



# Embracing Change

**2017-2018**  
Annual Report



WOMEN'S CENTRE  
OF YORK REGION

Embracing Change. Empowering Women.

# *Our Vision*

All women thriving personally, socially and economically.

# *Our Mission*

WCYR's inclusive and collaborative approach creates a place of hope where women are supported to thrive.

# *Our Values*

***Inclusion*** - Giving all clients an opportunity to have a voice in co-designing programs, space and services.

***Collaboration*** - Finding ways to work cross sector, with other agencies, and with funders for greater collective impact.

***Connecting*** - Finding ways for women to connect – to each other, to community; Finding ways for community to engage with WCYR

***Learning*** - Providing alternate ways of helping women learn (experiential, music, dance); Being an organization at the forefront of learning – for staff, board, and clients

***Innovation*** - Finding new, non-traditional and unexpected ways to deliver programs and services with the greatest possible social impact.

# *Letter from the Chair of the Board*



*Judith Puttock*

The 2017/2018 was filled with exciting changes and successes.

This year marked a change in leadership at the Women's Centre of York Region (WCYR). After serving as Executive Director for over 4 years, Catherine Curtis left us to start a new endeavour at another charitable organization. We thank Ms. Curtis for her many contributions over the years. In October our new Executive Director, Liora Sobel, joined us. She brings many years of experience in the Social Justice, Violence Against Women sector most recently at Jessie's – The June Callwood Centre for Young Women and previously at Sandgate Women's Shelter of York Region. We are excited about our future with such a capable leader to guide us. Please join me in welcoming Liora to WCYR.

We also completed a major move this year. We left our Harry Walker Parkway offices to a more accessible location at Mulock and Yonge.

Other successes include being chosen by the Human Resources Association of York Region as their Charity of Choice for a 2-year period. This is a valuable partnership that profiles us to a membership in York region of over 1,500.

We couldn't have done this without the dedication, commitment, hard work and passion of our staff, contractors and volunteers.

I would also like to express my sincere thanks to the Board of Directors who have dedicated countless hours to ensuring WCYR's positive direction. We look forward to an even better 2018/2019 and continuing to provide outstanding counselling and programs to the women that we serve.

Judith Puttock

Chair of the Board of Directors



# EXTRA EXTRA! READ ALL ABOUT WCYR'S 2018 BIG CHANGES!



## **NEW EXECUTIVE DIRECTOR**

On October 1/18, Liora Sobel was appointed as the new Executive Director of the Women's Centre of York Region. Liora has dedicated her education and career to improving the lives of others through social justice initiatives, advocacy and program development. Most recently the Social Enterprise Director with Jessie's - The June Callwood Centre for Young Women, Liora is energized and enthusiastic about the future of WCYR: "We're an organization that has been serving women across York Region for over 40 years and we've successfully made an impact because we continue to grow, thrive and change. We know it's important to adapt to our clients' needs and to stay current with the world around us and we'll continue evolving to serve our clients." Liora will represent the Centre, spearhead fundraising, and look to raise the profile of the Centre across York Region. "My vision is to grow the organization so that any woman who wants to access our programs and services is able to do so in a timely manner," says Sobel.

## **NEW CENTRE LOCATION**

After years on Harry Walker Parkway, the WCYR has relocated to the corner of Mulock and Yonge in Newmarket. The move was prompted by 3 factors:

- Accessibility of services for clients as the new location is easier to reach along two major roads with transit support (Yonge Street, Mulock Drive)
- Smaller space means decreased costs while continuing to provide the same services
- New location brings the Centre closer to other like-minded organizations with whom WCYR can partner for more effective service provision

## **BUSINESS AWARD OF EXCELLENCE**

WCYR was awarded the 2018 Not for Profit of the Year Award by the Newmarket Chamber of Commerce at their annual Business Excellence Awards Gala. "We were proud to receive the Award in recognition of the quality of our service delivery and the decades of support we have provided to women in need across the Region," says Liora Sobel. The Chamber recognizes Newmarket organizations whose achievements or community involvement have made significant contributions to the economic and social well-being of the Town of Newmarket. Recipients were honoured at an Awards Dinner on October 18, 2018 at The Manor in Kettleby.

To interview the Women's Centre of York Region's Executive Director, or to request commentary on organizational changes or other topics, please contact:

Sandra Stewart | Firefly Junction PR & Marketing | 647.285.8324 | [Sandra@FireflyJunction.ca](mailto:Sandra@FireflyJunction.ca)

*After 10 years it was time to say goodbye to  
Harry Walker Parkway Drive!*

**&**

*Hello to our new Executive Director!*





# WCYR Programs

## *Counselling*

Women's Centre of York Region offers two different types of one-on-one counselling programs to support women on their journeys of self-discovery and empowerment. Both programs are free of charge, and each program offers twelve sessions over a period of 6 months.

Individual Counselling provides emotional support to women experiencing difficulties with: anger; anxiety; body image; depression; disabilities; discrimination, cultural and settlement adjustment; isolation; relationship issues; separation and/or divorce; self-esteem; stress related to poverty or un/employment;

Transitional Support Counselling provides women with both emotional and practical support to ensure they are able to leave an abusive relationship safely. We assist women exposed to physical, emotional, verbal, psychological, spiritual and/or financial abuse.

## *Financial Empowerment*

No one starts out understanding how to manage money. From creating a household budget or balancing a check book, saving for a child's education, buying a car, choosing a mortgage to evaluating life insurance or a retirement fund, or managing your debt, people have to learn about personal finance in order to be successful overseers of their incomes and assets and to reach their life goals. We offer a series of weekly classes and personalized coaching. With this knowledge and support, women are empowered to take greater control of their personal finances and to use best financial practices to progress toward their financial and life goals.

## *Enterprising Careers*

Enterprising Careers is a career exploration program that can help you prepare for and find rewarding employment opportunities. We help you take the first steps to become "job ready" by showing how to access your current skills, make informed decisions about career paths, and perhaps considering going back to school. We offer individual support alongside group sessions where you can explore your inner self and feel empowered to make life and career decisions. Learn from other women just like you, and about community resources that are available to support you along your journey.

## *Making Changes*

Making Changes is a group life skills program that enables women to develop basic skills necessary to move forward and become clearer and stronger decision makers on life circumstances that negatively impact their lives. Through this active learning program women discover more about themselves and their abilities, develop confidence and use their strengths and skills in becoming the person they would like to be. Participants learn about accepting responsibility for choices they make in managing their lives.

Making Changes runs Three 10 week modules and women can start with any module. Sessions are 2-1/2 hours per week. All programs are offered free-of-charge.



# WCYR Events

AN EVENING WITH  
A PASSION FOR FASHION FEATURING  
**MR MENSWEAR**  
ANNUAL FASHION SHOW

Cocktails, Silent and Live Auctions,  
Food, Vendors and More!

100% proceeds to benefit  
the Women's Centre of  
York Region and  
MS of York Region.  
Admission \$45.

**EARLY BIRD \$35**  
UNTIL APRIL 17!  
DON'T BE FOOLISH!

REGISTER TODAY AT  
[NEWROADSGNO.COM](http://NEWROADSGNO.COM)



WOMEN'S CENTRE OF YORK REGION PRESENTS ...  
**#PRESS FOR PROGRESS**

We welcome our clients to join us for a celebration  
of women, equality and community

Monday, March 5, 2018  
Optimist Club Newmarket  
Keynote Speaker: Cathy Bell  
An invitation to a different way  
of being: Separation to Diversion  
Includes Breakfast & Lunch  
RSVP by Wed. Feb. 28, 2018 to  
[scott@wcyr.ca](mailto:scott@wcyr.ca) or in Reception

10:00 Continental Breakfast  
10:30 Welcome Remarks  
10:45 Keynote Speaker  
12:15 Lunch  
1:00 Self Care Workshop  
2:00 Closing Remarks



WOMEN'S CENTRE  
OF YORK REGION  
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PRESENTS **FREE**  
**POWERFUL AFFIRMATIONS**  
TAKE BACK CONTROL

WOMEN'S CENTRE  
OF YORK REGION  
Embracing Change. Empowering Women.

create **Inclusive** programs **services** change  
lives safe **women** support **positive**  
environment personal futures  
believes connect deep value  
success welcome identified making unique impact  
range learning little desire collaboratively hop

# *Our Impact in 2018*

Counsellors at WCYR provided 2,049.5 hours of 1:1 counselling support including 727+ hours in supporting women exit abusive relationships safely.

Helped over 911 women & 519 of their children!

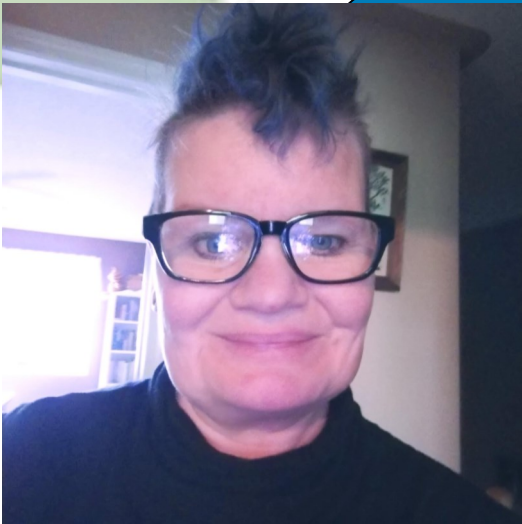
80+ Students in York Region were provided a backpack full of supplies!

Along with,  
\*Crucial life skills training  
\*Career exploration  
\*Financial empowerment

97 Women and 131 of their children were provided a Winter Warmth Bundle, valued at over \$345



# Jennifer's Success Story



"My name is Jennifer Bradbury, I am taking the self-empowerment portion of the Making Changes program. I have been a client of the Women's Centre of York Region for about 2 years now. I decided to come to the Women's Centre to help me in my recovery from alcohol addiction. The Women's Centre gives me an extra set of tools to have a happy and successful recovery. From the self-empowerment portion I now know that I can accomplish anything that I put my mind to and to voice my own opinion with confidence. This program has made a drastic change in my self-awareness to become the best person that I can be. I would highly recommend each and every woman to take making changes program who would like to make ever lasting changes in their lives. This program has helped me gain steady employment and has brought me closer with my family. I would like to thank Gail Robertson and the staff members of the Women's Centre of York Region "Newmarket's hidden little gem" for giving me the tools to become the person that I have become today. I feel like I can conquer the world and any other obstacles that may come my way.

Empowered Women

Empower Women" - Jennifer Bradbury

October 2018

# *Theory of Change*







# HOW WOMEN BUILD SUSTAINABLE LIVELIHOODS

The Sustainable Livelihood Framework shows how growth in five asset areas reduces vulnerability\*



- FINANCIAL ASSETS**  
Income, savings and sources of financial security
- SOCIAL ASSETS**  
Relationships and networks that help us cope with daily life
- PERSONAL ASSETS**  
Personal and cultural identity, values and beliefs, self-confidence and motivation
- PHYSICAL ASSETS**  
Basic material goods and services that everyone needs, such as food, clothing, shelter and transportation
- HUMAN ASSETS**  
Skills, knowledge, abilities and capacities that aid in the development of other asset areas

## THE JOURNEY OUT OF SURVIVAL MODE AND INTO A SUSTAINABLE LIVELIHOOD



- SURVIVAL**
- Not enough income for basic needs
  - May or may not be working
  - Reactive - coping with crisis
  - No safety net or savings

- ENHANCING EMPLOYABILITY**
- Just enough income to meet basic needs
  - May or may not be working
  - Can set short-term goals
  - Some savings or support

- EXPLORING POSSIBILITIES**
- Enough income for basic needs
  - Working - usually in multiple part-time jobs
  - Setting longer-term goals
  - Modest savings and support

- CONSOLIDATING POSSIBILITIES**
- Income for more than basic needs
  - Works in a good, stable job
  - Some goals reached and more goals set
  - More savings and support

- SUSTAINABLE LIVELIHOOD**
- Adequate income for most needs plus benefits
  - Works in a job with advancement opportunities
  - Setting long-term goals- years ahead
  - A lot of savings and support

\*Model adapted by Eko Nomos, through its work with Canadian Women's Foundation, based on the Sustainable Livelihoods work of the University of Sussex Institute for Development Studies. Eko Nomos adapted the asset areas for the Canadian context and developed the livelihood stages. <http://bit.ly/2CMoQbL>

# Staff

## **Executive Director**

Liora Sobel – (905) 853-9270 x101

## **Counselling, Individual and Transitional Support**

Deborah – (905) 853-9270 x102

Melanie – (905) 853-9270 x105

Helana – (905) 853-9270 x111

## **Enterprising Careers**

Iara Encinas – **Coordinator** & Facilitator – (905) 853-9270 x104

Brenda Barron – Facilitator – (905) 853-9270 x 106

Maisie Poon – Facilitator – (905) 853-9270

## **Financial Empowerment**

Karen McConvey – **Coordinator** & Facilitator (905) 853-9270 x221

## **Frontline Client Services**

Melissa – Reception (905) 853-9270 x100

## **Fundraising**

Allison Hermann - Fundraising & Community Development Specialist

## **Making Changes**

Pilar Villate – **Coordinator** & Facilitator – (905) 853-9270 x206

Gail Robertson -Facilitator – (905) 853-9270 x109

Kate Riley – Facilitator (905) 853-9270



# Financials

REVENUE	2018
The Regional Municipality of York	\$264,870
United Way of Greater Toronto	67,819
3rd Party Grants	73,475
Newmarket Charitable Gaming Association	37,520
Donations and fundraising	102,167
Ministry of Community and Social Services	236,959
Federal Grants	11,012
Ministry of the Status of Women (Government of Ontario)	34,210
	34,210
	828,032
EXPENSES	
Salaries and benefits	560,749
Occupancy	96,468
Childcare and client support	55,855
Office and general	25,544
Professional fees and insurance	16,954
Fundraising and promotion	12,480
Subcontractors	3,135
Telephone	4,629
Travel	3,452
Bank charges (net)	2,540
Education	6,145
Depreciation	3,131
	4,421
	791,082
<b>EXCESS (DEFICIENCY) OF REVENUES EXPENSES FOR THE YEAR</b>	36,950
<b>NET ASSETS, beginning of year</b>	12,828
<b>NET ASSETS, end of year</b>	\$49.78



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- 3rd Party Grants
- Newmarket Charitable Gaming Association
- Donations and fundraising
- Ministry of Community and Social Services
- Federal Grants
- Ministry of the Status of Women (Government of Ontario)



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