



THANK YOU



2019–2020
Gratitude Report



WOMEN'S CENTRE
OF YORK REGION

Embracing Change. Empowering Women.



2019–2020 Gratitude Report

- 4 2019 Impact Overview
- 6 Letter from the Executive Director
- 7 Programs and Services
- 8 Strategic Plan
- 9 Donations at Work
- 10 Giving Together Gallery
- 12 Letter from the Board
- 14 Board of Directors



WOMEN'S CENTRE
OF YORK REGION

360 WOMEN took part in the MAKING CHANGES PROGRAM



45 Women moved on to the second level of the program - *Getting Unstuck*

WINTER WARMTH

Provided 176 women and children with stockings, pajamas, toys and gift cards

THE FINANCIAL EMPOWERMENT PROGRAM

Served 100 WOMEN

Provided \$6,000 in Grocery Assistance

120 Personal Need Bags with shampoo, conditioner, deodorant, toothpaste and toothbrush

125 HOURS in One-on-One Coaching

10 FINANCIAL SEMINARS

THE ENTERPRISING CAREERS PROGRAM

SERVED 138 WOMEN

One-on-One Career Coaching for 89

14 CAREER RELATED SEMINARS

IN PARTNERSHIP WITH CODE MOBILE PROVIDED 11 DIGITAL SKILLS WORKSHOPS FOR ENTREPRENEURSHIP

15 Graduated from the program

WCYR COUNSELLING

1500 HOURS

for Individual Counselling and Transitional Counselling to

147 WOMEN

Transitional Counselling specifically helps women exit abusive relationships safely



921 women were helped in 2019

LETTER FROM OUR EXECUTIVE DIRECTOR



The Women's Centre of York Region is proud to have served York Region since 1977. Celebrating 43 years in York Region has taught us to keep up with the ever changing needs of our community. I could not be more proud to of our staff with these ever changing times.

In the 2019-20 year, we made great progress to recognize specific needs of our clients and to start to adjust our spaces to support the right environment. Our clients share their most intimate and private moments and feeling they are in a safe place matters. A new safe and secure entry system and our reaching home resource center are two examples of enhancements we have made. At Women's Centre of York Region we are taking steps to ensure everyone understands our trauma-informed approach through training and our ALL-NEW remote service delivery. This was very timely has we are actively amending our overall service delivery in the face of COVID-19.

We would like to thank and acknowledge the incredible support provided by our major funding partners at the United Way, the Region of York and the Ministry of Children's Community Social Services. Further we would like to highlight the extraordinary efforts of our dedicated staff and volunteers. To our donors and community partners we are very grateful, it is with your support we have the ability to make profound change in the lives of women and their families in our community. We are also very proud of everyone one of our clients and feel very honored that you have chosen us at the Women's Centre to share your journey.

With Gratitude,

Interim Executive Director (Maternity Leave)
Women's Centre of York Region



PROGRAMS & SERVICES

Making Changes Life Skills

A group program that enables women to develop basic skills necessary to become clearer and stronger decision makers. Focus is on developing confidence and accepting responsibility for choices they make in their lives.

Financial Empowerment

Participants are empowered to take greater control of their personal finances to progress toward their life goals. Lessons include household budgetting, buying a car, managing debt, saving for education and more.

Enterprising Careers

An exploration program helping participants take the first steps to become "job ready" by showing them how to access their current skills, make informed decisions.

Exploring Self Employment

Participants weigh risks and benefits to understand if this option is right for them.

One-on-One Counselling

Individual counselling for women who experienced violence, domestic or otherwise, helping them regain confidence and work towards a sustainable livelihood, free from abuse.

2020–2023 STRATEGIC PLAN SNAPSHOT

Driver 1: Program Delivery and Enhancement

Measuring Change

Accurately measure WCYR's influences to change in clients and services.

Year 1: Develop tools for measuring change.

Year 2: Test the tools for measuring change.

Year 3: Refine, define, and report on measurement.

Impact to the Community

Accurately measure WCYR's change within the community.

Year 1: Identify partnerships, areas of program improvements and develop tools to measure.

Year 2: Establish partnerships, test improvements to programs.

Year 3: Measure impact of partnerships.

Reframing the Issues

Reframe issues in context of empowerment, hope and change.

Year 1: Identify problems and issues effecting women and set standards for quarterly meetings.

Year 2: Incorporate quarterly meetings while measuring the impact.

Year 3: Report on the successes and improvements needed for successful measurement and change within the quarterly meetings.

Driver 2: Revenue Growth

Diversified Funding

Source new funds and partnerships to diversify the funding streams for sustainable fund development.

Year 1: Create corporate sponsorship kit and solicit new relationships including corporate, foundations and monthly donors.

Year 2: Steward new relationships and continue to solicit new funding sources. Report on funds used.

Sustainable Fundraising

Create sustainable fundraising initiatives that support the centre over years vs one time donations.

Year 1: Hire a fundraiser to create campaigns. Develop a strategy for three years.

Year 2: Create and implement campaigns. Solicit and steward major gifts.

Year 3: Evaluate the impact of fundraising plan.

Self-generating Revenue

Create avenues for in-house, self-generating revenues.

Year 1: Investigate feasibility.

Year 2: Build platforms for self-generating revenue.

Year 3: Evaluate self-generating revenues.

Driver 3: Branding, Marketing and Communication

Improve Branding/Communications Tools

Year 1: Develop concepts for communications and branding.

Year 2: Develop new website.

Revitalize Brand

Utilize past successes to revitalize who we are and what we do in the community.

Year 1: Identify past successes in branding.

Year 2: Create materials and revitalize the brand.

Year 3: Assess revitalization and impact.

Community Presence

Increate our presence in the community whereby individuals' understanding of WCYR is accurate.

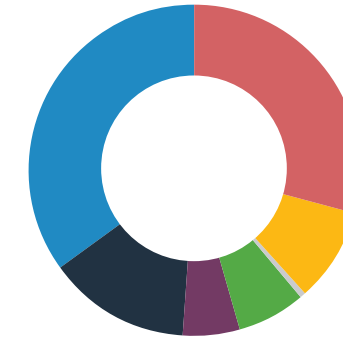
Year 1: Identify existing resources and identify additional ways to increase community presence.

Year 2: Increase our community presence by 50%.

Year 3: Evaluate presence in the community.

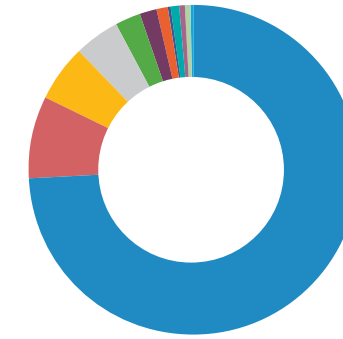
Note: Year 1: April 2020 – March 2021 Year 2: April 2021 – March 2022 Year 3: April 2022 – March 2023

DONATIONS AT WORK



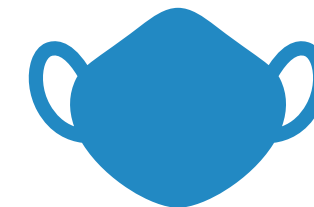
2019-2020 Revenues

| | |
|---|-------------------|
| The Regional Municipality of York | \$ 214,903 |
| United Way of Greater Toronto | 67,809 |
| Ontario Trillium Foundation | 3,900 |
| Third party grants | 50,000 |
| Newmarket Charitable Gaming Association | 39,144 |
| Donations and fundraising | 103,014 |
| Ministry of Community and Social Services | 256,178 |
| Total | \$ 743,958 |



2019-2020 Expenses

| | |
|---------------------------------|-------------------|
| Salaries and benefits | \$ 532,143 |
| Occupancy | 57,603 |
| Office and general | 39,282 |
| Professional fees and insurance | 31,026 |
| Childcare and client support | 18,896 |
| Fundraising and promotion | 10,924 |
| Education | 7,925 |
| Telephone | 3,373 |
| Subcontractors | 5,332 |
| Travel | 4,918 |
| Bank charges | 2,477 |
| Depreciation | 1,578 |
| Total | \$ 715,477 |



In March, we saw a dramatic increase in domestic violence with the outbreak of COVID-19. In response, we created the **COVID-19 Relief Fund**. #HelpKeepHerSafe

“

CHARLOTTE'S STORY

Right from the beginning I knew that something was wrong, but my intuition was silenced by the hunger for love I had. Later in our relationship I realized clearly that I was suffering but I wasn't able to identify the source. It was standing next to me and I was calling it love.

Being in the relationship was like being locked in a prison, being tied up and unable to speak. I experienced physical, sexual, emotional and financial abuse through this relationship. I wish all those who are trapped in abusive relationships that they find the Women's Centre can get out and live in freedom again.

The Women's Centre taught me about the cycle of abuse that both helped me escape my abuser and find my way towards independence, true love and proud to be the person I am.

Charlotte

Giving Together



We would like to extend a special thank you to the community partners who have helped us, help others.

"It takes someone with a very big heart to gift their time."

LETTER FROM JUDITH PUTTOCK BOARD CHAIR



At the Women's Centre of York Region we are accustomed to challenges however to say that we could have anticipated the impact brought on by the Coronavirus pandemic would be an understatement.

I am delighted to report that our staff at WCYR pivoted very quickly to offer our programs online. This was a new endeavour for everyone with a steep learning curve, however we were up and running with all programs and services with minimal disruption.

We have also been fortunate in receiving funding for COVID relief efforts as well as ongoing and enhanced support from MCCSS, United Way and the Regional Municipality of York.

Our programs are more relevant than ever as the pandemic has increased incidents of domestic violence. Being isolated at home, without the ability to see friends or get out of the house, is difficult. For women in abusive relationships it can be deadly. At this time of imposed isolation and self-distancing, they are at a higher level of risk because they are confined in a space with the very person who is hurting them.

We have a passionate and dedicated staff who continue to innovate and provide quality programming to the women that we serve.

Wishing everyone the very best as we face this time together.

Sincerely, on behalf of the Board of Directors

Judith Puttock

Chair of the Board of Directors



WOMEN'S CENTRE OF YORK REGION BOARD OF DIRECTORS



Judith Puttock, CHRL, CHRP
Chair

Senior Human Resources Professional with over 15 years of progressive leadership and consulting experience including Magna International, Maclean Hunter (Quebecor), the Jim Pattison Group and World Vision Canada. Judith is a highly skilled communicator with proficiency in building positive relationships between management and employees with competencies in dealing with issues related to human resources, including employee relations, change and/or downsizing. She has the ability to coach and develop both leaders and employees, resulting in improved teamwork and increased company productivity. Industries include automotive, printing/publishing, insurance, not for profit and consulting.



John Ostime, P.Eng.
Vice Chair

John has spent his entire career in operations, whether technology or business. He spent over 15 years managing in two of Canada's major banks. He also built and ran two telecommunications companies, creating operations in Canada, the Netherlands, the U.K. Germany, Sweden and Denmark. John currently runs his own Telecommunications reseller as well as offering business start up consulting services. He began volunteering while in school, helping to set up a youth centre in his home town. He has continued volunteering and is currently active as the President of the Board of a non profit housing corporation and Board Member of a Church based charity.



Caroline Lee, CPA, CA
Treasurer

Caroline is an accounting professional and obtained her Chartered Accountant designation in 2003. She has more than 18 years of experience in the financial services industry providing a broad range of expertise including accounting advisory, risk management, and asset and liability management support. With two young daughters, Caroline is passionate about empowering women, promoting equality, inclusivity and diversity and has acted as a mentor and coach to young women. A long time resident of York Region, currently Caroline is co-founding a project to launch a language and literacy program geared towards assisting children with intellectual disabilities within the community.



Kim Powell
Secretary

Kim has worked in marketing and advertising for over 20 years for a broad range of industries. She is currently Co-Chair for the 5th Annual Camp Oochigeas Gala for the Haddan Eby Endowment Fund. A long-time resident of Aurora, Kim is passionate about helping women and children in the community by volunteering at the Rose of Sharon Centre and Yellow Brick House. Kim joined the Board in November 2017 focusing on fund development, events and marketing.



Fiona Cao
Member

Fiona began her involvement as Member on the Board of Women's Centre of York Region through the Girls on Board program by G(irls)20 – launched in 2009 at the Clinton Global Initiatives. Fiona has over three years of experience working in the Financial Services industry and is passionate about delivering impactful strategic initiatives that add value and drive strong results for business partners. At RBC Capital Markets, Fiona works in the Strategy and Transformation team and in her current role, she worked on a variety of initiatives focusing on digital transformation, process enhancement and cross-enterprise regulatory-driven programs. Fiona graduated from Schulich School of Business at York University with a Bachelor of Business Administration and specializations in Finance and Accounting. Fiona is a CFA Level III candidate.



Jennifer Gibbs
Member

Jennifer is an accomplished Data and Technology executive with over 20 years of experience leading globally distributed organizations. Jennifer is also an entrepreneur and the founder of Jennifer Gibbs Coaching, Inc., a career coaching company empowering women to create incredible careers full of adventure and possibility. Jennifer is a passionate advocate for diversity and inclusion. She feels very fortunate to have the opportunity to leverage her network and skills to serve her community and those in need. Jennifer has an Honours Bachelor of Computer Science Degree from the University of Windsor, an Executive MBA from Ivey Business School, Western University and a Life Coach Certification from The Life Coach School. She moved to York Region 20 years ago and is currently living in East Gwillimbury with her husband, 2 kids and 2 spoiled cats.

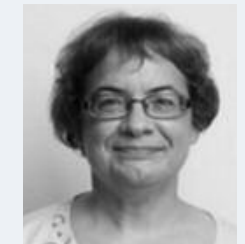


Diane White, CHRL, CHRP
Member

Diane has worked as a Human Resources Professional in the retail sector, and as a Professor at Seneca College in the School of Leadership and Human Resources for over 35 years. Diane has consulted with small and medium sized organizations and has experience in strategic planning, employee recruitment and retention, curriculum design and higher education teaching strategies. She is a Certified Human Resources Professional and Leader and is currently pursuing a Professional Coaching Certification. A resident of Aurora for over 30 years, Diane is committed to her community and to serving women to help them learn, grow and thrive. She brings human resources and higher education expertise to the organization.



Jill Hendry
Past Vice-Chair



Trudy White
Past Treasurer



Angela Vegh
Past Director

THANK YOU

A special thank you for bringing your passion, intellect, insight, experience and resources to the table.



WOMEN'S CENTRE
OF YORK REGION

Embracing Change. Empowering Women.

16775 Yonge Street, Unit 207, Newmarket, ON L3Y 8J4
905-853-9270 info@wcyr.ca

wcyr.ca

THANK YOU TO OUR
FUNDERS, FOUNDATIONS, DONORS,
COMMUNITY PARTNERS
AND VOLUNTEERS

*Your generosity has been
life-changing for a woman
in our community.*