

# Annual Report 2012/2013

# Contents

Mission Statement	3
Letter from Chair, Board of Directors	4
Letter from Executive Director	5
Theory of Change	6
Programs	7
Anna's Story	8
WCYR in Community	9
Financials	10



We gratefully acknowledge our funders:





## **Our Vision**

Every woman living a safe and healthy life

## **Our Mission**

Working together to improve lives, Women's Centre of York Region is dedicated to providing programs, counselling and support services to women who have been impacted by abuse, poverty or other difficult life circumstances.

## **Our Values**

### *Service*

Dedicated to serving the needs of women in our community

### *Compassion*

Acting with care and understanding for the well-being of all women

### *Integrity*

Recognizing, respecting and protecting the inherent worth of every woman

### *Diversity*

Creating and maintaining a safe space that is inclusive and respectful of differences

### *Accountability*

Being transparent and responsible in all our choices, actions and commitments



# Letter from Chair, Board of Directors



This was a year of change and transition for Women's Centre of York Region. Change and transition will once again occur in the upcoming year as the Centre continues to determine its new mission, vision and values which will ultimately align with a dynamically new strategic plan. After 35 years, WCYR needed to assess if these core statements still rang true, especially with the communities it serves.

Transition occurred with the constant evolution and expansion of WCYR programs that, in essence, transition women towards a more sustainable livelihood. Fostering relationships is an integral part of program success.

The WCYR Board of Directors not only governs the Centre but also lends support and stability at all levels through its strong relationship building. I applaud my fellow board members: Janet Bell Crawford, Tracy Collins, Cathy McIntosh, Rhonda Paris, Rosaline Da Costa, Elisha MacMillan, Kelly Broome-Plumley, Judith Puttock and Vickie McInnis. Each brings her own area of expertise that has assisted the Centre in such areas as strategic planning, human resources, policies/procedures and finance. Some have also been directly involved with WCYR programs, providing stability and balance.

Change and transition will once again occur in the upcoming year as the Centre determines a new strategic plan. WCYR is ready to give a new kind of hope to women as they move towards a more sustainable livelihood.

Are you?

Sincerely,

A handwritten signature in cursive script that reads "A. Lauzon".

Alicia Lauzon  
Chair, Board of Directors

## 2012/3 Board of Directors

Alicia Lauzon, Board Chair  
Janet Bell Crawford, Past Board Chair  
Tracy Collins, Vice-Chair  
Catherine McIntosh, Treasurer  
Rhonda Paris, Secretary  
Kelly Broome-Plumley, Board Member  
Rosaline Da Costa, Board Member  
Elisha MacMillan, Board Member  
Vickie McInnis, Board Member  
Judith Puttock, Board Member

*"Empowering women to fully realise individual and collective agency is an issue I deeply value. After moving to York Region in the fall of 2011, I sought out WCYR for its work to engender the vision of every woman having a safe and healthy life. I am proud of the passion that is evident from our community, staff, and board. As a board member, I am particularly proud that WCYR provides opportunities and a space for women to participate, make valued contributions, and share experiences—and in doing so, moves us toward fulfilling the Centre's vision."*

- WCYR Board Member



# Letter from Executive Director



In 2012/13, WCYR grew in leaps and bounds! After four years in our Newmarket location, we were running out of room for staff and programs. With some creative thinking and a lot of dust and noise, we were able to transform our landlord's garage into a large training room and staff offices. This has meant additional space so more women can access programs and services here at WCYR.

We launched our new micro finance program, partnering with Meridian Credit Union and the Ontario Women's Directorate to offer micro loans to women graduating from our Enterprising Business Incubator. Thanks to our new training room, Minister Laurel Broten made the official announcement from here in January 2013.

We expanded our thinking and understanding about the strategic impact of our programs. Through participating in the Innoweave project (a collaboration between United Ways, the McConnell Foundation and business), we developed a Theory of Change for WCYR (featured on page 6). A Theory of Change expresses the beliefs about how a program or service is delivered and the resulting change or improvement. For WCYR, our Theory of Change is based around the Sustainable Livelihoods model which is incorporated into all our programs. This process has helped us to better weave together our programs and be very focused on what we can and can't do to help women engage in the community and economy. We are continuing this work, integrating this new thinking into assessment and tracking tools and our 2013-16 strategic planning process.

I would like to thank WCYR staff for their continued support of the work we do, their passion for helping women, and always interesting potluck lunch contributions.

Here's to another year of moving forward with purpose.



Kirsten Eastwood  
Executive Director

## 2012/3 Staff

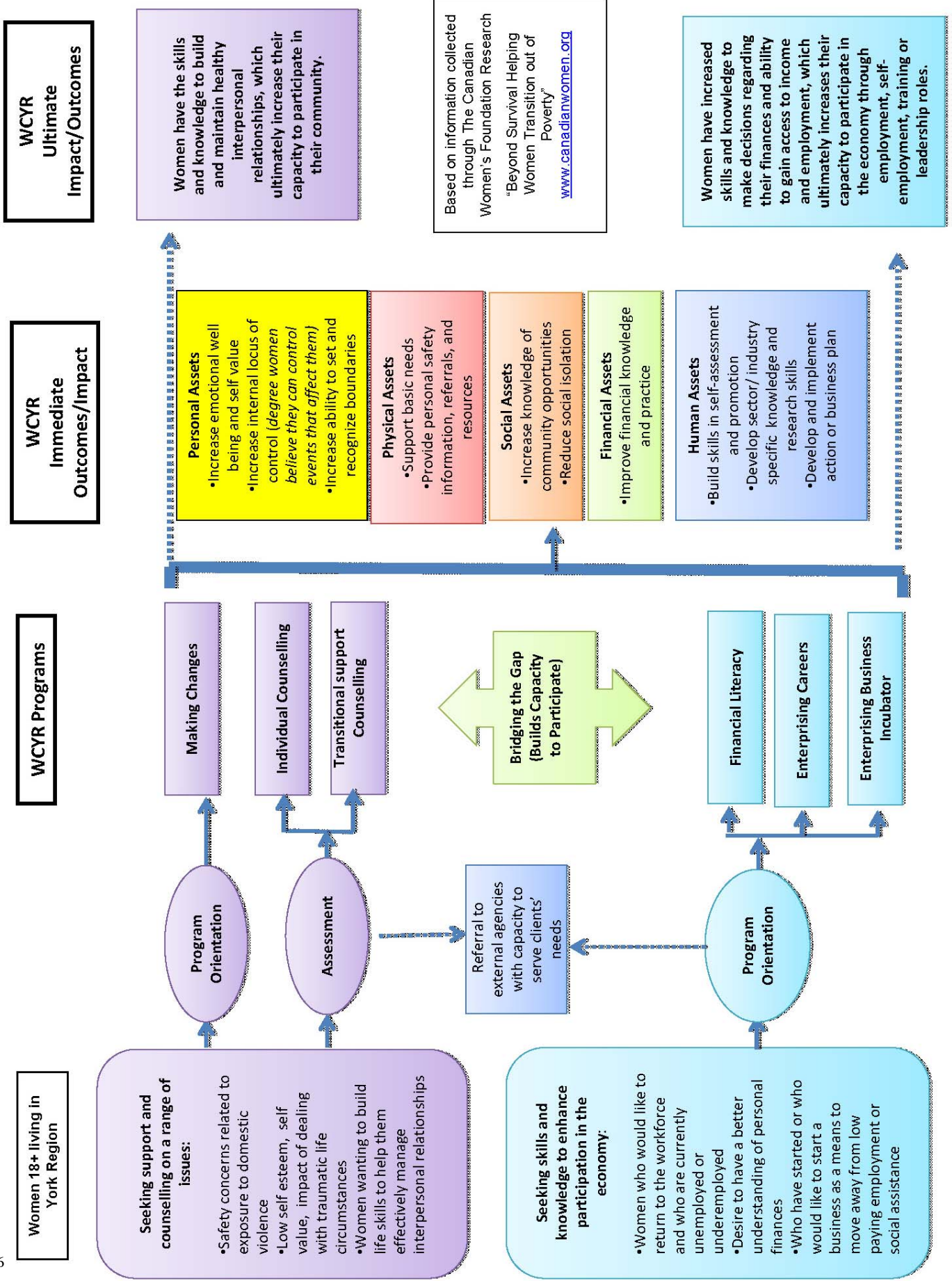
Caitlin Gladney-Hatcher, Bridging the Gap Coordinator  
Erin Rogers, Business Manager  
Fran Clare, Financial Literacy Coordinator  
Gail Robertson, Making Changes Facilitator  
Geraldine Pitschke, Enterprising Business Incubator Coordinator  
Helana Forward, Counsellor  
Iqbal Finjan, Childminder  
Jennifer Rodrigues, Making Changes Coordinator  
Kirsten Eastwood, Executive Director  
Laura Nicholson, Assessment Coordinator  
Leslie Schroder, Making Changes / Enterprising Careers Facilitator  
Lily Pourzand, Counsellor  
Linda Krepinsky, Administration and Client Services Coordinator  
Milena Thomas, Bridging the Gap Coordinator  
Rosemarie Lawless, Enterprising Careers Coordinator  
Shelley Chidlow, Community Engagement Coordinator  
Suzanne Miller, Counsellor

*"I count it a privilege to be a part of the team of amazing women that makes the Women's Centre what it is—a safe place to connect; where ideas, information and support are offered and received. It is a gift to be both a witness to and a participant in the hope that is renewed and the change that occurs in the lives of women."*

- WCYR Staff Member



# Theory of Change



# Our Programs

Our goal is to help women in York Region to achieve a sustainable livelihood. A livelihood is more than a job: it needs to incorporate social inclusion and community participation; empowerment and independence; and economic and social security. That is our goal for all women who walk through our doors. We offer a range of programs to help women make positive change in their lives. All of our programs are free of charge or provided at low cost. We also provide child minding at no cost to clients during counselling sessions, programs and workshops so women can focus on getting the help they need.

## Making Changes

*"Before group started, my self-esteem was so low, I had lost all hope. This group gave me tools and resources to improve my quality of life, control my life, take responsibility for my choices and not blame myself so harmfully for my choices. This group would benefit so many women – this is a great and amazing training for life."*



## Counselling

*"I learned that even though someone in my family may not approve, love or accept me as I am, that it is my responsibility and privilege to love, accept and approve of myself as I am, and to teach my children this dignity of individual choice too."*



## Enterprising Careers

*"At WCYR, I found information relating to the work force, creating a resume and going in for an interview. But, the most important part was learning about myself and seeing what I was really capable of."*



## Enterprising Business Incubator

*"The EBI program has taken me beyond "what if..." and enabled me to jump into "let's do this now", providing me with the skills and the knowledge I need to begin to set a firm foundation for my business. I am much more prepared for all the challenges and opportunities that await me as my business starts to grow."*



## Financial Literacy

*"I am learning to let go of my fears of budgeting. I didn't want to know what I didn't want to know. I'm now empowered to move forward, and see which areas of my spending I can improve on to save some of my income."*



## Bridging the Gap

*"Our year was really rough. With my health I couldn't work, and I was so worried about doing anything nice for the kids. Please know that without the Women's Centre and the people who spend so much time helping people like me, I don't know what would have happened to us."*



*The Women's Centre was my "soft place to fall" when life's challenges seemed greater than my ability to handle them. What I found can best be described as a sisterhood of kind and talented facilitators and a community of fellow women seeking shelter from their own individual storms.*

## Anna's Story



It was one year ago when I learned about WCYR. I really had no idea what this Centre was all about, who the members were and I was quite skeptical about walking into the Centre for many reasons. Given all the life changes I had gone through in the past 5 years, being a single parent to two young daughters, and juggling all the challenges that come with this, I had no idea which direction to go in and felt I had come to a standstill in my life. Once I contacted WCYR, I learned that in order for my life to change, I needed to take the first steps toward change.

This is where my journey began.

Over the past year, I have taken the much recommended WCYR programs that have helped me identify who I am and what matters to me. I have taken courses offered in the Making Changes life skills program—Self-Empowerment, Effective Communication and Healthy Boundaries—as well as the Enterprising Careers career exploration program. In each one of these, I have met many wonderful women who are all "amazing souls" and who have a lot to be proud of.

It is through Making Changes and Enterprising Careers that I was able to identify what I wanted to do. For me, these were the two most important programs as they helped me think deeply, feel and express emotions and share all that I wanted. I also believe these programs were very important because of the well-informed, educated, kind, and honest facilitators, Jennifer and Rosemarie.

What was most rewarding was when other women at the Centre were able to identify and affirm my strengths. Many times, I was told, "you are very insightful and you genuinely care and listen to what one has to say." For me this was huge. As a result of that experience, I have commenced my soon-to-be-new career change as a Life Skills Coach. It was recommended to me to consider this career as I would be a great fit to facilitate and be able to help other women.

I have been very blessed by all the warmth and care that lives in WCYR. The results of what comes out of the Centre speak volumes and are a true reflection of the dedicated, selfless, warm, caring women that run the Centre. It brings me such joy to know that WCYR exists. Only one who is in it would know.

I highly recommend women to attend WCYR. I hope this Centre continues to expand its programs and vital services. I do hope that the team at WCYR continues to grow and I look forward to being part of the expanding success in the near future.

*"Every woman has a story and deserves to make a change, begin here and you will not look back. Let your story continue from here."*

Anna Perrone



## WCYR in Community

**The WCYR volunteer** is a person who gives their time for the benefit of others, demonstrating a strong community spirit that is acknowledged and admired; a person who gives of themselves unconditionally to help women in their community achieve the safe and healthy life they deserve.

We would like to say *thank you* to everyone who has volunteered with us over the past year. Your commitment and dedication is truly respected; your experience and expertise highly valued; your time and energy is irreplaceable. Our progress is dependent on you! We are looking forward to another year of shared success.

**The WCYR donor** is a person who gives their support in the form of finances, products or services, enabling the women in our community to move towards a sustainable livelihood.

We would like to thank everyone who has donated funds, provided products, service or space, held a 3<sup>rd</sup> party event on our behalf, sponsored an event or program or become a monthly donor.

# Thank you!

**Thank you** to everyone in our community who has been involved this past year—all of the businesses, associations, memberships, service clubs, schools, faith groups, parent groups, and individuals who have supported our vision. Thank you to everyone who has participated by volunteering, donating, and sponsoring; providing us with your presence, your gifts and your good wishes. We appreciate your support more than we can express.



*“WCYR is close to my heart for they are truly making an impact on the women and children in our community. Changing lives through education, support and empowerment. That is why I have chosen WCYR as the only 3<sup>rd</sup> party event I host each year.”*

- Jennifer Ettinger,  
Fit Your Style



*“Firefighters have a proud history of volunteering and fundraising with members of our community. Over the past several years Central York Firefighters are proud of the partnership we’ve forged with WCYR; it’s refreshing to work with a team that shares the same values and commitments to giving back.”*

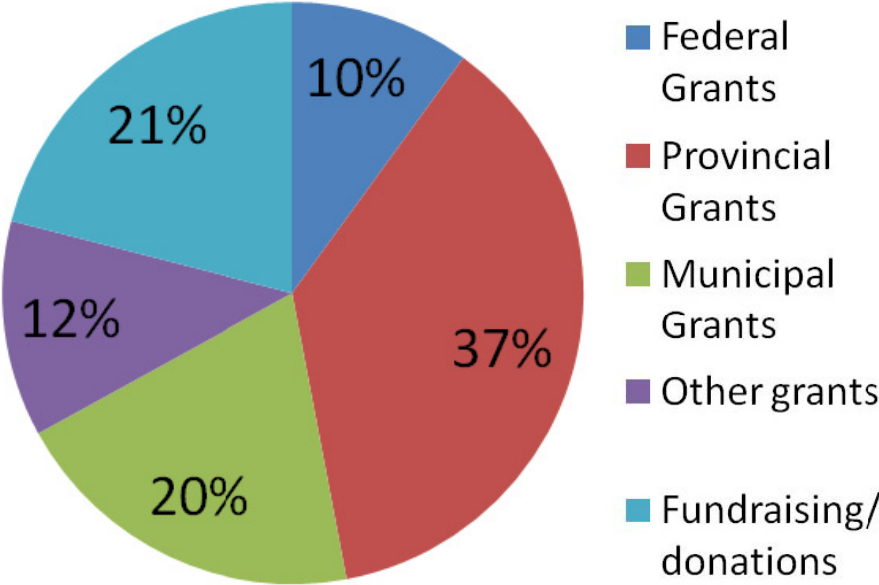
- Captain Shaun Mitchell,  
Central York Firefighters

# Financials—Revenues

## Revenues

	<u>2013</u>	<u>2012</u>
Federal Grants	\$ 87,627	\$ 56,747
Provincial Grants	\$304,812	\$229,262
Municipal Grants	\$165,387	\$169,349
Other Grants	\$ 98,486	\$ 63,119
<u>Donations/fundraising</u>	<u>\$176,134</u>	<u>\$289,351</u>
<b>Total Revenues</b>	<b>\$832,446</b>	<b>\$807,828</b>

## 2013 Revenues



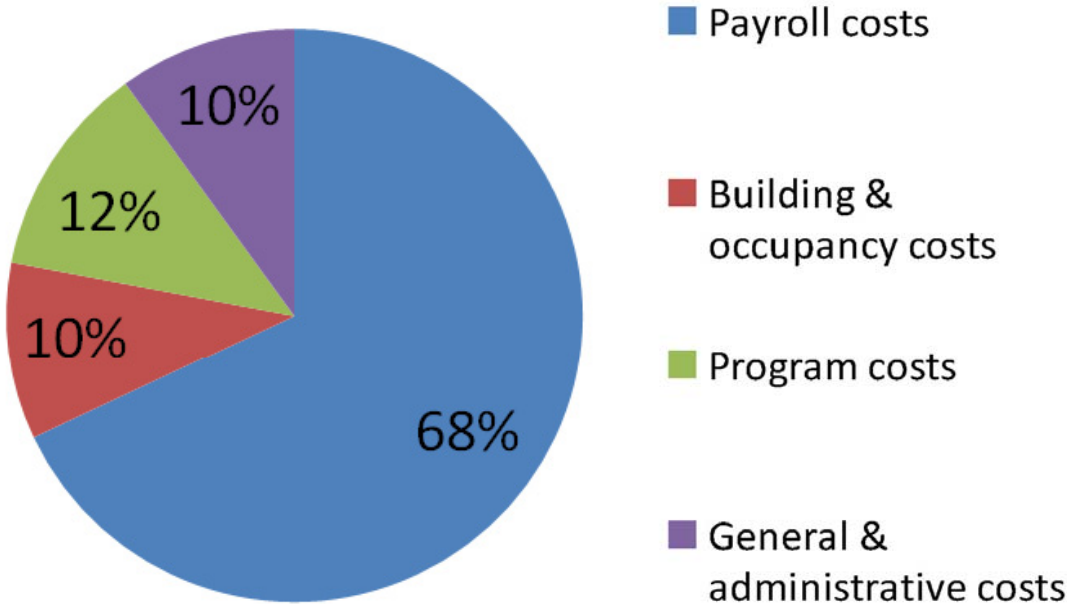
Source: 2012/13 WCYR Financial Statements, Don Eyles Chartered Accountant  
 Audited financial statements available upon request or at [www.wcyr.ca](http://www.wcyr.ca).

# Financials—Expenses

## Expenses

	<u>2013</u>	<u>2012</u>
Payroll and related expenses	\$575,563	\$466,251
Building and occupancy costs	\$ 87,998	\$ 71,668
Program costs	\$ 97,793	\$166,179
<u>General and administrative costs</u>	<u>\$ 86,840</u>	<u>\$ 85,195</u>
<b>Total Expenses</b>	<b>\$848,194</b>	<b>\$789,293</b>

## 2013 Expenses



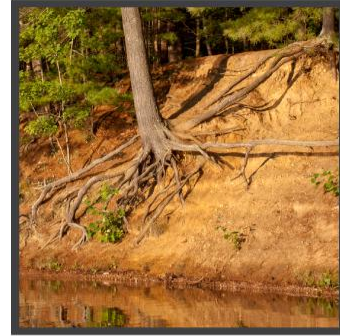
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*change*



*wellness*



*stability*



*home*



*support*



*relationships*



*goal setting*



*independence*



*balance*

## *elements of a sustainable livelihood*



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