



YWCA
C A N A D A

A TURNING POINT
FOR WOMEN

UN POINT TOURNANT
POUR LES FEMMES



ANNUAL REPORT 2018

Board Of Directors

2018-2019

Executive Committee

Karen Gilmore, Chair
Marie-José Ouellet, Vice Chair
Jessica Franklin, Vice Chair
Yulena Wan, Treasurer
Sarah Corman, Secretary

Board Members

Peggy Chen
Sarah Corman
Sonja Foley
Jessica Franklin
Karen Gilmore
Jessica Joss
Susan Kennard
Sereena King



Beth Lyons
Yaso Mathu
Kate Nelischer
Marie-José Ouellet
Brittany Tibbo
Kim van der Woerd
Yulena Wan

Board Guests

Rebecca Coughlin*
Jamie Medicine Crane**
Katie Ungard**

*Past Board Chair

**World YWCA board of directors

YWCA's Across Canada

YWCA Agvvik Nunavut
YWCA Banff, AB
YWCA Brandon, MB
YWCA Calgary, AB
YWCA Cambridge, ON
YWCA Durham, ON
YWCA Edmonton, AB
YMCA-YWCA Guelph, ON
YWCA Halifax, NS
YWCA Hamilton, ON
Community YMCA-YWCA Kamloops, BC
YWCA Kitchener-Waterloo, ON
YWCA Lethbridge & District, AB
YWCA Metro Vancouver, BC
YWCA Moncton, NB
Y Des Femmes De Montréal, QC
Community YWCA Muskoka, ON
YWCA Niagara Region, ON
YMCA-YWCA National Capital Region, ON
YWCA NWT
YWCA Peterborough Haliburton, ON
YWCA Prince Albert, SK
YWCA Québec, QC
YWCA Regina, SK
YWCA St. Thomas-Elgin, ON
YWCA St. John's, NL
YWCA Saskatoon, SK
YWCA Sudbury, ON
YWCA Thompson, MB
YWCA Toronto, ON
YMCA-YWCA Vancouver Island, BC
YMCA-YWCA Winnipeg, MB

YWCA CANADA

104 Edward Street, 1st Floor
Toronto ON M5G 0A7

T: 416.962.8881

F: 416.962.8084

E: national@ywcacanada.ca

Charitable Registration No.
88878 9393 RR0001

JOIN US IN CONVERSATION

 [@ywcacanada.ca](https://www.facebook.com/ywcacanada.ca)

 [@YWCA_Canada](https://twitter.com/YWCA_Canada)

 [@ywcacanada](https://www.instagram.com/ywcacanada)

 [YWCA Canada](https://www.linkedin.com/company/ywca-canada)

2018 IMPACT IN NUMBERS

#YWCADayontheHill

3.5 million engagements
in 2018



Number of proposals submitted to funders

2017: **10**

2018: **15**

Number of proposals successful submissions: **5**



Digital Literacy Program:

\$472,305

Women and Gender Equality:

\$1.2 million

RBC Foundation: **\$500,000**

Department of Justice:

\$8,000

Omega Foundation Smart

Saver: **\$50,000**

Partnership with tech start up
Indigenous Friends Associa-

tion: **\$40,000** including **40 brand new computers** for
YWCA Member Associations



Number of Capacity Building
Online Events

2017: **15 hours**

2018: **18 hours** (Webinars,
Livestreams)



A Message from Karen Gilmore, Board Chair and Maya Roy, Chief Executive Officer



**KAREN
GILMORE**



**MAYA
ROY**

In 2018, YWCA Canada was bold in a time of dramatic societal change. We worked with gender equity advocates on national and international stages to lobby for economic inclusion, push for more affordable housing and create opportunities for leadership training and development.

The beauty of a federation is we have local YWCAs on the ground with dynamic staff, service users and volunteers who inform our work at the National Office. We appreciate ongoing dialogue with our colleagues across the country, as it allows us to continuously look at how we can do our work better—this is true collaborative leadership to build a national movement. Our National Office initiatives in turn focus on equipping our members with the best practices, training and tools they need to drive gender equity in their communities.

In 2018, we fearlessly set upon Parliament Hill for a second advocacy YWCA Day on the Hill with a 16% increase in numbers of meetings over the previous year, and a message of the importance of investing in women's economic security through funding of YWCA training and employment programs.

As well, poverty eradication and labour market access for women was a common theme from our conversations. Based on your feedback, we worked to secure \$1.25 million in federal funding for YWCAs to address systemic barriers to employment faced by vulnerable and marginalized women for our Born to be Bold Project. Through this new project, YWCA will research, test, and implement solutions in communities across the country. In a data-driven world, this research will give YWCA the evidence to keep breaking employment barriers for our community members.

You spoke about the need for national partnerships to innovate, and the National Office listened. We are piloting partnerships with the RBC Foundation, Omega Foundation and a tech start-up, to fund collective impact projects. We are pleased that over ten YWCA member associations are benefiting from this funding.

In the next year, we have a clear opportunity as Canada gears up for another election, on the eve of YWCA Canada's 150th anniversary. We have the chance to reflect on our personal YWCA stories, and craft a new gender equity and inclusion story for the next 150 years.

Thank you for your ongoing support of YWCA Canada as we work to create gender equity on the ground for women, girls and gender diverse peoples.

Support YWCAs – Connecting YWCA Staff to Skills

80% of the people who completed a fall meeting evaluation agreed or strongly agreed that they learned something new and tangible that they could apply to their work with the YWCA.



We continue to strengthen the YWCA movement, building capacity and sustainability every year through coordination and delivery of in person and online professional development trainings.

We consulted the leadership of the YWCA movement on the key learning outcomes and delivered on training opportunities at our annual meetings.

At our fall One Movement Meeting, YWCA invited Terrence Carter from Carters Law Firm, for a two-hour training session on Essential Charity and Not for Profit Law. We coordinated a full day training with the Institute for Changemakers on the Ganz Curriculum.

YWCA VIOLENCE AGAINST WOMEN STAFF SUPPORT NETWORK

The YWCA Violence Against Women Staff Network offers colleagues across the country an online community of practice to share their expertise, discuss trends and stay up to date on the latest counselling techniques. Members include shelter managers, directors of housing programs, communications staff, front-line workers, counsellors, housing support and youth support workers. With over 80 members in the network, some sessions reached as many as 120 people.

Last year, we presented a series of nine professional development webinars to strengthen YWCA's response and support for women who are survivors of intimate partner violence. We profiled the innovative and creative work happening across the YWCA movement.

Over 750 shelter workers and community partners received training in their communities to better support women survivors of violence.

The webinars profile YWCA experts and showcase some of the creative work happening across Canada:

- **The mental health effects of image based sexual abuse**, Dr. Kristen Zaleski, sexual assault victim advocate, psychotherapist and professor at USC
- **The impact of Dialectical Behavioural Therapies**, Lana Bentley, Program Operations Director, YWCA Calgary
- **Shifting from Saving to Supporting**, Krystal Snider, YWCA Niagara Region, Program Manager
- **Addressing the Sexualization of Girls and Women and Hypersexualization of Boys and Men**, Lori Boland, Project Lead on YWCA Metro Vancouver's Culture Shift Project

**9 hours of Online Training Sessions.
255 Registrants.
91 views of recordings.**

OPEN DOORS

Our Open Doors Project wrapped up in March, funded by the department of Status of Women Canada (now Women and Gender Equality), we increased the capacity of shelter workers and partners to better serve violence survivors coping with mental health and addiction issues.

In partnership with BC Society of Transition Houses and Women's Shelters Canada, we delivered regional training sessions on trauma-informed services for violence survivors.

We trained 59 shelter staff from 51 shelters in 8 provinces and 3 territories on the Open Doors: Inclusive Service Model for Women. Over 500 shelter workers and community partners participated in local trainings. More than 15,000 people have accessed online training resources on the website: opendoorsproject.ca

NEWS YOU CAN USE



The team launched the YWCA Media Scan to share announcements and stories that celebrate the work of YWCAs across the country and the broader movement. We share blog posts, research news and policy updates that impact our work, the lives of women and their families.

Since its start less than a year ago, we've sent out 120+ bulletins curating over 500 stories important to our movement and featuring our YWCAs accomplishments across the country. It has allowed staff and volunteers to reach out and connect with each other.

To subscribe email action@ywcacanada.ca.



For International Women's Day, we worked with frizzkidart on an artistic project to celebrate how young women and non-binary youth live feminism and their hopes for a better future for all.



YWCA St. John's collective, as they hosted an art event called **Missing Narratives: Celebrating the Forgotten Stories of Women and Non Binary folks in NL.**

Young Women Leading

EDUCATING ON SOCIAL JUSTICE

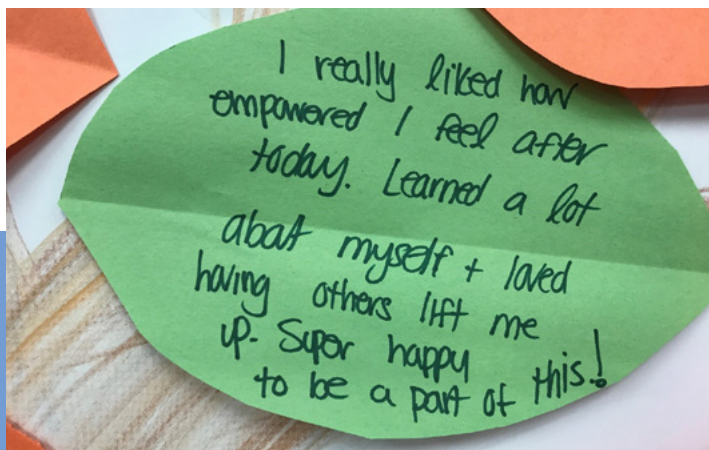
YWCA builds leadership skills and capacity in young women to build futures and create change. This work includes teaching and supporting girls, young women and non-binary youth to identify issues that are important to them and take action in their communities. We did this with the investment of the public and private sector this year.

OVER 1500 young women and non-binary youth engaged in leadership training and engaged across the country.

THINK BIG <LOOK BACK> START SMALL

Funded by Canadian Heritage, Think Big <Look Back> Start Small concluded at the end of March. Through this two-year project, 14 youth social action councils were supported at YWCAs across the country. Over 1,500 young women and non-binary youth (14 to 30 years of age) developed their skills, engaged in enriching arts, culture, history and heritage excursions as well as civic

engagement activities that enhanced their connection to Canada. Councils hosted guest speakers including local politicians, artists and activists, they hosted inspiring community education and engagement events. Through this project, young women and non-binary youth took their place in spaces to lead conversations and take over.



“Being a member of the Youth Advisory Council has helped me engage with other youth and educate more people on social justice topics. As well, it has helped me grow more confident in myself and my ideas.”

- YWCA Metro Vancouver youth council member



On International Women's Day young women from YWCA Quebec City's youth council took over the airways of CKIA radio. The council hosted discussions on youth addiction, (including video games), perspectives on fashion, and what it is like to be a girl in Canada.

THINK BIG. LEAD NOW. LEADERSHIP JOURNEY

Sponsored by RBC Wealth Management, we launched The Leadership Journey Series as part of the e-learning sessions for the Think Big! Lead Now! Young Women's National Leadership Program.

We kicked the series off with Canada's queen of RnB, Juno Award winner Jilly Black. Dillon Black (they/ them) a gender-nonconforming feminist, anti-violence advocate and social worker with a decade of experience working alongside survivors of gender-based violence also shared their leadership journey.

Speakers share the lessons they have learned through their leadership journey, offering young women tricks, tools and techniques to overcome barriers so they can succeed.

We delivered an e-learning series with four webinars including:

Building Your Personal Brand: this session offered young women the principals behind creating a vision



Juno Award Winner, Jilly Black in conversation with CEO of How She Hustles, Emily Mills

for their future and implementing that vision. It included information on job search, networking, gaining recognition, connecting with mentors, and securing interviews, building online and offline assets and other useful tools and techniques.

8 Reasons to Measure: an introduction to financial literacy, the importance of understanding the basics of accounting, tax and budgeting for aspiring project managers and executive directors.

Create Change – Standing in Our Power

Our work in the area of advocacy and public policy responds to the lived experience of the hundreds of thousands of women and girls who use programs and services at our Member Associations. We create change through informed advocacy.

Between June 2018 and June 2019, we have submitted to federal ministries and departments on a wide range of issues from online hate to federal budget to settlement services to human trafficking to gender-based violence, representation in politics and more!

10 Total # of submissions and presentations to Federal House Standing Committees, National Senate Committees as well as Ministries and Departments.

DAY ON THE HILL

With a goal of advancing gender equity and increasing the profile of the YWCA with key policy makers and elected officials, we coordinated our second annual Day on the Hill on November 1st, 2018. YWCA staff and board volunteers formed 18 teams and met with over 60 Members of Parliament, Senators and ministerial staff.

Our Ask: \$75 million dollars in core funding over two years to scale up YWCA's existing employment and training programs with best practices to ensure economic security for 50,000 women, girls and their families.



VOICES OF #YWCACHILD-CARECHAMPIONS

In May 2019, YWCA partnered with Oxfam Canada and Child Care Now on a Child Care Day of Action on Parliament Hill to advocate for an Affordable Child Care for all Plan.

We collaborated with nine YWCAs to produce the **Voices of #YWCACHildCareChampions Video**. Childcare workers and parents stood in their power, sharing their personal experiences and adding their voices to call on elected officials to implement affordable childcare. We screened the video for over 100 parliamentarians and advocates and have shared it across social media.

I am a parent and I have used the YWCA City Kids on Duke street for all of my kids since 2012. A big thing for me was that in 2014, 100% of my take home pay went to childcare. That is why, I think it is time for our elected officials in Kitchener to become childcare champions and to implement affordable childcare so all people can have a chance to thrive in our economy.

- Jessica, Parent

Training for Impact: YWCA prepared 75 advocates for their experience with bilingual online advocacy trainings where we gave delegates an overview of the political landscape on Parliament Hill as well as practical tips to have effective in meetings with Members of Parliament and Senators. We shared a delegate package along with talking point flash cards and also shared a social media tool kit. On the day of, in advance of our meetings with parliamentarians, we had an in-person meeting with former Member of Parliament, Olivia Chow who walked our members through role playing scenarios.

The work of the YWCA was recognized in the House of Commons during Question Period and the Senate Sitting. Through YWCAs collective efforts, we generated over 3.5 million social media impressions for our #YWCADayOnTheHill hashtag.



3.5 million engagements with #YWCADayontheHill on Twitter

PUBLIC EDUCATION TO END THE CYCLE OF VIOLENCE

We moved forward with public education, building awareness to end the cycle of violence.

During the 16 Days of Activism to End Violence against Women, YWCA Canada launched an education campaign to share the potential risks of sharing

other people's intimate images without their consent. We developed an accompanying resource Rights. Reports. Supports to provide people with information on where to go and what to do when their image is shared without their consent.

ROSE CAMPAIGN

Our annual Rose Campaign took to social media with new shareable infographics and bold calls for action to end gender-based violence. Our recommendations called on the Government to provide legal aid services for asylum seekers, to increase funding to the National Inquiry into Missing and Murdered Indigenous Women and for a National Action Plan on Violence Against Women and Girls. We invited people to “Take Time. Remember and Give.”

We are encouraged by the excitement of our donors and supporters who helped to amplify our Rose Campaign. We reached 133,807 impressions on our campaign during the 16 Days of Activism to End Violence Against Women. Together, they raised \$29,000 to support YWCA's work.



TAKE TIME. TAKE ACTION. STOP VIOLENCE BEFORE IT STARTS

WHAT CAN I DO WHEN I AM FEELING REALLY ANGRY?



WEEK
WITHOUT
VIOLENCE

SEMAINE
SANS
VIOLENCE

OCTOBER 15-21, 2018
weekwithoutviolence.ca
ywcacanada.ca

68,873 people found Tips on Expressing Healthy Anger

We released new and revised resources during the Week Without Violence. The theme of our annual Week Without Violence Campaign encouraged the country to “Take Time. Take Action. Stop Violence Before it Starts.” There is a strong link between expressing anger in unhealthy ways and violence. YWCA colleagues who work in the violence against women sector collaborated to update our Tips on Expressing Healthy Anger resources. We developed a new Calm Wheel and some answers to the question “What can I do when I am feeling really angry?”

The postcards and graphics are available in English, French and Spanish. We were excited to see how the theme and the resource resonated with YWCA programming staff cross country and through the international YWCA movement.

We were delighted to partner with the Military Family Resource Centres, to promote the resources through their social media platforms and through the Canadian Forces Morale and Welfare services website for military members and their families.

Over 9,600 military members and their families reached through our partnership Military Family Services.



Maya Roy and YWCA Board Vice Chair,
Marie-José Ouellet

International Cooperation

YWCA Canada is a member association of the World YWCA, a global movement working for women's empowerment, leadership and rights in more than 120 countries and 20,000 local communities. Through our International Cooperation work, YWCA Canada extends our mission to build women's strength and foster equality beyond our borders.

UNITED NATIONS COMMISSION ON THE STATUS OF WOMEN

Through our annual participation in the United Nations Commission on the Status of Women (UNCSW), YWCA Canada joined with sisters from the World YWCA movement, and other civil society organizations to make strides to advancing women's equality on a global level. This year, our CEO Maya Roy was a member of Canada's official delegation to UNCSW. YWCA Canada also hosted a parallel session focused on how access to affordable housing as a pathway to social protection, this year's theme for UNCSW. We advised and advocated the Canadian government to push for inclusive language and the protection of LGBTQ individuals and families and Indigenous people in the official UN documents.



2018 Recognition Awards

Since 1989, YWCA Canada has recognised the accomplishments and contributions of volunteers and staff who give their time, talents and energy for the advancement of the YWCA Movement and improvement the lives of women and girls. The 2018 recipients were:

Annie Grey Keith Award

Killam Apartment REIT Team Halifax

The Ann Northcote Award

Marcia McKay

The Agnes Amelia Blizzard Award

Anne Wood

The Bertha Wright Award

Rebecca Coughlin

The Carolyn B. Bray Award

Arthur Mills

The Ann Mowatt Outstanding Young Woman Award

Dee Dooley

Chair's Award

Donna Snair

The Cleta Herman Award

Lise Armstrong

The YWCA Mentorship Award

Jewell Mitchell

YWCA Canada Financial Summary

for the year ended December 31, 2018

REVENUES

	AMOUNT	PERCENTAGE
Affiliation Fees	\$1,481,251	79.75%
Investment Income (Loss)	-\$66,562	(3.58)%
National Projects & Other	\$381,952	20.56%
Donations, Sales, & Other	\$60,816	3.27%
2018 Total Revenues	\$1,857,457	100%
2017 Total Revenues	\$2,261,192	

EXPENSES

	AMOUNT	PERCENTAGE
Salaries	\$847,576	44.64%
Administration/Communication/Governance	\$646,707	34.06%
National Projects & Other	\$333,705	17.57%
World YWCA Program	\$70,777	3.73%
2018 Total Expenses	\$1,898,765	100%
2017 Total Expenses	\$2,150,757	

Financial Statements audited by BDO Canada LLP. A full copy may be obtained from YWCA Canada: national@ywcacanada.ca

THANK YOU TO ALL OUR DONORS & PARTNERS

Thank you for your support of national programs and policy priorities in the areas of gender based violence, economic equality, child care and housing and homelessness young women's programming, and international cooperation.

FUNDERS

YWCA Canada gratefully acknowledges and recognizes the following funders for their contribution and support to our national programs and initiatives.

Canadian Heritage - Exchanges Program

- Think Big! Lead Now! Young Women's National Leadership Program (Exchanges Program)
- Think Big <Look Back> Start Small (Youth Take Charge Program)

Department of Justice

- Advocate Collaborate Transform: Building Partnerships for Women Survivors of Crime Symposium

Omega Foundation

- YWCA Accelerator Program

RBC Foundation

- In Good Company

RBC Wealth Management / Gestion de patrimoine RBC

- Think Big! Lead Now! Young Women's National Leadership Program

Women and Gender Equality

- Open Doors: An Inclusive Service Model for Abused Women
- Born to be Bold