

Town of Aurora Logo

# Application to Recieve Funds

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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.

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## 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 \*

Yellow Brick House

## Address

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### Street Number and Name \*

52 West Beaver Creek Unit 4

### City/ Town \*

Richmond Hill

**Province \***

Ontario

**Postal Code \***

L1E2Y6

## Contact Information

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**Email Address \***

pamelad@yellowbrickhouse.org

**Phone Number \***

(905) 709-0900

**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.**

October 17, 2023

Dear Town of Aurora Mayor's Charity Golf Fund,

Since its inception in 1978, Yellow Brick House has steadfastly provided essential services to women and children seeking refuge from domestic violence and abuse, becoming one of the largest providers in Ontario. Our mission is to offer life-saving support and prevention programs tailored to the diverse needs of individuals, families, and communities affected by violence.

The June 2023 Femicide Report by the Ontario Association of Interval and Transition Houses (OAITH) reveals that thirty women have lost their lives due to gender-based violence in the past thirty weeks, averaging one woman per week. In November, we observe Woman Abuse Prevention Month (Domestic Violence Awareness Month) to honour those affected and to advocate for change.

Yellow Brick House Break the Silence, Step in My Shoes walk, scheduled at St. Andrew's College in Aurora on Sunday, November 5th, from 10 am to 12 noon. We aim to raise \$100K to support our School for Change program, which is pivotal in eradicating gender-based violence.

Schools for Change educates youth grades 6-12 about abuse/violence and healthy relationships as a preventative measure against future exposure to violence. To this end, we seek the support of the Mayor's Charity Golf Fund to directly support funding our **Schools for Change** program.

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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



Town of Aurora Mayors Golf Fund's generous donation of **\$5,000**, we believe we can significantly amplify the impact of our Schools for Change Program.

We genuinely appreciate your time and consideration. Should you have any questions or require further information, please do not hesitate to contact me.

Warm regards,

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

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# BREAK THE STEP IN MY SHOES

2023 funds raised will support Public Education Program to educate youth on healthy relationships

**DATE:** SUNDAY, NOVEMBER 5, 2023

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

**TIME:** 10am - 12pm (Noon)

Photo by Valeriia Miller from pexels



## BECOME AN EVENT SPONSOR

**Make an impact in your community!**

Sponsor the 2023 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 ext. 2233



# Letter from Lorris

Join us at Yellow Brick House for the Break the Silence, Step in My Shoes Walk on November 5, 2023, at St. Andrews College in Aurora. This event aims to raise funds for our Schools for Change workshop, which plays a crucial role in educating and empowering youth to recognize and prevent abuse. By sponsoring this walk, you directly contribute to providing invaluable education and resources to the next generation.

Our Schools for Change workshop creates a safe space for youth to learn about healthy relationships, communication skills, consent, and conflict resolution. By equipping them with this knowledge, we foster a generation that values respect, empathy, and compassion in their interactions.

We firmly believe that early intervention and education are key to breaking the cycle of abuse. Your support for the Break the Silence, Step in My Shoes Walk will make a tangible difference in our community. With your generosity, we can expand the reach of our workshop, ensuring more young

people have access to the tools they need for healthy relationships. Together, let's break the silence, educate our youth, and create lasting change.

Your support is vital in building a community free from abuse. Thank you for considering joining us in this important cause.

With warmest regards,



**Lorris Herenda**  
Chief Executive Officer



**“We firmly believe that early intervention and education are crucial in breaking the cycle of abuse”**



## Story of Linda and Survivor Sarah

I was a typical teenage girl navigating high school until Yellow Brick House's Schools for Change workshop came to my school. We learned about different types of relationship abuse and how to identify them. It opened my eyes to my friend Sarah, who seemed to display all the signs. I became increasingly worried during the workshop as memories of Sarah's changed behaviour surfaced. She became withdrawn, easily startled, and covered up even

in hot weather. I realized her circumstances mirrored the signs of abuse I had just learned. Concerned, I let my favourite teacher know, and we contacted Yellow Brick House for guidance and support, and they responded quickly. They offered to meet with Sarah, providing resources to escape her abusive situation while respecting her autonomy and confidentiality. Our teachers worked closely with Yellow Brick House to ensure Sarah received support. As weeks

passed, I witnessed a positive change in Sarah. With the support of Yellow Brick House, the school, and her friends, she found the strength to break free from the cycle of abuse. Sarah gradually regained her confidence. Seeing Sarah's transformation filled me with gratitude and purpose. The Schools for Change workshop empowered me and gave me the tools to make a real difference. From that day forward, I vowed to advocate for abuse survivors and create a supportive environment for those in need.

Looking back, I realized that Yellow Brick House's workshop was more than just a workshop. It was a catalyst for change and a beacon of hope for those suffering in silence. Through their education and support, Yellow Brick House gave me the power to recognize signs, speak up, and be a source of support for others.

*"This workshop gave me the confidence to stand up against any form of mistreatment and be a positive influence in my community. I am grateful for the knowledge I gained and for the workshop's impact on my personal growth."*

*-Elizabeth*



# 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. In the last 45 years, Yellow Brick House has served over **141,000 women and children**. Last year we served over 5,021 women and children and reached over 2,600 youth through public education programs.

Your support is vital to ensure that individuals, families, and communities can obtain freedom 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 **7th Annual Yellow Brick House, Break the Silence Step in My Shoes Walk** will support our **Public Education – Schools for Change workshop designed for Grades 7-12 students**. Students learn to understand how bullying and abuse can play out in their daily lives, how to recognize unhealthy situations, how to be an up-stander rather than a bystander, and how to effectively communicate and manage their emotions.

## BREAK THE



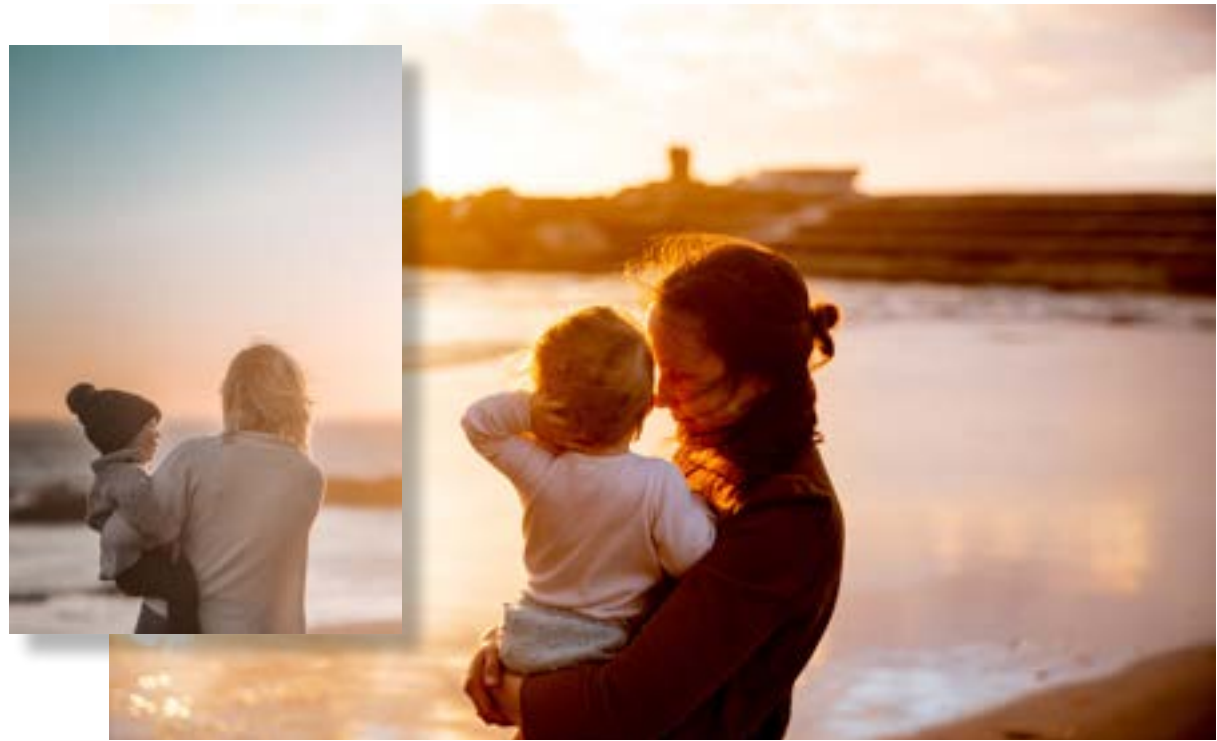
*"I never realized how crucial it is to be aware of the signs of abuse or unhealthy relationships until I participated in this workshop. The workshop also taught me how to support others who might be going through an unhealthy relationship. I now feel empowered to help create positive change in my school and community."*

*-Alice*



*"Participating in the Schools for Change healthy relationship workshop was an eye-opening experience for me. Before attending the workshop, I didn't realize how important it is to understand the signs of abuse or unhealthy relationships. I gained valuable knowledge about what constitutes a healthy relationship and how to identify red flags."*

*-Torie*



## Become an event sponsor and save lives!

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

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

# 2023 Sponsorship Opportunities

Recognition	Title \$5000	Community \$2500	Ambassador \$1000	Local \$500
Company profiled on yellow brick House website with direct links	X	X	X	X
Logo on all event communications (before, during & after)	X	X	X	X
Lawn sign advertisement with sponsor logo	X	X	X	X
Recognition in slide show welcome video	X	X	X	X
Opportunity to provide door prize or silent auction item	X	X	X	X
Recognition in post-event thank you ad	X	X	X	X
Opportunity to provide promotional items for participant bags	X	X	X	X
Present Top fundraiser prizes	X	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	+1
Present Top Fundraiser Prize Sponsor		X		
Merchandise Sponsor		X		
Refreshment Sponsor (2 Opportunities)		X		



Join us as a sponsor and contribute towards our mission of supporting our Public Education program. Together, we can make a difference by educating our youth about healthy relationships and breaking the silence surrounding this vital topic. Your support will enable us to create a positive impact and empower the next generation. Let's join forces and work towards fostering a healthier society.

# Last year at the Break the Silence Step in My Shoes Walk... 2022



260 participants



\$77,589 raised to support nights of safety



Over 50 event day volunteers and over 300 volunteer planning hours

*"The facilitators were knowledgeable and passionate, and they created a comfortable environment where we could openly discuss our thoughts and concerns. I learned about the importance of setting boundaries, effective communication, and the warning signs that indicate a relationship may be unhealthy."*

*-Melissa*

Check out this QR code to read our 2022 Walk Impact Report



# Your Impact

Post-pandemic, **In Ontario alone, we saw a devastating 53% increase in homicides due to domestic violence.**

But with **your help**, Yellow Brick House has been at the center of **addressing the issue of violence and abuse against women and children** in the York Region and GTA—**providing safety and support through our four core programs:**



2 Emergency shelters



24-hour Crisis and support line



Community counselling and support services



Public Education

Thanks to donors like you, last year (2022-2023 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

Register for the Break the Silence,  
Step in My Shoes Walk 2023



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