



YWCA
CAMBRIDGE

NATIONAL ADVOCACY.
COMMUNITY ACTION.

PUTTING CARE IN COMMUNITY

2021 ANNUAL REPORT



Land Acknowledgement

YWCA Cambridge is located on the Haldimand Tract, land promised to the Haudenosaunee people of the Six Nations, which includes six miles on either side of the Grand River. This unceded territory is the traditional territory of the Neutral, Anishnaabeg and Haudenosaunee Peoples.

We acknowledge the rich histories and ways of knowing of the Indigenous peoples of these lands who lived on them and had their own governance structures and ways of knowing for thousands of years before European colonizers arrived. We acknowledge that colonization was a genocidal practice and that Indigenous peoples were not in need of “civilizing” by colonizers. We acknowledge that a part of colonization was murdering and displacing Indigenous peoples from their lands and their communities, from their languages and ways of knowing, from their families. We acknowledge the enduring richness of Indigenous cultures despite the colonial project, and we honour that resilience and power.

Those of us who are settlers have a responsibility, as beneficiaries of this land, to acknowledge and understand its history and the current experiences of First Nations, Inuit and Métis peoples, particularly the persistent violence and discrimination they continue to face across Turtle Island at the hands of all levels of government, of media, of communities, of institutions, and of individuals who have yet to unlearn their racist prejudices.

We commit to using this understanding to inform our work to ensure we do not perpetuate the harms of colonization and instead work to repair them. We commit to continuously investigating our policies, practices and our long history to come to terms with and acknowledge the harms we’ve participated in or even propagated, and to truly, intentionally and genuinely do the work of reconciliation. We commit to being a part of a society that creates a roadmap to reconciliation.



Our Programs

- **Movie Nights** (Funded by Cambridge & North Dumfries Community Foundation)
- **Workshops** (funded by Cambridge & North Dumfries Community Foundation)
- **Family Story Time**
- **Collective Conversations** (funded by YWCA Canada)
- **Women's* programs**
 - **Small Steps To Success** (funded by the Region of Waterloo)
 - **Uplift** (funded by Federal Development Ontario)
 - **Women In Transition**
 - **Festive Futures**
- **Roots of Empathy**
- **Child Care**
- **Summer Camp**
- **Youth Programs**
 - **GBV Prevention**
 - **Where I Stand** (funded by Kitchener Waterloo Community Foundation)
 - **SHYFT** (funded by Lyle S. Hallman Foundation)
 - **Virtual STEM** (Funded by Rockwell Automation)
 - **Camps at The W** (funded by Cambridge & North Dumfries Community Foundation)
 - **Kits and Subscription Boxes**
 - **Stronger Together** (funded by Canadian Women's Foundation)

Board of Directors

President: Norma McDonald-Ewing
Past-President: Christine Vigna
Vice-President: Jess Hewitt
Treasurer: Darlene Sigel
Secretary: Sue Sturdy

Ailish McIntyre
Valerie Pollard
Lauren Reny
Meagan Swan
Stacey Colliver
Naomi Ma
Melissa Kennedy



From our Board President & CEO


It is that time of year when, as an organization, we reflect on our work, our successes, our challenges and our plans going forward. We know that the pandemic has changed things for many organizations and that holds true for YWCA Cambridge. What is different for us, is that our core work, our reason for being is our work with, and for, cis and trans women and girls, non-binary and two-spirit individuals. We continue, every day, to see how women continue to struggle with the realities of pandemic and the impact it continues to have on our recovery.

We want to take this space to shine a light on the heroes who held up our organization – the staff, board and volunteers who showed resiliency, tenacity, innovation and undeterred commitment to our participants. Many of our staff, board and volunteers dealt with competing priorities at work and at home and yet they showed up every day giving the best of themselves to their work and our participants.

- Our child care workers who have worked since the beginning of the pandemic to ensure that our youngest participants had programs that were fun and engaging so that parents could go to work secure in the knowledge that staff were doing everything in their power to keep their children safe.
- Our program staff who worked to develop safer spaces on-line for virtual programming in the same way they did in our physical space. Their ability to switch from in-person to virtual programming very quickly depending on public health guidelines. Their ability to do targeted outreach to our participants for which home was not a safe place.
- Our leadership team who worked tirelessly to support their staff, to support each other, to write grant applications, to create an online presence for our social enterprise and to share the realities of how the pandemic was impacting our work and our participants. Our advocacy work became an important focus of our work as we amplified the inequities for women that we knew existed for many years but were brought to the forefront as a result of the pandemic. Each team member played a significant part in ensuring YWCA Cambridge remained a strong presence in the community.
- Our volunteers who pivoted along with us and continually asked “what more can we do?” We asked them to participate in new ways of work that we experienced and navigated together and they stood with us without hesitation.
- Our Board of Directors whose steadfast leadership and support that was integral to the work that was happening on the front lines. Without question, they were willing to help out wherever and whenever we asked. They respectfully and thoughtfully made difficult decisions to ensure the organization’s stability and longevity.
- Our funders, who knew we needed additional supports and they worked quickly to flow funds to us for our team to use in ways that would best support our participants and allow us to continue our work – uninterrupted. Their trust and confidence in our ability to make decisions that were best for our organization and move our work forward was deeply appreciated. In particular, we would like to acknowledge the Lyle S. Hallman Foundation, the Canadian Women’s Foundation, YWCA Canada and United Way Waterloo Region Communities. Our very sincerest thanks.

It took all of us working together to land where we are today and for that we are truly grateful. We are still working on what our new normal will look like but we know that with a strong staff and board team and community partners and funders that support our work, we will continue to be an integral part of our community for many years to come.


Norma Ewing McDonald
Board President


Kim Decker
CEO



The Impact

- 3000+ families served
- 4000+ hours of outreach services
- 480 Isolation kits delivered
- 2500+ youth reached through GBV prevention programming



Why invest in prevention?

We know that in order to affect long-term change and end gender-based violence and gender inequity, we need to invest in prevention strategies. According to the Canadian Women's Foundation, "In Ontario high schools, 27% of girls said they'd been pressured into doing something sexual they didn't want to do, and almost half have been the victim of unwanted sexual comments or gestures." (Canadianwomen.org)

ANNUAL FUNDRAISING GOAL

\$100,000

In individual and corporate donations to support program delivery and outreach services.

How it will make a difference

Our youth programs result in a 85-90% increase in feelings of self-esteem, resiliency and community connectedness among participants. We create a safe(r) space for youth to share their most intimate feelings and be supported to be their authentic selves, sometimes for the first time in their lives. The impact of this can not be understated. Don't we all deserve a space to feel safe and heard?

ANNUAL REACH GOAL

25%

Expansion in our reach with young people in the Cambridge and North Dumfries community.

How can you help?

Our prevention programming receives no core funding. Let's say that again. We have NO stable funding for our work to prevent gender-based violence. We need all levels of government to invest in prevention work if we want our children and grandchildren to live a life free of violence and inequity.

OUR WISH

100%

Stability of funding for our programming, consistency for our participants and our staff.

FUNDRAISING DURING A PANDEMIC

With increased demand for services, increased expenses and the loss of fundraising events, 2021 was one of our most challenging years yet. Despite this, your support allowed us to help more families than ever before. You showed us that, together, we can take on any challenge.

- 155+ INDIVIDUAL AND CORPORATE DONORS
- \$500,000+ IN FOUNDATIONAL FUNDING
- \$1,000,000+ IN GOVERNMENT FUNDING
- \$11,500+ RAISED IN OUR VIRTUAL WALK A MILE IN HER SHOES EVENT
- \$12,000+ WORTH OF FOOD, PERSONAL & HOUSEHOLD ITEMS, CLOTHING, CRAFT & SCHOOL SUPPLIES DONATED FOR FOLKS WHO NEEDED EXTRA SUPPORT.

FOUNDATION AND 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
Conestoga College
Rockwell Foundation
The Rotary Club of Cambridge (Preston-Hespeler)
Canadian Tire Jumpstart Foundation
TD Friends of The Environment Foundation
Cambridge Gaming Association
Transchem Inc
Sensor Health Inc
Canuck Compounders
Pavey Law LLP
The Art of Home
The Witty & Co
Phidon Pens Ltd
Kind Florals

GOVERNMENT FUNDERS

Department of Women and Gender Equality Canada
Government of Canada
Region of Waterloo
Federal Development Canada
Economic and Social Development Canada
City of Cambridge

Advocacy

2021 was a year of **continued advocacy** that started in 2020. We advocated for **feminist budgets** in **pre-budget submissions to the provincial and federal governments**. Along with our **YWCA Ontario** coalition partners, we met with members of each provincial political party to influence their party platforms ahead of the **2022 provincial election**.

We continued our fight for a **universal, accessible and affordable child care system** in Ontario, one that included **decent work** and wages for child care workers. We ran and/or supported countless campaigns advocating for **gender and racial justice**, including our **#SheCoveryON** campaign that called for robust policy responses to address the continued, disproportionate impacts of the pandemic on women, gender diverse individuals and their families. With our coalition partners, YW Kitchener-Waterloo, in the **Feminist Shift**, we hosted a number of virtual events centred on the intersections of **gender-based violence** and how to address it, and we’ve written **12 opinion pieces** for local papers and recorded **10 podcasts** on those same issues.

We hosted another virtual **Walk A Mile In Her Shoes** to end gender-based violence campaign, raising more than \$11,500.

We hosted a week-long campaign with Male Allies for a virtual **Take Back The Night** event under the theme of, **“Resist. Respond. Rebuild. Reconnect,”** including a social media series, arts-based workshops and in-person and virtual group learnings around bystander intervention.

We partnered with the Sexual Assault Support Centre of Waterloo Region, Male Allies, YW Sudbury and Sudbury Sexual Assault Centre on a **Male Mentorship** Program for highschool-aged students which brought training and conversations to men and boys around ending gender-based violence.

Participants in The W programming created a **zine** as a part of **YWCA Canada’s Look Back, Push Forward** project, a country-wide initiative supported by Heritage Canada that sought to introduce youth to the history of feminism in their cities through exploring the arts and culture of where they live.





About the W

You may not have heard of The W, but chances are high that someone in your life has. Once a hidden gem that only participants knew about, The W is becoming widely known in the community as a leader in responsive, participant-led programming. The W operates to provide that safer space for participants through its variety of programming on site, in schools and online. Collectively, The W reaches thousands of youth, cis and trans women, non-binary and two spirit individuals.

Through our youth programming, we bridge school communities, connecting with educators and administration to share youth/participant concerns and advocate on their behalf for safer and more inclusive schools.

@THEWCENTRE

The W Manifesto

In this space,
All bodies are good bodies,
All voices have value,
We lift each other up,
And listen without judgment,
We respect each other's boundaries,
White breaking through gender norms.
We are committed to keeping open minds
And supporting one another as we discover
what feels best for ourselves.
Your belonging here is unconditional.

Youth Programs

Providing hope and space for growth

Demand for our in-school, virtual and on-site programming continues to far outpace our capacity to meet it. With no core funding, we rely on donations and grants like those from our generous supporters, Lyle S. Hallman Foundation, KW Community Foundation, Canadian Women's Foundation, Cambridge & North Dumfries Community Foundation, United Way Waterloo Region Communities and YWCA Canada.

Why the high demand? Because our mission is to provide participant-led and centred programming. We respond to the changing needs of children and youth in our programs, be that space for them to understand their place in the world or their own sense of identity in a world inundated with social media, face tuning and filters.

In 2021, our small but mighty team reached 2,400 children and youth in the community through more than 20 workshops, programs, events and presentations.

Outcomes

In-person programming:

Connectedness: **80%**
Self-esteem/confidence:
77.5%

Resilience: **80%**
Critical thinking: **75%**
Communication: **75%**

Virtual programming:

Within virtual programs, participants responded with **100%** increases in all outcome areas throughout the pandemic.

Meet our youth programming team!



Women's* Programs

SMALL STEPS TO SUCCESS

Pivoting to offering our pre-employment and life skills program, **Small Steps to Success**, virtually and working remotely, facilitators worked to ensure that participants were supported through remote Zoom check-ins, phone calls and social media channels. Outreach support continued to ensure that participants had the essential and personal needs items for themselves and their families throughout the COVID crisis.

UPLIFT

2021 was a great inaugural year for the Uplift upskilling program. We saw 15 women participate who are well on their way to completing a certificate in data science through the University of Guelph Continuing Education Department. Of those 15 women, 7 found full-time, permanent employment with access to better wages and benefits. Overall, the general tone of the program is one of empowerment and self worth. These women are not only persevering through a pandemic, but thriving as mothers and caregivers.

Alongside the certificate programs, participants also participated in leadership studies training through Brescia University College. Through this program, they focused their studies on areas such as change management, gender intersectionality in the workplace, racism in the workplace and conflict resolution.

With participants and families isolating together, staff created multiple times and ways to stay connected. **Women in Transition** offered both online and offline activities to keep participants engaged and connected, offering some fun hands-on activities to alleviate stress and increase coping. Some activities offered were virtual paint pour coasters, Pictionary, self help keychains, fairy jars, macramé, sea glass pictures, rosebud garlands, gratitude jars and trivia.

This program is vital to developing leaders within our community who have a well rounded understanding of the changing landscape that is the workplace and participants will be able to bring these skills to the workplace and their lives more broadly.

"As we look toward the future of the program, it is hard not to be planning the next cohort. I receive emails weekly asking about the 'next cohort' to which my answer is always 'this is the last of this funding.' My hope would be that we are able to continue this much-needed work of gender-responsive employment programming in our community and offer even more broad employment programming to women, gender diverse individuals and youth. Resume writing, motivational interviewing skills, career coaching and job development are all areas that I would love to see as one of the pillars of our program offerings."
- Uplift Coordinator, Ashley Locke

Generously supported by:



SMALL STEPS TO SUCCESS
5 programs, 24 grads, 28 children supported

WOMEN IN TRANSITION
34 participants supported, 4,000 hours of outreach

FESTIVE FUTURES
19 women supported, 16 families, 35 children

UPLIFT
15 women enrolled

We are so glad to see Marcus grow and mature in the best possible way through learning at the centre. He has become so much more patient and understanding. He loves doing puzzles- this never happened before when we tried, now he just sits patiently and tries to get the pieces together and make sense of it. We have also noticed that he loves doing things together. He involves us and Marcia in his play and tells us his stores that he imagines. We are very happy to see his pictures you send daily. Eager to see his activities for the day. Thank you so much for everything that you do!

- Merin and Shibu, parents of a child in a YWCA Cambridge child care program

Child Care

2021 was a year of resilience and creativity in our four child care centres across Cambridge. Staff found different ways for children to be able to explore materials individually but still be able to interact with each other and build those social and emotional skills as well as relationships with other children and child care staff. Staff used outside time more, spending a great deal of time building, planting and tending to outdoor gardens with the children. Noting a rise in the need for self regulation tools among children, staff worked closely with our staff inclusion facilitator to make individualized plans, as well as create a quiet room where a child who needed some time to cool down could go and catch that much-needed breath.

Despite all the challenges the pandemic threw at our child care staff, they always kept the children's wellbeing front and centre, worked collaboratively to overcome challenges, and found so much joy in the children's joy.



253
Children in our centres

4
Centres

Ryerson
St. Elizabeth
St. Margaret
LINC



Our little ones have lived through months of isolation where they have had little or no opportunity to work on their social skills or manage their emotions. It became apparent that our behaviour focus had to shift to develop these skills and help children learn to cope. As a result, we have implemented a “Calm Down Zone” (quiet area with a tent, bean bag, soft music, weighted blankets and fidget toys) and “Body Break Zone” (area with mats, punching bags, trampolines, heavy work activities) in each of our child care centres to give the children the opportunity to have a safe way to deal with their big emotions. The children are encouraged to use these areas to calm their bodies when they need a break and as a result, they are learning how to regulate their emotions.

Karen Manning, YWCA Cambridge Inclusion Facilitator

Women's International Gift & Gallery

In 2021, our social enterprise, WIGG, faced new challenges it had never faced before. Numerous lockdowns forced us to get our store online in record time in 2020 and continued lockdowns in 2021 meant reimagining how we operate our store to ensure continuity of sales, the profits of which are critical to funding our free community programs at The W. All along, we were committed to keeping our staff and customers safe. We offered local delivery, curbside pick-up and one-on-one shopping experiences to make sure we could serve our customers in the safest way possible. We social distanced, sanitized everything and used a contact tracing system to ensure everyone could enjoy a safer shopping experience.

In 2021, we had some amazing moments:

- 2 Successful Lynn Spence events
- Featured on Cityline TV twice
- Landed an article in *The Grand Magazine*
- Won Cambridge`s Reader choice awards



Feed a family this holiday season
\$1 = 3 MEALS

Feel-good shopping

YWCA shop blends high style with chance to make a difference

WIGG's success "from the whole season"

WIGG's success "from the whole season"

WIGG's success "from the whole season"

Year over year sales



In 2021, WIGG went through many changes. One of the biggest ones was our new online store and contending with numerous lockdowns. 2021 was still a very successful year in comparison to 2020, in 2022, we are on track to have another great year!



Women and Gender Equality Canada

Femmes et Égalité des genres Canada



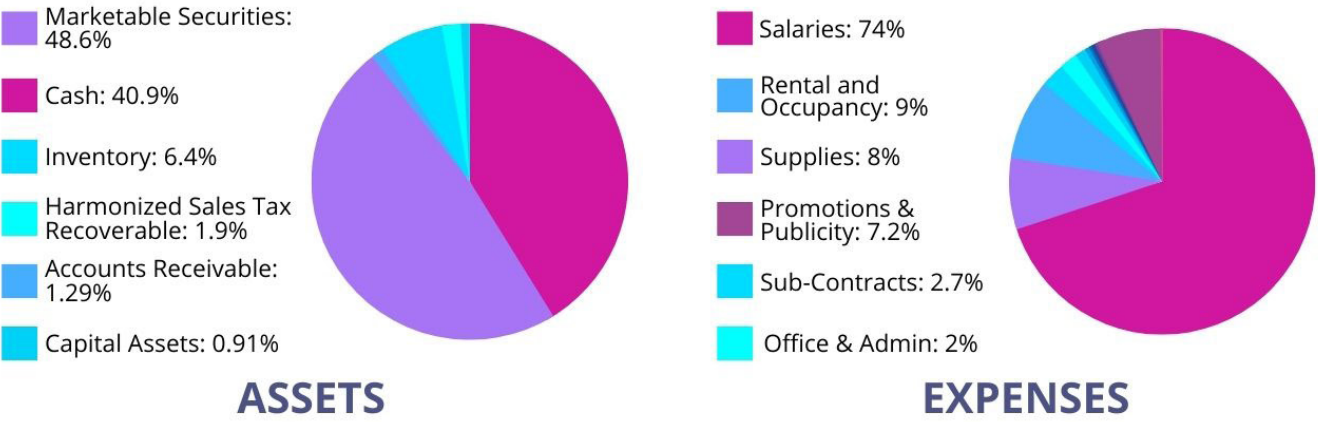
2021

2021 Financial Highlights AS OF DECEMBER 31, 2021

Revenues & Expenditures

RECEIPTS		EXPENSES	
PROGRAM FEES	\$1,177,267.00	SALARIES & BENEFITS	\$2,717,607.00
GRANTS & SUBSIDIES	\$2,094,355.00	SUPPLIES	\$325,593.00
RETAIL SALES	\$234,001.00	RENTAL & OCCUPANCY	\$325,547.00
CONTRIBUTIONS	\$47,352.00	SUB-CONTRACTS	\$100,166.00
OTHER RECEIPTS	\$29,087.00	OFFICE & ADMIN	\$91,799.00
FUNDRAISING	\$11,079.00	CONSUMABLES	\$44,868.00
INVESTMENT INCOME	\$29,366.00	TRAVEL	\$17,228.00
TOTAL:	\$3,631,980.00	RECRUITMENT & EDUCATOIN	\$9,868.00
		INTEREST & BANK CHARGES	\$13,855.00
		AMORTIZATION	\$9,868.00
		PROMOTION & PUBLICITY	\$26,569.00
		PROFESSIONAL FEES	\$5,717.00
		PRODUCTIVE ENTERPRISE	\$890.00
		TOTAL	\$3,690,217.00

EXCESS (DEFICIENCY) OF RECEIPTS OVER EXPENSES FROM OPERATIONS	-\$58,237.00
GOVERNMENT REBATES	\$745,299.00
EXCESS OF RECEIPTS OVER EXPENSES	\$687,062.00



Balance Sheet

ASSETS	
CASH	\$918,838
MARKETABLE SECURITIES	\$1,092,418
ACCOUNTS RECEIVABLE	\$28,994
INVENTORY	\$143,790
HARMONIZED SALES TAX RECOVERABLE	\$42,694
PREPAID EXPENSES	-
CAPITAL ASSETS (net of accumulated amortization)	\$20,426
TOTAL:	\$2,247,160

Liabilities & Net Assets	
ACCOUNTS PAYABLE	\$5,298
GOVERNMENT REMITTANCES	\$2,599
DEFERRED REVENUE	\$481,836
NET ASSETS	\$1,757,427
TOTAL:	\$2,247,160

NET ASSETS - END OF YEAR	
EXCESS OF RECEIPTS OVER EXPENSES	\$647,062
TRANSFER	-
TOTAL:	\$1,757,427

We asked staff to say what inspired them about 2021. Here are some of their responses

"Ordinary people doing extraordinary acts that we have never seen before."

"Seeing our early years sector rise to show our worth! "

"My staff, who pushed through the emotional toil that they were experiencing from the pandemic to continue to come to work every day and at meetings were able to share their feelings and struggles both personally and professionally."

"The children who were always a source of enjoyment and inspiration as they made friendships with everyone at the centre and spent their days learning and evolving."

"Participants within programs - their ability to share their experiences, reflect on what was happening within their worlds and their resilience throughout the pandemic."

"The notion that youth are feeling a sense of urgency for adults to unlearn societal norms such as gender stereotypes, the perpetuation of microaggressions, etc. This has inspired us to keep supporting youth to create the change they want to see."

"Our Small Steps To Success sister, Julie, for winning the Soroptimist Live Your Dream award! We are so proud of the path you're on, Julie, and so grateful to Soroptimists International Cambridge for their continued support!"



Women In Transition participants out for one of our Mood Walks



And here are some things they're looking forward to

"Looking forward to the children being able to read our lips to help them speak!!"

"The children's joy was my inspiration. The parents' appreciation for what we were doing was my inspiration. The staff working above and beyond was my inspiration. The work not only being done in the YWCA child care but what was being done by the whole organization was my inspiration."

"Throughout 2021 we were able to support several families. We were able to offer support through food hampers, Walmart gift cards, support with housing issues, support seeking outside support for mental health issues."

"The changes we have made to programming, more accessible programs, multi-generational programs - all of that continuing."

"Facilitating more in-person programs as restrictions lift!"

"We are looking forward to easing back to in-person activities with our participants. Through the pandemic, we have also found and created new ways to be accessible to folks who wouldn't have had access to our programming before. We are looking forward to continuing to offer our program virtually as well as in person as the pandemic continues to shift."



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