

Soon after Mary became pregnant with their daughter Sarah, Steve's abuse became physical. Mary continued to think about leaving Steve, but felt she had no way out - no job, no money, and no family support. So she stayed.

Over several years, Steve's abuse escalated. One incident left Mary with a broken arm and two broken teeth. Mary told her family she fell down the stairs.

Mary endured many "accidents".

One evening, when Steve was yelling and hitting Mary, he turned on their daughter Sarah. It was at this moment Mary realized she needed to do everything she could to save her daughter.

Mary, desperate and afraid, called the closest shelter - but the shelter was full, night after night.

Mary and her daughter Sarah are just two of the 547 women and children that were turned away last year due to lack of space.

If only there had been a second shelter...

Case for Giving

A house
is not a home
unless it is safe.

Vivian Risi

Yellow Brick House, Capital Campaign Chair
and Broker of Record, Royal LePage – Your
Community Realty

The Programs and Services offered at Yellow Brick House go well beyond the provision of crisis shelter. The empowerment of women who have been abused enables them to break free of the cycle of violence. They in turn lend strength to their own children who have witnessed or experienced violence in their homes.

We, together with our clients, are rebuilding lives that will then build legacies of support for the issue of domestic violence. As we share our vision for a future that has the capacity to meet the needs of every woman and child who flees from violence, we ask “will you join us?”

Campaign Objective

Violence Against Women – A Serious National Issue

“The social and economic costs of violence against women are enormous and have ripple effects throughout society. Women may suffer isolation, inability to work, loss of wages, lack of participation in regular activities, and limited ability to care for themselves and their children.”

World Health Organization, Fact Sheet#239, November 2008

Violence against women does not discriminate – it occurs across all ethnic, racial, age, religious, economic and social groups.

The Canadian Centre for Justice Statistics reports that since the age of sixteen, 51% of Canadian women have experienced at least one incident of physical or sexual violence. Tragically, 1 to 2 of those women is murdered by a current or former partner each week in our country.

A joint report by Unicef, the Body Shop International and the Secretariat for the United Nations titled *Behind Closed Doors*, illuminated the fact that 360,000 innocent children are exposed to domestic violence every year in Canada. These children suffer emotional trauma, depression, injury, permanent disability and brain injury. These affects often extend well into adolescence and in some instances through to adulthood.

In the most recent information available, Statistics Canada reports that from 1997 through to 2002, the single largest category of convictions involving violent offences in non-specialized adult courts in Canada was spousal violence. In addition to the costs associated with the criminal justice system, fees from social service funding, employer losses and health care interventions required because of physical and sexual abuse, add up to over \$4 billion annually for Canadian taxpayers.



Ontario

In a document titled *Measuring Violence Against Women: Statistical Trends 2006*, The Ontario Women's Directorate stated that "there have been approximately 25 female victims of spousal homicide each year in Ontario from 1975 through to 2004". In all, 753 women have been killed by their spouses. These numbers do not include the number of murdered children, and definitely not the number of attempted murders on women and children.

The same publication highlighted the fact that almost 40% of the women assaulted by spouses said their children witnessed the violence against them, and in many cases the violence was severe. The children in fact become the primary 911 callers to protect their moms and siblings.

York Region

York Region as a service area covers 1,776 square kilometres from Lake Simcoe in the north to Steeles Avenue in the south. It borders Simcoe County, Peel Region in the west, Durham Region in the east and includes the municipalities of Aurora, East Gwillimbury, Georgina, King City, Markham, Newmarket, Thornhill, Vaughan and Whitchurch-Stouffville.

The vastness of the Region has given way to exponential growth in citizenry. The population grew from 759,320 in June of 2001 to 920,910 in January of 2006 – a 22% increase. By the end of 2008 the York Region Planning Department estimated the total population of the communities of York Region to have reached 1,011,360. As a result, all community and social services are feeling the pressure of keeping pace with societal demands and cultural diversification as service provision has remained the same from 1986.

The occupancy and service rate at Yellow Brick House has risen dramatically over the last 3 years. In 2005 the agency assisted 3,400 women and children. In 2006 another 3,500 followed by 3,700 in 2007. In 2008 that figure rose further still to just under 4,000 and yet 375 children and 172 women could not be accommodated due to facility and program constraints.

Our service partner statistics confirm the challenge of keeping pace is Region wide. York Regional Police report an 18% increase in domestic related occurrences between 2006 and 2007. This figure represents an additional 649 reported incidents for a total of 4,243. What is not represented in these figures is the fact that only 1 in 4 domestic violence events is ever reported to the police. Add to this the fact that 80% of the women seen at the shelter have not contacted or involved the authorities. The stark conclusion is that the issue of violence against women is both grave and overwhelming.

Domestic Violence Hits Too Close to Home

The 905 Ailment
Toronto Star, September 18, 2007,
Tanya Talaga

"Social services in the 905 are eroding because funding hasn't kept pace with a booming population."

The 905 gets \$346 per capita for child care. Other areas get \$707 or 104% more.

The 905 gets \$13 per capita for adult programs. Other areas get \$33 or 154% more.

The 905 gets \$51 per capita for development services. Other areas get \$101 or 98% more.

The 905 gets \$287 per capita for children's services. Other areas get \$693 or 141% more.

United Way of York Region
...if addressed. 2008

Be the key to open this second shelter.

Lorris Herenda
Yellow Brick House
Executive Director



In 2007, Yellow Brick House commissioned an independent Capital Needs Assessment to study and suggest how best to address the increasing demand for shelter beds.

The Assessment established the occupancy rate at the shelter for the year 2006/7 as 93%. The study noted that women and children who could not be accommodated within the current shelter facility were forced to find shelter in other parts of the province – or worse stayed in the abusive relationship waiting for an available shelter bed.

It was further identified that the southern part of York Region had zero service for abused women and their children. The Assessment concluded with the recommendation that Yellow Brick House move forward with the creation of a new shelter in the south end of the Region through the implementation of strategies needed to secure both capital and operational funding.

In the two years that have followed the completion of the Capital Needs Assessment, the shelter occupancy rates have escalated. In 2007/8 the figure rose to 100.3% almost mirrored in 2008/9 which recorded an occupancy rate of 100.6%. These figures are achieved by the fact that in dire circumstances we are forced into overflow status and they certainly support the case for a second shelter in York Region.

A second facility will accommodate more than five hundred women and children annually we cannot shelter. The additional facility will also prepare the agency to plan ahead for the accommodation of a predicted 2026 regional population of 1.5 million – a 63% increase from January of 2006.

A second facility will offer a second chance.

A second facility will offer hope and rebuild lives.

A second facility will save lives.

\$4,000,000

Yellow Brick House, in its 31st year of operation, is in the first half of a two year Capital Campaign to build a second shelter in York Region. The following represents a breakdown of the Capital Campaign goal:

\$1,900,000

Construction of New Shelter

- \$500,000 cost of purchasing property (based on ½ acre in south York Region)
- \$900,000 cost of construction (4,000 sq. ft. building, 20 beds, 5 cribs)
- \$500,000 minor capital to set-up new shelter (furniture, appliances, security systems, etc.)

\$1,300,000

Cost of Operating the New Shelter for Two Years

- property taxes, staffing, utilities, groceries, basic hygiene provisions, maintenance, etc.
- these developed funds will ensure full operations until core funding is secured.

\$800,000

Fundraising Required to Sustain Existing Agency Operations for Two Years

- the agency's leadership has also incorporated two years of Operational Funding for the existing agency operations – Emergency Shelter, Reta's Place and Outreach – into the Capital Campaign. This figure represents funding required beyond the support received from government to offset the obvious and measured costs of agency operations (utilities, food, maintenance, etc.)

Campaign Goal

Also reflected in the figures, yet impossible to value, are the feelings of safety, integrity and respect that are created for clients – and ultimately the opportunity for them to remain alive.



Service Provider of Choice

Across all of these programs, Yellow Brick House served 4,000 women and children last year. The agency boasts 41 staff who are collectively able to provide service and support in 28 languages.



Emergency Shelter

Yellow Brick House has an emergency shelter located in the central part of the Region. The shelter has 25 beds, 7 cribs, 4 bathrooms, a kitchen, children's playroom, homework area, living room, storage, laundry room and a sitting room. In 2008/9 Yellow Brick House sheltered 450 women and children. Tragically 375 children and 172 women were not accommodated due to limited facility space and a high occupancy rate.

Children's Program: The Children's Recreational and Advocacy Workers lead the Children's Program at the shelter. Children who are residents of the shelter are provided with support and recreational opportunities. Parent support groups are also offered.

Second Stage Housing

Reta's Place is a second stage, eight unit transitional housing apartment building offering affordable, short-term housing to former residents of the Emergency Shelter. Reta's Place provides residents leaving the Emergency Shelter with an apartment unit renting below market rates. Independent living is promoted and counselling is provided on-site.

Outreach Services

Yellow Brick House as an organization does more than provide emergency housing and food for abused women and their children. Shelter and Outreach Teams offer essential services including:

24-Hour Crisis Line: provides informal counselling, support and guidance 24 hours a day, 7 days a week to more than 1,650 women annually.

Art Therapy: an opportunity for children residing in the shelter to express their feelings through art.

"Let's Talk" Child Witness Program: an early intervention program that helps children understand the cycle of abuse and deal with feelings resulting from their experience.

Child Counselling Program: one-on-one confidential counselling that enables children to express their feelings about their experiences and assist them in adjusting to the new family environment.

Counselling and Legal Support Services: confidentially serves women 16 years of age and older who are in abusive relationships and provides short-term individual counselling and legal services.

Legal and Court Support and Referral Services: provides legal support services to women over the age of 16 who are in or have recently left abusive relationships. A Court Support Coordinator acts as a liaison with lawyers, police and crown attorneys.

Transitional Housing and Support Counselling: a range of free and confidential services to women who are making the transition from a violent or abusive home to a safe and healthy one.

"When Love Hurts" Group Support Program: psycho-educational groups designed for women who are, or have been, in an abusive relationship.

Public Education

Public Education is a priority for Yellow Brick House. Staff focus on intervention, prevention and education in our school systems. Abuse prevention workshops raise awareness among students about the issues of violence against women while promoting healthy relationships. In 2008/9 the agency's Public Education Coordinator reached 9,025 individuals, the majority of which were high school students. This focus is bringing information to tomorrow's leaders today.

Through the facilitation of student placements for various post-secondary institutions, Yellow Brick House is schooling future educators in roles of service, advocacy and policy making. We are honoured to list the following as partners in education:

Bachelors of Social Work, Masters of Social Work and Nursing Degrees

- Dalhousie University
- Lakehead University
- York University
- University of Manitoba

Masters of Counselling in Psychology

- Yorkville University

Social Work Diplomas

- George Brown College
- Seneca College

In addition to valued volunteer leadership and corporate partnerships, Yellow Brick House depends upon the strong community partnerships that have been established over the years with the Canadian Centre for Abuse Awareness, Children's Aid Society, Family Services of York Region, Sandgate Women's Shelter, Victim Services of York Region, Women's Centre of York Region, Women's Support Network, York Catholic District School Board, York Central Hospital – Domestic Abuse Sexual Assault Unit, York District School Board, York Region Abuse Program, York Region Alliance to End Homelessness, York Regional Police Department, York University's Knowledge Mobilization Initiative and the York Region Violence Against Women Coordinating Committee.

Yellow Brick House is celebrating 31 years of service to the community with a sustained commitment to challenging and eradicating the beliefs, values, systems and structures that support and perpetuate sexism and violence against women and children.



Your Chance to Support

Join us today
and save
thousands
of lives in
York Region.

Vivian Risi
Capital Campaign Chair

Allow us to share with you an amazing opportunity to become the key to opening the door to a second shelter.

Individual Gifts

- Build your reputation;
- Build a strong community that will support your personal or familial needs;
- Build social capital;
- Become a vital lifeline for women trying to free themselves from abuse.

Allow us to share with you an amazing opportunity to enhance your company and honour your employees while you build the capacity of the community.

Corporate Gifts

- Build your brand via corporate social responsibility;
- Build and sustain a financially stable community – stimulate economic growth;
- Build a strong community that will support your business interests;
- Recruit and retain employees;
- Create volunteer opportunities in the community for your employees = team building;
- Ensure that the crucial services you or your employees may need are available;
- Increase the productivity and profitability of your business by ensuring that the women in your workforce affected by violence – potentially 51% of your female employees over the age of 16 – are safe and have options for community support;
- Become a vital lifeline for women trying to free themselves from abuse.

Now that we have shared what we are doing to empower abused women and children we ask again, **will you join us?**



LIFE CHANGER
\$1,000,000

- EXCLUSIVE Naming Rights to Shelter
- Logo/Name on Recognition Wall, Logo/Name on Website
- Grand Opening, Achievement Celebration
- Press Release Inclusion, Annual Report/Newsletters
- Charitable Tax Receipt, Recognition Plaque, Postcards from Clients

COMMUNITY BUILDER
\$500,000

- EXCLUSIVE Sponsorship of Main Rooms
- Logo/Name on Recognition Wall, Logo/Name on Website
- Grand Opening, Achievement Celebration
- Press Release Inclusion, Annual Report/Newsletters
- Charitable Tax Receipt, Recognition Plaque, Postcards from Clients

PATHSETTER
\$250,000

- Sponsorship of Children's Resource Centre
- Name on Recognition Wall, Name on Website
- Grand Opening, Achievement Celebration
- Press Release Inclusion, Annual Report/Newsletters
- Charitable Tax Receipt, Recognition Plaque, Postcards from Children

PROVIDER
\$100,000

- Sponsorship of Kitchen
- Name on Recognition Wall
- Name on Website
- Grand Opening, Achievement Celebration
- Press Release Inclusion, Annual Report/Newsletters
- Charitable Tax Receipt, Recognition Plaque, Postcards from Clients

PROTECTOR
\$50,000

- Sponsorship of Bedrooms
- Name on Website
- Grand Opening, Achievement Celebration
- Annual Report/Newsletters
- Charitable Tax Receipt, Recognition Plaque

ADVOCATE
\$25,000

- Sponsorship of Women's Resource Centre
- Name on Website
- Grand Opening, Achievement Celebration
- Annual Report/Newsletters, Charitable Tax Receipt

FACILITATOR
\$10,000

- Program Sponsorship
- Name on program specific print materials (alphabetical)
- Grand Opening/Achievement Celebration
- Annual Report/Newsletters, Charitable Tax Receipt

SUPPORTER
\$1,000

- Annual Report, Charitable Tax Receipt

All donations received with a value of \$20 or more will be acknowledged with a Charitable Tax Receipt.
Charitable Reg. No.: 11910 5187 RR0001, please note the agency is registered under the incorporated name of Project Hostel.



If you would like more information or wish to discuss how you can support our essential services and agency expansion, please contact:

Lorris Herenda

Executive Director

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Capital Campaign Coordinator

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