



IMPACT REPORT

In Support of Nights of Safety



Core Programs & Services

Two Emergency Shelters

Women and children escaping abuse and violence have a safe home in our shelters. Yellow Brick House offers 41 beds and 10 cribs.

24/7 Crisis & Support Lines

Counsellors are available 24/7 to help individuals in crisis assess their level of danger and take appropriate action.

Public Education

- *Schools for Change Program*: abuse prevention workshops for grades 7-12
- *Healthy Homes*: abuse prevention workshops for newcomers and immigrants to Canada
- *Stepping Up*: a peer-facilitated program aimed to support post-graduate students in exploring the best ways of helping their peers who may have experienced violence
- *Online facilitator training*: to assist youth and adults in having discussions about healthy relationships
- *Organizational training*: Recognizing & Responding to Abuse, Bill 168

Counselling & Support Services

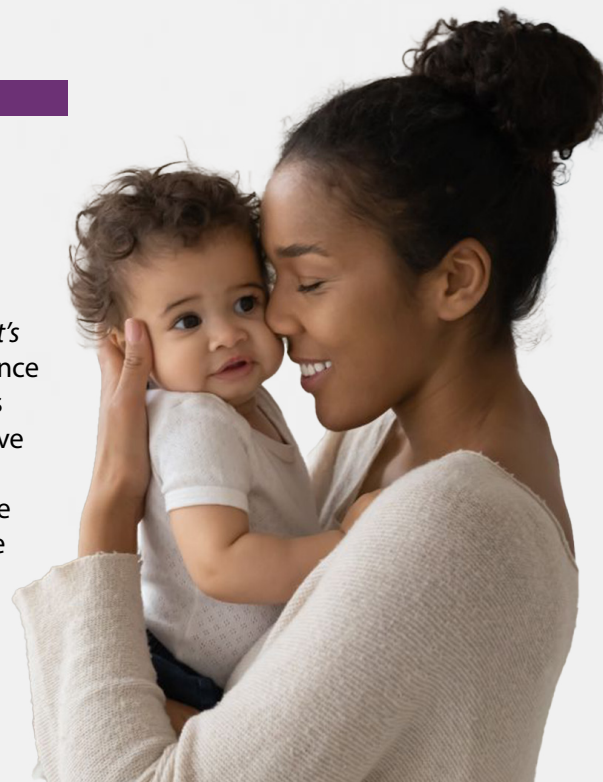
For Women

- Individual counselling
- Group support: *When Love Hurts* teaches about the cycle of abuse and how to make healthy, safe choices in future relationships
- Parenting support groups: *Handle with Care* and *Mothers in Mind*® enhance parenting skills
- Family court support: a specialized service that helps individuals dealing with difficult family law and other legal matters
- Transitional and housing support: assists individuals in finding safe, stable housing
- Immigration consultation: Coordinates closely with the Family Court Support Workers and provides women with consultation and education on immigration matters

For Children

(to help them recover from experiencing or witnessing violence)

- Individual counselling
- Group support: 8-week *Let's Talk* Child Witness to Violence Program: helping mothers and their children who have experienced violence in learning ways to overcome the negative impact of the experience



Dear Dear Nancy Coxford and Grey Birch Foundation Board,

We want to convey our deepest appreciation for your generous donation of **\$25,000** in support of the Yellow Brick House's **Nights of Safety program**. On behalf of the women and children using our services, we extend our sincere thanks for your kindness.

Yellow Brick House's Nights of Safety program provides women and children fleeing domestic violence and abuse a safe and secure space to begin rebuilding their lives.

Yellow Brick House has two emergency shelters, in Markham and Aurora serving women and children across GTA. We have a total of **41 beds and 10 cribs** and the average cost to house families is \$300 per woman and/or child per night. Currently, only 25 out of the 41 beds are funded, which means 16 beds are unfunded. We must fundraise to cover this shortfall for our shelter program to provide safe accommodations for more women and children, ensuring they have a place to escape violence and receive the necessary support.

Through Grey Birch Foundation's matching campaign, we were able to double the impact and **raise \$54,466** to fund shelter beds for the year. We look forward to future collaborations with Grey Birch Foundation as we work together to create a positive and enduring impact on the lives of those we serve.

Once again, thank you for your unwavering commitment to our cause.

Sincerely,



[Click here or scan the QR code to watch a heartfelt thank-you message from our CEO, Lorris Herenda.](#)



A handwritten signature in blue ink that reads "Lorris Herenda".

Lorris Herenda
Chief Executive Officer



A handwritten signature in blue ink that reads "Meeta Gandhi".

Meeta Gandhi
Chair of the Board of Directors

2023-2026 Strategic Plan

“Today, I am finally living a life free from abuse, and for that, I owe immense gratitude to Yellow Brick House. They saw the light in me when all I could see was darkness. Their unwavering support and compassionate guidance have not only transformed my life but also brought hope and healing to my daughter’s life.”
- Neeha (Survivor)



Sustainable Growth to Meet Community Needs

- Undertake an internal needs assessment to identify service expansion and enhancement opportunities.
- Develop an organizational resource plan (human, capital, technological, and financial) that aligns with current and projected service needs.
- Develop a sustainable funding model that ensures the continuation of existing service levels while planning for projected growth.



Leadership, Team, and Operational Excellence

- Conduct a comprehensive baseline assessment of organizational culture to inform opportunities for leadership, team, and process improvements.
- Develop a culture statement, rooted in core organizational values, that guides leadership, team, and stakeholder engagement approaches.
- Develop Human Resource engagement and retention strategies that reflect organizational values and desired internal culture.



Optimizing Program and Service Outcomes and Impacts

- Increasing Board engagement in meetings with MPs and MPPs to advocate for sustainable funding for core services.
- Based on the Needs Assessment, develop a Program and Service Priority Framework.
- Identify partnership opportunities that will increase and enhance current and projected service delivery goals.



Expanding and Enhancing Community Engagement

- Develop a comprehensive corporate engagement strategy.
- Continue to build government relations, with a focus on municipal governments.
- Optimize Board member participation in building effective stakeholder relationships.



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Maria's Story



When my children and I arrived at Yellow Brick House, we were lost and unsure of where to turn. We had nowhere else to go, but what we found there was more than just shelter—it was a place where we could start to rebuild our lives and feel safe.

The staff at Yellow Brick House became our support system, offering more than just a roof over our heads. They listened to us, guided us, and helped us take the next steps toward a better future. With their help, I was connected to legal support and counselling, and the support groups gave me the strength to keep moving forward.

Living in the shelter wasn't just about having a safe place to stay—it was about finding a way to move past the pain and look ahead. The staff worked hard to help me access the resources we needed, and when it was time to leave, they helped us find permanent housing, giving us the chance to begin again with stability.

That first night at Yellow Brick House wasn't just about finding a bed—it was the beginning of a new chapter for me and my children, one filled with safety and the chance for a better life. I will always be thankful for the support they gave us when we needed it most.

When we had to leave our old home, I didn't really understand why, but Mom said it was for safety. Yellow Brick House became our new home, and it felt like a big, warm hug. The people were really nice, and the playroom with toys and friends became my favorite place.

-Sophie, Maria's child

Did you know that over **100 Municipalities in Ontario** have declared Intimate Partner Violence an **epidemic**?

"Yellow Brick House came to my school and taught my class about the signs of abuse. I realized my dad was abusing my mom, and talked to my mom about it in time for her to get help."

- Survivor Tam

Your donation to Yellow Brick House helps us provide life-saving services and prevention programs to thousands of individuals impacted by domestic violence and abuse every year.



Awards and Nominations

2024

- Finalist – Vaughan Chamber of Commerce – Non-Profit Charity
- Finalist - Central York Region Chamber - Non-Profit Charity
- Finalist - Aurora Chamber of Commerce - Non-Profit Charity

2023

- Winner - Richmond Hill Board of Trade – Non-Profit of the Year
- Finalist – Vaughan Chamber of Commerce – Non-Profit Charity
- Nominated – Newmarket Chamber of Commerce – Non-Profit of the Year

2022

- Winner - Markham Board of Trade, Community Relations &

Board of Directors



In order: Meeta Gandhi (Chair), Randa Ghabril (Vice-Chair), Dharmesh Morjaria (Treasurer), KC Shendelman (Secretary), Nancy Pavao, Darren Gopeesingh, Franca De Sciscio, Zdenka Pantaleo, Anne Antolini, Joanne Thanos, Julia Vrabec, Neelam Bance, David Masse

Thank You!

Yellow Brick House operates two shelters with a total of 41 beds and 10 cribs, providing crucial refuge for women and children. We welcome survivors from all faiths, age groups, and income levels.

These spaces are more than shelters—they are warm, supportive homes where survivors can begin to rebuild their lives.

With intimate partner violence declared an epidemic in Canada and an average of 487 women and children turned away daily due to shelter capacity limits (Statistics Canada 2020-2021), your support is vital.

On behalf of the families we serve,
Thank you!



Grey Birch Foundation Impact

Thanks to the incredible generosity of Grey Birch Foundation, countless women and children escaping violence now have access to a safe and supportive space where they can begin to recover from trauma.

Because of your **\$25,000 matching gift**, which inspired others to give and doubled the impact to **\$54,466**, several women and children will have the warmth of a safe, cozy bed and the comfort of knowing they are protected, valued, and supported. Your gift ensures they can rest in a space where fear is replaced by hope and where every night becomes a step toward rebuilding their lives. Thank you for being a part of their journey to freedom and safety.

Every woman and child who stays at Yellow Brick House has access to our comprehensive services. These services are entirely free and confidential and have been carefully developed over 46 years of working directly with survivors to meet their unique needs.

These include a 24/7 crisis and support line, individual and group counseling for women and children, mental health counseling for women, family court support, transitional and housing support, immigration consultation, and public education prevention programs.

Your funds help to support:

- Raised \$54,466 in November 2024, supporting our Nights of Safety program.
- Reached 8,000+ users through e-newsletter, Instagram, Facebook, LinkedIn, and X.
- Collaborated with Neighbour Media, resulting in Yellow Brick House featured on their charity highlight page.
- Ran paid advertisements on social media resulting in 6,000+ impressions and over 500 views to our donation page in November.
- The “Double Your Impact” radio ad aired throughout November, reaching listeners across two channels.



[Click here or scan the QR code to hear Grey Birch Foundation's matching campaign radio ad](#)



ONE TORONTO PSA

THANK YOU

GREY BIRCH FOUNDATION FOR SUPPORTING YELLOW BRICK HOUSE'S NIGHTS OF SAFETY PROGRAM



\$54,466

in support of Nights of Safety



[Click here or scan the QR code to hear survivors share their powerful stories.](#)

Your donation to Yellow Brick House helps us provide life-saving services and prevention programs to thousands of individuals impacted by violence every year.

yellowbrickhouse.org • Crisis & Support Line: 1-800-263-3247
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