# YWCA TORONTO CREATING CHANGE 2014 ANNUAL REPORT





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### MESSAGE from CFO & President



(L to R) HEATHER M. McGREGOR Chief Executive Officer

MARLI RAMSEY President, Board of Directors

#### We are all creating change together.

At YWCA Toronto we know that when women succeed their children thrive and our communities are stronger. By providing direct services and tackling systemic issues, we help women escape violence, move out of poverty. and access safe affordable housing.

Our 30 programs are located in 12 communities across the city extending from Etobicoke to Scarborough. All of our programs help women and girls build skills, confidence, leadership, and resiliency.

While many women have made gains, some are losing ground. They are trapped in lowwage, part-time employment, often without benefits or child care. These labour market changes are having a profound impact on women's economic security. In the coming year, we will advocate for fair employment practices and strategies to curb the growth of precarious employment.

In 2014, there were a number of high profile incidents of violence against women. We spoke out strongly, calling on governments

to develop action plans to tackle sexual and physical violence and missing and murdered Aboriainal women. We are keen to work with government and women's groups to implement the most urgently needed chanaes.

On the housing front, we continue to see the challenges that homeless and low-income women face trying to find affordable housing. YWCA Toronto has over 550 permanent housing units across the city, but it is simply not enough. We are currently convening partners, donors, and funders to help us develop new housing for women and girls in 2015 and 2016

YWCA Toronto works with community partners, all levels of government, and thousands of donors who are dedicated to improving the lives of women and girls. As you read this year's annual report, we hope you will be as inspired as we are by the change we can create when we all work together.



"After repeated assaults, I felt like I was living in a nightmare and I didn't know who I was anymore. I was broken. The staff at YWCA Toronto taught me to speak the truth without fear or shame. They helped me and my children to become a strong family again."

**BARRIE** survivor, mom Here to Help participant

## VIOLENCE AGAINST WOMEN

TIN 3

CANADIAN

WOMEN WILL

EXPERIENCE

VIOLENCE IN

THEIR LIFETIME

7,350 WOMEN & CHILDREN SLEEP IN AN EMERGENCY SHELTER EVERY NIGHT

90%
OF SEXUAL
ASSAULTS
AGAINST
WOMEN
ARE NEVER
REPORTED

## CREATING CHANGE

Violence against women is pervasive and affects us all—women and girls, men and boys, families and communities. It creates fear and trauma that can last a lifetime. This year, we were shaken by high profile incidents of domestic and sexual violence and the tragic murder of Zahra Mohamoud and her children. In the dialogue that followed, questions began to shift. Instead of asking "Why don't women leave or report violence?" people began to ask, "Why can't women leave?", "What prevents them from reporting?", and importantly, "How can we change this?"

At YWCA Toronto, we grapple with the same questions. Women tell us they fear for their safety as they navigate the legal system and try to rebuild their lives after violence. We are working beside them to provide support and to advocate for provincial and national action plans that will create a safer world for women and girls.

\$3.3

million invested in violence against women shelters and programs 683

women
and children
found safety
and support
at a YWCA
Toronto shelter

390

women
and children
overcame trauma
in healing and
expressive arts
programs

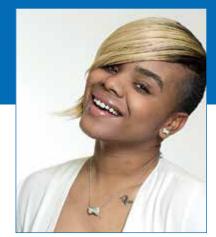
300

women
and children
received microloans that
helped them
escape violence

YWCA Toronto's

Gift Box had

150,000 views at
the Bay Adelaide
Centre, increasing
public awareness
about violence
against women



"The office closed and we were all laid off. My daughter and I lost everything. I didn't know where to turn. YWCA Toronto's team inspired me to pursue my dreams. I am now a proud and successful business owner and a Superior Court Registrar, working on both sides of my passion."

SASHA entrepreneur, mom Skills Development Centre participant

### POVERTY

40%
OF CHILDREN
LIVING WITH
SINGLE
MOTHERS
ARE LIVING IN
POVERTY

59%
OF MINIMUM
WAGE EARNERS
ARE WOMEN &
OVER 25% ARE
PRECARIOUSLY
EMPLOYED

TORONTO
NEIGHBOURHOODS
HAVE CHILD
POVERTY RATES
BETWEEN
40 & 63%

## CREATING CHANGE

The face of poverty is a woman's face. In every category—single parents, Aboriginal women, immigrants, refugees, and seniors—women's poverty rates are higher than men's. Women tell us that they now work multiple part-time jobs or make minimum wage on short-term contracts, often without benefits. And finding affordable child care when they need it is next to impossible. They have hopes and dreams for their families as we all do—a living wage, full-time work, affordable education and training, and the ability to feed their families and pay the rent. When women succeed, their children succeed and our communities are healthy and vibrant.

That is why YWCA Toronto provides employment and skills training, helping women overcome barriers and build strong economic futures. It is also why we partner with other organizations to advocate for employment strategies that move women out of poverty and allow them to reach their full potential.

#### \$5.6

million invested in employment and skills training

#### 3.114

women in
employment
training programs
gained stronger
economic futures

#### 1.186

newcomers
developed job
readiness skills
to prepare them
for the Canadian
labour market

#### 911

women built business and career skills in YWCA Toronto's social purpose enterprise YWCA Toronto
accredited
as an Education
and Training
Centre by the
Ministry of College

and Universities



"Women come to us impacted by poverty, violence, addiction and homelessness. We believe in them and they learn to believe in themselves. We provide community and a place to call home. We are fierce advocates, helping women become strong and ready to find their place in the world."

**TAMMY** Community Engagement Worker - Aboriginal Health and Wellness

## HOMELESSNESS & HOUSING

49% OF PEOPLE LIVING IN SHELTERS AND **TEMPORARY** HOUSING ARE WOMEN

\$1.465 -MEDIAN MONTHLY INCOME FOR A SINGLE PARENT FAMILY - **\$1,521** MONTHLY RENT FOR A TWO BEDROOM **APARTMENT** 

90,000 PEOPLE ARE ON THE SOCIAL HOUSING WAITING LIST

### CREATING CHANGE

Homelessness destroys lives-it can lead to illness, abuse, social isolation, and decreased self-esteem and resilience. It is not a choice. People are driven to homelessness by poverty, violence, mental health issues, addiction, and a lack of affordable housing. Aboriginal women and women with children are particularly vulnerable. Women tell us that a safe and secure home has transformed their lives and the lives of their children. Inside YWCA Toronto buildings, women create communities, build gardens, share meals, and thrive in safe and supportive environments.

YWCA Toronto has been providing housing for women for over 140 years. We know that women need a continuum of options including shelters, transitional housing, and permanent homes. We know, too, that affordable housing can break the cycle of poverty. That is why building new housing is one of YWCA Toronto's top priorities and why we strongly support the call for a national housing strategy.

\$13.3

million invested in permanent housing programs

868

women and their families live in safe affordable housing 292

women received specialized mental health and addiction supports 50

units of affordable housing designated for women of Aboriginal descent

YWCA Toronto is a leader in developing housing for women and their families

YWCA Toronto's Winona's Place



"In our world we are equal.
The cool staff at YWCA Toronto
give us the space to talk about what
matters to girls. We can have fun,
be who we are, and strive to be who
we want to be without judgement.
We learn how we can change the
world for the better."

#### MAYKAH & MAHAYAH

members of the Girls' Advisory Council

## GIRLS

87%
OF CANADIANS
THINK THAT
MEDIA IMAGES
OF GIRLS VALUE
LOOKS OVER
ACHIEVEMENT
AND ABILITY

46%
OF HIGH
SCHOOL GIRLS
REPORT BEING
SEXUALLY
HARASSED AT
SCHOOL

40,000
PEOPLE SIGN
WE GIVE
CONSENT SEX
EDUCATION
PETITION

## CREATING CHANGE

Girls are bombarded with images that do not reflect who they are or who they want to be. In advertising, online, and in the media girls are often sexualized or largely invisible. And racially diverse girls rarely see positive images of themselves. Young girls are experiencing sexual violence and harassment in greater numbers, often with tragic results.

Yet girls are challenging these images and speaking out about equality and the right to a world where they feel safe and respected. Girls tell us they want their own space to learn and grow, to make new friends, and to develop the confidence and skills they need to take on the injustice they see and experience. This is why YWCA Toronto is so proud of our girls' programming. Every day, we see strong and capable girls in our programs becoming leaders and working for social change. They are making a better future for all of us.

\$3.3

million invested in girls and family programs

756
girls built
friendships and

became leaders at
YWCA Toronto's
Camp Tapawingo

419

girls became critical thinkers, challenging sexualized and violent media images of girls 120

teen moms
increased
social networks,
developed
confidence and
skills, and raised
healthy children

YWCA Toronto
Girls' Centre
participants speak
out on feminism in
Girl Up video
(www.youtube.com/
user/ywcato)



"Charities have acquired a wealth of knowledge about how government policies affect people's lives and are well placed to comment on these policies. Canadians benefit from the practical, innovative ways that charities resolve complex issues.

Their expertise helps guide government policy decisions."

## ADVOCACY

YEARS SINCE WOMEN'S ISSUES DEBATED DURING A FEDERAL ELECTION CAMPAIGN 25%
OF THE
SEATS IN THE
FEDERAL
PARLIAMENT
ARE HELD BY
WOMEN

YEARS
THAT YWCA
TORONTO
HAS BEEN AN
ADVOCATE
FOR WOMEN'S
EQUALITY

## CREATING CHANGE

YWCA Toronto has a long and proud history of advocacy. In our early years, our efforts were focused on women's housing and access to training and employment. More recently, we have worked on advancing reproductive rights, stopping violence against women, supporting accessible housing and child care, achieving pay equity, and speaking out to protect the rights of Aboriginal women, immigrants and refugees, and LGBTQ communities. This advocacy is a core part of who we are.

YWCA Toronto's advocacy work is always informed by the women we work with and by the systemic barriers that keep them from achieving equality. By speaking out, we have shaped government policy, influenced decision-makers, fought for new laws and services, built public awareness, and given women a voice. We are inspired by the gains women have made and we remain fiercely committed to creating change in areas where women have been left behind.

#### **SPEAKING OUT**

to reduce poverty and precarious employment

#### **CALLING FOR**

action plans to end violence against women

#### **ADVOCATING**

to rescind legislation that reduces supports for refugees

#### **SUPPORTING**

calls for national housing and child care strategies YWCA Toronto's Call to Action engages 6,500 stakeholders in online advocacy campaigns

government policy decisions.Voluntary Sector Initiative



"We are continuing to honour our mother's work and her choice of YWCA Toronto to help women and girls in need."

#### JULIA M. RUBY'S

daughters announce their \$1 million donation to YWCA Toronto

(L to R) Joanna Ruby-Armstrong, Julia Foster, Jan Ruby, Mary Ruby and Victoria Ruby

### PHILANTHROPY

3,584
DONORS HELP
WOMEN
& CHILDREN
IN 30 YWCA
TORONTO
PROGRAMS

2,580
HIGH SCHOOL
STUDENTS
JOIN THE
MOVEMENT,
DONATING TO
THE YWCA
TORONTO
DECEMBER 6
FUND

1,412
GIFTS FROM
ADOPTA-FAMILY
DONORS HELP
WOMEN &
CHILDREN
LIVING IN
POVERTY

## CREATING CHANGE

It is not surprising to us that YWCA Toronto donors share much in common with the women and girls they have chosen to help.

Our donors are diverse. A midtown Toronto couple made it possible to run film nights and foster a sense of belonging at our homeless shelter. Women pooled their resources, through United Way's *Women Breaking Ground*, to help teen mothers build their futures. This year, over 300 donors made generous gifts ranging from \$1,000 to \$1,000,000.

Our donors are tenacious - 42 donors have been supporting YWCA Toronto for more than 20 consecutive years. Year in and year out, hundreds of people make monthly donations and exponentially increase their impact with their guaranteed support of core YWCA Toronto programs.

Our donors create change as they know every donation matters.

#### 1.200

corporations
and individuals
supported
YWCA Toronto's
Women of
Distinction Awards

#### 519

volunteers donated 19,261 hours of time and expertise

foundations
supported a range
of programs from
mental health to
girls' leadership

#### 15

donors increased safety for Aboriginal families at Winona's Place

#### girl will thrive at camp for 10 years thanks to a young donor's decade-long

commitment

## YWCA TORONTO BOARD OF DIRECTORS

## CREATING CHANGE



YWCA Toronto's Board of Directors are committed to creating change for women and girls across Toronto. They ensure that our work is aligned with our vision and mission, steward our donor and financial resources, and provide leadership and oversight of our strategic plan and initiatives.

#### YWCA TORONTO BOARD OF DIRECTORS

(L to R - front row) Linda Chu, Marli Ramsey, Pierrette Dosanjh, Nikita Patel, Patsy Russell (middle row) Silvia Jacinto, Sonali Chakraborti, Lauren Hulme, Maureen Bell, Alice Longhurst, Carmela Serebryany-Harris (back row) Signe Leisk, Carlene McCubbin, Suhuyini Abudulai, Bessy Triantafyllos, Julie Neff

#### OUR VISION

YWCA Toronto will be a leader in transforming the lives of marginalized and disadvantaged women and girls in Toronto.

#### **OUR MISSION**

YWCA Toronto accomplishes this vision by being a strong advocate for women and girls, providing transformative services in the areas of employment support and training, housing options and shelters, leadership development programs for girls and key supports for women and children who have experienced violence.

#### **OUR STRATEGIC PRIORITIES**

Strengthen awareness of YWCA Toronto, leveraging our credibility and reputation.

Ensure financial and organizational sustainability.

Integrate continuous quality improvement in operations and programs.

Deliver high impact life-changing programs for women and girls.

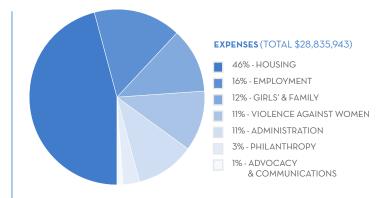
Align advocacy with mission priorities, supported by program expertise.

Promote strong governance and employer best practices.

### 2013 REVENUE & EXPENSES

Year ended December 31

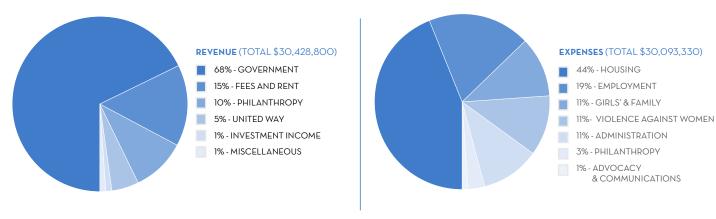
### **REVENUE** (TOTAL \$29.019.081) 69% - GOVERNMENT 14% - FEES AND RENT ■ 10% - PHILANTHROPY 5% - UNITED WAY 1% - INVESTMENT INCOME 1% - MISCELLANEOUS



2013 EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR: **\$183,138** 

## 2014 REVENUE & EXPENSES

Year ended December 31



2014 EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR: \$335, 470

Auditors: Ernst & Young LLP | A full set of Financial Statements is available upon request. Charitable Business #10822 9865 RROOOl Information filed under the Public Sector Salary Disclosure Act, 1996 is available on the Ministry of Finance website: http://www.fin.gov.on.ca.

& COMMUNICATIONS

#### OUR SUPPORTERS & PARTNERS

#### \$1 million+

Ruby Family

#### \$50,000+

Bondfield Construction Company Limited **BMO Financial Group** 

Canadian Women's Foundation

CIBC

DRI Capital The Honourable Maragret McCain

**RBC** Foundation

Joan and Robert Wright

#### \$25,000+

Anonymous

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Toronto Foundation

#### \$10,000+

Anonymous

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Mahendra Jain Paloma Foundation

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Tippet Foundation

Toronto Commercial Real Estate

Women Foundation

Travelers Canada

William & Betty Finch Fund at the Strategic Charitable Givina Foundation

Phyllis and William Waters

Sally Wright

#### \$5.000+

The Apotex Foundation

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Charles Winoarad

#### \$2,500+

Anonymous

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Lindsay Blakely and Anthony Hammill

The BLG Foundation Paul and Ann Brehl

CHUM Charitable Foundation

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#### \$1.000+

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Tina Bakin

Deborah Barrett Maureen Bel

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The East York Foundation

Elementary Teachers' Federation of Ontario

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Centennial College Student Association Inc.

Fiera Foods Company Green Lotus Donate & Learn

International Divas Shaga Salon

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Basketeers

Building Industry and Land Development Association

Energizer Canada Fossil Group Canada

J. Crew

J. Crew - Eaton Centre J. Crew - Fairview Mall

J. Crew - Markville Shopping Centre

J. Crew - Pacific Centre J. Crew - Sherway Gardens

J. Crew - Vancouver

J. Crew - Village at Park Royal

J. Crew - Yorkdale Jaytex Group

Junior Academy Meaan Kirkwood

Paul Maranaer

Sandra Coelho Paulo Porter Novelli Canada

Royal Ontario Museum Shoebox Project

Sky's the Limit Sleepking/Crown Design

The Sterling Hall School The Toronto Tov Tea

Waxon Waxbar Youth Winning Youth

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Gail Robinson

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Marilda Tselepis

Joan White

Martine Johnson

Mary Pat Moore

Catherine J. Riagall

Marilyn A. Robertson

The late Lloyd David Smith

Frances Mendez Barcelo

Anne Reynolds and Derek Meehan

Vera Ingrid Tarman and Cathy Schwartz

Arthur Waters and the late Ruby Waters

We thank individuals who have named YWCA Toronto in their will.

The late Earla May Downing

Mollie Eileen Christie Cornelius Anderson Silber Carroll Allen Dale Margaret (Grim) Smith Kristin A. Blakely-Kozman Robert H. Switzer

#### **FUNDERS**

**ESTATES** 

The late Sylvia M. Erickson

City of Toronto, Supports for Daily Living District of Parry Sound Social Services Administration Board Ministry of Community and Social Services Ministry of Education Ministry of Health and Long-Term Care Ministry of Housing

City of Toronto, Social Housing Unit

We honour the memory of individuals

whose legacy was realized in 2014.

Citizenship and Immigration Canada

City of Toronto, Children's Services

City of Toronto, Hostel Services

City of Toronto, Shelter, Housing and Support

City of Toronto, Employment

and Social Services

and Housina Help

Ministry of Training, Colleges and Universities Dress for Success, Toronto Ontario Women's Directorate Scarborough Southwest Early Years Centre Toronto Central Local Health Integration Network

United Way of Greater Toronto United Way of Peel Region

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Academy of Learning Access Point

Agincourt Community Services Aisling Discoveries Child and Family Centre Anishnawbe Health Services

**AYCE Employment Services** 

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Brampton Multi-Cultural Centre

**Breakaway Services** Catholic Cross Cultural

Centennial College Central Technical School

Child Development Institute

Child Evangelism Fellowship

Child Monitoring Advisory and Support

Children's Aid Society

City View Alternative Sr. School Community Development MicroSkills

Daily Bread Food Bank

Davenport Perth Early Years Centre

Dr. Sheila Jacobson

Driftwood Community Centre

East Alternative High School

Elm Project Advisory Group with the Gerstein Center

Enactus - George Brown Chapter

Ernestine's Women's Shelter Etobicoke Youth Network (Hub)

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George Brown College

Gestalt Institute Toronto

Greenwood Secondary School

Guelph University Humber College

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Learning Enrichment Foundation/Hughes Childcare

Lifesaver 101

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Mejia Services Mothercraft

Mozilla Foundation

North Toronto Collegiate Institute

North York Harvest Food Bank

Paloma - Youth Shelter Learning Services on Mental Health and Addiction Disorders

Partners for Access and Identification Project ID Clinic

Rainbow Songs

Rexdale Alliance Church

Rexdale Women's Centre

Rosedale Heights School of the Arts

Royal Bank of Canada

Ryerson University

Scarborough Women's Centre

Second Harvest Seneca College

Sky's the Limit

Toronto District School Board, Adult Literacy

The Centre for Education & Training

The Furniture Bank

The Linden School

Toronto District School Board Newcomer Youth Services

Toronto East Quadrant LIP

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Toronto Police Services 55 Division

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University Health Network

Wigwamen Inc. Windfall Clothina

Women's College Hospital

Women's Habitat

YMCA - Language Assessment and Referral Centre

Yorkdale Adult Learning Centre

Yorktown Shelter

YWCA Canada

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25in5 Network for Poverty Reduction Access Point

Cahoots Theatre

Campaign 2000 Canadian Mental Health Association

Children's Aid Societies/ Violence Against Women

College of Early Childhood Educators Community and Legal Aid Services Program Youth Employment Services

Employment Ontario Network, Scarborough

Girls Action Foundation Hospital for Sick Children Infant Mental Health Program

Kipling Community Council

Let's Talk

Mental Health and Addictions Supportive Housing Network

Neighbourhood Action Partnership North York Mental Health Network

ONESTEP Ontario Association of Interval

and Transition Houses Ontario Coalition for Better Childcare

Ontario Council of Agencies Servina Immigrants

Ontario Equal Pay Coalition

Ontario Mentoring Coalition

Ontario Non-Profit Housing Association

Ontario Non-Profit Network

Polycultural Immiarant and Community Services

Scarborough Village Neighborhood Action Partnership

The Local Immigrant Partnership Council Toronto Aboriginal Agencies Network

Toronto Public Health Harm Reduction Work Group

Toronto West Local Immigration Partnership Transitional Housing and Support Network Violence Against Women Network

White Ribbon Campaign

WomanACT Women's Mental Health

and Addictions Network

BOOK A RENTAL VENUE AT YWCA TORONTO elmspacerental@ywcatoronto.org 416.961.8101 x370











