

Image: METRAC Community Safety Audit

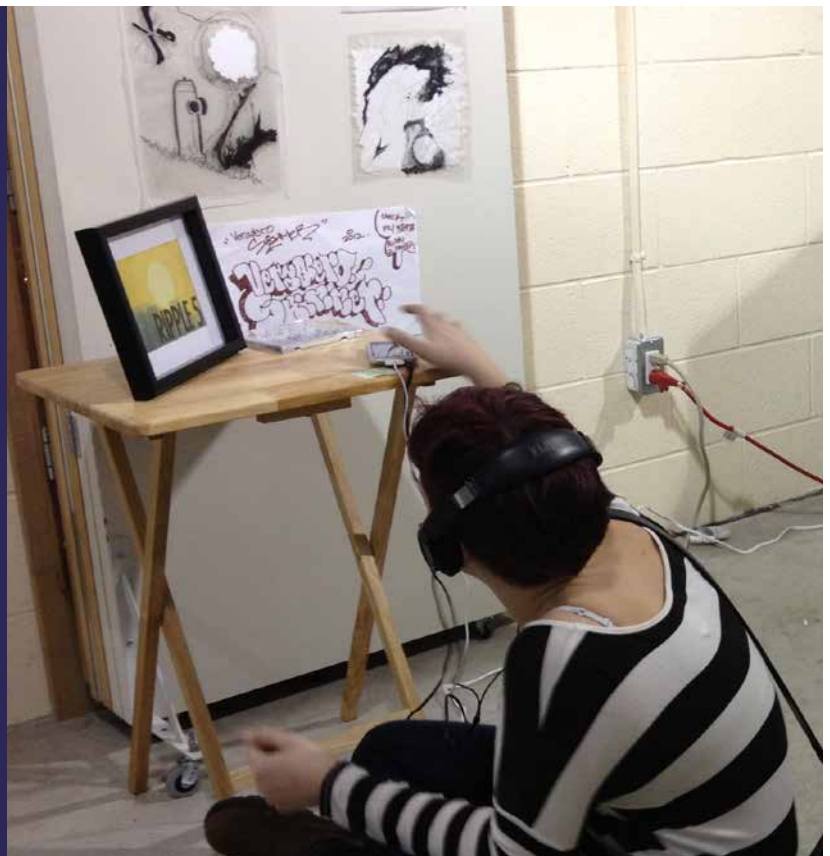
Annual Report 2012



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Facebook, Twitter, YouTube metracorg | Blog metrac.wordpress.com

METRAC is a community-based, not-for-profit organization that prevents violence against diverse women and youth. Since 1984, this mandate has been undertaken through public education, training, safety initiatives, partnerships, research and policy in three program areas: justice, outreach and education and safety.

Image: "Ripples of Violence" album launch (p. 13)



METRAC's Team

Board of Directors

- Melanie J. Adams
- Khadeeja A. Ahsan
- Carole Dahan, Treasurer
- Shabnum Durrani, Secretary
- Jennifer Fehr*
- Tracy Ford, Co-President
- Martha Ocampo
- Andrea Sanche
- Kripa Sekhar
- Nadine Sookermany, Co-President

Staff members

- Asam Ahmad, ReAct Co-Coordinator
- Keli Bellaire, Youth Program Coordinator*
- Tricia Bennett, Justice Projects Coordinator
- Darcel Bullen, Justice Projects Coordinator*
- Karen Darricades, SchoolED Co-Coordinator
- Michelle Davis, Safety Director
- Najla Edwards, ReAct Co-Coordinator
- Andrea Gunraj, Communications Specialist
- Joanna Hayes, Legal Information Coordinator
- Wendy Komiotis, Executive Director
- Navneet Marwaha, Safety Audit Coordinator
- Jessica Mustachi, Safety Coordinator

- Jannette Saberon, Administrative Assistant
- Talayah Shomali, Sustainable Development Coordinator
- Shequita Thompson, SchoolED Co-Coordinator
- Tamar Witelson, Legal Director

ReAct Youth Peer Facilitators

- Kavita Bee
- Linda Frempong
- Ray B. Garcia
- Angela Musceo
- Helen Yohannes*

Placement students

- Silmi Abdullah
- Shadika Grimes-Jackman
- Manivillie Kanagasabapathy
- Arooba Khan
- Crystal Sukhdeo

*** indicates departure from agency or office in 2012*

Mission, vision, values & directions

Based on strategic directions, METRAC articulated a refreshed mission and vision statement and values as an organization. Into the future, these statements will help us articulate our work and goals in a way people can truly understand and connect with. We hope it will

lead to strengthening our organization's branding and public face to inspire community members join in on building a violence-free future for women, youth and everyone.

Mission

To advance justice, safety and equity for all women and youth through outreach and education, safety initiatives, community based research, and social policy.

A world where inequity and oppression are actively challenged and dismantled in interpersonal relationships, communities and systems in our society so that women and youth can live free of violence and the threat of violence.

Vision

Values (see next page)

Equity, Respect, Safety, Excellence, Innovation, Feminisms and Collaboration

1. Embed Anti-racism/anti-oppression into METRAC's systems and structures
2. Strengthen the organization
3. Expand the use of technology for greater reach and efficiency
4. Rebrand and restructure the organization

Strategic directions

Values

1. Equity

We promote justice and fairness for all individuals and social groups. We recognize how social inequality and unequal distribution of power can directly lead to marginalization and violence.

We value individual and social diversity and treat everyone with dignity and consideration. We foster a culture of respect within our organization and in all our activities.

2. Respect

3. Safety

Safety is a fundamental right. We recognize everyone's right to live free from the threat, fear and experience of all forms of violence, oppression and discrimination.

Our organization and work are grounded in diverse women's movements that were and continue to be active in changing social conditions to end gender-based violence and discrimination.

4. Feminism(s)

5. Excellence

We strive for excellence in all of our activities, and challenge ourselves to do better. We are committed to maintaining high standards in our operations through regular evaluations and transparent and ethical practices.

We are committed to participatory research, continued learning and the creation of new methods to raise awareness about violence against women and youth.

6. Innovation

7. Collaboration

We foster teamwork and interdisciplinary partnerships. We work in consultation with and support diverse communities committed to ending gender-based violence on a local, provincial, national and international level.

Co-President & Executive Director Message

Nadine Sookermany, Co-President and Wendy Komiotis, Executive Director

We are pleased and proud to present METRAC's annual report for 2012. It highlights how our programs and services are making a difference for people, communities and institutions as we realize our vision of a world where all women and youth can live free from the fear and experience of violence.

Violence towards women and youth continues to be a pervasive issue. This year we played a significant role in demonstrating how this violence can be prevented through Safety Audits of local neighbourhoods, workplaces and post-secondary institutions across Canada, resulting in recommendations to improve physical elements, practices and policies. We also contributed to policy in several ways. For instance, we developed a response to the new federal "conditional permanent residence" legislation and pointed to ways it might further trap women in abusive relationships due to shame and fear of deportation.

This year also marked steady progress in the implementation of our strategic priorities. We took steps to strengthen the organization by reviewing and amending our by-laws to enhance board function and engagement. As a result, our governance structure is comprised of two co-presidents instead of one and we changed the required number of board members from 14 to 11. We began rolling out new human resources policies for employees and the board continued to work on finalizing financial policies and procedures.

Following numerous meetings and discussions with staff and our Planning and Evaluation Committee, we crafted seven organizational value statements, approved by the board in November (read page 4). Our work to develop an anti-oppression framework also began this year with external consultations, a literature review and examination of promising practices. This will enable us to set standards for embedding equity and inclusion in internal and external relationships, covering the spectrum of governance, administration, programs, community engagement, research and evaluation. Our work on the framework will continue into 2014, led by the Planning and Evaluation Committee.

In 2012, we held three planning meetings with all staff to review progress and outputs of operating

and program plans. We introduced a new automated pay system and upgraded our phone system for improved function and savings. Staff participated in two successful trainings on compliance with service requirements of the *Accessibility for Ontarians with Disabilities Act*. We conducted a review of our data collection systems with attention on better collecting program impact statistics, balanced against the need for consistency in data-gathering across the agency. This work has led to the drafting of data collection protocols and will be ongoing.

It has been a critical time for METRAC, as we prepare for moving to a physically accessible building and rebranding. During the year we held meetings with several realtors to explore options for relocating and planning for finding an accessible, affordable space in 2014. We ended the year with a call for proposals from rebranding consultants to assist us in developing and implementing a new identity for the organization.

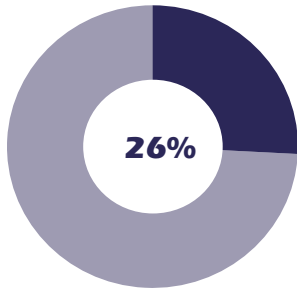
Numerous agencies partnered with us during the year. Our work with Springtide Resources and Woman Abuse Council of Toronto has been productive and unifying. It will help us be more effective in our responses to violence against women and youth. METRAC also continued to meet regularly with core grantees of the Law Foundation of Ontario to discuss building shared efficiencies across organizations. We also worked with partners including Springtide Resources, Woman Abuse Council of Toronto, White Ribbon Campaign and others in the violence prevention sector to find ways to increase our impact and reach. Additionally, we played an important role in speaking with the media and consulting with officials from all levels of government as they looked to us for knowledge and expertise on women's safety and violence prevention resources and policies.

On a final note, we thank everyone who supported us: funders, donors, members, community partners, staff and volunteers, including volunteer Board members, placement students and consultants. Your dedication to our mission and investment of funds, time and knowledge are at the core of our accomplishments. Together we are building a safer society for women and youth.

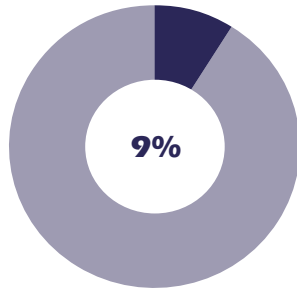
Financial overview 2012

We concluded 2012 with METRAC in a balanced position.

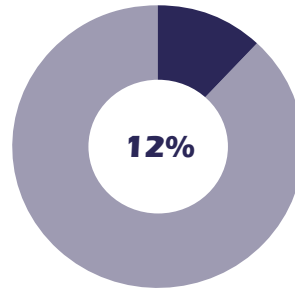
Revenue



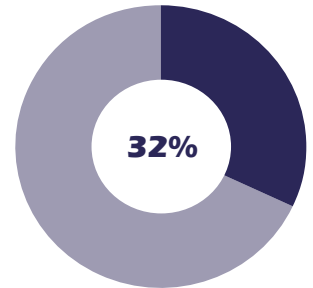
Municipal government
\$238,855



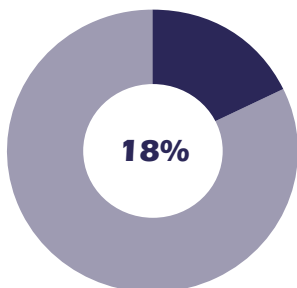
Provincial government
\$80,351



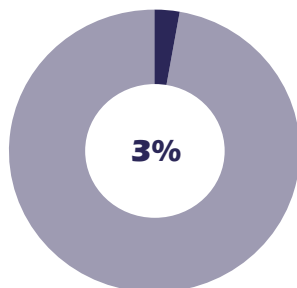
Federal government
\$111,215



Foundations
\$292,231



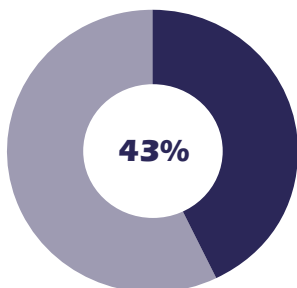
Self-generated income
\$162,354



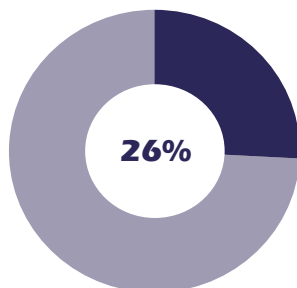
Other income
\$29,167

TOTAL revenue
\$914,173

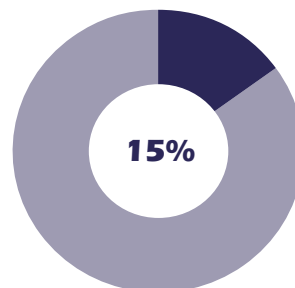
Expenses



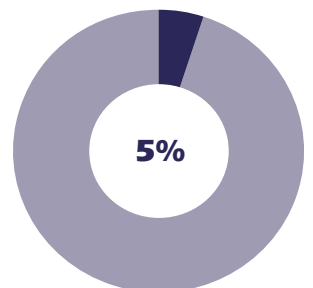
Community Justice
Program \$398,303



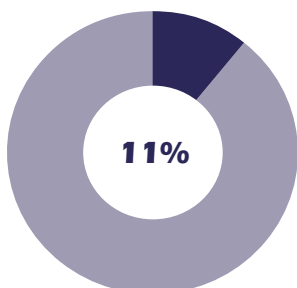
Community Outreach
Program \$235,974



Community Safety
Program \$140,058



Integrated Gendered
Initiatives \$41,685



Administration and
Fundraising \$97,775

TOTAL expenses
\$913,795

TOTAL surplus
\$378

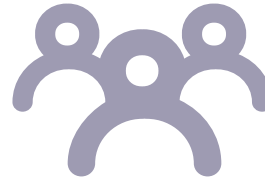
Safety Audits and safety programming



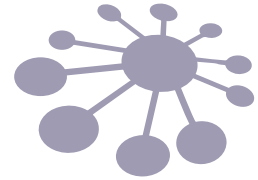
369
people trained
in safety



19
Safety Audits led
in neighbourhoods,
campuses and
workplaces



1,179
people
participated in
audit activities



Over
100,000
people
positively
impacted by
audit activities

Our Safety Audit meets real needs:

- 100% said they found our campus and community audits addressed their safety concerns
- 85% of Community Safety Audit participants said it was helpful
- 85.7% said our audit was a good learning experience
- 62% said our audit was easy to understand

METRAC's history of promoting community safety centres on our Safety Audit. It's a tool to help people find safety "trouble spots" in neighbourhoods, workplaces and schools and implement safety-enhancing solutions. It attends to things like sexual assault, harassment and discrimination, issues that women, young people and other groups at high risk of violence tend to experience. In METRAC's Safety Audit, you are the safety expert of your own experiences and your voice matters.

Highlight: Kensington Market-Christie Pitts action

In late summer and early fall, a number of heavily-

publicized sexual assaults occurred in Toronto's Kensington Market and Christie Pitts neighbourhood. METRAC took action and lead a woman's safety workshop and Safety Audit in the area with the call and support of two City Councillors. Twenty-two local residents participated along with Councillor Mike Layton and his staff and METRAC released a report with 45 safety recommendations, a number of which have already been implemented to make the area safer.

Learn more: "Mobilize against sexual assault", December 12, 2012 opinion editorial in *The Toronto Star* by Wendy Komiotis, METRAC's Executive Director (www.thestar.com/opinion/editorialopinion/2012/12/04/mobilize_against_sexual_assault.html)

Highlight: Status of Women Canada campus projects

Status of Women Canada recommended our Campus Safety Audit to student groups interested in making their university and college campuses safer. From that recommendation, METRAC worked with six different student groups across Canada from New Brunswick to British Columbia. In total, our Campus Safety Audit and resultant safety recommendations to improve policies, practices and physical features impacted the safety and well-being of just over 100,000 students and employees across 10 campus locations.

Take note: the Government of Ontario accessed our expert feedback and ideas for action in the creation of its resource guide for post-secondary institutions, “Developing a Response to Sexual Violence” (www.women.gov.on.ca/english/resources/publications/campus_guide/resources_alerts.shtml). This guide is part of the Ontario’s Sexual Violence Action Plan, the only of its kind across Canada’s provincial landscape.

Highlight: safety from sexual harassment and domestic violence

In addition to leading a comprehensive Workplace Safety Audit of an organization – complete with an all-staff training and review safety-related policies and procedures – we conducted three workshops with 60 employees on workplace violence in the context of the

Occupational Health and Safety Act. The act now includes sexual harassment and domestic violence as potential occupational concerns.

Thank you to our safety partners, including: AIDS Committee of Ottawa, City of Toronto Crisis Response Program, Councillor Adam Vaughan, Councillor Mike Layton, Councillor Vincent Crisanti, Eva’s Phoenix, George Brown College’s International Constituency Centre, Gooderham Adult Learning Centre, Humber College, Mount Allison Students’ Union, Royal Roads Students’ Association, Safe Toronto Action Now on Disability, Toronto Community Housing Corporation, Urban Alliance on Race Relations, Yellow Brick House, YWCA Lethbridge

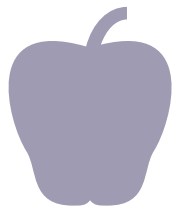
Highlight: Volunteers at METRAC

Volunteers are critically important to METRAC’s programming and services. They help us deliver most of our programs and serve as long-term placements,

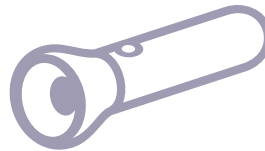
board members, “drop-in” supporters and committee/group members. Here’s an overview of volunteer support over the year.



9
members
of our
volunteer
board of
directors



19
students
volunteers
in our after
school
program



14
volunteers
supporting
safety
initiatives



48
volunteers
supporting
legal
information
initiatives

Access to justice programming



12,500
views of 10
family law
webinars for
women and
service providers
with 270 live
participants



67
people trained
in legal issues
impacting women
experiencing
violence



50
new articles
on our Ontario
Women's Justice
Network website
(OWJN), owjn.org



17,874
average
monthly visits
to OWJN
and 5,000 to
onefamilylaw.ca
website we
administer

Our legal information programming meets real needs:

- Over 85% of webinar participants surveyed experienced an increase in their understanding of family law and were better equipped to support women on their legal rights and options
- Over 75% of women in shelters who were surveyed after our legal information presentations reported higher knowledge of their legal rights and options
- 43 of 44 participants who responded to our survey our legal training is useful to their work
- 90% of volunteers who participated in our legal information programming learned something

METRAC is a leader in legal information resources, online articles, tools and trainings for women and youth experiencing violence and their service providers. Our years of experience have given us a unique understanding of how the law impacts vulnerable women and youth and how it can be changed to better support them.

Highlight: legal training and webinars

We worked in Toronto and across Ontario to increase women's access to legal information and build knowledge about their rights and options. We provided in-person trainings for service providers about sexual harassment, sexual assault and the effects of changes to immigration laws. Our family law webinars, offered as part of the Family Law Education for Women (FLEW) campaign, reached hundreds of participants and thousands of viewers. They addressed topics of concern to women and service providers such as division of marital property, child and spousal support, the criminal law process for domestic assault, and Aboriginal women in the criminal law system.

Learn more: visit the FLEW website, www.onefamilylaw.ca, for a full list of webinars and multilingual, multi-format resources on family law.

Highlight: rights education for women

We partnered with Pro Bono Students Canada to prepare law students for their careers by helping them understand issues of violence against women and how to present legal information in a sensitive, easy-to-understand manner. In 2012, we mentored 16 law students to write legal information articles for women and visit women's shelters to present legal information on child custody, protection orders and immigration matters. Thirty-eight shelter residents, people using shelter services, translators and staff attended these presentations and received our follow-up resource materials.

Mentoring future lawyers: Laura's story

Laura is a law student at the University of Toronto who volunteered METRAC to develop legal information for our Ontario Women's Justice Network website. "In law school," Laura says, "we learn how to form and analyze legal arguments. What can get left out is a sense of the person you're making arguments for." She says, "I was surprised by how challenging it could be to explain the state of the law in plain language. This is not a skill we focus on in classroom learning but it is

essential to being a good lawyer."

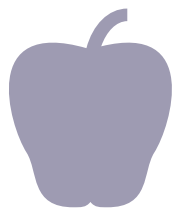
Laura says volunteering helped her learn to communicate the law in an accessible, straightforward manner, and that has "come in useful to me in every aspect of my education and volunteer work since then". She says her skills as an inspiring lawyer have "improved dramatically" and that the "careful feedback" she received as a volunteer also helped her understand the value of her contributions. "It was something I really appreciated."

Thank you to our justice partners, including: Aboriginal Legal Services Toronto, Action Ontarienne contre la Violence Faite aux Femmes, Barbra Schlifer Clinic, Community Legal Education Ontario, Downtown Legal Services, FCJ Refugee Centre, Legal Aid Ontario, Migrant Mothers Project, South Asian Legal Clinic of Ontario, Springtide Resources, Toronto Rape Crisis Centre/Multicultural Women Against Rape, White Ribbon Campaign, Women's Legal Education and Action Fund



Image: legal information training for service providers

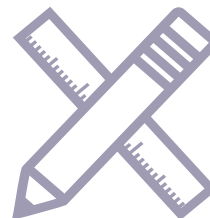
Supporting youth to stop violence



591
youth in weekly
after school
programs in
3 Toronto
secondary
schools



44
youth participants
in 9 violence
prevention
workshops



7
trainings to
build skill and
knowledge of 8
Peer Facilitators
and youth
program staff

Our peer youth programming meets real needs:

- 75% of afterschool program participants report increased knowledge in challenging violence against youth
- 75% report increased mentorship skills
- 78% report increased community leadership skills
- 100% of young women in our after school program reported increased interest in violence prevention

METRAC's peer youth program, Respect in Action (ReAct), builds youth leadership to challenge violence. ReAct's "for youth, by youth" model, used in afterschool initiatives and workshops, trainings and assemblies, successfully engages hundreds of young people annually across the Greater Toronto Area and beyond. It is considered a "Blueprint Project" by Status of Women Canada.

Highlight: Many Paths to Survivorship

Our ReAct youth team realized a gap in services for

young survivors to learn about their options, legal and otherwise, after sexual assault. With funding from Department of Justice Canada, they led a community consultation and five focus groups with Toronto youth. This investigation into youth needs and assets allowed them to develop a new workshop and "zine" on holistic justice for youth, "Choosing Your Own Path to Survivorship". They were both delivered to 183 young people during the National Victims of Crime Awareness Week in April 2012.

Learn more: read "Choosing Your Own Path to Survivorship" by visiting www.metrac.org/resources/downloads/choosing.your.own.path.to.survivorship.zine.pdf.

Highlight: SchooLED

Nurturing deep impact and youth-led violence prevention action requires long term engagement, and through funding from Status of Women Canada, our ReAct team was able to do just that. They launched the SchooLED initiative to deliver year-long after school programs in three Toronto high schools. Our Peer Facilitators and youth participants collaborated in weekly sessions to learn about gender-based violence and lead research and action projects in their schools. After the experience, one youth participant said,

“I gained lots of knowledge and self-esteem and confidence”.

Shadika’s story

“When I first entered the Schooled program, I was a little bit nervous; I didn’t really know anyone who was there. But as the weeks went on I grew to like the environment I was in. I would look forward to coming to school on Thursdays just so I can see the Schooled facilitators and my new friends - also to have very interesting conversations about things that are usually kept on the hush-hush.

“ ... I personally think these kinds of groups are important because free time usually means boredom, which is usually where mischief starts. They keep us busy and in the end, out of trouble. For me, Schooled was kind of like a pick-me-up time, a ‘forget about school and home for a moment’ kind of a place. It

was also a breeding ground for new friendships and my possible future career.”

Take note: our expertise in youth violence prevention makes a difference beyond programming. ReAct has been invited to participate in the Community Advisory Committee to the Toronto District School Board’s Gender-Based Violence Prevention Office. And we partnered with Canadian Crossroads International to share our peer youth model with its international partner in Ghana, Women in Law and Development in Africa (WiLDAF-Ghana).

Thank you to our youth-serving partners, including: Cedarbrae Collegiate Institute, Frontline Partners for Youth Network, Girls Own Conference, Jarvis Collegiate Institute, John Polanyi Collegiate Institute, Manantial Neighbourhood Services, Richview Collegiate Institute, Urban Alliance on Race Relations



Image: after school program participants

THRIVE: Ripples of Voices, Waves of Change

Facilitated by METRAC, THRIVE is a Coalition that challenges the violence racialized women and communities face through partnership initiatives and projects. We launched Ripples of Voices: Waves of Change, a sound art project to create safer spaces for Toronto women and transpeople to express their gendered experiences. With funding from Toronto Arts Council and Ontario Arts Council, we partnered with Rosina Kazi and Nicolas Murray from local music group LAL and led nine workshops with 111 participants. Groups recorded collaborative “soundscapes” and spoken word pieces that were combined into a nine-track album. It was launched at Academy of the Impossible in December during the 16 Days of Activism Against Gender Violence – since then, 500 CDs have been distributed and it has been made available through the Toronto Public Library.

Learn more: listen to the Ripples of Voices, Waves of Change album online by visiting www.thrivecoalition.bandcamp.com.

Impact: 100% of workshop participants surveyed said they would participate in another art workshop and recommend it to other women and transpeople. Workshops were given an overall rating of 8.9 out of 10.

Voices of participants:

- “I learned that my voice can create change.”
- “I felt like I was confronting my past and I faced my fear and anger about experiencing abuse.”
- “I felt like I was belonging in my community.”

Thank you to THRIVE partners, including: Centre for Women and Trans People York University, For Youth Initiative, Newcomer Women’s Services, Parkdale Women’s Advocacy Group, Redwood Shelter, South Asian Women’s Centre, Women Moving Forward, Women’s Place, WOTM: The Rhythm of Finding Similarities in our Differences



Image: sound art workshop

Technology initiatives to prevent violence

Not Your Baby app

We launched Not Your Baby, our “sexual harassment response generator” app for iPhone. Users input where they are and who is harassing them and a possible response is generated based on other users’ ideas and experiences. It also includes resources, legal information, tips and stories. In the first few months after its September release, the app was downloaded over 3,000 times and featured in media such as National Post, Global National News, Huffington Post UK and Canada, Mail Online UK, Torontoist, and Jezebel.

Download and learn more: visit www.metrac.org/programs/outreach/outreach.htm#not.your.baby

Thank you to our Not Your Baby partners: Hollaback!, Native Women’s Resource Centre of Toronto, Centre for Research and Education on Violence against Women and Children

“What It Is” game evaluation

An external evaluation of our “What It Is” mobile and online quiz game for youth challenging sexual violence was released. Fifty-five percent of respondents agreed

with the statement, “After playing the game I now feel like I can talk to my friends about sexual assault”, and 95% reported increased knowledge of sexual violence. Overall, the game is “an excellent tool for education and has significant potential to prevent and intervene in situations of sexual violence by promoting healthy, equal gender roles, gender equality, healthy relationships and healthy sexuality.”

Play and learn more: www.metrac.org/programs/outreach/outreach.htm#not.your.baby

RePlay: Finding Zoe/ReJouer: Où est Zoé?

RePlay/ReJouer is METRAC’s award-winning online game to promote healthy, equal relationships for youth ages 8 to 14. This year, an international partnership was established with non-governmental organization Paz y Desarrollo to translate and tailor the game for use in elementary schools in the Da Nang region of Vietnam.

Play and learn more: www.metrac.org/programs/outreach/outreach.htm#replay



Image: screen shot of Not Your Baby app

May Be Me Campaign Launch

We launched May Be Me, our first annual social media-based fundraising campaign to raise awareness and funds to prevent violence against women and youth. Proceeds support METRAC's violence prevention programs and, into the future, we hope the campaign will grow to support prevention efforts of other communities and organizations.

Online and real-life events began in January and culminated to May Be Me Day and evening fundraiser on May 31. This year, your efforts helped raise \$10,000. Many thanks to our "Purple People" who expressed themselves in purple on May 31 and engaged their

family, friends and connections to make a difference.

Our thanks for the coordinating efforts of METRAC's Coordinator of Sustainable Development and Communications Specialist as well as for the incredible help we received from volunteers, staff and many METRAC followers. We are also thankful to 2012 campaign sponsors and spokespeople Paula Brancati, Amanda Stepto and Joanne Vannicola, who supported our promotion efforts and events.

Learn more: visit www.maybemecampaign.ca



Image: Joanne Vannicola, May Be Me spokesperson and event host

Thank you to funders and donors

We extend our deepest thanks to all funders and donors, who generously enabled us to deliver violence prevention programming for diverse women, youth and communities in Toronto, Ontario and Canada. Funders and donors include those who granted funds, made donations, purchased tickets for events and supported us with in-kind gifts and services.

2012 METRAC funders and donors



Department of Justice
Canada

Ministère de la Justice
Canada



Human Resources and
Skills Development Canada

Ressources humaines et
Développement des compétences Canada



Status of Women
Canada

Condition féminine
Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Gift of Gertrude Milrod Gotlib

Torkin Manes LLP
Barristers & Solicitors

2012 May Be Me Campaign sponsors and donors

Print sponsor:



Silver sponsor:



Local Donor: Bazaar Marketing and Communications Inc.

Campaign Supporter: TELUS

Spa and Salon Supporters: Jazma Hair Inc. | Salon One