



NATIONAL ADVOCACY.
COMMUNITY ACTION.



IMPACT REPORT 2022

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.

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.

WHAT GUIDES OUR WORK

As a member agency of YWCA Canada, YWCA Cambridge is part of a national movement known as the country's oldest and largest women's multi-service organization, the largest national provider of shelter, literacy, life skills, employment and counselling programs, and is the second largest provider of child care services in Canada. For over 70 years, YWCA Cambridge has been a respected leader on issues that impact women and girls in our community.

MISSION

YWCA Cambridge, a trusted community leader, gives a voice to the needs of cis and trans women and girls and non-binary and two-spirit individuals through innovative and responsive programs, services and advocacy.

VISION

Through leadership, advocacy and program and service delivery, YWCA Cambridge will influence communities to ensure all cis and trans women and girls and non-binary and two-spirit individuals are respected, valued and equal.

OUR CORE VALUES

Accessibility

Equity

Accountability

**Community
Mindedness**

Inclusion

**Self
Determination**

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OUR LEADERSHIP TEAM

EXECUTIVE TEAM

Chief Executive Officer
Kim Decker

**Director of Finance,
Administration, and Roots
of Empathy Coordinator**
Mary Wright

**Director of Communications
and Advocacy**
Rosalind Gunn

Director of Philanthropy
Nataleigh Ballantyne

Director of Programs
Kate Taylor

**Director of Child Care
Services**
Kristina Lyman

CORE SUPPORT TEAM

Project Manager
Zoe Whitman

**Wigg Coordinator and
Graphic Designer**
Kristen Gaudet

PROGRAM STAFF

Uplift Coordinator
Ashley Locke

**Small Steps to Success
Program Coordinator**
Sara Hohenadel

**Small Steps to Success
Outreach Coordinator**
Terra MacDonald

**Youth Program and
Volunteer Coordinator**
Tara Kleinsteuber

Outreach Coordinator
Shannon Thoms

**Where I Stand Program
Facilitator**
Caitlyn Jaipersaud

CHILD CARE CENTRE SUPERVISORS

*Kim Whalen
Wendy Gilchrist
Gillian Scott
Susan Mathers
Fatma Elhefney*

CHILD CARE CENTRE ASSISTANT SUPERVISORS

*Katrina O`Brien
Laura Einwechter
Mellissa Slade*



FROM OUR BOARD PRESIDENT & CEO

Despite the continued impacts of the pandemic, 2022 was a year of resiliency, innovation, transformation and hope. At the heart of our work is a team of Board, staff and volunteers who are dedicated to working toward gender equity, speaking up and speaking out for social justice and the prevention of gender-based violence. We are guided by our commitment to providing an intersectional feminist lens on issues that impact women, girls and gender diverse individuals, at the local, provincial and federal levels.

Again this year we adapted our programs and services to meet the complex and changing needs of women, girls and gender diverse individuals in our community. Whether youth programs or employment programs for women, we continue to create safer spaces for our participants where they can be their authentic selves and find support and hope. Our child care staff have been on the front line providing care since the beginning of the pandemic and through the stresses and many changes over the past three years, they continue to provide the highest quality educational, fun and engaging programs for the children in their care.



Norma McDonald Ewing
Board President



Kim Decker
Chief Executive Officer

As an individual organization and with our YWCA colleagues in Ontario, we remained a strong voice in our community advocating for gender equity, employment programs for women, a national child care plan that not only meets the needs of families, but the realities of child care providers and provided input into the National Action Plan to end gender-based violence.

We could not do this work without the commitment of donors, funders and our community partners. To each of you we offer our heartfelt thanks and gratitude. We end 2022, knowing that our work and our advocacy is making a difference in our community and in the lives of the women, girls and gender diverse individuals we support. In 2023 YWCA Cambridge will celebrate its 75th birthday. We look forward to celebrating the history and the legacy of the courageous women that brought us to where we are today.



2022 Board of Directors

President

Norma McDonald Ewing

Past-President

Christine Vigna

Vice-President

Jess Hewitt

Treasurer

Darlene Sigel

Secretary

Sue Sturdy

Members

Ailish McIntyre

Valerie Pollard

Lauren Reny

Meagan Swan

Stacey Colliver

Naomi Ma

Melissa Kennedy

YWCA CAMBRIDGE IN THE NEWS



"Nominations Open for YWCA Cambridge Women of Distinction Awards"



"These Local Groups Want to Help You Decide Who to Vote For in the Ontario Election"



"Roe v. Wade Decision Fueling Advocacy for More Abortion Access"



"Only 1 out of 65 childcare providers in Waterloo Region Have Signed On To \$10-a-day Plan"



"Cambridge Agencies Seeing an Increase in Domestic Violence"



"Cambridge Event Changes Name to 'Walk A Mile in Their Shoes'"



"Same Aim, Different Name for Annual Cambridge Walk A Mile Event"



"Most Waterloo Region Child-Care Centres Expected to Opt Into \$10-a-day program, region says"



"Tiger Lofts Tenants Demand Answers About Looming Eviction"



"Over 60 Local Charities to benefit from community foundation funding"



"Cambridge Ready to Take Back The Night"



"YWCA Cambridge Hosting December 6 Candlelit Vigil"



"YWCA Cambridge aiming to make region a safer place for women"

Feminist Shift

Since 2019, YWCA Cambridge has been partnered with **YW Kitchener-Waterloo** on a joint capacity-building and advocacy project called **The Feminist Shift**, funded by Women and Gender Equality Canada. Through this collaboration, we've produced countless opinion pieces published in local media, various podcast episodes on our **Feminist Shift Podcast**, hosted a number of public education events and joined with other local organizations to produce systems-changing research projects.

2022's key project was Project Willow, a joint initiative between **YW Kitchener-Waterloo**, The **Coalition of Muslim Women KW** and **Community Justice Initiatives**. The community-based research project spoke directly to women and gender diverse individuals with living or lived experience with homelessness and sought to understand their experiences with gender-based violence while being unhouse. **The findings were startling. We hope this is only the beginning of addressing the intersecting crises of women's homelessness and gender-based violence in Waterloo Region.**



ADVOCACY

At YWCA Cambridge, advocacy rooted in advancing gender and socio-economic equity is a core part of our work. Though we are a smaller organization, we continuously push the needle on social change through collaboration and coalition-building with other social justice organizations.

2022 was an incredible year for movement on gender equity in our community and more broadly across Canada.

ADVOCACY

In 2022, we:



Built on decades of feminist advocacy pushing for a **national child care plan** and finally saw this long-held dream come to fruition with the **Canada - Ontario child care agreement**;



Met with countless elected officials at all levels of government to **push for action on the workforce crisis facing the child care sector** and also to bring a **gendered lens to the housing and homelessness crisis**, particularly in Cambridge;



Led a successful **YWCA Ontario** provincial election campaign, **#ChooseGenderEquity**, which called for political candidates to commit to addressing systemic inequities growing along socio-economic, racial and gender lines;



Participated in a national **"Add the M"** campaign to improve equality in sports, highlighting the fact that women's sports always have the 'w' and men's sports are just called "sports";



Wrote countless **letters** and **submissions** to **provincial and federal leaders** on issues relating to **child care, gender equity** and **budgets**; and



Joined YWCAs from across Canada for our annual **Day on the Hill**, meeting federal ministers and senators to call for increased funding to address the **crisis of women's homelessness in Canada**.

EARLY LEARNING AND CHILD CARE

Building Foundations for Children's Futures



600+ children

across five child care centres

St. Elizabeth: 50 Adler Drive

St. Margaret: 210 Cowan Blvd

Woodland Park: 555 Ellis Road

Blue Heron: 749 Grand Valley Drive

LINC: 6 Cambridge Street

“

The centre feels like an extended family. The staff are nurturing, kind, engaged and loving. Everyone there has a passion for fostering confidence and a sense of belonging for every child who walks through the front door.

-Parent



NEW WOODLAND PARK CENTRE OPENS!

September 6 2022 the centre opens to the public



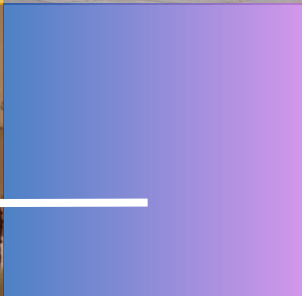
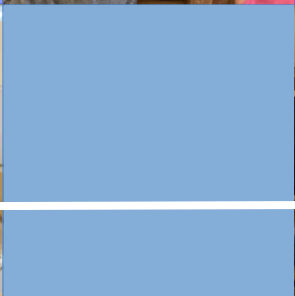
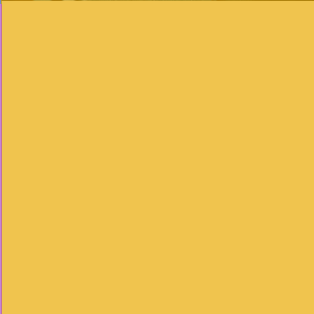
100 + new child care spaces



Woodland Park Child Care Centre opened its doors in September and has been thriving ever since. It has been described by parents as "happy," "warm" and "loving," - everything that we strive for in all of our child care centres.



Welcome to PRESCHOOL



SUMMER CAMP

Another Epics Summer in the Books

YWCA Cambridge Summer Camp at Shade's Mills Conservation Area is a favourite among children in Cambridge and the surrounding area and has been for over 53 years. Every year, our camps fill up just days after registration opens - and we know that's because our staff work so hard to create fun, safe and exciting programming for all campers!





9

Programs
offered

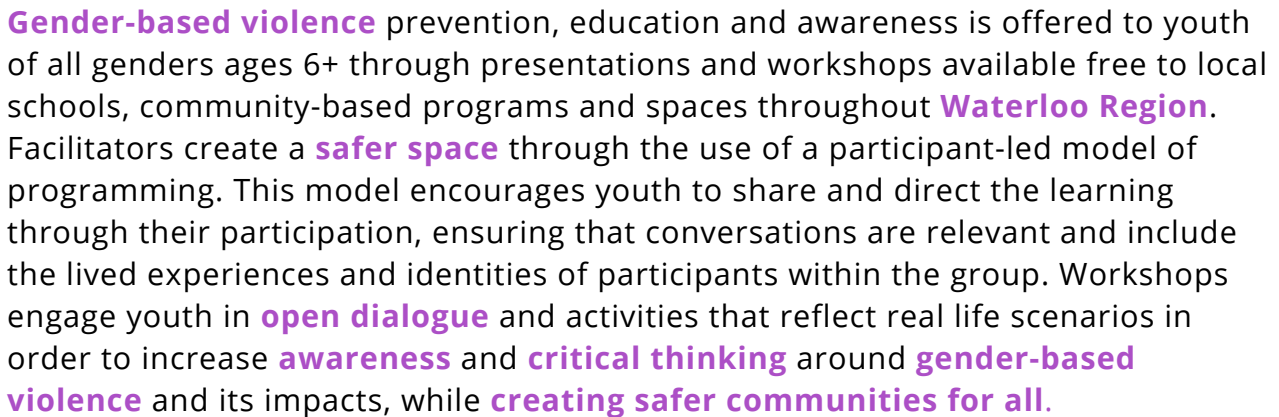
2,200

Youth
reached

389

Adult
reached

Empowering Youth To Be the Change



Workshops can be offered as a series of conversations that build on the topics and concepts or as one-off workshops focusing on one theme or topic. Workshops include **gender and socialization, healthy relationships, consent** and **bystander intervention**. Through these workshops, participants are encouraged to form their own definitions, better understand what feels safe or unsafe within their relationships, push back against harmful stereotypes and learn how to safely respond when experiencing or witnessing violence.

THE W

Helping youth chart their own courses



TechGyrls Goes National!

In 2022, YWCA Cambridge's renowned TechGyrls program was taken national by YWCA Canada!

TechGyrls aims to improve the mental well-being, community connections, essential skills, access to technology and education outcomes for girls and gender diverse youth between the ages of 9 and 13 from communities across three provinces. YWCA Canada partnered with YWCA Cambridge, YWCA Hamilton, YWCA Niagara Region, YWCA Toronto, YWCA Moncton and YWCA St. John's to offer this unique program.



Fostering the Changemakers of Tomorrow

Take Back the Night

Thursday September 15 was our first in-person **Take Back the Night** rally and march in recognition of sexual and gender-based violence. This event aims to reconnect the community with the organizations working toward ending GBV and supporting those who have experienced and are healing from sexual and gender-based violence. The W welcomed community partners **Sanguen Health Services, Women's Crisis Services of Waterloo Region, Shelter Movers and OK2BME** and also highlighted the work of YWCA Cambridge partnerships with **Feminist Shift** and **Project Willow**. The event, including the rally and march, was hosted by a group of youth participants who bravely shared their voices, spoke to the need for safer space and led the community with chants throughout the march of downtown Cambridge.



THE W

Building Key skills and Better Futures For Women and Gender Diverse Individuals



2022 saw the launch of the The **Next Accelerator Project**. The Next Accelerator helps families access the Canada Learning Bond in order to start saving toward their child's education. This two-year project is funded by **Employment and Social Development Canada (ESDC)** and aims to increase awareness about the **Canada Learning Bond (CLB)** among modest income, fixed income, single parent and newcomer families across Canada. Its primary goal is to improve access to education and financial knowledge among families.

YWCA Cambridge, in partnership with **YWCA Canada**, also launched the **Dollars and Sense Program**, which, through various workshops and other programming, aims to improve financial literacy, reduce financial stress and address specific needs of participants.

Taking those steps, big and small

“——

It changed my life for the better and I'm so thankful I was blessed to have the opportunity to take it. If I ever know anyone in need of something like this, I'd highly encourage them to take this course.

-Small Steps to Success Participant

Small Steps to Success

2022 brought different challenges from other pandemic years, but YWCA staff and community supporters stepped up and adapted to meet the changing needs of participants. Through our 12-week Small Steps To Success pre-employment and life skills program, we reached 24 women with programming and wraparound supports. Our **Women In Transition** program, which is open to all graduates of SSTs, continued offering opportunities for connection and fun, reaching 112 women.

Festive Futures

Festive Futures is about spreading holiday cheer to people often not included in community holiday giving programs: adult women. This year, the Festive Futures program was able to reach 25 women and raised a total of \$3805.00 for the purchase of gifts.

THE W

Breaking Down Gendered Barriers to Success

Uplift Reskilling and Upskilling

Through partnerships with post-secondary institutions such as the University of Guelph and McMaster University, the YWCA Uplift program provides women and gender diverse individuals the opportunity to reskill or upskill in advanced manufacturing or data science all while having access to additional supports related to navigating non-traditional workplaces and job development. Key highlights from Uplift, operated by six YWCAs across Ontario:

- **135+ graduates**, all successful in finding gainful, relevant employment;
- **74%** of graduates are new Canadians, arriving in the last five years;
- On average, we have seen a **\$29,284 increase in salaries** among participants in the YWCA Cambridge Uplift program alone;
- Participants reported a **98%** increase in feeling more secure in their job, a **99%** increase in feeling competent and confident in themselves to apply for jobs and a **96%** increase in overall life satisfaction; and

“

Uplift provided me with a chance to get into a field that is predominantly run by men. It not only gave me the education and resources I need to succeed but the genuine care from staff at the Uplift Program and their constant effort to connect us with the Data Science community and job resources made this experience incredible....

-Uplift Participant



NATIONAL ADVOCACY.
COMMUNITY ACTION.

YOUR MONTHLY CONTRIBUTION MAKES A BIG IMPACT.

BEING A MONTHLY DONOR HAS DIRECT
IMPACT, CREATES LOCAL EMPOWERMENT
AND STRENGTHENS COMMUNITY
ENGAGEMENT.

**BECOME A MONTHLY
DONOR TODAY!**



WWW.YWCACAMBRIDGE.CA

ROOTS OF EMPATHY

Roots of Empathy is a world-renowned, evidence based social and emotional literacy program. At the heart of the program is a local family and their baby, our “tiny teacher.” As the students witness the baby’s emotional and physical milestones, they learn more about the baby and themselves. This program plays an integral role in helping students to express themselves and understand the perspectives of their classmates in a risk free learning environment. Research shows a decrease in aggression and an increase in co-operation and understanding others in host classrooms.

475

Students
reached

19

Unique
classrooms

5

School
boards



Roots of Empathy



WOMEN'S
INTERNATIONAL
GIFT & GALLERY

Wigg

A YWCA CAMBRIDGE
SOCIAL ENTERPRISE

\$257,638

In total sales in 2022
with proceeds going
towards supporting our
agency

\$10k+

In sales at the Lynn Spence
"High Tea & High Fashion"
event hosted in partnership
with Soroptimist International
of Cambridge

2,000+

Volunteer hours given to
supporting WIGG in
2022.

*After 12 years of operating the social enterprise, YWCA Cambridge announced that the brick and mortar shop would be closing March 2023, while **wiggonline.com** remained for one year, and two WIGG pop-up shops would be planned for Fall 2023 and Spring 2024.*



2022 WOMEN OF DISTINCTION AWARDS

Courage in COVID



This year, the awards celebrated courage in COVID-19, highlighting the many ways women stepped up professionally and personally to keep their communities thriving through a seemingly endless pandemic. 2022 was a triumphant return of the event: we sold out in just a few days!



Courtney Waterfall, Pandemic Innovation
Carolina Miranda, Education Hero
Bibi Corbeil, Education Hero
Brenda Parrot, Healthcare Hero
Audrey Hill, Humanitarian/Volunteerism
Nicole Mahmood, Social Action & Advocacy

Pamela Mangos, **Laura McKenna** and **Joanne Malone**, Community Champion
Jessica Montague March, Small Business Champion
Dr. Hsiu-Li Wang, **Lee Fairclough**, **Dr. Sharon Bal**, **Shirley Hilton**, **Vickie Murray** and **Jennifer Davis**, Courage of COVID
Abiha Syed and **Rubina Bilal**, President's Award

WALK A MILE IN THEIR SHOES

Presented by Meridian Credit Union 



2022 FINANCIAL HIGHLIGHTS

As of December 31, 2022

Revenues & Expenditures

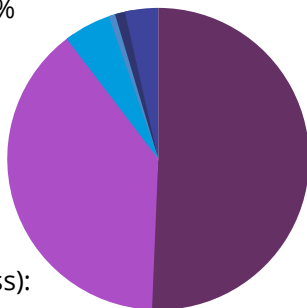
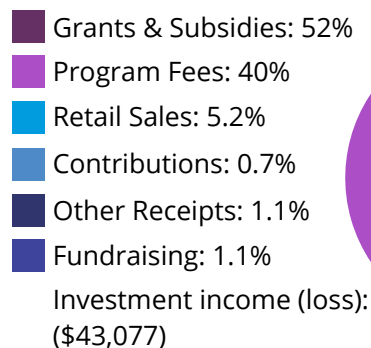
RECEIPTS	
Grants & Subsidies	\$2,580,961
Program Fees	\$1,983,143
Retail Sales	\$257,638
Contributions	\$35,078
Other Receipts	\$45,082
Fundraising	\$55,265
Investment Income	(\$43,077)
TOTAL:	\$4,914,090

EXPENSES	
Salaries & Benefits	\$3,524,858
Supplies	\$446,641
Rental & Occupancy	\$373,102
Sub-Contracts	\$164,554
Office & Admin	\$132,306
Consumables	\$48,925
Travel	\$31,925
Recruitment & Education	\$17,027
Interest & Bank Charges	\$24,850
Amortization	\$12,778
Promotion & Publicity	\$16,730
Professional Fees	\$9,194
Productive Enterprise	16,509
TOTAL	\$4,819,399

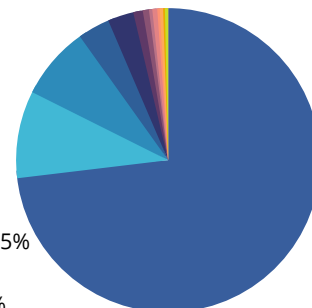
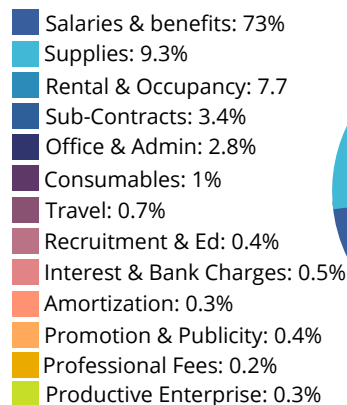
Government Rebates	\$12,144
EXCESS OF RECEIPTS OVER EXPENSES	\$106,835

2022 FINANCIAL HIGHLIGHTS

REVENUE



EXPENSES



Balance Sheet

ASSETS

Cash	\$1,189,833
Marketable Securities	\$1,049,341
Accounts Receivable	\$45,913
Inventory	\$138,230
HST Recoverable	\$62,042
Capital Assets (net of accumulated amortization)	\$94,416
TOTAL:	\$2,579,755

Liabilities & Net Assets

Accounts Payable	\$77,063
Government Remittances	\$2,327
Deferred Revenue	\$636,123
NET ASSETS	\$1,864,262
TOTAL:	\$2,579,775

NET ASSETS - END OF YEAR

Excess of receipts over expenses	\$106,835
Transfers	-
TOTAL:	\$1,864,262

THANK YOU TO OUR DONORS AND PARTNERS

Foundations

Cambridge & North Dumfries Community Foundation
Cambridge Gaming Association
Canadian Women's Foundation
Hamilton Community Foundation
Kitchener-Waterloo Community Foundation
Ontario Trillium Foundation
The Lyle S. Hallman Foundation
United Way Waterloo Region Communities

Government Funders

Federal Development Canada
Government of Canada: Women and Gender Equality Canada and Canada Summer Jobs Region of Waterloo

Other Funders

Conestoga College
OBIAA Grant
Ontario Chamber of Commerce
Roots of Empathy
Sorooptimist International of Cambridge
YWCA Canada

Corporate and Other Partners

Bennett Chevrolet Buick GMC
Cambridge Today
Domino's Pizza Cambridge
Graham Matthew Chartered Professional Accountants
Mabel's Labels
Meridian Credit Union
Phidon Pens
Pro-Act Consulting
The Art of Home
The Witty & Co
Toyota Manufacturing Canada Inc
Transchem
107.5 Dave Rocks FM



In 2023, we will be celebrating **75 years** of the legacy of women leading change in Cambridge and beyond. As we approach this milestone, we'll be looking forward with hope and anticipation to a whole new generation of women, girls and gender diverse people who will continue the work of **four courageous women who, in 1948, had the foresight to envision the immeasurable impact a YWCA would have in our community.**

- Kim Decker
CEO, YWCA Cambridge



YWCA
CAMBRIDGE

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