



# Red Door

Ending family homelessness one family at a time.



## Newsletter

Spring 2013

### We can't do it without you!

Become a monthly donor today and join the Family Guardians to help end family homelessness, one family at a time.

To join call: 416-915-5671 x232

[reddoorshelter.ca/monthly-giving](http://reddoorshelter.ca/monthly-giving)

Thank you.



### Run with Team Red Door!

We're participating in the 2013 Toronto Waterfront Marathon Charity Challenge and **we invite you to join our team.**

Join us for the 5K walk, half-marathon or full marathon and help raise funds to support families in our community.

This year our goal is to have 25 team members and raise \$15,000 for our weekly food bank.

**FREE entry is available if you pledge to raise \$250 or more.**

Prizes will be awarded to our top fundraisers!

[www.reddoorshelter.ca/marathon](http://www.reddoorshelter.ca/marathon)

### Moving Families Forward

*"When I escaped from my husband in 2012 I was terrified because I didn't know what would happen or where I would go – it was like diving off a cliff. But to arrive at the Red Door, and have people here who care and want to help you is just so wonderful"* says Ranya, former resident.

*"My Outreach worker Agnes told me about the Moving Program when I was ready to move, and they helped me move into my new place with a kitchen table, chairs, bed frame, dresser, a TV, even a food processor!"*

*You can't imagine how lucky I feel to have something like this after coming from that situation, not knowing what would happen to me. It's more than words can express."*

Our support does not stop when a family is ready to move out of our shelter. Through services like our Moving Program, we help families get back on their feet and achieve their independence.

The Red Door's Moving Program is a unique initiative that began in 2005, helping more than 150 families each year in their transition from the shelter to their new home. The program provides donated furniture and household items for families to help offset the initial financial burden they face.

"Because they have fled situations of abuse or suffered significant financial hardship, many families who leave the shelter have few possessions, and so this support can make all the difference for them



Many women and families arrive at our shelter with nothing but the clothes on their backs.

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to have a fresh start” says Agnes McKenna, Housing and Outreach worker at the Red Door.

Most families see an average savings of over \$1,800 through the donated items they receive which not only aids them financially but helps ease their stress after living through a period of crisis.

“Each year we receive donations of furniture from over 300 donors in the community, and we’re so grateful because this is really the backbone of the program” says Sam Gennidakis, Moving Program Manager.

“One of the biggest challenges we encounter each year is to secure enough funds to continue operating the program. Since it isn’t covered in our core funding, we rely on grants, and support from our community of donors to keep this important program on the road.”

“You can’t imagine how lucky I feel to have something like this...it’s more than words can express” - Rayna



Our Moving Program team in action. Last year they helped move and provide furniture for 134 families.

For Mayaya our Moving Program driver, who has moved over 1000 families since 2005, the benefits of the program are tangible: *“I see people moving forward in their lives. When I watch them unlock the door to their new home, I feel good knowing that it is the first of many doors that will open for them as they start their new lives.”*

To donate to the Moving Program visit: [www.reddoorshelter.ca/moving-program](http://www.reddoorshelter.ca/moving-program)

**Did you know?** It costs \$595 for us to move one family, but the donated furniture and items they receive saves them more than \$1,800 in costs. That means for every \$1 you give to the Moving Program, you’re giving a family \$3 in savings!

## From Sweets to Ski Slopes

We want to say a great big thank you to the organizers and participants of two amazing events. This past March, Macaron Day and the Lift your Spirits Ski Day raised over \$17,000 to support our families!

Toronto’s second annual ‘Macaron Day’ headed by Michel Firanski of La Bamboche Patisserie, and hosted by 18 of the city’s finest patisseries was once again a sweet success! On March 20th, each location offered free macarons to their customers and donated 25% of sales to the Red Door. Together they raised \$7,100 towards our food bank which feeds over 200 families each year.

Earlier in March the Lift Your Spirits Ski Day for the Toronto architectural community hosted by Equinox Development, HOK, and Brigholme Interiors helped raised \$10,000 in support of our Moving Program which provides assistance to families when they are ready to move out of the shelter. Thank you!



Ski Day organizers Dayna Bradley (left), Ross Attridge (right) and Deborah Sperry (far right) with Red Door ED, Bernnitta Hawkins (centre).

**For tips and ideas about hosting your own event for Red Door visit:**  
[www.reddoorshelter.ca/special-events](http://www.reddoorshelter.ca/special-events)

## Spotlight on Donna Sickinger, Pampered Chef Consultant

Over the past year, Donna Sickinger, Independent National Executive Director for The Pampered Chef Canada has been partnering with the Red Door to help families who are moving out of our shelter. Each month we provide Donna with a list of the number and size of families moving out, and she donates essential kitchen items to help them get started in their new home.

*"I want to provide these items as housewarming gifts to help families celebrate their new home and a new beginning"* Donna says.

*"As the mother of four sons, I can't imagine what these women have gone through leaving their homes with nothing, being homeless and having to start over. Sharing a meal together is a great way to connect as a family and I hope that these items help them put many meals together with ease so they can spend more time together as a family."*

Thank you Donna for your generous and thoughtful support!



[www.pamperedchef.biz/donnasickinger](http://www.pamperedchef.biz/donnasickinger)

## Share with us!

As a friend of the Red Door, you are part of a community of supporters who are passionate about making a difference for families in need.

We'd love to hear from you! Share your thoughts, ideas and feedback with us.

Call us: 416-915-5671 ext. 232  
Email: [fundraising@reddoorshelter.ca](mailto:fundraising@reddoorshelter.ca)



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[@RedDoorFamilySh](https://twitter.com/RedDoorFamilySh)

Complete our supporter survey:  
[reddoorshelter.ca/share-feedback](http://reddoorshelter.ca/share-feedback)



## Mother's Day with Flair

Mother's Day is always a special day at the Red Door. The majority of the families we serve are mother-led (63%) so we always hope to be able to provide a special day for all the mothers staying with us.

This year we were very thankful to receive some wonderful donations of treats and pick-me-up gifts from community groups including gift baskets from the House of Praise, and Grant African Methodist Church, flowers from Act to End Violence Against Women, and many more wonderful donors.

One extra special gift came from the children at our shelter who, for their craft day, made these lovely cards and flower accessories to make their moms feel fabulous on their day.



## Donors from Near and Far

The Red Door Family Guardians Monthly giving club has gone international! We welcome a new member, Peter, who is donating to us all the way from Doha, Qatar. Peter decided to donate after he was moved by "The Family Shelter Poem" on our website written by former shelter residents.

[reddoorshelter.ca/real-stories](http://reddoorshelter.ca/real-stories)

# Staff Spotlight - Kadeia Poyser

By Marija Petrovic, HR Coordinator

Meet Kadeia Poyser, a Shelter Support Worker who has been with Red Door for over eleven years. Kadeia was nominated by her peers to be featured because she “always goes above and beyond” in her work. She is always ready to step up to new challenges and embraces each task with determination and grace.



Kadeia has been with the Red Door for the majority of her career in social services, starting with us as a placement student. In her current role, Kadeia takes on many responsibilities that are essential to the successful operation of Red Door from monitoring occupancy levels and liaising with other agencies, to helping new clients settle in, serving meals, and providing feedback and crisis support to clients.

For Kadeia, like for so many of Red Door’s employees, the most rewarding part of the job is seeing clients succeed in reaching their goals. Providing support to individuals and families when they need it most is her highest priority, something she is able to do as a result of building positive, trusting relationships with clients.

Kadeia is enthusiastic about her job not only because of the work that she does, but also because of the people she works with. She speaks highly of her colleagues and credits them for creating a positive and collaborative work atmosphere.

Thank you Kadeia for the many years of hard work, passion and commitment you have brought to the Red Door. You touch not only the lives of the clients that you serve, but also those of your colleagues!



## TEAM RED DOOR

### Sponsors Wanted!

We want to partner with your business to support Team Red Door in the 2013 Scotiabank Toronto Waterfront Marathon.

If you are interested in a great sponsorship opportunity, please get in touch with us!

[fundraising@reddoorshelter.ca](mailto:fundraising@reddoorshelter.ca)  
416-915-5671 x232

### Are You Moving?

You can update your contact information online at: [reddoorshelter.ca/moving](http://reddoorshelter.ca/moving)

### Leaving your Legacy

In our efforts to end family homelessness, to know that our work will be supported in the future is a tremendous gift.

For more information about legacy giving or to request a brochure please contact:

Kathryn McKechnie, Fund Dev. Manager  
416-915-5671 x230  
[kmckechnie@reddoorshelter.ca](mailto:kmckechnie@reddoorshelter.ca)

Visit us: [reddoorshelter.ca/leave-legacy](http://reddoorshelter.ca/leave-legacy)



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FAMILY SHELTER

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