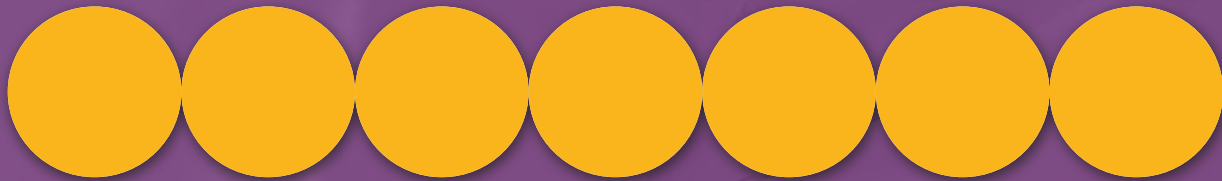




# Your Fundraiser Guide



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# OUR MISSION

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

## Resources

- **Two Emergency shelters**
- **24-hour crisis and support line (1-800-263-3247)**
- **Community counselling and support services**
- **Public Education**

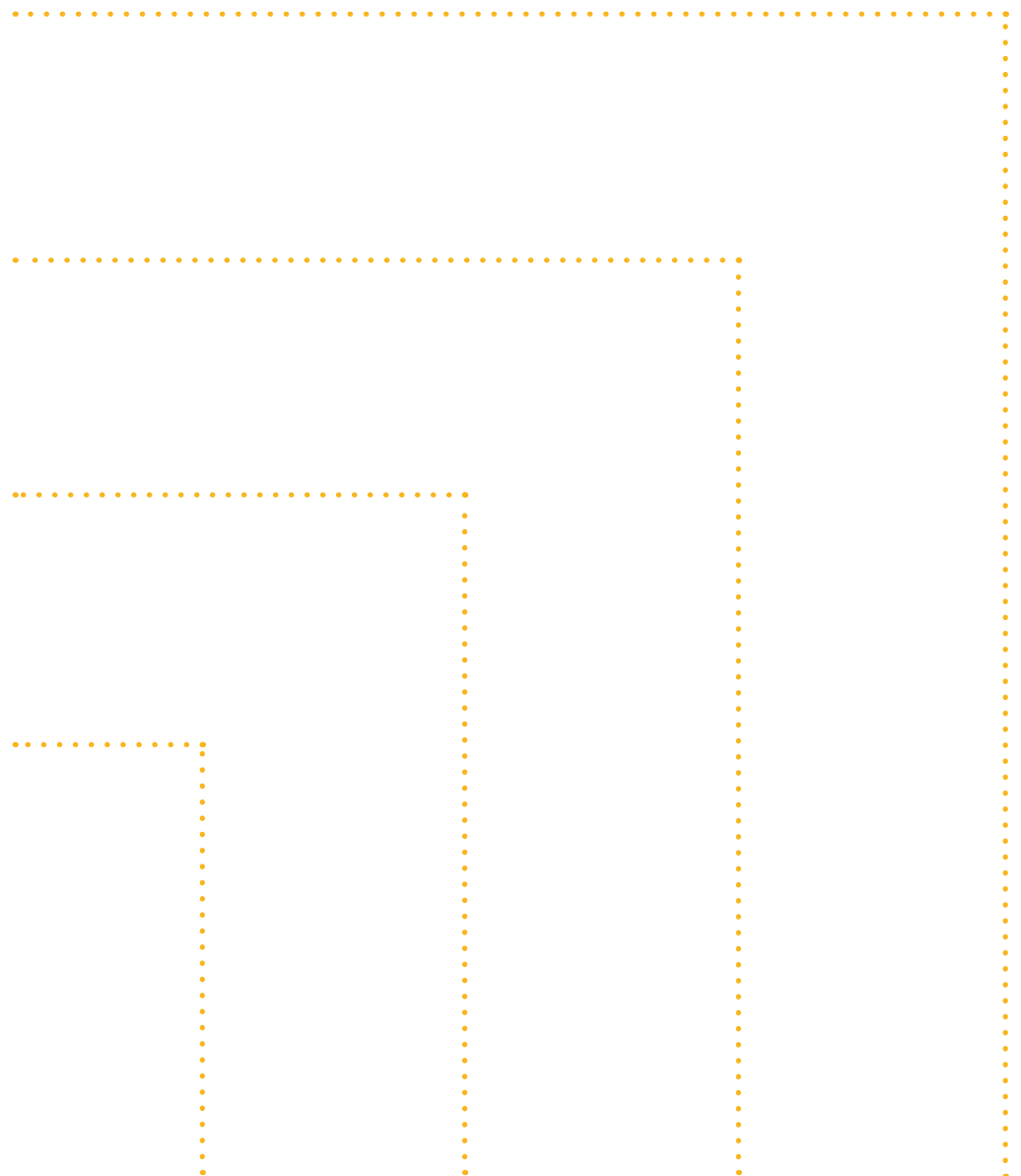
**Three out of four** victims said they stayed with their abusers longer for economic reasons.

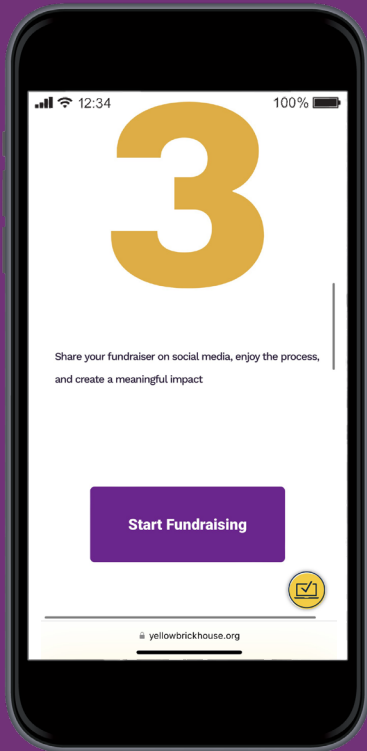
**63%** of the **1 million jobs** accounted for women lost as of March 2020, and **70%** of losses by workers aged 25 to 54.

**35%** of **Gender Based Violence** survivors report not disclosing abuse because they felt there was no one they could tell, and **27%** felt they would not be believed.

Women living in poverty experience domestic violence at **TWICE** the rate of those who do not.

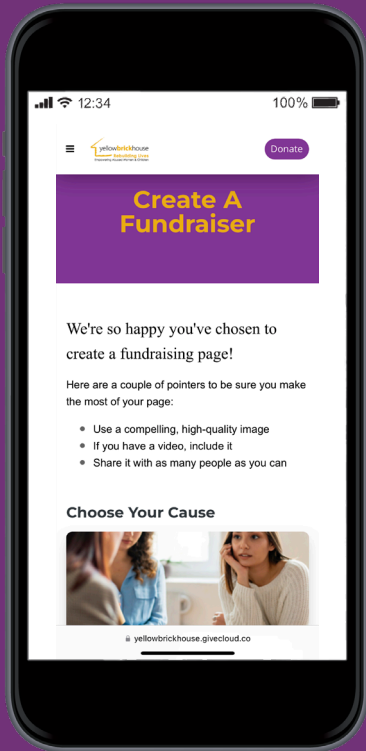
**97-99%** of domestic violence cases occurs due to financial abuse.





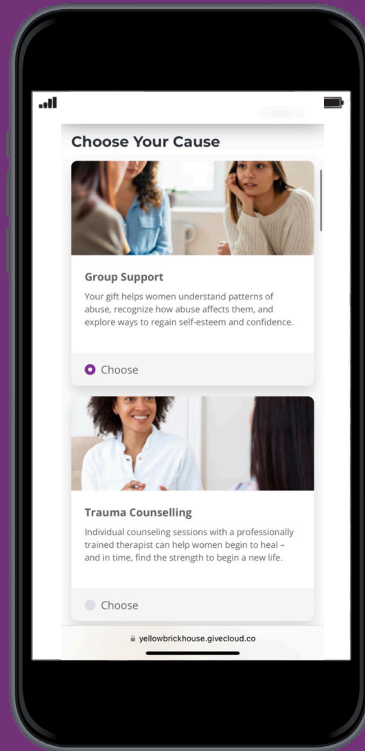
## STEP 1

Go to [yellowbrickhouse.org/fundraise](https://yellowbrickhouse.org/fundraise) and click "Start Fundraising".



## STEP 2

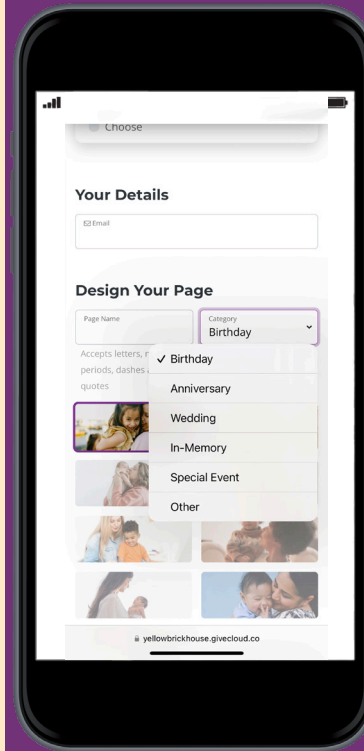
On the Start your fundraiser screen click "Create a Fundraiser"



## STEP 3

Choose Your Cause:

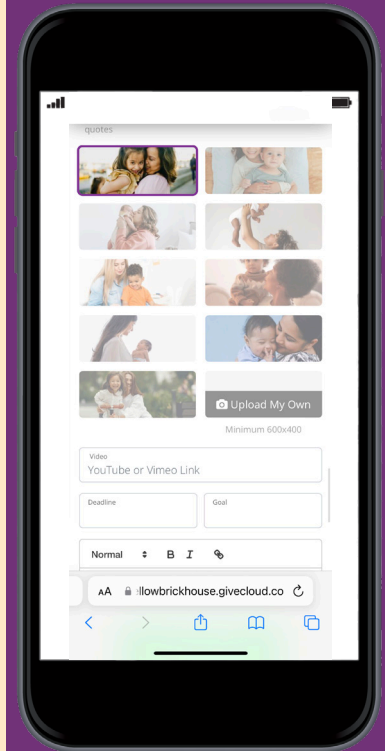
- Donate
- Nights of Safety
- Core Programs



## STEP 4

Choose your category:

- Birthday
- Anniversary
- Wedding
- In-Memory
- Special Event
- Other



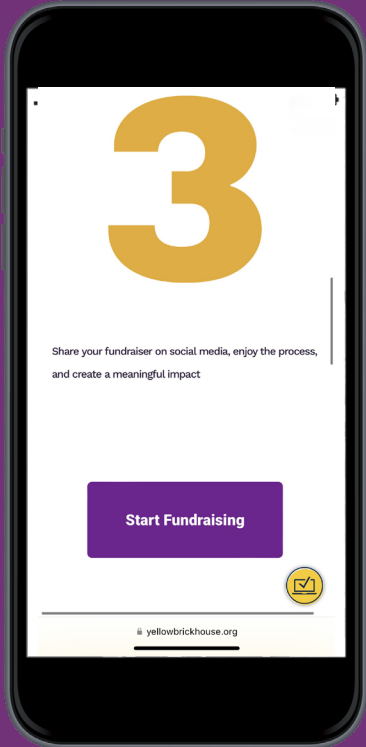
## STEP 5

Create a catchy name, add a photo, and set a meaningful goal for your fundraiser.

**GET**  
started

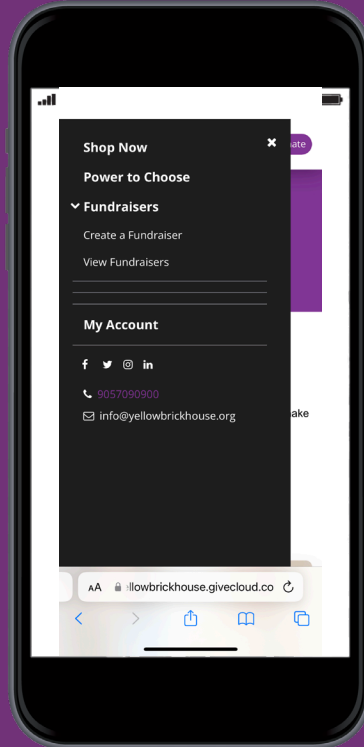
## STEP 1

Go to [yellowbrickhouse.org/fundraise](http://yellowbrickhouse.org/fundraise) and click "Create a Fundraiser"



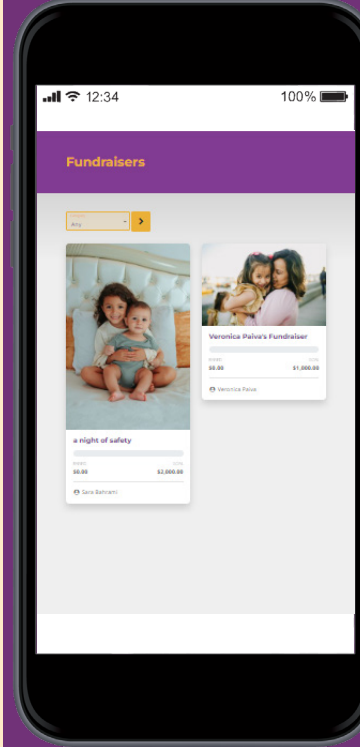
## STEP 2

On the start your fundraiser screen click "Join a team"



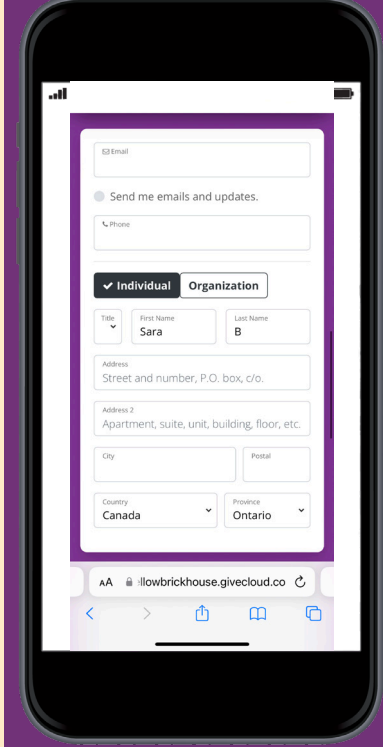
## STEP 3

Choose the team you want to join



## STEP 4

Provide your personal information and start fundraising!

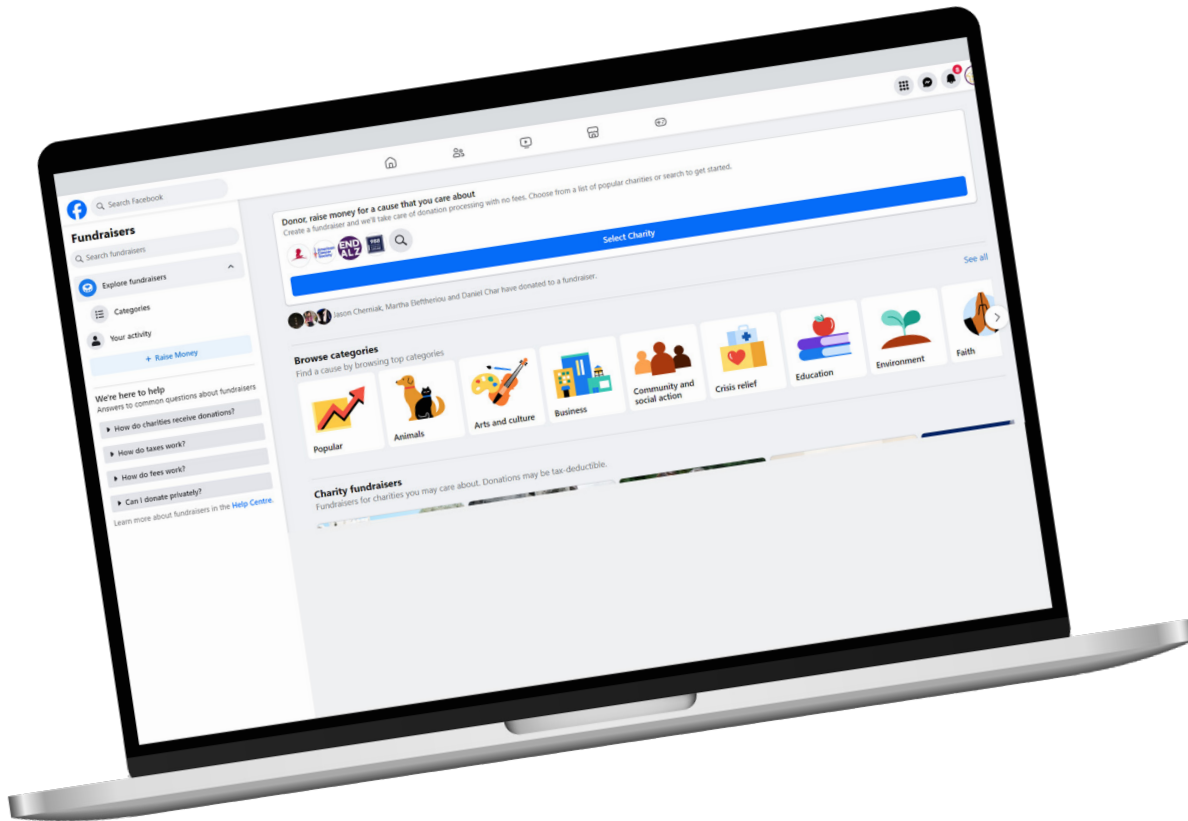


**JOIN**  
a team  
fundraiser

# Discover how Facebook Fundraising can boost your funds by an incredible 180%!

By leveraging this powerful tool, you can effortlessly share your Yellow Brick House fundraiser directly with your Facebook network. Imagine, your friends and family can.

Ready to get started? Simply visit our fundraising page [www.yellowbrickhouse.org/fundraise](http://www.yellowbrickhouse.org/fundraise) and click on the "Start a Facebook fundraiser" button. Log in to your Facebook account and follow the easy prompts. You even have the option to kick off the fundraiser by making a donation yourself or sharing a photo related to your cause on the Facebook fundraiser page. Once everything is set, sit back, and witness the generous donations pouring in! Be a part of the change today and make a difference with us.



FACEBOOK  
fundraiser



**UNITE YOUR COMMUNITY** - your cherished family and closest friends - and take the first step by reaching out to them for their unwavering support.

Remember, it's perfectly fine if the donations trickle in gradually; often, they come in one by one, making a significant impact over time.

Here are some steps you can take to get that first donation.

**Together, we can make a difference!**

Take the lead by making the first donation and challenge others to match it.

Share your personal story and reasons for breaking the silence, and inspire others to do the same.

Raise awareness and spread the facts about domestic violence in our community.

Together, we can make a difference. Explore our digital social media toolkit and learn more about how we're advocating against domestic violence, and how you can help too.

**Together, we can save lives!**



**FIRST**  
donations



# Join the Movement and Help Break the Silence Against Domestic Violence!

At Yellow Brick House, we've been amazed by the creative ways our campaigners have raised awareness and funds to combat domestic violence. But we never forget that each person's contributions make a vital impact. That's why we need YOU to get involved!

## EMPOWER YOUR TEAM

If you're a business owner or manager, enhance your impact by generously matching employee donations dollar-for-dollar. Alternatively, consider giving a portion of your sales proceeds to support the cause. Motivate your team further by setting a fundraising goal and offering a matching donation as an enticing incentive.

## WEAR AND SHARE

Show your support by purchasing a Wrapped in Courage scarf. With each purchase, you help fight against domestic violence. Represent the cause, raise awareness, and create change!

## JOIN WOMEN LEADERSHIP CLUB

Yellow Brick House "Women in Leadership" Club invites community members to get involved in awareness and prevention efforts in the fight against domestic violence. We offer resources, educational materials, and online and location-specific groups to build a thriving community of people ready to make an impact.

## DONATE

We've been humbled and inspired by the amazing support we've received from people committed to making a difference. Your donation makes it possible for us to continue this vital work. Every gift, every dollar matters. For more details contact, [supporter@yellowbrickhouse.org](mailto:supporter@yellowbrickhouse.org)

**GET**  
Involved



# Alyson's Story

A few years ago we went through a night filled with my abusive partner's rage and violent threats, because I had "dared" to take our three kids trick-or-treating for Halloween. When we came home from an hour of happiness, he grabbed the kids' treat bags and threw them in the garbage can, screaming at all of us for going out at night without his permission. I put the children to bed; they were crying and devastated. I did what I could to comfort them, knowing that was little to nothing that would help them with their sadness and fear. I knew that more violence was coming that night and would be directed toward me. His rage and violence were escalating each time. I had no financial or emotional resources. My family lives far away, and my husband didn't allow me to have money. I was afraid to call the police, because I believed that they would have child protection take the children away. I had heard horror stories about shelters being unsafe, so I thought shelters were not an option, either. We hunkered down for the month of November. But on December 1st, he started again. He was out of control, swearing and smashing things in the house. This time the neighbours heard what was going on and called the police. He had beaten me and was arrested on the spot. The children and I were advised by a police officer to go to a shelter, as he would probably be released from custody in a few days. All I could think about was being in a shelter for Christmas, and how horrible it would be for the kids. I felt that this was the worst moment of our lives, and I did not want to go. But the officer convinced me to at least call Yellow Brick House and speak to the counsellor. So, I did that—and I could not believe how kind and comforting the person who answered the phone was. How could a shelter be this supportive after what I had heard? We agreed to

go, but still with so many misgivings on my part. I come from a family where holidays were always a joyful time, full of love and good times. I sincerely doubted we would have that, when we so needed it. When we arrived, we were immediately greeted and welcomed into the house. Christmas decorations were already up! It was so beautiful! Our room was warm and full of coziness. Even though it was late evening, the counsellor had food for us that was tasty and filling. She asked what we needed, and we were given toiletries, pajamas, and toys for the children. We went to bed, feeling safe for the first time in a long time. I woke up in the middle of the night, worried about the holidays and our future. The overnight worker, another wonderful soul, eased my fears. In addition to helping me with trauma, she shared that we had wonderful people in the community who cared about us and donated to keep Yellow Brick House in good supply with toys, clothing, food, and everything else that would be needed for the holidays. She was right! All the families at the shelter received so much! I still tear up when I think of the generosity. That support was the best Christmas gift of all. We stayed at the shelter for three months. My children and I are now housed in a good and safe place. The abuser is out of our lives, and we are moving ahead. It has been two Christmases since we went to the shelter. We still talk about how that horrible incident turned into a wonderful and magical holiday. We have an ornament from the shelter that we continue to hang on our tree; it reminds us of the generosity of others. There are so many caring people that we can never thank enough, people who helped us to start our healing journey. We will always be grateful for their concern and kindness.



## **We'd love to hear your ideas! Contact us today!**

**What inspires you? You can do anything to raise money. No idea is too small. A simple way to share your commitment and support our work is to create a fundraising page and share it via email and social media.**

**By joining our community as a fundraiser, you can support our work to change how the public views and responds to sexual assault, domestic violence, and child abuse, pave the way for innovative approaches to treating trauma, and reform legislation to ensure justice for survivors.**



52 West Beaver Creek Rd., Unit 4  
Richmond Hill, ON L4B 1L9  
[www.yellowbrickhouse.org](http://www.yellowbrickhouse.org)  
Crisis Line (call/text): 1.800.263.3247  
[Support@yellowbrickhouse.ca](mailto:Support@yellowbrickhouse.ca)



**Contact  
US!**