



# THE DIFFERENCE REPORT

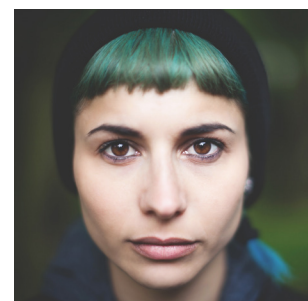


## THE DIFFERENCE MAKERS CAMPAIGN

The face of poverty is changing; it is no longer confined to the fringes of society; it could be a neighbour, a colleague or even a family member. The wealth gap is widening and inequity is growing twice as fast in Toronto as in the rest of the country. As a society, we need to get serious about tackling poverty and all of its associated ills. WoodGreen is doing just that with *The Difference Makers Campaign*.

In response to the changing face of poverty, The WoodGreen Foundation is launching *The Difference Makers Campaign* — a \$20 million poverty reduction campaign to help create a more equitable and inclusive city, where everyone has an opportunity to thrive. Learn more about *The Difference Makers Campaign* inside.

WoodGreen has brought together some of Toronto's most influential citizens, business leaders and philanthropists to help bring unprecedented attention to the critical social issues affecting our city. We are calling these individuals the *Difference Makers*. "If we want a more equitable city, where everyone has the opportunity to thrive, we need to think differently and act collectively," said Leo Salom, chair of The WoodGreen Foundation Board.



Today, we are asking you to join us as a *Difference Maker* and effect real change for the most vulnerable members of our community.

## Uniting to be Difference Makers in our Community

The WoodGreen Foundation Board of Directors



Back row: Brigitte Chang-Addorisio, Kevin Kimsa, Teresa Vasilopoulos (Ex-Officio), Patrick Gladney, Krystal Koo, Jessica Romano, Martin Blake, Anil Kapoor, Bill MacKinnon, Vijay Kanwar. Seated: Jason Carvalho, Anne Babcock, Leo Salom (Chair), Beth Wilson, Diana Thomson. Missing: Juliana Sprott.

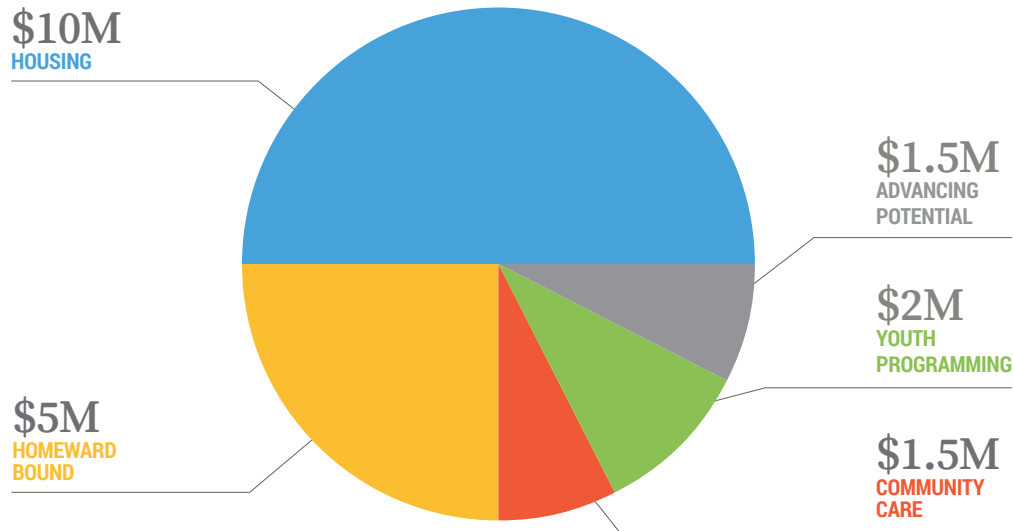


"WoodGreen has a plan that is as ambitious as it is transformational. It will improve access, expand programs and breathe innovation into finding viable answers to the chronic, complex issues that plague our city. It is designed to break the cycle of poverty. But we need Difference Makers. Today, we are inviting you to join us in effecting real and sustainable change".

—Ed Clark, Former CEO of TD Bank, Honorary Chair, *The Difference Makers Campaign*.



## THE DIFFERENCE MAKERS CAMPAIGN



### **\$10M** **HOUSING**

Add more than 2,000 new affordable housing units for seniors, individuals with mental health issues, and those transitioning from the streets or shelters. Revitalize our current properties to improve access and reduce isolation.

### **\$5M** **HOMEWARD BOUND**

Scale the highly successful women's empowerment model, Homeward Bound, locally, provincially and nationally.

### **\$1.5M** **COMMUNITY CARE**

Increase capacity to support critical needs of frail, isolated seniors and individuals with mental health or developmental issues. Invest in technology to improve response time for senior care and crisis intervention.

### **\$2M** **YOUTH PROGRAMMING**

Advance the Free 2 Be program for youth transitioning out of foster care, and expand mental health, social and recreational services through a new Youth Wellness Centre for at-risk youth.

### **\$1.5M** **ADVANCING POTENTIAL**

Provide stabilization, training, employment, and settlement services by investing in the integration and enhancement of our core programs to ensure clients have access to skills training, financial counselling, English language training, education and employment services. Invest in deepening innovation across WoodGreen to test new approaches to service delivery.

## Difference Makers have the POWER...



to help frail and isolated seniors like Eliza age safely in their own homes.

to help newcomers like Mohammad to fulfil their potential and find sustainable employment.

to help mature workers like Carmelo, who have been displaced by technology, gain financial stability and succeed in the new economy.

to keep vulnerable mothers like Bonnie out of shelters so they can reset their lives.

to help individuals like Murray get the mental health counselling support they need to keep a roof over their heads.

to help youth like Tinesha who are aging out of the child welfare system find their way before they fall through the cracks.



## POVERTY IS COMPLEX



## WOODGREEN PROVIDES SOLUTIONS



WoodGreen Community Services has been a *Difference Maker* for more than 80 years. As one of the largest social services agencies in Toronto we are an innovative solution provider for some of the city's most pressing and complex issues.

WoodGreen helps marginalized individuals get off the street; job-seekers find training and employment; and youth leaving the child welfare system transition into

healthy futures. We help parents access childcare and after-school programs; struggling, single-mother-led families reset their lives; and newcomers successfully settle in to Canadian life. WoodGreen helps individuals and families with low incomes to access housing and improve their financial well-being; we support people with developmental disabilities, mental health and substance

abuse issues; and we provide a wide range of health and social services to enable seniors to remain in their own homes as they grow older. WoodGreen has developed seamless and holistic care models that focus on wrap-around solutions that empower individuals to transition out of poverty. Our record of success demonstrates we can do it.





## INSPIRING A CONVERSATION ABOUT LESSHOMELESS IN OUR CITY

**A**ffordable housing is a key pillar of *The Difference Makers* Campaign and makes up half of our fundraising goal. Toronto is in an affordable housing crisis; this is compounded by a changing economy, fewer full-time opportunities and more contract employment. It is harder and harder for people to manage the rising cost of housing in our city. This is impacting everyone from youth to seniors, newcomers to mature workers.

Nowhere is this more evident than to those of us who work in the social service sector. WoodGreen witnesses it every day. So many people are closer to the poverty line and any bump in the road – a loss of a job, an illness, or a mental health crisis or an addiction – can send someone spiralling into poverty. And a key to a house isn't always enough; many of these individuals need wrap around supports to help lift them out, and keep them out, of poverty.

Through *The Difference Makers* Campaign, WoodGreen is hoping to help expand our housing from 805 units to 3,000 units over the coming years. To do this, we need to help people better understand the need in our city and to help us start



Erik Wexler, Program Manager, Free 2 Be (Housing First For Youth Leaving Care), holds up his t-shirt in support of LESSHOMELESS.

the conversation about how each of us can play a role – how each of us can be a *Difference Maker*.

To open the dialogue around housing and how people can help – WoodGreen has partnered with Peace Collective, the company behind the Home is Toronto clothing line. Peace Collective has commissioned a special LESSHOMELESS

shirt, just for WoodGreen, to raise the issue of homelessness and affordable housing across our city.

Generous friends of WoodGreen sponsored the shirts so that we can make them available to our donors when they make a donation of \$100 or more. We hope that you will join us in creating LESSHOMELESS.

LESS  LESS







## THANK YOU TO TJX CANADA

Thank You to TJX Canada for choosing WoodGreen's Homeward Bound program as one of the beneficiaries of their exciting Find Your Stride charitable initiative. This summer, customers at Winners, HomeSense, and Marshalls were asked to make a donation to help vulnerable women achieve economic independence through programs such as WoodGreen's Homeward Bound. Thank you to TJX and to all who donated to help us empower courageous single mothers to build new lives for themselves and their children.



Members of The WoodGreen Team, along with TJX staff and other beneficiaries, were on hand at the TJX Canada's Head Office to kickoff the Find Your Stride initiative.

## ONTARIO TRILLIUM FOUNDATION

### Making Life Accessible



Peter Tabuns, MPP for Toronto-Danforth, and Maggie Broda, a volunteer with the Ontario Trillium Foundation, join WoodGreen Staff for the Ribbon Cutting.

A generous grant of \$115,100 from Ontario Trillium Foundation has enabled WoodGreen to purchase a seven-passenger van and a wheelchair bus. Both vehicles are currently on the road providing clients with escorted transportation to and from medical appointments, day programs, and other essential outings. Ontario Trillium Foundation's investment in our seniors' transportation program is helping WoodGreen to decrease the isolation of vulnerable seniors in our neighbourhoods and allowing them to continue to live independently in their community.

**"I am glad the Ontario Trillium Foundation is recognizing the excellent work WoodGreen does by supporting the purchase of these buses."**

**—Peter Tabuns, MPP for Toronto-Danforth**

## LIFELINE SYRIA PARTNERS WITH WOODGREEN

### Supporting Syrian Refugee Family Counselling and Settlement Services

Thank you to Lifeline Syria, who donated \$100,000 to WoodGreen's Syrian Family Integration program. This gift is enabling us to continue our invaluable Syrian Family Settlement Support program and address many of the key stressors our Syrian refugees are experiencing. Lifeline Syria challenged the philanthropic community to match its gift and triggered a matched donation, doubling the impact of their generosity.

President & CEO of Lifeline Syria's Board of Governors, Mohammad Al Zaibak, was quoted as saying: "I wanted my

family to grow up in a liberal, progressive, open-minded society. I fell in love with Canada." Today, through Lifeline Syria's gift, he is providing others with an opportunity to make a smooth transition into their new life — so they too can be involved and contributing members of our Canadian society.

Since 2016, WoodGreen Community Services has helped approximately 1,500 Syrian newcomers through our housing, language, social and recreational, and family support programs.



## THE WOODGREEN FOUNDATION DEPENDS ON THE SUPPORT OF DIFFERENCE MAKERS – LIKE YOU

Volunteers make a tremendous difference in the lives of our clients and their families. WoodGreen could not achieve the transformative outcomes that it does without the support of our donors and corporate partners, who step up to make a difference in our community. Thank you to all the volunteers who continue to share their time, talent and treasure with us.

With the cold weather and holidays approaching, there will be an even greater need for help. Our corporate volunteer opportunities offer an excellent team building experience and allow groups to make a positive impact on their community, encouraging employees to use their skills and talents in a rewarding way.

**For more information please contact Kathy Koch: 416-645-6000 ext 1987, [kkoch@woodgreen.org](mailto:kkoch@woodgreen.org)**



TD Insurance & TD Bank co-hosted the 2nd annual Caribbean Carnival at 444 Logan this year! Featuring a steel drum band, some great BBQ and an ice-cream truck, our community of seniors had a blast and we are on our way to a great tradition!



TJX team members spent a summer day with the youth at Homeward Bound's After-4 program and surprised them with an afternoon of bowling! Special thanks to Danforth Bowl for working to make it a day to remember!



Lenovo team members joined WoodGreen across locations for a day of giving back. These volunteers prepared a delicious breakfast for the men at First Step to Home.



PagerDuty hosted the youth of Homeward Bound's After-4 program at their offices, where they made robots that are still skittering around Homeward Bound HQ!



CIBC Mellon volunteers really got into the spirit at our Hawaiian BBQ celebrating seniors!



Volunteers from across PWC joined us at one of our affordable housing buildings to host a birthday celebration for our tenants!





## THE FACE OF COURAGE

### Casandra shares her story

"I am the victim of a brutal sexual assault that left me near dead and pregnant. As my parents feared for repercussions from the father of the baby, who is now serving 10 years in prison, they forced me to choose between losing them or losing my baby. I chose my baby and thus began my journey... through the shelter system in Toronto... to WoodGreen's life-changing Homeward Bound program... and finally, to a career and a new life for me and my family."

WoodGreen's Homeward Bound is an award-winning, four-year, housing, education and employment program that helps previously homeless or precariously housed single mothers transition from living in poverty to

economic independence. Throughout the program, women and their children live at WoodGreen's east-end campus in safe, affordable two and three bedroom furnished apartments, with on-site child care and after-school programs for children and youth. Homeward Bound provides life skills, academic upgrading and computer training, financial literacy, psychotherapy, trauma counselling and parenting support. It prepares them for, and supports them through, a two-year tuition-paid college diploma program, internships in their fields of study and ultimately a career — and is

**"When I first moved into Homeward Bound's residence, I — with my eight-month-old baby — was hauling our belongings in garbage bags... Ultimately, I found myself at the Homeward Bound Graduation ceremony. I had made it to the other side."**

—Casandra



Casandra addresses the crowd at TJX Canada's Head Office.

there for help and guidance with goal-oriented case management, and most importantly, hope.

## WOODGREEN YOUTH WELLNESS CENTRE

### Creating Community

We know that the teenage and early adulthood years bring change and challenges. They can be particularly tumultuous for young people who have experienced trauma, poverty, resettlement or discrimination. WoodGreen is committed to providing the extra support and guidance that vulnerable youth need to lead healthy, successful lives.

Recognizing that the optimal way to connect with vulnerable youth is through engaging spaces and activities, WoodGreen has recently launched an appealing Youth Wellness Centre at our head office at 815 Danforth Avenue. The renovation was supported through funds from Toronto Central LHIN and co-designed with youth advisors, such



sipho kwaku, Director of Youth Strategy for WoodGreen Community Services, and Christine Nhan, a member of the Youth Advisory committee, stand inside the new centre during construction.

as Christine Nhan, to bring a youth perspective to the design of the space.

The centre is a welcoming place for youth to gather and access a comprehensive range of youth programs. In its first week, youth were able to access homework

support, job fairs and LGBTQ workshops; programs for financial guidance, wellness, settlement support and housing help; as well as a variety of social and recreational activities, from foosball to yoga.

A key component of the new centre is a Youth Mental Health Walk-in Counselling Service — offered in partnership with Michael Garron Hospital and East Metro Youth Services. This vital service addresses the pressing need for accessible, integrated, community-based mental health services. It provides rapid, free, 'one-stop' mental health counselling to help with issues such as anxiety, depression, bullying, sexual identity, behavioural issues, interpersonal conflicts and addictions.

To learn more about WoodGreen's new Youth Wellness Centre please visit [woodgreen.org/services/programs/youth-wellness-centre](https://woodgreen.org/services/programs/youth-wellness-centre)





## MESSAGE FROM THE CHAIR

Each and everyday, through its dedicated work on the frontlines, this extraordinary agency witnesses, first-hand, the changing face of poverty – and the growing inequities in our city as the wealth gap widens.

The reality is that we all know, or know of, an older person who is struggling to pay the rent, a young person with mental health or addiction issues, a mother fleeing domestic violence with no safe place to take her children, or a newcomer without Canadian experience trying to find employment. This is personal for all of us.

That is why it is an honour for me to serve as Campaign Chair of

*The Difference Makers* Campaign. This \$20 million poverty reduction campaign will significantly enhance WoodGreen's capacity to deliver vital services and advance solutions to address the challenges facing an increasing number of our neighbours.

We are thrilled that Ed Clark, long time champion for WoodGreen and the clients we serve, has agreed to be Honorary Campaign Chair and that so many Toronto corporate and philanthropic *Difference Makers* have stepped forward to join our Board as we mount this ambitious campaign.

As donors, you already make a tremendous difference in the lives of

our clients and their families; you inspire us with your dedication and commitment. Today, I am asking you to step forward again – as *Difference Makers* – to help us drive social change and build a Toronto where everyone has a chance to thrive.

This is a time of great need and also of immense opportunity – for WoodGreen, for our clients and for our city. I invite you to join us on this exciting journey.

Sincerely,

Leo Salom

## CELEBRATING DIFFERENCE MAKERS AT WOODGREEN'S 82<sup>ND</sup> AGM



Anne Babcock, WoodGreen's President and CEO and Lara Shohet, Past Board Chair, WoodGreen Community Services, with our client speakers.

On September 25th, community members, staff, volunteers, clients and neighbours came together at the East York Civic Centre to celebrate WoodGreen's 82<sup>nd</sup> Annual General Meeting!

Those in attendance heard from four client speakers who each shared their

experiences with WoodGreen's programs and services. It was a great night to gather with the community to celebrate our hard work over the past year.

To read WoodGreen's 2018 -2019 Impact Report visit [www.woodgreenannualreport.org/2018-19](http://www.woodgreenannualreport.org/2018-19)

The WoodGreen Foundation publishes **The Difference Report** for friends and supporters of WoodGreen Community Services. Your generosity helps WoodGreen continue its efforts to realize our vision of a Toronto where everyone has an opportunity to thrive.

To donate, please visit:  
[www.woodgreen.org/foundation/donate](http://www.woodgreen.org/foundation/donate)

### For More Information:

Stacey Baker | Development Officer  
The WoodGreen Foundation  
402-815 Danforth Avenue, Toronto, ON M4J 1L2  
416.645.6000 ext 4001  
[foundation@woodgreen.org](mailto:foundation@woodgreen.org)

## STAY CONNECTED WITH WOODGREEN!

[www.woodgreen.org/foundation](http://www.woodgreen.org/foundation)



@woodgreendotorg



@woodgreendotorg



@woodgreendotorg