



A TURNING POINT  
FOR WOMEN



# TURNING POINTS

news & views of YWCA Toronto >> Volume 6 Issue 3 >> Fall 2009

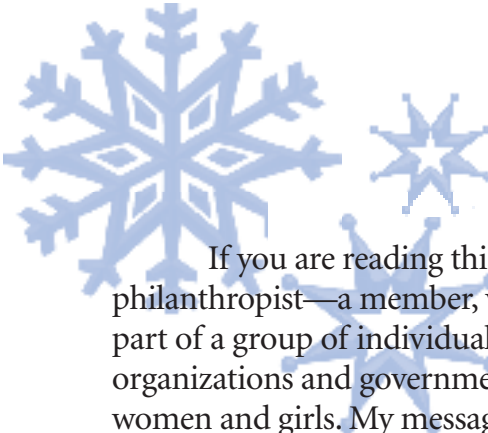


YWCA TORONTO wishes you  
*Peace, Joy, Harmony, Friendship*

FEATURE | **Philanthropy**  
Expressing love, receiving joy.

*Plus* Updates on  
Week Without Violence,  
YWCA Elm Centre & more...

## A MESSAGE from the **CHIEF EXECUTIVE OFFICER**



If you are reading this newsletter it is because you are a philanthropist—a member, volunteer, friend, neighbour. You are part of a group of individuals, businesses, foundations, community organizations and government agencies who have invested in women and girls. My message is very short in this edition. I just want to point to a message from our Director of Philanthropy, Sharilyn Hale. Sharilyn has been with the YWCA for six years and in this time has changed much of what we do in our Philanthropy Department. When you read what she has to say in this rather difficult year, you will understand how much we value her wisdom and advice.

Also in this issue we celebrate holiday words:

**Peace** - YWCA Toronto hosted the Week Without Violence.

**Joy** – Joy of giving

**Harmony** – Cantores Fabularum

**Friendship** – Cementing Relationships

The beautiful graphic on the cover is our opportunity to say thank you for making a difference, for helping us do the work of improving the lives of women and girls in Toronto. Your generosity has made amazing things happen this year. This holiday season, we celebrate and thank you.



Heather M. McGregor



# Philanthropy | EXPRESSING LOVE, RECEIVING JOY



Canadians are giving as never before. In 2007, 23 million of us donated an astounding \$10 billion to charities across the country. Giving among women increased 13%, with 20% of all donations being contributed by immigrants. Being a philanthropist is not about the size of the gift. In fact, research shows that while those with higher incomes give more in absolute dollars, givers with lower incomes give a greater percentage of their total income.\* Anyone can be a philanthropist!

The YWCA benefits from the collective generosity of more than 5,000 donors each year. Your gifts support close to 10% of the YWCA's operating budget, enabling us to deliver programs and services for women and girls across the GTA and sustain key advocacy initiatives that tackle systemic issues such as the root causes of inequality, violence and poverty. Donor dollars hire and train staff, provide program supplies, fund no-interest loans for women and support evaluation to ensure we are most effectively helping the women and girls who seek our assistance.

Philanthropic support also helps the YWCA to be innovative and take calculated risks by funding new projects, exploring creative ways to address critical issues and responding to emerging needs. An example of this is the new \$80 million YWCA Elm Centre, supported in large part by philanthropists across our city who agree with the YWCA that the answer to homelessness is affordable and supportive housing.

While 2009 has been an economically unsettling and challenging year for many, the spirit of philanthropy at the YWCA is alive and well. November 15th is National Philanthropy Day. *Turning Points* is taking this opportunity to celebrate and acknowledge our generous donors who give from compassion, give to express their most firmly held values and beliefs, give to create change, and, as a result of their giving, are themselves changed for the better.



***Philanthropy...***  
**means love of**  
**each other.**

**Philanthropy** is an old fashioned word, but at its root it means love of each other. An act of philanthropy is a fundamental expression of compassion towards others and a commitment to the kind of world we want to create together. In fact, since 1873, philanthropy has shaped and supported YWCA's strong foundation of social justice and helped to make our city better for women and girls. Today, YWCA donors continue to give generously and joyfully to ensure this important work continues.

Large or small, the most meaningful gift touches the giver as much as the recipient. Patricia was a woman who sought refuge in our shelter for women fleeing violence. She was overwhelmed by the welcome and kindness of our staff and the sense of belonging she experienced. She sacrificed \$10 to become a YWCA member, joining our international movement of women 25 million strong. Through her giving, Patricia has found belonging.

Robert became a YWCA Turning Point Partner with a gift of \$1,000, when his daughter finished her final year at our Camp Tapawingo. Over the course of her eight years as a camper, a counsellor-in-training and finally as senior staff, he watched with pride as she blossomed into a strong leader and community contributor. Through his giving, Robert expresses his gratitude.

Anja and her husband Vijay recently updated their will and included a bequest to the YWCA in memory of their daughter. Few people know she struggled with mental illness and homelessness,

until she took her life. They want to ensure other daughters have a place to turn for help. Through their giving, Anja and Vijay are creating hope.

**...the most meaningful gift touches the giver as much as the recipient.**

There are many ways you too can be a philanthropist for change through the YWCA. As the end of the calendar year draws near, we need your support now more than ever. Consider what might be most meaningful to you and your family - make a special year-end gift, Adopt-a-Family for the holiday season or revisit your estate plans.

With a commitment to financial accountability, upholding the *Donor Bill of Rights* and ensuring high ethical standards of fundraising practice, YWCA Toronto values each gift and every giver. Thank you for all the ways you support the mission and values of YWCA Toronto. Best wishes for the holidays.

\* 2007 Canada Survey of Giving, Volunteering and Participating.

--Sharilyn Hale, Director of Philanthropy

# 2009 WEEK WITHOUT VIOLENCE™



This year YWCA Toronto took action and raised awareness on violence in a big way. Thousands of people attended high school assemblies, workshops, conferences, dance events and an incredible music festival. YWCA called on the community to eradicate violence and reflect on the importance of safe spaces for women and girls.

YWCA Toronto and The White Ribbon Campaign hosted the 2nd annual *Common Ground: The Power of Being a Girl and Respect for Being a Boy Conference*. Twenty-six schools sent delegations to the conference, where students attended workshops on anti-oppression, healthy dating relationships and media literacy.

Loretto College hosted a *Does it Stay With You? Assembly*. Over 300 girls listened intently to speakers Dr. Kristin Blakely-Kozman, YWCA President, author and storyteller Dianah Smith and Janice Perry, member of YWCA Girls' Council.

Please visit [www.ywca-toronto.org/blog](http://www.ywca-toronto.org/blog) for more information and pictures.

If you would like to host a Week Without Violence event or book a speaker in 2010 please email Raine Liliefeldt at [rliliefeldt@ywca-toronto.org](mailto:rliliefeldt@ywca-toronto.org)

# YWCA Elm Centre | UPDATE

## *Celebrating Construction, Cementing Relationships*

YWCA Toronto recently celebrated the start of the YWCA Elm Centre construction and launched the No Place Like Elm campaign. Project donors and partners were excited to see the work done to date on the construction site. Guests were invited to Help Build Elm by adding a scoop of green sand into the cement mixer. This cement was later poured into the YWCA Elm Centre foundation.

The YWCA Elm Centre is slated to open in 2011 and will provide 300 new, affordable homes for women and women-led families.

For more information visit [www.elmcentre.ca](http://www.elmcentre.ca) or call Christine Thompson at 416.961.8101 x361.



*- From left to right: Senator Nancy Ruth, Elm Centre donor; Andrea Matheson, Incoming Chair, The Jean Tweed Centre; Olivia Chow, MP Trinity-Spadina; Diane Walker, Co-Chair No Place Like Elm Campaign; Mayor David Miller; Heather McGregor, CEO, YWCA Toronto; Sherry Brydson, Elm Centre donor; Dr. Kristin Blakely-Kozman, President YWCA Toronto; Arlene Perly Rae, Co-Chair No Place Like Elm Campaign; Bill Kinoshameg, President Wigwamen Incorporated; and Delma Cooper, Director Wigwamen Incorporated.*



*- Katherine Morrison (Far left) and Meg Connell (Middle) from the Morrison Foundation added their scoop of green sand to Help Build Elm.*



*- Joan White, YWCA's Director of Housing Development pouring the cement into the foundation of the YWCA Elm Centre.*



*- What homelessness looks like for a woman who has to 'couch surf'.*



[www.elmcentre.ca](http://www.elmcentre.ca)

# BE A *Philanthropist*

## 2009 HOLIDAY SEASON Adopt-A-Family Campaign

*Make a holiday wish come true!*

Be matched with a woman-led family in need and provide gift / grocery cards to help make their holiday wishes come true. Your support will help relieve the stress of the holidays for women and their families across the GTA and enable them to meet the needs of their families during the holiday season.

To learn more please visit  
[www.ywcautoronto.org](http://www.ywcautoronto.org) or contact  
[adoptfamily@ywcautoronto.org](mailto:adoptfamily@ywcautoronto.org)  
or 416-961-8100.

## CANTORES FABULARUM Annual Christmas Carol Concert

Attend the Sixth Annual Concert by Cantores Fabularum, Sunday, December 6th at 7:00pm at The Church of St. Mary Magdalene (477 Manning St.). This year they will launch their second CD, *Keeping Vigil Til The Morning*. Tickets will be available at the door. While you're there, pick up a copy of their CD for just \$15!

Proceeds will benefit the YWCA December 6 Fund, providing no-interest loans to women fleeing violence.

For more information, visit [www.cantores.ca](http://www.cantores.ca).

## DONATE

The end of the year is the time many consider their charitable contributions. Support women and girls and give to YWCA Toronto! Make your donation by December 31st to receive your tax deductible receipt by visiting [www.ywcautoronto.org](http://www.ywcautoronto.org) or calling 416.961.8100 x352



**YWCA TORONTO**  
helps women and girls achieve equality, economic sustainability and lives free from violence.

### Your help is needed now more than ever!

- YES, I want to help women and children in these tough times:  
 \$50  \$75  \$100  Other \$
- YES, I would like to join the **Fresh Start Monthly Giving Plan** with a gift on the 15<sup>th</sup> of each month of:  
 \$10  \$15  \$20  Other \$

### PAYMENT PREFERENCE

- My cheque to YWCA Toronto, is enclosed
- I authorize YWCA Toronto to withdraw my monthly gift from my chequing account and I have enclosed a cheque marked "VOID"
- Please charge my credit card  
 Visa  MasterCard  Amex

Card # \_\_\_\_\_

Expiry Date \_\_\_/\_\_\_ Signature \_\_\_\_\_

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Phone \_\_\_\_\_

- I would like to receive the *Turning Points* newsletter by email \_\_\_\_\_
- I have remembered YWCA Toronto in my Will
- I would like information about remembering YWCA Toronto in my Will
- I would like information about the YWCA Elm Centre

### PLEASE COMPLETE AND RETURN TO:

YWCA Toronto  
80 Woodlawn Ave. East, Toronto, ON M4T 1C1  
Tel: 416-961-8101 x 352 Fax: 416-961-7739  
Charitable Business # 10822 9865 RRO001

To make your donation online, visit  
[www.ywcautoronto.org](http://www.ywcautoronto.org)

Receipts are issued for all donations of \$10 or more. Thank you for your support!

YWCA Toronto respects your privacy, protects your personal information and adheres to all privacy-related legislated requirements. We will keep you informed and up-to-date on events, programs and opportunities to support the YWCA. On occasion, YWCA Toronto may allow like-minded organizations to write to our supporters. If at any time you wish to be removed from our list or prefer your information not to be shared, please call 416-961-8101 x 352.

# THANK YOU! YWCA Donors

(July 1- Sept 30, 2009)

## **Visionary \$25,000+**

Anonymous  
BMO Bank of Montreal  
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CIBC  
DRI Capital  
Orca Coast  
Playground Ltd.  
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## **Advocate \$10,000- \$24,999**

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Campaign  
Deutsche Bank AG,  
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Green Shield  
Canada Foundation

The Toronto Star  
Fresh Air Fund

## **Leader \$5,000-\$9,999**

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The EJLB Foundation

## **Friend \$2,500-\$4,999**

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## **NEW MONTHLY DONOR**

Laura Alper

## **COMMUNITY LEADERS HELPING TO BUILD ELM!**

### **\$5,000,000+**

The family of  
Ken Thomson & the  
family of Audrey  
Campbell in memory  
of Irma Brydson

### **\$1,000,000+**

Nancy Ruth

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Foundation  
YWCA Staff  
Margaret Zeidler

### **\$1,000-\$9,999**

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Dr. Kristin Blakely-Kozman

**YWCA TORONTO CEO**  
Heather M. McGregor

# Family Law Material for Women

Family Law Education for Women (FLEW) is a public legal education project funded by the Government of Ontario. FLEW's goal is to assist women in understanding their rights under Ontario family law. YWCA Toronto is the lead organization in a group of six agencies that are partnering on this project. Booklets offer information on topics such as custody and access, child and spousal support and property division. Other materials deal with the complicated questions that arise when family law and other areas of law, such as immigration law and criminal law are also involved.

FLEW partnered with community agencies to adapt the core materials for specific communities of women. Materials have been released for women of Aboriginal ancestry, Christian women, francophone women, immigrant domestic caregivers, Jewish women and Muslim women. FLEW's materials are available in multiple languages, and in large print, Braille, audio recordings and a video of the materials in ASL (American Sign Language.)

Visit the FLEW website to view and download materials. All FLEW materials can be ordered free of charge, online or by phone.

To order and view FLEW's materials:

w| [www.onefamilylaw.ca](http://www.onefamilylaw.ca)  
t| 416 326 5300 or 1 800 668 9938

**flew** Éducation juridique  
Women's Right to Know | **fodf** Le droit de savoir  
Le droit de savoir

## Around the corner, across the sea

A Global Perspective on Violence in  
the Lives of Women

The Rotary Club of Toronto and YWCA Toronto co-hosted an event that featured thoughtful presentations from three national leaders on the issue of violence against women. Twenty years after the Montreal Massacre, and during the YWCA's Week Without Violence, Sally Armstrong (journalist, film maker and author) Amanda Dale (women's activist) and Paulette Senior (CEO, YWCA Canada) reflected on how violence impacts the lives of women and girls and the remarkable local and global efforts to end all forms of violence and create a more peaceful world.

**Sponsored by the Elementary Teacher's Federation  
of Toronto, proceeds will support the YWCA  
December 6 Fund.**



# UPCOMING EVENTS

# 2009/10

**Dec. 6/09**

**Mar. 8/10**

**Apr. 20/10**

**May 12/10**

**Cantores Fabularum** in support of the December 6 Fund

**International Women's Day**

**YWCA Annual Members' Meeting**

**Women of Distinction Awards**

## YWCA JUMP | UPDATE

From Dynamic Divas and Cash Registers to Bollywood Dancing, YWCA JUMP program helps girls who are new to Canada.

The YWCA JUMP program has been doing incredible things to support young women and girls settling in Canada. YWCA JUMP in Scarborough and Etobicoke are abuzz with the chatter of young women enjoying informative and fun workshops.

Over the summer, YWCA JUMP Scarborough facilitated "Playing with Rainbows" for young Tamil women. The group-based program uses art and discussion to promote



healing for those affected by war and immigration. The program also set up a girls' group and soccer club. This innovative program offers free Bollywood dance classes and a highly popular cash register training workshop.

YWCA JUMP Etobicoke launched a new girls' group in July. The girls who were all new to Toronto named the group "The Dynamic Divas." "I learnt so many things from the group. It has made me closer to my parents...I hope to continue coming to the girls' club," said Pooja, a Dynamic Diva. The group was such a huge success that the program has been extended.

Return undeliverable Canadian addresses to:

YWCA Toronto  
80 Woodlawn Ave. E.  
Toronto, ON M4T1C1

