



**Town of Aurora  
Mayor's Golf Classic Funds Committee  
Meeting Agenda**

**Date:** Wednesday, June 26, 2024  
**Time:** 10 a.m.  
**Location:** Video Conference

Meetings are available to the public via live stream on the [Town's YouTube channel](#). To participate, please visit [aurora.ca/participation](http://aurora.ca/participation).

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	<b>Pages</b>
<b>1. Call to Order</b>	
<b>2. Land Acknowledgement</b>	
<b>3. Approval of the Agenda</b>	
<b>4. Declarations of Pecuniary Interest and General Nature Thereof</b>	
<b>5. Receipt of the Minutes</b>	
<b>5.1 Mayor's Golf Classic Funds Committee Meeting Minutes of May 2, 2024</b>	<b>1</b>
1. That the Mayor's Golf Classic Funds Committee Meeting Minutes of May 2, 2024, be received for information.	
<b>6. Delegations</b>	
<b>7. Matters for Consideration</b>	
<b>7.1 Application from Sport Aurora; Re: All Kids Can Play Program</b>	<b>5</b>
1. That the Application from Sport Aurora; Re: All Kids Can Play Program be received; and	
2. That the Committee provide direction to:	
a. Grant the funding request; or	
b. Deny the funding request; or	
c. Defer consideration of the funding request to a future meeting.	

**7.2 Application from Yellow Brick House; Re: Break the Silence, Step in my Shoes Walk** 13

1. That the Application from Yellow Brick House; Re: Break the Silence, Step in my Shoes Walk be received; and
2. That the Committee provide direction to:
  - a. Grant the funding request; or
  - b. Deny the funding request; or
  - c. Defer consideration of the funding request to a future meeting.

**7.3 Application from Huayun Multicultural Association; Re: Community Events** 29

1. That the Application from Huayun Multicultural Association; Re: Community Events be received; and
2. That the Committee provide direction to:
  - a. Grant the funding request; or
  - b. Deny the funding request; or
  - c. Defer consideration of the funding request to a future meeting.

**7.4 Application from The Optimist Club of Aurora; Re: Youth Programs** 40

1. That the Application from The Optimist Club of Aurora; Re: Youth Programs be received; and
2. That the Committee provide direction to:
  - a. Grant the funding request; or
  - b. Deny the funding request; or
  - c. Defer consideration of the funding request to a future meeting.

**8. Informational Items**

**9. New Business**

**10. Adjournment**



**Town of Aurora  
Mayor's Golf Classic Funds Committee  
Meeting Minutes**

**Date:** Thursday, May 2, 2024  
**Time:** 10 a.m.  
**Location:** Video Conference

**Committee Members:** Angela Covert (Chair)  
Michelle Black  
Shaheen Moledina  
Abe Reiss (Vice Chair)

**Members Absent:** Dan Winters  
Robert Gaby

**Other Attendees:** Jason Gaertner, Manager, Financial Management  
Michael de Rond, Town Clerk

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**1. Call to Order**

The Chair called the meeting to order at 10:03 a.m.

Abe Reiss assumed the Chair for item 7.4.

**2. Land Acknowledgement**

The Committee acknowledged that the meeting took place on Anishinaabe lands, the traditional and treaty territory of the Chippewas of Georgina Island, recognizing the many other Nations whose presence here continues to this day, the special relationship the Chippewas have with the lands and waters of this territory, and that Aurora has shared responsibility for the stewardship of these lands and waters. It was noted that Aurora is part of the treaty lands of the Mississaugas and Chippewas, recognized through Treaty #13 and the Williams Treaties of 1923.

**3. Approval of the Agenda**

**Moved by** Michelle Black  
**Seconded by** Abe Reiss

That the agenda as circulated by Legislative Services be approved.

**Carried**

**4. Declarations of Pecuniary Interest and General Nature Thereof**

Angela Covert declared a conflict of interest with item 7.4 - Application from The Salvation Army and Northridge Community Church; Re: Community Garden as she is employed by the Salvation Army.

**5. Receipt of the Minutes**

**5.1 Mayor's Golf Classic Funds Committee Meeting Minutes of March 7, 2024**

**Moved by** Shaheen Moledina  
**Seconded by** Abe Reiss

1. That the Mayor's Golf Classic Funds Committee Meeting Minutes of March 7, 2024, be received for information.

**Carried**

**6. Delegations**

None.

**7. Matters for Consideration**

**7.1 Application from York Region Food Network; Re: Community Breakfast Program**

**Moved by** Abe Reiss  
**Seconded by** Michelle Black

1. That the Application from York Region Food Network; Re: Community Breakfast Program be received; and

2. That the Committee grant the funding request in the amount of \$5,000.00.

**Carried**

**7.2 Application from Aurora Lions Club; Re: Purchase of New Barbecues and Trailer for Fundraising/Community Events**

**Moved by Shaheen Moledina**

**Seconded by Michelle Black**

1. That the Application from Aurora Lion's Club; Re: Purchase of New Barbecues and Trailer for Fundraising/Community Events be received; and
2. That the Committee grant the funding request in the amount of \$5,000.00.

**Carried**

**7.3 Application from Hope House Community Hospice; Re: Hike for Hope**

**Moved by Shaheen Moledina**

**Seconded by Michelle Black**

1. That the Application from Hope House Community Hospice; Re: Hike for Hope be received; and
2. That the Committee grant the funding request in the amount of \$2,500.00.

**Carried**

**7.4 Application from The Salvation Army and Northridge Community Church; Re: Community Garden**

**Moved by Shaheen Moledina**

**Seconded by Michelle Black**

1. That the Application from The Salvation Army and Northridge Community Church; Re: Community Garden be received; and
2. That the Committee grant the funding request in the amount of \$3,000.00.

Mayor's Golf Classic Funds Committee Meeting Minutes  
Thursday, May 2, 2024

4

**Carried**

**8. Informational Items**

None.

**9. New Business**

None.

**10. Adjournment**

**Moved by** Shaheen Moledina

**Seconded by** Abe Reiss

That the meeting be adjourned at 10:25 a.m.

**Carried**



100 John West Way  
Aurora, Ontario  
L4G 6J1  
(905) 727-3123  
aurora.ca

# Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

## Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

## Name of Individual or Community Group \*

## Address

### Street Number and Name \*

### City/ Town \*

**Province \***

**Postal Code \***

## Contact Information

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**Email Address \***

**Phone Number \***

**On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.**





## **Application to Receive Funds from the Aurora Mayor's Charity Golf Classic 2024 All Kids Can Play Program**

*The All Kids Can Play Program* has been in existence since 2012 and has been active in providing financially disadvantaged families the opportunity to apply for and receive funding to support their children's' sport participation.

Since it's inception, the fund has attracted donations to a total of \$62,652.00 from 30 separate donors; many of whom are multiple donors. Most donors are service Organizations, sport organizations, golf tournament organizers and corporations who believe as we do that children of families in financial need have a right to participate in healthy active, socially acceptable programs.

We receive no funding from any other source besides our donors and sponsors and 100% of all donations/sponsorships go to supporting the children who apply for funding, so without donors or sponsors, the fund does not exist.

We have subsidized over 300 children over the life of the Fund, who are now engaged in healthy physical activity within our community and with multiple sport Organizations.

Our fund now attracts more applications than ever and our estimates are that at current funding levels we have less than 12 months of reserve in the fund. Our policy is to maintain 12 months of funding reserve to ensure continuity and sustainability of the Program.

As part of our continued diligence, Sport Aurora recently reviewed the best practices available in terms of donor and sponsor recruitment as well as recipient access and we have now re-launched the Program, confident that our processes are fair, transparent and objective.

- We have revamped our registration processes at [www.sportaurora.ca](http://www.sportaurora.ca) to take advantage of the on-line environment yet securing privileged information.
- Recognizing that funds are needed to support the administration and outreach activities, we have added a sponsor opportunity for those with support interests to provide funding for the outreach to both donors and recipients. In the past, all funds donated were directed to the recipients but now we need funds to outreach and sustain the Program through sponsorship.
- Our 'Outreach Plan' is always updating to use traditional and social media as well as personal appeal to build the fund through new and existing donors and find eligible recipients. This includes an outreach to individual donors through a unique on-line funding that was designed in 2020.
- The Work Plan for the AKCP Program has been approved by the Sport Aurora Board and we are now implementing that plan for 2024.

**The Sport Aurora All Kids Can Play Administrator**  
Executive Director – Laurie Mueller



## The Problem:

- According to the Ontario Physical and Health Education Association (OPHEA) school-age children are getting less than the 60 minutes per day of physical activity research suggests is necessary for maintaining health.
- According to ParticipAction, Canada's leading advocate for healthy physical activity, only 35% of children aged 5-17 are getting the required amount of physical activity to maintain health.
- Only 20 minutes of Daily Physical Activity is provided for in the curriculum of elementary school children.
- According to the Harvard Medical School in by the year 2030, fifty percent (50%) of health care dollars will be spent on the diagnosis, treatment and compensation for those suffering from Diabetes. Type 2 Diabetes is now considered an epidemic, It is also being defined as a lifestyle disease, largely preventable with regular physical activity and appropriate nutrition.
- Parents report in multiple surveys that the cost of sport participation is responsible for keeping 1/3 of Canadian youth off of fields and out of gyms and that parents on average spend \$953 per year per child to participate in sports. When surveyed, 87% of parents report they know of a child who cannot afford to participate in sport and physical activity due to cost.
- According to Canadian Tire Jumpstart statistics, in 2018 alone 310,824 kids were helped across Canada distributing over \$26,000,000.00. Typically funding from the CTC Jumpstart Program is depleted and closed before all applicants are served in Aurora.
- Each year there has been an average of 30% increase in subsidies provided by Sport Aurora Member Organizations to children and families who need financial assistance to continue with their programs. Our Member Organizations offer financial assistance through their own means each year to many children. The All Kids Can Play adds funding to more participants.
- The Sport Aurora All Kids Can Play Program has received donations of over \$60,000.00 from local businesses Service Groups and individuals and all funds donated go directly to the kids funded and the administration of the Program is funded by Sport Aurora through their sponsors and supporters.
- Due to cost, there has been no campaign of awareness in Aurora to inform people that help is available and therefore people just don't know of the possibility of subsidy. Sport Organizations are wary of promoting that subsidies exist because they do not have the capacity to subsidize all requests. It is a delicate balance to promote the program and ensure sufficient funds are available.
- While Aurora is considered an affluent Community with comparatively high average incomes for all of Canada (\$106,708.00-2016 Census data), many parents cannot afford to put their children into sports without financial assistance. While assistance is made through agencies such as JumpStart, the availability of funds is less than the need and so additional assistance is needed to ensure All Kids Can Play in Aurora.
- Sport Aurora has partnered with Welcoming Arms in order to streamline the application process for participant families and reach more eligible recipients.



## Supplemental Program Information:

### What is Subsidized?

AKCP offers financial support registration costs for organized recreational, introductory or developmental Sport Programs. Eligible recreational, introductory or developmental Programs are those that are inclusive of all children regardless of ability and where there are no selection processes of inclusion or where children can be 'cut' from a team or a Program. Programs that focus on recreational play, introductory sport instruction and fundamental movement or sport skill development are eligible. AKCP is designed to reduce financial barriers to entry to sport programs.

### Who Is 'Eligible'?

All Kids Can Play Program supports children and youth between the ages of 4 and 18 years. One exception is for participants with documented special needs who are eligible regardless of age. AKCP focus is entirely on the investment in children who wish to explore sport opportunities and become engaged in healthy sport participation at the recreational level and is intended to remove financial barriers to entry to sport. No fee subsidy associated with Competitive Programs are provided, nor are equipment costs subsidized.

### What is a 'Program Session'?

Programs offered by a qualified sport or physical activity Organization that are:

- A minimum of eight weeks in duration.
- Provide at least 1 hour per week of activity.
- Considered 'Try Me' Programs that encourage children to participate for the first time in any sport.

### What is a 'Funding Period'?

Two Funding Periods exist; Spring and Summer and Fall and Winter periods and continuous intake is provided all year during each Funding Period.

### How are Funds Distributed?

Financial support is made directly to the Sport Organization, not the family nor the athlete and only after the application has been approved and registration has been confirmed by the Sport Organization in question.

- The Sport Organization is responsible for providing 25% of the fee charged as a discount to the applicant.
- AKCP will provide 50% of the fees charged up to a maximum of \$300.00 per Funding Period.
- The applicant is required to pay 25% of the fee directly to the Sport Organization but may be waived by that Organization.
- The maximum AKCP subsidy of any and all fees to any given child or youth per Funding Period is \$300.00.
- Children can be funded to a total maximal annual subsidy of \$600.00.
- There is no limit to the number of children subsidized in any family.
- Families can re-apply to subsequent Funding Periods provided all other funding criteria have been met.
- Families must provide evidence of financial need through AKCP application procedures and be approved before funds are advanced to the sport organization.

- Applications are available at local Elementary Schools, Welcoming Arms or the Aurora Public Library. On-line Applications can be printed at [www.sportaurora.ca/akcp](http://www.sportaurora.ca/akcp) and submitted confidentially to Sport Aurora at the address identified.
- The decision to fund any applicant is subject to final approval by the Executive Director and Board of Sport Aurora.

### Eligibility

To be eligible for funding for one or more children, families must first meet specific financial criteria as per Revenue Canada's Low-Income Cut-Offs (LICO) chart. Direct referral from local Pastors and school Principals is available for those deemed qualified by them. Welcoming Arms and Sport Aurora have reciprocal agreements to accept the qualification of participants.

### Application Processes

AKCP applications are accessible to all who qualify for the program and are available as follows:

1. The Sport Aurora Web site.
2. Through personal appeal to Sport Aurora
3. Applications must be submitted and approved prior to the program's start date.
4. Applications must include proof of financial need. Anyone of the following will suffice as proof need to provide one of the following: an income assessment, T4 statement from the previous year, or three consecutive pay stubs.
5. Funding is up to \$300 per funding period, subject to the All Kids Can Play Program's discretion and/or local demands.
6. Children can be funded for successive seasons in an activity, up to a maximum of \$300 per funding period.
7. The annual maximum amount a child is eligible to receive is up to \$600, subject to the All Kids Can Play Program's discretion and/or local demands.
8. Cheques are made payable to the service organization, identified as the "payee" in the application. A payee can be any local sport organization that coordinates the sports or physical activity on behalf of the qualifying youth/child.
9. All approvals will be subject to funding availability through the All Kids Can Play Fund.

Applications must be submitted between **January 15 and November 30**. Funds will be distributed evenly over all spring/summer and fall/winter activities.

## Application Procedure

All Kids Can Play (AKCP) Applications are to be completed by the responsible parent or guardian of the child in question. The following is required when the application is sent into Sport Aurora:

1. That the applicant's Sport Organization agrees to the application. The applicant must contact the Club/Organization in order to complete the information asked on the application.
2. The applicant's contact name, number, mailing address and signature from the Organization verifying information is correct and complete.
3. Applicant registration must be confirmed by the Sport Organization to the All Kids Can Play Program.
4. The application must be sent into Sport Aurora, 100 John West Way, Aurora, ON, L4G 6J1
5. A copy of the applicants Income assessment must accompany the application.
6. The application can be delivered by **email or direct mail**.
7. All applications and information are confidential and protected from disclosure.
8. Once application is assessed, the applicant is contacted via email.
9. Applications are assessed once a month.



10. Once the Applicants registration is confirmed by email, a confirmation of approval is sent to both the applicant and the sport Organization.
11. A cheque for the approved amount will then be sent directly to the Sport Organization for all approved applications.
12. Applications from Welcoming Arms are pre-approved as are those from Principals of schools and church pastors.

## Marketing and Communications Plan

The goal of the All Kids Can Play Marketing Plan is two-fold:

A) **An Outreach Program** is proposed to inform the public and potential families of the All Kids Can Play Program. It important that this Outreach Program is targeted to various known agencies that work directly with families in need. Public Awareness is important as well so that the Community is fully aware of the Program and that the Program receives high visibility and referrals.

B) **A Donor and Sponsor Recruitment Plan** is to be updated to:

1. Encourage more donations of funds for distribution to families in need.
2. Identify Sponsors of the AKCP Program to financially support the Outreach and administration costs associated with the recruitment of applicants.
3. Celebrate and recognize donors and sponsors publicly.

## Strategies

### A) Social Media Campaign

The social media campaign for All Kids Can Play includes all social media platforms and email newsletters. The Sport Aurora Facebook page, Instagram page, and Twitter page regularly posts features about the Program to reach as wide of an audience as possible and gain visibility online. The features will include videos, testimonials and thank-you's to donors and sponsors. Through email newsletters, the All Kids Can Play Committee reaches out to schools to create a partnership. This partnership allows the schools to send the details of All Kids Can Play out to the parents of all the students. The targeted schools will be those that are earmarked for financial difficulty. Emails are also sent to as many people as possible in the Sport Aurora Database to spread awareness of the program.

### B) Advertising Campaign

The advertising campaign includes a proposed quarterly ad in The Auroran newspaper. The campaign also includes promotional material such as posters and brochures that are available through partners, donors and sponsors. All Kids Can Play posters are posted in municipal sports facilities and all high-traffic locations where approved. Likewise, as part of the school partnership, posters are placed in approved schools. Churches will be engaged through Welcoming Arms.



## **C) Public Relations Campaign**

The goal of the public relations campaign includes outreach to the general public to increase awareness of this Program. This will be done through media releases of gratitude after donations. The idea that every time there is a donation – there's a picture, there's a story, it will show people where their money goes. This is a proven strategy to connect with people. A call for a video intern has been made and this will contribute to the creation of a video about the All Kids Can Play program with a feasible budget provided by Sport Aurora.

## **Terms**

### **Who is a Donor?**

A donor is a person or organization that donates money to the All Kids Can Play program and is to be used exclusively for family support of registration fees. The donations go towards the sports program registration fees required for the kids to participate. A donor can be an Organization an Agency or an individual.

### **Who is a Sponsor?**

A sponsor is an organization, and Agency or an individual who provides financial support to the All Kids Can Play Program to help fund the Outreach Program as well as the administration of the Program required to qualify applicants.

## **Request for Funding**

The Aurora Mayor's Charity Golf Classic has previously donated \$5000.00 per event in 2015, 2017 & 2019.

We request a total of \$5000.00 in 2024 of which 20% will be considered a sponsorship and will be used to outreach to the general public and the remainder to be used for direct support of children in need.

We thank you in advance for your consideration of our request.



100 John West Way  
Aurora, Ontario  
L4G 6J1  
(905) 727-3123  
aurora.ca

## Application to Receive Funds

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- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

### Name of Individual or Community Group \*

Yellow Brick House

## Address

### Street Number and Name \*

52 West Beaver Creek Unit 4

### City/ Town \*

Richmond Hill

**Province \***

Ontario

**Postal Code \***

L4B1L9

## Contact Information

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**Email Address \***

pamelad@yellowbrickhouse.org

**Phone Number \***

[REDACTED]

**On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.**





June 12, 2024

Dear Mayor's Charity Golf Fund,  
 RE: Yellow Brick House, Break the Silence, Step in My Shoes Walk – **Sunday,  
 November 3, 2024 10 am-12noon**

I hope this letter finds you well and in good spirits. Since our founding in 1978, Yellow Brick House has been a steadfast provider of essential services to women and children escaping domestic violence and abuse, growing into one of Ontario's largest support organizations. Our mission is to deliver life-saving support and prevention programs tailored to the diverse needs of individuals, families, and communities affected by violence.

Last year, the Ontario Association of Interval and Transition Houses (OAITH) reported the loss of 67 women and children to gender-based violence, averaging one woman or child per week. In November, during Woman Abuse Prevention Month (Domestic Violence Awareness Month), we honour those affected and advocate for change.

This year, we are seeking support from the Mayor's Charity Golf Fund to donate \$5,000 to our "Break the Silence, Step in My Shoes" walk, which will directly support our "Nights of Safety Program" at our emergency shelters. Yellow Brick House operates 41 beds and 10 cribs, but only 25 beds are funded. Due to the tragic loss of lives last year, the need for shelter is more urgent than ever.

The event will be held at St. Andrew's College in Aurora, drawing participants from across York Region. This influx will not only boost the local economy but also provide an opportunity for businesses to engage with our cause. In 2023, our walk saw over 260 participants and raised \$118,000. This year, we aim to surpass both participant numbers and funds raised.

As a Aurora Chamber of Commerce member, Yellow Brick House is committed to enhancing community prosperity and supporting local businesses. We are proud to announce that Wicked Eats, a local restaurant, will provide lunch for participants, and several other local Aurora restaurants have also contributed in support.

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52 West Beaver Creek Rd., Unit 4, Richmond Hill, ON L4B 1L9

Crisis & Support Line (phone or text): **1-800-263-3247**

Administration: **905-709-0900** • Toll Free: **1-800-263-2231**

Charitable Registration Number: **11910 5187 RR0001**

[www.yellowbrickhouse.org](http://www.yellowbrickhouse.org)     @yellowbrckhouse

Ontario 

 **United Way**  
 Greater Toronto  
 FUNDED AGENCY



Hosting our walk at St. Andrew's College, an all-male institution, offers an excellent opportunity for young men to stand in solidarity with the women in our community. It also allows Aurora residents to:

- Visit the school and learn about breaking the silence against domestic violence.
- Access our resources, knowing that the Town of Aurora stands firmly with women and children seeking safety.

Partnering with the Town of Aurora Mayor's Golf Fund through a generous \$5,000 donation will significantly amplify the impact of this event. Increased visibility will attract more participants and sponsors and encourage greater community engagement and awareness of domestic violence, ultimately leading to a larger turnout and heightened fundraising potential.

We deeply appreciate your support and consideration. If you have any questions or need further information, please do not hesitate to contact us.

Warm regards,

Pamela Deveaux  
 Manager, Fund Development  
**Yellow Brick House**  
 905-709-0900 ext. 2255  
[pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org)

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 Charitable Registration Number: **11910 5187 RR0001**

[www.yellowbrickhouse.org](http://www.yellowbrickhouse.org)     @yellowbrckhouse



## Thank You For Helping Us Break The Silence



**\$118,000**

Thanks to our generous donors, we raised \$118,000 surpassing our original goal of \$100,000



**251**

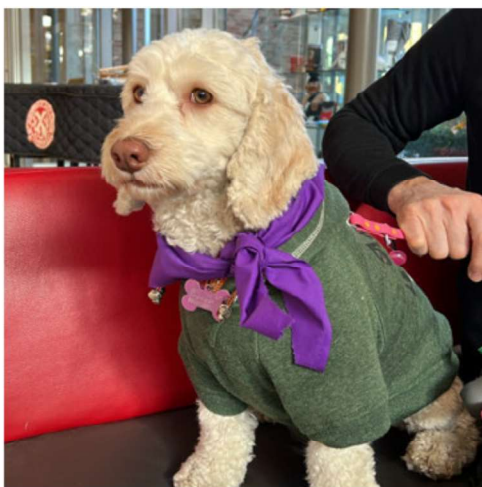
251 people registered and attended our 2023 Break The Silence Step in My Shoes Walk



Thank you for supporting Yellow Brick House's 2023 Break The Silence Step In My Shoes Walk! We're thrilled to announce that, with your help, we raised a total of **\$118,000**, surpassing our \$100,000 goal. This generous contribution will be instrumental in bolstering our public education program, aimed at educating youth on healthy relationships and paving the way for a brighter, more hopeful future. *We're so grateful for your support!*

*If you participated in The Walk, please take a moment to fill out our survey and let us know how we did:*

[Feedback Survey](#)



## Top Fundraisers

**Congratulations** to our outstanding **top fundraisers!** Thank you for your exceptional dedication in helping us **#BreakTheSilence**.

### **Top Individual Fundraisers**

Nicole D  
Natalie F  
Stephanie K

### **Top Team Fundraisers**

Club de Foot

Together, we can provide youth with the proper education on healthy relationships and create a future with less violence.



YOU CAN STILL DONATE!

**DOUBLE**  
YOUR IMPACT,  
SAVE MORE LIVES.



We're relying on your support to make a difference. November is Abuse Prevention Month, and throughout the entire month, all donations will be matched by **The Citrine Foundation**, doubling the impact for every dollar raised, up to \$25,000. Donate today to our public education program and help us build a brighter future.

[Double Your Donation Here](#)

## Media Coverage



Thank you to the media for their crucial role in delivering our message to the public and raising awareness about our cause during the 2023 Break The Silence Step in My Shoes Walk.

<https://www.newmarkettoday.ca/local-news/community-walks-in-her-shoes-to-help-break-the-silence-7788052>

## Thank You Sponsors





<p>If you have any questions or concerns or are interested in future sponsorship opportunities please contact Pamela Deveaux.</p>	<p><b>Pamela Deveaux</b>          Manager, Fund Development          Tel: 905.709.0900 Ext. 2233  <a href="mailto:pamelad@yellowbrickhouse.org">pamelad@yellowbrickhouse.org</a></p>
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905-709-0900 | [donor@yellowbrickhouse.org](mailto:donor@yellowbrickhouse.org) | [www.yellowbrickhouse.org](http://www.yellowbrickhouse.org)

Crisis & Support Line: 1-800-263-3247



# BREAK THE SILENCE STEP IN MY SHOES

2024 funds raised will support Nights of Safety

DATE: SUNDAY, NOVEMBER 3, 2024

LOCATION: St. Andrew's College -  
15800 Yonge St, Aurora, ON L4G 3H7

TIME: 10am - 12pm (Noon)

## BECOME AN EVENT SPONSOR

**Make an impact in your community!**

Sponsor the 2024 Yellow Brick House, Break The Silence, Step In My Shoes Walk.

Contact Pamela Deveaux at [pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org) or call [905-709-0900](tel:905-709-0900) ext. 2233

Photo Credits: 2023 Break The Silence Walk photos captured by Volunteer, Chris Robart

## Letter from Lorris

Join us on November 3, 2024, at St. Andrews College in Aurora for the Break the Silence, Step in My Shoes Walk, supporting Nights of Safety at Yellow Brick House.

The Nights of Safety program for our two emergency shelters at Yellow Brick House offers a haven to women and children escaping domestic violence and abuse across diverse communities, cultures, and faith groups, spanning all ages and income levels. It provides a secure space for them to embark on the journey of rebuilding their lives. By sponsoring this walk, you directly impact women and children facing domestic abuse and violence, helping provide safe beds, support services, and programs essential for their recovery.

Yellow Brick House operates two emergency shelters in York Region, located in Markham and Aurora, offering a secure and supportive home for those seeking refuge from violence.

Your support for the Break the Silence, Step in My Shoes Walk will create a tangible difference in our community. Your generosity contributes to the critical need for safe beds and support services, ensuring that women and children escaping domestic abuse and violence find the safety and assistance required for a hopeful and secure future.

With warmest regards,



**Lorris Herenda**  
Chief Executive Officer



*"I am grateful for the Yellow Brick House's unwavering support—a crucial stepping stone towards reclaiming my strength and independence."  
- Survivor Jaime*





## Maria's Story

As a survivor, I found solace within the protective walls of Yellow Brick House, where my two children and I sought refuge from the grips of domestic violence. It wasn't just a bed but a sanctuary that marked the beginning of our healing journey. Nights of Safety became a promise fulfilled, offering us security and stability.

The dedicated staff at Yellow Brick House became my lifeline throughout our stay. They provided legal resources, counselling, and guidance as we navigated a new path. Support groups turned into inspiration, fostering resilience and hope in the face of our past struggles. As my family flourished within the shelter's embrace, it became a crucial stepping stone toward permanent housing.

The tireless efforts of the staff connected me with legal aid, helping me to break free from my painful past. Tailored counselling sessions played a pivotal role in our collective healing process.

The day finally arrived for us to leave the shelter, and Yellow Brick House's support extended far beyond its physical walls. They assisted me in securing permanent housing and laying down a stable foundation for our fresh start.

That single Night of Safety at Yellow Brick House wasn't merely about finding shelter; it illuminated a path toward a future filled with resilience, possibility, and newfound strength for both my children and me.

*When we had to leave our old home, I didn't really understand why, but Mom said it was for safety. Yellow Brick House became our new home, and it felt like a big, warm hug. The people were really nice, and the playroom with toys and friends became my favorite place.*

*-Sophie, Maria's child*

## About Yellow Brick House

Founded in 1978, Yellow Brick House provides life-saving support services and prevention programs to meet the diverse needs of individuals, families, and communities impacted by violence. Yellow Brick House has served **over 145,000 women and children**.

Your support is vital to ensure that individuals, families, and communities can be free from violence through our two emergency shelters, 24-hour crisis and support line, public education programs, and community counselling and support services for both women and children.

Funds raised through the **8th Annual Yellow Brick House, Break the Silence Step in My Shoes Walk** will support **Nights of Safety**.



*"I was feeling lost and scared. But the staff at Yellow Brick House welcomed us with open arms. They provided more than just a place to stay; they gave us a sense of belonging and security. The youth programs were amazing – they helped me connect with others my age who were going through similar experiences. It felt like having a second family" - Brandon*



**BREAK THE  
SILENCE**



*"Today, we're in a much better place, both physically and emotionally. Yellow Brick House was more than just a shelter; it was a beacon of hope that guided us through our darkest times. I'm grateful for the support, understanding, and opportunities they provided. They didn't just help us survive; they empowered us to thrive."*

*-Calvin*

## Become an event sponsor and save lives!

**Yellow Brick House, Break the Silence, Step in My Shoes Walk, sponsors will receive:**

- Partnership with an established and respected charity
- Advertising and delivery of branded materials directly to key decision-makers and business owners
- Business exposure within the York Region and GTA
- A powerful and inspiring teambuilding experience

**Yellow Brick House, Break the Silence, Step in My Shoes**

**Contact Pamela Deveaux at [pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org) or call 905-709-0900 ext. 2233**

# 2024 Sponsorship Opportunities

Recognition	Title \$5000	Community \$2500	Ambassador \$1000
Company profiled on yellow brick House website with direct links	X	X	X
Logo on all event communications (before, during & after)	X	X	X
Lawn sign advertisement with sponsor logo	X	X	X
Recognition in slide show welcome video	X	X	X
Opportunity to provide door prize	X	X	X
Recognition in post-event thank you ad	X	X	X
Opportunity to provide promotional items for participant bags	X	X	X
Present Top fundraiser prizes	X		
Naming opportunity – event renames to include company name	X		
Recognition in pre-event promo videos	X	X	
Company Name featured in Press Release	X	X	
Customizable social media posts on Facebook, Instagram, Twitter & LinkedIn	+5	+3	+2



"Now, we're in our new home, and things are much better. I still think about Yellow Brick House, though, because it was like a magical place where people cared about us. I want to say thank you to everyone there for helping us and making me smile again. I hope other kids can find a place like Yellow Brick House when they need it."  
- Jordana

# Last year at the Break the Silence Step in My Shoes Walk... 2023



Over 251 participants



\$118,000 raised to support  
Public Education Program,  
Schools for Change



Over 200 total volunteers  
and over 300 volunteer  
planning hours

*Come, stand beside us, and step into our journey to raise awareness about the vital services offered by Yellow Brick House. Together, let's champion and aid women and children breaking free from violence or abuse, empowering them to rebuild their lives in a violence-free environment.*

Scan QR Code to access  
Yellow Brick House's 2023  
Break The Silence, Step in My  
Shoes, Walk Impact Report



# Your Impact

Regrettably, in 2023, 67 women and children lost their lives in Ontario as a result of gender-based violence. Yet, thanks to your support, Yellow Brick House has been at the forefront of tackling the pervasive issue of violence and abuse against women and children in the York Region and the GTA. Through our four core programs, we offer safety and support, working to create a safer future for those in need.



2 Emergency shelters



24-hour Crisis and support line



Community counselling and support services



Public Education

Thanks to donors like you, last year (2023-2024 fiscal)

**164** Women and children stayed at our emergency shelters

**5,021** people were served through our services

**12,700** counselling hours were provided by our team

**2,959** calls were received at our 24-hour crisis and support line

**2,611** youth were reached through public education programs

**3,665** volunteer hours served



**Become an event sponsor today: Contact Pamela at [pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org) or 905-709-0900 ext. 2233**



yellowbrickhouse.org • Crisis and Support Line: 1-800-263-3247 Office: 905-709-0900 • Charitable Registration: 11910 5187 RR0001 52 West Beaver Creek Road, Unit 4, Richmond Hill, ON L4B 1L9



100 John West Way  
Aurora, Ontario  
L4G 6J1  
(905) 727-3123  
aurora.ca

# Application to Receive Funds

The Aurora Mayor's Charity Golf Classic has raised over \$1 million to date and has financially assisted several community organizations to provide much needed services to residents living in the Town of Aurora. Recipient selection is conducted annually by the application review and disbursement committee of the Town of Aurora Mayor's Charity Golf Classic and is based on the information provided in this application.

## Funding Criteria and guidelines;

- Individual applicants and community groups must demonstrate financial hardship or a limited means to retain funds in another manner. Individual applications demonstrating financial hardship will be kept confidential.
- Individuals and organizations may not receive funding for more than two consecutive years.
- Funding requests for more than \$5,000 in a calendar year will not be accepted.
- Funding requests for more than 50% of an initiative will not be considered and applicants must demonstrate how the remaining funds will be or have been obtained
- Applications should demonstrate a benefit to the residents of the Town of Aurora that receiving the funding will provide
- Successful applicants will be required to report back in any way they deem appropriate regarding the utilization of funds within six (6) months of receiving funds

## Name of Individual or Community Group \*

Huayun (Aurora) Multicultural Association

## Address

### Street Number and Name \*

51 Barr Crescent

### City/ Town \*

Aurora

Province \*

Postal Code \*

## Contact Information

---

Email Address \*

Phone Number \*

**On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.**



# Attachments List

**1, Brief introduction to Aurora Huayun Multicultural Association, short form: Huayun**

**2, Project : I love Canada**

**3, Total Financial Budget and Fund we Applying**

**4, Dr. Norman Bethune National Historic Site**

**5, cheongsams**

**6, HUAYUN Financial sheet 2022–2023**

**Aurora Huayun is a registered non-profit organization serving not only recent and long standing immigrants to Aurora, but the community at large. It's purpose is to promote cultural exchanges between East and West with the aim of enriching our quality of life by building stronger and more inclusive community ties.**

**History: In May 2018, Aurora Huayun was founded when six retired elders began to meet weekly in the basement of the current president Zhang Yingxin's home at 51 Barr Crescent in Aurora. The following year our choir participated in a highly successful musical event at the Aurora Seniors Centre with the considerable support of Andrew Bailey and the Centre staff.**

**In the past five years Aurora Huayun has grown to 155 members specializing in various team programs such as choir, band, dance, chorus, modeling, ballroom dance, Tai Chi, African Drum, fishing, and gardening. Team members include representatives from a wide range of ethnic groups, among them Filipino, Vietnamese, Chinese including the people of Hong Kong, and Taiwanese.**

**These Aurora Huayun teams conduct outdoor activities every day, except for winter, at Ada Johnson Park and other parks, and have regular gatherings every Tuesday evening at a local school gym room.**

**Aurora Huayun has also participated in large scale traditional Chinese events such as the Dragon Boat Festival, the Mid-Autumn Festival, and the Lunar New Year Celebration.**

**Aurora Huayun is also involved in community building activities which include regular programs at the Aurora Seniors Centre, and at local churches. In addition, they sponsored a float at the Aurora Christmas Parade.**

**Aurora Huayun officers:**

**President: Zhang Yingxin**

**Vice President Finance: He Yuzhi**

**Vice President: Jiang Hongjun**

**Vice President/ Secretary General: Amy Wang**

**All of our work is done by volunteers**

**This two year experimental program is designed to assist elderly immigrants lacking in English skills to get away from their isolated family spaces and have access to the community at large through various activity platforms. Such platforms would include ESL learning, community education forums, visits to museums and historical sites, scenic tours, memorial parades, and other community festival activities. The goal would be to learn about all aspects of Canadian Life, and to recognize that they are living in a vast and beautiful country, democratic and free and understanding of their needs and aspirations. The benefits of such a realization would enable them to improve their physical and mental health, and overall quality of life through full community participation in their later years. In effect, the community would become for them a welcoming home away from home.**

**The time period for the implementation of Project I Love Canada phase 1 would be from June 2024 to may 2025, and would include, but not be limited to the following initiatives:**

**\* A guided tour of the Norman Bethune residence and museum in Gravenhurst including a Muskoka Lakes cruise in October 2024.**

**\* Formalizing an organizational structure for the Cheongsam model team in preparation for the Canada Day Parade in July 2024 and July 2025, and the Aurora Multicultural Festival display in Sept. 2024 and 2025.**

**Total Financial Budget and Fund we Applying 2024 06**

**Trip to Bethune Museum \$180.00×45 persons= \$8100.00  
(Ref. Quotation from Year Round Travel Inc. The one works  
with Aurora Seinos Center)**

**Choanmas team**

**Cheongsam \$120×30= \$3,600.00**

**Props \$30×40=\$1,200.00**

**Instructor \$125×12=\$1,500.00**

**= \$6, 300.00**

**Total : \$14,400.00**

**We apply funding from Mayor' Charity Golf Classic \$5,000.00**

**Participates pay :\$ 4,950,00**

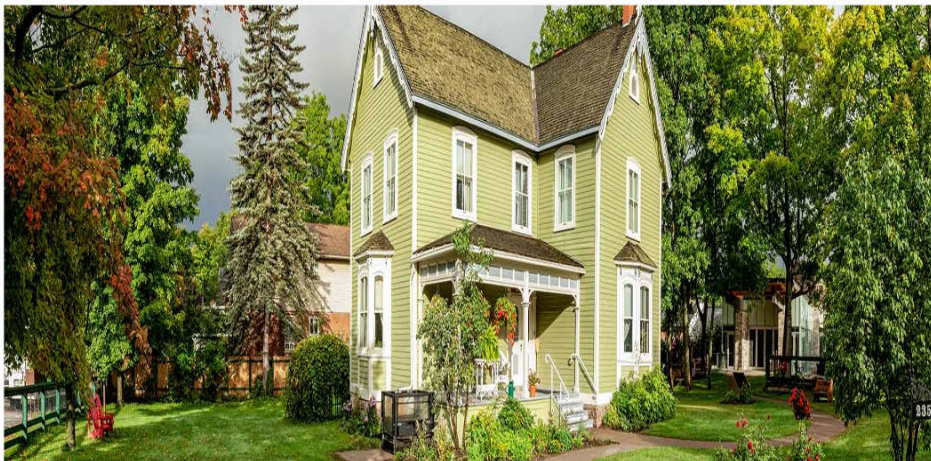
**Other donation and fundraising: \$4,450.00**

# Bethune Memorial House National Historic Site

<https://parks.canada.ca/lhn-nhs/on/bethune/activ/centre>

In Gravenhurst, the place to discover Dr. Norman Bethune, a battlefield surgeon, medical pioneer, advocate for Canada's universal health care, and Chinese cultural icon

## Muskoka lake boat tour



## Cheongsam

Cheongsam is a traditional dress for modern Chinese women, which is favored by women of all ages in Southeast Asia. It comes in a variety of styles with elegant patterns and vibrant colors, and may be used as formal or day dress.

### Modeling and fitness activities

The Aurora Huayun Cheongsum Modeling Team currently has ten members who use their own clothes and train in private homes and parks. For the past two years, they have performed before small gatherings, most notably at the Aurora Seniors Centre and at local churches.

### Benefits

The training and performances not only exhibited the beauty of Asian dress, but also the grace and elegance of cheongsum modeling greatly enhanced the self-esteem and self-confidence of the participating women, and by extension their families, and this positivity was transferred to the audiences as well. Because of this positive impact, more women will be motivated to come forward to train for the team. A total of thirty-nine women are now participating in training, and there are still more people on the waiting list.

### Aspirations

Financial assistance is needed if we are to take the program to the next level in the future. A formal organizational structure must be established, with accredited trainers, suitable venues for training, and the ability to purchase clothing. As the influence of the training activities expands and is promoted, women of all ages and ethnicities will be invited to join the team. It is anticipated that the planned number of participants will reach a total of fifty to seventy people which will benefit the physical and mental health of all involved.

### Future Cultural Activities

The expansion of the project will allow cheongsum modeling teams to engage in a wider variety of cultural performances, both small and large, to the benefit of our entire Auroran Community.

HUAYUN (Aurora) Multiculture Association  
Balance Sheet  
Basis: Accrual  
From 2023/01/01 To 2023/12/31

<b>Current Asset</b>		
Petty Cash		1,176.86
Checking (Bank Account)		-
Savings (Bank Account)		-
Investments		-
<b>Total for Current Asset</b>		<b>1,176.86</b>
<b>Long Term Asset</b>		
Furniture and Equipment		-
Equipment		24,806.10
Accumulated Amortization - Equipment		(4,961.22)
Furniture		-
Accumulated Amortization - Furnite and Equipment		-
<b>Total for Long Term Asset</b>		<b>19,844.88</b>
<b>Total for Asset</b>		<b>21,021.74</b>
<b>Current Liability</b>		
Accounts Payable		-
Deferrd Revenue		-
Credit Card Payable		-
<b>Total for Current Liability</b>		<b>-</b>
<b>Long Term Liability</b>		
<b>Total for Long Term Liability</b>		<b>-</b>
<b>Total for Liability</b>		<b>-</b>
<b>Retained Earning</b>		
Net Assets(Owner's Equity)		-
Current Year Net Asset - Surplus/(Deficit)		21,021.74
<b>Total for Retained Earning</b>		<b>21,021.74</b>
<b>Total for Liability and Retained Earning</b>		<b>21,021.74</b>



HUAYUN (Aurora) Multiculture Association  
Profit and Loss  
Basis: Accrual  
From 2023/01/01 To 2023/12/31

<b>Income</b>	
Donations and Grants	-
Donations and Grants – Individuals	24,806.10
Donations and Grants – Government	-
Special Event Income	-
Special Events – Sponsorships	-
Special Events – Auction	-
Special Events – Ticket Sales	-
Interest Income	-
Program Revenue	-
Membership Dues	1,340.00
In-kind Contribution	-
<b>Total for Income</b>	<b>26,146.10</b>
<b>Gross Income</b>	
	<b>26,146.10</b>
<b>Expense</b>	
Office Supplies	-
Advertising And Marketing	-
Rent Expense	163.14
Depreciation Expense	4,961.22
Consultant and Accounting Expense	-
Fundraising Expenses	-
Program Expenses	-
Legal Services	-
<b>Total for Expense</b>	<b>5,124.36</b>
<b>Surplus/(Deficit)</b>	
	<b>21,021.74</b>



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## Name of Individual or Community Group \*

The Optimist Club of Aurora

## Address

### Street Number and Name \*

14800 Yonge Street - PO Box 28509

### City/ Town \*

Aurora

**Province \***

Ontario

**Postal Code \***

L4G 6S6

## Contact Information

---

**Email Address \***

carol@kleenwayservices.com

**Phone Number \***

[REDACTED]

**On a separate document, please outline your initiative and any supporting documentation you have. The information being provided should align with the funding criteria guidelines found above. Please attach your documentation with this this form.**



June 10, 2024

Greetings,

On behalf of The Optimist Club of Aurora we would like to apply for a grant to be awarded from the Annual Mayor's Golf Tournament. We are a service group who support the community of Aurora in various ways but mainly and more importantly the "youth" of Aurora. Our motto is Bringing out the best in the Youth of Aurora.

We have many initiatives that are typically the same year after year but each year the needs in Aurora continue to grow, and we must continue to find ways to raise funds to help address these needs. We support in service or funds to such things as Art Shows, Scholarships, Music Programs, Essay Contests, Youth Sports, High School Mentoring Programs, Youth Mental Health Needs. One of the highlights of our year is the Optimist Annual Chess Tournament, open to all schools in Aurora with winners in each category moving on to Regionals. The latter has been a staple in our budget for years. Our newer initiatives are programs centering around feeding and clothing children in Aurora whose families are struggling due to Financial or Personal hardship.

A few years ago, we had requests from 2-3 schools in Aurora who needed funds to help with their Healthy Snacks Programs. At first it was Elementary but just recently we have requests from a High School as well. At present we are supporting 6 schools twice a year. We are just a small portion but a valuable part of their support system. Their main support will be withdrawing this coming school year. We are determined to continue with our current levels but anticipate their needs will increase, as well as the probability that more schools will need assistance, due to the loss of their main support.

Most recently we have been avid supporters of the KIND program.... Kids In Need Delivered. This program supports emergency types of requests, a school or neighbour or another community group contacts our liaisons with specific needs a child or families may have, mostly clothing, especially shoes and boots etc. Recently we have had requests for a couple of children who needed glasses. With the help of our local Optician, we were able to purchase much-needed pairs for these youngsters.

Our main source of fundraising is our Mobile Kitchen which is used for BBQ's at schools and community events. At present we are tracking income at \$10,000 with an expense at \$17,000 for programs and donations. We would like to apply for a \$5,000 grant but of course would be grateful for whatever denomination may be granted. As detailed above, this money would be well spent on youth in Aurora, specifically to maintain our level of support for the Snacks and KIND programs. Thank you for the opportunity to apply.



Carol Bartlett, Treasurer 2023-2024