

# IMPACT REPORT

*In Support of the Public Education Program*

*the citrine*

FOUNDATION OF CANADA



# Core Programs & Services

## Two Emergency Shelters

Women and children escaping abuse and violence have a safe home in our shelters. Yellow Brick House offers 41 beds and 10 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

- *Schools for Change Program*: abuse prevention workshops for grades 7-12
- *Healthy Homes*: abuse prevention workshops for newcomers and immigrants to Canada
- *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
- Immigration consultation: Coordinates closely with the Family Court Support Workers and provides women with consultation and education on immigration matters

### 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 of Canada,

We want to convey our deepest appreciation for your generous donation of \$25,000 in support of the Yellow Brick House's Public Education program. On behalf of the women and children benefiting from our services, we extend our sincere thanks for your kindness.

At Yellow Brick House, our Schools for Change program is a vital abuse prevention workshop that educates young minds on essential topics such as gender equality, challenging stereotypes and promoting respect, with the overarching goal of fostering a safer and more equitable society. The Schools for Change program also teaches about the signs of abuse and what a healthy relationship is, ensuring a comprehensive approach to creating a supportive and informed community.

Your invaluable support has propelled us forward, enabling us to extend our outreach, raise awareness through targeted marketing campaigns. Your generous contributions, particularly through the matched gift program, have played a crucial role in educating youth and breaking the silence surrounding violence and abuse. We express our deepest gratitude for your partnership and steadfast support. We look forward to future collaborations with The Citrine Foundation of Canada as we work together to create a positive and enduring impact on the lives of those we serve.

Once again, thank you for your unwavering commitment to our cause.

Sincerely,



[Speech by Christie Lau,  
Public Education Coordinator  
Break The Silence, Step in My Shoes Walk 2023](#)



**Lorris Herenda**  
Chief Executive Officer



**Stephanie Kremer**  
President of the Board

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

## 2023-2026 Strategic Plan



**Sustainable growth to meet community needs**



**Leadership, team, and operational excellence**



**Optimizing program and service outcomes and impact**



**Expanding and enhancing community engagement**

*"CFUW Aurora/Newmarket is pleased to support Yellow Brick House through a generous donation from our members. We are thrilled that our contribution of \$2500 was matched by The Citrine Foundation, amplifying the impact and benefiting our community significantly.*

*We were very happy to be able to support Yellow Brick House, particularly knowing that our assistance would be doubled."*

*- Kathy Wosnick, President, Canadian Federation of University Women Aurora/Newmarket*

*"We are proud to support Yellow Brick House on Giving Tuesday as this group is making a difference everyday in our community. By donating on Giving Tuesday we were able to double our contributions from RBC, as well as additional match donations from the Citrine Foundation. We are grateful to partner with such great organizations with a purpose of helping those in need."*

*- Danny Lam, RBC Manager and Quinn McMahon, RBC Sales Manager*



# Sadie's Story

Thank you for listening to my story today. I am an 11 year old girl, I've changed my name to protect myself, so we will call me Sadie and my brother, we will call Jack.

Abuse comes in many different shapes and sizes. Sometimes, it's hard to recognize where it's coming from, especially if it's coming from someone you love. It feels like a constant wearing down of your self esteem and happiness. In my situation, it all started about 5 years ago, when someone I love, really hurt me and my family.

At one point, we had to go to Yellow Brick House Shelter, because it was not safe for us to be in our home. When we got there, I could sense that our story was in some ways, similar to those around us. It was absolutely shocking to see so many people there.

Being there helped me feel like I had a safe place to go, we were no longer alone, and not so scared. The staff there were warm and welcoming. I was only 6 at the time, and my brother was 4, so I don't remember too much except that the tougher parts seem to stick out the most. Especially when all you were surrounded by was fear, worry and sadness.

Ever since we went to the shelter, I have realized that we are not alone. You need someone to pick you up, especially in the tougher times. I found people I could confide in and it took some of the weight off my shoulders.

Today, I see and talk to a counsellor. She truly helps my mom, my brother and I, in so many ways. I know and understand how hard it is to feel like you sometimes don't have a voice. Everyone needs to be heard, especially as a kid in need of help. In the future, it is my mission to become a lawyer for kids who are being mistreated, to feel like they will have a voice, someone who will understand and relate to them.

Before you go, here is some advice: Never ever stop fighting for what you know is right. Always keep your head high and keep talking until someone listens and you get the help that you need, you deserve it!

Thanks for listening,

Sadie



[Scan QR Code to Listen to Sadie's Full Story From Her Own Words](#)



Did you know that over **70 Municipalities in Ontario** have declared Intimate Partner Violence an **epidemic?**



*"Yellow Brick House's public education program transformed my understanding of healthy relationships. I recognized harmful dynamics at home and intervened in time to save my mom and siblings."  
- Survivor Tam*



## 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:* Lorris Herenda (CEO), Stephanie Kremer (President), Carolyn Skinner (Vice President). *Row 2:* Dharmesh Morjaria (Treasurer), KC Shendelman (Secretary), Darren Gopeesingh. *Row 3:* Franca De Sciscio, Mary Elias, Meeta Gandhi. *Row 4:* Nicole Dekort, Nancy Pavao, Randa Ghabril, Zdenka Pantaleo.

# About Schools For Change

School's for Change is a vital abuse prevention workshop tailored for students in grades 6-12, empowering them to recognize signs of abuse and healthy relationships. This initiative also educates young minds on essential topics such as gender equality, challenging stereotypes, and promoting respect, with the overarching goal of fostering a safer and more equitable society. Workshop themes encompass exploring relationships, identifying controlling behaviors, addressing digital abuse, understanding rights and responsibilities, recognizing abuse, navigating media influence and sharing survivor stories.

## Vision

Freedom from violence. Equality for all.

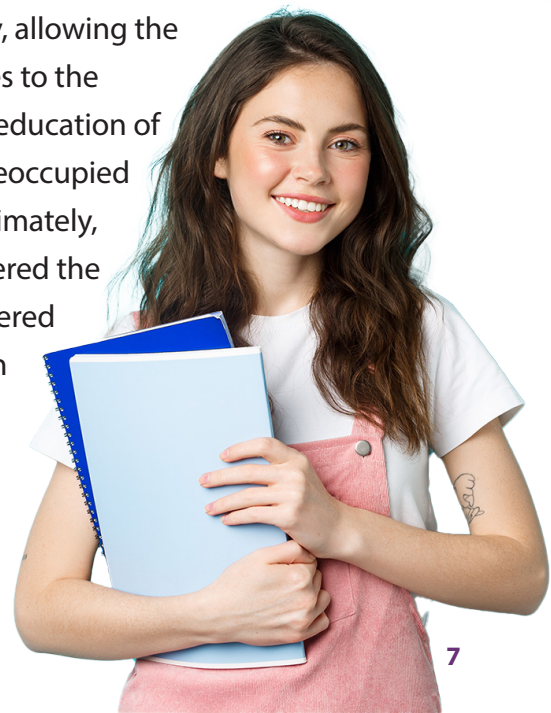
## Mission

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 Schools for Change:** The Schools for Change program, thanks to The Citrine Foundation of Canada's generous support, has made a profound difference in the community. This program, tailored for students in grades 6-12, equips them with the ability to recognize signs of abuse and foster the development of healthy relationships. It also imparts valuable lessons on gender equality, dispelling stereotypes and nurturing respect.

The funding from The Citrine Foundation of Canada not only ensured the continuity of the Schools for Change program but also empowered the organization to plan and execute it with greater effectiveness, thanks to the increased resources available. This financial support has provided a sense of stability, allowing the staff to devote their energies to the program's delivery and the education of youth, rather than being preoccupied with fundraising efforts. Ultimately, this collaboration has bolstered the program's impact and furthered Yellow Brick House's mission with greater efficacy.





## Amplifying Awareness and Broadening Reach

- Raised \$130,397 in November 2023, a 120% increase, supporting our public education program.
- Reached 11,000+ users on Instagram, LinkedIn, Facebook, and Twitter through social media channels.
- Featured our 2023 “Break The Silence, Step in My Shoes” walk supporting public education on **Barrie CTV**.
- “Double Your Impact” Radio ad garnered over **2.3 million impressions** in November.
- Achieved a **6.3% increase in Giving Tuesday donations**, supporting our public education program.
- Ran **paid advertisements** on Newmarket Chamber of Commerce, Vaughan Chamber of Commerce, and Richmond Hill Board of Trades.
- **Collaborated with Neighbour Media**, resulting in Yellow Brick House featured on their charity highlight page.



[Scan QR Code to hear  
The Citrine Foundation of Canada's  
matching campaign radio ad](#)



ONE TORONTO PSA

*“I realized that I did not deserve to be in an abusive relationship.  
I could live independently and focus on my own needs.”  
- Survivor Maya*

# THANK YOU

the citrine  
FOUNDATION OF CANADA

FOR SUPPORTING  
YELLOW BRICK HOUSE'S  
SCHOOLS FOR CHANGE PROGRAM



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@yellowbrckhouse

yellowbrickhouse  
Rebuilding Lives  
Empowering Abused Women & Children