

welcome to *the* REDWOOD

A Newsletter for **New Supporters of The Redwood**

Welcome to The Redwood, and thank you for becoming a supporter! Without you, our passionate and dedicated community of donors, The Redwood's work to break the cycle of domestic violence would be impossible.



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About The Redwood

How a community came together

BACK IN 1987, a group of neighbours were united by the same cause: the pressing need for a safe haven in the Parkdale-High Park community for women and children fleeing domestic abuse.

In 1991, they secured a rundown former warehouse, and set about the enormous task of transforming the building into a welcoming new home. Just like an old-fashioned barn-raising,

hundreds of volunteers from across the city grabbed their tools and came together. Building materials were donated, and carpenters, plumbers and electricians generously volunteered their services. People from all walks of life joined in to help any way they could.

It was an uphill struggle but incredible determination and a can-do attitude earned The Redwood the nickname The Little Shelter That Could. And thanks to the incredible effort of a community, The Redwood opened its doors to welcome its first family on December 6, 1993.

Deanna's Story

"I believed what he said — that I was nothing."

Deanna lived in a violent marriage for almost a decade, and years of abuse had left her with no self-esteem.

Finally, on New Year's Eve, Deanna left home for good. She desperately wanted a better life for her two young children.

Deanna remembers being very afraid and nervous that day. When her husband left for work she made some calls, and found out there was space available at The Redwood.

When the counsellor called back she told Deanna that there was space available at The Redwood. "At that moment, I felt that me and my kids were free."

Deanna and her children celebrated New Year's at The Redwood that very same evening. She remembers feeling like she was truly starting a new life. "At that moment, I felt that me and my kids were free."

However, her journey was anything but easy. She cried constantly for almost two weeks upon her arrival.

But thanks to donors like you, Deanna was able to rebuild her self-confidence, and regain control of her life. With your support, The Redwood helped

Deanna secure subsidized daycare for her children, find an affordable new home, and launch a rewarding career at one of Canada's top banks, where she recently received an employee award in recognition of her outstanding contributions.

Deanna continues to hold a special place in her heart for The Redwood and its supporters: "I am so proud that we came from The Redwood and I will always consider them as part of my family. When you hear about domestic abuse and violence, I am the face. Thanks to you, I can now hold my head high."





YOUR DONATION GIVES A LIFELINE OUT OF ABUSE

TOO MANY WOMEN AND CHILDREN ARE LIVING WITH DOMESTIC VIOLENCE because they simply can't see a way out. By supporting The Redwood, you help give them a lifeline out of abuse.

Your contribution will help provide services in over 170 different languages, including:

- 24-hour-support and shelter for women and children fleeing abuse
- Art and play therapy groups for children and toddlers
- Tutoring help for youth and teens
- Employment training, job search help and access to new job opportunities
- Help with family and immigration legal issues
- Assistance in finding and setting up an affordable new home

Thank you for getting involved — with your help, women and children living with the pain and humiliation of domestic abuse can find the courage and resources they need to flee their abuser, and start new lives free from abuse.



Debby's Story

As a child, Debby and her mother lived in a shelter for abused women. During that time, she promised herself that one day she would make a difference in the lives of women and children fleeing abuse.

Debby has decided to make a lasting investment in breaking the cycle of domestic violence by making a generous gift to The Redwood in her will.

As someone who experienced life in an abusive home as a child, Debby understands how important it is that families have the crucial resources and opportunities to start over: "I wish more people understood that there is such a need for places like The Redwood, where women and children can go."

The Redwood is committed to the ethical and responsible management of your donation, and that appealed to Debby when she was making her decision. "I chose The Redwood because they are responsible with our money, and I believe in the work that they do."

Debby encourages anyone thinking about including The Redwood in their will, to do it! "It's a fantastic opportunity to do great work that you



After her own experience in an abusive home, Debby has committed to breaking the cycle of violence by making a long lasting gift to The Redwood in her will.

may not be able to afford any other time in your life. A bequest makes such a big impact."

If you have any questions about including a gift to The Redwood in your will, you can make a confidential call to Fundraising Manager Emma Lewzey at (416) 533-9372 x249, or visit our website at www.theredwood.com for more information, including sample will clauses for you and your lawyer to consider.

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ETHICAL AND ACCOUNTABLE

THE REDWOOD IS A MEMBER OF IMAGINE CANADA'S ETHICAL CODE PROGRAM, which lays out a set of standards for charitable organizations to manage and report their financial affairs responsibly. By adhering to these standards, we are complying with generally accepted practices for soliciting and managing your donation. This is important to us because we believe you are entitled to transparency and the greatest impact possible for your investment.

The Redwood is also a proud recipient of the 2009 Philanthropy Award for Outstanding Small Organization for Excellence in Fundraising from the Association of Fundraising Professionals Toronto Chapter — an honour recognizing steadfast dedication to ethical fundraising, and transformational leadership in encouraging the spirit of giving.

24 hour crisis line

416. 533. 8538

tty 416. 533. 3736

free and confidential services



United Way
of Greater Toronto

Other ways you can help

- Become a *Safe Haven* monthly donor which helps ensure we have the stable income needed to respond quickly and meet the urgent needs of the families at The Redwood.
- Make a tribute gift to recognize a special occasion, or remember the passing of a loved one.
- Include a bequest to The Redwood in your will.
- To find out more about these, and other ways you can help, please visit our website at www.theredwood.com, or give us a call at (416) 533-9372 x227.



I've been working at The Redwood for more than nine years, and I am inspired each day by the courage and determination of the women I meet at our shelter. I'm a proud member of The Redwood's Safe Haven monthly giving program, and an active volunteer in our local community. I encourage you to give me a call or drop me a

line any time you have any questions or concerns - I'd be happy to help!

Emma Lewzey, Fundraising Manager

416-533-9372 x 249

elewzey@theredwood.com



Every day I am motivated by the courageous actions of the resilient women who have come to The Redwood for safe haven. I am committed to creating a compassionate community where all women and children can live inspired lives free from fear and violence which is why I quickly became a Safe Haven monthly donor. I'm here to answer all

your questions - please call or email me - I look forward to hearing from you soon!

Wendy Bray, Donor Relations Coordinator

416-533-9372 x 227

wbray@theredwood.com

Keep in Touch

*Do you have questions? Concerns?
Do you want to get more involved?
Here's how to reach us.*



the
REDWOOD

Charitable No: 89172 8867 RR0001

Visit our website at www.theredwood.com

To make a financial contribution: 416-533-9372 x227

To find out more about volunteering: 416-533-9372 x233

To get support leaving an abusive relationship: 416-533-8538