



GILLIAN'S PLACE
empowering abused women of niagara

SERVING ST. CATHARINES & NORTH NIAGARA

**ANNUAL
REPORT
2014-15
FISCAL
YEAR**



PRESIDENT AND EXECUTIVE DIRECTOR ANNUAL REPORT



Innovation and Leadership will create meaningful change.

Gillian's Place has been a safe place to turn since 1977 providing a continuum of service for abused women and their children to support them on their journey to a life free from violence and abuse.

This year we helped **2768** women and families through our crisis line and **260** women and children called us home while living in the shelter. So many people think of our service as only the shelter providing a roof and a bed yet another **1871** women and children sought counselling, legal advice and assistance navigating the justice system, and transitional support while continuing to live in the community. Women speak clearly that they are very satisfied with our service with 95% stating they are very satisfied or satisfied with the program services received. When asked what benefits women say they experience; **95%** say they felt safe and secure, **97.73%** felt heard, **92%** received emotional support and **82%** felt hope for a better life. We are meeting our mission statement to provide hope, safety, support and empowerment yet every year more and more women reach out to us for help. When developing our new strategic plan the Board, Management and Staff all contributed to really look at how can we meet our vision – **that women and children are free from violence and abuse.**

Mission Statement:

Through service, education and advocacy, Gillian's Place offers hope, safety, support and empowerment through a range of services and effective partnerships to end violence against women.



Karen Tribble
President



Ann Armstrong
Executive Director

With another domestic violence case this year that ended with the woman allegedly murdered by her ex-partner we agreed it was time to look at the problem from many different angles. The result is our new strategic plan which will look at trying to end violence against women (VAW) from 3 different strategic directions:

DIRECTION 1:

Leadership Through Influence

Building on the success of previous years' work in building relationships and allies both within the VAW movement and with Government we will assert our leadership and influence to raise the profile of VAW locally, regionally and provincially to get everyone involved, from community to government, in helping to solve this problem.

DIRECTION 2:

Support Staff to Address Increasing Complexity of Client Needs

While we work on the longer term vision we know that abused women and their children continue to need our help now more than ever as they navigate the complexity of identifying and leaving an abusive relationship, to the social service system they rely on for support. Our staff is the backbone of service delivery and we are committed to building resilience in staff by promoting well-being and optimizing service excellence through continued staff training. Service partnerships are critical to continue to meet the complex needs and we strive to be a collaborative partner. We will do this by leveraging data and seeking best practice initiatives along with relying on evidence based research.

DIRECTION 3:

Innovation to Shift Conversation and Behaviour

This last direction requires Gillian's Place to innovate and boldly take the lead down a new path. We know that no matter how many women we help - women do not and cannot control the violence perpetrated on them. Only the abuser can control their violence. And sadly we are seeing an abuser hurt more than one woman as in the Jian Ghomeshi case. We want to inspire and engage men of all ages to become our allies to understand and embrace the extraordinary potential they have to challenge social perceptions. We will accomplish this in three ways; by creating opportunities for men to demonstrate leadership on the issue of VAW, to partner with District School Board of Niagara to create innovative new educational messaging geared to young boys and girls, and to explore new service intervention for abusive men.

Along with the new strategic plan we have also created a new culture statement for the organization. Together these documents build on the history of 38 years and light our path forward. We want to recognise and honour the wonderful team of skilled people who dedicate many hours working together to achieve our mission and strive to reach our vision. Thank you to the Board of Directors for your dedication and leadership, thank you to the Management Team for your knowledge and guidance and thank you to the staff who are the life lines to women and children who reach out for help. Each person in our community has an opportunity to help us make a difference and work toward a day when women and children are free from violence and abuse.

The standard you walk past is the standard you accept.

Lieutenant General
David Lindsay Morrison
Chief of Australian Army

2015-2018 STRATEGIC PLAN

DIRECTION 1:

Leadership Through Influence

To assert our leadership in order to raise the profile and change the conversation about violence against women. We will be bold when speaking to shift the conversation to focus on the abuser and not the abused, assure the profile of VAW is sustained, challenge systemic barriers and inequities faced by women and their children, and ensure that women are connected to the services they need when and where they need them.

- **Engage in local, regional and provincial advocacy initiatives**
- **Provide advocacy and education on services gaps for abused women**
- **Explore new partnerships to provide services where women need them**
- **Leverage quality assurance and measurement data to influence funding and policy decisions regarding violence against women issues**
- **Increase funding allies as a way to change the conversation and attract new champions and supporters**

DIRECTION 2:

Supporting Staff to Address Increasing Complexity of Client Needs

To proactively respond to environmental changes and increasing diversity of women and children's needs, we will leverage our service excellence with an aim of enhancing the service experience. By increasing our skills and awareness we will deliver service in an empathetic way that is women centred and focused on improving the quality of services. We also remain committed to supporting our staff in their continuing learning, development and wellness.

- **Optimize service excellence through new partnerships to meet complex client needs within our service**
- **Optimize service excellence through continuing staff training**
- **Build resilience of staff by promoting well-being initiatives**
- **Active outreach to educate other service partners and the community to deepen their understanding of woman abuse and complexity of women's needs**
- **Maximize quality assurance initiatives and measurement of impacts by leveraging data to provide value added and cost effective services, demonstrate quality of service, and improve case management.**
- **Enhance outreach services to continue contact with abused women as they deal with the continuing, subtle and insidious abuse by both the abuser and the system.**

DIRECTION 3:

Innovation to Shift Conversation & Behaviour

To inspire men of all ages to understand and embrace the extraordinary potential they have to challenge current social perceptions of manhood and, through their participation, to affect meaningful change on the issue of violence against women.

- **Launch a men's leadership group to speak out on violence against women**
- **Promote and provide public education and awareness to young boys and girls on healthy relationships**
- **Explore Gillian's Place role in creating a differential response of intervention for abused men**

SHELTER SERVICE NUMBERS 2014-15

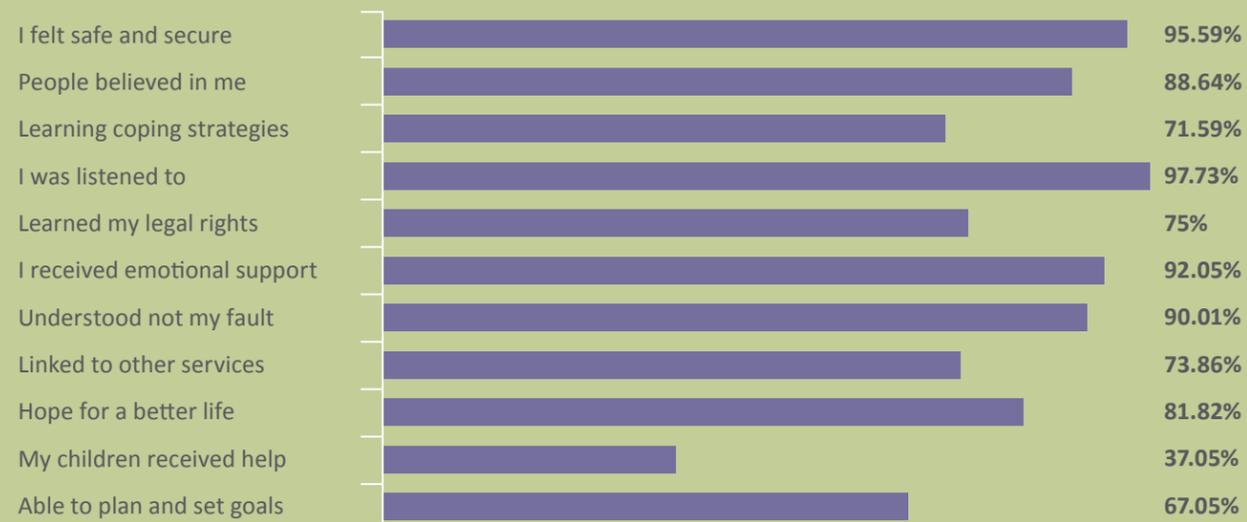
- 2768 Crisis calls were received
- 260 Lived in the shelter: 159 women and 101 children
- 13 Were re-directed due to no available space
- 283 Women came to us for emergency counselling
- 17,000+ Women and children have found safe emergency shelter since 1977

OUTREACH SERVICE NUMBERS 2014-15

- 591 Women obtained Family Law advice and advocacy
- 266 Women received crisis outreach counselling
- 196 Women received transitional support
- 102 Children exposed to woman abuse were seen by our Child & Youth Counsellors
- 436 Women received help from our Domestic Violence Counsellors, located at FACS
- 725 Children were impacted
- 1591 Total served through outreach services

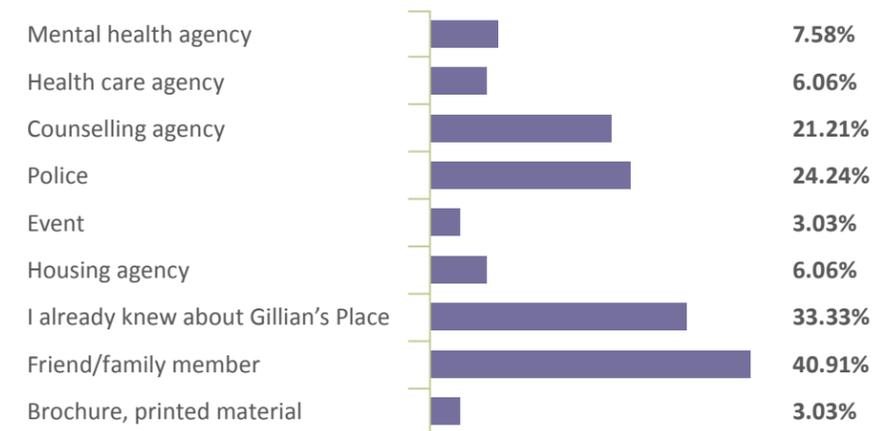
THE BENEFITS WOMEN EXPERIENCED

Answered: 88



HOW DID YOU HEAR ABOUT GILLIAN'S PLACE?

Answered: 66

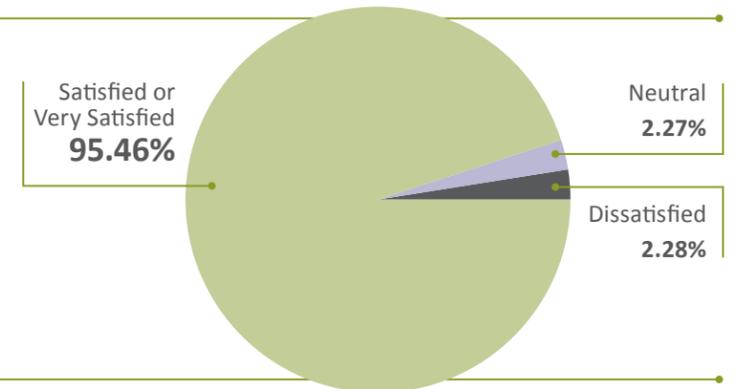


"Gillian's Place gave me a new chance in life. Thank you for all the support and help."

WOMEN ARE SATISFIED WITH SERVICE

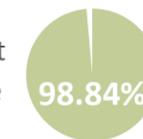
Answered: 88

Overall satisfaction with the program services received at Gillian's Place



WOMEN EXPERIENCE SAFETY

I felt safe when I was at Gillian's Place



I am able to use the safety plan developed with me while I was at Gillian's Place



I am able to live more safely after leaving Gillian's Place



WOMEN ARE TREATED WITH RESPECT

Answered: 87



VOLUNTEER PROGRAM

We are grateful for the hard work, compassion and commitment of all our volunteers. We would not be able to accomplish all the work we do each year without their support. These dedicated people of all ages and backgrounds are an integral part of our organization.

Individual volunteers and groups all joined together to take a stand against domestic violence and abuse in a variety of roles, including:

- **Board Members and Committees.**
- **Volunteers with special skills contributed their expertise in various areas, including: medical, dental, fund development and esthetics.**
- **Child & Youth Program Support – childcare, crafts and activities for families and children.**
- **Projects and Events – fundraisers, house maintenance and up keep, and donation sorting.**
- **Ongoing, daily administrative support.**

BOARD OF DIRECTORS

Karen Tribble	<i>President</i>
Jennifer Ajandi	<i>Vice President</i>
Warren Hoshizaki	<i>Treasurer</i>
Michele Auger	<i>Secretary</i>
Dr. Sharon Abbey	<i>Chair of Governance</i>
Selvum Pillay	<i>Director</i>
Ellie Donohue-Miller	<i>Director</i>
Angela Zangari	<i>Director</i>
Janet Allan	<i>Director</i>
Robert McGray	<i>Director</i>

Last year, 55 volunteers contributed more than 600 hours of service.



25TH ANNIVERSARY OF THE MONTREAL MASSACRE

Sunday, December 6th, 2014 marked the 25th Anniversary of the Montreal Massacre and the death of 14 women, all students of École Polytechnique who died strictly because of their gender. On that day, the gunman separated the men from the women and before opening fire on the classroom of female engineering students he screamed, "I hate feminists."

25 years later, Gillian's Place remembered the victims of the Montreal Massacre and all victims of gender-based violence with a candlelight vigil on the front lawn of the shelter. Many members of the community joined with us on a cold December evening to remember these women and bring greater attention to this issue of violence against women in our community.

WRAPPED IN COURAGE AWARENESS CAMPAIGN

In its second year, Gillian's Place once again joined with shelters across the province in engaging our communities to raise the profile of the often overlooked issue of woman abuse in Ontario. During the month of November, people across the province were invited to participate in showing abused women that they have our support by wearing a purple scarf. The scarf is a symbol showing that it takes the strength of an entire community to end violence against women. On November 4th, 2014, Gillian's Place, in partnership with the Niagara Regional Police held its inaugural Wrapped in Courage campaign kick-off pancake breakfast at Market Square in St. Catharines. The event was a huge success with hundreds of people showing their support for the abused women and children in our community. And, on November 25th, the International Day for the Elimination of Violence Against Women, every member of Ontario's provincial parliament donned a purple scarf as a symbolic gesture of support. Gillian's Place is excited for our 2015 campaign, including our 2nd annual kick off breakfast on November 3rd. For details visit gilliansplace.com



CREATE A LASTING IMPACT

Last year, Gillian's Place launched our Monthly Giving society. By making a monthly gift to Gillian's Place, members of our Monthly Giving Society are helping to provide the support, stability and reassurance that a woman needs to build a new life for her and her children. They are providing a stable and reliable source of funding that allows us to plan future work.

Less than \$1 a day can have a great impact. Based on a 1 year commitment:

- **\$25 per month can help one women receive outreach counselling.**
- **\$50 per month can help provide shelter to one woman for one day.**
- **\$100 per month can help keep our 24 hour crisis line running for one month.**

Becoming a monthly donor is a simple and cost-effective way to support Gillian's Place. **Join today!**

WHY BECOMING A MONTHLY DONOR IS THE BEST WAY TO GIVE:

- **It is easy and convenient for you. You set the schedule and your gift is automatically made through your bank account or credit card.**
- **It is cost effective because we can reduce the volume of mail we send, use less paper and keep our costs low.**
- **It is easy to change, cancel, or temporarily suspend your donations at any time.**
- **It provides the stable and reliable source of funding that allows Gillian's Place to plan future work.**

If you have any questions, if you would like to sign-up over the phone or receive a form by mail to make your monthly gift by direct deposit, please contact development@gilliansplace.com, or call **905-684-4000 ext. 233.**

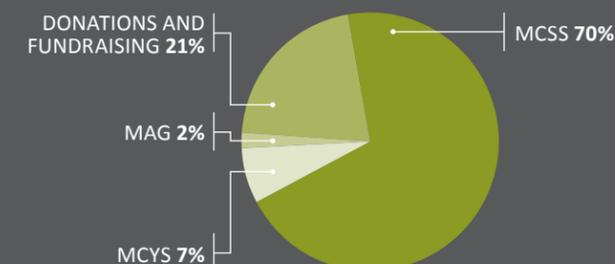
BALANCE SHEET AS AT MARCH 31, 2015

	2015 \$	2014 \$
ASSETS		
Current assets		
Cash and cash equivalents	416,339	288,415
Unrestricted short-term investments	644,495	705,322
Restricted short term investments	924,571	1,105,282
Accounts receivable	29,602	48,818
Prepaid expenses	15,674	14,338
	2,030,681	2,162,175
Restricted long-term investments	1,250,473	1,030,772
Property, plant and equipment	2,879,820	2,824,745
	4,130,293	3,855,517
	6,160,974	6,017,692
LIABILITIES		
Current liabilities		
Accounts payable and accrued liabilities	69,069	100,662
Accrued wages	124,221	123,171
Deferred revenue	15,325	12,493
Forgivable loan	182,155	-
	390,770	236,326
Forgivable loan	879,200	1,004,800
	1,269,970	1,241,126
NET ASSETS		
Unrestricted funds		
General fund	897,495	820,567
Invested in capital assets	1,818,465	1,819,945
	2,715,960	2,640,512
Restricted funds		
Special projects fund	32,134	33,238
Sustaining Operations Fund	967,426	927,332
Facilities Fund	1,175,484	1,175,484
	2,175,044	2,136,054
	4,891,004	4,776,566
	6,160,974	6,017,692

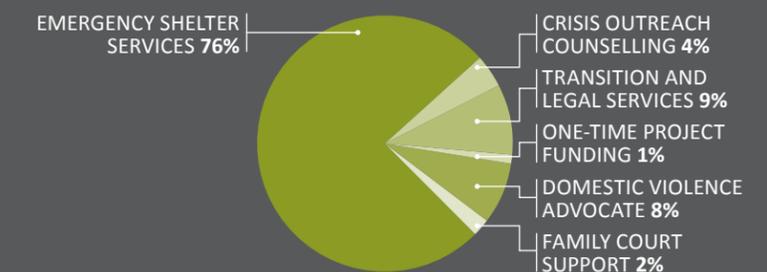
STATEMENT OF REVENUE AND EXPENSES BY FUND FOR THE YEAR ENDED MARCH 31, 2015

	MCSS		MCYS	MAG	TOTAL	Non-ministry Funds	Combined Ministry and Non-ministry Funds 2014/15	Combined Ministry and Non-ministry Funds 2013/14
	Emergency Shelter Services	Crisis Outreach Counselling	Transition and Legal Services	One-Time Project Funding	Domestic Violence Advocate			
Revenues								
Ministry Funding	1,169,470	31,067	82,048	10,954	136,009	32,500	1,462,048	1,469,436
Donations and Fundraising	-	-	-	-	-	-	396,367	451,505
Investment and Other Income	5,328	295	-	-	-	-	5,623	109,502
Amortization	-	-	-	-	-	-	131,881	125,600
Total Revenue	1,174,798	31,362	82,048	10,954	136,009	32,500	1,467,671	2,156,043
Expenses								
Wages and Benefits	851,999	46,748	107,661	-	48,662	28,911	1,083,981	1,047,909
Building, Equipment and Amortization	73,190	765	1,575	-	1,530	229	77,289	254,839
Other	97,818	982	10,993	11,747	59,363	1,536	182,439	174,445
	1,023,007	48,495	120,229	11,747	109,555	30,676	1,343,709	1,477,193
Central Administration Costs	204,983	19,967	28,134	-	27,597	1,849	282,530	575,598
Total Expenses	1,227,990	68,462	148,363	11,747	137,152	32,525	1,626,239	2,052,791
(Deficiency) excess of revenue over expenses before unrealized gain on investments	(53,192)	(37,100)	(66,315)	(793)	(1,143)	(25)	(158,568)	103,252
Unrealized Gain on Investments	-	-	-	-	-	-	59,669	167,502
(Deficiency) excess of revenue over expenses	(53,192)	(37,100)	(66,315)	(793)	(1,143)	(25)	(158,568)	270,754

OPERATING FUNDING



EXPENSES BY PROGRAM





GILLIAN'S PLACE
empowering abused women of niagara

SERVING ST. CATHARINES & NORTH NIAGARA

VISION:

Women and children are free from violence and abuse.

MISSION STATEMENT:

Through service, education and advocacy, Gillian's Place offers hope, safety, support and empowerment through a range of services and effective partnerships to end violence against women.



Support Line: **905.684.8331**



PO Box 1387, St. Catharines, Ontario L2R 7J8



gilliansplace.com