



# IMPACT REPORT

## yellowbrickhouse

### HOLIDAY 2021



***"I am speechless. I don't know what to say. I didn't expect so much! I really don't have the words except – Thank you from bottom of my heart. I'm wiping the tears off the phone as I'm writing this."***

Since 1978, Yellow Brick House has provided life-saving services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence. Last year, our four core programs provided over 4,000 women and children with life-saving support. Our generous community empowers Yellow Brick House to save lives every day, even throughout this deadly pandemic.

From a multitude of stay-at-home orders, to increased isolation, physical distancing, and losing loved ones, this pandemic has stretched us all incredibly thin. Since the start of the pandemic, domestic violence rates increased by 30% in Canada. Homicide rates have increased by more than 50%.

In 2019-2020, 38 women and children in York Region lost their lives due to domestic violence. In 2020-2021, 58 women and children have been lost. Women and children escaping violent homes need our services now more than ever.

But there is good news: Thanks to compassionate people like you, women and children are escaping

violent homes. You're saving lives. Each night without fail, our shelters are full. This holiday season was no exception. In November and December 2021, 20 women and 22 children stayed in the safety of Yellow Brick House's shelters.

This holiday season, your generous financial and in-kind donations have change lives forever – freeing people from physical, financial, emotional, spiritual, and verbal abuse. Following is the story of a woman named Janine, who shares her story and gratitude for the support she received this holiday season.

Thank you for helping women and children begin their journeys towards lives free from violence!



Lorris Herenda,  
Executive Director, Yellow Brick House

P.S. Watch a thank you video at [bit.ly/YBH21Thanks](https://bit.ly/YBH21Thanks).

# Janine's story

In late November, Janine came to our shelter with three children between the ages of 5 and 16. Janine was married when she was 18 years old to a partner who was verbally, physically, spiritually, and financially abusive to her. She was never allowed to go out, and her abuser isolated her from her family.

Before marrying, she had been happy and outgoing; she loved school and wanted to be a social worker. But her husband consistently chipped away at her self-esteem, telling her she was, "stupid, ungrateful, ugly, and good for nothing." Over time she began to believe what he said. She said, "his words were imprinted on my soul."

Her abuser began working from home due to COVID-19 restrictions, taking away any respite she had from his abuse. When he allowed her and the children to visit her parents for family reunion, she called Yellow Brick House from there and was able to flee that day.

Janine has had some difficulty remembering the confident, intelligent person she was before she married, but through counselling and consistent support from staff she has regained much of her self-assurance. Her children, who were home schooled and not allowed to have any social outlet, have also greatly benefited from the children's counselling program, both one-on-one and family group sessions.

She was overwhelmed by the financial support she received through gift cards and transitional packages to help start rebuilding her life.

Janine said, **"I want to thank Yellow Brick House staff and everyone for taking such good care of me and my little family this holiday season. During such a difficult time, everyone made us feel safe and reassured me that everything will be okay. I am forever grateful."**



# Your impact

Grand total raised  
this holiday season:

## \$173,535

### \$37,787

in gift cards given



### 222

in-kind donations



### 500+

GivingTuesday  
Thank-a-thon calls



Financial abuse occurs in 99% of  
domestic violence cases

Women who live in poverty experience  
domestic violence at twice the rate of those  
who do not

From [globalnews.ca/news/6281350](https://globalnews.ca/news/6281350)

# Thank you to our giving community!

Here are a few of our generous 2021 holiday season donors; find more photos at [bit.ly/YBH21donors](https://bit.ly/YBH21donors).



Alonzi Family



Kingsway Place Retirement Residence

This year, we wanted to create a holiday giving drive focused on the community where we work, and where we felt we could help create a meaningful difference in the lives of others. Yellow Brick House stood out for all the work they do to raise awareness around domestic violence and to provide support to the women, children, and families impacted.

We understand that the stress of the holiday season can often act as a trigger for domestic violence, and this year, with the additional impacts of COVID on families, those numbers are likely greater than ever before.

We are pleased to have been able to partner with Yellow Brick House and their Power to Choose Holiday Campaign.

—PCLaw | Time Matters Canada



CGI



Town of Richmond Hill



Richmond Hill Fire/Emergency



Kirby Cares

This holiday season we at WIL Empowered and Love Purse chose Yellow Brick House for our donation drive because we felt they aligned most with our values, and the need to support women of domestic abuse has greatly increased due to the pandemic.

We took this as an opportunity to educate the next generation on how abuse can happen without you even realizing it. Yellow Brick House is very professional and a well-run organization. We are so appreciative of the work they do.

—Vicki Bradley, CEO WIL Empowered



Krissy Y and Family



The Daryl King Team

Donation group photos by Yellow Brick House and donors. Other photos from Pexels: Page 1 – William Fortunato. Page 2 – Keira Burton.

More from our giving community...



Sonny Dhillon & Friends



Knights of Columbus



H.O.P.E.



Sandra Amodeo Dance Studio



Johnson Paterson Inc



Kidz Can Play

# Your donation to Yellow Brick House helps to provide life-saving services and prevention programs to thousands of individuals impacted by violence each year. Thank you.

*"I would like to thank everybody for all the support that me and my daughters got. I know we will have a long journey, but with your help and the support that I got, my first step was less hard to make."*

*"I appreciate the support and the warm welcome I received from the first day I got to the shelter. I never imagined I could get this high level of support and assistance. I am extremely grateful for Yellow Brick House."*

*"The staff at Yellow Brick House are the best. They supported me in all aspects that I needed. I feel fulfilled and happy that they encouraged me for my short- and long-term goals. I came here afraid, but now I am confident and able to see the beauty the future holds for me and my children. I'm grateful to the angels in the form of human beings at Yellow Brick House."*

*"When I felt that all hope was gone, Yellow Brick House staff made me feel loved, happy, and at peace. I can talk to each staff and not feel like I'm being judged."*



Founded in 1978, **Yellow Brick House** provides life-saving services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence. Our core services include: two emergency shelters; 24/7 crisis and support line; public education; and community counselling and support services for women and children.

