



**40%**  
of physical abuse starts  
during pregnancy



Empowering Abused Women & Children

**GRATITUDE REPORT**  
2019-2020

## Thank You for the daily love you have shown during these challenging times.

In the last year, your unwavering support has empowered women and children in crisis to journey through their trauma and rebuild their lives free from violence.

During 2019-2020 Yellow Brick House increased the number of women and children it served by 17% and our Crisis & Support calls answered by 29%. Our Gala and Break The Silence - Step in My Shoes signature events were overwhelming successes because of your generosity, engagement and support.

Covid-19 has changed the world. During this pandemic there is a 30% increase in domestic violence. Women, children and pets are being murdered almost daily. During these times of physical distancing with increased isolation and abuse, the vulnerable women and children are increasingly seeking our services. We are greatly appreciative of your generosity in helping us save lives.

**EVERY 6 DAYS**  
**a Woman is Killed by Her**  
**Intimate Partner in Canada**

Our shelters are open and Covid-19 Free with our 24/7 Crisis and Support Lines available to help all who ask. We could not do this without you!

For all the lives you have saved and for the thousands more you will save, we are deeply and profoundly grateful for your generous support.

The time is now to create change, end violence against women and children and hold accountable all that endanger the women and children in our community.

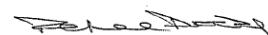
Join our movement and create a community free from violence that provides equality for all.

Let's Break the Silence Together.

With gratitude,

A blue ink signature of Lorris Herenda.

Lorris Herenda  
EXECUTIVE DIRECTOR

A blue ink signature of Rehana Doobay.

Rehana Doobay  
PRESIDENT,  
BOARD OF DIRECTORS



# CORE PROGRAMS AND SERVICES

- **Emergency Shelters (2 Locations)**

Women and children escaping abuse and violence have a safe home in our shelters. Yellow Brick House offers 51 beds and cribs.

- **24 Hour Crisis and Support Lines**

Counsellors are available 24/7 to help individuals in crisis assess their level of danger and take appropriate action

- **Public Education**

- Healthy Homes - abuse prevention workshops for newcomers and immigrants to Canada
- Schools for Change Program: abuse prevention workshops for Grades 7-12
- Free Online Peer-Peer Training: for individuals to facilitate discussion with youth about healthy relationships
- Organizational Training topics: Recognizing & Responding to Abuse and Bill 168

- **Services for Women**

- Individual counselling
- Group Support: *When Love Hurts* teaches about the patterns of abuse
- Parenting Support Groups: *Handle with Care* and *Mothers in Mind*® enhance parenting skills
- Legal information and support
- Transitional housing support

- **Services for Children**

To help children recover from experiencing or witnessing violence, we offer:

- Individual counselling
- Group Support: 10 week *Let's Talk Child Witness Program*



## Danielle's Story



When my husband and I were married, he insisted that we move away from our families. He said that we would have more time for just the two of us. It seemed romantic. Months after moving into our dream home and 7 months pregnant I began making friends with other soon to be moms in the area. We communicated in person and via our phones, it was exciting. When my husband found out he smashed my cell phone and said I did not need other friends that I was lucky he loved me since no one else would want someone like me.

When Joseph was born, the physical, verbal and financial abuse became worse and worse. My husband told me who to speak to, where to shop, what to buy and even when I did as he wished, it still was never enough. One day I was breast feeding Joseph and was beaten for leaving a dirty diaper on the table. With Joseph in my arms I called my brother who immediately called the police. My husband was arrested and the police then warned me that I could either leave him or spend the rest of my life living in chaos and fear. The police also told me that my husband would be released within hours and that I should go to a safe place to get help. They gave me Yellow Brick House's number. My hands were shaking so badly that my brother had to dial the number for me.

Life in the shelter was hard at first. No one had ever asked me to set goals for myself or my baby. The idea of having dreams and working with the caring Yellow Brick House team members to achieve them was at times overwhelming. Slowly I was able to decide what I wanted our futures to look like. Now I have my own job, my own apartment and Joseph is safe.

Our dreams are becoming a reality.

Yellow Brick House and their team truly saved our lives.

# 2019-2022 STRATEGIC PLAN: PRIORITIES



## **Service Excellence**

Enrich staff and technology to address complex client issues



## **Sustainable Resources**

Enhance sustainable channels of funding



## **Optimize Governance**

Maximize Board's engagement in creating impact



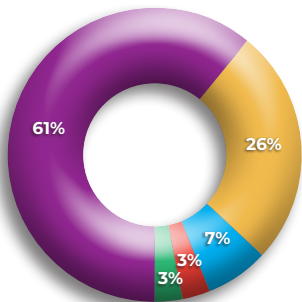
## **Community Engagement & Action**

- Break The Silence
- Take Action
- Make a Difference
- Join the Movement

## Gifts In Action

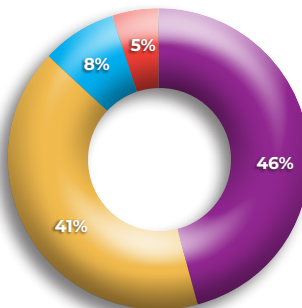
### Our Finances

Thank you for entrusting us with your generous gifts. This is an overview of where our funding is generated and how it serves the women and children of Yellow Brick House. Our audited financial statement is always available to share and we are more than happy to answer any questions you may have.



#### REVENUE

Provincial • **61%**  
Fundraising • **26%**  
Other • **7%**  
United Way  
Greater Toronto • **3%**  
Federal • **3%**



#### EXPENSES

Shelters and Crisis  
& Support Lines • **46%**  
Community Counselling  
& Support Services • **41%**  
Admin/Fundraising • **8%**  
Public Education • **5%**

# Thank You!

When a woman  
in crisis calls our crisis and  
support lines and then walks  
through our doors, you are  
always with them.

Your contributions provide  
life-saving emergency shelter,  
counselling, legal information and  
support, and prevention programs.

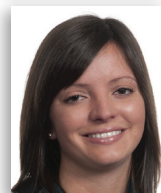
Thank you for helping  
women and children to live a  
violence free life!





# OUR BOARD OF DIRECTORS

*Thank you to our Board of Directors! These leaders from our community give their time and talent to Yellow Brick House. We are deeply grateful for their commitment to end violence against women and children.*



**TOP:** Rehana Doobay, **President**; Dharmesh Morjaria, **Treasurer**; Zak Bhamani, **Secretary**

**MIDDLE:** Lauren Bonnett, **Director**; Tami Brisland, **Director**; Jill Daley, **Director**; Nicole Dekort, **Director**

**BOTTOM:** Mary Elias, **Director**; Stephanie Kremer, **Director**; KC Shendelman, **Director**; Carolyn Skinner, **Director**; Lorris Herenda, **Executive Director**








## VISION

*Freedom from violence.  
Equality for all.*

## MISSION

*Yellow Brick House provides life-saving services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence.*

# YOUR IMPACT: BY THE NUMBERS

-  **6,200+** Women and Children received life-saving support
-  **183** Women & **161** Children stayed in the safety of our shelters
-  **4,335** Crisis & support calls were answered by our counsellors
-  **11,000** Total Counselling hours by our Team
-  **11,500** Hours of Volunteer Service by our Community
-  **9,415** People have signed up for our training modules
-  **347** Women & **444** Children could not access a shelter bed when needed due to lack of capacity

## SAVE THE DATE - SAVE LIVES

**Break The Silence - Step in My Shoes** - SUNDAY, NOVEMBER 1, 2020

**2021 Yellow Brick House Gala** - FRIDAY, MAY 7, 2021

*Your donation supporting Yellow Brick House provides life-saving services and prevention programs to thousands of individuals impacted by violence every year.*

[www.yellowbrickhouse.org](http://www.yellowbrickhouse.org)

52 West Beaver Creek Rd, Unit 4, Richmond Hill, ON L4B 1L9

**Administration:** 905-709-0900 • **Crisis & Support Lines:** 1-800-263-3247 •

**Charitable Registration Number:** 11910 5187 RR0001



United Way  
Greater Toronto