



# ANNUAL REPORT 2020

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# FIRSTLY THANK YOU FOR BELIEVING IN US

Thank you. We need to start there.

Thank you to all of the individuals, the small businesses and the corporate donors who stepped up to support us when we needed it most.

Everyone struggled this year and still, small businesses like The Art of Home, The Witty and Co., Gator's Tail and Kind Florals raised funds for us or donated in-kind goods. Local industry leaders Sensor Health, Transchem Group, Nemcor and Canuck Compounds Inc all stepped up to ask, "how can we help?" And countless others dropped off much-needed items for our participants, shared messages of support and spread our stories far and wide through social media.

Thank you to our incredible board of directors who sprang into action immediately when the pandemic hit, giving so much of their time, wisdom and encouragement, as well as hundreds of pounds of food and personal care items for families struggling during lockdowns. They were a crucial support system for YWCA Cambridge's leadership team during one of the most tumultuous times in YWCA Cambridge's 70+ year history, meeting every two weeks to ensure staff were supported and had the resources they needed to ensure the organization continued thriving. Through all of this, our board held fast to their commitment to diversity, equity and inclusion work, gathering monthly for an equity book club, as well as participating in various training opportunities.

Thank you to all of our staff who have shown great courage and tenacity throughout the pandemic. They continuously reimagined programs to respond to the changing needs of participants. They took on countless tasks outside of their job descriptions in order to support the organization and each other. Our child care staff worked tirelessly to ensure our centres were as safe as can be while also being places for children to just be kids.

"It takes a village" has never rung truer. We have always known Cambridge is an extraordinary place, but we had no idea just how steadfastly everybody here had each other's backs. Whether big or small, each and every action to help us continue our work throughout the past year has made the world of difference.

We truly are humbled.  
Sincerely,



*Kim Decker*  
**Kim Decker**  
Executive Director



*Norma McDonald-Ewing*  
**Norma McDonald-Ewing**  
Board President

## BOARD OF DIRECTORS

**PRESIDENT**  
NORMA  
MCDONALD-EWING

**PAST-PRESIDENT**  
CHRISTINE VIGNA

**VICE-PRESIDENT**  
JESS HEWITT

**TREASURER**  
DARLENE SIGEL

**SECRETARY**  
SUE STURDY

**MEMBERS**  
MEGAN LAMBE  
VALERIE POLLARD  
AILISH MCINTYRE  
MEAGAN SWAN  
LAUREN RENY  
SARAH DALY

## LEADERSHIP TEAM

**EXECUTIVE DIRECTOR**  
KIM DECKER

**DIRECTOR OF FINANCE AND ADMINISTRATION**  
MARY WRIGHT

**DIRECTOR OF CHILD CARE**  
KRISTINA LYMAN  
(ON PARENTAL LEAVE)

**DIRECTOR OF PHILANTHROPY**  
CAROLINE BARKER

**DIRECTOR OF MARKETING AND COMMUNICATIONS**  
ROSALIND GUNN

**MANAGER OF PROGRAMS**  
KATE TAYLOR

## OUR STORY

YWCA Cambridge, a trusted community leader for more than 70 years, gives a voice to the needs of cis and trans women and girls and non-binary individuals through innovative and responsive programs, services and advocacy. Through leadership, advocacy and program and service delivery, YWCA Cambridge will influence communities to ensure women and girls are respected, valued and equal.

## OUR VALUES



ACCOUNTABILITY



EQUITY



ACCESSIBILITY



INCLUSION



SELF-DETERMINATION



WOMEN'S LEADERSHIP



COMMUNITY MINDEDNESS



# IMPACT

AT A GLANCE

2020 WASN'T EASY BUT OUR  
SUPPORTERS CAME THROUGH: **230+**  
DONORS AND SPONSORS **\$900,000+** IN INDIVIDUAL  
& CORPORATE DONATIONS; **\$400,000+** IN FOUNDATIONAL  
FUNDING; **\$320,000** IN GOVERNMENT FUNDING; **\$800,000+** IN  
FEDERAL GOVERNMENT COVID-19 REBATES; *10 NEW CHROMEBOOKS*  
*DONATED* TO PARTICIPANTS ACCESSING PROGRAMS & SUPPORTS  
FROM HOME; *170+ SELF-ISOLATION KITS FOR PARTICIPANTS* IN NEED;  
**50 WINTER PARKAS DONATED** BY ARITZIA CANADA TO HELP KEEP  
PARTICIPANTS WARM; **\$3,500+** DONATED FROM TICKET BUYERS  
& SPONSORS FOR EVENTS CANCELLED BY COVID-19; **120**  
**WALK A MILE IN HER SHOES LAWN SIGNS** SOLD; 190+  
SUPPORTERS & **\$13,000+ RAISED IN OUR VIRTUAL WALK**  
**A MILE IN HER SHOES** \$1,400+ RAISED IN OUR FIRST  
ONLINE WIGG AUCTION; **\$2,000+** WORTH OF  
FOOD, PERSONAL, HOUSEHOLD ITEMS,  
CRAFT & SCHOOL SUPPLIES DONATED  
FOR FOLKS WHO NEEDED EXTRA  
SUPPORT IN THE PANDEMIC.  
AND WE COULDN'T  
HAVE DONE IT  
WITH OUT  
**YOU.**

## WE BUILD COMMUNITY

The core of everything YWCA Cambridge does is community - building it, supporting it and also ensuring that everyone feels safe in it. As an intersectional feminist organization providing services that are critical for empowering cis and trans women and girls and gender diverse individuals, we aim to be responsive, not prescriptive. As the needs of our community change, so does our mission and vision because our priority is meeting service users and participants where they are at.

**250+** Children in child care

**275** Students reached through  
Roots of Empathy

**320** Summer campers

**2,300** Youth in programming

**417** Women supported

## ADVOCACY

2020 was all about **advocating for those left behind by policy responses to the COVID-19 pandemic**. We wrote letters and ran social media campaigns **calling for support for the child care sector** as well as for **child care workers** to be included in priority groups of the vaccine rollout.

We hosted our **Walk A Mile In Her Shoes** campaign virtually this year, raising more than \$13,000.

We dove into **The Feminist Shift**, a coalition with YWCA Kitchener-Waterloo, through which we hosted a **panel discussion on a feminist economic recovery**. We launched a **column in Community Edition** as well as **The Feminist Shift podcast** which airs monthly with a different guest who speaks to various intersections in gender-based violence.

We advocated for a **feminist economic recovery** as an expert reviewer of YWCA Canada and Rotman School of Management's *Feminist Economic Recovery Plan: Making the Economy Work for Everyone* which received international recognition as Canada's first nationally focused feminist recovery plan.





# CHILD CARE

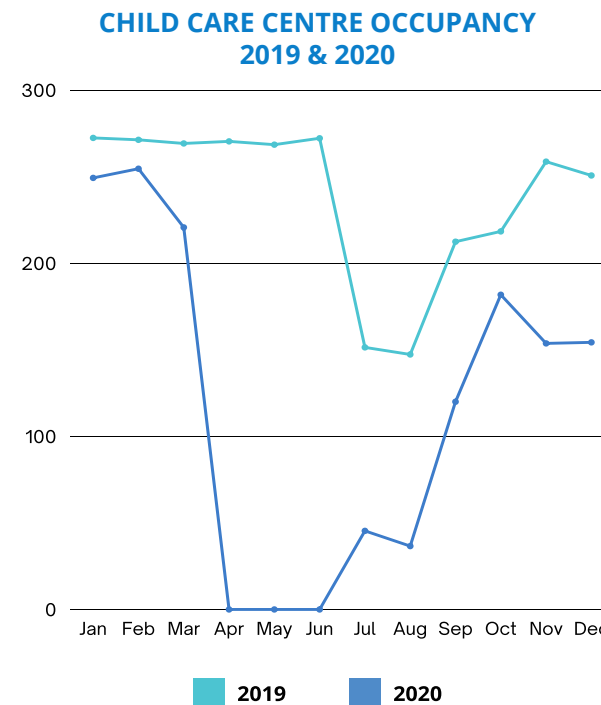
The pandemic and accompanying lockdowns made one thing absolutely clear: the need for quality, affordable child care is greater than ever.

Primarily women across Canada were forced to take on care duties and teaching roles while either also juggling jobs or being forced to leave the labour force.

Similarly, closures and reduced enrolment as shown in the graph on the right, caused significant precarity for child care centres across Canada, putting the entire sector at risk of devastation.

YWCAs are the second largest provider of licensed child care in the country. We advocate tirelessly to invest in quality, affordable and universal child care across all levels of government.

Canada needs a system that provides decent wages and job security while



protecting the second to none quality found in nonprofit child care.

Child care is the key to gender equity, women's economic empowerment, and to a just recovery that benefits everyone.

# SUMMER CAMP



*"Speaking with a 10-12-year-old camper, he said that camp was good last year and the counsellors were kind but he couldn't describe how thankful he is for this year. He could say a thousand nice things but it wouldn't be enough to say how kind the counsellors are this year. He said he felt seen and heard for the first time and he feels that we really understand him. He went on to say, 'You know what I am really grateful for? That your parents decided to move from England to Canada because Canada wouldn't be the same without you. Thank you for always listening to me.'"*  
 – Karen Manning, YWCA Cambridge Inclusion Facilitator

On the first day of camp, we immediately saw how worthwhile all of the hard work and preparation was to run a camp during a pandemic.

Campers were very excited to experience a sense of normalcy and to see other children.

We know that it also offered a much-needed reprieve for parents exhausted by the added responsibilities of having children at home during lockdowns while also having jobs to attend to and other care responsibilities.

At YWCA Cambridge summer camp at Shade's Mills, children were able to just be

children, chasing butterflies and building forts, making crafts and laughing with their friends.

We had 320 campers overseen by 13 staff including counsellors, inclusion facilitators, life guards, supply staff, the assistant director and director.

Children quickly got used to the COVID-19 routine - "helicopter arms" to maintain social distancing, consistent handwashing and sanitizing, keeping within their cohorts.

With all of our rigorous policies in place, we were able to tout zero COVID-19 outbreaks at our summer camps.



*"I can't thank Sergio's teachers enough about how they treat him with so much care and love. His speech and social development skyrocketed after he came to YWCA [child care], and he enjoys every second of the ride. I feel safe with health and safety measures as well as knowing my little toddler is in such good hands. I'm lucky to have found this incredible daycare, where my little bud has the best soil to bloom."*

– Mariana Ghetler



# THE W

## YOUTH & ADULT PROGRAMMING

### Youth Programming:

- Workshops: 70 participants Virtual & In-person
- Programs: 965 participants
- 4 Webinars: 60 participants
- 8 Virtual Movie Nights: 45 participants
- 280 stand alone at-home kits
- 3 camps: 30 participants
- Presentations: 1040 participants

Total participants: 2,300

### Women's Programming:

- Small Steps To Success: 26 participants
- Outreach support: 100 participants
- Women in Transition: 150 participants
- Festive Futures: 14 participants
- Essential Needs: 110 participants

Total Participants: 417

*"The WRDSB relies on the YWCA to provide critical services to youth in our community and schools, particularly through the W programs focusing on providing gender specific knowledge on well being, health and empowerment, for our youth who identify as female and non-binary. This past year, the YWCA has been responsive to the needs and changes that emerged in our students because of the pandemic. We are very grateful for our partnership with the YWCA and for the amazing mentors and role models that their staff provide for our students."*

-Dr. Barbara Ward, Mental Health Lead, WRDSB

## RESPONSIVE, PARTICIPANT-LED PROGRAMMING IS OUR MISSION

One of the first things to become clear when the lockdowns began in March 2020, was that they were having a significant impact on the women accessing our services.

So, through a partnership with Wilfred Laurier University's Master's of Social Work Program, we were able to support the needs of our participants by providing direct (remote) access to an MSW student. The student equipped them with practical and emotional support.

Then, with the generous support of the United Way, through its Emergency Funding, The W welcomed an outreach worker who helped us maintain and update resources in the community that would benefit our participants, identify gaps in services and ensure that our participants who are facing significant life barriers as a result of COVID-19 had the essential items they needed while connecting them to community and resources.

## Youth Program Outcomes

### Connectedness

- 100% Better able to reach out to people you trust for support when needed
- 86% Feel less lonely or belong more

### Self-Esteem & Self Confidence

- 100% Better able to see what your strengths and skills are
- 100% Feel better about who you are and things you do

### Resilience

- 100% Better able to pick yourself up and try again when things don't work out
- 100% Better able to try new things and pursue your interests

### Critical Thinking

- 100% Better at questioning the world around you and your place in it

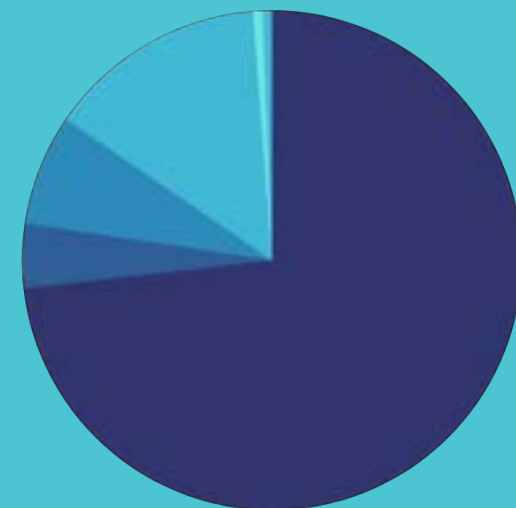
- 86% Better able to accept that decisions you make may not always be popular with friends

### Communication

- 86% Better able to find your voice and express yourself in different ways
- 100% Better able to express your feelings, thoughts and opinions openly even when someone might disagree

# 2020 FINANCIAL HIGHLIGHTS

AS OF DECEMBER 31, 2020



## ASSETS

73.2%	Cash
14.2%	Inventory
7.2%	Accounts Receivable
4.2%	Marketable Securities
0.6%	Prepaid expenses

# BALANCE SHEET:

## ASSETS

CASH	\$1,171,483
MARKETABLE SECURITIES	\$66,903
ACCOUNT RECEIVABLE	\$114,642
INVENTORY	\$227,733
REPAID EXPENSES	\$9,978
CAPITAL ASSETS (NET OF ACCUMULATION AMORTIZATION)	\$9,555
<b>TOTAL ASSETS</b>	<b>\$1,634,010</b>

## LIABILITIES & NET ASSETS

ACCOUNTS PAYABLE	\$5,260
DEFERRED REVENUE	\$558,387
<b>NET ASSETS</b>	<b>\$1,070,363</b>

# REVENUES AND EXPENDITURES:

## RECEIPTS

PROGRAM FEES	\$857,661
GRANTS AND SUBSIDIES	\$1,472,184
RETAIL SALES	\$161,060
SPECIAL EVENT PROCEEDS	\$29,838
CONTRIBUTIONS	\$37,079
UNITED WAY GRANT	\$16,002
OTHER RECEIPTS	\$12,703
INVESTMENT INCOME	\$247
<b>TOTAL</b>	<b>\$2,586,774</b>

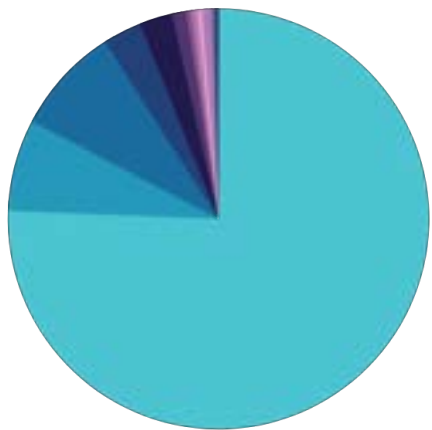
## EXPENSES

SALARIES & BENEFITS	\$2,194,589
SUPPLIES	\$205,558
RENTAL & OCCUPANCY	\$239,303
SUB-CONTRACTS	\$86,541
OFFICE & ADMIN	\$73,094
CONSUMABLES	\$31,451
TRAVEL	\$11,677
RECRUITMENT & EDUCATION	\$13,252
INTEREST & BANK CHARGES	\$10,686
AMORTIZATION	\$20,101
PROMOTION & PUBLICITY	\$7,538
PROFESSIONAL FEES	\$5,717
PRODUCTIVE ENTERPRISE	\$1,408
REPAIRS & MAINTENANCE	\$205,558
<b>TOTAL</b>	<b>\$2,882,359</b>

EXCESS (DEFICIENCY) OF RECEIPTS OVER EXPENSES FROM OPERATIONS	(\$315,775)
GOVERNMENT REBATES	\$810,164
<b>EXCESS (DEFICIENCY) OF RECEIPTS OVER EXPENSES FROM OPERATIONS</b>	<b>\$494,389</b>

## EXPENSES

75.6%	Salaries & Benefits
8.2%	Rental & Occupancy
7.1%	Supplies
3%	Sub-contracts
1.1%	Consumables





## FOUNDATION & CORPORATE SUPPORTERS

Lyle S. Hallman Foundation  
Canadian Women's Foundation  
United Way of Waterloo Region  
Meridian Credit Union  
Kitchener Waterloo Community Foundation  
Cambridge and North Dumfries Community Foundation  
Transchem Inc  
Sensor Health Inc  
Canuck Compounders  
Telus  
Nemcor Inc  
Ecclesiastical Insurance

Pavey Law LLP  
Intrigue Media  
Reid Renewal Ltd  
Cambridge Gaming Association  
The Art of Home  
The Witty & Co  
Phidon Pens Ltd  
Ayr Farmers Mutual  
The Rotary Club of Cambridge (Preston-Hespeler)  
Gator's Tail  
Aritzia Canada

## GOVERNMENT FUNDERS

Department of Women and Gender Equality Canada, Government of Canada  
Region of Waterloo  
City of Cambridge

## WOMEN'S INTERNATIONAL GIFT & GALLERY



### PIVOTING

In a matter of months, we got our social enterprise, WIGG, online and have managed to continue raising much-needed funds, even expanding our reach across North America! WIGGOnline.com launched in May 2020.



**ONLINE SALES YTD**

**\$20,453.85**



**IN STORE SALES YTD**

**\$15,660.53**



**ONLINE SESSIONS**

**7,425**

## WALK A MILE IN HER SHOES 2021 COMING SOON

PRESENTED BY **Meridian**





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