



SHE IS

SOMEONE

LETTER FROM THE CEO

The YWCA of Calgary is the largest and longest serving women’s organization in the city. In order to best support women for more than 104 years, as well as be responsive to the changing needs of the community, the YWCA has been and must remain nimble in service provision and business practices.

Much of the 2014-2015 year has been focused on ensuring the YWCA’s mission and vision remain at the forefront of all we do and sustain us through the challenging economic times that often impact our city and province. The organization continues to proactively refine strategy that opens doors for vulnerable women and connect them with the supports and services they need.

As a catalyst in the city with the ability and intention to impact systemic change on issues related to equity, poverty, homelessness and family violence, we speak up for those who cannot. Embedded societal issues will not change overnight, but by working together with our community partners on projects like the Plan to End Homelessness and Enough for All Poverty Reduction Strategy, we can address core barriers and move forward to a place where women can thrive in a safe and equitable community.

Last year the YWCA spoke out on many issues that impact the women we support. One that garnered a great deal of interaction on social media and within the community was the discussion of affordable housing, specifically the legalization of secondary suites. The YWCA, along with many other organizations advocated with City Council to remind them of the 200 women who, on any given night, sleep in a YWCA shelter or housing program, due to the barriers women face in accessing safe, affordable housing in Calgary.

There will be many more opportunities to engage in the issues at hand, connect with community partners as well as with our donors as we continue to raise funds to provide services and supports to women and families in need and advocate to change our community for the better.

Thank you for your ongoing connection to the YWCA and your dedication to helping us intervene, empower and lead when and where women need us most.



Sue Tomney
Chief Executive Officer, YWCA of Calgary

“Because of the YWCA, I feel safe, protected and supported” ~ Chris



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YWCA MISSION

To intervene, empower and lead when and where women need us most.

YWCA VISION

Women thriving in a safe and equitable community.

SHE IS SOMEONE

She likes to get up before the sun rises. This is her time to reflect, to plan, to dream. She likes her coffee strong, just like her. She peeks outside, jacket or no jacket? Definitely bring a jacket. Her day is busy. First stop is an appointment with her counsellor to talk about how she’s feeling, help process past trauma, and to make sure she’s accessing her support network. Then, it’s time to focus on her language and job skills to create a sustainable future. Throughout, she’ll be thinking about finding a safe, permanent place to live. She wants that more than anything. A place of her own. Her own kitchen table where she can pull out a chair for a new friend to join her over a dinner she made in her own oven. Her own bedding chosen in purple, her favourite colour and her own shower, oh, her own shower. A place to put her photos, maybe even a vase to hold her favourite flowers. A space to call her own; the opportunity to contribute to community. **Fundamental human rights because she is someone.**

She is between 18 and 81 years of age and is usually single, widowed or divorced. She is often Aboriginal or new to Canada and struggling with a language barrier.

She is brave. Last year, she was one of the 1,348 women and 284 children who stayed at least one night in a YWCA emergency shelter or transitional housing program. She knows what it’s like to be afraid, alone and struggling with trauma.

She is resilient. She is likely among the nearly 48 per cent of women at the YWCA in 2014 who were unemployed or underemployed and the 75 per cent who had an income of less than \$25,000 annually before tax. She likely needs more education and training to access stable employment.

She is hopeful. In the past year, she and 1,572 other learners accessed language and employment skills training for new Canadians and women struggling with unemployment and underemployment.

She is powerful. In 2014, 8,346 women and their family members accessed at least one of the YWCA’s 18 programs. Beginning their transition from crisis, vulnerability and need towards stability, empowerment and resilience.

The YWCA, as a catalyst in a city sensitive to the real needs of women, has been providing programs and services to vulnerable women and their families for 104 years. We continually adapt our operating models to meet the needs of women, and the community, when and where they need us most.

At the YWCA, those who are vulnerable are able to access an array of services and supports they need from within a single organization. This means women and their families are able to quickly understand and explore options available to them that best fit their current needs.

In 2014, the YWCA's extensive service offering, covering emergency shelter, housing, counselling and skill development supported more than 8,300 women and their family members.

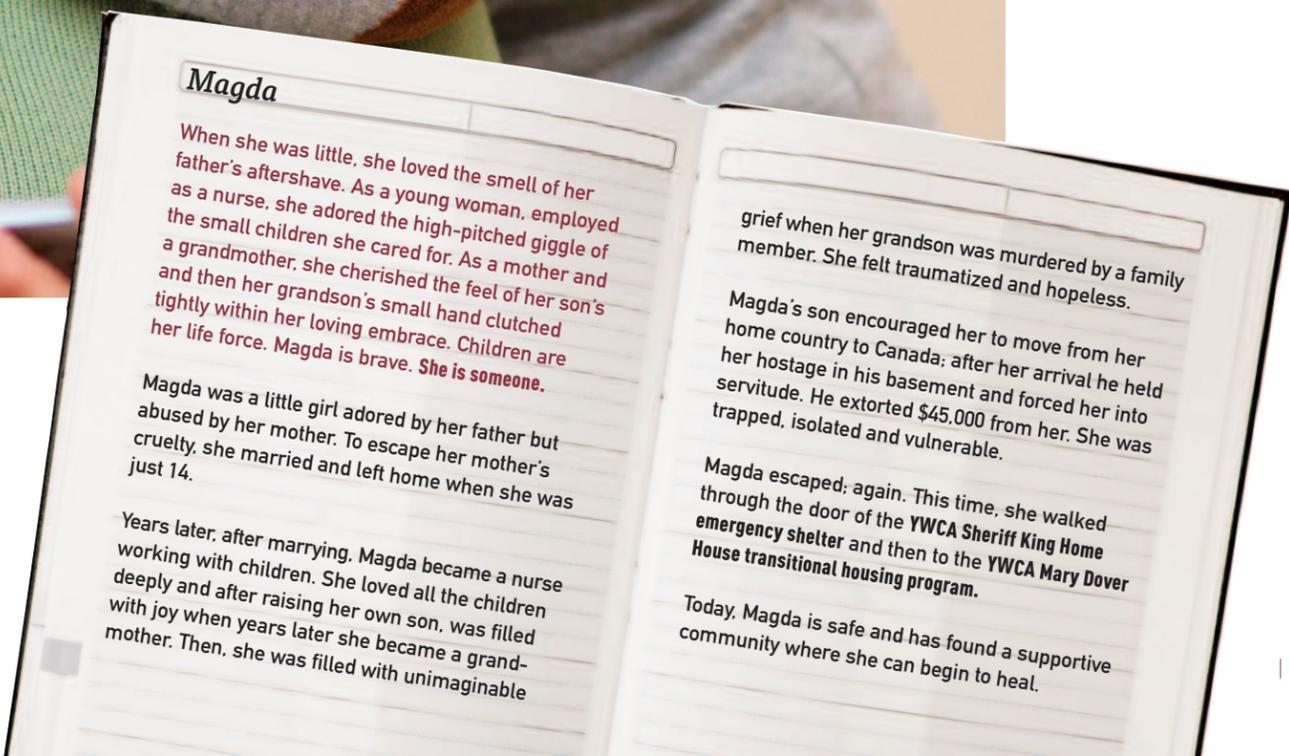
At the YWCA, we embrace and value the views and experiences women and their families bring to our community. We believe good citizenry is comprised of a diverse range of individuals who feel they have opportunities to connect in the community and are empowered to make healthy choices.

As an advocate for every woman to thrive in a safe and equitable community, the YWCA works diligently to abolish vulnerability by addressing social conditions and systemic barriers including family violence, poverty, homelessness and lack of access to education and job training.

We know that when women can contribute socially and economically to their communities they require less public funding for basic human needs, social programs and health-related issues.



“I am still searching for myself but I know my purpose now is to take care of others, so I can see my grandson in their eyes.” ~ Magda



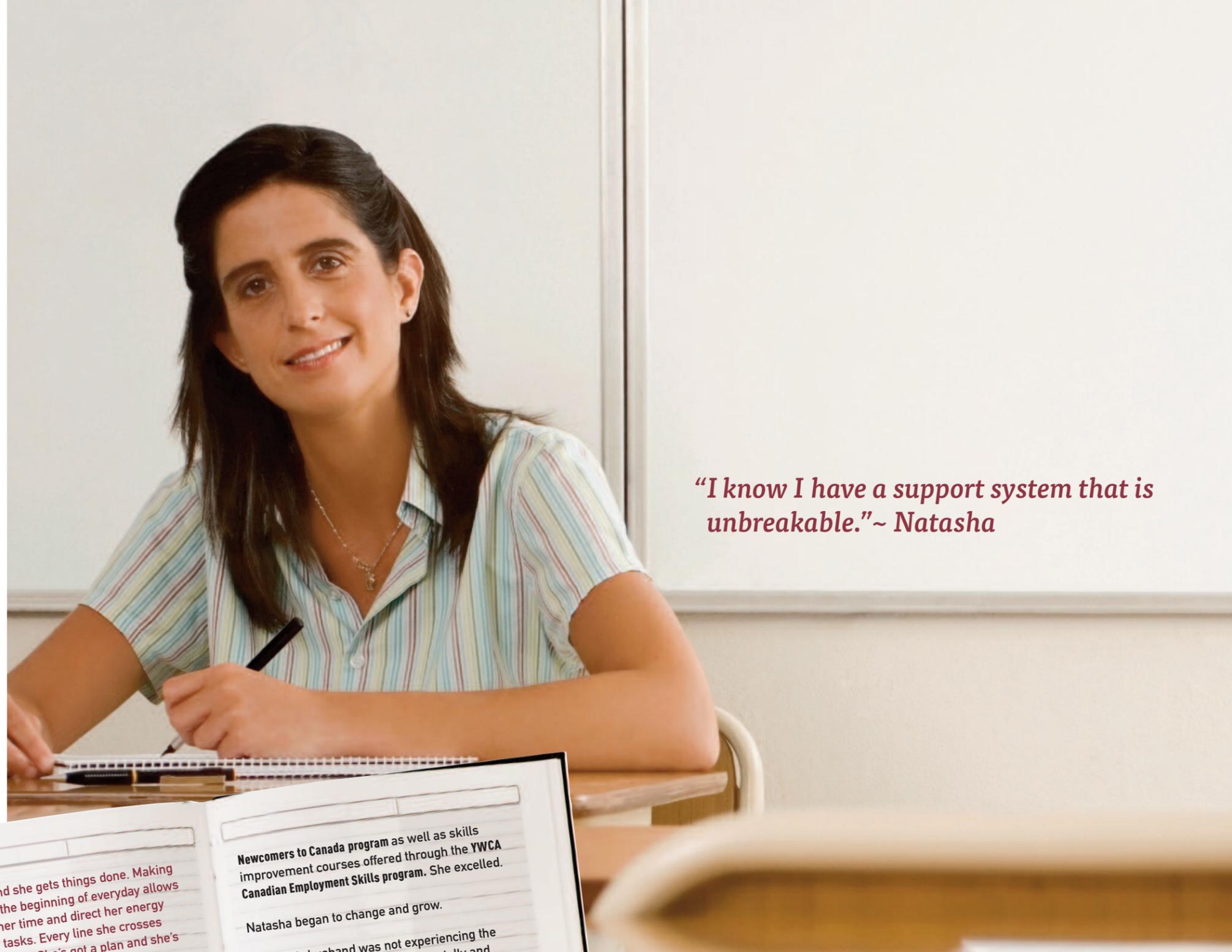
“Homelessness is a symptom of pain and trauma; Magda is proof that if you can overcome pain, you will be successful.” ~ YWCA employee

Many women remain locked in a cycle of abuse because they have nowhere to go. The YWCA Sheriff King Home emergency shelter is a haven for women and their children who are fleeing family violence. The shelter provides basic needs including food and personal items, as well as on-site counselling, and support to connect clients to resources for housing, legal services, and education opportunities. The goal of the YWCA Sheriff King Home emergency shelter is to provide safety and security and establish a transition plan to ensure the family can develop healthy relationships and live safely in the community.

The Need. In 2014, YWCA emergency shelter saw the length of stay increase by 21 per cent over 2013. The same year, YWCA Mary Dover House transitional housing program saw the length of stay increase by 37 per cent over 2013.

OUR COMMUNITY PARTNERS

- Alberta Council of Women's Shelters
- Bow Valley College
- Calgary Action Committee on Housing and Homelessness
- Calgary Alpha House (DOAP Team)
- Calgary Board of Education
- Calgary Chamber of Voluntary Organizations
- Calgary Chinese Cultural Centre
- Calgary Domestic Violence Collective
- Calgary Drop-In & Rehab Centre
- Calgary Food Bank
- Calgary Immigrant Women's Association
- Calgary Police Service
- Calgary Public Library
- Calgary Society of Community Opportunities
- Calgary Women's Shelters Director's Network
- Carya
- Children's Cottage Society
- Community Kitchen Program of Calgary
- CUPS Health and Education Centres
- Discovery House Family Violence Prevention Society
- Donate a Car
- Dress for Success
- Elbow River Healing Lodge
- Food and More
- Horizon Housing
- Immigrant Services Calgary
- Inclusive Alberta
- Inn From the Cold
- Jewish Family Service Calgary
- Lantern Church
- Making Changes
- Momentum
- Mustard Seed
- NeighbourLink Calgary
- New Age Services
- Prospect Human Services
- Sponsor Energy
- The Women's Centre
- Women in Need Society
- Women's Resource Centre
- Vibrant Communities
- Calgary



"I know I have a support system that is unbreakable."~ Natasha

Natasha

She is focused and she gets things done. Making her 'to do' list at the beginning of everyday allows her to organize her time and direct her energy towards priority tasks. Every line she crosses off her list is a victory. She's got a plan and she's making it happen. Natasha is going places. She is someone.

Natasha had a childhood filled with love and was overjoyed in her adulthood when she and her husband had a son. She was a devoted mother, a wife and had a successful career as an event planner. Life was good.

When Natasha's son was 10 years old, she and her husband decided to emigrate from their home country to Canada. She loved Calgary and quickly enrolled in the YWCA's Language Instruction for

Newcomers to Canada program as well as skills improvement courses offered through the YWCA Canadian Employment Skills program. She excelled.

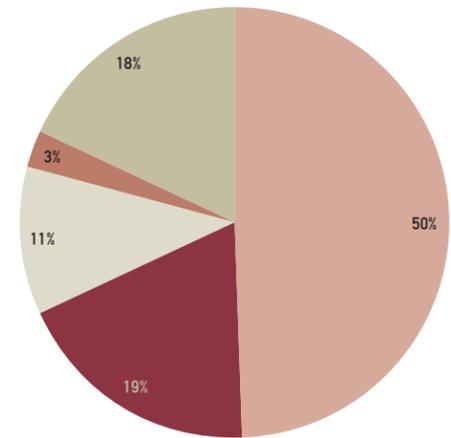
Natasha began to change and grow.

Natasha's husband was not experiencing the success she was and became mentally and physically abusive. Her support network at the YWCA convinced her to move herself and her son into the YWCA Sheriff King Home emergency shelter.

At the shelter, Natasha accessed YWCA Counselling & Personal Development services and participated in an extensive program to ensure her and her son's safety and comfort.

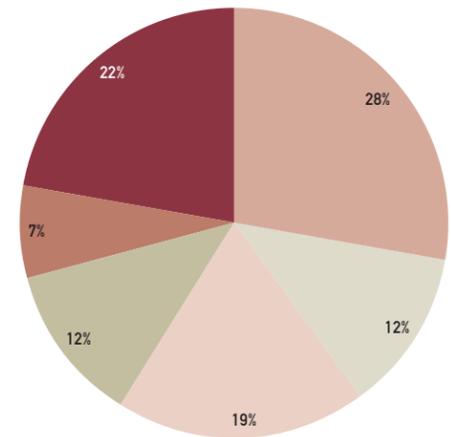
Today, Natasha is a graduate of the YWCA Canadian Employment Skills program, is employed and with the support and clarity she found through the YWCA, has reconciled with her husband.

2014-2015 SOURCES OF REVENUE



- Government Grants
- Other Grants
- Program, Course Fees, Accommodations
- Other Income: Membership/Rentals, Investment
- Donations and Fundraising

2014-2015 SERVICE AREA EXPENSE



- Counselling & Personal Development programs
- Education & Employment programs
- Transitional Housing programs
- Emergency Shelter & Outreach programs
- Resource Development
- Administration and Central Services

FUNDING PARTNERS

- Calgary Homeless Foundation
- Calgary Learns
- HomeFront
- United Way of Calgary & Area

GOVERNMENT FUNDERS

- Alberta Health Services:
 - Addictions and Mental Health Services
 - City of Calgary - Family and Community Support Services
- Government of Alberta:
 - Calgary and Area Child and Family Services
 - Justice and Solicitor General Human Services
- Government of Canada:
 - Citizenship and Immigration Canada

The YWCA helps women achieve sustainable employment and experience fuller social and economic inclusion.

The Vermilion Energy/YWCA Employment Resource Centre assists vulnerable women who are struggling with poverty to build essential skills, job search techniques, resume writing skills and connections with education partners and employers. The goal is to support women to establish and maintain sustainable employment. The Vermilion Energy/YWCA Employment Resource Centre offers these services and opportunities to the hundreds of women who are currently accessing YWCA housing and support programs, as well as those living in the community.

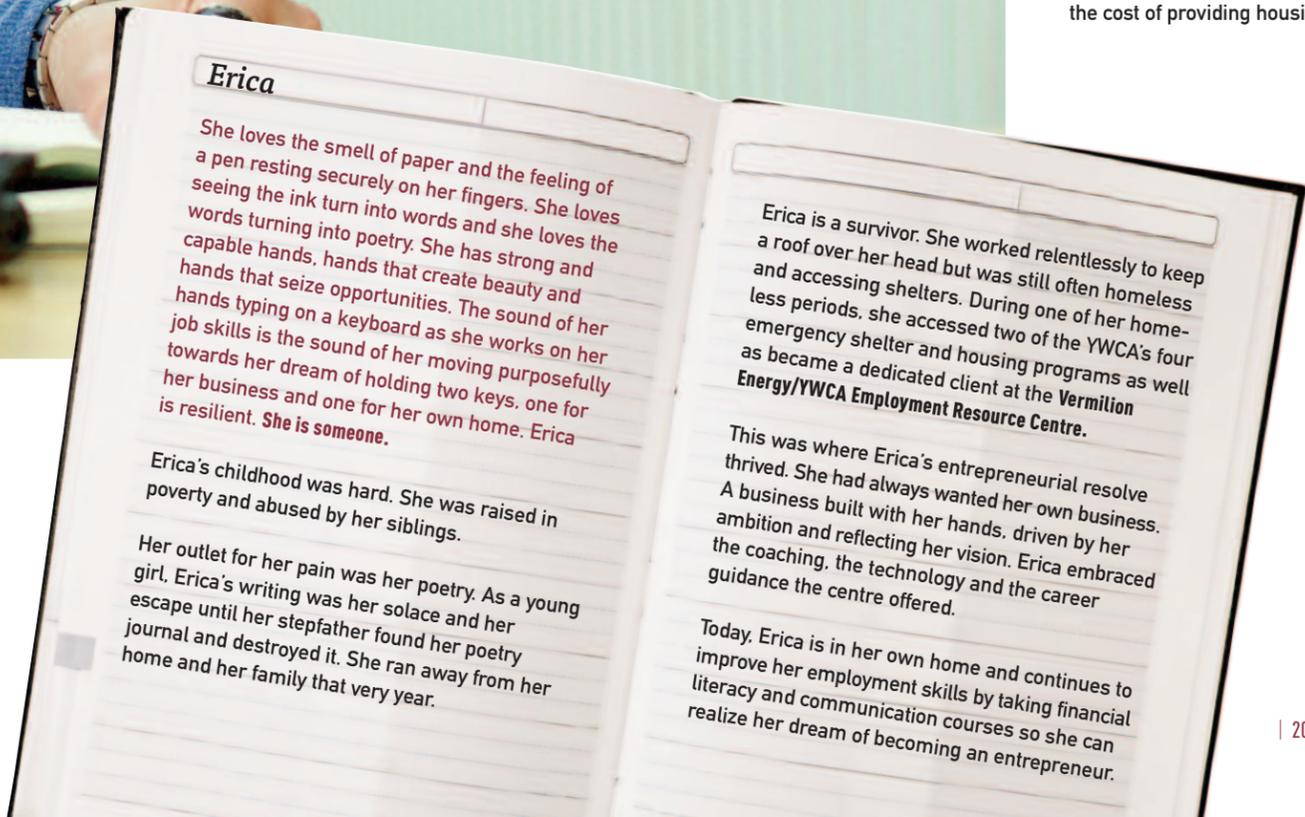
Language Instruction for Newcomers to Canada (LINC) provides basic English language training to facilitate social, cultural and economic adaptation for permanent residents or refugees who have come to Canada. This program is designed to help with adjustment and confidence, including information about the local community and Canadian society. Language skills are practical and self-sustaining.

The Need. At the YWCA, we believe access to education and employment opportunities for women and new Canadians is fundamental to a thriving community. Our goal is to help reduce poverty and isolation and support our clients to gain sustainable employment.

In 2014, 947 people participated in our language programs, 80 people completed the YWCA Canadian Employment Skills program and another 545 were supported to build job skills through the Vermilion Energy/YWCA Employment Resource Centre.



“Seek out professional help, don’t be afraid and don’t try to do it yourself, let others help you”. ~ Erica



She is hopeful.
Your donation allows the YWCA to offer family violence, poverty and homelessness prevention and intervention services that are cost effective and provide significant return on investment.

For Albertans, this means the return of as much as \$20 for every dollar invested and generating net cost benefits of over \$54 million for \$9.6 million of preventative programing.¹

Moral imperatives aside, the economic costs of family violence, poverty and homelessness to Albertans is substantial.

Family violence. In the past five years, it’s estimated over \$600 million was spent in Alberta on the provision of basic health and non-health supports related to family violence with \$521 million coming out of the pockets of Albertans in the form of tax dollars.¹

Poverty. In Alberta, poverty costs \$7.1 to \$9.5 billion a year.² The side effects of poverty, like increased chronic health problems, lower levels of education, fewer occupational skills and lower levels of literacy, cost every taxpayer in Alberta, each year, between \$2,710 and \$3,625.³

Homelessness. In October 2014, more than 3,500 Calgaryans were experiencing homelessness and 23,165 Calgary households lived in poverty (income less than \$20,000 and spending more than 50% of their income on shelter).² Most studies indicate those people with the highest needs incur system costs of \$100,000 or more per year. This is two to three times higher than the cost of providing housing and support.²

¹ Preventing Domestic Violence in Alberta: A Cost Savings Perspective, University of Calgary School of Public Policy, Lana Wells, Casey Boodt, Herb Emery, June 2012.
² Vibrant Communities Calgary website, <http://www.vibrantcalgary.com/vibrant-initiatives/poverty-costs/>, 2015
³ Calgary Homeless Foundation, Point-in-Time Count report, 2014

In 2014, YWCA counselling and personal development programs supported more than 2,200 women and their families with the support and guidance they needed to live safely while enjoying healthy relationships and thriving futures.

Women may be struggling with isolation, challenges related to parenting and healthy relationships as well as trauma and the impacts of abuse. YWCA individual and group counselling, as well as parenting groups, focus on discussing specific topics relevant to women and allow them to find support among peers that help them to grow and heal.

As children grow, develop and learn they can struggle to understand what healthy behaviours and healthy relationships are. The YWCA offers a variety of individual and group counselling programs for children as well as the YWCA Community Parent and School Support (COMPASS) program, an early intervention program that offers in-home education to parents and help them grow and heal, to families with children that are experiencing emotional problems.

YWCA Child Care centres. Access to child care should never be an obstacle to upgrading education or finding and sustaining employment. The YWCA operates two early learning child care centres, one located at the main YWCA site downtown and the other at Bow Valley College.

The Need. In 2014, the YWCA provided more than 2,400 hours of individual counselling and in excess of 500 hours of group counselling sessions to women, children and men. YWCA Counselling and Personal Development programs supported more than 2,200 women and their families with the tools and guidance they needed to live safely while enjoying healthy relationships and thriving futures.



Michelle

Catching glimpses of herself in the faces of her two girls brings her joy and awe. She wants her daughters to be confident and to feel valuable. She's a woman who likes to plan and who needs to plan. She's always been like this. She likes to be prepared and to have the words, the tools and the strategy to meet challenges and opportunities equipped and ready for action. She knows the potential and capability lie within in her. Michelle is powerful. She is someone.

Michelle is a single mother of two girls.

Michelle left a violent relationship and arrived at the YWCA in crisis and afraid. She didn't have a plan and she didn't have the right information, strategies or communication tools to support her daughters so she asked for help for herself and for her girls. Michelle learned about approaches she could use to communicate meaningfully with her daughters and she accepted support from counsellors when she needed help. Michelle became a more patient and confident mother and her girls learned how to express their feelings of confusion and anger in a healthy way.

Today, Michelle has a plan, a supportive community and guidance when she needs it.

“My girls know they are not responsible for adult decisions and that their job is to be a kid.” ~ Michelle

LETTER FROM THE BOARD CHAIR

In 2014-2015, the YWCA Board of Directors focused on understanding the varied backgrounds and skills of its new and returning members to ensure each woman has the opportunity to provide her talents and wisdom to the organization. With that strong foundation, and the right voices in each discussion, we were able to make great strides in moving forward with the sale of the YWCA's downtown land as well as determining how best to proceed with development of a new facility to meet the long term needs of the organization.

A large part of the Board's energy this next year will be directed towards finalizing the sale of the property and supporting the development of a project management team for the new facility. This team will support YWCA leadership with change management as the organization embarks on projects and plans that shall result in many years of cultural and physical transformation.

Moving forward, we will continue to enhance board governance practices and board development and engage in instructional sessions with management to build our understanding of the needs of women supported by the YWCA. Connectivity in the community amongst the friends, advocates and alumni of the YWCA will also be critical for this Board. Spending time at YWCA events, speaking with past YWCA staff and board as well as connecting with the current team members who provide the many programs and services the YWCA has to offer will help the Board build a stronger connection, both within the organization and throughout the community.

As I move into my second year as Board Chair, I want to thank the current Board members for their time, talents, passion and dedication. It is a pleasure to work with such an engaged, enlightened group of women. Our board members, current and past, as well as the community members serving on our board committees, are all part of the incredible legacy of the YWCA.

I look forward to an exciting year ahead. The economic climate may present challenges, but I am confident we are a strong organization in Calgary: advocating, educating and providing exceptional services for women and their families.

Patricia McLeod, QC
YWCA Board Chair

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*“The YWCA gives you a sense of sanity in the
middle of insanity.” ~ Linda*

YWCA | CALGARY

TheYWCA apologizes if any donor names have been accidentally omitted.

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The Calgary Foundation – Anonymous Fund

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Tietje Piera
Mark Polak
Allan Popp
Practice Solutions Inc
Brad Purdy
Randy James Farms Ltd
Beth Rankin
Raymond James Canada
Foundation
Read Jones Christoffersen Ltd
Cindy Reeves
Nima Reilly
Nicole Remillard
Carolyn Reu
Carol and Doug Ring
Hugh Robinson
Bill Rosehart
Glenda Ross
Elaine Savoie
Deborah Schmidt
Scotiabank
Craig Senyk
Helen Sharpe
Ellie Siebens
Rick Siluch
Crawford Smith
Heather and Doug Spackman
St. Paul's Anglican Church
St. Pius X Church
Kathryn Stankievech
and Gordon Robinson
Lawrence Stilwell
Carla Stoever
Marion Sutherland
Darren Sweeney
Terralog Technologies Inc
Richard Thiessen
Shone Thistle
Kate Thompson
Michael Tims
Titan Transport Ltd
TM Formworks LTD
Christina Tokarz
Sue Tomney
Annie Tonken
Totran Transportation Services
Virginia and Howard Trawick
Diane and Grayson Turnbull
Udeck Designs Corp

Georgine Ulmer
Universal Ventilation Ltd
The University of Calgary
CJSW 90.9 FM
Urban Barn
Teresa Utsunomiya
Janet Vellutini
Arlene and Michael Verdiel
Jo-Ann Visser
Kathleen and Robert Wallace
Kate Walsh
Patricia Watson
Michael Webb
Milley Wetter
Amy Whitehead
Marilyn and Garth Wiggins
Valerie and Joseph Wilson
Richard Wojcik
Kathleen Wollenberg
Elaine Wong
Garth Wong
Nelson Wong
Woodcreek Community
Association
Joyce Wright
Ian Yeomans
Vern Yu
Pat and Kris Zack

Community Fundraising Events

108 Sun Salutations
Brasso Nissan 45 Year
Celebration
Calgary Herald Christmas
Fund
Canadian Pacific Police
Service
Girls Gathering
Hope for Healing
La Due Ladies Luncheon
Ladies LPG Golf Association
Locks & Frocks 5th Annual
Shoppers Drug Mart Tree of
Life Campaign
Spectra Energy PJ Drive
Susan Elko Celebration
of Life
Sweet Treats for Change
Women Talk

WHO SUPPORTS US

A SINCERE THANK YOU...

Thanks to you, our doors are always open and support is always offered.

Because of your generosity, the YWCA is able to continue adapting to the changing needs of our community and ensure we have compassionate, expert and professional staff to help our city's most vulnerable.

Because of you, women and their families are able to access safe shelter and housing, counselling, life skills and job training, education and child care.

Because of you, women and children who access YWCA programs are building healthy relationships, attaining sustainable employment, appropriate housing and are experiencing fuller social and economic inclusion in a safe and equitable community.

In partnership with you, we are breaking the cycles of family violence, poverty and exclusion to support women to thrive.

IMPACT OF YOUR DOLLARS

For as little as \$100 a month you can provide up to three weeks of counselling and play therapy for a child recovering from trauma. For \$750 you can provide the gift of independence to a woman struggling with homelessness.

"I walked into the doors (YWCA) a victim of domestic violence seeking help. I am a survivor. Victims are silent, survivors have a voice."

COMMUNITY FUNDRAISING EVENTS

Fundraising events hosted on our behalf are unique and hugely impactful to the organization. Choosing the YWCA as a charity of choice for your event, activity or fundraiser means you are a catalyst in the community and, while having fun, you are helping vulnerable women and their family's transition to a place of hope and resilience. Thank you to all who have held or participated in third party events for the YWCA this year.

GIFTS-IN-KIND

The YWCA appreciates and understands how important it is to our donors to be able to provide tangible items. We appreciate the many times donors think of our clients when they are out shopping and pick up an extra bottle of shampoo, a bag of diapers, pajamas or underwear.

We also appreciate the care and effort that goes into the hand made gift-in-kind items such as quilts, afghans and dolls that donors create. Thank you for each and every donated item.