



**ASSAULTED
WOMEN'S
HELPLINE**

ANNUAL REPORT

2018/2019

34TH ANNUAL GENERAL MEETING | JANUARY 18, 2020
CHARITABLE REGISTRATION #12762443 RR0001

A MESSAGE FROM THE BOARD OF DIRECTORS

As I sit at my desk crafting this report, I do so with a bit of a heavy heart. I am so proud of the work that is done at the Assaulted Women's Helpline (AWHL), so impressed with the team that ensures that every caller has a listening and supportive voice on the other side of the phone, so privileged to have worked alongside a committed and dedicated group of women. On the other hand, this will be my last Annual General Meeting and that feels a wee bit sad. I can only hope that my time here has in some small way contributed to the AWHL'S capacity to meet the needs of women whose lives have been impacted by violence.

A lot happens here at the AWHL: this year we have answered nearly 50,000 calls! Can you imagine if we were not there to answer the call? I don't want to think about it. Recently I was reviewing our literature and I came across a quote from one of the founding members who stated "as the police sergeant read the figures to me, the realization came to me in a dramatic way the purpose of this Helpline is to keep people alive." For this reason, more than any other, we must ensure that AWHL will always be able to answer the call.

We successfully operated the Senior Safety Line, answering a further 9,618 calls. The SSL provides specialized support and services to seniors across the province, reduces their isolation and assists them with determining their next steps.

After 20 years, we moved offices and are settled into our new home. We could not have done this without our fearless leader Huong Pham who made this all possible.

You may recall we launched our new logo at our 15th Annual Helpline Gala in November. We had one of our most successful gala's ever. Our outreach team participated in numerous local community events from Potato Festival in Alliston to Garlic Festival in Perth all to ensure that women and their families know how to reach us. Know that there is a free, confidential counsellor available to assist her towards a life free of violence.

We continue to explore offering support with different technology modalities to ensure we can respond to the ever-changing needs of women whose lives are impacted by violence.

As I stated earlier, our counsellors answered almost 50,000 calls. 24 hours a day 365 days a year and in over 200 languages.

It seems to me that a new conversation is happening, starting with #metoo and #enoughisenough, a new narrative is beginning and those of us who support women experiencing violence are a wee bit more energized as we continue the conversation that will positively effect the lives of women who are impacted by violence.

Thank you to the entire team at the AWHL. Without you we would not be able to support the women of Ontario in the best possible way. The complexity and range of the calls has increased, as we respond to calls from survivors of incest, childhood abuse, and ritual abuse.

To the women who call us each day, thank you for placing your trust in us, and for continuing to share your lives with us.

On behalf of the Board of Directors I extend our respect and appreciation of the entire staff team, our community supporters, donors and funders, whom all make this work possible. Thank you.

In Solidarity,

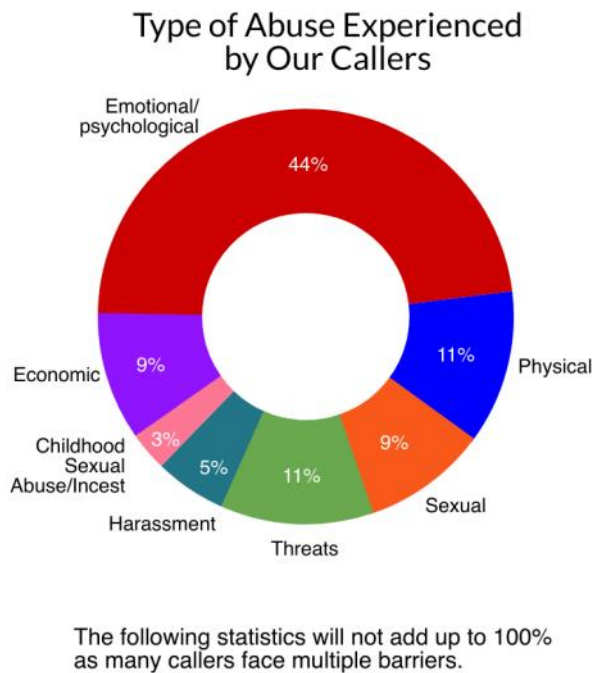
A handwritten signature in purple ink, appearing to read 'L. A. Lee', is positioned above the typed name of the signatory.

Chair, Board of Directors

On behalf of the Assaulted Women's Helpline Board of Directors and
the Staff Team

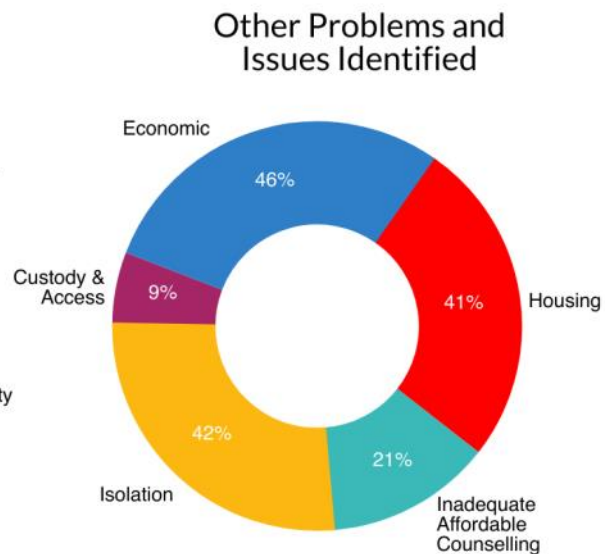
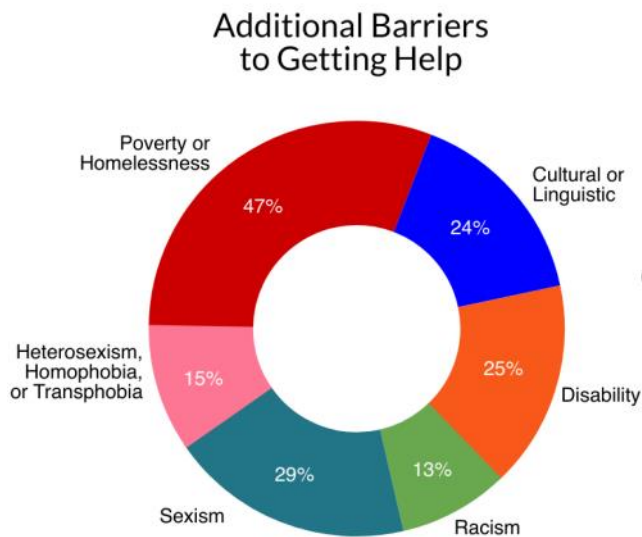
AWHL Statistics for the Fiscal Year Ended March 31, 2019

AWHL statistics are a reflection of the issues that have been raised by women who call our crisis line.



Other Forms of Abuse Identified by Callers Include:

- Elder Abuse
- Child Abuse
- Immigration Related
- Property Damage
- Ritualized Abuse
- Stalking




47,161
 ANNUAL CALLS
 TO THE HELPLINE

 Food for
 Thought!

POPULATION OF
 CORNWALL, ON:
 45,723

POPULATION OF
 CHATHAM, ON:
 43,074

POPULATION OF
 GEORGETOWN, ON:
 42,123

Population Centres Statistics from the 2016 Census


23,759
 # CALLS FROM
 416/647


23,402
 # CALLS FROM OTHER
 REGIONS

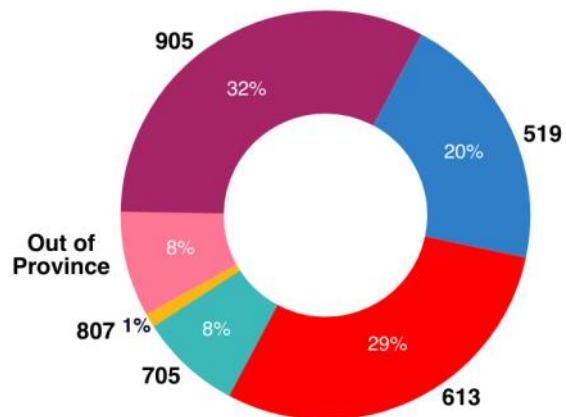

82%
 OF CALLERS
 HAD CHILDREN

 **5,384 Calls**
 UTILIZING
 INTERPRETER
 SERVICES

Top 10 Languages Utilizing the
 Interpreter Services



Area Code % of
 Call Received:



OTHER LANGUAGES: Amharic, Armenian, Bengali, Bulgarian, Chichewa, Cree, Croatian, Czech, Dari, Ganda, German, Greek, Gujarati, Italian, Hebrew, Hindi, Hungarian, Japanese, Khmer, Korean, Kurdish, Laotian, Napali, Nubian, Polish, Portuguese, Russian, Serbian, Sinhalese, Swahill, Tagalog, Tamil, Tigrinya, Thai, Tsonga, Turkish, Twi, Ukrainian, Urdu, and Vietnamese.



Afro Caribbean Festival
Alliston Potato Festival
Be Well Festival
Bread and Honey Festival
Brighton Applefest
Cabbage Town Festival
Carrot Festival

Centre for Men and Families
Cherry Festival
Cow-A-Palooza
Durham Caribbean Festival
Guelph and Distract Multi Cultural Festival
Hamilton Its Your Festival

Humber River Hospital – Day of Remembrance and Action on Violence
Against Women
Kitchener and Waterloo Festival
London Pride
Malvern Wellness Fair
Strawberry Festival
Toronto Pride Festival
Undocumented in Toronto



4,065

Number of brochures distributed across Ontario

2,105

Number of client cards distributed across Ontario

1,695

Number of safety tools distributed across Ontario

1,445

Number of pens distributed across Ontario

165

Number of posters distributed across Ontario

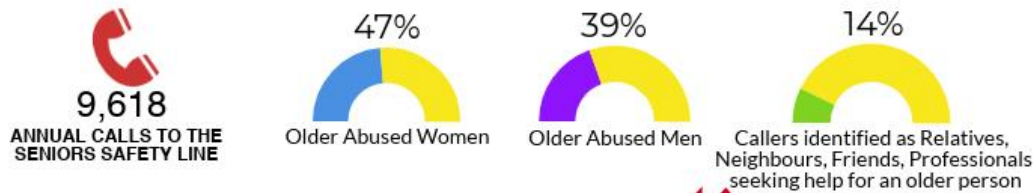


**WORKSHOPS
BY THE AWHL
TRAINING TEAM**

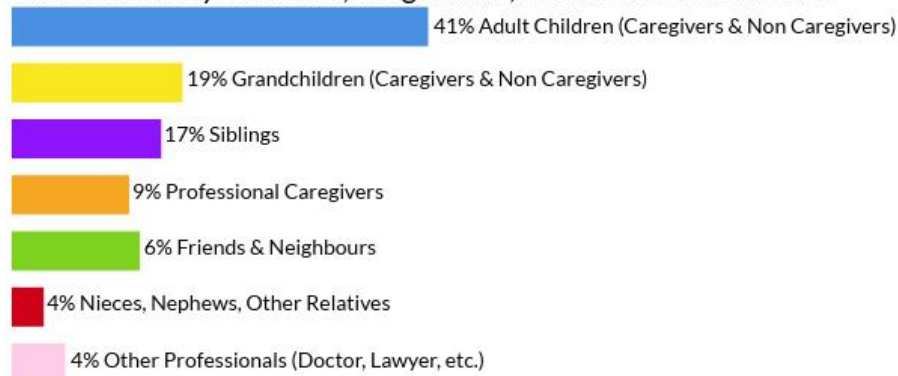
YWCA
Street Health
Labour Advocate Training Program
Sheridan College
Actra
Peel Public Health
Queen's University

Seniors Safety Line (SSL) Statistics for the Fiscal Year Ended March 31, 2019

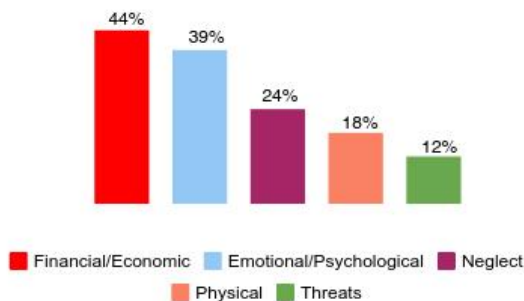
SSL statistics are a reflection of the issues that have been raised by clients who call our Senior Safety Line.



Breakdown by Relatives, Neighbours, Friends & Professionals



Type of Abuse Experienced by Our Callers

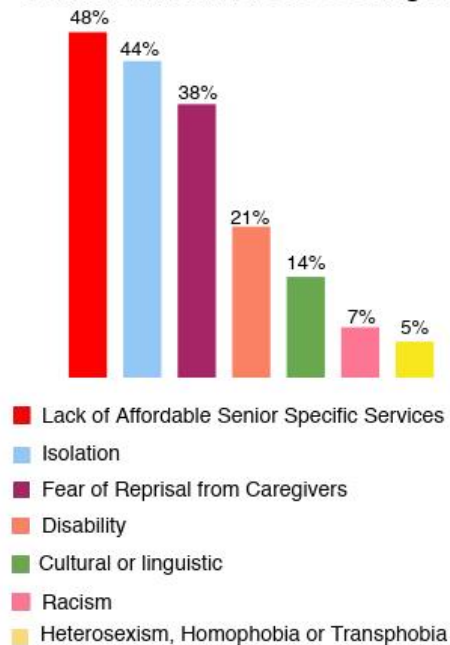


The following statistics will not add up to 100% as many callers face multiple barriers.

Other forms of abuse identified by callers include but are not limited to the following:

- Sexual Assault
- Immigration Related
- Property Damage
- Exploitation

Additional Barriers to Getting Help:



GOVERNMENT FUNDERS

Ministry of Children, Community and Social Services
City of Toronto - Community Service Program Ontario
Canada Summer Student Program

FOUNDATIONS

Catherine and Maxwell Meighen Foundation	Royal LePage Shelter Foundation
Crabtree Foundation	Shopper's Drug Mart Life Foundation
Dawson Family Sharing Foundation	The George Lunan Foundation
Edward and Fern Cohen Foundation	The McLean Foundation
Legacy Private Trust – Bacula Foundation	Tippet Foundation
Nathan and Lily Silver Family Foundation	
Patrick and Freda Hart Green Foundation	

CORPORATE & COMMUNITY SUPPORTERS

Bell	Ontario Secondary School	UAW Local 251
Benevity Community Impact Fund	Teachers' Federation	Unifor
Bibliocommons Inc.	(OSSTF/FEESO)	Unifor 99 P
Coffee Tree Roastery	PayPal Giving Fund	Unifor Local 252
Canadian Women's Foundation	Public Service Alliance of	Unifor Local 414
Elder Abuse Ontario	Canada	Unifor Local 534
Fred Fitzell Films Inc.	Punk Sucks	Unifor Local 591G
GroupeX	Queen Books	Unifor Local 1701
Kay & Warburton	Rubin Thomlinson LLP	Unifor Local 2025
Labour Community Services	SAS Institute (Canada) Inc.	Winners
LCBO	Soho Dental	
Morneau Shepell	TD Bank Group	
My Tribute Gift Foundation	TD Private Giving Fund	
Nightwood Theatre Young Innovators	The Elementary Teachers'	
Ontario Nurses' Association	Federation of Ontario	
	(ETFO/FEEO)	
	Trinity Development Group	

We would like to thank our donors, community supporters and volunteers for their efforts in ending violence against women.

GIFTS IN KIND

889 Yoga and Wellness Spa	Danforth Music Hall	Lindt Chocolate	The Stratford Festival
Aesop	David's Tea	MAC Cosmetics	TIFF
Aga Khan Museum	Downward Dog Yoga	Made You Look	TOBEN food by Design
AGO	Drink Inc. Events	Medieval Times	Tori's Bakeshop
Ana Pascos Photography	Dufflet Pastries	Mereadesso	Toronto History Museums
Anonymous	Erietta	MLSE	TreeTop Trekking
Anonymous	Eska Water	Moon and Sparrow	True North Climbing
Balzac's Coffee	Esther Myers Yoga Studio	National Women's Show	TSO
Barre Works	Fit Chicks	One of a Kind Show	Umbra
BATL Sports Inc.	FMI Group (Panera)	Opera Atelier	Vasanti
Battle Sports	Fresh Restaurants	Outer Layer	VIA Rail
Bite Beauty	Galderma Canada	P&G	Winners/TJX
Beau's	Gellien Lai	Pillitteri Estates Winery	Witz Jewelry Design
Black Prince Winery	Global Pet Foods	Pizzeria Libretto	Yasmine Louis
Blooming	Grange of Prince Edward Winery	Porsche Canada	Yogen Fruz
Body Blitz Spa	Greenhouse Juice	Potato Skins	
Boston Pizza	Hockley Valley Resorts	Queen Mother Café	
Bottom Line	Hot Docs Ted Rogers Cinema	Rebel's Refinery	
Boulderz	Irving Consumer Products Limited	Riverside Natural Foods Ltd.	
Branch Office Services	J.D. Irving	Robyn's Cookies	
Canada Reads	Jennifer Ludwig	Rock Oasis	
Casa Loma	Jérôme—Photographer	Scandinave Spa	
CBC's Workin Moms	Jimmy's Coffee	Secrets From Your Sister	
Cetaphil	Kelly's Landing	See Sight Tours	
Chateau des Charmes	Kernels Popcorn Ltd.	Taps	
CNE	Keurig Canada	Tarragon Theatre	
County Cider Company	Lailey Winery	The Big Carrot	
Crow's Theatre		The Janes Family	
		The Keg	

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ASSAULTED WOMEN'S HELPLINE

GTA | 416.863.0511
MOBILE | #SAFE (#7233)

TOLL FREE (ON) | 1.866.863.0511
TOLL FREE TTY | 1.866.863.7868

SENIOR SAFETY LINE

TOLL FREE (ON) | 1.866.299.1011

MAILING ADDRESS

P.O. Box 40569 Six Points Plaza
Etobicoke, ON M9B 6K8



www.awhl.org



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