



Red Door

FAMILY SHELTER

*Ending family homelessness...
one family at a time*



Shelter News

Winter 2013

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\$207,527 Raised!



Thanks to your tremendous support we surpassed our December fundraising goal by more than \$40,000! Thank you for your incredible generosity which will help us reach our goal of \$450,000 by March 31st so that we can continue providing life-changing programs for families at the Red Door.

A Season of Joy Thanks to You!

By Bernnitta Hawkins, Executive Director

I am always so amazed by the outpouring of generosity that we at the Red Door receive each holiday season, but I simply can't say thank you enough for the absolutely incredible support we received from the community this year.

With your support, and the many other generous donors and family sponsors, together you helped make the holidays bright for 165 families in our shelter and in the community, and raised over \$200,000 towards our programming which will continue to support the many families we serve. You should feel very proud of this amazing achievement!

I want to take a moment to highlight some of the incredible ways that everyone made a difference this year. From fun holiday events, and memorable meals, to wonderful gift packages, clothing and essential items, every bit of support has meant the world to the families at the Red Door.

The Family Sponsorship Program is one of the key holiday supports we provide for families who have recently moved out of the shelter, and are in need of assistance. This year, 100 individuals, work place and community groups teamed up to purchase items for these families. Each group was paired up with a particular family who provided a wish-list of gifts and items that they would like to have but are unable to afford. Thanks to our Family Sponsors, 108 families were provided with gifts, and over \$23,000 in gift cards for groceries, house wares and toys.

One special surprise donation came to us just before the holidays, when we received a visit from Dalton McGuinty, who delivered 100 warm jackets,



Families enjoying the festivities at our holiday party.

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gloves and snowsuits as part of a wager on the Grey Cup game with Alberta Premier Alison Redford. The items were distributed to families in our shelter to help them stay warm for the winter.

Many generous companies and corporate groups came forward this year to provide fun events and outings for families throughout the holiday season: A holiday dinner for all the families in the shelter courtesy of Lindt & Sprungli Canada, a trip to Medieval Times provided by the Royal LePage Shelter Foundation, a complimentary Christmas lunch at Casey's Restaurant, and a holiday banquet hosted by the Toronto Maple Leafs.

Our own annual holiday party was once again a hit thanks to support from the CHUM Charitable Foundation and a generous anonymous donor. Toys and gifts that we received from donors like you over the holidays were given to many beaming children, and with your help, each family received a package of food, house wares and gift cards to help them in the new year.

Our food bank was also in high gear. We distributed over 14,000 lbs of food in December alone to 125 families, thanks to Second Harvest and many other donor contributions including 140 frozen turkeys from the Metro Toronto

Convention Centre and two amazing volunteer groups who collected 105 hampers full of food and items to give to the women at the shelter.

Many other groups held drives to collect toys, clothing and other items, like The Shoebox Project who delivered 300 boxes filled with pick-me-up items for women, as well as the Annual Basket Drive for Women, and the Basketeers who brought in gift baskets of bath products and other goodies to help the women at our shelter feel special.

So many countless supporters contributed to making this an incredible holiday for our families, and I thank you all so deeply for your generosity. All of your support truly means a lot us, and you should know that it makes such a huge difference for our families to be able to share in the joy of the season. So from all of us at the Red Door, our staff, our board, and our families, we thank you again so much, and wish you all the very best in 2013.

With warm thanks,

Bernnitta Hawkins
Executive Director



Dalton McGuinty giving his donation of 100 jackets, gloves and snowsuits to Red Door staff.



Bernnitta Hawkins (left) with Caroline Mulroney-Lapham, Shoebox project organizer, delivering the goodies.

A Big Win for our Youth and Teens

Toronto Raptor's Centre Aaron Gray surprised us with an early holiday gift - a donation of 72 box-seat tickets for youth and teens at our shelter to see three Raptor's games in November and December.

The kids were completely thrilled to receive the real VIP treatment with a great view of the games from the players' executive suite, and the chance to meet and chat with Aaron after the games. Thanks so much to Aaron and the Raptors for making this amazing opportunity possible!



The Jaytex Group: 11 Years of Family Sponsorship

We want to take a moment to shine the spotlight on an amazing workplace group that has been a long time supporter of our Holiday Family Sponsorship program. The Jaytex Group has been participating as a family sponsor for 11 years and continues to outdo themselves...this year they sponsored 10 families!

Catherine Penny, organizer for Jaytex let us know that her team has been very happy to support families at the Red Door over the years:

"We involve everyone at Jaytex, and we encourage everyone to buy gifts or make cash donations which then goes towards buying gifts and grocery cards for the families we sponsor. Our generous company donates gifts that we raffle off at our annual Christmas party and all money raised goes towards our sponsorship packages."

"We enjoy giving to the Red Door because it is so much more personal. We get to see each parent and child's wish list and know that we are helping make their holiday special."

Thanks again to Jaytex and to all of the 100 amazing groups who participated in our Family Sponsorship Program this year. You helped 108 families in your community celebrate a very happy holiday!

If you are interested in being involved and would like to be notified about the program next year, contact us at fundraising@reddoorshelter.ca

Welcome to the Club!

This holiday in honour of our 30th Anniversary, we launched two new donor giving clubs, the Circle of Hope for donors who give \$250 annually, and the Key Holders Circle for donors who give \$500 annually. We want to thank all of the new members for their generosity and commitment to helping families heal at the Red Door.

For information about how to join our donor clubs visit: reddoorshelter.ca/our-donors

"I am beyond short of words and only wish you can see our hearts and how grateful we are for the generous love that you have shown towards us during this holiday. We don't know you, neither have we seen your face, but you will forever have a special place in our hearts."

A mother who received a family sponsorship package this year

Donations are better than Gifts, Canadians say

More and more Canadians are thinking outside the box when it comes to gift giving. A new study shows that more than two-thirds of Canadian adults would prefer to receive a donation to a charity on their behalf rather than receive a holiday gift.

At the Red Door, we have certainly seen the result of this shift.

Many of you chose to make a Gift to Empower this year in place of giving a holiday gift. Thank you for being ahead of the curve, and thinking of those in need during the holidays!



More info on Gifts to Empower: reddoorshelter.ca/gifts-to-empower

Moving Families Forward

Thanks to your generous support, our Moving Program delivered donated furniture and provided moving assistance to 21 families over the holiday season!

With government cuts to the funding that families receive when moving out of a shelter, this program will be even more critical in 2013.

The Moving Program is an important service that helps families move out of the shelter and move forward with their lives by helping offset the high cost of starting a new home.

Giving with Greetings

Another growing charitable trend has been for companies and corporate groups to make a donation in recognition of their clients and customers.

CBI Health Group, an ongoing supporter of the Red Door, made the move a few years ago to donating in lieu of mailing paper greeting cards to their clients and suppliers. Instead, they send e-cards with information about how their donation helps. Many companies like CBI are creating new opportunities to support - saying thank you by giving back.

Thanks to CBI Health Group, DVI Lighting, Wanted! Post Production, Omega Medical Association, Ontario Medical Association, and the many other companies who supported us this holiday season in recognition of their clients.

For more information or ideas about corporate giving opportunities please contact fundraising@reddoorshelter.ca



Got Pennies?

Did you know that after February 4th you won't be able to spend your pennies at most stores?

If you have pennies to cash in and want to **save the hassle of rolling**, donate them to the Red Door! Or start a collection at your office, school or organization.

Bring in your pennies to our administrative office at **21 Carlaw Ave. Mon-Fri 9am-5pm.**

Former Red Door Resident Gives Back

Recently, one of our former residents joined our Family Guardians monthly giving club and shared with us why she decided to give back:

"The Red Door provided my mom and I with a safe place to live when we found ourselves homeless. We didn't have family or friends to lean on. No one wanted to take in a mother with a teenage daughter. Who knew that a family could come to you at their time of need and not only have food to eat and somewhere safe to sleep, but also to receive help with housing and transportation.

I always knew that after finishing university and landing a secure job, I would give back. Because I know first-hand what it's like to be in the shelter, I know that my money will be put to good use.

It's rewarding to know that I am helping another family that requires your services. I am sure that they'll get the same warmth and compassion from your organization that my mother and I received long ago. Thanks for everything."

-Ashley L.



For more information about becoming a Family Guardian visit: reddoorshelter.ca/monthly-giving



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