

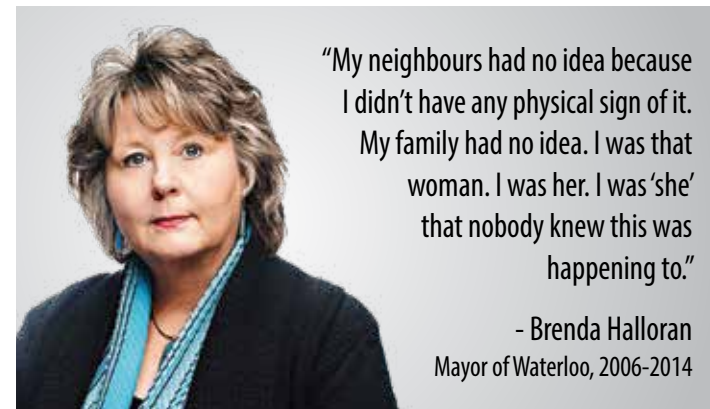
Women's Crisis Services of Waterloo Region

2019-2020 Annual Report



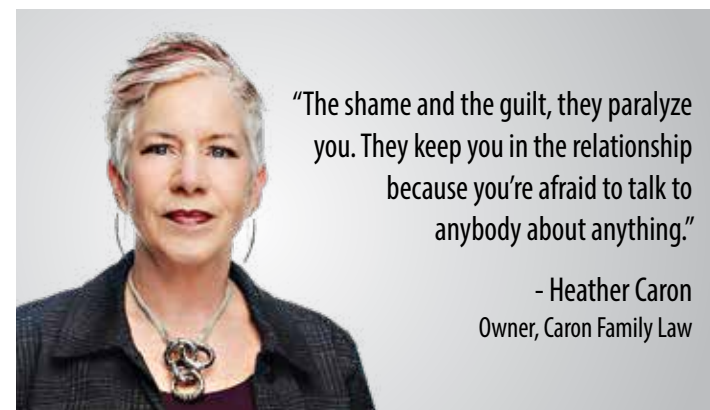
#SHE IS YOUR NEIGHBOUR

#SHE IS YOUR NEIGHBOUR



"My neighbours had no idea because I didn't have any physical sign of it. My family had no idea. I was that woman. I was her. I was 'she' that nobody knew this was happening to."

- Brenda Halloran
Mayor of Waterloo, 2006-2014



"The shame and the guilt, they paralyze you. They keep you in the relationship because you're afraid to talk to anybody about anything."

- Heather Caron
Owner, Caron Family Law



"He grabbed my cat, and he held it over the balcony, and threatened it. We were like 19 floors up."

- Tric Fletcher
Faith FM & Chef D TV



"I think it's super important for women and girls of all ages to feel secure and to know that they're better than what they're putting up with."

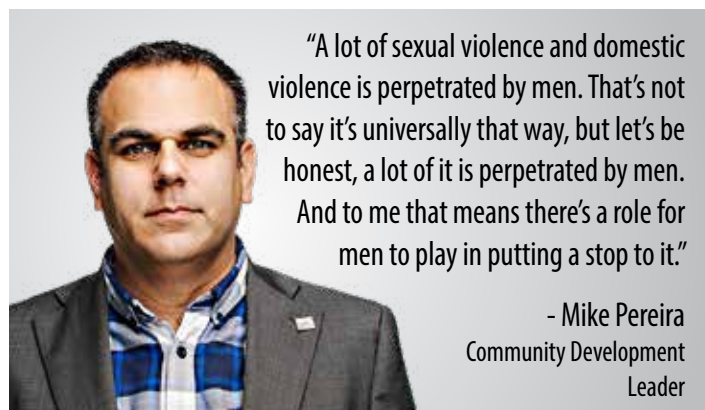
- Katie Fox
Marketing, FoxNet

OUR AMBASSADORS



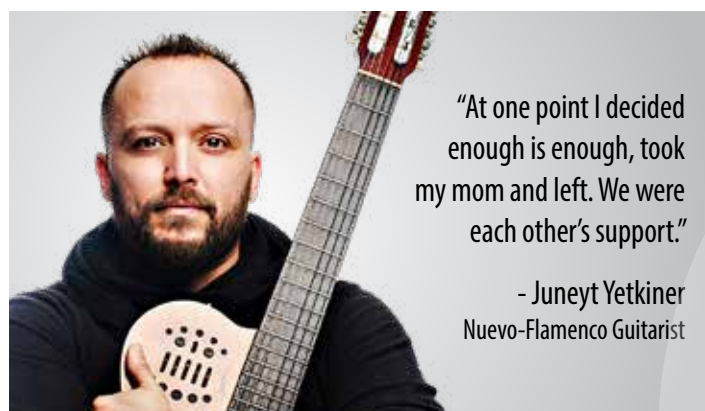
"These are challenging first conversations that all of us need to have. Otherwise the 6,000 service calls a year will continue, and likely continue to grow."

- Bryan Larkin
Chief of Police for the
Waterloo Regional Police Service
(WRPS)



"A lot of sexual violence and domestic violence is perpetrated by men. That's not to say it's universally that way, but let's be honest, a lot of it is perpetrated by men. And to me that means there's a role for men to play in putting a stop to it."

- Mike Pereira
Community Development
Leader



"At one point I decided enough is enough, took my mom and left. We were each other's support."

- Juneyt Yetkiner
Nuevo-Flamenco Guitarist

Read their stories:
www.sheisyourneighbour.com

Our Mission

In partnership with our community, Women's Crisis Services of Waterloo Region empowers and supports women and children to move beyond violence and abuse through the provision of safe shelter, education and outreach services.

Our Vision

A community free from violence and abuse in any of its forms.



Board Members and Senior Leadership making soup at Soup Sisters for the shelter residents.

Board of Directors

Vickie Murray, Chair
Terry Wilson, Vice-Chair
Jennifer Eby, Treasurer
Roxanne Foreman, Secretary
Christina Pawliszyn, Director
Al Green, Director
Grahame Farquhar, Director
Angela Wilson, Director
Sarah Robertson, Director
Jane Adams, Director
Stuart McAlister, Director
Heather Cote, Director

Leadership Team

Chief Executive Officer
Jennifer Hutton
Senior Director of Operations
Carolyn Albrecht
Residential Manager, Haven House
Merle Fast
Residential Manager, Anselma House
Natascha Hergott
Outreach Manager
Trish Sabourin
Leigh Savage
Communications and Fund Development Manager
Jenna Mayne
Human Resources Manager
Joyce Birnstihl

She Is Your Neighbour

CEO & Board Chair Report

Another year at Women's Crisis Services has flown by. This fiscal year ended in a way none of us will ever forget with the emergence of COVID-19. During this time a light has been shone even further on the prevalence of domestic violence and demonstrated that home is not a safe place for everyone. We have experienced significant media coverage during this time, which has given us the opportunity to share information with our local community. It has reinforced the importance of looking out for our family, friends and neighbours.

A highlight of the past year was the launch of our #ShelsYourNeighbour project. This initiative was designed to raise awareness about just how common domestic violence is and to demonstrate that it can really impact anyone. The message to our community was that everyone has a role to play in ending domestic violence. We were pleased to be recognized by the Cambridge Chamber of Commerce for "Best Marketing Campaign" for this project.

Over the last year, our shelters were at 90% capacity on average. We saw the length of stay in shelter increase as women had to wait longer to obtain affordable housing. The calls to our 24/7 support line increased by almost 600 calls over the prior year for a total of 3,315 calls for help. We supported 185 more women in the community through outreach services than the previous year. These increasing numbers led to many discussions about how we can reach women earlier and how we can make greater strides towards our ultimate vision of a community free from violence.

In September 2019, we were fortunate to receive support from the Kitchener Waterloo Community Foundation to launch a Youth Education Program called Hope 4 the Future. We chose to implement the "I AM" program module because it was tried and true. It had already been offered to over 50,000 youth in other jurisdictions. Promising outcomes included an increase in attendee's knowledge of healthy relationships, sense of hope and overall self-esteem. Over the next year we look forward to expanding this program and continuing with this upstream approach.

We have had a strong financial year and truly appreciate the community support that we have received. Both fundraising efforts and volunteer involvement have seen positive gains over the past year. As we look ahead to the next year, we will be working on the development of a new strategic plan, which will help lead our future work and focus on current and emerging trends in domestic violence.

Thanks to our staff and volunteers whose passion and dedication makes a real difference to the women and children that we support. A special thank you to Ilda Gizas, Program Supervisor with the Ministry of Children, Community and Social Services for her many years of support.



Jennifer Hutton
CEO



Vickie Murray
Board Chair

Our Impact



We provided safe shelter to 462 people.

Anselma House



149 women

Haven House



121 women



107 children



85 children



We provided outreach services to 1,079 people.



We spoke with 3,315 people who called our support lines.



Enhancing Services to Support Women and Children

Engaging Youth and Inspiring Hope

This year, Women's Crisis Services developed a Youth Education Program called Hope 4 the Future. With the generous assistance of the Kitchener Waterloo Community Foundation, it was a vision that became a reality. The program was developed with the goal of focusing on preventative work with youth within Waterloo Region. The program aims to foster increased self-esteem and personal worth, while helping youth learn about healthy relationships and non-violent conflict resolution. Even in its infancy, Hope 4 the Future has found great success among the more than 330 youth that it has reached in a few short months. Multiple youth-driven community centres have shared the positive outcomes that our Youth Education Program has had within their communities. In fact, participants have personally requested that the program continue beyond its original eight sessions.



Games, treats and other supplies for the Youth Education Program.



Youth in Waterloo Region sharing messages during COVID-19.

Supporting Families in New Ways

This past year we have been working very hard with our community partners, Family and Children's Services of Waterloo Region, Waterloo Regional Police Services, and Victim Services of Waterloo Region, to engage men and couples. Through these partnerships we have been able to expand our support and services offered throughout the community by co-facilitating groups with F&CS for couples and jointly attending home visits with Victim Services. We are hopeful that by providing information, resources and new tools to individuals and families, women will feel supported and safe should they wish to remain in their relationship.

Helping Women Access Housing

A critical piece of residential work is supporting women in securing safe and affordable housing. When balancing the diverse and complex needs of each woman, it can be challenging to dedicate the required amount of time to explore housing. In our last fiscal year, 288 women were served in the residential programs which speaks to the challenge of meeting with each individual woman to explore housing.

In an effort to fill this gap, a residential housing assignment was created at each shelter. The residential workers in these assignments dedicate their time solely to supporting women in pursuing their housing plans and securing a unit. Since these assignments began in early December we have seen positive changes. These assignments have allowed for a more streamlined process not only for residents but also for community housing partners. With these assignments the hope is that women will be able to secure housing at a faster rate and be able to move forward into their new life of safety and independence.



Within the shelters, we run a Child and Youth Program and a Food and Nutrition Program. Our staff facilitate fun groups and activities for children through these programs. Last summer, staff organized a "Teddy Bear Picnic" for the children living in shelter – complete with teddy bear colouring pages, stuffed bears, and even teddy bear-shaped snacks!



Reaching Rural Communities

Over the past year, a group of local Violence Against Women providers have been working together to enhance service delivery to women living rurally who are experiencing domestic violence. The six organizations in addition to Women's Crisis Services include Interfaith Counselling Centre, Woolwich Community Services, Wilmot Family Resource Centre, Woolwich Counselling Centre, and the Family Counselling Centre of Cambridge and North Dumfries. Women who live more remotely can experience additional and varied risk factors compared to women who live in urban areas. Together, planning occurred with a goal of increased integration between services while enhancing the resources available for those who most need it. A rural support fund was developed to assist women where safety is of paramount concern and financial support is required for such things as relocation, housing or assistance with farm animals or pets.

The #SHE IS YOUR NEIGHBOUR Project



In 2019, Women's Crisis Services developed an awareness project and storytelling series called [#ShelsYourNeighbour](#), designed to highlight the prevalence of domestic violence in Waterloo Region.

The project was developed with the help of agency ambassadors and community leaders who have been impacted by domestic violence in some way. By sharing the photos and stories of familiar community members, we aimed to engage our community and increase awareness of domestic violence. The stories explored a variety of topics including risk factors for rural women, unhealthy relationships and social media, domestic violence and pets, and more.

Through the project we emphasized that there are many different types of abuse and acknowledged that we all have a role to play in ending domestic violence. We also provided resources to help people understand what they can do to help and to be a "good neighbour".

The project was a success! We saw an increase in social media engagement and received many donations in honour of the project. In November 2019, the [#ShelsYourNeighbour](#) project was named Best Marketing Campaign at the Cambridge and North Dumfries Community Awards.

- Website visits increased by 42%
- Twitter post likes increased by 87%
- Facebook page likes increased by 546%



Wrapped IN Courage

In November 2019, Women's Crisis Services joined women's shelters across Ontario, by bringing the Wrapped in Courage campaign to Waterloo Region. The campaign has been led by the Ontario Association of Interval & Transitional Houses (OAITH) for the past seven years.

The Wrapped in Courage campaign invites all Ontarians to show their support by purchasing a purple scarf from their local women's shelter during Woman Abuse Prevention Month. The purple scarf is a symbol of the courage it takes a woman to leave an abusive relationship. However, the courage of one woman alone is not enough. It will take the strength of an entire community to end violence against women.

The response from our community was amazing! Thank you to everyone who participated.



Thank You

In collaboration with our funders, donors and community partners, we help local women and children move beyond violence. Thank you to the Ministry of Children, Community and Social Services for their essential support and for being our main funding source.

We are also grateful for our local funders. Thank you to the United Way Waterloo Region Communities for their continued financial support of our residential and outreach programs. Thank you to the City of Cambridge for your financial support of our Haven House residential program.

We are proud to be a member of the Resilience Project, which is generously funded by the Lyle S. Hallman Foundation.

We are grateful for program funds received from:

Cambridge & North Dumfries Community Foundation

Cambridge Tim Hortons Owners

Elmira Maple Syrup Festival

Evans Investment Counsel Ltd

Guelph Community Foundation

Intact Insurance

Jalynn H. Bennett Foundation

Mary Kay Ash Charitable Foundation

Ontario Realtors Care Foundation

Royal LePage Shelter Foundation

The Corporation of the City of Cambridge

The Kitchener-Waterloo Community Foundation

The Manfred and Penny Conrad Family Foundation

Youth and Philanthropy Initiative Canada

Third Party Events

We are so grateful for all the individuals and groups who hosted fundraising events in support of Women's Crisis Services. There were so many fun and creative events from tea parties and brunches, to barbeques and concerts!



Lisamaree Cormier organized a high tea party called "A Royal Affair" in support of Haven House.



Vice-Chair Terry Wilson and the Westmount Ladies Curling Club hosted a Christmas luncheon in support of Women's Crisis Services.



Shoppers Drug Mart stores throughout the region raised funds through their annual "Growing Women's Health" campaign.



Foxnet hosted "Nashville Night" in support of Women's Crisis Services and the Sexual Assault Support Centre.



Hats Off to Mom!

We had a wonderful time celebrating mothers at our second annual “Hats Off to Mom!” Mother’s Day brunch! We invited our community to join us at Victoria Park Pavilion on Mother’s Day. This special event was focused on honouring mothers while helping moms and children in shelter.

Guests arrived wearing beautiful hats and fascinators! Together we enjoyed a delicious brunch prepared by Chef D and live music by local favourite, Juneyt. Attendees browsed the silent auction, live auction and participated in the wine pull.

Several corporate partners helped make this fundraising event a success by sponsoring “Hats Off to Mom!”. We are so grateful for our sponsors, volunteers and amazing community members who came together at this sold-out event on Mother’s Day to help women and children move beyond violence.



Voices Empower: An Evening with Elton

On November 8, 2019, we hosted a concert fundraiser called “Voices Empower: An Evening with Elton” in honour of Woman Abuse Prevention Month. With the support of our community, sponsors, and attendees, we came together for a great evening of music while raising funds to support women and children in our community.

The event featured an amazing performance by Elton Rohn, an Elton John Tribute Band. Throughout the evening, guests enjoyed delicious Elton-inspired hors d'oeuvres prepared by Chef D. It was so much fun to see everyone dressed up in their best glam rock attire at “Voices Empower”. Our guests pulled the sequins and sparkles out of their closets, put on their dancing shoes, and rocked out to Elton Rohn at this sold-out event!

During the Fund-A-Need portion of the evening we raised funds for our Music Therapy Program. It is one of the most beloved programs that we offer and we rely solely on community support to keep this program running each year. Through the Fund-A-Need segment alone, we raised an outstanding \$11,665 for our beloved Music Therapy Program!



Board Treasurer's Report

The agency ended this fiscal year in a solid financial position during a pandemic that no one could have predicted. As a result of the uncertainty COVID-19 brings to the agency, this solid financial footing has become even more important. Management continues to monitor the impact that this situation has in terms of additional expenses and uncertainty related to its funders and donors. Future fundraising events are being cancelled and both shelter occupancy levels and support call volumes are difficult to predict.

One of the financial highlights for the year included the complete repayment of the funds borrowed from our partners at the Kitchener Waterloo Community Foundation.

This annual report shares some of the highlights and summary information taken from the audited financial statements for the year ending March 31, 2020. Complete financial statements are available upon request.

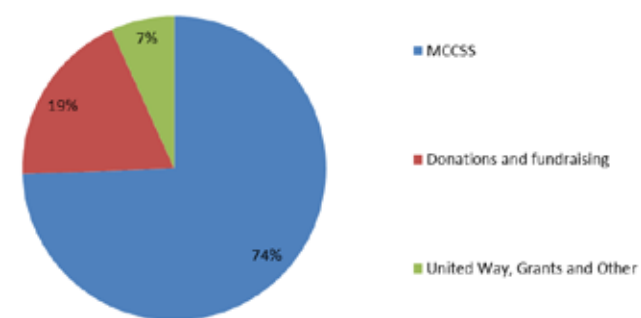
Revenue 2019/2020

Ministry Funding MCCSS	\$ 3,146,100
Donations and fundraising	\$ 796,204
United Way, Grants & Other	\$ 286,180
Total Revenue	\$ 4,228,484

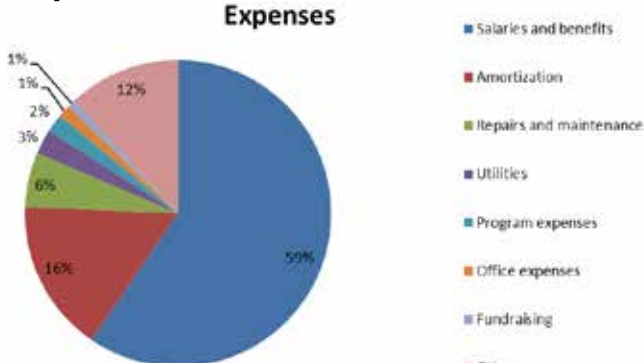
Expenses 2019/2020

Salaries and benefits	\$ 2,679,589
Amortization	\$ 722,581
Repairs and maintenance	\$ 258,864
Utilities	\$ 119,142
Office Expenses	\$ 60,642
Fundraising	\$ 36,735
Program Expenses	\$ 85,209
Other	\$ 533,683
Total expenses	\$ 4,496,445

Revenue



Expenses



Jennifer Eby
Board Treasurer



#SHE IS YOUR NEIGHBOUR

OUR AMBASSADORS



"They were millionaires. She never had a black eye. He never touched her once, but there is no doubt in my mind that she was one hundred percent abused her entire relationship."

- Melissa Durrell
President, Durrell Communications



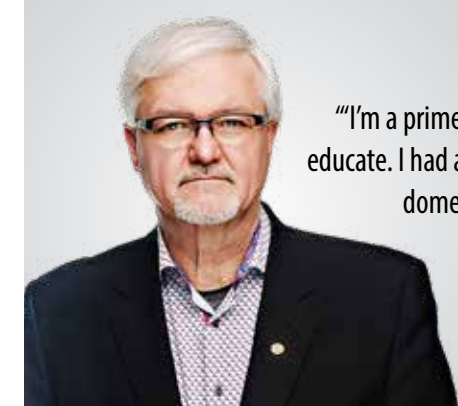
"We started talking and I became more aware of what abuse was. I was abused but nobody believed it, not even me."

- Jacquie Hanley
Education Management



"Domestic violence is not just an issue in the city. It's everywhere. No matter where you go."

- Mary Wilhelm
Executive Director, Woolwich Counselling Centre



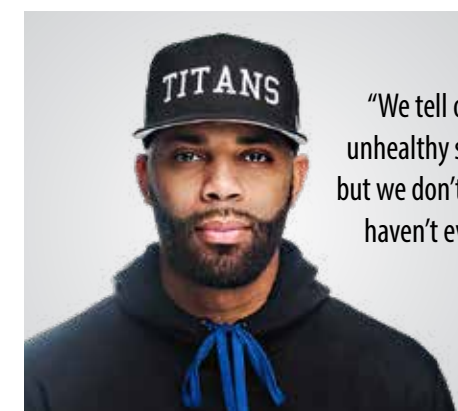
"I'm a prime example of the need to educate. I had a misconception of what domestic violence really was."

- Leo Tobi
Community Builder



"Men are loving and compassionate. They don't have to use their fists to make a point."

- Darryl Fletcher
"Chef D"



"We tell ourselves we're not in an unhealthy situation or relationship, but we don't even know because we haven't even educated ourselves."

- Cavell Johnson
Head Coach, KW Titans



"It takes a village to raise a child; it takes good neighbours to build a strong community."

- Mike Farwell
Radio Host & Hockey Analyst

Read their stories:
www.sheisyourneighbour.com



Women's Crisis Services of Waterloo Region



@WomensCrisisSWR



www.wcswr.org

ANSELMA HOUSE

700 Heritage Drive, Kitchener, ON N2A 3N9

Support Line : 519-742-5894

Telephone: 519-741-9184

Fax: 519-741-1478

HAVEN HOUSE

10 Acorn Way, Cambridge, ON N1R 8M5

Support Line: 519-653-2422

Telephone: 519-653-2289

Fax: 519-653-0902