

WHAT YWCA MEANT FOR ME



2014 MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR



GOING FAR, GOING TOGETHER.

This year, YWCA Saskatoon has experienced growth, challenges, excitement for possibilities and pride in the services we offer that have supported our clients in making life-changing decisions. On

a continuum from the emergent to preventative, we provide a broad range of supports. You might think that we do this all on our own, but in fact much of what we do depends on the partnerships we have with other agencies.

Partnership is the foundation for positively impacting the lives of our clients. Like the proverb says, "If you want to go fast, go alone; if you want to go far, go together." This is how we live and work in our daily activities.

YWCA Saskatoon has continued to move forward in meeting needs in our community, one woman, one child, one family at a time. The journey is not fast; we aren't in a race. We are much more focused on providing the best programs and services to each of our clients.

It's critical that we work closely with other agencies, creating collaborations that utilize the specific strengths that each agency brings to the table. Working collectively, we provide better services for our clients, and make the most of the supports available here in Saskatoon.

When we reflect on YWCA programs that assist clients to gain skills and supports, many examples of collaborations come to mind:

- In Turning Points transitional housing, each resident has access to a supportive team of specialized professionals working together to help her become independent and strong;
- Part of our enriched environment in the Child Development Centre includes expert developmental assistance and unique programs such as the University of Saskatchewan music program;
- Our employment programs depend on the commitment of employers to ensure success for the job seekers we work with—other community-based organizations such as READ Saskatoon add expert programming on topics such as economic literacy to complement our coaching;
- Fitness on 25th has built a reputation on partnerships with organizations such as the Saskatoon Health Region and the Canadian Breast Cancer Foundation, helping all members gain and maintain fitness in an accessible environment.

You get the picture! We are proud of unique YWCA programs and offerings, but even more proud of what we are accomplishing together, enabling our clients to go far and achieve so much. Together with our partners, we build the strong social fabric that contributes to the wonderful community we live in.

Deborah Parker-Loewen
President,
Board of Directors

Barb Macpherson
Executive Director

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Manager, Child Development Centre



WHAT GETTING INTO YWCA TURNING POINTS MEANT TO ME

"I found Turning Points by accident. Life had thrown me yet another curve ball and I ended up in the YWCA shelter. One of the amazing staff there thought that I would be a good candidate for the Turning Points program. As long as I participated in programming around my mental health and addictions, I would be accepted into this wonderful program.

"We live communally with 14 other women, and we have access to YWCA staff 24 hours a day. We are expected to work on the issues that brought us there. Staff are firm but very supportive. As long as

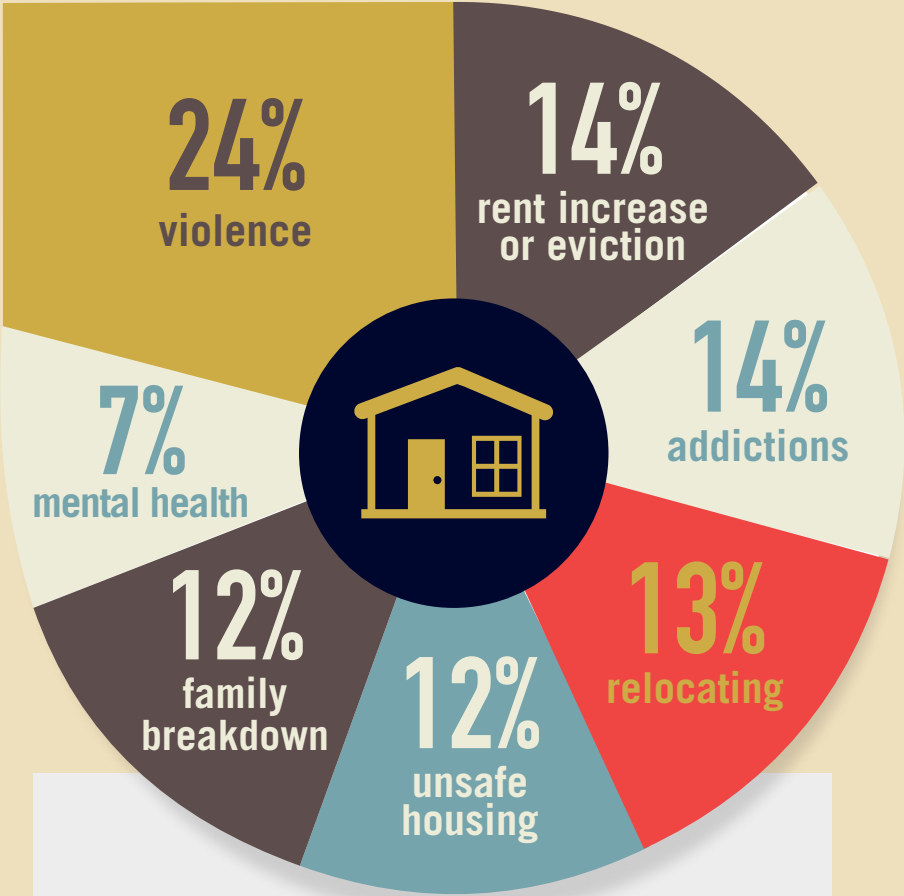
we participate, we are able to stay for one year.

"This program gives ladies a fighting chance to get back on our feet--when we wouldn't have had a chance, had we been left to fight the elements on our own. Without Turning Points, I would not have had any chance to deal with my issues, with any type of support. I would have been all on my own. I am thankful for the chance, for the staff support, for the help to make my life better and worth fighting for. Because of Turning Points, I have the will to make myself a better person."

CRISIS SHELTER & RESIDENCE

100%

of clients who come to the YWCA Crisis Shelter are desperate and need safe housing.



Reasons for accessing the shelter are self-identified by clients.



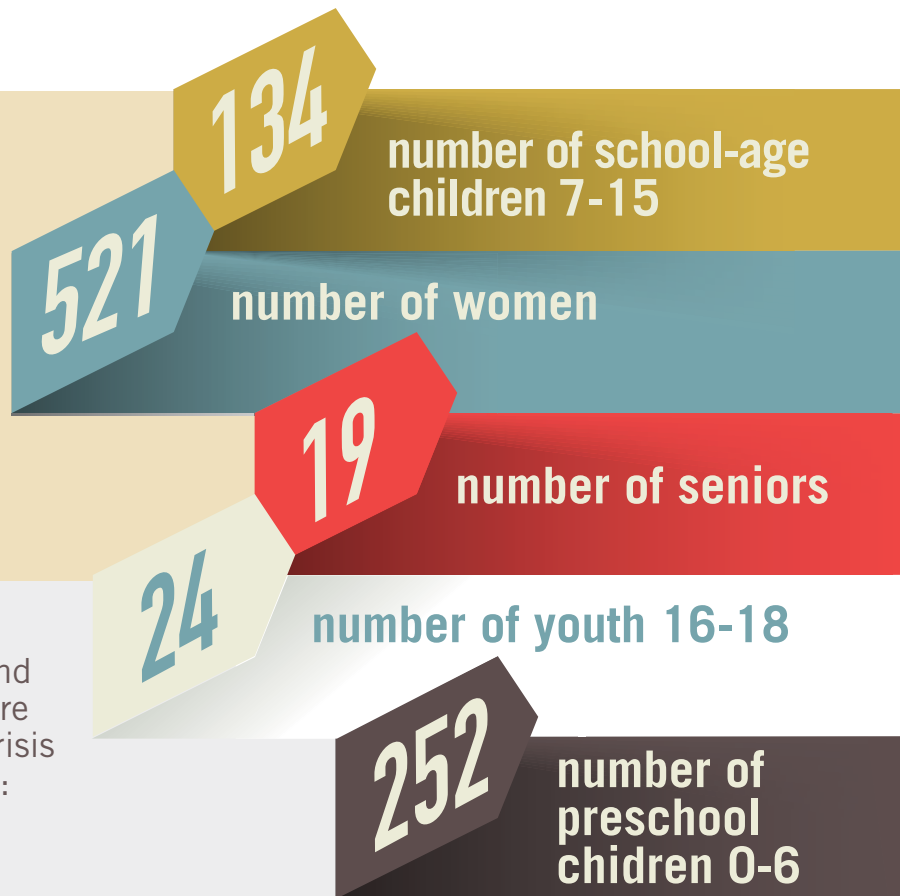
5,973

calls were received requesting housing, but there was no room



12 DAYS

Average length of stay in the crisis shelter



Total number of women, youth and children who were housed in the Crisis Shelter last year:

950



213
families



14 WOMEN

participated in the YWCA Turning Points transitional housing program



CRISIS SHELTER & RESIDENCE

Feeling right at home in the YWCA community kitchen

The smells, sounds and sights of good home cooking have been a big part of life in the Crisis Shelter and Residence this year. 54 Community Dinners took place, planned and led by an expert nutrition coach. Community dinners included any of our residents who had an interest in participating—women staying in the shelter or the Turning Points program, young women living in Margaret's Place, and the children and teens who were housed with their mothers.

These dinners were valuable times, not only for developing kitchen and cooking skills, but also for building community. The nutritionist, volunteers and residents prepared and enjoyed recipes together, cooperating, forming friendships, and sharing knowledge. Sometimes they experimented with new tastes or healthy substitutions, and sometimes they used ingredients the woman would be likely to have on hand in their future homes. Not everyone wanted to prepare food, but they joined in to eat together or to offer help with clean up. Although new residents were more cautious in their participation, often after staying for a few days, they understood that the dinners took place a few times a week. During the summer months, there were opportunities for bored pre-teens to learn kid-friendly recipes. Overall, the women and girls participating in community dinners gained more confidence and knowledge in the kitchen, and comfort in the sense of community that food brought.

Nutrition information sessions were offered, covering basic nutrition, the Canada food guide, food safe principles, and eating well for diabetes. Individual nutritional counseling was offered to help residents set their own healthy eating goals, determine portion sizes, and ensure a balanced diet, with the goal of enabling them to set goals and find balance for themselves.





CHILD DEVELOPMENT CENTRE

Comfort for the whole
family far away from home

So often, we meet mothers and fathers looking for the perfect caregiver for a new baby, and they eagerly place their name on our wait list. For one mother, new to Canada from Ukraine, only a spot in the YWCA Child Development Centre would make her feel comfortable. Her little family was many miles away from home in a strange country, and they were inseparable—trusting her daughter with a caregiver other than the YWCA was out of the question. And so we met our Ukrainian sweetheart when she was 18 months old.

Soon after her mother started university classes, her father lost his job. The family faced a tough situation, dealing with the demands of a job search and education.

The next year brought more setbacks. The little girl understood no English and missed constant contact with her mother. One of our staff members taught a few simple Ukrainian words to our team to comfort the child ... “hello,” and “Mommy will be back soon,” and “lunch time,” and the adjustment became easier.

In return, our lives have been enriched. This family shares their culture with us, lovely homemade Ukrainian dishes and crafts. Our little sweetheart is bright and thriving, and her parents are looking forward to the promise of education and jobs in their fields. We are proud of what we do, and the difference we can make for the well-being of a whole family.

EMPLOYMENT & LEARNING



302
individuals
found work



61 participants in
Job Finding Clubs

15 Employer Meet and
Greet events

PROGRAMS OFFERED INCLUDED:

Job Search Program (individual
and group employment services)

Employment Services for Parents

Job Search Workshop Series

Job Finding Clubs

Computer Classes

Employer Meet and Greet
Event Series

Customer Service Skills
Workshop

First Aid/CPR training

Moms' Morning Out

Assets Building Workshops
(in partnership with READ
Saskatoon)



92

individuals went on to further
education or training

A CLIMATE OF MATTERING: Employment Services

YWCA Saskatoon continues to provide employment services
for the Ministry of Economy, Labour Market Services.

Importantly, these services have been built on a climate of
“mattering” for each client we assist. The coffee pot was always
on. Guiding Circles helped parents learn more about themselves;
there were opportunities to swap tips on things like job seeking,
renting, and babysitting. Professional staff incorporated aspects
of the motivational interviewing approach to help clients make
changes in their lives. Success was measured in our ability to
meet clients “where they were at.”

Many clients found work in food service, construction, human
services, and administration; others began further education
and training. For these clients, employment and education
have contributed to building their resilience, supporting their
families, and making connections in the community.



EMPLOYMENT & LEARNING

Outcome: Employed.

Ashley: I was a little bit nervous coming in. I didn't know what to expect, I didn't know how your staff could help me, I didn't even know what I wanted—and now everything's completely changed. I know what I want to do with my life, I've gotten lots of help, and you've made it more than easy for me. The turning point was coming in, talking to you, and hearing about my options, things I could look into to further my education, to get where I want to be, to do what I want to do.

Syed: I had a positive experience learning how to be productive and fast. I was surprised when you gave me three different cover letters for three different positions. I was surprised and impressed by the work. I came in for all of the meetings and all of the Employer Meet and Greets. They are actually a way better platform to meet employers in person... and I got a positive response from them. You always keep on motivating people...you made me know my capabilities.

Michelle: Now, after the workshops, I've gone through how to effectively find work, and I feel 100 per cent confident. I feel great. In the group setting, you have other people and other stories. You went through the PowerPoints, so there was visual learning. There was engagement, conversation and writing. When I left each workshop, I had a portfolio to take with me to go back and reflect upon. It just gave me that extra confidence—that extra everything, I guess—to find work, which I have. I attribute that to the workshops I attended here.

YWCA IN THE NEWS



Setting out on Our Trade Journey

In May 2014, YWCA Saskatoon welcomed the Honourable Dr. K. Kellie Leitch, Minister of Labour and Minister of Status of Women, along with Kelly Block, Member of Parliament for Saskatoon-Rosetown-Biggar, for a federal funding announcement for the new YWCA Trade Journey program.

The YWCA Trade Journey program was designed to provide a bridge between women and opportunities in the construction trades, leading to career exploration, training, work placement and better economic prospects.

YWCA Saskatoon has worked to empower women for over 100 years, and continues to be dedicated to building a strong community, providing services to help women care for themselves and their children, find housing and employment, and achieve sustainable livelihoods. In 2013-14, funding for YWCA Trade Journey was received from the Status of Women Canada, an anonymous donor, and the United Way of Saskatoon.



Wishing for a Home

The *Wish Home Neighbourhood* was a collaborative art installation created by women and families in the Crisis Shelter and Residence, working with artist Michèle Mackasey during her year-long residency.

Each tiny, suspended wish home was designed with expressions of the residents' wishes and dreams written and pictured on each of the seven panels. The concept was intended to offer a sense of hope during a period of homelessness, hardship and transition.

"In a city where there is a ... shortage of affordable housing and a never-ending climb in the real estate market, here is a neighbourhood that needs to be," said Mackasey.

In July 2013, the installation showed at the Gordon Snelgrove Gallery at the University of Saskatchewan. Mackasey's residency was funded in part by the Saskatchewan Arts Board, in partnership with Common Weal Community Arts.

Piloting the Next Step

YWCA Saskatoon was proud to be selected as the facility to host Next Step, a six-month pilot for an intensive rehabilitation program, in partnership with the Saskatoon Health Region (SHR), RMD Engineering, and URO Medical Supplies.

Next Step brought together SHR physiotherapists with 10 participants who were recovering and living with neurological, spinal or brain injuries and multiple sclerosis (MS), and provided benefits of extended exercise.

Through donor funding, specialized accessible equipment was selected for YWCA Fitness on 25th, and the weight/cardio room and yoga studio were updated for the exercise program. Supporters of Next Step included James W. Yuel, Shaw Communications, Kinsmen Foundation Inc. (Telemiracle), Cameco, Victory Majors Investments, Escue Investments, Kinsmen Club of Saskatoon, SIGA, and Elk Ridge Resort.

TOP the Honourable Dr. Kellie Leitch, Minister of Labour and Minister of Status of Women, Kelly Block, Member of Parliament for Saskatoon-Rosetown-Biggar, Dawn Linnick, Manager of YWCA Employment & Learning, Deobrah Parker-Loewen, President of YWCA Board of Directors. Photo courtesy of Status of Women Canada.

BOTTOM Wish Home Neighbourhood by residents and Bob Marley collective painting by youth. Photo courtesy of Michèle Mackasey.



FITNESS ON 25TH

Returning to Fitness—for Life

Awareness of exercise techniques and benefits, a return to health, and a good quality of life—all are goals of YWCA Encore. The program was designed for women who have experienced breast cancer at any time in their lives, and at its core is a safe and supportive environment for each participant.

In 2013-2014, YWCA Encore participants benefited from an eight-week gentle exercise program, with fall and winter sessions offered, during afternoon or evening time slots. Sessions began with social time for sharing and discussion, and nutrition for optimal energy; then an educational expert spoke on a daily health topic. Instructor-led exercises on land followed, with one instructor demonstrating physiotherapist-designed movements, and another observing and guiding. Each session then concluded with exclusive use of the warm YWCA pool with SPRA certified aquatic fitness instructors, and take home exercises were assigned.

Through the Encore approach, sedentary participants who were less likely to exercise were encouraged to keep coming back. Post-surgery tingling, tightness, stiffness and reduced range of motion were improved through gentle exercise so that everyday tasks become easier. Personal outcomes also included better social well-being, less fatigue and other health benefits.

Funding for YWCA Encore was provided by the Canadian Breast Cancer Foundation.

Ordinary Women, EXTRAORDINARY LIVES



Held in May 2014, the 33rd annual Women of Distinction Awards Dinner® was a high point for YWCA Saskatoon. Presented by PotashCorp, the event was both a celebration of women's leadership and an important annual fundraiser supporting critical YWCA community services.

37 inspiring women were recognized for their contributions across industry, culture and public service, and 10 award recipients were announced. The awards dinner raised over \$116,000 through sponsorship, ticket sales, silent auction and raffle proceeds.

THE 2014 WOMEN OF DISTINCTION AWARD RECIPIENTS WERE:

- Arts, Culture and Heritage Award** - Lisa Bird-Wilson
- Athletics Award** - Michelle Nelson
- Community Building Award** - Sheri Benson
- Education Award** - Jacquie Ackerman
- Entrepreneurship Award** - Sara Wheelwright
- Health and Wellness Award** - Heather Pocock
- Leadership, Management and Professions Award** - Beth Bilson
- Science, Technology and Research Award** - Sandy Marie Bonny
- Youth Award** - Saleema Mohamed
- Lifetime Achievement Award** - Phyllis Hallatt



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Adopt-a-Room

In December 2013, the YWCA Saskatoon adopt-a-room campaign benefited from a holiday initiative called Christmas 365 through 98COOL (formerly Magic 98.3). The initiative focused on providing the experience of joy and hope for women, youth and children who were staying in the Crisis Shelter and Residence over the holidays. It included both a charitable giving campaign, and gift items.

Business supporters included Fabricland, Rempel Brothers' Construction, Rona Home Centre, Tim Horton's, Trail Appliances, the Saskatoon Travelodge, and Traxx Footwear.



Cameco

Social Good on Broadway

In February 2014, YWCA Social Good on Broadway was presented in partnership with Cameco for a third year. The month-long shopping, dining and fundraising event raised both awareness and dollars for YWCA community programs.

Participating merchants organized in-store promotional events. Business supporters included Bike Doctor, Bill's House of Flowers, Blaqmap, Broadway Shoe Repair, Bulk Cheese Warehouse, Calories Restaurant, Christie's Il Secondo, Chrome Spa, Extra Foods, Foster's Shoes, Hats n That, Mint Fashion, Nino's Restaurant, Nutana Bakery, Oliv, Optika, Outter Limits, Sandbox in the City, Turning the Tide Bookstore, the Yard and Flagon.



Modern Woman Show

In April 2014, the Modern Woman Show & Exhibition took place at Prairieland Park. The event gathered the best of local businesses, boutiques, and brands, and attracted over 3,200 attendees and over 100 vendors. The expo proudly supported

YWCA Saskatoon, designating a portion of ticket sales to community programs and services provided by the YWCA.

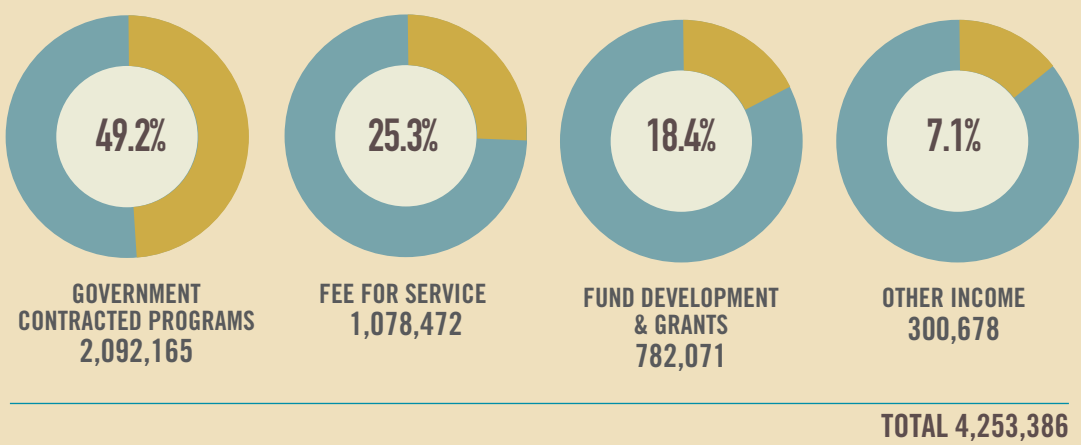
Organizers of the Modern Woman Show and Exhibition have set April 11-12, 2015 for the second annual event, and are committed to inspiring strong, confident women with an appetite for adventure and a passion for life, with an expo that will be around for years to come.



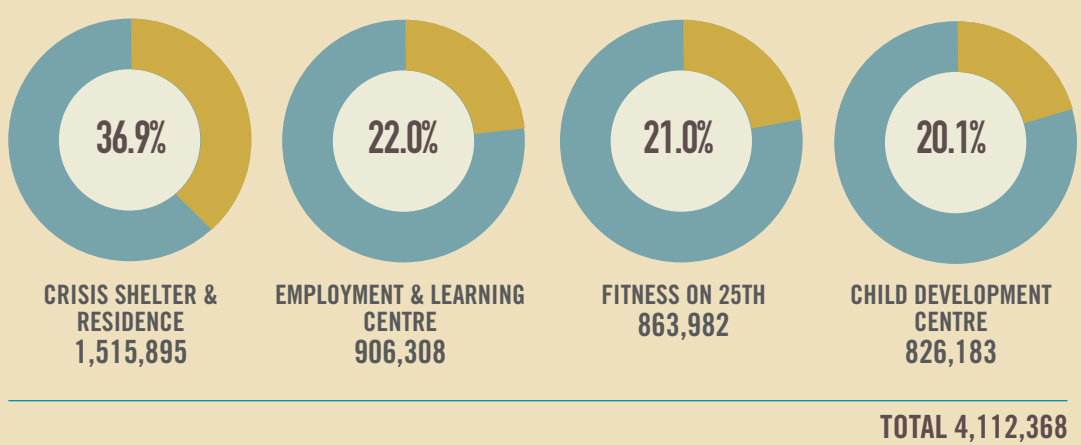
SUMMARIZED FINANCIAL RESULTS

YWCA Saskatoon is committed to offering quality programs and services to meet the needs of our community. This is achieved through efficient operations, conservative administration costs and effective use of core funding and donor support.

REVENUE



EXPENSES



Administration costs as a percentage of total expenses were 13%. Development costs were 4%.

GOVERNMENT CONTRACTS

- Saskatchewan Ministry of the Economy
- Saskatchewan Ministry of Education
- Saskatchewan Ministry of Justice
- Saskatchewan Ministry of Social Services

GRANTS

- BHP Billiton Capacity Building (Saskatoon Community Foundation)
 - Canadian Breast Cancer Foundation Prairies/NWT
 - Canadian Women's Foundation City of Saskatoon
 - Community Initiatives Fund (Ministry of Parks, Culture, and Sport)
 - Enabling Accessibilities Fund (Employment and Social Development Canada)
- Green Shield Canada
 - The Home Depot Canada Foundation
 - Saskatchewan Housing Corporation
 - Saskatchewan Liquor and Gaming Authority
 - Saskatoon Community Foundation
 - Saskatoon Health Region
 - SaskEnergy
 - Status of Women Canada
 - United Way of Saskatoon & Area

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