2014-2015 ANNUAL REPORT

MY FAMILY, **My FAMILY**,



MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

CHANGES YEARS IN THE MAKING

THE PAST YEAR has been fruitful and challenging; many of the successes we experienced were years in the making, which prompts thoughts back much further. Each year we see changes—some of them small, some of them significant. But when looking at YWCA Saskatoon in 2015 and remembering the association in 2005, we see a legacy we can be proud of.

We see YWCA Saskatoon as a family, and as in any family, we have grown in that time—expanding the breadth and depth of services offered to the Saskatoon community. Many have been part of the YWCA family for only a brief time, but the impact of the supports they received has chartered a new course for their lives. Others (staff and supporters) have been part of this special family for much longer than either of us has. All have influenced the essence of what the YWCA is today and the role we have played in eliminating homeless, violence and poverty in our community.

We dream of a community where many of our services are not needed—but that is not our reality.

While Saskatoon has experienced an economic boom over the past number of years, the benefits of that boom have not been experienced by those that we serve. In fact, women and their families living in poverty are experiencing increased financial challenges and lack of affordable housing.

As a member of the largest women's serving organization in Canada, YWCA Saskatoon has always been focused on interpersonal violence. With the highest rate of reported interpersonal violence in Canada, it is obvious that our community has much work to do. We see the damage and results of these horrific situations way too often: on women and their children. We must continue to work, to support those exposed to the violence and, in tandem in the broader community, to eliminate violence altogether.

Our service areas are much the same as they were in 2005: fitness, childcare, shelter and housing, and employment and learning. But within each of these areas, the services offered have improved, expanded and adapted to meet the everchanging community needs. We reflect on some of the lasting impacts these services have achieved:

- The impact that sustainable employment has for a family. Working through our Job Search and Trade Journey programs, we provide clients with the tools, skills and confidence to experience success in the job market.
- The peace of mind that parents have knowing their children are safe and happy in our care. Women cannot fully participate in our economy without knowing that there is a place where their children are safe, cared for and enriched. Because of the commitment of donors, YWCA Saskatoon now regularly offers a music program to our children.
- The long-standing relationships that have developed while accessing various physical activities. For many, particularly older adults and those with physical challenges, YWCA Fitness on 25th is that welcoming place for them to improve their physical health. With the warmest wheelchair accessible pool in Saskatoon, and new and increased adaptable fitness equipment for those in wheelchairs, all are welcome and able to reach their health and fitness goals.
- The hope for the future that women experience when they get a fresh start. Women accessing the supports of YWCA Turning Points live with us for a one-year supported housing program. By giving our residents the time they need to gain the life skills required for independent living, we support them in breaking the cycles of homelessness or addictions that have often been part of their whole adult lives.

Our supporters belong to an exclusive group of women and men who are making extraordinary change happen. Without this club of supporters, social change would not happen. Make no mistake—through support both large and small, donors have been an important part of the evolution we have seen at YWCA Saskatoon and will continue to have the power to change into the future. They are the backbone that holds us up and moves us forward.

Jocelyn Allard	Barb Macpherson
President, Board of Directors	Executive Director

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Social Good

PARTY WITH A PURPOSE

The Social Good party is a mini fundraiser organized by individuals, groups, and businesses, raising support for YWCA Saskatoon. Every Social Good event makes a big difference for the local community.

MODERN WOMAN SHOW SUPPORTS THE YWCA

For the second year, YWCA Saskatoon was part of the Modern Woman Show and Exhibition. A portion of the proceeds raised at the show were designated for YWCA programs and services.

Held annually in April at Prairieland Park, the event focuses on contemporary women-owned boutiques. It also included "The Runway" hosted by CTV's Chantal Huber with local fashions and musicians, and "An Afternoon with Jillian Harris," host of Love It or List It Vancouver.

ROYAL LEPAGE GOLF TOURNAMENT FOR SHELTER

The YWCA Crisis Shelter and Residence was selected as one of two shelter beneficiaries in the first year of the new annual Royal LePage Golf Tournament for Shelter.

Held in June at the Willows Golf and Country Club, the tournament was organized by the team of real estate professionals at Royal LePage Vidorra, Royal LePage Saskatoon Real Estate, Royal LePage Varsity and Royal Lepage Hallmark.

JOB SEEKER PROFILES IN TO MY

DIANE WAS A SOCIOLOGY

GRADUATE who was working as a contract cleaner, unable to find work in her profession. Her interest, however, was working in justice.

She worked with the YWCA employment counsellor to create a resume highlighting her knowledge from criminology and Aboriginal studies classes. She then reapplied to several social justice programs including John Howard, Egadz and Eagle's Nest Ranch.

With extensive interview preparation and coaching, Diane's confidence grew. She began to receive job offers in her field, and now has begun a new professional career that utilizes her degree. She continues to work part time as well, and is thankful for the techniques she learned assisting her to approach employers and interviews in a confident manner.

PURABI FIRST ENTERED OUR

PROGRAM through a self-referral when her family relocated for her husband's job. She had both experience and postsecondary training as a special care aide. She worked with the employment counsellor to develop her resume, with emphasis on her job goal.

Together, Purabi and the YWCA counsellor identified a list of health care centres in a city that was still very new to her; she then applied to several private care homes, long term care homes and hospitals. She created and practiced a script and for phoning to follow up on her applications.

The YWCA provided bus tickets and helped her plan bus routes in order to attend interviews. After only 11 days, Purabi secured employment, and shortly after that, her family found housing.

She now has two jobs in her chosen field, and located in her neighbourhood. After what was an overwhelming arrival in Saskatoon, Purabi was able to make a transition and still have time for her family.

ED HAD WORKED IN WAREHOUSE SETTINGS FOR 29 YEARS. and the

technical requirements for his job didn't change over those years. As technology progressed in the world around him, he never had reason to learn or use it.

When his employer closed the doors suddenly, Ed was forced to find new work. He was referred to the YWCA by Labour Market Services. The YWCA employment counsellor immediately recognized the value in Ed's loyal work history, his experience with fork lift operation, and his strong work ethic.

Ed was comfortable applying for jobs, approaching employers and marketing his skills. But his barrier was computer knowledge. He began to attend classes in the YWCA computer lab, starting with computer basics and progressing to Word and Excel. Armed with new knowledge, he was able to use the computer to apply for better jobs.

Ed continues to stay in touch with the YWCA and has since secured a warehouse job where he comfortably uses the computer daily, with a new company and familiar industry.



Our focus is "equipping clients to achieve independence" in a constantly changing job market.

The Employment &

ENGAGES EMPLOYERS

Learning Centre

Job finding clubs make CONNECTIONS

Our clubs expanded to 80 participants last year.

54

Our centre partnered with

54 employers.



Conquering COMPUTER SKILLS

We instructed 150 computer class participants at all levels of classes.

The Job Search Program

GETS RESULTS



individuals found employment.



individuals went to further education or training.

Our continuum of SERVICES OFFERED:

- Intake and assessment
- Individual employment counselling
- Quick access workshop series
- Self-administered tests
- Job Finding Club
- Business services (phone, e-mail, mail, fax)
- Same day resume writing
- Computer lab and classes
- Short-term training
- Employer engagement
- Ongoing post-employment support
- Work placement, job shadowing and mentoring

YWCA TRADE JOURNEY

n

6

my DREAM CAREER

A group of Saskatoon women stepped forward to begin their dream careers in the construction trades last spring. The 10 Trade Journey participants completed 16 weeks of intensive training, including a three week work placement with local employers.

This was the first cohort to participate in the pilot training initiative. Trade Journey was designed to identify strong candidates, equip them for success in careers in the trades, and build a bridge between workers and employers. The first trades offered were plumbing, carpentry and sheet metal fabrication.

YWCA

SASKATOON

"We are very excited to see these 10 women completing phase one of the YWCA Trade Journey program on May 1st. They are ready for the construction industry workforce, and are anxious to put their skills, knowledge and expertise to work," said Donna Heimbecker, coordinator of the program at YWCA Saskatoon.

These women are now on their personal journeys toward employment in the construction industry for the long term, breaking into what were considered non-traditional careers.

YWCA Trade Journey was made possible through funding by Status of Women Canada, the Saskatchewan Ministry of the Economy – Labour Market Services, BHP Billiton and designated charitable donations.

Photos: Submitted

Alliyah suddenly moved in with us as a preschooler. When we got the phone call that there was a space for her at the YWCA Child Development Centre, we were thrilled. We had heard such great things about the centre from many people whose kids had gone there.

Alliyah was having challenges with quite a few things including communication, and dealing with frustration and stress.

All the staff at the centre are patient, friendly, respectful, engaged and clearly enjoy what they do. When we drop off Alliyah, she runs into Lisa's arms every morning to give her a big hug. (Lisa is her classroom leader.)

After her first 10 weeks at the centre, we were amazed with Alliyah's progress. We first noticed that she began speaking and singing on a consistent basis. It's delightful! She is able to control her emotions a lot better too. Just a couple months ago she would lash out when she was frustrated, and now that is rarely her instinct. She stops herself, and reacts in a loving way with hugs and gentle words.

At the beginning, Alliyah only had a vocabulary of approximately five words. Within four days that had grown to about 25, with consistent use of "please" and "thank-you"! She still has a way to come with her speech, but the centre provided us with the appropriate resources to find some supports for speech. She is much happier and our stress at home has decreased 80 per cent.

GENTLE WORDS Alliyah's grandma's story

593

The CRISIS SHELTER

housed a total of 593 individuals last year. This included:

- 346 adults
- 9 seniors
- 15 youth
- 223 children



CRISIS SHELTER & RESIDENCE

8

Saskatoon's most recent point-in-time count identified 450 HOMELESS individuals living in the city, and 10% of these were CHILDREN



The average length of stay in the Crisis Shelter was 17 DAYS



women participated in the Turning Points transitional housing program.



In an average month, we house 10 OR MORE FAMILIES

100% of the women and families we shelter are desperate

and in need of safe housing.



Saskatchewan has the highest rate in Canada of women accessing emergency shelter to



Their reasons for accessing the shelter include many types of violence, addictions, mental illness, rent increase or eviction, unsafe housing, relocating to the city, and family breakdown.



362,000 CHILDREN

Across Canada 362,000 children witness or experience family violence every year.

Hope, knowledge and KINDNESS

Looking up at the YWCA building from Saskatoon's Kinsmen Park, you see a row of windows belonging to a group of incredibly determined women, residents in the YWCA Turning Points program. Located on one floor in the Crisis Shelter and Residence are 14 rooms for women who have experienced hardship in different ways, and are starting to turn their lives around and create their own better futures.

One of the women participating described Turning Points: "It is a safe haven. It means hope and knowledge and a lot of love and kindness."

Women enter the Turning Points program through a referral and interview process. Many of the women who enter the program are experiencing issues with mental health, abuse and addiction.

It is the ability to address these underlying issues that distinguishes Turning Points and makes the program successful. It provides safe, affordable, housing for women but more than that—an environment, the necessary supports, and enough time, for women to heal.

Evidence confirmed for us in the 2012 external evaluation that the women who have completed the program—and are now living independently—value this program. We know too, that Turning Points has been an important investment in our community—saving lives and saving healthcare dollars.

Another woman wrote: "Turning Points is a new way of living with other nice women that includes friendship. The YWCA has made it possible to have a fresh start with counselling if needed."

Women receive practical help with life skills, education, and connections to community resources so they can sustain stability once they are independent. They get help from the YWCA program facilitator to navigate obstacles and find solutions for positive, lasting changes.

Photo: Amanda Andre

YWCA IN THE NEWS

VIOLENCE AGAINST WOMEN IS #NOTOKAY

OKAN

The 25th anniversary of the 1989 murders of 14 young women at L'Ecole Polytechnique de Montreal saw increasing public attention to the need for action on violence against women and girls.

YWCA Canada's #NOTokay campaign was a renewed call for action.

In Saskatoon, and in cities across Canada, iconic landmarks were illuminated in red light as part of Light the Night Against Violence.

ALLIES IN RECONCILIATION

YWCA Saskatoon joined thousands marching in Ottawa on May 31, 2015. Recognizing the negative impacts of the Indian Residential School system on many lives, YWCA Canada welcomed the release of the Final Report of the Truth and Reconciliation Commission.

Lesley Washington, Director of Programs in Saskatoon, urged Canadians to continue the conversation so that meaningful change can occur.

FIRST AVE. OPPORTUNITY SHOP

The women of the YWCA Guild founded and continue to operate the YWCA Opportunity Shop on First Ave. in support of YWCA Saskatoon. Donated gently used clothing and household items are accepted at the volunteer-run thrift shop.

While the 25th Street location no longer accepts used clothing, our YWCA clients are able to access the shop for quality items they need. There are many great treasures to be found.

CHRISTMAS 365 WITH 98COOL

98COOL and YWCA Saskatoon partnered again for a successful holiday fundraising campaign, bringing joy and comfort for women and families who rely on the YWCA 365 days of the year. The campaign included a live-on-location kick-off at the Travelodge Hotel and a chilly event at the Enchanted Forest.

FUNDING ANNOUNCED FOR SHELTER UPGRADES

Timely upgrades to the YWCA Saskatoon Crisis Shelter and Residence facility are complete, thanks to funding from the Government of Canada's Homelessness Partnering Strategy (HPS).

\$94,859 was granted by HPS for the replacement of many heating units in rooms for single women, youth and families. The large community kitchen shared by shelter residents also received necessary upgrades to its equipment. YWCA Saskatoon invested \$55,000 from its own capital reserves to make the upgrades possible.

PROSPERITY

Saskatoon Housing Initiatives Partnership (SHIP) and the Community Advisory on Saskatoon Homelessness Board approved the funding. FITNESS ON 25TH

MOTIVATION Fitness member profiles

STAYING MOTIVATED TO GO TO THE GYM ISN'T EASY

but it's a habit Barry Flynn has kept up for 25 years. What keeps him coming back to the YWCA Fitness Centre? Quite simply, it's the people.

"The quality of people that work out there and the fact that the staff is as nice as the guests makes it a great place to go," said Flynn who became a member of the club in 1991 and still works out at the facility almost every day.

A high quality, clean environment filled with friendly people who welcome each other creates an atmosphere that clients want to return to, according to Flynn.

With patrons of all ages, the gym has a sense of family that Flynn can connect to personally.

"I actually met my wife, Suzanne, at the gym years ago and now our son will come and shoot hoops while I work out," he said.

Seeing senior members working out is also an inspiration for Flynn. A high level athlete in his own right and the owner of Ultimo Euromoda and Elwood Flynn Ltd clothing stores is additional motivation to keep in good condition.

"I have a good reputation with a lot of high profile athletes in town and want to stay in shape so I have credibility in selling slim cut clothing," he said. "I want to be able to wear what I sell."

"I'm a tennis player and want to work at good endurance rather than putting on bulk," he said. While maintaining a strong body, Flynn is also conscious of preventing injury and strain on his muscles and joints.

Internal motivation aside, the location and convenience of the Y are important to Flynn who works downtown, a short distance from the facility. However, there is much more than convenience that keeps him coming back.

"The atmosphere and the quality of people around the

facility are second to none in the city," he said. "It's a welcoming place to walk into."

That friendly atmosphere is something that has kept Carole Donnelly coming back to the Y regularly since 2007.

"The front desk staff is very good," she said. "They make an effort to get to know your name and greet you personally each time you visit."

Donnelly began attending the 8 am aqua-fit class when she retired.

"I needed some structure and a reason to get up and get going each morning," she said. "It was the perfect combination."

Donnelly is a regular attendee at the class that takes place weekday mornings. An avid swimmer, she finds the class is a great way to exercise and stay fit without adding stress to her muscles and joints. While a core group of participants make the class feel like family, she said new members are always welcomed and made to feel comfortable too.

In addition to time spent in the water, Donnelly also enjoys going to the gym where she rides the bike or lifts free weights.

"It's really nice to have the option to ride a bike indoors when the weather turns cold," she said, adding that the combination of structured classes and independent workouts have given her good results over the years.

"The Y is really a less intimidating facility than some others I've been to. I find the staff welcoming and the aqua-fit class is perfect in the smaller pool," she said.

YOU'RE INSPIRATION

Held in May 2015, the 34rd annual Women of Distinction Awards Dinner[®] was both a celebration of inspiring women in our community, and a powerful fundraiser for YWCA programs and services.

The event saw a record 59 nominations put forward from the community and attracted a crowd of 850 attendees. Thanks to the continued investment of our title sponsor, PotashCorp, and all award and event sponsors, over \$130,000 was raised for the YWCA.

The PotashCorp Women of Distinction Awards Dinner has raised a total of \$425,000 for community programs since 2012.

AWARD RECIPIENTS WERE:

Arts, Culture & Heritage Award Tasha Hubbard Athletics Award Michelle Duchene **Community Building Award** Chickadee Morin **Education Award** Karon Shmon **Entrepreneurship Award** Katrina German Health & Wellness Award Ian Hiebert and Shelly Luhning - joint award Leadership & Professions Award Michelle J. Ouellette, Q.C. Research & Technology Award Iulita Vassileva Under 29 Award Erica Violet Lee Lifetime Achievement Award Ioan Borsa

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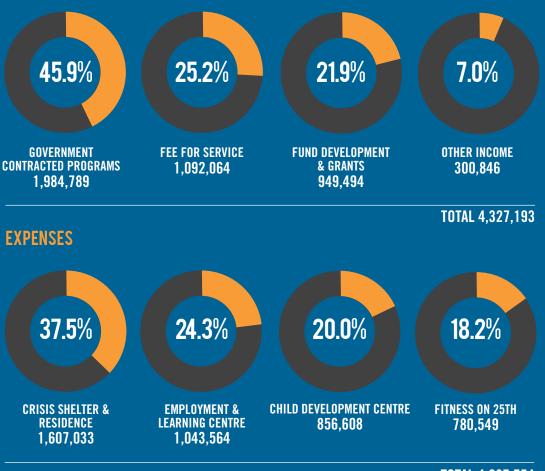
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Photo: Heather Fritz

SUMMARIZED FINANCIAL RESULTS

YWCA Saskatoon is committed to offering its clients the greatest possible variety and quality of programs and services. This is achieved through efficient operations, conservative administration costs and effective use of core funding and donor support.

REVENUE



TOTAL 4,287,754

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

GOVERNMENT CONTRACTS

Saskatchewan Housing Corporation Saskatchewan Ministry of the Economy Saskatchewan Ministry of Education Saskatchewan Ministry of Justice Saskatchewan Ministry of Social Services

GRANTS

Affinity Credit Union BHP Billiton Canada Inc. City of Saskatoon Community Initiatives Fund Government of Canada's Homelessness Partnering Strategy (Saskatoon Housing Initiatives Partnership) Green Shield Canada North Prairie Developments Ltd. (Saskatoon Community Foundation) PotashCorp (Saskatoon Community

Foundation)

Saskatchewan Liquor and Gaming Authority Saskatoon Community Foundation Saskatoon Health Region SaskEnergy Soroptimist Status of Women Canada The Home Depot Canada Foundation United Way of Saskatoon & Area YWCA Toronto

THANK YOU.

We are grateful to every one of our donors for supporting and believing in our work. The following is a partial list of YWCA Saskatoon donors, who gave over \$100 cumulatively between July 1, 2014 and June 30, 2015. We regret any errors or omissions.

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