A woman with vibrant pink hair, wearing sunglasses and a feather boa, is smiling and making peace signs with both hands. The background features a repeating pattern of the text 'MAY BE ME' with a splatter graphic. The entire image is overlaid with a purple geometric pattern of overlapping triangles.

MAKING OUR IMPACT

2014 Annual Report

METRAC
ACTION ON VIOLENCE





Images: cover and above, May Be Me Purple Pekoe Tea Party (May 31)

 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



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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. All other images are used with permission or owned by METRAC.

We are pleased to share METRAC's story about our impact in 2014 while stepping into our 30th year of building safer, more equitable and just communities for women and youth affected by violence. Once again, METRAC delivered solid results in our programs and public education work to promote human rights and safe policies for preventing and reducing gendered violence at home, in workplaces and within educational institutions, amongst other places. We also focused on strengthening our organization through regular planning, completing a rebranding exercise, searching for a new and accessible space, enhancing our staffing structure and sustaining mixed revenue streams to keep METRAC's mission viable.

Overall, 2014 was a good year for our programs. The Respect in Action (ReAct) Youth Program showed evidence of effectiveness in increasing young people's knowledge to prevent violence, providing relevant information and growing skills and leadership amongst youth attending weekly afterschool programs in two Toronto schools. Our Community Safety Program received high scores from trainees for being effective in delivering Safety Audit trainings to build practical skills and capacity to promote community safety. It was also a year of innovation for METRAC's Community Justice Program, as we increased access to legal information resources in American Sign Language (ASL). Through a consultative process with Deaf women, we developed three ASL videos in drama format on intersecting areas of family law, child welfare law and immigration law through collaboration with Springtide Resources, the Canadian Hearing Society and Silent Voice Canada.

In the area of research and policy, we produced and released a Discussion Paper in October 2014 on promising practices and challenges in institutional policies on student-to-student sexual assault. It demonstrated a successful partnership between academics, community members and a grassroots organization like METRAC working together for social change. This paper laid a path for the Ontario Government's action plan to end sexual violence and harassment. At a municipal level, we made strides to inform Toronto's Official Plan and successfully impacted areas related to safety in transportation, affordable housing, urban design and healthy neighbourhoods.

Organizationally, staff met quarterly for planning, reflecting upon operational accomplishments and monitoring program and administrative results. For the most part, we completed our rebranding process aimed at refreshing our image, defining service areas and broadening our public profile. We are excited to now have a clear brand, which we launched at our Annual General Meeting. During the year, we continued our search for a physically accessible and affordable office and meeting space. Despite visiting nine prospective properties and viewing more than 1,600 online listings, our efforts to lease one of a few properties of interest were not successful.

This year, we integrated two new staff positions into the organizational structure. We hope the new Program Manager position will strengthen program integration and provide greater support to our ReAct Youth Program, Safety Program and the Executive Director. A strategic decision was also made by the Board to hire a Social Enterprise Manager in October. This position is designed to increase METRAC's capacity to execute sustainability activities and

focus on organic revenue growth in alignment with our mission. Looking ahead, we will work with our Social Enterprise Manager to explore new revenue strategies and give them our best effort.

METRAC's financial strategy is to mobilize a steady stream of diversified revenue and reduce vulnerability to single-source funding. In 2014, we secured a mix of grants from the Law Foundation of Ontario, the City of Toronto, Ontario Government-Ontario Women's Directorate, Canadian Women's Foundation, Human Resources and Skills Development Canada, Toronto Foundation, Department of Justice Canada, some private donations and fundraising initiatives. Unfortunately, this year, our social enterprise income dropped from \$121,301 to \$82,551 to reflect a decrease in safety-work assignments and discontinuation of our workplace equity and inclusion conference. The City of Toronto boosted our revenues by injecting one-time funding of \$50,000 which has been allocated to specific safe city building activities. Our Fundraising Committee, led by board, staff and volunteer members, worked collaboratively to sustain fundraising through the May Be Me Campaign and held a memorable Purple Pekoe Tea Party, which raised \$6,200. Despite closing the year with a deficit of \$8,862 as a result of drawing upon designated reserved funds to carry out our rebranding work, METRAC is still well-positioned to continue delivering on our mission.

Our Board continues to represent the best interests of the organization and community. Our members led and participated in fundraising initiatives; provided financial oversight; supported the Executive Director; made important decisions about human resources; contributed to policy development; monitored strategic and operational outcomes; and attended learning activities to enhance board inclusion and collaboration. In 2014, we welcomed new Board Members Alana Boltwood, Tanya Humphrey, Amelia Martin and Michelle Mulgrave. At the same time, Fathi Egal, Leslie Gottlieb and Gisela Vanzaghi stepped down. We would like to thank them for their contributions and service.

We would like to sincerely thank our dynamic and hardworking team members who exemplify a deep commitment to ending gender-based violence—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 trust and loyalty to METRAC. Finally, we extend deep gratitude to community partners and supporters who are a testament to what it means to work cooperatively to bring about a safe world for ALL women and youth.

Looking forward, our 2011-2015 Strategic Plan is drawing to a close. The Board will work with staff and community members, funders, partner organizations and volunteers to renew our plan and priorities so the organization can be positioned for success and viability in the years to come.

Wendy Komiotis
Executive Director

Nadine Sookermany
Board Co-President

Michelle Mulgrave
Board Co-President

2014 impact snapshot



192

youth service providers trained in youth engagement, healthy relationships and gender-based violence



182

youth participants in violence prevention afterschool programs and workshops



830

participants in safety and Safety Audit events and workshops and recipients of safety tools and materials



123

youth and service providers attended our Consent + Rights + Respect Forum on sexual violence against youth



278

people referred to services and supports they needed



1,266

participants in legal information public education events/meetings, workshops and recipients of legal information materials



21,399

hard copies of written legal information distributed across Ontario



86

volunteers working across the organization



564,210

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



700.5

volunteer hours contributed across the organization

Our new award-winning website

In an effort to better connect with our communities and showcase our mandate and impact, METRAC launched a rebranding process 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.

We also launched a refreshed organizational website. It follows best practices in accessible design and carries a wealth of our tools and resources on violence prevention. We were thrilled to learn that the website won a 2014 Sudbury Design to Art (SD-A) Award (Web/Interactive Category). Over the year, 58,763 users visited our new site.

Visit www.metrac.org to view our redesigned site.

Image: METRAC's website, featured winner at Sudbury Design to Art 2014





Image: taken during a Neighbourhood Safety Audit

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

84%

of trainees felt prepared to conduct a Safety Audit after our training and rated the safety audit training an average of 8.3 out of 10

3.73 out of 5

is the rating participants of our Consent + Rights + Respect Forum on sexual violence against youth gave to report increased skills to “do something positive” on the issue

What safety training participants say they learned

“What is a Safety Audit and how to include community.”

“Tools and steps to complete the Safety Audit.”

“What are the right people to call.”

“Ways to map and move from issue to action, step by step.”

Some partners we worked with

Toronto District School Board, Toronto Rape Crisis Centre/Multicultural Women Against Rape, Victim Services Toronto, Springtide Resources, WomenatthecentrE, Woman Abuse Council of Toronto, Barbra Schlifer Clinic, All Saints Church-Community Centre, White Ribbon, Women’s College Hospital’s Sexual Assault/Domestic Violence Care Centre, Planned Parenthood Toronto, Women’s City Alliance, North York Women’s Centre, Women in Toronto Politics

Highlighted report on campus sexual violence

We released “Sexual Assault Policies on Campus: A Discussion Paper” in October. It highlights promising practices and challenges in institutional policies on sexual assault committed by and against students. It centres on reporting, investigations, adjudications and future steps. The report was featured in several media stories, including those in The Toronto Star and CBC News. Read it on our website: www.metrac.org/resources/sexual-assault-policies-on-campus-a-discussion-paper-2014/



Image: legal information training for women and service providers

We increased access to justice for women and youth by:

- legal information trainings, community presentations and webinars about Domestic Violence Courts, sexual assault and consent, and family law, for women facing violence and their service providers
- legal information materials, articles, infographics and videos to address needs of women and youth experiencing violence
- partnerships and collaborations to educate about the legal system and its impact on women and youth affected by violence

Our effectiveness

98%

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

What participants of our legal education trainings and presentations say

"Information given was well detailed."

"Great information training! All the presenters had good knowledge and presented well their part of their jobs in the criminal system"

"The training was perfect and very informative."

"Very clear now I know what I need to do"

"The info provided was very useful and in-depth. The steps provided that the woman takes is helpful too."

"The information was very educational and comprehensive."

Some partners we worked with

YWCA Toronto, Women's Habitat, Yorktown Women's Shelter, Queen West Community Health Centre, Regent Park Community Health Centre, Nellie's, The Stop Community Food Centre, Toronto Police Services, Law Society of Upper Canada, Pro bono Students Canada, Ontario Justice Education Network, Canadian Civil Liberties Association, Association In Defence of the Wrongly Convicted, Community Legal Education Ontario



Image: ReAct Youth Peer Facilitator team

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 after-school programming for young people, educators and service providers
- building awareness of youth voices and needs in policy

Our effectiveness

78.3%

of youth afterschool participants report feeling “better about myself” as a result of the program. 69.6% said they are now able to say ‘no’ to things that seem wrong or make them uncomfortable and the same percent said they are better able to handle whatever comes their way.

8.86 out of 10

is the rating youth service providers gave to our trainings on gender-based violence and youth

What workshop/training participants say

“I liked how the workshops facilitators were engaging and interactive” (Youth)

“[I learned about] the idea of complete commitment to transparency when engaging with youth about their programming needs and my role as a facilitator,” (Youth worker)

“[I learned] about our structures prior to colonization and experience and systematic oppression.” (Youth)

Training for the Transformative Community Education Network

“Working partnership with METRAC over the last year has enhanced the conversations we are able to facilitate as part of TCEN’s professional development certificate for frontline youth workers. For many youth workers, we were able to create spaces where were the first time as colleagues they are able explore and have conversations on cyber bullying, sexuality, feminism and violence against women. These real conversations provided them with tools and strategies to go back to their communities and have real conversations with the young people they serve.” (Julet Allen, Project Manager, TCEN)



Image: METRAC team members “flip their wigs”

Flip Your Wig for Justice

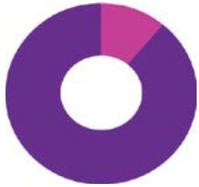
Flip Your Wig for Justice is an awareness campaign and pledge-based fundraising event in support of access to justice in Ontario. It plays on the combination of the traditional judicial wig and turn of phrase “Flip Your Wig” (i.e. to be angry or outraged). The campaign benefits the work of Association in the Defence of the Wrongly Convicted, Canadian Civil Liberties Association, Community Legal Education Ontario, METRAC, Ontario Justice Education Network and Pro Bono Students Canada. Together, our organizations provide free legal help for people who can’t afford to pay a lawyer; disseminate legal information to people who need help understanding their legal problems; pursue justice for individuals who have been wrongfully convicted of a crime; educate youth about the legal system and their rights and responsibilities as Canadians; expose rights violations in Canada; and encourage lawyers to donate their time to provide free legal assistance. In 2014, our wonderful campaign supporters and donors helped Flip Your Wig for Justice raise over \$40,000.

Financial overview 2014

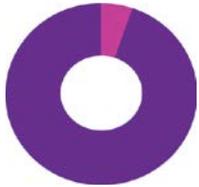
Revenue



Municipal government
\$259,056 (31%)



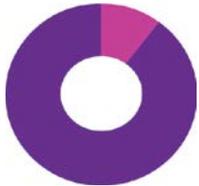
Provincial government
\$91,259 (11%)



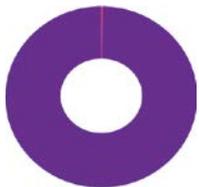
Federal government
\$39,505 (5%)



Foundations
\$347,169 (42%)



Self-generated income
\$82,551 (10%)



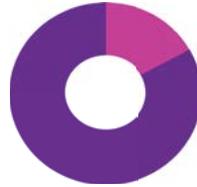
Other income
\$3,000 (0.4%)

TOTAL revenue \$822,551

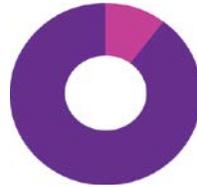
Expenses



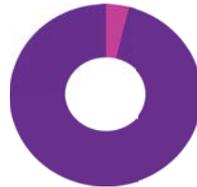
Community Justice Program
\$435,419 (52%)



Community Outreach Program
\$149,010 (18%)



Community Safety Program
\$87,792 (10%)



Integrated Gendered Initiatives
\$39,431 (5%)



Administration & fundraising
\$119,840 (14%)

TOTAL expenses \$831,402

Acknowledgements

We extend thanks to our team of staff, volunteers and supporters. We would also like to thank our members and community partners. Finally, we extend thanks to all funders and donors who contributed to METRAC in 2014 - we simply could not survive without your support.

Funders and donors



Our team

Silmi Abdullah, Legal Information Coordinator | Tricia Bennett | Kavita Bissoondial, ReAct Peer Facilitator | Darcel Bullen, Summer Student* | Shaneen Cotterell, Summer Student* | Michelle Davis, Safety Director* | Wendy DeSouza, ReAct Peer Facilitator | Linda Frempong, ReAct Peer Facilitator | Ray B. Garcia, ReAct Peer Facilitator | Andrea Gunraj, Communication Specialist | Joanna Hayes, Legal Information Coordinator | Ransford Kissi, Safety Support Manager | Wendy Komiotis, Executive Director | Chenthoori Malankov, ReAct Peer Facilitator | Sony Matthew, Bookkeeper | Jessica Mustachi, Safety Program Coordinator | Anoodth Naushan, Community Safety Coordinator | Chris Rahim, Program Manager | Jannette Saberon, Administrative Support | Talayeh Shomali, Justice Projects Coordinator | Shequita Thompson, React Program Coordinator | Celia Wandio, Summer Student* | Tamar Witelson, Legal Director | Stephanie Wong, ReAct Peer Facilitator

Board of Directors

Kripa Sekhar, Co-President* | Nadine Sookermany, Co-President | Khadeeja A. Ahsan, Secretary | Martha Ocampo, Treasurer | Alana Boltwood | Fathi Egal* | Amina Farah | Leslie Gottlieb* | Tanya Humphrey | Amelia Martin | Caitlin Maxwell | Michelle Mulgrave | Gisela Vanzaghi*

**Departed from role in 2014*