

# Application to Receive 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 \*

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





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

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# 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

NEWMARKETTODAY.ca

CTV  
NEWS  
BARRIE

NEIGHBOUR  
MEDIA

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







**SCADDABUSH**  
ITALIAN KITCHEN & BAR®

**LITTLE LOUS HOT DOG SHACK**



FOOD IN MOTION

**ROMY'S**  
RESTAURANT + LOUNGE



*Orchid*  
THAI

**flow**



**SWISS CHALET**



If you have any questions or concerns or are interested in future sponsorship opportunities please contact Pamela Deveaux.

**Pamela Deveaux**

Manager, Fund Development

Tel: 905.709.0900 Ext. 2233

[pamelad@yellowbrickhouse.org](mailto:pamelad@yellowbrickhouse.org)



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



# 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**