

IMPACT REPORT

In Support of Nights of Safety

**SHOPPERS
FOUNDATION
FOR WOMEN'S HEALTH**



Core Programs & Services

Two Emergency Shelters

Women and children fleeing domestic violence and abuse 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 6-12.
- *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 and violence, Bill 168.
- *Older Adult Abuse: Series of peer-led workshops that provide valuable information to raise awareness about Senior/Older Adult Abuse.*

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: *Mothers in Mind*® enhances parenting skills.
- Family court support: a specialized service that helps individuals dealing with difficult family law and other legal matters.
- Transitional and housing worker 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: 8-week *Let's Talk* Child Witness to Violence Program: helping mothers and their children who have experienced violence to overcome the negative impact of the experience.



Dear Shoppers Foundation for Women's Health,

We want to convey our deepest appreciation for your generous donation of **\$96,300** through the **Giving Shelter Campaign** in support of the Yellow Brick House's **Nights of Safety program**. On behalf of the women and children we serve, we extend our sincere thanks for your kindness.

Yellow Brick House's Nights of Safety program provides women and children fleeing domestic violence with access to safe shelter and life-saving services, offering security, stability, and a critical first step toward rebuilding their lives.

Yellow Brick House has two emergency shelters in Markham and Aurora and we work with women and children across the GTA. We have a total of **41 beds and 10 cribs**.

We must fundraise to provide safe accommodations for more women and children, ensuring they have a place to escape violence and receive the necessary support.

Through the Giving Shelter campaign, we worked together to create a positive and enduring impact on the lives of those we serve. **This support funded 321 nights of safety at our shelters**, ensuring access to safe shelter and life-saving services for women and children fleeing domestic violence.

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

Sincerely,



[Click here or scan the QR code to hear survivors share their powerful stories.](#)



A stylized, cursive signature in blue ink that reads "Lorris Herenda".

Lorris Herenda
Chief Executive Officer



A stylized, cursive signature in blue ink that reads "Meeta Gandhi".

Meeta Gandhi
Chair of the Board of Directors

2023-2026 Strategic Plan

"Today, I am finally living a life free from fear, and I am deeply grateful to Yellow Brick House. Their safety, care, and steady guidance helped me navigate the trauma from my childhood and the violence I later faced with my partner. With their support, my daughter and I were able to get the help we needed."
- Keisha (Survivor)

Sustainable Growth to Meet Community Needs

- Undertake an internal needs assessment to identify service expansion and enhancement opportunities.
- Develop an organizational resource plan (human, capital, technological, and financial) that aligns with current and projected service needs.
- Develop a sustainable funding model that ensures the continuation of existing service levels while planning for projected growth.



Leadership, Team, and Operational Excellence

- Conduct a comprehensive baseline assessment of organizational culture to inform opportunities for leadership, team, and process improvements.
- Develop a culture statement, rooted in core organizational values, that guides leadership, team, and stakeholder engagement approaches.
- Develop Human Resource engagement and retention strategies that reflect organizational values and desired internal culture.



Optimizing Program and Service Outcomes and Impacts

- Increasing Board engagement in meetings with MPs and MPPs to advocate for sustainable funding for core services.
- Based on the Needs Assessment, develop a Program and Service Priority Framework.
- Identify partnership opportunities that will increase and enhance current and projected service delivery goals.



Expanding and Enhancing Community Engagement

- Develop a comprehensive corporate engagement strategy.
- Continue to build government relations, with a focus on municipal governments.
- Optimize Board member participation in building effective stakeholder relationships.



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Alejandra's Story



When my daughter and I arrived at Yellow Brick House, we were carrying the weight of everything we had been through. Leaving my husband had been the hardest decision, **but our daughter had witnessed too much.** The first few nights at the shelter were overwhelming. She struggled with anxiety, found it hard to sleep, and felt unsure about going to school.

The staff at Yellow Brick House became our lifeline. With their support, my daughter gradually learned to manage her anxiety and gain confidence in herself. Through my own counselling, I worked through trauma, learned to let go of self-blame, and understood that what happened was not my fault. I began to rebuild my confidence and strength, giving me the tools to support my daughter while also caring for myself.

Living at the shelter was not just about having a safe place to stay. It was about learning to heal. **The staff helped us access the resources we needed and guided us toward routines that brought stability.** That time at Yellow Brick House did not just give us shelter. It gave us hope, resilience, and the tools to rebuild our lives together.

Providing support to children who have witnessed abuse is always challenging. Working with Alejandra and her daughter, I witnessed how counselling helped them process the trauma they had endured, build resilience, and start reclaiming their lives. Supporting families through this process requires patience, care, and a safe space to heal.

- Alejandra's Counsellor at Yellow Brick House

Did you know that over **100 Municipalities in Ontario** have declared Intimate Partner Violence an **epidemic?**

"Yellow Brick House came to my school and taught my class about the signs of domestic violence and abuse. After that, I realized my big sister was a victim. Everything I had seen before finally made sense. With what I learned, I was able to talk to my parents and help my sister access the services she needed."

- Ashka, Survivor

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

Awards and Nominations

2025

- Finalist – Central York Chamber of Commerce Business Awards
- Finalist - Bhayana Family Foundation Awards

2024

- Finalist - Vaughan Chamber of Commerce Business Achievement Awards
- Finalist - Central York Chamber of Commerce Business Awards
- Finalist - Aurora Chamber of Commerce Business Excellence Celebration

Board of Directors



In order: Meeta Gandhi (Chair), Randa Ghabril (Vice-Chair), Dharmesh Morjaria (Treasurer), KC Shendelman (Secretary), Nancy Pavao, Darren Gopeesingh, Franca De Sciscio, Zdenka Pantaleo, Anne Antolini, Joanne Thanos, Julia Vrabec, Neelam Bance, David Masse, David Lee



Thank You!

To all Shoppers Drug Mart cashiers, beauty managers, pharmacy owners, and staff: your dedication in sharing Yellow Brick House's mission and encouraging donations has made a profound difference in the lives of those in need in your community. Your efforts embody the spirit of community care, ensuring that survivors can access the safety and resources they need to recover from trauma. Please know that your support has had a hand in saving lives!



Your Impact

Yellow Brick House is deeply grateful to Shoppers Foundation for Women's Health and their remarkable **\$96,300** contribution raised through the annual Giving Shelter Campaign. These funds directly support Nights of Safety at our shelters, providing not only secure accommodation but also access to comprehensive, wrap-around services. These include a 24/7 crisis and support line, individual and group counselling for women and children, mental health counselling for women, family court support, transitional and housing worker support, immigration consultation, and public education prevention programs. **Every service we offer is entirely free and confidential and was developed directly through working with survivors for over 47 years!**

Our shelters offer 41 beds and 10 cribs, welcoming survivors from all faiths, age groups, and income levels. These spaces are more than shelters, they are supportive homes where survivors can begin to rebuild their lives.

Violence against women in Canada is deadly. Since 2019, at least 1,329 women and girls have died under criminal or suspicious circumstances, an average of one death every other day. In 2024 alone, 221 women and girls lost their lives.

Stronger Together.

- Yellow Brick House volunteers visited all 50 stores that supported our cause, providing materials for the staff to educate on the signs of domestic violence, available support, and global abuse signals.
- The campaign resulted in 85 published posts and almost 18,000 impressions across social media channels.



Scan QR code (or click here) to view picture of participating Shoppers Drug Mart locations



THANK YOU

**SHOPPERS
FOUNDATION
FOR WOMEN'S HEALTH**



\$96,300

in support of the Nights of Safety Program.

Over 320

Nights of Safety at Yellow Brick House Shelters.



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