

EMBRAVE

AGENCY TO END VIOLENCE

2023 - 2024 Impact Report

Embrace Brave. Inspire Bravery.



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Chair's Report - Josie Cancilla



Dear Embrave Community,

As your Embrave Board of Directors, Chair & President, I would like to take this opportunity to share my insights along with some of our core strategic plans for 2024-2025.

At Embrave our mission is to end gender-based violence and support survivors and their children in our community. We strive to create system-level change that is necessary in meaningfully ending gender-based violence.

According to the Canadian Femicide Observatory, between the years 2018 and 2022, a woman or girl was killed in Canada every two days. The Region of Peel has declared gender-based violence and intimate-partner violence an epidemic in our community. We continue to wait for the provincial government to do the same, and call on them to pass Bill 173 as soon as possible

In my last Chair's Report I raised the question, "With GBV, housing & poverty reduction strategies, why do we still need to talk about this at such a high volume?" The answer to this question persists.

On a positive note, with the continued and fierce leadership of our CEO, Andrine Johnson, Embrave accomplished credible milestones in securing funding for building infrastructure, rebuilding community partnerships and growing our public awareness and outreach through podcasts, radio & television news broadcasts [to mention a few].

My mandate as the Chair of Embrave for 2024-2025 will be to reframe our strategic imperatives and focus on the following objectives:

I. Financial Accountability: While we made some significant strides with our Profit & Loss, including retaining an accounting firm who is poised to stabilize expenditures, we will continue to ask the right questions to steer our growth plan in the right direction.

II. Building Infrastructure: With secured grants and fundraising towards our shelter's living space, we are investing in more functional, therapeutic and welcoming space so that our clients can feel a sense of warmth and inclusivity.

III. Workforce Planning: Continue to evaluate our internal programs, ensuring that they are aligned with people who are passionate about our work and strive to provide services to our clients with compassion, respect and urgency.

Our community is the cornerstone of engagement, awareness and advocacy to accept and acknowledge that gender-based violence impacts everyone. We all have a role to play in ending gender-based violence in our community. We need everyone to take action, get involved and speak out.

EMBRAVE is ready with a BOLD & LIMITLESS mindset.

Sincerely,

Josie Cancilla



CEO Report

Andrine Johnson

As a seasoned advocate with lived experience of gender-based violence (GBV), one of the main missions of my leadership as the Chief Executive Officer (CEO) for Embrave has always been to continue to provide a safe-space and valuable support to our clients when they access our services. Although we have experienced many challenges and changes over the last year, Embrave has been victorious with continuing to thrive on client-centered services and supports, quality assurance, and inclusivity. At the forefront of these approaches is and always will be the client focus.

With the rise of femicide cases across the province, it is important as a service provider to always ensure that we have a safe space for folks experiencing violence. Looking at the increasing cases and statistics, and interacting with survivors and thrivers at our shelter, I know a response to GBV is insufficient if a GBV shelter bed is not available 24/7 in any given community. I was once told by a client, “An available bed space is often the common denominator between life and death when a person is in a GBV situation.” It is for this exact reason that Embrave will continue to deliver low barrier supports and services to survivors of GBV and do our very best to ensure that no survivor or their child(ren) are left behind.

Being a pioneer organization in the GBV sector, a community collaboration and having a solid transformative team have always been at the forefront of carrying out our mission and vision. With the ongoing commitment from our staff, including the leadership team, and the requirement to work through a trauma-informed lens, as part of ‘giving back and appreciation’ my core focus will be ensuring continued job security, workplace safety, work-life balance and implementing ongoing training and professional development opportunities for all staff members.

We are implementing new programs to educate, inspire, and address gaps in our community. These initiatives include our BraveSpaces Public Education Trainings, the Brave Voices podcast we are developing, and a Hampers for Hope program to provide food and hygiene products to our community clients in need and to address food insecurity. We are addressing infrastructure issues and laying the groundwork to open a third location, with the hopes of being able to offer specialized support to victims of human trafficking. We are strengthening our quality assurance and working to receive accreditation. As an organization, we remain transparent and abide by our policies and procedures. We maintain a harmonious relationship among our staff, and between our union and non-union employees. Further, we continue to develop new connections and strengthen existing partnerships within our community and beyond. We work hard to be active in our community, including attending events, engaging in media opportunities, and partaking in various committees and advocacy groups. We will continue to build allyship with our men-identified counterparts, to increase their support and advocacy.

Although Embrave’s doors will always be open to folks requiring our services and support, success and breaking the cycle of violence begins when clients are given the appropriate tools that are proactive, preventative, and focused on their individual needs. Together, as people, and as community members, the cycle of GBV and violence must be eradicated.

Sincerely,



United Way
Greater Toronto



Ministry of
Children, Community &
Social Services

Canada

**Region
of Peel**
working with you

Ontario
Trillium
Foundation  Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario

Mississauga
FOUNDATION



**Ontario
REALTORS Care®
Foundation**



Women and Gender
Equality Canada Femmes et Égalité
des genres Canada



**WOMEN'S
SHELTERS
CANADA** Shelters and
Transition Houses
United to End Violence
Against Women



**COMMUNITY
FOUNDATIONS
OF CANADA**

Our Funders

Our Board of Directors



Josie Canilla
President

Josie has 20+ years experience as a Human Resources Executive most recently with Flow Hydration. She is passionate about women's rights, she is relentless in her pursuit raise awareness for the safety & protection of women and their children.



Lana Da Silva
Vice-President

Lana Da Silva is an HR professional with over 20 years of experience providing strategic and innovative direction. She is excited to share her wealth of experience and knowledge to create awareness and education in the fight against gender-based violence with Embrave.



Kelly Ann Salerno
Board Member

Kelly Ann is a Dynamic senior executive that has been dedicated to the social and human services sector for over 35 years. Kelly Ann's expertise in the Housing and Homelessness sector is unprecedented



Anne Smith
Board Member

Anne has over 25+ years of varied and progressive fundraising experience as well as experience in community development work. She has volunteered with a number of organizations with a focus on supporting women & children. She holds a Marketing Management Diploma as well as a Business Administration Degree.



Ripika Kapoor
Board 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.



Celia McKellar
Board Member

Celia has led a life marked by dedication, resilience, and an unwavering commitment to community service. Celia is furthering her education at McMaster University, where she is pursuing Professional Addiction Studies. Her thirst for knowledge and her drive to make a difference are evident in her continuous efforts to expand her expertise.

Statement of Operations

Revenue	2024	2023
Provincial Funding	3,636,920	3,408,665
Donations & Fundraising	335,147	420,003
United Way	291,637	299,999
Provincial Funding-Dedicated Housing	200,335	198,923
Grants	354,491	198,330
Region of Peel	79,879	174,016
Investment Income	15,561	9,037
	4,913,970	4,708,974
Expenditures		
Staffing	3,313,984	3,349,697
Program and Supplies	282,083	504,514
Occupancy	713,580	476,378
Professional Fees	167,190	228,244
Communications	57,508	78,206
Fundraising & Community Projects	57,750	113,461
	4,592,095	4,750,500
Excess of Revenue Over Expenditures Before the Undernoted Items	321,875	41,527
Other Expenses (Amortization of capital assets)	163,238	151,915
Excess (Deficiency of Revenue)	<u>158,637</u>	<u>193,441</u>

PROGRAM HIGHLIGHTS

SHELTER PROGRAM



Safely provided shelter for **100** Survivors and **101** of their children



Responded to **581** crisis calls



Held **429** group sessions in shelter



Developed **714** transition plans



Developed **714** survivor safety plans and **168** children safety plans



COMMUNITY SUPPORT & OUTREACH PROGRAM



Counselled and supported 318 survivors in community



Developed 293 survivor safety plans



1200+ Survivors Accessed Embrave's Supports

Due to High Demand

314 survivors contacting our shelter program through the crisis line were referred elsewhere due to being at capacity or over capacity

Wrapped in Courage

November marks Woman Abuse Prevention Month and the official launch of the Annual Wrapped in Courage campaign organized by the Ontario Association of Interval & Transition Houses (OAITH).

Gender-based violence (GBV) agencies across Ontario ask community members to wear a purple scarf to show their support for survivors of GBV within their community and beyond.

In partnership with Armagh, we organized Wrapped in Courage Flag Raisings in the City of Brampton and Mississauga. Embrace also attended the OAITH Queen's Park Reception and Lobby Day.



Community Events

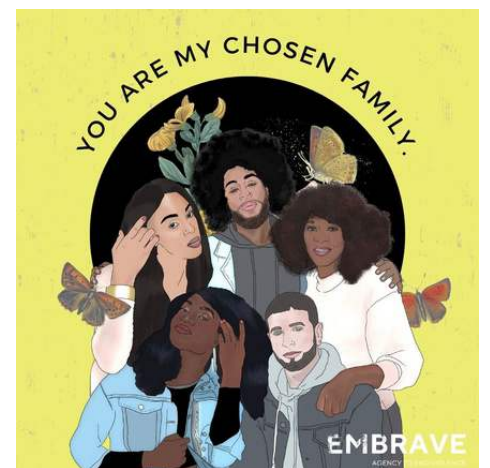
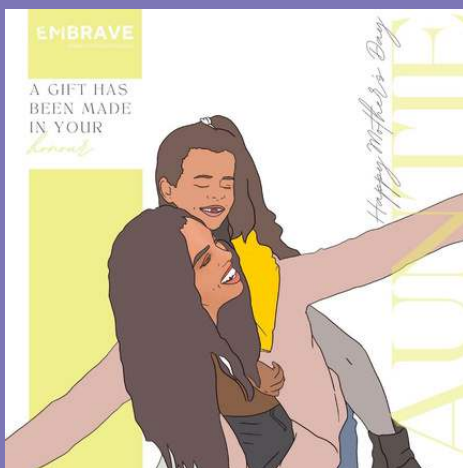
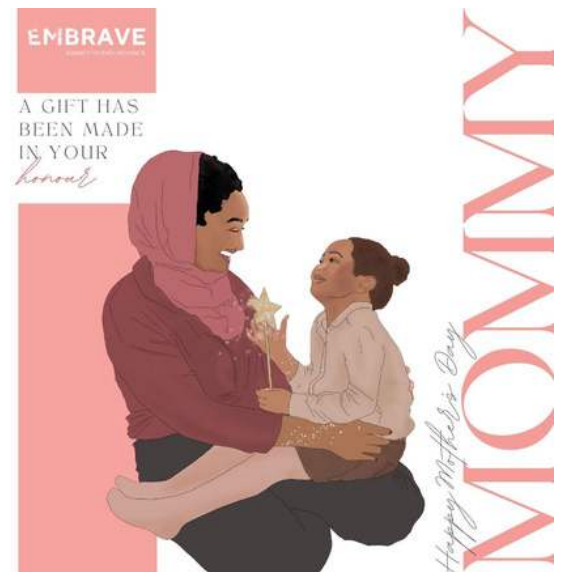
Embrace continues to be active and present in the community, regularly attending community and outreach events. It is important that we take as many opportunities as possible to share information about Embrace and the supports and services that we offer to survivors of gender-based violence in our community.



Mother's Day E-Cards

Embrace celebrated motherhood in all its forms by launching an inclusive line of Mother's Day e-cards to honour diverse experiences of motherhood.

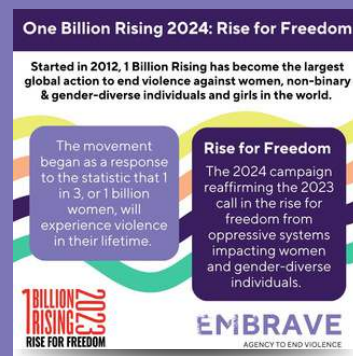
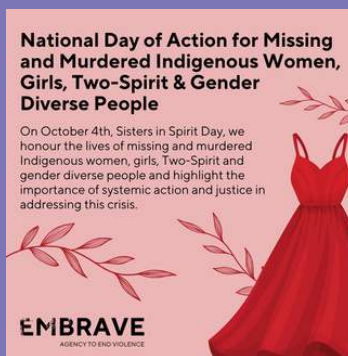
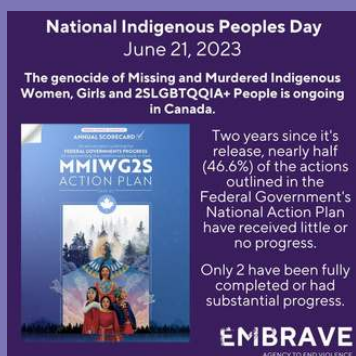
Supporters were able to honour the moms in their life by providing emergency shelter & life-changing supports to survivors of gender-based violence & their children by purchasing a e-card.



BraveSpaces Public Education Department

Embrave is relentless in leading change and striving towards a society free from violence. We continue to provide thought leadership on how to eradicate gender-based violence and how to appropriately respond to the needs of survivors. Embrave continues to grow and expand its BraveSpaces Public Education Department and the opportunities we deliver to our community and other service providers.

Embrave remains active on social media, sharing content throughout the year to educate our community about gender-based violence. This includes the recognition of important social justice days and how they relate to gender-based violence, as well as important events, policies and announcements and how they impact survivors.



Embrave introduced two brand new trainings on consent and healthy relationships for children and youth in our community.

These trainings recognize the importance of open, safe and age appropriate conversations in supporting youth to understand what healthy relationships look like.

2023 Holiday Giving

Embrave's 2023 Holiday Giving Campaign was a huge success! Thanks to the generosity of our community, we were able to ensure that all of Embrave's clients were given the gift of hope and encouragement this holiday season!

We were able to share holiday programming with our clients that inspired hope for a brighter future and shine light on the possibilities that await them through their healing.



Check out our full 2023 Holiday Giving Guide to learn more about all the ways you can support Embrave: Agency to End Violence and survivors of gender-based violence this holiday season!



Embrave set up a special holiday store for our community support and outreach clients to come and gather items for the holiday season!

We have had 35 clients come through the store to pick items for their family to use and enjoy during the holiday season!



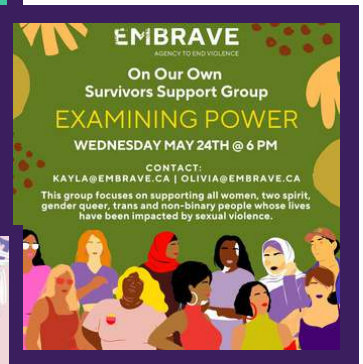
Thanks to the generosity of our incredible community, we were able to fill the wish lists of all of our residents and their children through our holiday Support-A-Family program.

Everybody got a special curated package of holiday gifts!



On Our Own - Survivor Support Group

Embrace hosted an online support group for survivors of gender-based violence. Survivors were given the opportunity to connect with other survivors, find a safe space to share their thoughts, feel heard, learn to manage, cope with and heal from their experiences, and rebuild trust while building community.



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 Collaborative
- ✓ HEAL Network
- ✓ Peel Alliance to End Homelessness
- ✓ Peel Elder Abuse Network
- ✓ Peel Harm Reduction Committee
- ✓ OAITH
- ✓ Peel Pride
- ✓ Building A Bigger Wave
- ✓ Regional Diversity Roundtable
- ✓ Safe Centre Advisory Committee
- ✓ Peel Poverty Reduction Committee
- ✓ Family Violence Action Collaborative
- ✓ Peel Sexual Assault Review Team
- ✓ Furthering Our Community by Uniting Services (FOCUS) - Peel
- ✓ Metamorphosis

2023 BRAVE STEPS TO END VIOLENCE



On August 27th 2023, Embrave hosted our 11th Annual Steps to End Violence Event!



This annual event aims to raise awareness about the continued issue of gender-based violence in our community and to remember those who have been killed in an act of violence.



Together we raised over \$28,000 in support of Embrave and took steps towards ending gender-based violence.





PCAWA

PEEL COMMITTEE AGAINST WOMEN ABUSE

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.

| Take Back the Night

On September 21, 2023, PCAWA hosted Take Back the Night in our community. Take Back the Night is an annual anti-violence rally and march that is held to increase awareness and support of women and gender diverse person's right to live without the fear of violence, focusing particularly on ending sexual violence.



| December 6th Vigil

PCAWA hosted a virtual December 6th Vigil to acknowledge and remember those who have been killed in an act of gender-based violence. Together as a community we joined online to listen to guest speakers and performers to come together in remembrance, strength and solidarity.



Municipal Council Delegations

PCAWA is proud to be a part of critical advocacy efforts that have resulted in the Region of Peel, the City of Brampton, the City of Mississauga and the Town of Caledon declaring intimate-partner violence and gender-based violence an epidemic in their respective communities.

These municipalities have joined the 95 others across the province that have made this declaration. [Click here](#) to see a map of these communities.



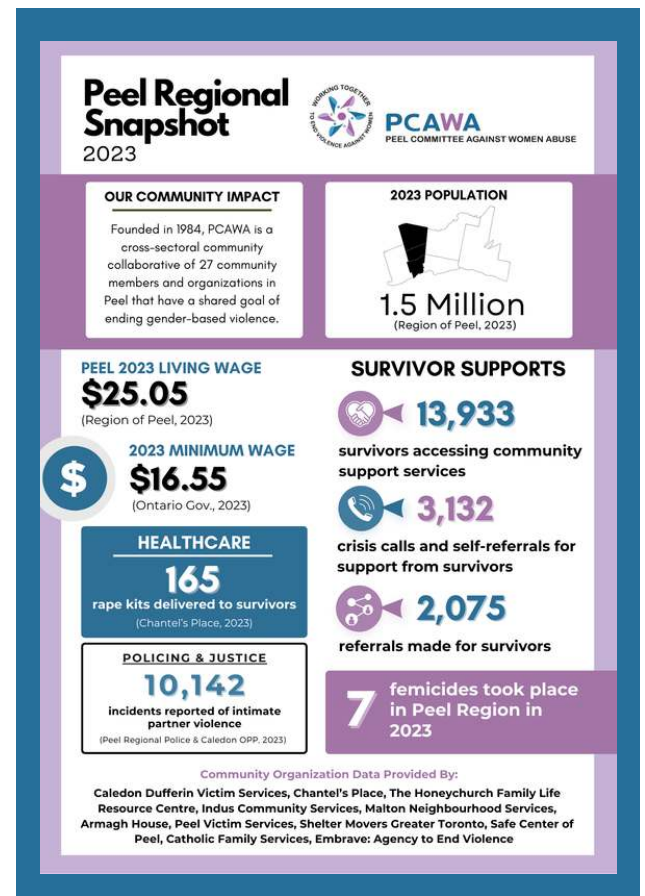
2023 Peel Regional Snapshot

The Peel Committee Against Women Abuse (PCAWA) published our second Peel Regional Snapshot

This is an annual resource that PCAWA produces to share data and trends related to gender-based violence in the Region of Peel. The snapshot serves as a key resource for PCAWA as we continue our advocacy efforts to raise awareness of the issue of gender-based violence in Peel.

The 2023 Peel Regional Snapshot comprises data provided to PCAWA by 13 member agencies and community organizations, supplemented by open data published by the Region of Peel

[Click here to access the 2023 Peel Regional Snapshot.](#)



Leadership Givers

Thank you to our Leadership Givers. These generous individuals, families, businesses, and foundations made gifts over \$1000 in 2023-2024 to Embrace: Agency to End Violence and those we serve.



Angela Bruce
Chapter IODE



David
Vincent



J.M.
Nitchie



James Gage
& Danielle
Miller



Lauren
Bernardi



Marco
Cipriani



Mississauga
West Rotary
Club



Neil &
Sharon
McPhedran



Nichole
Rosenberg





**PayPal
Giving Fund
Canada**

**Peel
Regional
Labour
Council**



**Penelope
Mathieson**



**Petro
Canada
Lubricants**



**Petula Ann
Wilmot-
Chambers**



**RBC
Royal Bank**

**SHOPPERS
FOUNDATION
FOR WOMEN'S HEALTH**



**Sisterhood &
Women of
Solel
Congregation
of Mississauga**



**St.Christopher's
Knights of
Columbus**



**Strategic
Charitable
Giving
Foundation**



**The Charitable
Fund of the
Canadian Polish
Congress**



**Peel Regional
Police Service
Board**



**Royal
LePage
Shelter
Foundation**



**UNIFOR
Local 973**



**Unifor
Social
Justice
Fund**

**Unifor
Fonds
de justice
sociale**

**William & Mary
Singer Family
Canadian
Foundation**



**ZONTA
CLUB OF
BRAMPTON-
CALEDON**

**Thank you to all of our incredible donors
and supporters!**

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:

Rebecca Pacheco, Development & Education Manager
rebeccap@embrave.ca
(905) 403-9691 ext. 2275


For more information about Ways to Give, visit

<https://embrave.ca/support/>

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**



“I am really thankful for the shelter support. Embrave was there for me and my family when I needed it the most! I was able to get on my feet and find a house to live in with my children.”

- Former Embrave Resident

Support Embrace 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 children.



\$50

Healthy snacks for children's lunches.



\$100

Fresh bedding for a shelter resident.



\$250

One-to-one counselling supports for survivors.



\$500

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

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 Embrace can count on, so survivors of violence can continue to count on us.

Benefits you will receive:

- Exclusive updates and behind-the-scenes 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 save lives every single day.

For more information about Ways to Give or to make a donation please visit

<https://embrace.ca/support/>

**Embrace Brave.
Inspire Bravery.**



Embrace: Agency to End Violence is a non-profit organization that provides shelter, counselling, and advocacy supports for women, Two-Spirit, gender-queer, 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.ca

Embrace: Agency to End Violence

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