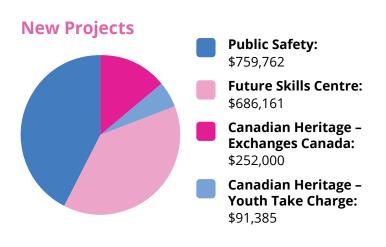


NATIONAL ADVOCACY.
COMMUNITY ACTION.

**ANNUAL REPORT 2019** 

### 2019: OUR IMPACT



Number of Capacity Building Online Events

2018: **18** hours 2019: **23** hours



Total Money flowed through local YWCAs (2019, and January to March 31, 2020) and waived affiliation fees (April & May 2020): \$536,257



### **Amplifying YWCA Campaigns Across Canada**

**26** Newspaper Articles **5** Radio Interviews and Podcasts

YWCA Violence Against Women Staff Sector Network–Increase in YWCA Member Association employee engagement in professional development and peer support

2018: **255** members 2019: **420** members



Number of funding proposals submitted 2018: **15** 2019: **32** 

Number of successful submissions: **13** 



# Over 12,000 signatures & engagements through YWCA Canada Advocacy Campaigns:

- Calling for a Feminist Debate for Election 2019
- Bill C-5, An Act to Amend the Judges Act and Criminal Code to ensure mandatory sexual assault sensitivity training for judges.
- Addressing Women's Homelessness by pushing for a Housing Benefit with a Gender Lens
- Calling for a Feminist Response to COVID-19 Response and Recovery
- Calling for Funding for YWCA COVID-19
   Emergency Relief to ensure YWCAs can serve communities during the pandemic

### Fighting for Gender Equity During a Pandemic

**3** Online Events

Over 800 Registered

2 Petitions

**4** Thought Leadership & Op Ed Articles

### **YWCA Canada COVID-19 Emergency Response**

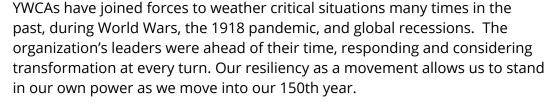
YWCA Canada responded swiftly to COVID-19, in lobbying the federal government and the corporate sector. We hosted town halls, sourced personal protective equipment, and in-kind support for meals and transportation. Here is a quick snapshot of this work:

- Partnered with Global Medic to distribute hand sanitizer, face masks and hygiene kits for service users to 29 Member Associations.
- Called on the federal government to support the charitable and non-profit sector with a **Sector Stabilization Fund** \$10 billion.
- Secured a \$265,000 in-kind donation from Uber Canada for member associations to support women and families with meals, rides and deliveries.
- Advocated for federal government funding for violence against women services
- Hosted 3 town halls: Gender Equity During the Pandemic, COVID-19 Community Response – Dispatches from the Frontlines, Care During a Pandemic – A Mother's Day Panel (May 7)
- Launched an <u>Emergency COVID-19 Emergency & Community Recovery Fund</u> to support Member Associations

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



KAREN GILMORE



As we look back, we know the women whose shoulders on whom we stand made difficult decisions, consulted stakeholders, and raised their voices to ensure the best for the women and families they served, their volunteers, and the community.

Early in 2020, we made the decision to postpone our 150th celebration plans due to the COVID-19 pandemic. As we look forward, YWCA Canada shifted to represent our local member associations by advocating for our sector as an essential service across government tables. We mobilized to bring together our stakeholders and donors to help us keep the doors open and the lights on for women, girls, gender diverse people, and their families. Like many YWCA leaders before us, we creatively adapted and shifted to ensure that we will lead resilient organizations, moving YWCAs to the other side of this crisis, not only surviving, but thriving.

On March 8, 2020, YWCA Canada launched our new brand tagline: *National Advocacy. Community Action. Une voix nationale. Des actions locales.* Our brand is not just our logo; it is our movement's culture, our strategic direction, our engagement with the community, and our commitment to serving.

Through this report we share the roots of YWCAs work in advocacy and community action, report on current initiatives and share how we will continue to move this work forward with you, our partners, stakeholders, donors, and member associations.

With gratitude, we recognize the commitment of our staff, board of directors, volunteers, partners, and donors. Your support allows us to make the impact we do and to be the leading voice for women and girls in Canada.



MAYA ROY

### 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



@YWCA\_Canada

② @ywcacanada

in YWCA Canada

# **NATIONAL ADVOCACY**

### then

Since its inception, the YWCA has been active on women's rights. In 1901, we set sights on changing pay inequity and poverty rates for women. During the 1950s, 21 YWCAs had active Public Affairs committees, concerned about the gender impacts of Bill of Rights for Canada, Employment

Standards, racial discrimination, and calling for the revision of the Indian Act. At Y Teen conferences, youth were trained and discussed public affairs, organizing to engage in every aspect of life.

### now

"Because we have a collective national voice for making changes all the way down to individual communities. We have One voice no matter where we live."

 respondent to YWCA new tagline survey In 2019, YWCA Canada set out to develop a unifying tagline as part of the 150th anniversary year. We reimagined a refreshed brand through consultation with donors, service users, CEOs/EDs, boards, and funders. Members told us they wanted a tagline to ignite conversations and highlight YWCA systems change: *National Advocacy. Community Action.* 

A strength of our national advocacy is informed and strengthened by Member Associations that exist in nine provinces and two territories. In 2019, YWCA campaigns resulted in petitions being signed by over 12,000 Canadians. We push our advocacy work forward, building partnerships, using data and stories of women and their families to inform decision makers, and the public through policy submissions and social media.



We launched our Kids
Talk - Video Series. Engaging
little humans in big policy
conversations. Our Prime
Minister edition had 10,000
views and tagged incoming
MPs to open a new session
of Parliament:

youtube.com/watch?v=3h-DYA3sQzkw&t=

### 150 YEARS OF NATIONAL ADVOCACY & COMMUNITY ACTION

### 1870

Agnes Blizzard organized the first Canadian YWCA in two rented rooms in Saint John, NB Other YWCAs established: Toronto - 1873, Montreal - 1874, Quebec City and Halifax - 1875.

### 1875

Halifax YWCA opened home for 'delinquent' girls with custodial care and training.

Montreal YWCA initiated nurses' training.

### 1886

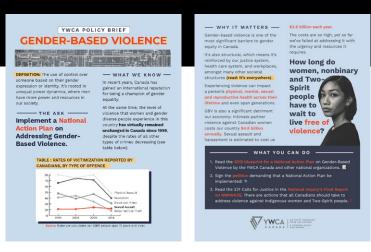
First Student YWCA formed at Albert College, Belleville, Ontario.

### 1874

Libraries established in YWCAs of Montreal and Quebec City.

### 1884

Toronto, Montreal and Hamilton YWCAs taught phonography, stenography and typing—during a time when these were considered too physically demanding for women.







To inform voters and to make an impact on YWCAs priority issues, we released a series of policy backgrounders with statistics, talking points, and myth busters on Gender Based Violence and Housing and Homelessness.

### Centering women's voices in decision making

Early in 2020, we were preparing a range of digital advocacy campaigns for the year when our work shifted to respond to the COVID-19 Pandemic. Through this time, we have engaged at national tables to ensure that an intersectional gender lens remains central to recovery efforts.

Our advocacy work does not happen in a silo, we move this work forward with you. Thanks to our supporters for sharing our materials on social media, signing petitions, and sending letters to their MPs. Your voice is critical as we advocate for policies that bring us closer to economic and social justice for women, girls and other equity seeking communities.

### Bill C-5

YWCA called on supporters to make it safe for survivors of sexual assault to come before the courts.

While 1 in 3 women will experience sexual violence in their lifetime, only 1 in 10 women report it. For every 1,000 sexual assaults that take place in Canada–only 3 perpetrators are convicted. Society holds deeply ingrained myths and stereotypes about sexual assault, including judges and the legal system. Survivors are skeptical of engaging with a system that produces bias and harm.

Bill C-5, an "Act to Amend the Judges Act and the Criminal Code", would ensure newly appointed court judges undergo training to learn about the myths and stereotypes still associated with sexual assault cases.

To keep up with YWCA Canada's Advocacy Work sign up for our advocacy alerts. <a href="mailto:asultana@ywcacanada.ca">asultana@ywcacanada.ca</a>

### 1892

Ottawa YWCA opened a School of Cookery. In 1898, there were 312 women enrolled.

### 1894

The School of Domestic Science opened at the Hamilton YWCA. Adelaide Hoodless and the Hamilton YWCA are instrumental in having domestic science integrated into the Ontario public school system.

### 1887

First Travellers' Aid initiative started by Quebec City YWCA.

### 1893

Adelaide Hoodless organized the YWCA of/du Canada; first annual meeting in Ottawa, January 23, 1895.

### 1895

YWCA of/du Canada becomes the fifth national association to affiliate with the World YWCA.

# **COMMUNITY ACTION**

### then

YWCAs represent an enduring collective effort to transform our communities. For over 150 years, local associations have addressed urgent needs of the most vulnerable in our communities. From providing accommodation to young women heading into their first jobs in the city, offering counselling to survivors of intimate partner violence, to providing employment training, YWCAs have remained responsive and relevant in changing times.

### now

YWCAs are on the cutting edge of supporting digital literacy, and research to support labour market access for vulnerable women, connecting families to the Canada Learning Bond and marginalized women experiencing oppression.

# It takes a village: connecting families to savings for education

With funding from the Omega Foundation, in 2019, YWCA Canada launched the Accelerator Project. Eight Member Associations (YWCAs Cambridge, Halifax, Lethbridge & District, Metro Vancouver, Muskoka, Saskatoon, St. John's and YMCA-YWCA Vancouver Island) participated in this pilot to support 77 families in accessing the Canada Learning Bond, to build savings for their children's education.

130 applications for the Canada Learning Bond
130 children close to an RESP
Up to \$260K in education savings for children
77 families received financial incentives through the Accelerator Project



# DigitalSmarts

As we move our lives online, digital literacy has become a necessary tool for education, employment, civic participation, and even health and wellness. Given the importance of digital literacy to underrepresented populations, YWCA Canada and MediaSmarts have partnered to develop and deliver a digital literacy skills program. Funded by Innovation, Science and Economic Development Canada, DigitalSmarts is a four-year program.

Through DigitalSmarts, local YWCAs provide free, easily accessible and supportive digital literacy training that meet the specific needs of participants from various vulnerable populations.

The program will train YWCA trainers who will train facilitators in their own communities using tools developed by MediaSmarts. Get a taste of the curriculum modules and facilitation guide here.

In the first year of training, we have already trained 369 people with the support of YWCAs Community Muskoka, Halifax, Hamilton, Lethbridge & District, Prince Albert, Community and Thompson.

"The workshops helped me become more knowledgeable about digital literacy and keeping myself and family safe online. It helped me to start a conversation about privacy and what I could do to take a more proactive approach."

- YWCA service user

### 1898

"Beau Tax" instituted by Toronto YWCA for young men visiting young ladies at the residence, a \$0.25 fee.

### 1933

First training course held for 18 YWCA Physical Education Directors.

Counselling is introduced as a new field of YWCA work.

### 1944

45 Hostess Rooms established by YWCAs across Canada to serve soldiers and their families during World War II.

### 1932

Montreal YWCA conducted the first course for unemployed domestics, and certifies 162 women as skilled household helpers.

### 1937

Synchronized swimming introduced by the Peterborough Association.

**3,545** women directly impacted by this program

**567.5** - Number of training hours for interview practice and job coaching

**2,267** - Number of young women directly impacted through YWCAs In Good **Company Project** 

64 - Number of women employed or in training



### In Good Company: Connecting women to job coaching & training

In 2019, YWCA Canada launched two new programs to advance women's economic empowerment. In Good Company is a two-year project funded by the RBC Foundation aimed to address these challenges. It focuses on women's economic empowerment, helping to move them towards a sustainable livelihood. Participating member associations include: Y des Femmes de Montréal, YWCA Calgary, YWCA Halifax, YWCA Metro Vancouver and YWCA Toronto.

The three main focus areas of the program include: preparing young women and women to be job ready through training and capacity building, building community awareness around changing attitudes and addressing barriers for women and young women, particularly around entering the workforce and changing attitudes of business leaders and decision makers.

### Reimagining Economic Security with a Gender Lens



YWCAs have supported women to access to jobs, training programs and on their journey to return to work. For the past 150 years we have designed innovative approaches to address systemic gender imbalances, we have also provided space to build connections and, strong relationships for the participants of programs.

In the spring of 2019, YWCA launched a pan-Canadian research project that will see us continue down this path to identify promising practices to increase women's access to the labour market for the new economy.

First Take-A-Break (TAB) program introduced in the Toronto YWCA. By 1958, YWCAs in 25 cities in Canada offered TAB to 1,800 women.

### 1969

YWCA of/du Canada lobbied the Royal Commission on the Status of Women calling for more child care services, improved education and training for women & enforcement of maintenance orders.

### 1951

21 YWCAs had active Public Affairs Committees for advocacy.

International Training Institute sponsored by YWCA Canada & U.S.A. — 48 leaders from 35 countries.

National research study launched "The YWCA — its role in relation to the Serious Personal Problems of Girls and Women."

### 1981

The YWCA joined the historic struggle for the inclusion of a women's equality provision in the Canadian Charter of Rights and Freedoms. **7** 

# **COMMUNITY ACTION CONTINUED**

### Born to be Bold: Research for Labour Market Access

Born to be Bold: Measuring success for women's access to the labour market is a three-year research and knowledge mobilization project funded by the Government of Canada. The research is focused on creating systemic change for women's equitable access to the labour market.

Through this project, we are supporting vulnerable women and uncovering the best practices to help employers to break down barriers. We spoke with the following YWCAs and their program participants to shape a women-centred approach to connecting women to jobs: YWCA's Calgary, Halifax, Metro Vancouver, Moncton, Montreal, NWT, Regina, Sudbury, and Toronto. Each YWCA received funding to test these practices.

Moving from commitment to action requires education and the participation of engaged partners from the corporate sector and beyond. We welcome opportunities "Access to gainful employment doesn't come down to just education and employment experience, but access to safe and secure housing, mental health, childcare, transportation, etc. We need to step away from a narrow view of employment is education. Consider that the current structures weren't built for women, so we are asking them to fit into a mould that wasn't built for them, rather than changing the structures."

Shiva Mazrouei,
 Research Officer, YWCA Canada

to share this work and to move forward with you to implement best practices across all sectors so that women can access the labour market.

If you are interested in learning more about this work email <a href="mailto:projects@ywcacanada.ca">projects@ywcacanada.ca</a>



YWCA 150 Years Building Community facebook.com/ywcacanada/videos/503532773880825/

### then

In the 1900s, YWCAs noted the "crying need" for leadership training. YWCAs in different regions created intensive leadership experiences for young women in week-long programs that covered topics such as parliamentary procedure and meeting facilitation.

### now

I50 years later, YWCA
Canada continues to
support the leadership
journey of young women
and gender diverse youth.
The modules are delivered
both online and in person
as capacity building of local
staff and create a talent
pipeline for boards. Get
a taste of the elearning
training here!

### 1982

Peterborough YWCA published Fresh Start — a publication for women in abusive situations — thousands of copies sold.

### 1988

YWCA of/du Canada Operational Mission Statement is adopted, confirming leadership by women for women.

### 1991

Pilot program of the YWCA of/du Canada Training Institute with courses in fundraising, HR and board governance.

The new national logo is introduced. The logo is a combination of three open triangles, symbolizing openness, inclusivity and balance of mind, body and spirit.

### 1983

YWCA of/du Canada launched the National Fitness Leadership Certification Program.

### 1990

First National Data Collection initiative is launched.

### 1993

Canada Post issues a stamp of Adelaide Hoodless commemorating the founding of the YWCA of/du Canada.

"I've gotten solid knowledge in areas that I didn't have before (ex. Financial Literacy) and have found a community of people in various stages in their leadership journey whom I can connect with at any given time."

> Leadership program participant

### Think Big! Lead Now! Young Women's Leadership Program

We brought 120 young women from across the country together for the three-day immersive leadership experience portion of the Think Big! Lead Now! Young Women's National Leadership Program from January 16 to 19, 2020.

Grounded in intersectional feminism and social justice, inspiring and engaged young women and nonbinary youth 18 to 25 years of age participated in skill-building workshops. Dynamic keynotes speakers who identify as Black, Indigenous and People of Colour offered sessions on youth engagement, bystander intervention, and body confidence. A panel featuring young activists from around the country was most popular.

Supported by RBC Foundation, the program also includes an e-learning component, that features online workshops and Facebook Live sessions on skills such as developing your personal brand, financial literacy, grant writing and board governance.

# THINK BIG! LEAD NOW! YOUNG WOMEN'S NATIONAL LEADERSHIP PROGRAM

### **FUNDERS**

Canadian Heritage / Patrimoine canadien RBC Foundation

### **SPONSORS**

Canadian North
CUPE National / Le SCFP
national
Elementary Teachers'
Federation of Ontario

The AIR MILES® Reward Program

Shoppers Drug Mart Life Foundation

Unifor Social Justice Fund VIA Rail Canada

### SUPPORTERS

Aeroplan Miles Donors (23) Canadian Labour Congress

Edgewell Personal Care

George H. Stedman Foundation

Ingenium Group Inc.

JLL: Women In Tech

McCall MacBain Foundation

Penguin Random House Canada

Reitmans Canada Ltd.

S.M. Blair Family Foundation

The Boiler Inspection and Insurance Company

Voyages Transat



Think Big! Lead Now! National Leadership Program Reflections - In Conversation with Aniqah Zowmi

youtube.com/watch?v=2NMck9lGOkg&t facebook.com/watch/?v=2090176794460527

Aniqah Zowmi highlights how she navigates leadership spaces to be an effective change maker.

To date 1500 youth have participated in various sessions or viewed recordings.

### 1998

The YWCA created the Peer Support System — a national system in which Associations provide services and support to one another.

### 2005

YWCA piloted GirlSpace with seven YWCA Member Associations, offering leadership, empowerment and self esteem programming to girls.

### 2009

The Rose Campaign to End Violence Against Women and Girls relaunched as annual national advocacy campaign.

### 2002

The YWCA adopted tagline YWCA Canada | A Turning Point for Women

### 2006

YWCA celebrated the 10th anniversary of Week Without Violence $^{\text{TM}}$ .

## **GLOBAL ACTION**

### Think Global, Act Local: YWCA International Cooperation

YWCA Canada is a member association of the World YWCA federation, a global movement working for women's empowerment, leadership and rights in more than 100 countries and 20,000 local communities. Through international cooperation work, YWCA Canada extends our mission to build women's strength and foster equality beyond our borders. This year, staff and board members from Canada had connected with our sisters from other associations to address gender inequality through visits at the quadrennial YWCA World Council in South Africa.

### **World Council 2019**



The Canadian delegation, mounted The REDress Project, created by artist Jamie Black, the installation raises awareness to the issue of missing and murdered Indigenous women and girls. Through this installation, YWCA Canada stands in solidarity with our Indigenous sisters to draw attention to the gendered and racialized nature of violent crimes against Indigenous women.

Representatives from 71 Member Associations convened in Johannesburg, South Africa for the 29th World Council. Over six days close to 400 delegates participated in a business meeting, workshops, consultations, and action forums. Thematic sessions included: young women transforming power structures for gender equality, intergenerational dialogues and climate change with skill-building workshops flowing from these sessions.

YWCA Canada put forward three candidates to the board, Jamie Medicine Crane for president, Brittany Tibbo, as a young woman candidate and Kate Nelischer and Lynne Kent for the Nominations Committee. Jamie was reelected to the Board as a Vice President. Brittany Tibbo was elected as the young woman in the North American region. We are grateful for Katie Ungard, who completed her term on the national board and proudly represented us as the Governance Chair.

### 2013

YWCA Canada makes a commitment to Truth and Reconciliation for Indigenous, First Nations, Metis, Inuit and urban Aboriginal women, girls and Two-Spirit People.

### 2017

YWCA Canada hosts a Lobby Day on Parliament Hill to push for affordable housing for women.

### 2012

YWCA Canada launches *Y Act Up*, a civic engagement and leadership program for young women between 16 and 29 years of age.

### 2014

YWCA Canada adopts a new national policy on Prostitution, Sex Work and Women's Safety. Supporting the safety and freedom from violence and harassment of all women, including those who participate in consensual commercial sex work.

## **FINANCIALS**

### **YWCA Canada Financial Summary**

For the year ended December 31, 2019

REVENUES	AMOUNT	PERCENTAGE
Affiliation Fees	\$1,592,343	63.36%
Investment Income	\$313,477	12.47%
National Projects & Other	\$419,725	16.70%
Donations, Sales, & Other	\$187,498	7.47%
<b>2019 Total Revenues</b> 2018 Total Revenues	<b>\$2,513,043</b> \$1,857,457	100%
EXPENSES	AMOUNT	PERCENTAGE
Salaries	\$878,435	46.53%
Administration/Communication/Governance	\$532,180	28.19%
National Projects & Other	\$390,972	20.71%
World YWCA Program	\$86,326	4.57%
<b>2019 Total Expenses</b> 2018 Total Expenses	<b>\$1,887,913</b> \$1,898,765	100%

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

Innovation, Science and Economic Development Canada

DigitalSmarts

### **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**

Born to be Bold

### **Future Skills Canada**

Synergy: Born to Be Bold

# Board Of Directors 2019-2020

### **Executive Committee**

Karen Gilmore, Chair Jessica Franklin, Vice-Chair Sereena King, Vice-Chair Yulena Wan, Treasurer Susan Kennard, Secretary

### **Board Members**

Marina Banister Peggy Chen Jessica Franklin Karen Gilmore Jessica Joss\* Susan Kennard Sereena King Beth Lyons



Yulena Wan



**Board Guests**Jamie Medicine Crane\*\*
Katie Ungard\*\*

\*Resigned in 2019

\*\*World YWCA board of directors

### **YWCAs 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 Winnipeg, MB

YMCA-YWCA Vancouver Island, BC

### **2019 Recognition Awards**

Since 1989, YWCA Canada has recognized the accomplishments and contributions of volunteers and staff who give their time, talents and energy for the advancement of the YWCA Movement and improve the lives of women and girls. The 2019 recipients were:

### The Agnes Amelia Blizzard Award

### **YASO MATHU**

YWCA Brandon, National Board Member linkedin.com/in/yaso-mathu-95043523

### The Ann Mowatt Outstanding Young Woman Award

### **DEANNE HOWLETT**

YWCA St. John's

### The Carolyn B. Bray Award

### **MEDORA UPPAL**

YWCA Hamilton

linkedin.com/in/medora-uppal-1488613a

### A Strong Voice for Women Advocacy Award

### YWCA METRO VANCOUVER

Child Care Now campaign

### **The Cleta Herman Award**

### **AMBER NIEMEIER**

YWCA Edmonton

linkedin.com/in/amberniemeier