



# IMPACT REPORT

*In Support of Nights of Safety*

**SHOPPERS  
FOUNDATION  
FOR WOMEN'S HEALTH**



# 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

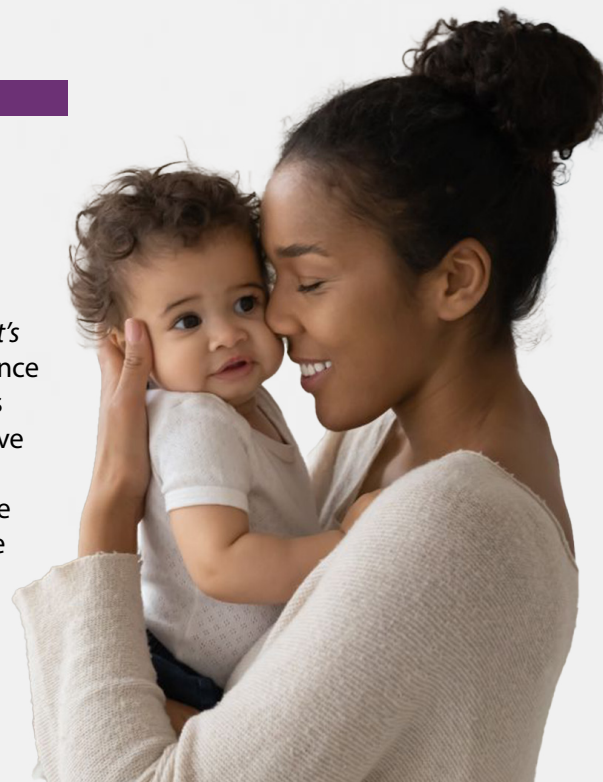
### For Women

- 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 Shoppers Foundation,

We want to convey our deepest appreciation for your generous donation of **\$92,000** through the **Giving Shelter Campaign** in support of the Yellow Brick House's **Nights of Safety program**. On behalf of the women and children benefiting from 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 and we work with 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 the Shoppers Foundation Giving Shelter campaign, we were able 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 hear survivors share their powerful stories.](#)



A blue ink signature of Lorrin Herenda.

**Lorrin Herenda**  
Chief Executive Officer



A blue ink signature of 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!

To all Shoppers Drug Mart cashiers, beauty managers, pharmacy owners, and staff: your dedication in sharing Yellow Brick House's mission and encouraging donations has made a profound difference in the lives of those in need in your community. Your efforts embody the spirit of community care, ensuring that survivors can access the safety and resources they need to recover from trauma. Please know that your support has had a hand in saving lives!

We are thrilled to announce that this year's ***Celebration of Resilience*** Reception will feature a very special ***survivor speaker—a long-time Shoppers Drug Mart employee.*** She will share her heartfelt story of resilience and express gratitude for the unwavering support she has received from her employer over the years. Join us on Wednesday, May 7, 2025, at the stunning Angus Glen Golf and Country Club for an unforgettable evening. The event will showcase delectable dishes from York Region's finest restaurants, exciting silent and live auctions, and this powerful, inspiring story of strength and recovery.

# Shoppers Foundation Impact

Yellow Brick House is deeply grateful to the Shoppers Foundation for Women's Health and their remarkable **\$92,000** contribution raised through the annual Giving Shelter Campaign. These funds directly support Nights of Safety at our shelters, providing not only secure accommodation but also access to comprehensive, wrap-around services. 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. **Every service we offer is entirely free and confidential and was developed directly through working with survivors for over 46 years!**

Our shelters provide refuge to 13 families with a total of 41 beds and 10 cribs, welcoming 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.

## Your funds help to support:

- Yellow Brick House volunteers visited all 58 stores that supported our cause, delivering cookies and staff room posters to educate on the signs of domestic violence, available support, and global abuse signals.
- Volunteers engaged with Beauty Managers, took photos for social media, and tagged the stores, resulting in 35 published posts and over 5,500 impressions.
- Yellow Brick House had the honor of presenting at the 2024 Giving Shelter Kick-Off event at 243 Consumer's Rd.
- Yellow Brick House was selected as a Charity of Choice at the 36th Golf Classic.

# THANK YOU

**SHOPPERS  
FOUNDATION**  
FOR WOMEN'S HEALTH



For supporting Yellow Brick House

## \$92,020

in support of Nights of Safety Program



[Scan QR Code](#)  
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[Shoppers Drug Mart](#)



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yellowbrickhouse  
Rebuilding Lives  
Empowering Abused Women & Children