



YWCA
PETERBOROUGH
VICTORIA
& HALIBURTON

A TURNING POINT
FOR WOMEN

MEDIA RELEASE

YWCA Celebrates the Success of the Crossroads Safe Haven Campaign

Peterborough, ON. March 30th, 2010 – Community partners, volunteers, and donors gathered at Peterborough's Lansdowne Place mall this afternoon to take part in the YWCA of Peterborough, Victoria and Haliburton's final Capital Campaign announcement event.

YWCA Executive Director Lynn Zimmer, YWCA Board President Theresa Butler-Porter, Crossroads Safe Haven Campaign Co-Chairs Betty and Bill Morris were on hand, along with the YWCA Capital Campaign Cabinet, as they revealed the grand total raised by the community for the YWCA Crossroads Safe Haven Capital Campaign. An astounding \$4,083,713 was achieved toward the funding of the new YWCA Crossroads shelter as well as essential programs and support groups that help women and children fleeing domestic violence to achieve self-sufficiency and independence.

"Compassion and generosity are at the heart and soul of this community. When the need was greatest we turned to our friends, our amazing Cabinet Team, our hard-working volunteers and to generous donors in our community for help. It was because of their vision, passion and awe-inspiring support that women and children who have experienced violence and abuse will continue to be able to turn to the Crossroads Shelter for the help they need," expressed Campaign Chairs, Betty & Bill Morris.

Over the past 27 years the YWCA Crossroads Shelters have provided a temporary home for over 13,000 women and children fleeing domestic abuse. While the YWCA of Peterborough, Victoria and Haliburton endeavours to create the most welcoming and nurturing environment possible for our clients, the existing shelters were no longer adequate to meet our community's needs for the future. Out of a total project cost of \$4.78 million, the Safe Haven Campaign sought to raise \$3.5 million. The majority of the overage is made up through a \$750,000 forgivable loan by the Canada Mortgage and Housing Corporation (CMHC).

"The Safe Haven Campaign goal includes funding for new programs to help women and children heal and thrive," explained YWCA Executive Director, Lynn Zimmer. "This wonderful campaign achievement assures us of adequate funds to build the new facility and a generous fund from which to invest in new proven programs for abuse survivors. "

At 14,178 square feet, including the basement, the new Crossroads Shelter is twice the size of both previous buildings combined. It is wheelchair accessible and is designed to accommodate the needs of injured, disabled and elderly women, as well as women with small children requiring cribs and strollers. A significant enhancement will be additional space for private counselling, as well as children's programming and areas for group programs for both shelter residents and women in transition. Helping women imagine and achieve a different future requires nourishment of self-esteem, rebuilding of confidence, pre-employment programs, assistance with access to resources and often special supports for those women struggling with psychological problems. Helping children recover from trauma of abuse in the home is also a crucial intervention. Professional support to the

mother and children is critical to ensure these youth do not themselves grow up to be abusers or victims. The new Crossroads Shelter will be an even more effective emergency refuge, and the first line of defence against the harm and potential lethality of domestic abuse. It will provide the utmost in professional support within the safety of the shelter so women and their families can begin to heal and plan for their future. Highlights of the development include:

- Adequate space for private counselling, and group and children's programs within the safety of the shelter;
- New programming to meet the needs of women and their families, based on a Community Needs Assessment and Best Practice Investigation in 2008, funded by Trillium Foundation;
- Enhanced children's programming;
- Improved service delivery and safety due to double staffing (by amalgamating shelters, on-site staffing is effectively doubled without raising salaries;
- Increased privacy by providing more single rooms and bathrooms;
- Increased kitchen and recreational areas;
- Greater accessibility for women who are disabled, injured, or caring for small children;
- Energy efficiency and green materials and technology;

"It is overwhelming to realize that what was only a dream a few short years ago, has now transformed into an amazing facility that will change not only one life but the lives of thousands of women and their children in our community," says YWCA Board President Theresa Butler-Porter. "The new Crossroads Shelter is a safe haven where our clients will heal and renew, physically, emotionally and spiritually."

The YWCA of Peterborough, Victoria and Haliburton selected local contractor, Kawartha Capital Corp. to build the new Crossroads shelter. The construction of the shelter is expected to be completed and ready for clients to move in at the beginning of July.

Lynn Zimmer, YWCA Executive Director, extended her heart-felt thanks to their community partners, volunteers, donors, media, community agencies and all levels of government who contributed to the organization's first major Capital Campaign. "Throughout this long and memorable journey, we hoped to raise awareness of the fact that domestic violence is not just a women's issue – it's an issue that affects whole families and our entire community. We are exhilarated and inspired by the community-wide response to bring about change that will assist in transforming the lives of these courageous women and children. "

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