

For Immediate Release



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Yellow Brick House Launches DEI Strategic Framework and Action Plan to Support Staff and Clients

Recognition Event in Richmond Hill

Richmond Hill, February 20, 2026 – Yellow Brick House is hosting an event to recognize the success of the project “DEI-Driven Workplace Culture: Fostering an Inclusive and Empowering Workplace”, supported by Women and Gender Equality Canada (WAGE). The agency will welcome Member of Parliament, Sandra Cobena, and Member of Parliament, Melissa Lantsman, to Yellow Brick House’s administrative office as part of this event.

Yellow Brick House, a prominent non-profit organization committed to serving and empowering survivors of domestic violence, announces the near completion of its program to develop and implement a DEI guided workplace culture plan.

Nearly half (48%) of Yellow Brick House’s clients are not Canadian citizens. These women and children speak multiple languages and represent different ethnicities and cultures. Yellow Brick House’s staff and volunteers are also highly diverse, enabling us to communicate and serve in over 30 languages. To fully harness the diversity of staff, Yellow Brick House is committed to promoting a desired workplace that fosters inclusion and equity and values diversity in all forms.

Media are invited to attend for remarks, interviews, and photo opportunities.

Date: February 20, 2026

Time: 10 am - 11 am

Location: Yellow Brick House, 52 West Beaver Creek Rd #4, Richmond Hill, ON L4B 1L9

Spokespeople Available:

- Lorris Herenda, CEO, Yellow Brick House
- Member of Parliament Sandra Cobena, Newmarket-Aurora
- Member of Parliament Melissa Lantsman, Thornhill

The DEI Strategic Framework and Action Plan is designed to:

- Cultivate an empowering, inclusive, and supportive work environment.
- Equip staff and volunteers with the necessary knowledge to better serve clients.
- Identify and address staff and volunteer mental health/well-being needs.

- Provide mental health and well-being support, peer connections, learning initiatives, and professional development.
- Attract and retain the right staff for the organization.
- Establish and implement a continuous feedback cycle for organizational effectiveness.

By building a sustainable and inclusive work environment, Yellow Brick House expects reduced turnover, increased engagement, and an enhancement of individual well-being. These improvements will boost programming initiatives and strengthen collaboration with the community, ultimately benefiting the women and children the organization serves.

"As an organization working for women and with women," says Lorris Herenda, CEO of Yellow Brick House, "it is our commitment to create an inclusive and supportive environment that drives positive change, ensuring that the benefits reach all the women we work with and serve."

"Community-based solutions are at the heart of building a safer Canada" says the Honourable Rechie Valdez, Minister of Women and Gender Equality and Secretary of State (Small Business and Tourism). "The federal government is proud to support organizations like Yellow Brick House, that are leading meaningful change by strengthening their workplace culture and the services that women and children rely on every day. This project is building safer, more equitable futures for everyone."

This project has been funded through Women and Gender Equality Canada's Women's Program.

Please confirm your attendance, and direct any questions to
communications@yellowbrickhouse.org



Women and Gender
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Canada

About Yellow Brick House

Since 1978, Yellow Brick House has been providing life-saving services and prevention programs to meet the diverse needs of individuals, families and communities impacted by violence. Our Vision is Freedom from violence. Equality for all. The organization is committed to providing a wide range of free and confidential support services to women and children experiencing abuse and violence and empowering them to transition to a violence free lives.

For more information about Yellow Brick House, visit yellowbrickhouse.org

Crisis and Support line: 1-800-263-3247 (call or text)

Connect with us



Yellow Brick House | 52 West Beaver Creek Road Unit 4 | Richmond Hill, ON L4B 1L9 CA

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