

IMPACT REPORT

EMBRAVE AGENCY TO END VIOLENCE

Embrace Brave. Inspire Bravery. embrave.ca | f () @embrave | > @embrave_ca

Impact Report 2021-2022



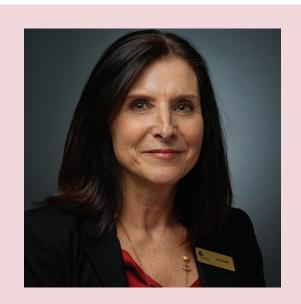
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Embracing a New Strategic Plan

Embrave responds to the evolving needs of community



In 2021, Embrave Agency to End Violence undertook a Strategic Planning Process to increase our capacity to adapt to the urgent and evolving needs of community members facing a heightened risk of gender-based violence (GBV).

Through this process, which was conducted by Louise Pitre Consulting, we identified organizational strengths, challenges, and opportunities in the context of a global pandemic that has disproportionately impacted those we serve; namely, survivors of GBV and equity-seeking communities. The process (cont'd) included stakeholder interviews, client focus groups, a review of internal documentation, an environmental scan, and strategy sessions.

The summation of this process, the 2022-2025 Strategic Plan, outlines current priority areas and goals, as well as associated initiatives that will be carried out to drive our strategic direction over the next three years. An implementation plan was also developed that will be critical to the success of these strategic initiatives.

I am also excited to share that Embrave refined our mission and vision to be reflective of the critical work that we do and the integral role that we play in our community. Thank you to our CEO, Sharon Floyd who continues to champion the life changing supports that our amazing leadership team and staff deliver at Embrave. Thank you also to my fellow Board of Directors for consistently providing their governance guidance and support with a continuous focus on Embrave's strategic priorities. It is my honour and privilege to continue to represent Embrave as Board Chair; making a difference and a positive impact in the lives of so many who reach out to Embrave for support.

Sincerely,

lane Smith

ANNE SMITH CHAIR, BOARD OF DIRECTORS

Not A Wish List - A Necessity

Strategies for navigating the impacts of a global pandemic



On April 30th 2021, Women Shelter Canada delivered a report to the Federal Government to inform the development of a National Action Plan on Violence Against Women and Gender-Based Violence (GBV) in Canada.

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Too many lives, too many families and too many communities are plagued with what we all now know as the Shadow Pandemic. It is time for long term, systemic change!! A comprehensive strategy to ending Gender-Based Violence locally, nationally and globally is not a wish list, it is a necessity. A basic human right to safety for women and gender-diverse folks in 2022 in a civil society can no longer be denied. Advocates and allies must continue to push for change with all levels of government to do everything possible to eradicate gender-based violence in our communities. Lack of safe affordable housing continues to be a significant barrier for survivors to live a life free from Violence. Canada's very first National Housing Strategy which was launched in 2018 laid out a tenyear plan that would address the housing needs of millions of people in Canada. This plan is key to addressing social and economic inequities experienced by survivors who have no safe place to call





National Strategies to Support Survivors of GBV

- » Action Plan on Gender-Based Violence
- » Housing Strategy
- » Poverty Reduction Strategy

home.

Income security also continues to be a barrier for survivors of violence. In 2018 we were excited to see Canada's first-ever National Poverty Reduction Strategy which aimed to reduce poverty by 50% by 2030. Then....we were all hit with COVID19....now what? What does this mean for us today in 2022 as we continue to navigate the impacts of the global pandemic? We at Embrave are more than ready to take a seat at the table to discuss, reimagine, recover, reform and reinvest in the critical work that is required to end gender-based violence in our community. We hope you will join Embrave by promoting our messages on social media, attending one of our public education sessions, making a commitment to be a Purple Tie Ally, or attending our upcoming Celebrave event. We cannot do this work without our community partners, donors and supporters. We look forward to what we can accomplish together in the years to come.

With Gratitude,



MUISTRY OF COMMUNITY AND SOCIAL SERVICES	United Way Greater Toronto	Women and Gender Femmes et Égalité Equality Canada des genres Canada
Region of Peel working with you	CANADIAN WOMEN'S FOUNDATION	Community Foundation of Mississauga
Ontario REALTORS Care [®] Foundation	Canada	WOMEN'S SHELTERS CANADA Shelters and United Dend Violen Against Women
COMMUNITY FOUNDATION OF CANADA		

Our Funders

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Our Board of Directors



ANDRINE ORMSBY SECRETARY

As a survivor herself, Andrine is passionate about equality and social justice for women from all walks of life. She joined our agency to be a part of an organization that continues to advocate and challenge many systems that further the continuation of victimizing women.



CELINE GEORGE TREASURER

Celine is passionate about providing an equal opportunity for all members of a society to thrive socially and economically, with a personal interest in strategies that will lead to the economical empowerment of women and girls. Celine is a Mechanical Engineering & Management graduate from McMaster University, and has held a variety of diverse roles.



ELLEN LI MEMBER

Ellen is a Chartered Professional Accountant (CPA, CA) and a CFA Charterholder . Ellen joined the Embrave Agency to End Violence Board as she wanted to be a part of an organization that advocates for resources and opportunities to end gender-based violence.



RIPIKA KAPOOR MEMBER

Ripika is currently a Senior Account Supervisor in the private sector. She joined the Board to be an advocate for women's rights and work towards supporting the journey against violence directed at women.



LUXMI JEYAVEL MEMBER

Luxmi is currently a Director in Customer Relationship Management in the finance sector. She holds dear to her heart issues facing women and children, as well as challenges around diversity and inclusion.





Anne has 20+ years of varied and progressive fundraising experience and community development work. Working in the non-profit sector has fueled her passion to make a difference in the lives of people in her community, particularly women and children.

STATEMENT OF OPERATIONS

evenue	2022	2021	
Provincial Funding	3,569,060	3,641,989	
Donations & Fundraising	190,972	351,629	
United Way	266,043	315,170	
Provincial Funding-Dedicated Housing	197,228	197,220	
Grants	444,828	303,852	
Region of Peel	132,636	275,162	
Investment Income	<u>1,922</u>	<u>5,384</u>	
	4,802,689	5,090,406	
xpenditures			
Staffing	3,145,569	3,619,481	
Program and Supplies	602,058	689,268	
Occupancy	465,459	338,190	
Professional Fees	128,491	272,950	
Communications	70,485	76,821	
Fundraising & Community Projects	46,406	<u>21,570</u>	
	4,458,468	5, 018, 280	
xcess of Revenue Over Expenditures refore the Undernoted items	344,221	72,126	
Other Expenses (Amortization of capital assets)	<u>141,772</u>	142,296	
xcess (Deficiency) of Revenue	202,449	(70,170)	

Treasurer's Report

Despite external challenges, Embrave delivered on operational fronts with tight financial controls



Celine George Treasurer

Embrave Agency to End Violence had a challenging yet strong year with respective to financial performance. We saw a 6% reduction in revenues primarily driven by reduction in fundraising. The total revenue for this fiscal reflects pre-pandemic numbers, as most of the pandemic-based increases were scaled back this year. Opportunities for fundraising revenues were limited though we remained strong in our grant revenue. We had to cancel our two flagship fundraising events due to the pandemic and several other smaller initiatives were reimagined within the context of COVID19. The team found unique opportunities to provide our donors ways to give, with the newly launched "Adopt-a-Room Program", which has been a huge success. Our "Third-Party Fundraising Events Program" was also very popular with our supporters. Despite many external challenges, Embrave's strong leadership team delivered on all operational fronts with tight finan-erational fronts with tight financial controls in place and managed to contain expenses.

We certainly could not do this work alone. We would like to thank the Ministry of Children, Community and Social Services (MCCSS) for being our largest funder (75% of revenue). We also would like to take this opportunity to thank United Way GTA for additional funding through the Reconciliation and Equity Organizational Infrastructure Grant and for their continued and ongoing support of our shelters and Community Support and Outreach Program. We continued to be the beneficiary of several community grants and would like to acknowledge and appreciate the project and program funding we have received from the Region of Peel, Women's Shelters Canada, Women and Gender Equality Canada, and the Ministry of Municipal Affairs and Housing. Because of the support that you all showed us during this past year our grant revenues were up 45%. This continues to encourage us because we know the community understands the importance of our work and supports us generously. It is through these generous funds that we continue to deliver essential, innovative supports to survivors of gender-based-violence.

We are extremely grateful for the generosity of community members, corporations and foundations who have been steadfast in their financial support. A heartfelt thanks to our volunteers who despite the pandemic, continued to offer their time, talent and treasure to assist us in any way possible. It takes a village, and we are very fortunate for all our partners who help us drive our vision to Embrace Brave. Inspire Bravery. Create Systemic Change to End Gender-Based Violence in our community.



Embrave Brave. Inspire Bravery.

Our Mission

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Our Vision

Embrave: Agency to End Violence is a nonprofit organization that provides shelter, counselling, and advocacy supports for women, Two-Spirit, genderqueer, trans and non-binary folks and their children impacted by gender-based violence. We amplify the voices of survivors, educate the community, and inspire systemic change to create a society free of violence. Embrace Brave. Inspire Bravery. Create Systemic Change to End Gender-Based Violence in Our Community.

Priorities 2022-2025



Strengthening Our Foundation



Amplifying Belonging in Programs & Services



Leading with Bravery

Gro

wing Our Impact

Strategic Planning

Strategic Priorities Identified for 2022-2025

In 2021, Embrave Agency to End Violence undertook a Strategic Planning Process to increase our capacity to adapt to the urgent and evolving needs of community members facing a heightened risk of gender-based violence (GBV).

Program Highlights



Shelter Program



Safely sheltered 136 survivors & their 74 children



Responded to 543 crisis calls



Held 298 Group Sessions in Shelter



Developed 417 Transition Plans



Developed 184 Safety Plans

Community Support & Outreach Program









Counselled & supported 837survivors in the community

Hosted **40** virtual group sessions for clients in the community





Demand for Services



27% increase in survivors accessing Shelter Program
28% increase in children in Shelter Program
29% increase in survivors accessing CSO Program

Due to high demand:

297 survivors contacting our Shelter Program through the Crisis Line were referred elsewhere92 survivors contacting our Community Support & Outreach Program were referred elsewhere



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AGENCY TO END VIOLENCE





Brave Spaces Public Education Program

The BraveSpaces Public Education Program promotes systemic change and removes barriers by creating a shared knowledge base focused on criminal justice, mental health systems, and sex workers' rights.

Embrave is developing the BraveSpaces Public Education Program which has been funded through Women and Gender Equality Canada's Women's Program. The program will result in trainings, resources, and tools to standardize knowledge across the gender-based violence (GBV) sector and increase community access to education about the role of systems and institutions in relation to GBV, systemic oppression, and marginalization. The objective is to promote systemic change and remove barriers by creating a shared knowledge base of systemic violence in the GBV and social services sectors, focusing on criminal justice and police systems, psychiatry and mental health systems, and sex work and workers' rights.



Survivor Sentiments

"The history of abuse bore no impact on the court's custody decisions. The emotional abuse continues, but now, through our child" – Focus Group Participant "As a racialized person, threatening to call the police during a "wellness check" is perceived as a death threat. The community is unaware of alternative options on how to de-escalate situations." – Town Hall Participant

Community Consultations



26 Organizations participated in our Consultation Survey.

113 Survivors participated in our Consultation Survey



1 Organization Town Hall was conducted with 9 Participants

1 Survivor Town Hall was conducted with 13 Participants



9 Organization Focus Groups were conducted with 40 Participants

3 Survivor Focus Groups were conducted with 36 Participants

"Organizations and systems need to understand sex work as work which lays the foundation for ensuring worker's rights are met, safe working standards, equitable treatment from service providers, and less stigma from general public." – Survey Participant "Once you are in the psychiatric system, people don't see you as the same person as before. Society doesn't uphold your views or opinions. They are judgmental about your character too." – Focus Group Participant



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Brave Is...

Embrave premiered our 'Brave Is...' campaign on Human Rights Day 2021.

On December 10th, 2021, Embrave was thrilled to announce the release of the video duo "Brave Is..." which includes two short films entitled Defining Brave and the Evolution of Embrave. The films were created to highlight the transformation that Embrave: Agency to End Violence, formerly Interim Place, has gone through to expand our services to meet the needs of survivors in our communities.

Defining Brave amplifies the voices of survivors as they share their experiences and reveal what it means to be Brave. We celebrate and honour their courageous journey to embracing their undeniable bravery.

The Evolution of Embrave centers the voices of survivors in Embrave's organizational goals, frameworks, and policies. Their voices are the foundation that inspires the work that we do. This film is a testament to standing in solidarity with survivors and advocating for a world free of violence.

Those who participated in this incredible project had these messages to share:

"I was forged from the hearth of Ancestral Warriorism, generations before me who survived countless genocidal atrocities, and fought bravely so I would be here today. Bravery teaches me when to draw my weapons and when to lay them down; to fight from a place of radical love, and transmute my anger into abolition." - Mahlikah Awe:ri

"I was thrilled to be a part of such a powerful and moving project run by FELA and Embrave. This production has made me reflect on how to embrace and take pride on being "brave" and I'm glad I was able to share that with you and the courageous people I was able to stand alongside in the making of this film." – Thi Raw

"The bravest thing I do is continue to express my soul in everything I do despite the trauma, conditioning, failures and pain that have kept me trapped in a prison of shame. I am brave not only for myself but for my ancestors, my loved ones and the people who feel seen and inspired when they see me triumph and move forward. I hope that everyone who views the film feels more connected to their truth and its bravery to embody it every day." – Rowan Asad

"Nobody can steal your joy!" - Courage Bacchus

"Our beliefs might be different, but our humanity is one!! And I'll forever be brave for you!" - Walaa Hassanien

"Defining Brave & Evolution of Embrave is such a powerful project. It runs much deeper than a film project, it embodies everything brave while creating an inclusive space for all women, two spirited, gender queer, non-binary, including women who use drugs and sex workers. It is an honour to be one small part of the dream team that included some of our communities' vital leaders and change makers. This film is so important to us and our communities." – Arleney Jane Pitts



Survivor Sentiments

"The staff were all so kind and friendly and that made it easy to connect with them. Coming to a shelter can be scary and I want other survivors to know how welcomed and respected they will be when they walk through the doors at Embrave."



"I haven't felt safe in a long time and I did at Embrave. Yes! I would recommend Embrave to survivors of violence. I hope others find safety here too ."

"I was listened to. I was believed. I feel much more confident now than before. Embrave created space for me. All of me. My pain, my tears, my fears. Through the time they took to listen to me, I found myself again."

Collaboration Highlights

Our organization collaborates with regional and provincial partners to prevent and respond to gender-based violence and to enhance our presence in the community. This year, members of our team were active on the following committees:

- > 2SLGBTQ+ Leadership Collaborative
- Anti-Black Racism & Systemic Discrimination Committee
- > CAS VAW Collaboration
- > HEAL Network
- > Peel Alliance to End Homelessness
- > Peel Elder Abuse Network

- > Peel Harm Reduction Committee
- Peel Hate Crime Coalition
- > Peel Poverty Action Group
- > Peel Sexual Assault Review Team
- > Peel Sex Workers Advisory
- Reaching Home Community Advisory Board
- Services & Allowances Roundtable in Peel



Established in 1984, the Peel Committee Against Women Abuse (PCAWA) is a cross-sectoral community collaborative made up of member organizations and community members in the Region of Peel that have a shared commitment to ending gender-based violence. Embrave Agency to End Violence is the PCAWA's lead member organization.

PCAWA Member Organizations

- Armagh House
- Catholic Crosscultural Services
- Catholic Family Services Peel-Dufferin
- East Mississauga CHC LAMP
- Elizabeth Fry Society of Peel Halton
- Family Services of Peel
- Family Transition Place
- Indus Community Services
- Malton Neighbourhood Services
- Moyo CHS
- Nisa Homes

- Oasis Centre des Femmese
- Our Place Peel
- Peel Alliance to End Homelessness
- Peel Children's Aid Society
- Peel Family Mediation Services
- Peel Regional Police
- Roots Community Services
- Salvation Army Honeychurch FLRC
- Trillium Health Partners Chantel's Place
- Victim Services of Peel

"It is essential that there is a strong coordinated community response to Gender Based Violence in Peel Region. I look forward to working with the community and Rebecca Pacheco, PCAWA Coordinator, to implement the recommendations in the Strategic Plan of 2022-2024. Specifically, I am eager to build our capacity to address challenges within service navigation as it relates to Healthcare, Justice and Housing, as well as to create increased community awareness on Gender Based Violence. it takes a community to address to Gender Based Violence and through our ongoing collaboration efforts, I believe anything is possible." - Rebecca Rogers, PCAWA Co-Chair "Seeing the community engagement that has developed out of PCAWA has been so special. Our Advisory Committee and Systems Integration group have both grown with new members, and we are excited to reestablish the Special Events Planning Committee. The capacity of PCAWA continues to grow and I am excited to see what the next year will bring for our work." - Rebecca Pacheco. PCAWA Coordinator

Strategic Priorities 2022-2024

Unified Regional Priorities

- Enhance prevention of violence against women through greater community
 engagement
- Advocate to advance system change informed by the voices of survivors of violence
- Facilitate effective cross- sector coordination and system integration

Public Engagement & Awareness

Enhance broader community engagement, mobilization and awareness

Leveraging Promising Practices

- Utilize data, evidence and evaluation to demonstrate need and impact
- Enhance knowledge management and sharing
- Facilitate collaborative development of tools, resources, and training

Collaboration and Excellence

- Enhance collaboration practices and processes that facilitate equity
- Enhance engagement and accountability for shared values

PCAWA Sustainability, Capacity & Resources

- Diversify revenue sources and increase revenue
- Optimize available resources, members, volunteers, and partners











Leadership Givers Thank you to our Leadership Givers. These generous individuals, families, businesses, and foundations made gifts over \$1000 in 2021-2022 to Embrave Agency to End Violence and those we serve. CAWIC CAWIC Celestica Brianne **Clarkson Music** Clarkson International Adetuyi Theatre Inc. Gerald GSK Hitesh Inniss σsk Stewart G. Lad **Foundation** Assurance GlaxoSmithKline Mississauga MFFA Miri Hadas **Rotary Club of** Rotary Cooksville **Benevolent** Koller Mississauga **Lions Club** Fund **Ontario English Neil & Sharon** Nichole A. Olivia Catholic Teachers Catholic **McPhedran** Rosenberg Torun **Teachers Assoc.** Pinder Rick Petro Canada PRIMERICA Primerica Falconer Singh Lubricants Inc. **Royal LePage SDM/PHX** Sisterhood Royal LePage SHOPPERS 🤿 ROYAL LEPAGE In Pr Shelter Fdn. Life Fdn. of Solel Signature Realty **Signature RIty** roval lepage



For over three decades, Embrave Agency to End Violence has worked to create a future without gender-based violence in the Region of Peel. With the support of a caring community, we have supported more than 51,000 survivors and their children.



Together We Can End Gender-Based Violence.

How You Can Help

Your gift will provide vital supports that will transform the lives of survivors today and help create safer communities in the future.

If you have any questions regarding Ways to Give, please contact:

Julie Shultz, Development Manager development@Embrave.ca (905) 403-9691 ext. 2223

For more information about Ways to Give, visit **embrave.ca/support us**

Ways to Give

Here are just a few ways you can support Embrave Agency to End Violence:

- > Join the Adopt-a-Room Program
- > Join the Legacy League
- Host an online Peer-to-Peer Fundraiser
- > Host a Third Party Event
- > Become a Corporate Sponsor



Support Embrave with a One-Time Donation

Your one-time donation will help survivors of gender-based violence chart a new course for the future.



\$25

A Welcome Kit for a new shelter resident and their



\$50

Healthy snacks for children's lunches.

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\$100

Fresh bedding for a shelter resident.



\$250

One-to-one counselling supports for a survivor for



\$500

Linens, bedding and kitchenware for a survivor moving into their new home in the

Join the Kind Collective Monthly Giving Program

Join with your monthly gift today and become a part of the Kind Collective, a coalition of dedicated individuals driving positive change in our community. The ongoing support of monthly donors helps to ensure that we can meet the most urgent needs of survivors of violence and their children, without delay.

Reasons to Join the Kind Collective:

- It's easy and convenient. You choose the gift level and payment schedule that's right for you. Your gift will be processed automatically every month.
- You can change, cancel, or suspend your donations at any time.
- Your gifts provide a stable source of funding that Embrave can count on, so survivors of violence can continue to count on us.

Benefits you will receive:

- Exclusive updates and behind-thescenes videos highlighting the impact of your kindness.
- A consolidated annual receipt in February for income tax purposes.
- Recognition in our Impact Report and on our website.
- The knowledge that your support is helping to save lives every single day.



Embrace Brave. Inspire Bravery.

Embrave: Agency to End Violence is a non-profit organization that provides shelter, counselling, and advocacy supports for women, Two-Spirit, genderqueer, trans and non-binary folks and their children impacted by gender-based violence. We amplify the voices of survivors, educate the community, and inspire systemic change to create a society free of violence.

Embrave Agency to End Violence

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