

# YWCA September 2017 Newsletter

## YW NEWS: NEW & NOTEABLE

### Trillium Grant Recipient

On September 7, we were pleased to welcome Kitchener Centre MPP Daiene Vernile, who announced that \$203,200 in Ontario Trillium Foundation Seed Grants would be divided among four local charities and not-for-profits offering “innovative new programs and services.” The YW was one of the happy recipients of a grant for our soon-to-be-launched In Her Shoes employment program and social enterprise. And hosting the announcement gave us the opportunity to show off what will soon be our new store!



### A Whole Lot of Kids

The YW delivers before- and after-school youth development programs at schools across Kitchener and Waterloo. This month, we're delighted to be opening a new program at Wilson Avenue Public School, bringing us up to nine schools. We're a little overwhelmed to be welcoming more than 136 new children to our Jean Steckle program! That's a whole lot of new kids. So we've been busy this summer hiring a whole lot of new staff.



## **YW PEOPLE**

### **The Importance Of Strong Leadership**

The all-women, volunteer Board of Directors of the YW provides strategic leadership to our association, ensuring that our mission, vision, and guiding principles are consistently followed and overseeing the work of the CEO. It's an important job, and we're glad that women like Tracy Van Kalsbeek are willing and able to take it on!

*"When I first joined the Board at the YW back in 2012, I was greatly impressed by the calibre of the women who were involved. We had (we still have) a dynamic Board, a professional CEO, and talented staff who possessed a comprehensive knowledge of local issues and a deep compassion for those we served. Most importantly, I believed in what the YW stood for: an equitable world where women, children, families, and youth thrive in an inclusive community."*

*– Tracy Van Kalsbeek*



## **YW IMPACT**

### **A Summer Institution**

**At 80 years old, the YW's Camp Clover is one of our longest running and most loved programs. Some of the children who attend each year are the children and grandchildren of past campers. They come, and they send their children and grandchildren, because Camp Clover is a special place. There aren't many traditional, nature-based day camps left these days. For city children living in families with low incomes – children who spend their days indoors – the experiences of swimming and canoeing in a spring-fed pond and singing around a campfire are new and precious. This summer, 625 children attended Camp Clover. Please join us for a quick video tour!**

## **YW ISSUES & ACTIONS**

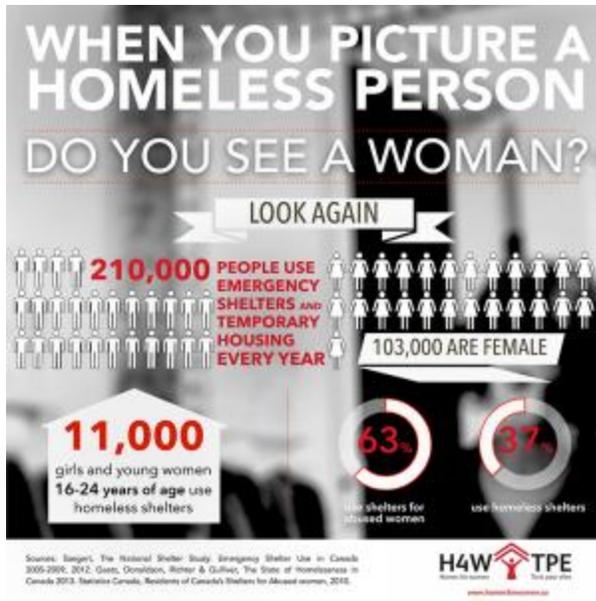
### **Unfounded**

**In the August issue of our newsletter, we reported that the YW had been invited to sit on a task force charged with helping the Waterloo Regional Police Services to better understand why so many – 27percent, in fact – of the sexual assault complaints they**

receive are dismissed as “unfounded” and to find ways to do a better job of supporting victims and charging offenders. The task force has decided to adopt a Made-in-Waterloo Philadelphia Model. The Philadelphia Model engages sexual assault survivors and advocates in tracking the responses of police to sexual assault complaints, to try to uncover systemic biases that may result in a failure to lay charges where they're warranted. It's been adopted elsewhere in Canada already, including Ottawa and Kingston. Planning is just beginning, but we're encouraged.

### **Women's Housing Lobby**

YW's are the largest provider of emergency and affordable housing for women in Canada, with 34 shelters and almost 2,000 housing units across the country. We're pleased by the federal government's pledge to create an \$11 billion National Housing Strategy and to prioritize survivors of domestic violence, but we want to ensure that the strategy addresses the special needs of homeless women, too. The details of the government's strategy are currently being drafted, so this summer and fall we're joining other Canadian YW's in meeting with our MPs to urge them to include adequate funding for women's shelters and permanent supportive housing.



## YW UPCOMING EVENTS

### Logo Launch

Last spring we announced our plans to create a new logo and a refreshed brand that would better differentiate the YWCA from other organizations in the community and emphasize our special focus on women and youth. And we asked for your help in designing and selecting the logo that best does that.

Through an in-person focus group and then a public survey, we heard from more than 250 of you on eight logo options, and 36% shared the same first choice! It was among the top three choices for 59% of you, and that's a great response rate and a very convincing win.

We'll be revealing our new logo at a special breakfast launch party at the Tannery, on Monday October 16th, from 7:30 to 8:30 a.m. To register, e-mail [Jennifer](mailto:Jennifer).

