



VIRTUAL GALA 2022

2022 Break the Silence

HIGHLIGHTS



\$205,000

Thanks to our generous donors, we raised \$205,000 surpassing our original goal of \$150,000

4 Shelter Beds

Each shelter bed costs \$50,000 a year. Your support provides funding for four shelter beds for the year, supporting approximately 50 women and children

2.5 DAYS

EVERY 2.5 DAYS A WOMAN IS KILLED IN CANADA

In Canada, a woman is murdered every two and a half days due to gender-based violence.

During the global pandemic, violence against women and girls intensified. Many women were trapped at home with their abusers, unable to seek help. Home is not safe for many families who experience domestic violence.

Your support helps us save lives.

286



REGISTERED GUESTS

1200+ views to date

Close to 300 people registered for the Gala, with as many as four people watching per household

MEDIA COVERAGE

Our 2022 Gala was featured on 109.5 The Region, Municipal Newsletters and City News

Watch on City News



50,000



IMPRESSIONS ON SOCIAL MEDIA CAMPAIGN

Our Gala 2022 social media campaign garnered over 50,000 impressions



2000

DIRECT MAILING

Sent 2000 direct mail invites to add a thoughtful and personal touch

TESTEMONIALS



"Amazing event! Congratulations on such a fantastic, meaningful event. Lots of emotions once again tonight and great energy. Well done!"

- Sophie

"Powerful survivor stories! Without Yellow Brick House so many families would have nowhere to turn. Thank you for all the care and safety you provide to those in need."

- Mark

"Well done! Loved the silent auction! Congratulations on raising above target!"

- Mary



6

EMAIL CAMPAGINS

Six targeted emails sent over a period of 3 months to over 3000 email subscribers

SAVE THE DATE

Join us next year in person,
on **May 5th, 2023**

Stay tuned for more details



@yellowbrckhouse

www.yellowbrickhouse.org