

2011 annual report



GILLIAN'S PLACE
empowering abused women of niagara

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

MAKING A DIFFERENCE THROUGH *dynamic leadership*



KAREN SMITH-CURTIS
president



ANNE ARMSTRONG
executive director

our mission

Gillian's Place offers hope to women and children by providing safety and support through a range of services and by working through effective partnerships with our community to end violence and abuse.

our vision

Women and children are free from violence and abuse.

They say that when the going gets tough; the tough get going and this past year has been a year of both wonderful success and difficult speed bumps. Although navigating speed bumps can be frustrating it also allows for creativity, innovation and for exploring more collaboration.

Service demand has never been higher than this past year. Every aspect of our service increased. The shelter experienced full occupancy most of the year and in fact we had to re-direct 55 women and 94 children to other services because we were full. We experienced a 54% increase in demand for crisis services on an outreach basis, crisis calls jumped 39% over the year and the largest increase was felt in trying to meet the demand for crisis counselling on an outreach basis – 834 crisis appointments compared to 467 the previous year. That's a 79% increase. It is difficult to meet this increasing demand when operational funding has been frozen for two years and we need to cover the increase in costs for groceries, transportation, utilities etc.

With stretched resources comes innovation. Our partnership with the Region of Niagara to fund our crisis outreach worker continued for another year, although at half the funding of the previous year. We are pleased to still be the only shelter in Ontario who has a family law lawyer on staff who provides abused women with legal advice at no cost. The demand for her services has jumped as well. The Board of Directors responded to these high service demands and committed to support these positions through fundraising dollars. This commitment provides stability of service for abused women and also our staff. We are so fortunate to have such a supportive community in spite of a depressed economy in Niagara.

Innovation and best practice has happened in many other ways throughout the year. Through our collaborative partnership with Family and Children's Services (FACS) we produced a researched service evaluation of the Domestic Violence Advocate program. The goal of the program is to provide one of our counsellors at FACS to assist abused women with support and counselling proactively as they are entering into the child welfare system. The results were extremely successful and we were pleased to receive enough supplementary funding through the Ministry of Children and Youth Services to add an additional Domestic Violence Advocate this year. This model is seen as a best practice both in collaboration and service provision between Children's Aid Societies and Violence Against Women Agencies.

In trying to keep up with the technological age, we have added two software programs this year. The first allows us to build a stronger internet presence and offer donors the option to donate on-line. As a result, our signature "Walk A Mile In Her Shoes" event almost doubled the net results raising \$57,000 to help support our services. We have also just installed a

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

client management software system. This system will help us be more efficient and at the same time better monitor trends of the women and children we serve.

On a broader level, our Executive Director is now working on several projects that spread beyond our agency. Our E.D. is pleased to Chair the Coalition to End Violence Against Women (CEVAW) a 26 member agency dedicated to ending violence against women in Niagara. Last year through CEVAW, we launched the first domestic violence report card for the Niagara Region. One of our key 'ahha' moments was learning how much woman abuse impacts so many agencies beyond shelters. Police, the court system, FACS, probation and parole, counselling agencies all feel the effects. Many of them have up to 25% of their clientele involved in domestic violence. CEVAW launched the report card at the first DV conference held in Niagara in June of last year where there were 200 participants and two international speakers. As Chair of the Knowledge and Research Committee of CEVAW, we are now just starting to work on our 2nd report card which will be available early next year. We believe that having solid current research and working collaboratively are the only ways to really make a long term difference in the issue of woman abuse.

To that end our E.D. has dedicated time this year to sit on a provincial advisory committee researching shelters and providing evidence of what they do best – ensuring safety, counselling and navigating a complex social system.

Our E.D. meets regularly with a number of shelter E.D.s in the Hamilton/Niagara Region to share concerns, best practices and work as a broader region. Out of this regional group - two stepped out to invite other shelter E.D.s to join a larger group and we are now represented on the planning committee for a new Shelter E.D. group that is forming provincially. Currently we are in the middle of planning our 3rd meeting with over 50 E.D.s attending from across the province. The information sharing of best practices has already greatly informed our work. Together we are much stronger.

We were very excited to host Ms. Marg Rappolt, Deputy Minister of the Ministry of Community and Social Services – our main funder, in June. Ms Rappolt requested a tour of our shelter and we were able to share with her both the challenges we are facing and the great work Niagara is doing in collaboration and innovation.

So what's next for this coming year? Certainly we continue to build our expertise in dynamic leadership to help Gillian's Place adapt, change and grow to meet our community's needs. We are striving to achieve excellence in building the tools to measure effectiveness and quality, seeking out best practice and partnering to ensure efficient and effective use of resources locally, regionally and provincially. We will continue to work hard to build effective services to meet the demand of abused women and children.



Karen Smith-Curtis



Anne Armstrong

Values

Respect and Dignity

We honour the diverse needs of women and their children through a culture of compassion, respect and dignity.

Community Education and Responsiveness

We believe that ending the cycle of violence against women and their children is rooted in a commitment to community education and the capacity to transform services in response to changing needs.

Partnerships and Collaboration

We collaborate with our community and foster effective partnerships to create a better and safer future for women and their children.

Leadership and Excellence

We believe in making a difference through dynamic leadership, innovation and excellence.

Integrity and Accountability

We embrace the values of honesty, fairness and transparency to ensure integrity and demonstrate accountability.



“Our daughter was in your facility. You treated her with respect and kindness, and for that we are very grateful.”

— Parents of a former resident

SHELTER REPORT

NEIGHBOURS, FRIENDS *and family*

Millions of women are abused by husbands, boyfriends, or intimate partners each year. Chances are, someone you know – your mother, your sister, friend, co-worker, or neighbour is a victim of woman abuse.

How do you know if your friend or family member is being abused?

Bumps and bruises are the most obvious, but not the only signs of abuse. Other ways to recognize abuse are: She is apologetic and makes excuses for his behaviour or is nervous about talking when he’s there; she seems to be sick more often and misses work; she makes excuses at the last minute about why she can’t meet you or she tries

to avoid you on the street; she seems sad, lonely, withdrawn and is afraid; she uses drugs or alcohol to cope.

Should I get involved?

At Gillian’s Place we understand that it is frightening and often frustrating to know that someone you care about is being abused. Perhaps you feel the problem will work itself out. Not so. The violence won’t end until action is taken to stop it. All intimate relationships have problems, and sometimes it’s difficult for others to decide when it’s appropriate to intervene. Below are some of the concerns you may have about whether or not you should try to help.

Points of Concern	Points to Consider
You feel it’s none of your business	It could be a matter of life or death. Violence is everyone’s business.
You don’t know what to say	Saying you care and are concerned is a good start.
You might make things worse	Doing nothing can make things worse.
It’s not serious enough to involve the police	Police are trained to respond and utilize other resources.
You are afraid his violence will turn to you or your family	Speak to her alone. Let police know if you receive threats.
You think she doesn’t really want to leave because she keeps going back	She may not have had the support she needed.
You are afraid she will become angry with you	Maybe, but she will know you care.
You feel that both partners are your friends	One friend is being abused and lives in fear.
You believe that if she wanted help, she would ask for it.	She may be too afraid or ashamed to ask for help, or not know where to go.

SHELTER REPORT

What Can I do To Help?

- Don't judge. Instead, be available if she wants to talk. Keep lines of communication open.
- Believe her if she says she's being abused. Assure her she's not to blame. Remind her you care about her and her safety and you will help her.
- Recognize your responsibility to be observant and take appropriate action.
- Call police if you feel that something is seriously wrong.
- Offer to help her with immediate medical or personal needs.
- Offer to play a role in her Safety Plan. (This could involve being a safe place for her to stay or offering to drive her for help or appointments, it could also mean safeguarding any pre-packed luggage, documents and/or money that she would need in an emergency.)
- Give her time to make her own decisions.
- Respect her wishes and her confidentiality.
- Give her our number, **905-684-8331**, and urge her to call us, even if only to gain insight about her situation. All of our services are free and confidential and we truly care about the women we help.
- Our support line is always open to friends, family and neighbours as well. You may call any time for help in supporting your loved one.

8 years ago, Michelle was two weeks away from getting married to a man who had been abusing her since two months into their relationship. Her mother had noticed bruises, changes in her behavior and the controlling nature of their relationship. After going with Michelle to pick up her wedding dress, her mother decided to take a little detour through the city. As they drove past a small building with bars on the windows, her mother, with nervous laughter said to Michelle "Just so you know, that's Women's Place (now Gillian's Place), the shelter for abused women." This was her mother's indirect way of telling her where to go when she needed help. What Michelle didn't know at the time, was that her mother had already been in contact with Women's Place and was receiving advice on how to help her daughter. After one year of marriage and after a severe beating on New Year's Day, Michelle was glad that her mother had brought her by that building one year before, or she would have never known that Women's Place existed and would not have received the help she so desperately needed. Like many women, Michelle went back to her abuser

continues on page 6

shelter service numbers

fiscal year 2010/2011

2,662	Crisis Calls were received by the Shelter
290	Lived in the Shelter (163 women and 127 children)
55	Women were re-directed due to no available space
15,000+	Women and children have found safe emergency shelter since 1977

outreach service numbers

fiscal year 2010/2011

651	Women sought emergency support who did not reside in the shelter
632	Women obtained Family Law advice and advocacy within the criminal justice system
265	Women received support through our Transitional Housing and Support program
128	Children who have witnessed violence against women were seen by a Child & Youth Counsellor through our outreach services
288	Women received help from our Domestic Violence Advocate through a referral from Family & Children Services Niagara
1,964	Total served through Outreach Services



GIVING CREATES *a lasting impact*

Gillian's Place is grateful for the commitment and support of our community partners. Last year, over 2500 private donors, foundations, corporations and community groups supported Gillian's Place.

For the second year running, the St. Catharines branches of Shoppers Drug Mart chose Gillian's Place as the recipients of their Tree of Life Campaign, donating \$16,712 in 2010.

Our ongoing relationship with the Body Shop, Pen Centre resulted in Gillian's Place being chosen to receive one of the very few Universal Grants given by the Body Shop Foundation. We were thrilled to accept a cheque for nearly \$8,000! And, as an added bonus, we received another \$1,000 from our local Body Shop outlet.

continued from page 5

many times, before reaching out to Gillian's Place a second time last year. Michelle believes that Gillian's Place saved her life not once, but twice. Thanks to her mother, who had reached out so many years before, Michelle was able to receive counselling for herself and her children and invaluable help from Gillian's Place Manager of Legal Services. She has finally been able to rebuild her life which is now happy, safe and full of hope for the future.

It is important to overcome any hesitation you may have about helping a woman who is being abused. Over 50% of the women who come to Gillian's Place were referred by a family member or friend, and one of the things we hear most often from the women who reach out to Gillian's Place is that we "saved their life". You can make a difference, and help to give your friend, family member or neighbour a better future.



Nicole Young, Community Development Manager accepts cheque from Shoppers Drug Mart, Scott Street Staff.



Passion for Fashion

From a collaboration between Storm Hair Group and Citrus Boutique came “Passion for Fashion” in June, 2010. A fun evening for women to enjoy local fashion. Each guest was given a “Swag Bag” full of wonderful items and had the chance to win some amazing prizes! Nicole Young, our Community Development Manager spoke to the captive audience of over 200 men and women and was able to educate them on Woman abuse and the services that Gillian’s Place provides. A great time was had by all, and over \$5,000 was raised for Gillian’s Place.

With the ever increasing demand on our service, fundraising is more important than ever and the generosity of our donors is inspiring. We give you our deepest gratitude for your continued support.



From left to Right: Rosa Proietto, By George; Caron Strauss-Blom, Citrus Boutique; Diane DeProphetis, STORM Hair Group; Nicole Young and Joanne Doyley, Gillian’s Place.

“The value of a man resides in what he gives and not in what he is capable of receiving.”

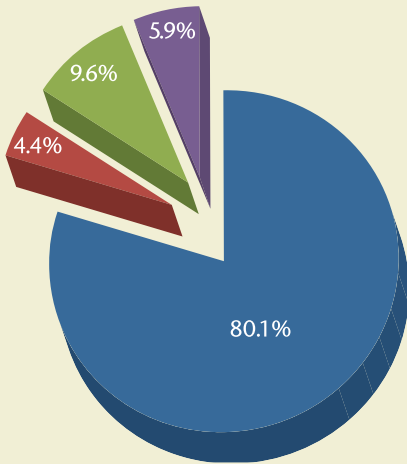
— Albert Einstein

GILLIAN'S PLACE FINANCIAL STATEMENTS

**STATEMENT OF REVENUE AND EXPENSES —
COMBINED GENERAL FUND AND FUNDED PROGRAMS FUND**

year ended March 31, 2011

**Government Funded Program Expenses
for the Year Ended March 31, 2011**



- Shelter & Emergency Service
- Outreach Counselling
- Legal and Transition Services
- Domestic Violence Advocate Services

Revenue

- Ministry of Community and Social Services
- Ministry of Children and Youth Services
- Outreach (Niagara Women's Enterprise Centre)
- Side by Side (FACS Niagara)
- Government of Canada - Canada Summer Jobs
- Region of Niagara
- Donations and fundraising
- Investment and other income
- Amortization of forgivable loan

Expenses

- Wages and employee benefits
- Travel, training and staff wellness
- Food and personal supplies
- Utilities
- Building accommodation
- Furniture, equipment, computer hardware and software
- Amortization
- Client transportation
- Program costs
- Advertising & promotion
- Purchased services - client
- Purchased services - non-client
- Other expenses

Central administration

- Wages and benefits
- Office and overhead expenses

Adjustment to current fiscal year government subsidy for prior year overfunding (Note 13)

(Deficiency) excess of revenue over expenses for the year

Allocated as follows:

- General Fund
- Government Funded Programs Fund
- Adjustment to current fiscal year government subsidy for overfunding

Combined excess of revenue over expenses for the year

GILLIAN'S PLACE FINANCIAL STATEMENTS

GOVERNMENT FUNDED PROGRAMS					General Fund	Combined Government and General Fund	
MCSS			MCYS			2011	2010
Emergency Shelter Services	Crisis Outreach Councelling	Transition and Legal Services	One Time Project Funding	Domestic Violence Advocate			
\$ 1,155,132	\$ 15,785	\$ 77,892	\$ 74,434	-	-	\$ 1,323,243	\$ 1,272,401
-	-	-	-	\$ 95,095	-	95,095	53,500
-	-	-	-	-	-	-	6,020
4,320	-	-	-	-	-	4,320	4,904
6,431	-	-	-	-	-	6,431	5,925
-	45,586	-	-	-	-	45,586	8,214
-	-	-	-	-	286,235	286,235	241,139
-	-	-	-	-	10,848	10,848	4,302
-	-	-	-	-	125,600	125,600	125,600
\$ 1,165,883	\$ 61,371	\$ 77,892	\$ 74,434	\$ 95,095	\$ 422,683	\$ 1,897,358	\$ 1,722,005
\$ 696,016	\$ 61,615	\$ 122,221	-	\$ 59,785	-	\$ 939,637	\$ 823,823
11,832	581	2,399	-	16,320	-	31,132	9,866
32,479	-	-	-	-	-	32,479	28,515
34,206	-	-	-	-	-	34,206	41,899
42,704	-	-	\$ 67,988	-	-	110,692	60,147
9,751	-	-	\$ 14,009	-	-	23,760	48,340
-	-	-	-	-	176,818	176,818	178,383
7,712	-	-	-	-	-	7,712	5,776
3,060	290	8,410	-	1,364	-	13,124	12,274
8,662	-	-	-	-	-	8,662	13,517
-	-	-	-	19,595	-	19,595	-
1,871	-	-	-	-	-	1,871	1,778
15,842	-	-	-	65	-	15,907	84,317
\$ 864,135	\$ 62,486	\$ 133,030	\$ 81,997	\$ 97,129	\$ 176,818	\$ 1,415,595	\$ 1,308,635
\$ 303,263	\$ 6,522	\$ 16,304	-	-	-	\$ 326,089	\$ 274,687
145,158	3,122	7,804	-	-	-	156,084	120,489
\$ 448,421	\$ 9,644	\$ 24,108	-	-	-	\$ 482,173	\$ 395,176
\$ 1,312,556	\$ 72,130	\$ 157,138	\$ 81,997	\$ 97,129	\$ 176,818	\$ 1,897,768	\$ 1,703,811
						-	(7,903)
\$ (146,673)	\$ (10,759)	\$ (79,246)	\$ (7,563)	\$ (2,034)	\$ 245,865	\$ (410)	\$ 10,291
					\$ 245,865	\$ 245,865	\$ 177,126
\$ (146,673)	\$ (10,759)	\$ (79,246)	\$ (7,563)	\$ (2,034)		\$ (246,275)	\$ (158,932)
						(246,275)	(7,903)
						\$ (410)	(166,835)
						\$ (410)	\$ 10,291



GILLIAN'S PLACE FINANCIAL STATEMENTS

BALANCE SHEET

as of March 31, 2011

	2011	2010
Assets		
Current assets		
Cash	\$ 204,461	\$ 132,842
Restricted cash and investments (Note 5)	2,376,512	2,321,891
Accounts receivable (Note 7)	27,400	15,786
Prepaid expenses	<u>19,299</u>	<u>3,503</u>
	\$ 2,627,672	\$ 2,474,022
Property, plant and equipment (Note 8)	<u>\$ 3,335,293</u>	<u>\$ 3,512,111</u>
	<u>\$ 5,962,965</u>	<u>\$ 5,986,133</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	\$ 115,132	\$ 55,593
Accrued wages	129,868	46,427
Deferred revenue (Note 10)	<u>6,160</u>	<u>50,111</u>
	\$ 251,160	\$ 152,131
Forgivable loan (Note 9)	<u>\$ 1,381,600</u>	<u>\$ 1,507,200</u>
	\$ 1,632,760	\$ 1,659,331
Net assets		
Unrestricted funds (Note 11)		
Invested in capital assets	\$ 1,953,693	\$ 2,004,911
Restricted funds (Note 5)		
Special Projects Fund	38,921	41,591
Sustaining Operations Fund	1,233,407	1,182,599
Facilities Fund	<u>1,104,184</u>	<u>1,097,701</u>
	\$ 2,376,512	\$ 2,321,891
	\$ 4,330,205	\$ 4,326,802
	<u>\$ 5,962,965</u>	<u>\$ 5,986,133</u>

*“Gillian’s Place
became my ally...
the driving force
behind my new
direction in life”.*

— Anonymous

*The Facilities Fund reports the amounts that the Board of Directors determines are required to be set aside by the organization to provide for the future expected costs of major repairs and replacements to the facilities.

**The Sustaining Operations Fund reports the amount that the Board of Directors has determined should be set aside by the Organization to ensure continuation of vital services in the event of a funding shortfall or significant event. The fund represents an estimate of nine months of operating expenses.

The summarized financial information presented here was extracted from the audited financial statements of Gillian’s Place. Complete audited financial statements, with accompanying notes, are available by contacting our business line: 905.684.4000 ext 224.

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” – Margaret Mead –

Gillian’s Place is fortunate to have many dedicated and long term volunteers. Some of the most devoted belong to our Walk a Mile in HER Shoes event committee. These volunteers work year round to ensure that this important event goes off without a hitch each year and in five years have helped to raise nearly \$170,000 for Gillian’s Place. Sophie Lakis, a long-standing volunteer, and member of the Walk a Mile in HER Shoes committee since inception, recently reflected on her time with Gillian’s Place.

“The reason I volunteer at Gillian’s place is because I’ve come to know about the great need in our community for a safe place for women and their children to turn to when experiencing woman abuse. There are few situations in everyday living that are as urgent as the availability of a shelter and its services. I have seen the progress we’ve made in educating the general public about this very serious issue and been part of the shelter’s growth to help more people in need. The Walk a Mile in HER Shoes fundraiser is an



Sophie receiving 10 year volunteer recognition at 2011 celebration of achievement.

original and fun event to volunteer for, but most importantly I am moved and encouraged each year to see not only more men participating and showing their support for this cause, but younger men and even fathers with their young sons. Without fail, I get choked up each year and there are difficult moments, like listening to the details of a former client’s testimonial, but I leave the event each year so proud and encouraged by the support that I’ve witnessed.”

Last year 62 volunteers contributed over 530 hours to Gillian’s Place and raised over \$46,000 at third party, volunteer led events. We want to thank you for your time and dedication and for helping to give hope to the women and children in our community who are counting on us.

2010-2011 board of directors

Karen Smith-Curtis – President

Karen grew up in St. Catharines and moved back to Niagara region in 1996. Karen is a Chartered accountant and is the Associate Vice President for Canadian Tire Financial Services in Oakville. In addition to her other duties, Karen is also kept busy by being a mother of 3 teenaged children.

Jennifer Ajandi – Vice President

Troy Brooks – Treasurer

Susanne DiLalla – Director &
Past President

Sharon Abbey – Director

John Hayes – Director

Kelly McNaughton – Director

Joyce Watson – Director



Gillian’s Place Board of Directors 2009-2010

50% of women who reach out to Gillian's Place were referred by a family member, friend or neighbor.

97% of clients surveyed said that they are able to make a better life for themselves because of the help they received from Gillian's Place.

“This agency did everything possible to help me and my children.
They helped and guided me to find myself again.
They made it feel like home. They gave me the confidence
I needed to be a strong single mother.”



P.O. Box 1387, St. Catharines ON L2R 7J8 • Business Line 905.684.4000

Support Line **905-684-8331**

www.gilliansplace.com