

2022 | 2023
GRATITUDE REPORT

Allied
against
abuse.



Birchway
NIAGARA

WE WILL
**be a shoulder to lean on,
a voice to advocate for, a
space to feel safe in, an ally
to trust, a guide to navigate,
and a counsellor to heal for
everyone affected by all
forms of abuse.**



A note from the Executive Director



When Women's Place changed its name to the more inclusive Birchway Niagara in March of 2023, it marked the beginning of a significant evolution in domestic violence services in Niagara.

Thank you for being an important part of these changes and for your unwavering commitment to lighting the way to a safer future that is free from abuse and violence.

By building on the work of the incredible community members who opened the first women's shelters decades ago, your ongoing support will continue to provide protection and help for survivors of abuse. In the coming years, your support will do even more to end the growing problem of family violence. By focusing additional resources on preventing the root causes of abuse, together we can do more to end it.

A new name and logo will open up opportunities such as expanding public education and prevention programming to a wider audience. They will also make it easier to offer counselling services to men who have experienced abuse. These are important steps in ending the cycle of family violence.

With your help and dedication, I look forward to seeing the lives that will be changed across our community. **Thank you for being an ally against abuse.**

With gratitude,



Birchway
NIAGARA



Have you been wondering why the name Birchway Niagara was chosen and the symbolism of the new logo?

The birch tree represents beginning and renewal, and it is known for its ability to withstand difficult circumstances. The "life rings" of Birchway Niagara's new logo remind us of the rings of a tree and of the resilience that it takes to move forward and build a future free from abuse and violence... both at the individual and community levels. They symbolize every person who has the courage to reach out for help and the resilience of our community members who ally with survivors every step of the way.

If you look more closely at the rings, you will see that they also look like a human fingerprint, reminding us that everyone's path is unique, whether they are a client, a donor, a volunteer, a staff member, an advocate or a community ally.

A tree also represents growth. With your help, Birchway Niagara will continue to grow outward, like the rings of the birch tree, providing more services to everyone impacted by violence, regardless of their race, age, gender, sexuality and economic status.



Protect
without prejudice.

Break
the silence.

Light
the way.

Invest
in understanding.

The birch and the fingerprint come together as a new, inclusive name and logo.

WE EXIST

to protect and empower.

WE WANT

a community without abuse.

You are lighting the way to a safer future for survivors of all forms of abuse.

“

I am so glad I had a place to go that really helped me, and so happy to be away from the people who were abusing me.

SUZY*, BIRCHWAY NIAGARA CLIENT



Not every client who walks through the doors of Birchway Niagara is seeking safety from an intimate partner. Whether it is a parent, child, roommate or other individual who is creating an unsafe environment, your kindness is helping survivors to find safety and support.

“My home wasn’t safe.

The people I was living with would threaten me and told me they wished I was dead. They wouldn’t let me leave and forced me to go to the bathroom in the backyard. They even took a credit card out in my name and put me into a large amount of debt.

A neighbour noticed that something was wrong. She was brave enough to approach me and told me about Birchway Niagara and even brought me to the shelter herself.

When I arrived, I was depressed, but when connecting with the staff, I started to feel happier. They helped me to get my independence and self-esteem back, as well as get my finances in order.

They also helped me to find a new home and a fresh start. Having home visits with Birchway’s after-care worker has also eased my loneliness and social isolation. I have been in my own apartment now for six months and am so thankful for my new life free from my abusers.”

*Name has been changed to protect client confidentiality.

How Greg and Diane Slaight's million dollar donation is removing barriers and ending violence through prevention.



In 2022, Greg and Diane Slaight made a decision that will positively impact domestic violence services in Niagara for generations. When they chose to build on their long legacy of support by making a \$1,000,000 donation to Birchway Niagara, the Slaights made it possible to not only protect survivors of abuse, but to prevent future violence.

How? While Birchway Niagara has been providing awareness programs throughout Niagara for many years, these services have been funded by temporary grants. **Greg and Diane's generous donation is now providing a reliable source of funding for prevention and public education programs that can help to end gender-based violence.** This will allow prevention efforts to not only continue, but expand in our communities.

A portion of the Slaights' gift will also support the construction of additional pet-friendly rooms and on-site facilities that will allow clients to bring their beloved pets with them during their shelter stay. By removing this critical barrier that prevents individuals from leaving a dangerous situation, more survivors will be able to access shelter, helping to save lives in Niagara.

“
I was so touched by Greg & Diane's story and donation. Building a shelter for pets... is so important as pets are part of the family.

NANCY*, BIRCHWAY NIAGARA
CLIENT AND PET OWNER



*Name has been changed to protect client confidentiality.

Statement of Revenue and Expenses for the year ended March 31, 2023

REVENUE	2023	2022	EXPENSES	2023	2022
Ministry of Community and Social Services – Annualized funding	1,493,949	1,427,941	Emergency Shelter	1,960,684	1,982,607
Ministry of Community and Social Services – One-time funding	116,525	257,509	Legal & Housing Support Services	206,090	188,724
CEVAW *	33,987	28,996	Prevention and Public Education	83,586	49,014
MAG Family Court Support Worker	47,500	36,250	Special Projects	190,510	59,396
Branscombe Family Foundation Grant	42,000	42,000	Fundraising	256,040	176,862
Donations and Fundraising	677,642	559,947	CEVAW*	33,987	28,996
Federal Government	291,891	140,987	Management & Admin	240,113	212,206
Regional and Municipal Funding	34,850	22,350			
United Way of South Niagara	59,777	59,777			
Special Projects	58,194	58,450			
Miscellaneous Grants	12,000	59,418			
			Excess (Deficiency) of Revenue over Expenses from Operations	-23,773	87,308
Niagara Prosperity Initiative	16,882		Bequest (One time Legacy Gift)	136,553	4,402
Niagara Community Foundation	17,203		Excess of Revenue over Expenses	112,780	91,710
Canadian Women's Foundation		55,332			
Ontario Trillium Foundation		14,776	<i>*Birchway Niagara is the transfer payment agency for the Coalition to End Violence against Women (CEVAW)</i>		
Investment & Miscellaneous Income	44,837	21,380	Allocated to Stabilization Fund		
	2,947,236	2,785,113	Allocated to Building Fund	-112,780	-91,710
				0	0

**Birchway Niagara is the transfer payment agency for the Coalition to End Violence against Women (CEVAW)*

You are an ally to thousands of members of your community.

What your gifts made possible in 2022-23



2571 calls and texts were received on the 24hr support line (approx 7/day)



133 women stayed in shelter



106 children stayed in shelter



607 clients benefitted from transitional housing support



**252 clients worked with our Family Court Support Worker/
Legal Advocate**



A year of transformation and successful events!

The return of face-to-face activities brought an incredible year of fundraising, awareness and fun thanks to YOU!

2022-2023 marked the return of face-to-face versions of all of our fundraising events. By participating, you helped to protect survivors of abuse, and empowered them to build a safer future.

In March, the community celebrated the monumental announcement of a new, inclusive name, logo, mission and vision at the annual **Brunch, Bid & Bowl**. It was exciting to be joined by so many Women's Place supporters who, as the event progressed, watched as the agency transformed into Birchway Niagara before their eyes. Volunteers, staff and board members switched into their new Birchway Niagara shirts, Club Italia filled with banners and other beautiful teal items, and together we walked into a new, more inclusive future while also raising over \$66,000 in support of domestic violence services!

With the help of over 200 volunteers and 5000 book lovers who attended, we are pleased to share that this year's **Book Riot** was the most successful sale yet, raising over \$116,000! This event would not be possible without the volunteers and community members who donate thousands of hours and books to the sale year after year.



The **One-Month Calendar Raffle**, held last year in November, is also growing. Thanks to the generosity of our prize donors, and the many volunteers and businesses who sold tickets, \$29,530 was raised to support families in your community!

Thank you to everyone involved in such an amazing year of fundraising. Whether you are a sponsor, an event volunteer, a committee member, a prize or book donor or event participant, you have done so much to help end the cycle of family violence. **THANK YOU!**



\$124,210!!!!

Birchway Niagara's third-party event organizers are an important extension of our fundraising team.



Big or small, third-party events are critical in raising awareness and funds to support the work of Birchway Niagara. Thank you the community partners who raised over \$124,000 by hosting events in 2022-23!

Volunteers change lives...

Thank you to the over 280 volunteers who shared their time and talents with Birchway Niagara over the past year. You inspire us with your kindness and strengthen your community in more ways than you know.



How are you inspired to make YOUR impact?

There are so many ways to help light the way to a future that is free from abuse and violence. Call us or visit www.Birchway.ca to learn more about the impact you can make when you:

Make a donation or set up a monthly gift

Consider Birchway Niagara in your Will

Give a gift of securities

Volunteer

Become a corporate sponsor

Host or attend an event

Invite Birchway Niagara into your organization or classroom



**WILL
POWER**
Support a charity in your Will
willpower.ca

Outstanding Community Partner - Carlie Smith



Since 2019, realtor Carlie Smith has raised an incredible \$95,000 by organizing purse bingos and opening her farm to "Mama's Markets", carnivals and goat photo shoots to support Birchway Niagara. Not even 30, this local leader is unstoppable in her determination to make positive change as she continues to plan more fundraisers and prepares for a 90 km hike in Ecuador with the Royal LePage Shelter Foundation later this year. Thank you, Carlie, for sharing your boundless energy and passion to empower survivors in our community!

Outstanding Volunteer - Peter Hetherington



If Pete had a catch phrase, it would be "What can I do to help?" Since 2015, he has jumped in whenever and wherever help is needed. Among other things, he supports agency and third-party fundraising events, mans information tables, delivers and picks up donations, researches vintage books for the Book Riot, sells raffle tickets, regularly volunteers at Delta Bingo... and does pretty much anything else we need help with! We are so fortunate to have Pete as part of our volunteer team and are not sure what we would do without him!

Outstanding Staff Member - Julie Uyeda



Julie is an exceptional Child and Youth Intervention Advocate. She makes sure that our youngest clients have positive memories by arranging special activities and outings. She volunteers at and fundraises for agency events (and was even the top fundraiser at Brunch, Bid & Bowl!). She encourages others to volunteer, including her family members. She supports our development department and makes a point of meeting with donors who support the children in her program. Families make positive lifelong memories thanks to Julie!

Congratulations
to our first

Outstanding Ally Award Winners!

Please join us in
celebrating three
individuals who have
consistently gone above
and beyond to support
the mission of Birchway
Niagara.

Carlie, Pete and Julie are
incredible team players
and leaders, excel in their
volunteer and staff roles,
and are always looking
for ways to further the
work of ending gender-
based violence.

Thank you to each of
you for your unwavering
commitment to building
a safer Niagara.



Femmes et Égalité
des genres Canada



24hr Support Line
905-356-5800

Call or text. Collect calls accepted.

www.birchway.ca

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Niagara Fall ON
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