



NEWS RELEASE

FOR IMMEDIATE RELEASE

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May 20, 2020

Women and Gender Equality Canada Supports Yellow Brick House

Richmond Hill, May 20, 2020 – Yellow Brick House is proud to announce and thank Women and Gender Equality Canada (WAGE) – previously Status of Women – for a four-year Capacity Building Grant, which will address organizational capacity needs to allow Yellow Brick House to continue promoting social and systemic change towards gender equality.

Organizational capacity will be enhanced through the implementation of a strategic fundraising plan to increase core funding, the expansion of public education activities to raise awareness of abuse prevention programs, and hiring of a full-time evaluator to ensure excellence and continuity in program delivery.

Since receiving this grant in 2018, Yellow Brick House has used funding to revise existing fundraising practices and develop sustainable strategic fundraising and communications plans; undertake an evaluation of organizational financial health and create metrics for measuring and reporting on outcomes; research trends in the non-profit sector to inform strategic fundraising strategy; hire staff to implement strategic fundraising and communications plans; begin developing partnerships with the private sector to develop support for a social enterprise foundation and model that will build organizational capacity to write funding proposals.

Yellow Brick House expects this project will ensure that we have a fund development team with the right skill set and expertise to be continually evaluating and evolving the fund development plan in conjunction with changing realities within the charitable sector.

52 West Beaver Creek Rd., Unit 4, Richmond Hill, ON L4B 1L9
Crisis & Support Line (phone or text): **1-800-263-3247**
Administration: **905-709-0900** • Toll Free: **1-800-263-2231**
Charitable Registration Number: **11910 5187 RR0001**

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About Yellow Brick House

Since 1978, Yellow Brick House has been one of the largest providers in Ontario of services to women and children escaping domestic violence and abuse. Our Mission is to provide life-saving services and prevention programs to meet the diverse needs of individuals, families and communities impacted by violence. Our Vision is Freedom from violence. Equality for all. The organization is committed to providing a wide range of free and confidential support services to women and children empowering them to live safer and healthier lives.

For more information about Yellow Brick House, visit yellowbrickhouse.org

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