



With your continued support Yellow Brick House provides life-saving services and prevention programs to empower women and children to begin healing from trauma and rebuilding their lives.

Thanks to our sponsors, participants and donors we surpassed our goal raising \$79,120 that will provide shelter to women and children. Because when a woman calls to get a shelter bed, we can not leave her behind.

At Yellow Brick House, women and children have a safe place to sleep, to begin healing from the trauma, and rebuilding their lives free from violence because of your support.

We would like to thank all of our sponsors and our friends and supporters for helping us save lives – together we can make a difference.

With gratitude,

Neumata

Lorris Herenda
Executive Director

Thank You To Our Sponsors



S|A|C EST. 1899
St. Andrew's College



EPSTEIN & ASSOCIATES
BARRISTERS AND SOLICITORS

Proudly supported by:

 **GEORGINA**
2021



**TRI-TECH
PINNACLE**
ROOF & BUILDING
ENVELOPE CONSULTANTS





BREAK THE SILENCE STEP IN MY SHOES

2021 Break the Silence Step In My Shoes HIGHLIGHTS



\$79,120

Thanks to our generous donors, we raised \$79,120 surpassing our original goal of \$68,000

30%

INCREASE IN DOMESTIC VIOLENCE SINCE THE START OF THE PANDEMIC

Due to the COVID-19 pandemic, Canadians were asked to stay home to protect themselves and their communities. However, the home may not be safe for many families who experience domestic violence, which may include both intimate partners and children. Your support means more than ever, particularly during this exceptionally difficult time

520+

NIGHTS OF SAFETY

\$150 gives a night of safety to a women or child. Our community came together to provide over 520 nights of safety

89



WALK PARTICIPANTS

We had over 89 participants join us in a virtual walk to "step in my shoes" and break the silence

5



EMAIL CAMPAGINS

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

31,847



IMPRESSIONS ON SOCIAL MEDIA CAMPAIGN

Through both paid and organic social media, our walk social media campaign garnered over 31,847 impressions



250 VOLUNTEER HOURS

We're so grateful to our volunteers that worked tirelessly to make this event a success

TESTEMONIALS



"Loved the theatre experience! Thank you for all the good Yellow Brick House does in our community!!"

– Jennifer

"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."

– Heidi

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

– Brian

DRIVE IN MOVIE THEATRE EXPERIENCE

