



Community In Action

You're changing lives

FALL 2020



COPING WITH COVID-19 An update from our Executive Director

These past eight months have challenged all of us and our future ahead is still filled with uncertainty. I hope that during this time you and your loved ones have remained safe and healthy. Please know that we're thinking of you and value you. Your outpouring of support has shone a bright light and continues to provide essential services for the many women, children, and families who have found sanctuary at the Red Door Family Shelter.

In late March, a single mom with her 11-year-old daughter informed a staff member that her doctor had tested her for COVID-19. She was quickly quarantined while we awaited the outcome. Upon receiving news of a positive test result, staff quickly helped mom and her daughter move into one of the city's quarantine centres. Here she received the care she needed from a team of doctors and nurses.

Working in collaboration with Toronto Public Health and our partners at South Riverdale Health

Clinic, two staff members and roommates of the mom and daughter were additionally quarantined as we awaited test results. Fortunately, everyone was cleared.

New pandemic safety protocols were quickly implemented. PPE was distributed to staff and families, deep cleaning practices were put in place, plexiglass barriers were installed, and a screening procedure was adopted. Social distancing became our new norm. And thanks to you, we received generous quantities of beautiful handmade masks and hand sanitizers to distribute to all!

Physical distancing is not possible at our Violence Against Women (VAW) Shelter. Working in partnership with the Ministry of Children, Community and Social Services, some of our residents were moved to a local hotel to keep them safe and ensure the wellbeing of everyone. We continue to shelter women and children in these two locations.

During this time, staff never wavered from their role to provide positive and healing spaces and resources for every woman, child and family

Learn more...

Read more about the programs and services you make possible.

➔ reddoorshelter.ca/programs

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staying at our shelters. Second Harvest made deliveries every week so that our community Food Bank continued to provide families with essential perishable and non-perishable food items. We made the necessary adjustments to this program to ensure there were no interruptions in providing service. We miss the help of our wonderful volunteers and we're looking forward to their return in 2021!

Our housing workers never stopped striving to find safe and affordable housing for families who were ready to establish new beginnings. And because of generous people like you, we were still able to provide many of the household essentials for families when they moved into their new homes.

The pandemic is not loosening its hold yet.

In early September, a single mom with her three children (ages 10, 13, and 15), together with the guided support of a former resident, called the Red Door seeking shelter from domestic violence. As part of our safety procedures, families are tested before they are admitted to our shelter. They spend this time of isolation at a local hotel. The tests came back with two of the children testing positive for COVID-19. Mom revealed that she had been hospitalized in August with the virus. She was terrified we would turn her away! The Red Door staff reminded her with

compassion that we're here for each other and our responsibility is to keep families safe and healthy.

Because we adhere to Toronto Public Health guidelines and follow our stringent health and safety measures, we were able to prevent the virus from spreading any further. All family members are doing well and are on their way towards healing and envisioning brighter futures.

Your support has been instrumental during this time. You are building long-lasting positive change for families at the Red Door Shelter. Thank you for remaining by our side as we continue to provide a safe and healthy sanctuary for families in crisis together.

With warm thanks,



Carol Latchford
Executive Director

KEEPING FAMILIES SAFE

With your support we continue to change lives. Here are three ways that you can have an immediate impact for families at our shelter today.

1. Join our Family Guardian's Circle with a monthly gift.
2. Donate gift cards (grocery stores, drug stores)
3. Support a local fundraising initiative or virtual event



Learn more: reddoorshelter.ca/help-now



A VIRTUAL CELEBRATION!

Together even though we're apart

On October 1st, we held our first ever virtual Donor and Volunteer Appreciation Celebration! Although we weren't able to get together in person this year, the feelings of community and connection were stronger than ever. We were thrilled to see so many friendly and familiar faces smiling and waving from the comfort of their homes as we joined via Zoom.

"It was so nice to 'meet' so many enthusiastic people - donors, volunteers, and staff..." - Red Door supporter

Inspiring stories were shared from incredible donors, volunteers, and supporters. You make our community strong. We're grateful for your unwavering care and support – your generosity helps to make the lives of women and children fleeing domestic violence and homeless families brighter.



Watch the event:

reddoorshelter.ca/watch-donor-event-2020

SHARING LOCAL LOVE

Our hearts are full of appreciation – we extend a special thank you to the local businesses in our community. Many of our local businesses have been supporting the Red Door Shelter and other organizations for countless years. These times are tough and yet the offers of help have not stopped!

Joy of Dance Centre on the Danforth and The Loved One on Carlaw have produced custom handmade masks to keep the community safe. Proceeds from the sale of masks have been donated to the Red Door to provide support to homeless families.

At a time when the restaurant industry continues to struggle, local Leslieville restaurant favourite, Greta Solomon's, decided to "turn lemons into lemonade". A program has been launched where 5% of every gift card purchase is donated to the Red Door.

Your kindness helps us maintain much needed programs and services for the families who come to the Red Door seeking sanctuary. Thank you for continuing to reach out and we encourage all of you to support the places that continue to give back in our communities!



YOU CHANGED LIVES IN 2020!

Your 2020 Gratitude Report is enclosed. Read more about the incredible impact of your support!



reddoorshelter.ca/gratitude



Show your local love and support businesses that are making a difference: reddoorshelter.ca/local-love

Save the date!



COLDEST NIGHT OF THE YEAR 2021!



Save the date for Red Door's second annual Coldest Night of the Year fundraising walk in February 2021!

Although in virtual format, nothing can stop the power of community! It will be a chance to bring your family and friends together in your neighbourhood for a fun 2km or 5km winter walk, while helping to reach our goal of raising \$75,000 for critical programs that will continue to provide safety and sanctuary to families in crisis.

Join us in February 2021

Interested in joining or becoming a sponsor? Connect with us, or sign up to receive updates as soon as registration opens!



reddoorshelter.ca/coldest-night

FUNDRAISING, SAFE AT HOME

Creative ways of coming together

We are so grateful to our wonderful community who continue to step up and find creative ways of raising funds and awareness in an incredibly challenging time.

Neighbours from Riverside and Leslieville joined their talents and danced in the streets for the Safe at Home virtual dance party challenge. They raised an amazing \$10,000 for homeless families at the Red Door. *"We loved the idea of bringing a community together street by street in a fun, creative and engaging way to raise awareness and support for an organization that has been a staple in our neighbourhood and helping families for decades"*, said Cathy Keenan, one of the organizers.

Thank you for the difference you make.



Fundraising can be FUN while making a difference for families in crisis in our community. We have plenty of ideas & resources to help get you started:



reddoorshelter.ca/fundraise-online

FAMILY GUARDIANS LIKE CARLOS OPEN DOORS

Former resident shares the impact of caring support from the Red Door

Family Guardians like Carlos and his family are making a difference everyday for women, children, and families in crisis. Carlos is a former resident. He knows, firsthand, the importance of sanctuary and support in a time of need, and what it means to open our hearts.

“I was 11-years-old, the eldest of 5 brothers, when our family came to Canada from El Salvador in January of 1991. This was the first time we had ever seen snow let alone experience a winter! As we exited from the plane, we had light jackets and running shoes in what seemed like a snowstorm from a movie. It was cold, and we had nowhere to go, but we found a place to stay at the Red Door.

My time spent there is filled with good feelings and emotions. Although we were in a different country, hearing a language I had never spoken before – we felt the warmth and care from everyone around us. We felt welcomed, and most importantly we felt at home. I remember the dining area and eating my first oatmeal breakfast. I remember my brothers playing in the halls, meeting others like us who had escaped danger and were now safe. We also developed long lasting friendships with those we met that we still have and foster to this day.

During our family get-togethers, whether it's Thanksgiving, Christmas or a birthday, it's not uncommon that we reminisce over our stay at the Red Door. I would like to say, that you and those before you, have made a difference in shaping people's lives. You do make a difference each and every day. I have a family of my own now, and I enjoy volunteering, and doing charity work for various causes throughout the year. I strongly believe that part of that comes from the generosity that my family and I experienced at the Red Door.

I truly want to say thank you. Thank you because, you not only opened your doors to us, but because you also opened up your hearts.”

-Carlos



JOIN THE FAMILY GUARDIANS

A gift of just \$10 a month can have a big impact.

Safe shelter for homeless families is critical at this time, and we need the steady support of monthly donors now more than ever.

Monthly giving is a simple and cost-effective way to fund critical programs throughout the year that give families the stability, strength and hope they need to heal and rebuild their lives.

Join with a monthly gift today and become part of a community of over 500 dedicated Family Guardians like Carlos who are helping us keep families safe and supported.



Learn more: reddoorshelter.ca/monthly-giving

HOLIDAY HAPPENINGS

With the holiday season nearly upon us, there are many ways you can support homeless families at the Red Door – from financial donations, purchasing gifts-in-kind or gift cards, to participating in holiday events and local fundraising initiatives.

Things will look a bit different this year without indoor gatherings, but this hasn't stopped many of our amazing supporters from creating new ways to continue to make a difference!

In place of their usual \$1 per pour donation, local brewery, Left Field, will be donating a portion of their sales from every 6-mixed-pack, including home deliveries, starting November 27th. For more info on Left Field's holiday campaign for the Red Door please visit: leftfieldbrewery.ca

Pilot Coffee Roasters will be continuing their annual tradition of donating \$1 from each bag of their delicious Holiday Blend and are hoping to raise more than ever before! For more info at: pilotcoffee.roasters.com/holiday/

To keep up-to-date with holiday fundraising events and initiatives visit: reddoorshelter.ca/events



Chefs Catering

Holiday Meal Sharing

Moms and kids at our VAW shelter enjoyed a mouth-watering Thanksgiving feast thanks to our generous partner, Chefs Catering. In addition, customers who ordered their own tasty fall fare were responsible for generating 3,125 meals donated to families at the Red Door as part of Chefs Catering ongoing buyone-give-one Red Door Menu program.

Throughout the holiday season you can order deliciously prepared meals (delivered to your home anywhere in the GTA) and Chefs Catering will donate 2 meals to the Red Door for every meal purchased!



To order yours visit:
chefscatering.ca/mrgoodmeats

A WONDERFUL GIFT FROM ROGERS, CITYLINE & GIANT TIGER

We were honoured to be featured on Rogers Cityline on September 30th. Did you see the segment? Host Tracy Moore sat down to listen to women and moms at our shelters who bravely shared their stories. Thank you, Tracy, for increasing awareness of domestic violence in our communities. Rogers has also partnered with the Red Door's VAW shelter and women's shelters across Canada to provide cell phones with 6 months of pre-paid data plans.

We were then treated to a HUGE surprise – a 40-ft truck pulled into our driveway filled with essential household items, back-to-school supplies and more, courtesy of Giant Tiger!

And, for the grand finale – IKEA, Benjamin Moore, and designer, Brenda Danso, partnered with Cityline to reimagine and complete an incredible makeover of the TV room at the VAW shelter. The women, moms and kids at our shelter really LOVE the new look!

We're so grateful for this tremendous support!



Cityline host Tracy Moore delivering a 40 ft truck of much needed supplies and household items to the Red Door



An amazing makeover of the TV room at our Pines shelter!



Watch the segment on Cityline:
reddoorshelter.ca/cityline-helps

OUR NEW SHELTER WILL OPEN SOON!

We're thrilled to announce that we now have the keys to our new Family Shelter!

After almost 6 years since the crisis we faced, and the launch of our Save the Red Door Campaign which garnered over 50,000 signatures from the community, we can finally say that our doors will soon be open again on Booth Avenue!

Signing the lease with the City of Toronto in late September has meant that construction to implement the final leaseholder improvements has begun, including enhancements to ventilation, lighting and adding safety features in common areas.

Our tentative date to move is early 2021.

Unfortunately, this move means we will be saying good-bye to our temporary Gerrard location and the very warm and accommodating community of friends that supported the Red Door during this time. We're excited to say hello again to our now permanent Leslieville home.

It is because of the many kind donors like you who have generously given over \$2.8M to our campaign that this new space is now a reality; a safe, and welcoming environment that supports the wellbeing and dignity of women, children and homeless families.

Thank you for making a bright future possible for families in need.



Artist's rendering of the new reception area. Our new shelter will be accessible, bright and modern.



Artist's rendering of the new dining area. Foldable barriers between dining tables will provide both privacy and added safety to maintain physical distancing during COVID-19.



Bedrooms, soon to be furnished, will be bright, with private washrooms.

INSPIRING WORDS FROM A YOUNG SUPPORTER

Angelina Tropper, a young Red Door supporter and organizer of the Care Gift Elves annual fundraising drive gave an impassioned speech at our recent donor and volunteer celebration about what moved her to make a difference - leaving us with the wise words of the great Maya Angelou:

"Be a rainbow in someone else's cloud!" and "People will forget what you said, People will forget what you did, but people will never forget how you made them feel." - Maya Angelou



UPCOMING EVENTS

Families for Family Holiday Portraits - November 7th, 2020

Capture your special family moments for the holidays. \$89 with all proceeds going directly to the Red Door. Outdoor sessions only.

reddoorshelter.ca/families-for-family-2020

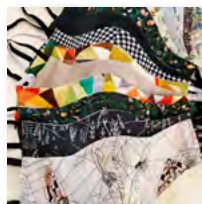


The Loved One Mask Sale

- Now until , December 31, 2020

Leslieville Bridal Accessory Boutique, The Loved One is donating 15% of the proceeds of their beautiful masks to the Red Door.

thelovedone.ca/collections/masks

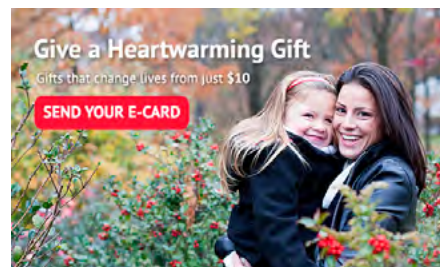


See more upcoming events, or learn about hosting your own event at reddoorshelter.ca/fundraise



Gifts to Empower
Gifts that give twice

You can spread holiday cheer when you give a Gift to Empower in honour of someone special on your holiday gift list. In return, they'll receive a beautiful e-card from you, letting them know about the impact of your gift.



To learn more visit:
reddoorshelter.ca/gifts-to-empower



DONATE

\$1 a day can
change lives



VOLUNTEER

join our team
to help



CONNECT

join our online
community



SHARE

share your stories
and feedback



Red Door
FAMILY SHELTER

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