

Building together a better future for women and girls

ANNUAL REPORT
2013-2014

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Fondation Y DES FEMMES
WOMEN'S Y Foundation
MONTRÉAL



YWCA
Y DES FEMMES
MONTRÉAL

COOPERATE. COMMIT.



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meilleu
et les s

Here, w
to build
women

Building

1855

First YWCA
opens in
England

1875

YWCA of
Montreal

1948

Major Fire

1952

Relocation to 1355
René-Lévesque Blvd.
West

2000

"Y des femmes de
Montréal" becomes our
new name

2010

Strategic
planning
"Horizon 2020"

2012

The YWCA has
a green roof

2013

The YWCA receives the
Korn/Ferry-Les Affaires
Award for excellence in
corporate governance.

SUCCEED.

The 2013–2014 Annual Report provides an overview of two organizations that are fully engaged in a process of renewal. Both the YWCA Montreal and its Foundation have taken steps to better respond to today's reality and to more effectively meet the challenges faced by the women and girls who benefit from the YWCA programs and services.

CONCRETE MEASURES

The budget consolidation plan as well as the essential management tools and policies introduced during the previous fiscal year have produced the desired results, demonstrating sound financial management.

In 2013–2014, we launched initiatives with the future growth of the YWCA in mind. As part of our strategic plan, we thoroughly analyzed and considered all of our programs and services. As a result, we developed a theory of social change that clearly identifies the social issues we address. All of the YWCA programs and services are under review so that we can determine what is needed to optimize and measure the impact of our actions and thereby become the drivers of social change we aspire to be.

To ensure the steady and profitable growth of our Foundation, we have made several fundamental changes, such as revising the organization's bylaws, overhauling the nomination process for the Women of Distinction Awards, developing a fund allocation policy and organizing a major gift campaign.

GREAT ACHIEVEMENTS

Launching the Centre Multi last September was a significant milestone in our goal to reach a wider community. The centre is a venue for learning and sharing across cultures and generations, which caters to the needs and interests of women, girls and families in the community and encourages their personal development, health and well-being. The Centre also helps to compensate for a serious lack of community services in the downtown area. Moreover, it combats isolation and helps build relationships, two primary concerns for local residents. The Centre Multi is a perfect illustration of the YWCA's resources and services in action: the workshops are primarily given by volunteers and activities that were initially designed for our participants are now open to all women in the community.

Encouraging program participants to get involved in some of the events organized by the Foundation is another good example of our new approach in action. For example, many of the women in our employability programs had the opportunity to meet with the recipients of the Women of Distinction Awards or share their experiences with BDC leaders and employees. This approach helps to build new relationships, encourage participation and inspire hope.

VISIBILITY

With last spring's extensive hypersexualization awareness campaign aimed at parents of children in grades 5 and 6, the YWCA gained visibility and shared its expertise throughout Quebec—and abroad—via the Internet. In addition, the YWCA and its Foundation generated significant press coverage through the Women of Distinction Awards.

THE GIFT OF RENEWAL

This year, as part of their corporate engagement, large companies such as the Aldo Group, L'Oreal and Foresters chose to give to the YWCA. They literally transformed both the YWCA's residential and public spaces. In doing so, these corporations delivered an amazing and invaluable dose of energy, excitement and vitality to all those who live, learn, participate and work here. Thank you.

ACKNOWLEDGEMENTS

The members of our board of directors have demonstrated exceptional skill, commitment and support. They play a key role in our growth for which we are grateful. We also extend our thanks to the management team and all the YWCA and Women's Y Foundation staff, who once again have shown continued enthusiasm, excellence and cooperation at work. We would also like to acknowledge the trust and support of our funders, namely Centraide, Emploi-Québec and the Agence de la santé et des services sociaux du Québec, as well as the incredible generosity of our partners and donors. Lastly, we would like to give special thanks to the more than 360 dedicated and indispensable volunteers who share their expertise and time with us every day.

This was Mrs. Chantal Laberge's final year as president of the YWCA Montreal Board of Directors and we are pleased to give her the last word.

"Sharing and learning were the operative words during my mandate as YWCA president. We have laid the foundations for the growth and longevity of the YWCA and this makes me very happy. I'm grateful for all the trust and support I received throughout my term and it is with great pleasure that I will continue on as a member of the board. In closing, I would like to quote Henry Ford: 'Coming together is a beginning; keeping together is progress; working together is success.' I'm confident that together we can build a better future for women and girls."

Chantal Laberge
President of the Board of Directors
YWCA Montreal

Hélène Lépine
Chief Executive Officer
YWCA Montreal

Anne Mezei
President of the Board of Directors
Women's Y Foundation

Luce Moreau
Executive Director
Women's Y Foundation

FINANCIAL STATEMENTS

YWCA (Y des femmes de Montréal) and the YWCA Foundation of Montreal
(Women's Y Foundation of Montreal)¹

Combined Financial Situation

	2014	2013
	\$	\$
ASSETS		
Current Assets	887,935	889,222
Subsidies Receivable – Repayment of Long-Term Debt	27,483	155,378
Long-Term Investment	1,255,323	1,217,718
Property, Equipment and Software	11,543,671	11,952,123
Total assets	13,714,412	14,214,441
LIABILITIES		
Current Liabilities	2,118,330	1,548,062
Deferred Contributions Related to Property and Equipment	8,789,650	9,083,952
Long-Term Debt	273,911	799,110
	11,181,891	11,431,124
NET ASSETS		
Restricted for Endowment Purposes	215,431	215,431
Internally Restricted	1,808,772	1,913,542
Unrestricted	508,318	654,344
	2,532,521	2,783,317
Total liability and net assets	13,714,412	14,214,441

Combined Results

	2014	2013
	\$	\$
REVENUES	5,160,078	5,147,012
EXPENSES	5,212,342	5,225,856
DEFICIENCY OF REVENUES OVER EXPENSES BEFORE THE FOLLOWING ITEMS :	(52,264)	(78,844)
Interest charges	(39,695)	(36,275)
Amortization of property and equipment	(486,672)	(462,784)
Amortization of deferred contributions related to property, equipment and software	314,232	312,559
Net changes in value of investments	13,603	12,002
DEFICIENCY OF REVENUES OVER EXPENSES	(250,796)	(253,342)



¹ The above financial information is extracted from the financial statements audited by Petrie Raymond.

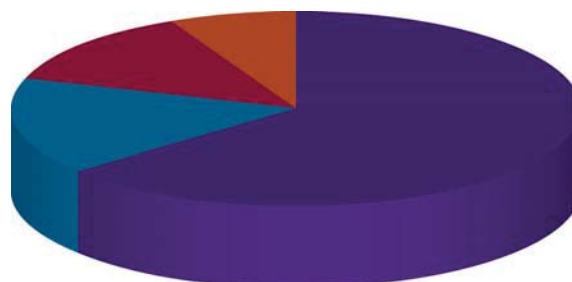
COMBINED REVENUES 2014



- Government of Québec Grants 36%
- Centraide 8%
- Government of Canada Grants 5%
- Other Grants 3%
- Housing, rentals and other income 32%
- Contributions and fundraising 14%
- Net investment income excluding unrealized gain in value 2%

2014 \$5,160,078
2013 \$5,147,012

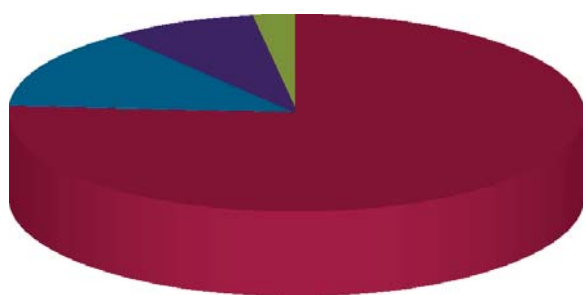
COMBINED EXPENSES 2014



- Salaries and employee benefits 64%
- Building occupancy 16%
- General, marketing and administration 13%
- Fundraising fees 7%

2014 \$5,212,342
2013 \$5,225,856

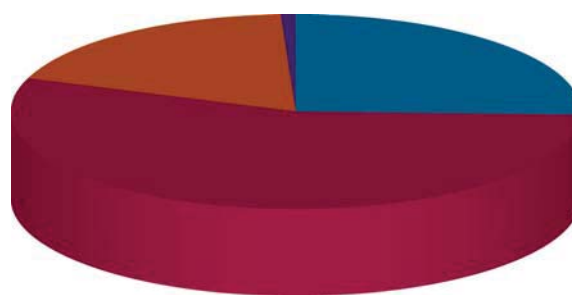
2014 DONATIONS TO THE YWCA MONTREAL



- Women's Y programs \$344,640
- Dedicated to specific purposes \$60,360
- Materials \$36,762
- Housing Services project \$10,751

2014 \$452,513

2013 DONATIONS TO THE YWCA MONTREAL



- Women's Y programs \$331,000
- Dedicated to specific purposes \$156,143
- Materials \$3,990
- Major fundraising campaign \$112,628

2013 \$603,761

THEORY OF CHANGE

We thoroughly analyzed and considered all of the YWCA's programs and services; as a result, we developed a theory of social change. This process was part of our strategic plan to become one of the primary drivers of social and economic progress for women and girls living in the Greater Montreal area. We were able to engage in this reflection work thanks to the support of the J.W. McConnell Family Foundation and the expertise of their Innoweave initiative which aims to provide practical tools to leaders in the community sector to improve their impact.

We identified the social issues we want to address:

- Exclusion
- Social and gender inequality
- All forms of violence against women and girls

To reach our objectives, we set two priorities: safety and the optimal development of women and girls.

Montreal Collective. Project realized by the participants of the Creative Expression Workshops.



To bring about positive and lasting change in individuals, the community and society, the YWCA will work in ongoing cooperation with its partners and collaborators.

The first step was to organize our programs to ensure consistency in our actions and a better use of our strengths. We then identified our short- and long-term objectives.

All of our actions are geared toward the following:

- Raising awareness
- Increasing knowledge
- Developing skills
- Improving behaviours
- Influencing social practices and policies

We determined that the best way to reach our goals would be to focus on four key areas:

- Housing services
- Employability services
- Youth services
- Community services

The next step will be to assess whether our actions have produced the desired results, evaluate their degree of impact and determine what changes need to be made to optimize results.



WOMEN'S Y FOUNDATION

20TH WOMEN OF DISTINCTION AWARDS
1,000 people gathered for the 20th anniversary—a record number.

SCOTIA BANK CHARITY CHALLENGE
In our fifth year of taking up the challenge, we raised more than \$42,000, a 59% increase.

FUNDRAISING CAMPAIGN
More than 50% of YWCA employees participated in the joint Women's Y Foundation-Centraide fundraising campaign.

together

Awareness
Compassion
Philanthropy
Altruism
Believing
Future Legacy
Well-being
Giving
Joy
Love
Community
Reaching
Happiness
Inspiring generosity
Power
Privilege
Decision
Gratitude
Wealth
Kindness
Sharing

Making a difference
Generous heart
Abundance



1975

First Women of Distinction Awards

1994

First Women of Distinction Awards fundraising gala

1995

Launch of the Women's Y Foundation

2010

First Scotiabank Charity Challenge

2012

First Laureates Conference

For nearly 20 years, the Women's Y Foundation has had a single goal: to build a better future for women and girls living in the Greater Montreal area. The Foundation contributes financially to sustaining and developing the programs and services offered by the YWCA Montreal to meet the needs of women and girls. To do so, it relies on the commitment of numerous donors, partners and volunteers who join forces to bring about positive, lasting change in the lives of all those who use the YWCA Montreal services.

The Foundation's management and initiatives are inspired by the Code of Ethical Principles and Standards of the Association of Fundraising Professionals as well as its Donors Bill of Rights. As such, each donation is maximized and every donor is respected for the benefit of the women and girls that the YWCA accompanies toward a better future.

2013-2014: A YEAR OF RENEWAL

- Our new approach to develop closer ties between Foundation partners and YWCA participants generated meaningful discussions that inspired hope and commitment, most notably at a meeting with BDC senior executives and at the 2014 Women of Distinction Awards ceremony.
- Many fundamental changes were made, such as revising the organization's bylaws and revamping the committee and jury roles for the Women of Distinction Awards.
- Another priority of the Foundation was organizing a major gift campaign to breathe new life into the programs and services offered to participants.
- The Women of Distinction Awards were completely revisited in honour of the 20th anniversary; as a result, the event attracted more than 1,000 people—a record number. The women enrolled in our employability programs were closely involved in the event, particularly in the vintage fashion show.
- For our fifth year in taking up the Scotia Bank Charity Challenge, we tried a new approach: under the inspiring leadership of Tara Lyman-Abramovitch, a former YWCA program participant, runners raised a record-breaking \$42,000.

“ YOU SHOULDN'T GO THROUGH LIFE WITH A CATCHER'S MITT ON BOTH HANDS; YOU NEED TO BE ABLE TO THROW SOMETHING BACK.”

MAYA ANGELOU

INSPIRING GENEROSITY

Generosity can change the world. It works its magic quietly, on one person at a time; then it gains ground, spreading effortlessly among families, friends, communities and cultures until it touches the entire world. Generosity is love and compassion at work.

Now more than ever, generosity is essential in our rapidly evolving society where the needs of women and girls are in constant flux. We must continuously adapt our programs and services to meet the changing needs of women and girls.

The Major Gift Campaign currently under way is an opportunity to pull together, renew our commitment and work together as part of the solution.



Scotia Bank Charity Challenge

WINNERS OF THE 20TH WOMEN OF DISTINCTION AWARDS

WOMAN OF OUTSTANDING ACHIEVEMENT **Monique Jérôme-Forget** Special Advisor, Osler, Hoskin & Harcourt • **Y'S WOMAN** **Stephanie** ex-resident of the YWCA Montreal • **ARTS & CULTURE** **Thérèse St-Gelais** Professor, Department of Art History, UQAM • **BUSINESS AND PROFESSIONS** **Christine Marchildon** Senior Vice-President, Branch Banking and Chair, Quebec Market, TD Bank Group • **COMMUNICATIONS** **Linda Kay** Chair and Associate Professor, Department of Journalism, Concordia University • **COMMUNITY SERVICE AND SOCIAL DEVELOPMENT** **Yvonne Séguin** Executive Director, Groupe d'aide et d'information sur le harcèlement sexuel au travail de la province de Québec inc. • **EDUCATION** **Martine Hébert** Professor, Department of Sexology, UQAM • **ENTREPRENEURSHIP** **Pascale Pageau** President and Founder, Delegatus services juridiques inc. • **ENVIRONMENT** **Carole Robert** President of the Board of Directors and Founder, BDA Foundation and Chief Executive Officer, PharmAfrican • **HEALTH** **Lynne McVey** Executive Director, Douglas Mental Health University Institute • **SCIENCES AND TECHNOLOGY** **Marianna Newkirk** Associate Dean, Faculty of Medicine, McGill University • **SPORTS AND/OR WELLNESS** **Sylvie Bernier** Olympic gold medallist and Healthy lifestyle habits Ambassador of Québec en Forme • **YOUNG WOMAN OF DISTINCTION** **Frédérique Vallières** Présidente et co-fondatrice, Reach Out To Humanity

Learn more about this year's winners.



JOINING FORCES AND SHARING RESOURCES

364 volunteers and 21 interns shared their expertise and joined forces with our team.

Over \$77,000 in revenue was generated through our Fringues boutiques, thanks to our 4,760 customers.

It was a record year for bookings at our hotel and hostel.

together

1879

Beginning of our hotel services

1900

Traveller's Aid Society

2003

Renovation of the Hotel and Auberge

2008

Renovation and expansion of Fringues & Cie boutique

2013

Opening of the Fringues Vintage boutique

THE MONTREAL Y HOTEL AND AUBERGE YWCA

IT MAKES A DIFFERENCE WHERE YOU STAY

The Montreal Y Hotel and Auberge YWCA are open to all travellers, offering one of the best deals on accommodations in downtown Montreal. In addition, staying at the YWCA instead of staying elsewhere means that all proceeds are directly reinvested in the YWCA programs and services.

The year 2013–2014 set a record for bookings at our hostel and hotel. More than 20,000 guests, both men and women, stayed in our 62 rooms, generating close to \$915,000 to help us work together to build a better future for women and girls.

Through the Aldo Group's generosity and corporate engagement, our hotel lobby, reception and meeting rooms were completely renovated. In keeping with this spirit of renewal, we also launched two websites in late spring to boost bookings at our hotel and hostel and increase our independent revenue.



hotelymontreal.com



aubergeywca.com

FRINGUES FRIPERIE AND VINTAGE BOUTIQUES

DOUBLY RESPONSIBLE CONSUMERISM

In 2013–2014, our 4,760 customers generated over \$77,000 in revenue for the YWCA by shopping at the Fringues Friperie or Fringues Vintage clothing boutiques. In doing so, customers were being doubly responsible by reusing clothing and helping young women with little formal education integrate into the workforce.

OUR INTERNS

THE YWCA—A UNIQUE PLACE TO LEARN

Each year, the YWCA welcomes and supervises a number of interns from various university and college programs in Quebec and abroad. This year, 21 interns chose to enhance their training with us and were instrumental in helping us reach our objectives. We are grateful for their invaluable contribution.

OUR VOLUNTEERS

AT THE HEART OF OUR WORK

This year, 364 volunteers shared their expertise and 15,000 hours of their time. Their contributions are essential to our organization. They perform a multitude of tasks that are crucial to our mission, such as tutoring in our literacy programs, mentoring in our employability programs, translating documents, organizing events and leading workshops and activities at the Centre Multi.

In addition, four companies—Aldo, Foresters, KPMG and L'Oréal—chose to host a corporate engagement day with their staff at the YWCA to improve the quality of both our housing and public spaces.

OUR ONLINE COMMUNITY

A RAPIDLY GROWING FAMILY

The online communication strategies we introduced last year have been fruitful, allowing us to maintain relationships, exchange information and better promote the YWCA's activities and programs. The Facebook pages of the YWCA, the Women's Y Foundation and the Fringues boutiques have grown in popularity by 60% compared with last year, and together, our posts have reached over 175,000 people. Our Twitter account lets us communicate directly with close to 600 people (we gained nearly 70% more followers this year) and our YouTube channel is booming with more than 50,000 views. Our website has received more than 61,200 unique visitors—an increase of 20% compared with last year.

ADVOCATING FOR WOMEN AND GIRLS BEYOND OUR WALLS

Beyond working on a daily basis to reduce exclusion, violence, and social and gender inequalities, the YWCA Montreal has also organized, contributed to and participated in many events that educate, mobilize and engage the public regarding women's issues:

- Participated in the UN's 58th session of the Commission on the Status of Women as part of a delegation of more than 70 women representing the international movement of YWCAs
- Participated in a round table and delivered a formal presentation before the Honorable Chris Alexander, Minister of Immigration and Citizenship, to bring to his attention the gender perspective on immigration (text tabled)
- Actively participated in campaigns denouncing violence against women and commemorated the École Polytechnic massacre
- Attended a vigil for missing aboriginal women
- Adopted a position on the Quebec Charter of Values
- Actively participated in developing the YWCA Canada's position on prostitution

This year, we focused our awareness-raising initiatives on hypersexualization:

- Launched a Quebec-wide campaign aimed at parents of children in grades 5 and 6
- Produced four video clips
- Distributed 140,000 promotional bookmarks
- Participated in forums organized by the Secrétariat à la Condition féminine
- Organized a public round table for International Women's Day

Watch our awareness-raising videos on hypersexualization.
capsule.dev.ydesfemmesmtl.org



HOUSING SERVICES

a better future

This year, 97 women took advantage of the YWCA housing services and 65 of them stayed at the Residence.

THE RESIDENCE

As part of our social reintegration program, we offer housing in a 34-room residence, with weekly psychosocial counselling.

Occupancy: 91%

LES JARDINS DU Y

21 apartments with community support. Occupancy: 100%

CORPORATION BRIN D'ELLES

11 apartments with community support reserved for our residents, at two locations (Saint-Michel and St-Laurent).

Occupancy: 100%

Path, Knowledge, Lasting changes, Stability, Resilience, Reintegration, Security, Behaviour, Well-being, Belonging, Women, Exclusion, Homelessness, Growth, Confidence, Autonomy, Violence, Isolation, Social skills, Prejudice, Gender approach, Empowerment, Self-esteem, Awareness, Guidance, Mental health, Inequality, Immigration, Stereotypes, Citizen participation, Awareness, Behaviour

1875

Since its creation, the YWCA Montreal has offered housing services

1954

Emergency housing services

1975

Transition house for women victims of conjugal violence and their children

1985

Partnership with Moisson Montréal begins

For our residents, rebuilding a stable life in independent housing involves many important steps on the road to social reintegration. By living in a safe environment and participating in a vast array of workshops, conferences, personal development and physical activities as well as weekly counselling sessions with a team of multidisciplinary professionals, residents can regain control of their lives at their own pace, work toward a stable life in independent housing and break free from the cycle of homelessness, exclusion and violence.

2013-2014: A YEAR OF INNOVATION

- To generate richer interactions, experiences and discussions, some of our workshops were open to the public (introduction to computers, interpersonal communication, community kitchen, creative expression and bereavement sessions).
- Following a training session given by UQAM's Department of Social Work and Relais-femmes, we set up a new support group on housing.
- A new initiative lets residents and tenants enjoy a plot in one of Montreal's community gardens, which has been a boon for our activities promoting healthy living. It's clear that gardening nourishes both the body and soul.
- In addition to the ongoing joint effort of counsellors and residents to address mental health issues, last May the Housing Department organized an entire week of activities designed to promote and cultivate mental health—a key ingredient in re-establishing well-being, rebuilding a stable, autonomous living environment and returning to an active life.
- Thanks to the corporate engagement of L'Oreal and its employees, the living spaces of our residents and tenants were treated to a much-appreciated makeover.

WHO ARE THEY?

This year's YWCA residents included women aged 19 to 64. The vast majority lacked stable housing before their arrival. Our statistics show that 37% of them were escaping situations of domestic or family violence, 70% were dealing with mental health issues and 39% were from various ethnocultural communities. Most were living below the poverty line. Many of the women were mothers or grandmothers and our services let them welcome their children and exercise their access rights in a safe environment.

RESULTS

INCREASED WELL-BEING: Among residents with addiction or mental health issues, there has been a significant drop in hospitalizations and relapses.

STABILITY AND LONG-TERM AUTONOMY: More than 80% of women living at the Les Jardins du Y have been residents for more than three years and 71% of women living at Brin d'Elles (on St-Laurent) have been tenants for more than eight years.

“ I CAME TO THE YWCA IN AUGUST 2013 BECAUSE OF MARITAL PROBLEMS. STAYING AT THE RESIDENCE GAVE ME THE PEACE, QUIET AND HELP I NEEDED TO REACH MY GOALS. WITH ALL THE ACTIVITIES, INCLUDING WORKSHOPS, SOCIAL EVENTS, VOLUNTEERING, YOGA AND PAINTING, I FELT ACTIVE AND PRODUCTIVE. I LEARNT HOW TO BE TRUE TO MYSELF IN ALL OF MY CURRENT PROJECTS AND IN PREPARATION FOR MY FUTURE LIFE IN SOCIETY.”

MARIBEL S.

HOMELESSNESS

The scale of homelessness among women is difficult to gauge because it is less visible. Women usually stay with friends and family or find temporary housing rather than live on the street. According to the federal government's latest report on housing and homelessness, the estimated number of homeless people in Montreal is 30,000,¹ of which 22.8% to 40% are thought to be women.² Canada-wide statistics show that 73% to 81% of these women are or have been victims of psychological abuse, sexual abuse or domestic violence.³

VIOLENCE

More than 80% of victims of sexual abuse and domestic violence are women.⁴ In one year, more than 11,500 cases of sexual abuse and domestic violence against women were reported in Montreal.⁵

2013-2014 featured a wealth of activities for YWCA residents.



2002

The Residence - Social Reintegration program

2004

Community housing "Brin d'Elles"

2005

Community housing "Les Jardins du Y"

2007

Community housing "Projet Saint-Michel"

EMPLOYABILITY SERVICES

a better future

This year, close to 300 women took advantage of our free employability services.

MOTHERS WORK INTEGRATION PROGRAM

48 mothers enrolled in our employment preparation program. The program is offered in English and French, includes 19 weeks of training and workshops, and culminates in a professional internship.

FRINGUES & CIE

23 young women took part in this six-month accredited, paid training program in our boutiques, which serves as a platform to help women integrate into the sales and customer service industry.

ORIENTATION AND SERVICES FOR EMPLOYMENT (OSE)

225 women had individual consultations with certified guidance counsellors—all members in good standing of their professional associations.

Employment
Autonomy
Exclusion
Isolation
Well-being
Women
Skills
Path
Family
Belonging
Social integration
Mentorship
Single parenthood
Safety
Behaviour
Inequality
Poverty
Cooperation
Self-esteem
Empowerment
Violence
Resilience
Lasting changes
Social skills

1884

Training in dictaphone, stenography, typing

1885

Job placement service

1921

Nursing assistant course

1931

Job retraining program

1932

Course and skills certification for domestic workers

1966

Career retraining program for women

The goal of the YWCA's employability services is to increase participants' skills and knowledge and give them the tools they need to reintegrate into society and the workforce as well as help them break the cycle of exclusion, poverty, and social and gender inequality. They are supported by a team of professionals specialized in career counselling, training, employability, and psychosocial counselling, who accompany and guide them in their journey back to work or school.

2013-2014: A YEAR OF CONTINUED PROGRESS

- Fringues & Cie was granted the Du cœur à l'ouvrage Award in the continuous improvement category from the Collectif des entreprises d'insertion du Québec in recognition of the program's excellence.
- Since fall 2013, the Fringues & Cie program has been officially endorsed by the Centre de ressources éducatives et pédagogiques (CREP) of the Commission scolaire de Montréal. Participants receive an official training certificate in sales and customer service that recognizes their course as part of the social and professional integration studies program of the Quebec Ministry of Education, Recreation and Sports.
- To foster a stronger sense of belonging, accomplishment and pride among Fringues & Cie and Mothers Work Integration Program participants, we organized our first-ever graduation ceremony for the 36 participants and their guests. Needless to say, it was a very moving event.
- Participants in our employability programs had the opportunity to get involved in three significant Foundation initiatives. The women participated in the vintage fashion show during the 20th Women of Distinction Awards ceremony, played a key role in a presentation given to the BDC about our employability programs, and greeted and spoke with the winners of the Women of Distinction Awards, which helped some participants find a professional internship to complete their program.



Find out more about our employability program participants.

WHO ARE THEY?

In 2013-2014, 73% of the Fringues & Cie workforce integration program participants received no employment revenue or social assistance. This was also true for 62% of OSE participants, whereas 79% of the women in the Mothers Work Integration Program were on social assistance. The vast majority of our clientele and participants came from ethnocultural communities (Fringues & Cie, 88%; Mothers Work Integration Program, 82%; OSE, 71%).

Among OSE participants, 35% had a bachelor's or master's degree and 78% of Mothers Work Integration Program participants were single mothers. For both programs, the majority of participants were looking to re-enter the workforce after having raised their children or lost their jobs, and it was often a chance for them to improve the living conditions of their entire family. The vast majority of Fringues & Cie participants were looking to obtain an official training certificate and find their first job.

RESULTS

SUCCESSFUL PROFESSIONAL INTEGRATION

This year, 65% of participants in our three employability programs found work immediately following completion of the program—the same as last year. What's more, when we followed up on our Fringues & Cie participants, we found that 85% of the women found a job within a year of completing their training.

“ I WAS DEVASTATED WHEN I LOST MY JOB OUT OF THE BLUE. I BECAME TRAPPED IN A CYCLE OF WORRY, DOUBT AND FINANCIAL DISTRESS. MY OSE COUNSELLOR HELPED ME STAY FOCUSED AND IMMEDIATELY GOT ME TO ATTEND GROUP WORKSHOPS. THE OTHER WOMEN IN THE GROUP GAVE ME ALL THE HELP I NEEDED TO SEARCH FOR WORK. BY SHARING YOUR EXPERIENCE WITH OTHERS, YOU TRULY FIND SUPPORT. I ALSO MADE THE MOST OF THE LEGAL CLINIC AND THE AFFORDABLE CLOTHING BOUTIQUES. I NO LONG FEEL ANXIOUS; I FEEL CONFIDENT.”

KATHLEEN L.

FINANCIAL INSECURITY

In Montreal, more than 20.6% of families are single-parent households and 81.7% of these are headed by a woman.¹ Among women who live alone or are single parents, close to half spend more than 30% of their income on rent and more than a quarter spend more than 50% on rent.²

EMPLOYMENT INEQUALITY

Regardless of their level of education, women entering the job market receive a lower weekly gross salary than men. In 2010, the employment revenue for women working full time was equivalent to 77.1% of that of men, compared with 79.4% in 2000.³ For immigrant women, the figure is 66%.⁴

1976

Career preparation program

1992

Legal secretary and industrial mechanic training programs

1993

OSE Program

1996

Mothers Work Integration program

1998

Fringues & Cie program and workforce integration enterprise

2007

Entrepreneurship Centre

YOUTH SERVICES

This year, close to 1,000 girls and boys participated in various programs, workshops and training sessions offered in English and French by our Department of Youth Services.

TRANSITION TO HIGH SCHOOL AND GENDER-BASED VIOLENCE

We trained or raised awareness among more than 110 professionals on the issues of the transition to high school and gender-based violence in schools.

HYPERSEXUALIZATION

We launched a province-wide campaign to raise awareness among parents of children in grades 5 and 6. As part of the campaign, we produced four videos, distributed 140,000 promotional bookmarks and built a website dedicated to the issue.

a better future

Diversity, Body image, Exclusion, Violence, Cooperation, Girls, Belonging, Citizen participation, Well-being, Identity, Mentorship, Harassment, Gender approach, Puberty, Stereotypes, Healthy relationships, Social skills, Emancipation, Prevention, Leadership, Hypersexualization, Entrepreneurship, Trust, Cyberbullying, Solidarity, Critical thinking, Empowerment, Research, School setting, Autonomy

1917

Camp Oolahwan opens

1940

The adventure of being a woman: first leadership activities in high schools

1956

First study on the needs of adolescents

1962

Extensive action-research on women and their diverse social roles

1982

Creation of an anti-pornography committee

1983

TAMS program for teenage mothers

The YWCA's Department of Youth Services develops projects, training sessions and innovative workshops that are constantly being fine-tuned and adapted to meet the needs and everyday reality of girls and young women aged 8 to 35. Our project leaders and coordinators visit the girls and young women in their own settings—in schools or community centres—to address the following issues:

leadership and autonomy • hypersexualization • cyberbullying • critical thinking • prevention of gender-based violence • analysis of social media and advertising • transition to high school • emotional dependence and healthy relationships • cultural and social integration • respect and appreciation of one's body • healthy lifestyles • gender equality • citizen participation

These projects seek to educate and develop the skills and knowledge of girls, boys and young women so as to prevent violence, exclusion, and social and gender inequalities. They also strive to give each young person the opportunity to build a bright future and realize their full potential.

2013-2014: RAISING AWARENESS ON A LARGE SCALE

- Through its MobilCampus project, the Department of Youth Services promoted healthy, equal relationships on college campuses. More than 235 people, including youth workers and the management of a college, participated in the workshops.
- Last March, we developed the Passwords Toolkit which includes a 300-page guide for professionals working with youth, designed to facilitate a successful transition to high school by curbing violence and gender inequality. Launched in May, the toolkit has been wildly successful, and already more than 75 professionals have been trained to use it effectively.
- A grant from the Secrétariat à la condition féminine du Québec helped us create four video clips examining the various aspects of hypersexualization among youth. With the cooperation of 90% of Quebec school boards, 140,000 promotional bookmarks were sent to elementary schools for the parents of children in grades 5 and 6, urging them to watch the videos. It was the first time that the YWCA Montreal organized a campaign of this magnitude. This first official partnership with the school boards has opened the door to future collaborations.

Watch our awareness-raising videos on hypersexualization.
capsule.dev.ydesfemmesmtl.org



WHO ARE THEY?

This year, participants in our various projects, workshops and training programs were between the ages of 8 and 29, and 78% of them came from ethnocultural communities. Through our initiatives, we hope to reach the most vulnerable young girls in Montreal; more than 90% of participants attend schools in some of the most deprived areas.

“ THIS ACTIVITY HELPED ME FEEL MORE CONFIDENT AND I LEARNED TO WORRY LESS ABOUT WHAT OTHER PEOPLE THINK. I’M NOT SCARED OF GOING TO HIGH SCHOOL ANYMORE.”

ANONYMOUS

“ SINCE YOUR VISIT, I’VE NOTICED A HUGE DIFFERENCE IN THE WAY THE KIDS THINK ABOUT HYPERSEXUALIZATION AND EQUAL RELATIONSHIPS. THEY’RE MORE OPEN AND ARE STILL DISCUSSING THESE TOPICS TOGETHER. EXAM RESULTS WERE AROUND 85% FOR ALL GROUPS. THE MODULE HAS HAD THE HIGHEST SUCCESS RATE THIS YEAR. I BELIEVE THAT THE YWCA MADE AN ENORMOUS CONTRIBUTION BY OPENING STUDENTS’ MINDS AND HELPING THEM SUCCEED. THANK YOU SO MUCH AND I HOPE TO SEE YOU AGAIN NEXT YEAR!”

A.-M. R., RESOURCE TEACHER, GRADE 8

VIOLENCE AND INTIMATE RELATIONSHIPS

Around 30% of high school students in Montreal said they had been victims of violence in their romantic relationships in the last 12 months. There are proportionately more female than male victims of violence.¹

CYBERBULLYING

Among youth in grades 4 to 11, 31% to 37% reported having been threatened or bullied online. Cyberbullying affects girls more than boys.²

BODY IMAGE AND MENTAL HEALTH

Studies show that 92% of young women aged 15 to 17 have a negative body image.³ Eating disorders are the third most prevalent chronic illness among Quebec adolescents.⁴

ONLINE VIOLENCE

Close to one-third of the 50 most-popular Internet sites among high school students contain violence (28%) or sexual content (32%).⁵

SELF-ESTEEM

Only 15% of girls in high school have high self-esteem.⁶

COMMUNITY SERVICES

a better future

This year, more than 1,250 women used our community services.

CENTRE MULTI

Activities were launched in September 2013. Enrolment increased steadily and by the spring 2014 term, we had 213 participants.

THE VOLUNTEER CENTRE

364 women shared their expertise and 15,000 hours of their time—a 16% increase in volunteers and a 58% increase in hours.

THE LEGAL INFORMATION CLINIC

13 lawyers and one notary met with 721 clients—an increase of 33%.

Well-being
Mental health
Skills
Exchanging ideas
Path
Rights
Self-esteem
Women
Social integration
Practical skills
Exclusion
Families
Autonomy
Building relationships
Ethnocultural communities
Sharing
Prevention
Social skills
Isolation
Belonging
Guidance
Inequalities
Girls
Trust
Information
Learning
Cooperation

1875

From its inception, the YWCA offered women basic courses in reading, writing and arithmetic

1909

Fitness Centre

1913

The pool opens

1930

Soup kitchens and housing for the needy

1954

Wellness Clinic

The process of developing our theory of social change led us to integrate and restructure many of the YWCA Montreal services included in our Department of Community Services. The goal of these services is to foster personal and collective well-being by addressing the needs of women in the community. The services help women combat isolation, build relationships, understand their rights and integrate into a new society—all key issues for a population sector that is composed mainly of individuals living on their own, many of whom are elderly and come from ethnocultural communities.

2013–2014: A PROMISING FIRST YEAR FOR THE CENTRE MULTI

In the works since last year, the Centre Multi was launched in September 2013. The Centre Multi is open to girls, women, seniors and families. It was set up to meet their needs and interests by offering activities that promote personal development, and health and well-being. We saw a rapid increase in enrolment each term and the centre is on track to becoming a popular venue in downtown Montreal for cross-cultural and cross-generational learning and sharing.

Our volunteers are integral to the Centre Multi. These women lead the majority of the workshops offered. They also play a key role in developing the centre, which in turn gives them a chance to cultivate and put their talents to good use.

THE VOLUNTEER CENTRE: TRANSFORMATION AND ADDED VALUE

Volunteers come to us looking for much more than a way to pass the time. For women who have recently immigrated, volunteering is often a stepping stone to their first job or a great way to meet new people, build networks and gain a sense of belonging. To meet the needs of its clientele, the Volunteer Centre thoroughly reviewed its recruitment process; it now advertises volunteer positions complete with duties, conditions and clear responsibilities, rather than ad-hoc tasks. This approach adds value to the volunteers' roles and contributes to their development, encouraging trust and a sense of belonging.

THE LEGAL INFORMATION CLINIC: GROWTH AND DIVERSIFICATION

After a several-month hiatus in 2012–2013, the Legal Information Clinic has hit its stride again; this year it welcomed over 720 people for consultations—boasting an increase of 33%. Our numbers show that 95% of clients said they were satisfied or very satisfied with the services they received.

As part of our goal to serve the community at large, we premiered a legal workshop last spring, with the help of the Pro Bono Students Canada chapters at McGill University and University de Montréal.

LITERACY: TRANSITION AND ANALYSIS

While exploring the various methods for achieving literacy, we continued to provide individual tutoring for about a dozen women and organized two training sessions for our tutors. We also prioritized conversation workshops, which enabled 92 women to learn basic language skills in English or French.

WHO ARE THEY?

Participants were women and girls aged 14 to 83, 60% of whom came from ethnocultural communities, and 70% of whom were residents of the Ville-Marie borough or surrounding neighbourhoods.

“WHEN I ARRIVED IN QUEBEC IN 2010, I WAS LOOKING FOR A CAREER CHANGE. I HOPED TO GAIN SOME HANDS-ON TRAINING AND EXPERIENCE IN THE FIELD OF SOCIAL WORK BY VOLUNTEERING. SO I ENQUIRED AT THE YWCA VOLUNTEER CENTRE. THEY SUGGESTED I ATTEND THEIR PEER HELPER TRAINING SESSIONS WITH A VIEW TO GUIDING AND SUPPORTING THE WOMEN IN THE EMPLOYABILITY PROGRAMS. THIS GAVE ME THE OPPORTUNITY TO ENGAGE IN VARIOUS HELPING RELATIONSHIPS, WHICH WERE ALL EQUALLY REWARDING. THE EXPERIENCE INSPIRED ME TO PURSUE A CAREER AND STUDIES IN SPECIAL EDUCATION SO THAT I COULD WORK FULL TIME IN A FIELD THAT MAKES MY LIFE FEEL FULL AND REWARDING. I CAN HONESTLY SAY THAT THE YWCA CHANGED MY LIFE.”

MARIE F.

a better future

ISOLATION

In the last few years, the population in downtown Montreal has increased significantly. The fastest growing segments of the population are families with children under 4 as well as seniors over 65. The population is mainly composed of people living on their own and 47% of residents come from ethnocultural communities. Isolation, the need to build relationships and the lack of community resources are major concerns for the people in this neighbourhood.¹

1985

Volunteer Centre /
Legal Information Clinic

1992

Literacy Centre

2001

ABC en famille program

2006

Closing of the pool and the
Health and Fitness Centre

2011

Pre-Employability program
“Literacy Towards Employment”

WHO ARE THEY?

WOMEN COME TO THE YWCA TO:

- develop professional skills and find employment;
- prepare a CV or interpret a job posting;
- escape violence and homelessness;
- combat isolation and fight discrimination;
- build or boost their self-esteem;
- regain psychological stability and resume a normal life;
- find safe housing;
- learn how to read a bill or help their children with their homework;
- know and understand their rights;
- actively participate in society;
- and develop their leadership skills and critical thinking.

At the YWCA, these women found the tools they needed to build a brighter future and realize their full potential.

TAKING ACTION WHERE IT MATTERS MOST

Nearly 2,600 women between the ages of 8 and 83 directly benefited from our services in 2013–2014. Among these, 67% came from ethnocultural communities. As shown on the map below,¹ they were all residents of the Island of Montreal, mainly from highly deprived neighbourhoods.

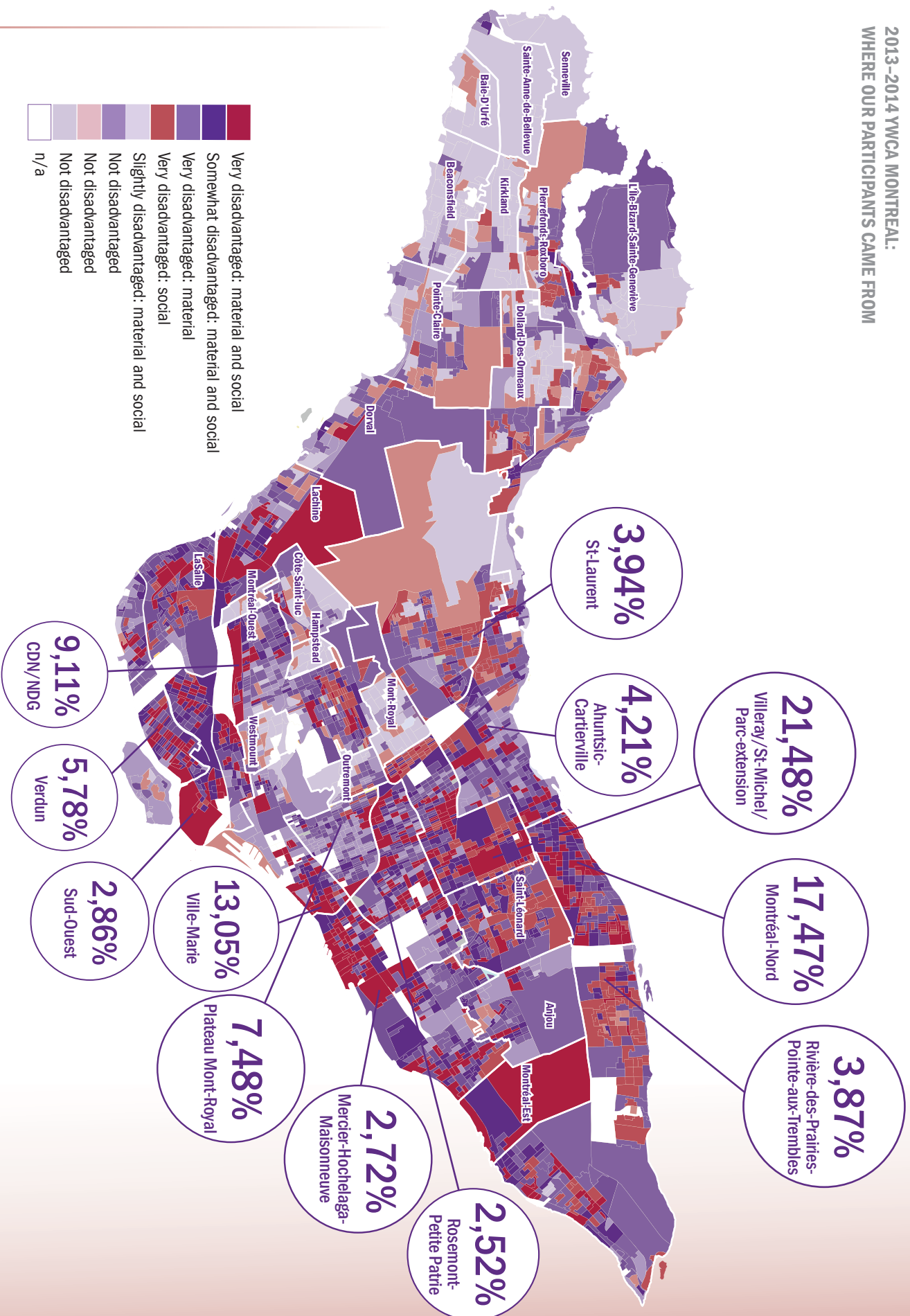
Since the Centre Multi opened its doors, there has been a 2% rise in participants from the local Ville-Marie borough. This widening of our clientele has helped us increase our presence and community impact in the vicinity.



- 1920** Both Protestants and Catholics are now welcome at the YWCA
- 1960** All women are welcome, no matter their religion, age or background.
- 1968** Collaboration in the Bird Report on the status of women
- 1970** First Women's Centre
- 1978** Collaboration in the Pour les québécoises, égalité et indépendance report
- 2011** Collaboration in the Pour l'égalité de fait pour toutes report

for women and girls

2013-2014 YWCA MONTREAL:
WHERE OUR PARTICIPANTS CAME FROM



Map taken from the City of Montreal website: http://ville.montreal.qc.ca/portal/page?_pageid=8258_90427994&_dad=portal&_schema=PORTAL

THANK YOU

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Women's Y Foundation Board of Directors and Committees¹

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Isabelle Gélinas, Director of Communications

Lilia Goldfarb, Director of Development and Programming, Director of the Leadership Department

Sophie Gravel, Director of Human Resources

Sandra Hébert, Director of Finance and Administration

Anne Humphreys, Executive Assistant

Luce Moreau, Executive Director of the Women's Y Foundation

Diana Pizzuti, Director of Housing Services

Esther Youte, Director of Employment Services

¹ AC – Activités commerciales; DS – Développement stratégique; FAGR – Finances, audit et gestion de risques; FIN – Finances et investissement; GOUV – Gouvernance;

MC – Mise en candidature; RH – Ressources humaines

² Membre d'office de tous les comités

2013-2014 Participation in the following advisory bodies

Collectif des entreprises d'insertion du Québec • Comité avisur projet «Dans la mire» pour l'inclusion des femmes handicapées (Dawn Canada) • Comité consultatif communautaire Projet « Perspective » (Centre de génomique et politiques – Université McGill) • Comité d'action contre la traite humaine interne et internationale (CATHII) – Coalition québécoise contre la traite des personnes • Comité d'étude des besoins dans le quartier Peter McGill (Arrondissement Ville-Marie) • Comité d'orientation pour le projet Village santé des grands-jardins (CSSS de la Montagne) • Community Council on Volunteerism • Concertation des luttes contre l'exploitation sexuelle (CLES) • Conférence régionale des élus (CRÉ) de Montréal • Corporation Brin d'Elles • Fédération des OSBL d'habitation de Montréal (FOHM) • Forum jeunesse de l'île de Montréal • International Cooperation Committee, Latin America Committee • Montreal Urban Strategy Committee on Aboriginal Homelessness • Projet Square Cabot • Réseau d'aide aux personnes seules et itinérantes de Montréal (RAPSIM) • Réseau québécois d'action pour la santé des femmes (RQASF) • Réseau québécois en études féministes (RéQEF) • Table des groupes de femmes de Montréal • Tools of Peace • YWCA Canada - National Advocacy Committee

Partnerships and collaborations

COMMUNITY ORGANIZATIONS AND CENTRES

Accès bénévolat - Est de Montréal • Association coopérative d'économie familiale (ACEF) du Sud-Ouest • Association récréative Milton Park • Atelier des lettres • Bibliothèque des jeunes de Montréal • Catholic Community Services (CCS) • Centre d'action bénévole de Montréal • Centre de référence du Grand Montréal • Centres de la jeunesse et de la famille Batshaw • Chantier d'Afrique • Équipe RDP • Espace Famille Villeray • Groupe d'aide et d'information sur le harcèlement sexuel au travail (GAIHST) • Innovation jeunes • Maison les Étapes • Mise au jeu • Projet Genesis • Relais-femmes • Segal Centre for Performing Arts • Service d'entraide Passerelle • Tyndale St-Georges Community Centre • YMCA Centre ville

EDUCATION

Association des directions générales des commissions scolaires (ADIGECS) • Blue Metropolis Foundation • Cégep du Vieux Montréal • Centre de ressources éducatives et pédagogiques (CREP-CSDM) • Collège Ahunatic • Concordia University - LIVE Centre; Art Education Department; Applied Human Sciences Department • Dawson College • École des métiers des Faubourgs-de-Montréal • École primaire Bienville • École primaire Gilles-Vigneault • École primaire Louis-Dupire • École primaire Riverview • École primaire Saint-Simon-Apôtre • École secondaire Calixa-Lavallée • École secondaire Louis-Joseph-Papineau • École secondaire Saint-Laurent • FOCUS High School •

James Lyng High School • JFK Business Centre • McGill University - School of Social Work; Social Equity and Diversity Education Office; Institute for Gender, Sexuality and Feminist Studies • Pearson Adult & Career Centre (LaSalle) • Perspectives I High School • Rosemount Technology Centre • UQAM - École de travail social

FOOD SECURITY

Bonne Boite Bonne Bouffe • Dispensaire diététique de Montréal • Moisson Montréal • Tablee des chefs • Garde-manger pour tous

HEALTH

Canadian Mental Health Association • Centre de crise L'Autre Maison • Centre de crise Le Transit • Centre de crise Tracom • Centre Dol-lard-Cormier • CSSS de la Montagne • CSSS Jeanne-Mance - Unité psychosociale justice • Douglas Mental Health University Institute - Eating Disorders Program; the Psychosocial Rehabilitation and Specialized Housing Program • Programme de réadaptation psychosocial et hébergement spécialisé • Médecins du monde

HOUSING

Abri de l'espoir • Appartements 3555-5555 Jeanne-Mance • Auberge Madeleine • Auberge Shalom • Bouclier d'Athéna • Comité de logement Ville-Marie • Housing Hotline • Logifem • Logis Rose Virginie • Maison Grise • Maison Lucien-L'Allier • Maison Marguerite • Regroupement des maisons pour femmes victimes de violence conjugale • Réseau habitation femmes • Réseau solidarité itinérance du Québec • Rue des femmes • Secours aux femmes

LAW AND JUSTICE

Centre de justice de proximité du Grand Montréal • Clinique juridique du Mile End • McGill University - Legal information Clinic • Chambre de l'assurance de dommages • Médiation familiale de Montréal • Option consommateurs • Pro bono Québec • Pro bono students Canada - McGill University and Université de Montréal chapters

PUBLIC SAFETY

RCMP • Service de police de la Ville de Montréal

VIOLENCE PREVENTION

Association québécoise Plaidoyer-Victimes • Centre de recherche interdisciplinaire sur la violence familiale et la violence faite aux femmes (CRI-VIFF) • Coalition for Gun Control • Les Affranchies

WORK AND EMPLOYMENT

Action Travail Femmes • Au bas de l'échelle • Chapop • Distribution l'Escalier • Gaby Da Silva • Hydro-Québec • Regroupement québécois des organismes pour le développement de l'employabilité (RQuODE) • Société de développement social de Ville-Marie

THANK YOU ON THEIR BEHALF

A special thanks to our public and private funders, to the sponsors and donors of the YWCA and its Foundation. Your support and generosity are essential to the realization of our mission and the achievement of our goals.

GOVERNMENTS

FEDERAL

Status of Women Canada
 Service Canada
 Canada Summer Jobs



PROVINCIAL

Agence de la santé et des services sociaux
 Direction de la santé publique
 Per diem pour services aux adultes en santé mentale
 Programme de soutien aux organismes communautaires (PSOC)
 Emploi-Québec
 Secrétariat à la condition féminine du Québec



MUNICIPAL

City of Montreal



GRANTING AGENCIES



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LEADER \$1,000 TO \$2,499

AON Pariseau • ArcelorMittal Mines Canada • Caisse de dépôt et placement du Québec • Coalision (Lolë) • Corus Média • Fondation Lucie et André Chagnon • Institut universitaire en santé mentale Douglas • Groupe Jean Coutu • Lemay Associates • Logistec • McGill University • Menkès Shooner Dagenais Letourneux Architectes • Rogers Media • Société générale banque et assurances • Sir Mortimer B. Davis Jewish General Hospital • Université de Montréal

ENTREPRENEUR \$500 TO \$999

BCF • Confédération des syndicats nationaux • EOCl Pharmacomm • Fondation du cancer du sein du Québec • Fondation du Théâtre du Nouveau Monde • Gestion Phila • Graphiques M&H • Groupe Conseil OSI • Industrielle Alliance • Investissement Québec • Groupe KWA • Services de placement Télé-Ressources • Mobilia • Petrie Raymond • Réseau Femmessor • Samson Groupe Conseil • Société de transport de Montréal • Télé-Québec • Hay Foundation • Touché!

1907

First Major Fundraising Campaign \$50,000

1949

\$1.5M Major Fundraising Campaign

1976

\$2M Major Fundraising Campaign

1985

\$3M Major Fundraising Campaign

2000 - 2005

\$10.5M Major Fundraising Campaign

BENEFACTOR \$250 TO \$499

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Club M&A Québec • Construction Longier • Encotec • Eqlib Chartrand & Leblond • Fédération des caisses Desjardins du Québec • Fondation de la Chenelière • Gestion Lamoca • Groupe Canam • Lavery • Lemay Michaud Architecteur Design • Entreprises Sylvie Bernier • Placements Yvon Trudeau • Productions Lorraine Desmarais • Racine & Chamberland • Solutions PRP

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PATRON \$5,000 AND MORE

Dominique Lafond • Yvonne Séguin • Sandra Tittlit

VISIONARY \$2,500 TO \$4,999

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LEADER \$1,000 TO \$2,499

Rachel Auger • Mary-Ann Bell • Daniel Bellemare • Chantal Belzile • Ruxandra Mihaela Botez • Pierre Bovet • Sylvianne Chaput • Marina Colton • Josée Goulet • Jean-Sébastien Lagarde • Hélène Lépine • Urve Mundi • Marie-Josée Neveu • Kostia Pantazis • Ida Teoli • Josée Turgeon

ENTREPRENEUR \$500 TO \$999

Danielle Bisson • Josée Boileau • Martine Coulombe • Suzanne Deschamps • Marie-Christine Dufour • Judy Gallo • Marie-Hélène Houle • Monique Jérôme-Forget • John LeBoutillier • Céline Muloin • Lucille Panet-Raymond • Michelle Paré • Eva Petras • Ginette Richard • Andrée Robert • Vicky Robert • Odette Rossy • Hélène Simonin • Patricia Tonelli • Sonia Wong

BENEFACTOR \$250 TO \$499

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