

# A YEAR OF IMPACT

2013 Annual Report

**METRAC**  
ACTION ON VIOLENCE





Images: on cover, Community Safety Audit group; above, THRIVE learning forum



METRAC works with individuals, communities and institutions to change ideas, actions and policies with the goal of ending violence against women and youth. Delivering relevant and boundary-breaking services and programs, we focus on education and prevention and use innovative tools to build safety, justice and equity.

# What we do

- Safety Audits and safety promotion for individuals, communities, workplaces, service environments and institutions
- Develop relevant, clear legal information, education and resources
- Build youth skills and leadership to prevent violence
- Create education and prevention tools like apps, zines, games and webinars
- Engage in strategic partnerships to reduce violence across communities and sectors
- Share knowledge to end gender-based violence and build equity



**Vision:** a safe world for ALL women and youth



**Where we work:** Toronto, across Ontario and beyond



**Values:** Equity, Respect, Safety, Excellence, Innovation, Feminisms, Collaboration

## **METRAC**

158 Spadina Road  
Toronto, Ontario, Canada  
M5R 2T8

Phone 416-392-3135 | Fax 416-392-3136 | Email [info@metrac.org](mailto:info@metrac.org)  
Website [www.metrac.org](http://www.metrac.org)

Image credits: School designed by Ben Rudolph, Website designed by Wilson Joseph, Brochure designed by Luboš Volkov, Game designed by Edward Boatman, Volunteer designed by Stephen Borengasser and Clock designed by John Caserta from the [thenounproject.com](http://thenounproject.com). All other images are used with permission or owned by METRAC.



METRAC continued to deliver strong results in our work to build safer and more equitable and just communities for women and youth even against a backdrop of shrinking resources. 2013 was an impactful year of vital work to improve safety in neighbourhoods, workplaces and schools. Mobile and online channels presented us with new opportunities to engage people in strategies and stories for change. The ReAct team facilitated after-school programs to build youth knowledge and leadership skills in the prevention of relationship violence. Our Justice Program worked hard to remove barriers women face in accessing legal information and the legal system during the breakdown of a relationship. We provided written and online materials in multiple languages and formats as well as trainings and webinars for communities across Ontario.

With four out of five female undergraduate students surveyed at Canadian universities experiencing dating violence, and of that number, 29% reporting sexual assault, the need for violence prevention has never been greater.<sup>1</sup> In 2013, METRAC partnered with students, local women's organizations and university administrators to improve safety on campuses. Through Status of Women Canada, student groups across the country were funded to lead projects to reduce sexual violence on campuses. Given our historical expertise and specialized Campus Safety Audit, we supported efforts to make 12 Canadian campuses safer.

Good governance is at the foundation of METRAC's success. Our board remained committed to continual improvement in 2013. We held two development sessions to enhance board function and collaboration. We made strides in policy development focused on finances, communications and governance. At our Annual General Meeting, we welcomed new members Caitlin Maxwell, Gisela Vanzaghi, Amina Farah, Fathi Egal and Leslie Gottlieb for the experience and perspectives they bring. At the same time, Melanie Adams, Carole Dahan, Shabnum Durrani, Tracy Ford and Andrea Sanche stepped down as board members. We would like to thank them for their contributions and service.

METRAC's Management Team continued reviewing and training staff in new human resources policies. We kept strategic commitments to strengthen organizational capacity by: holding six planning and monitoring meetings with staff and community members; taking stock of metrics and tools to measure program impact; maintaining an active volunteer program; and supporting staff in learning opportunities in health and safety, namely WenDo, first aid and cardiopulmonary resuscitation, as well as other areas such as volunteering, cyberharassment and human trafficking. We secured a mix of funds from the Law Foundation of Ontario, City of Toronto, Government of Ontario, Department of Justice Canada, Canadian Women's Foundation, private donations and fundraising efforts. We also raised \$121,301 toward our programming through social enterprise work.

In addition to launching a rebranding process so people will better understand and engage with our work, we shared a new vision for "The Station", Ontario's first multi-service violence prevention centre. In partnership with like-minded agencies, we hope to establish this centre

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<sup>1</sup> From *Violence Against Women: Myths, Facts, Controversies*, by W.S. DeKeseredy, 2011, p. 26. Copyright 2011 by University of Toronto Press.

to help women and youth build financial freedom from violence; get holistic health support; access justice and know their legal rights; find safe housing and settle safely into Canadian life; and end violence and harassment where they live, work, study and play. We're still in early planning stages but we hope you will catch our vision and support us in doing big things to end gender-based violence. In the interim, we continue a search for a physically accessible office space to better serve our diverse communities.

We would like offer thanks to our dynamic, hardworking team members who exemplify the strength and resilience of this organization – our staff, Board of Directors, volunteers and students. We also acknowledge team members who left the organization over the course of the year. Our funders and donors deserve a special thank you for their financial contributions to programming and general operations of METRAC. Finally, we must extend our gratitude to community partners and supporters like you who care about what we do and work alongside us. We hope that reading this report will inspire you to share our vision of a safe world for ALL women and youth.

**Wendy Komiotis**  
Executive Director

**Nadine Sookermany**  
Board Co-President

**Kripa Sekhar**  
Board Co-President

Image: artist rendering of "The Station" violence prevention centre in fundraising event context



## 2013 impact snapshot



641

youth and adults trained in safety and how to conduct Safety Audits



639

youth participants in violence prevention after-school programs and workshops



22

campus and community Safety Audits supported and led



17,035

violence prevention/education digital game views and app downloads



84

participants in learning events and discussions on safety issues impacting marginalized women and youth



293

participants in webinars, trainings and dialogue events to support survivors of violence, prevent violence and build equity and inclusion



20,781

hard copies of written legal information distributed across Ontario



94

volunteers working across the organization



547,930

legal information website views (onefamilylaw.ca and owjn.org)



1755.5

volunteer hours contributed across the organization

## New image to reflect an enduring vision

When METRAC formed in 1984, our logo and name reflected our work. We were a committee focused on critiquing and changing policies, practices, laws and structures that put women and children in harm's way. We primarily served the "metropolitan Toronto" area, which until 1998 was comprised of downtown Toronto and associated towns, villages and townships.

As time passed, our organization had to shift to match changing needs and opportunities:

- an increasingly connected city, province, country and world where technology, with all its gaps, can also bring us closer together
- a growing understanding of gender-based violence and how it impacts people differently depending on their identities and experiences
- more research that demonstrates the value of everyone's participation in preventing violence

In 2013, METRAC launched a rebranding process to reflect our organization's changing course with input from stakeholders, partners and supporters. The process resulted in a new logo, name and look as well as a rearticulated mission and vision, publically launched in 2014 and reflected in this report. We will continue building on our strong past taking action on violence to build a safer, equitable and just future for everyone.

Honouring strong roots ...



celebrating our impact today

**METRAC**  
ACTION ON VIOLENCE







Image: Community Safety Audit group

## We built safety for women, youth and communities through:

- training diverse community members in safety and how to do Safety Audits
- helping community and campus groups lead Safety Audits
- public policy efforts to spotlight women and youth safety needs and concerns
- hosting and participating in public discussions and events and partnering with other organizations to promote safety



## Our effectiveness

# 95%

of adult safety trainees felt prepared to conduct a Safety Audit after our training and rated the safety audit training an average of 8.4 out of 10

# 8.29 out of 10

is the average rating youth safety trainees gave our training

# 100%

of participants at our THRIVE: Our Voices Rising Forum on safety for racialized women and communities would participate again and rated the event an average of 8 out of 10

## What training participants say

"[I gained] knowledge of a safe environment and how to identify types of violence."

"[I will take away] all my knowledge and share it with my family."

"It was interesting and helpful for the future Safety Audit in our communities."

"Is it possible to have more workshops like this in the future? It is a good lesson for us seniors."

## Building safety capacity in London, Ontario

The City of London wanted to create a program to address their unique local safety issues impacting women and communities. They asked us to train them on our Safety Audit model and how they could adapt it for their communities. As a result of our work, the City of London was **enabled** to develop their own relevant safety tools and materials based on METRAC's work.



Image: legal information training for women and service providers

## We increased access to justice for women and youth by:

- hosting legal information trainings, presentations and webinars for women facing violence and their service providers
- producing legal information materials, articles and videos to address needs of women and youth experiencing violence
- partnerships and collaborations to highlight how the law impacts women and youth facing violence and improve the legal system

## Our effectiveness

# 98%

of our legal training, webinar and presentation participants report increased understanding of women's rights and options under the law

## What training participants say

"Thank you for the session and all resources provided for us to be prepared to encounter with similar cases."

"I will be able to access and use the [information] for the agency, staff and clients. Presenters have been excellent."

## Helping workers better support women

Miriam Navy is a Legal Support Worker at Act To End Violence Against Women, an organization that works in Toronto, Montreal, Winnipeg and Vancouver. Miriam and her colleagues participated in METRAC's family law training entitled "When She Decides to Leave: Legal Information to Support Women at the End of a Relationship". She comments that the training provided "in-depth knowledge of what legal steps need to be taken when a vulnerable woman decides to leave a relationship" and notes she was **immediately able to apply her learnings** in helping a new client at her organization.





Image: ReAct after-school program group

## We increased access to justice for women and youth by:

- training and supporting ReAct Program youth peer facilitators and leaders
- providing youth violence prevention workshops, trainings and afterschool programming for young people, educators and service providers
- building awareness of youth voices and needs in policy

## Our effectiveness

# 98%

of our youth training participants report increased ability to identify healthy relationships and understanding of the spectrum of violence

## What training participants say

"The facilitator understands us."

"I am speechless of all the knowledge of the facilitators and their ability to break down complex topics."

"I love how the workshops include everyone; it's interactive and creates a safe space."

## Shaneen's journey

Shaneen participated in our ReAct after school program in a Toronto high school to learn about healthy relationships, warning signs of abuse, preventing violence and being a leader for change. She was so moved by the experience that she soon joined the program as a summer student. "I cannot stress enough how much of a **great learning experience** it was," Shaneen says. "There was so much amazing knowledge for me to soak up ... I feel I have genuinely grown up as a person."

## Amplifying the voices of young women

Laura Metcalfe is a Community Development Officer with the City of Toronto. She has been helping to develop the Toronto Youth Equity Strategy since 2013. "METRAC has been a valuable partner, working effectively to ensure that the City **develops policy with an understanding of gender-based violence**, women and youth issues," she says. As a result of the work of METRAC and others, the City of Toronto will be developing a Youth Equity Strategy focused on gender-based violence this fall.





Image: May Be Me Celebration on May 31

## May Be Me Campaign

2013 marked the second year for our May Be Me Campaign to inspire people to stop violence against women and youth before it starts. In addition to our May fundraising online campaign and events in support of METRAC's work, we launched a series of informative webinars and presentations on issues such as violence against women with disabilities, connections between genetics and violence prevention and art as a tool to build youth safety. We raised **\$13,621** and engaged **212 people** through campaign activities this year. Learn more about the campaign and access materials on our website.



# Financial overview 2013

## Revenue



Municipal government  
\$242,595 (28%)



Provincial government  
\$85,099 (10%)



Federal government  
\$37,686 (4%)



Foundations  
\$314,324 (36%)



Self-generated income  
\$161,827 (19%)



Other income  
\$28,058 (3%)

**TOTAL revenue \$869,589**

## Expenses



Community Justice Program  
\$433,070 (50%)



Community Outreach Program  
\$151,284 (17%)



Community Safety Program  
\$141,160 (16%)



Integrated Gendered Initiatives  
\$30,250 (4%)



Administration & fundraising  
\$113,661 (13%)

**TOTAL expenses \$869,425**

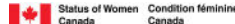
**(TOTAL surplus \$164)**

We concluded 2013 with METRAC in a balanced position.

# Acknowledgements

We extend thanks to our team of staff, volunteers and supporters. We would also like to thank our community partners. Finally, we extend sincere thanks to all funders and donors who contributed to METRAC in 2013 –we simply could not survive without your support.

## Funders and donors



Gift of Gertrude Milrod Gotlib  
Bazaar Marketing and Communications Inc.  
Torken Manes LLP

## Our team

Asam Ahmad, ReAct Co-Coordinator | Tricia Bennett, Coordinator of Sustainable Development | Kavita Bissoondial, ReAct Peer Facilitator | Karen Darricades, SchoolED Project Co-Coordinator\* | Michelle Davis, Safety Director | Najla Edwards, ReAct Co-Coordinator | Linda Frempong, ReAct Peer Facilitator | Ray B. Garcia, ReAct Peer Facilitator | Andrea Gunraj, Communications Specialist | Joanna Hayes, Legal Information Coordinator | Wendy Komiotis, Executive Director | Lynn Mackay, Justice Projects Coordinator | Navneet Marwaha, Safety Audit Coordinator | Sony Matthew, Bookkeeper | Angela Musceo, ReAct Peer Facilitator | Jessica Mustachi, Safety Coordinator | Rachael-Lea Rickards, Events | Jannette Saberon, Administrative Assistant | Talayah Shomali, Coordinator of Sustainable Development/Justice Projects Coordinator | Shequita Thompson, SchoolED Project Co-Coordinator/ReAct Coordinator | Tamar Witelson, Legal Director | Placement students: Risa Ali, Meaghan Parry, Jen Saeckl

## Board of Directors

Melanie J. Adams\* | Khadeeja A. Ahsan, Secretary | Carole Dahan, Treasurer\* | Shabnum Durrani, Secretary\* | Fathi Egal | Amina Farah | Tracy Ford, Co-President\* | Leslie Gottlieb | Caitlin Maxwell | Martha Ocampo | Andrea Sanche\* | Kripa Sekhar, Co-President | Nadine Sookermany, Co-President | Gisela Vanzaghi

*\*Departed from role in 2013*