

Impact Report

In Support of Mothers In Mind[®] Program

the citrine

FOUNDATION OF CANADA



**Mothers
in Mind**
LICENSED AFFILIATE

Core Programs & Services

Two Emergency Shelters

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

24/7 Crisis & 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
- *Stepping Up*: a peer-facilitated program aimed to support post-graduate students in exploring the best ways of helping their peers who may have experienced violence
- Online facilitator training: to assist youth and adults in having discussions about healthy relationships
- Organizational training: Recognizing & Responding to Abuse, Bill 168

Counselling & Support Services

For Women

- Individual counselling
- Group support: *When Love Hurts* teaches about the cycle of abuse and how to make healthy, safe choices in future relationships
- Parenting support groups: *Handle with Care* and *Mothers in Mind*® enhance parenting skills
- Family court support: a specialized service that helps individuals dealing with difficult family law and other legal matters
- Transitional and housing support: assists individuals in finding safe, stable housing and resources in the community

For Children (to help them recover from experiencing or witnessing violence)

- Individual counselling
- Group support: 10-week *Let's Talk* Child Witness to Violence Program: helping mothers and their children who have experienced violence in learning ways to overcome the negative impact of the experience



Dear Citrine Foundation,

We would like to express our sincerest gratitude for your contribution of \$50,000 to support Yellow Brick House's Mothers In Mind® parenting program. On behalf of the women and children we serve, we extend our heartfelt appreciation for your generosity.

At Yellow Brick House, we are committed to providing a safe and supportive environment for women and children who have experienced abuse and violence. The Mother's In Mind® program helps mothers learn how to manage stress, increase self-esteem, and respond to their children in a caring and nurturing way. By intervening early in the lives of young children and their mothers, we can strengthen parent-child relationships, enhance parenting skills, and reduce parenting stress, ultimately leading to healthier and happier outcomes for the entire family.

Thanks to your invaluable support, we have made significant strides in expanding our reach, raising awareness through targeted marketing campaigns, and making a substantial financial difference. Your generous contributions, especially through the matching gift program, have been instrumental in addressing the pressing service gaps experienced by the women and children we serve. We express our heartfelt gratitude for your partnership and unwavering support. We eagerly anticipate future collaborations with The Citrine Foundation of Canada, as together we strive to create a positive and lasting impact on the lives of those we serve.

Thank you once again for your generosity and commitment to our cause.

Sincerely,



a video from
Lorris Herenda,
CEO

Lorris Herenda
Chief Executive Officer

Stephanie Kremer
President of the Board

"I realized that I did not deserve to be in an abusive relationship. I could live independently and focus on my own needs."

PROGRESS ON 2019-2023 Strategic Plan

Service Excellence

- Enriched staff and client access to technology to address complex client issues
- Completed a comprehensive assessment on prioritizing programs and services



Sustainable Resources

- Implemented a revenue development plan to generate sustainable revenue
- Enhancing sustainable channels of funding



Governance Optimization

- Increased Board engagement in advocacy
- Maximizing Board's engagement in creating impact



Community Engagement & Action

- Building a strong public education presence in schools
 - » *Stepping Up* program on dating violence and abuse prevention
- Implementing marketing and communication strategy



Maria's Story

Maria had always been a loving mother to her son, but her life was turned upside down when her husband became physically and emotionally abusive. The abuse started with verbal insults and escalated to physical violence, leaving Maria with bruises and scars she had to hide from her son. She was afraid for her life and her son but also worried about how she would provide for him if she left.

Despite her fear and uncertainty, Maria decided to leave her husband and start a new life with her son. She sought help from Yellow Brick House and enrolled in our Mothers In Mind® parenting program to receive emotional support and learn tools which allowed her to reconnect with her son.

The transition was difficult, and Maria struggled to adjust to life as a single parent. She had to find a job and support her child on her own while dealing with her past trauma. But through it all, she remained committed to her son's well-being and ensured he had a safe and stable home environment.

Over time, Maria's strength and resilience paid off. She found a job that allowed her to support her family and give him the love and attention he deserved. She also continued to work through her trauma, seeking therapy, and support from other survivors of domestic violence.

Through The Citrine Foundation's matching campaign, women like Maria received the necessary support to escape domestic abuse and rebuild their lives. Today, Maria's son is thriving, and she is proud of the life she has built for them. Although the scars of her past remain, she is grateful for the chance to give her child a life free from abuse and fear. Her story is a testament to the power of resilience and the importance of seeking help in times of need.



A woman in Canada is murdered **every 6 days** by her intimate partner.
A woman or child is murdered **every 2 1/2 days** as a result of gender-based violence.

"I learned to not feel guilty about self care and communication. I had a goal of better knowing my daughter and I accept her for who she is. I feel very connected to the other participants and picked up skills from the group"



Awards

2023

Winner – Richmond Hill Board of Trade – Non-Profit of the Year
Finalist – Vaughan Chamber of Commerce – Non-Profit Charity
Nominated – Newmarket Chamber of Commerce – Non-Profit of the Year

2022

Attorney General's Victim Services Award – D. Todd Morganstein, volunteer of Yellow Brick House

Two Majesty the Queen's Platinum Jubilee Award for Yellow Brick House, CEO, Lorris Herenda

Majesty the Queen's Platinum Jubilee for Yellow Brick House, Board President, Stephanie Kremer

Markham Board of Trade, Community Relations & Cultural Enrichment Award

Board of Directors

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

Top row: Stephanie Kremer (President), Carolyn Skinner (Vice President), Dharmesh Morjaria (Treasurer). *Row 2:* Zak Bhamani (Secretary), Tami Brisland, Nicole DeKort. *Row 3:* Mary Elias, Nancy Pavao, Meeta Gandhi. *Row 4:* KC Shendelman, Inna Koldorf, Lorris Herenda (CEO)

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About Mothers In Mind[®]

Mothers In Mind[®] is a 10-week parenting program for mothers and their young children under the age of four who have experienced violence. Developed by the Child Development Institute in Toronto, the program focuses on helping mothers with an abuse history develop healthy emotional attachments with their children. Witnessing spousal violence is considered a form of child abuse by the RCMP, and exposure to violence can have negative effects on children's brain development, learning, and emotional well-being. Children who witness violence are also more likely to become victims or abusers in the future and have a higher risk of suicide.

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.

Citrine's Impact

Impact of Mothers in Mind[®]: The program has significantly impacted our clients, including strengthening their parent-child relationship, parenting skills, and self-efficacy. The program has also helped the survivors to develop healthy communication practices, gain self-confidence and self-compassion, and find a community within the group.

The program provided opportunities for our clients to learn from the experiences of other moms in the group, focus on mindfulness, and better manage their triggers and responses. The program also helped the clients better understand the impact of violence and trauma on themselves and their children, resulting in more positive parenting practices. Women in the group reported that the program changed their perspective on responding to their children with a more positive, mindful approach.

With The Citrine Foundation's support and matching, the Mothers in Mind[®] program was funded for one full year. This funding enables the organization to plan and implement the program more effectively, with more resources available. This provides a sense of security for the organization, allowing the staff to focus on delivering the program and supporting the clients rather than worrying about funding and fundraising efforts.

Overall, the impact of The Citrine Foundation funding the Mothers in Mind[®] program for one year allowed it to continue delivering its benefits to our clients and helping Yellow Brick House achieve its mission more effectively.

I had high hopes and the program exceed it! I received lots of tools for self-regulation, ideas on how to be more present and I managed my responses and triggers. It was a positive space with great resources and I gained a sense of confidence. I am happy for the tools I learned in Mothers In Mind." Lena



THANK YOU *the citrin*
FOUNDATION OF CANAC

FOR SUPPORTING



ONE TORONTO PSA



Bianca Andreescu,
Yellow Brick House
Supporter



BOOM & 93.5 Radio
AD in support of
Mothers in Mind



50/50 raffle
in support of
Mothers in Mind

Your donation to Yellow Brick House helps us provide life-saving services and prevention programs to thousands of individuals impacted by violence every year.

yellowbrickhouse.org • Crisis & Support Line: 1-800-263-3247
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