



Since 1910, YW Calgary has supported women experiencing poverty, homelessness or domestic abuse. Her needs continue to evolve, and so do we. In fact we have evolved since our early days providing a warm welcome and a place to stay for women arriving in this city.



OUR HISTORY
A LEGACY OF HOPE FOR 107 YEARS

In 1907, a young woman arrived by train in Calgary looking for a place to stay. She went to all of the boarding houses, hostels and eventually the doors of private residences, to no avail. Women weren't considered desirable boarders because they used too much water and electricity doing laundry and washing their hair. Where would she go?

Shortly after, the YWCA of Calgary was founded to answer that question.

1910s

YWCA Traveler's Aid starts offering English instruction for "foreigners".

1920s

YWCA advocates for health education in public schools. YWCA builds the Banff Chalet to provide holiday accommodation for working women.

1930s

YWCA petitions Prime Minister R.B. Bennett and the provincial legislature on behalf of family workers for equal rights and fair pay.

1940s

YWCA welcomes war brides and opens clubs for women in the services and industrial war jobs, as well as service wives.

1950s

YWCA purchases 28 acres and establishes Camp Kinnaird in Sylvan Lake.

1960s

Y-teens advocate for proper sex education in schools. YWCA offers swim classes for the physically and mentally disabled. YWCA forms an "Indian Girls' Club".

1970s

Current downtown site is built including a health club for women.

1980s

YWCA opens
Sheriff King
Home for
abused women
and children
in Inglewood.
YWCA acquires
the Mineral
Springs Hospital
site (Banff YWCA).

YWCA creates the Calgary Business College to train women who are unemployed, under-employed or relying on welfare.

1990s

YWCA strikes joint venture with Calgary Housing Authority to open Langevin Place, a 56 unit housing project for hard-to-house women. YWCA does a \$6 million renovation on current downtown site. Recognizing the cycle of violence, YWCA launches the first program for men who have abused

women.

2000s
YWCA completes
two major
renovation
and expansion
projects for

transitional housing and crisis shelter.

2010

YWCA celebrates its centennial year.

2012

New Mission and Vision establishes a new era for YWCA of Calgary.

2013

Flood renders 45% of current downtown site unusable.

and YW (

YW Calgary Board makes the epic decision to sell valued downtown city block.

2016

2014

YW Calgary launches refreshed brand, "Women-Centred, Brighter-Future Focused." YW Calgary selects Inglewood as the future site of the new Hub facility set to open in spring 2019.

YW CALGARY
TRANSFORMATION CAMPAIGN
#YWSheMatters



YW CALGARY TRANSFORMATION CAMPAIGN YW Calgary is building a forward-thinking, efficient and sustainable future that will enable the women we support to move from surviving to thriving. We ask that you take a moment to look at the needs of Calgary's women through a different lens.

WHAT DO YOU SEE?

A mature woman on her lunch break. JULIE'S REALITY

Julie, lost her job during a downturn and struggles to find work that allows her to pay her bills. OUR REALITY

She has three teenage children, is a proud and independent woman but worries she will soon have to choose between a roof over her family's head and food on the table.

80% of women who accessed services at the YW last year experienced poverty, like Julie. With one-on-one coaching, workshops and courses women gain the skills

and connections they need to find sustainable employment.





WHAT DO YOU SEE?

A caregiver, a woman who helps others. JODY'S REALITY

Jody, a woman who understands abuse and vulnerability; a trained support worker; a woman who has been struggling with an abusive relationship for five years.

OUR REALITY

Jody didn't want to leave her home to escape. She knew he could get even more violent if she left. 7% of women needing the YW cannot

get to our crisis shelter. YW Outreach programs support them, in their own homes or in community. Women like Jody know the YW will meet them where they are, whenever needed.





WHAT DO YOU SEE?

A mother and child playing in the park.

SUSAN'S REALITY

Susan & Jamie, a family learning how to be happy together. OUR REALITY

When Jamie was six he was hyperactive, struggled to listen or follow directions at home or at school and his behaviour was leaving him isolated from friends and

family. Over 5 years, YW Calgary supported 10,000 children with access to programs and services they needed for healthy development. "It is important now more than ever before that YW Calgary have the facilities and resources to help women in challenging circumstances in our community to thrive and achieve prosperity. An investment in the YW Transformation Campaign truly is an investment that will pay big dividends not only today but for generations to come."

STEVE ALLAN
CHAIR
CALGARY ECONOMIC
DEVELOPMENT
YW CALGARY ADVISORY
COMMITTEE MEMBER

YW Calgary offers programs and services to help women thrive and begin the healing process. Stop and imagine, YW Calgary with the capital to propel our organization to sustainability, allowing women like Marika and Susan uninterrupted access to services.



FOR 107 YEARS, WE'VE ADAPTED TO MEET THE CHANGING NEEDS OF WOMEN

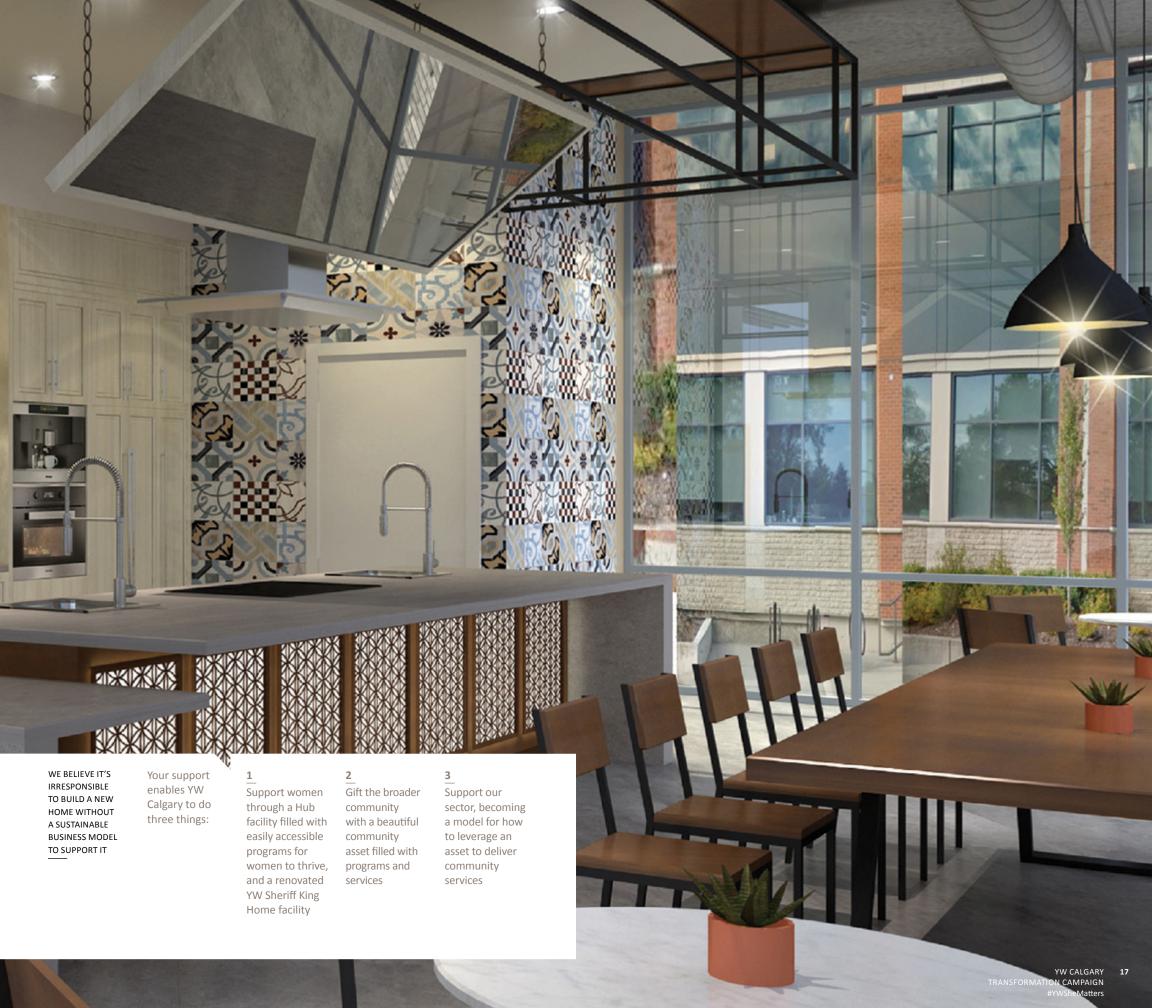
A new purpose-built Hub facility and renovated YW Sheriff King Home crisis shelter will offer wrap-around services to support her, with easy access to public transit and other community resources.

Our work is informed by best practice. Our Practice Framework is key to all we do. It establishes how we approach service, sets the goals for our outcomes, identifies opportunities and leads us to a new way

of supporting women. The new YW Calgary Hub facility, in the historic community of Inglewood is based on a comprehensive set of design drivers to create spaces that are trauma-informed and meet the needs of vulnerable women and the community.

THE NEW YW CALGARY HUB FACILITY WILL BE THE CENTRE OF YW OPERATIONS

- Supportive and transitional shelter for 100 women
- 90 childcare and 20 childminding spaces
- Parent and family-oriented programs and services
- - - Fitness and wellness facility
- Women's Employment Resource Centre
- Counselling
- Inclusive spaces
- Multipurpose community spaces
- Community kitchen
- Landscaped, outdoor recreation spaces





SHARED COMMUNITY PARTNERSHIP

YW Calgary, governments, private and corporate donors are equally invested in a game-changing model promoting long-term sustainability.

20M

YW Calgary (47.1M downtown land sale provided 20M to seed Transformation Campaign and 27.1M to seed Sustainability Fund)

+

20M

Governments

+

20M

Private and Corporate Donors



60M

With \$60 million, YW Calgary can provide uninterrupted services to women and their families in our community by:



55M

YW Hub facility Completion: spring 2019

+

5M

YW Sheriff King Home Renovation

YW CALGARY
SUSTAINABILITY FUND

We believe it's irresponsible to build a new home without a sustainable business model to support it. The 47.1M sale of our downtown site enables YW Calgary

to seed the Transformation Campaign and create a 27.1M Sustainability Fund to ensure that vulnerable women have uninterrupted access to the services they need.

Earnings from the Sustainability Fund will contribute to:

Capital
Maintenance

Operations

Capital

Expansion



YW CALGARY'S SUSTAINABILITY WILL ALLOW PARTNERSHIPS TO THRIVE

To affect social change in our community, YW Calgary works collaboratively with sector partners to ensure our voices are louder, our impact is greater and our reach is further.

"The Calgary Homeless Foundation has partnered with YW Calgary for many years and their commitment to working with us to address the needs of women experiencing chronic homelessness is laudable."

DIANA KRECSY PRESIDENT AND CEO CALGARY HOMELESS FOUNDATION "Vibrant Communities Calgary supports this forward-thinking development project as a significant development towards ending poverty for Calgarians."

FRANCO SAVOIA
EXECUTIVE DIRECTOR
VIBRANT COMMUNITIES CALGARY



"This campaign is a good investment because it is helping to fill a critical need in our community.
As we strengthen women and children through this new facility, we make our entire community stronger and more vibrant."

BONNIE DUPONT CORPORATE DIRECTOR YW CALGARY ADVISORY COMMITTEE MEMBER

Join us as we build a vibrant future for vulnerable women and women at risk. YW Calgary believes women and their children have the right to thrive in a safe and equitable community. We know it takes a village to do what needs to be done, a community of people saying collectively, as they are with campaigns like #MeToo and #TimesUp, that she matters. We believe when women thrive, their families thrive, their community thrives and Calgary thrives.

Do you believe? With your support, we will be handed the keys in spring 2019.



"Building stronger communities is paramount and the support YW Calgary provides to women is of critical importance. The community has stood together with the YWCA for over 100 years and I encourage the community to contribute to the Transformation Campaign to further enhance services for women and their families."

KEVIN ZIMMEL REGIONAL VICE PRESIDENT **BUSINESS FINANCIAL SERVICES** RBC ROYAL BANK YW CALGARY ADVISORY COMMITTEE MEMBER

TRANSFORMATION CAMPAIGN ADVISORY COMMITTEE

YW Calgary is honoured by the support and endorsement of these great community leaders.

Shannon Bowen Smed (Co-Chair)

Officer & President, **BOWEN** Workforce Solutions

Quincy Smith

Jina Abells

General Counsel & Corporate Secretary, Inc.

Corporate Director & Economic

VP, Corporate & Compliance, Encana Services

Chief Executive

(Co-Chair)

Senior Counsel, Dentons Canada

Morissette

Cavalier Energy

Steve Allan

Chair, Calgary Development

Terry L. Allen

President, Pivotal Capital Advisory Group

Nancy Brennan

Company Ltd.

George Brookman

CEO, West Canadian Industries **Sharon Carry**

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President, Ernst & Young Orenda Corporate Finance Inc.

Nicole Robertson

President, Muskwa **Productions** & Consulting

Geeta Sankappanavar

Co-Founder & President, **Grafton Asset** Management

Kevin Zimmel

Regional VP, Business Financial Services RBC Royal Bank

