



Willow Place

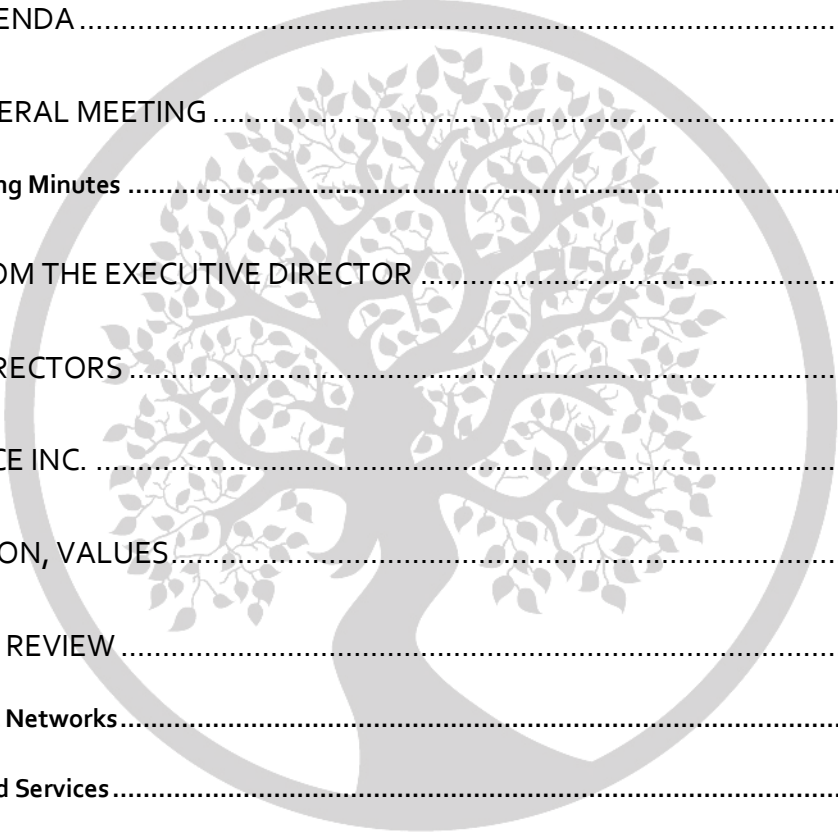
WHERE HEALING BEGINS

Annual Report

2022-2023

TABLE OF CONTENTS

CONTENTS

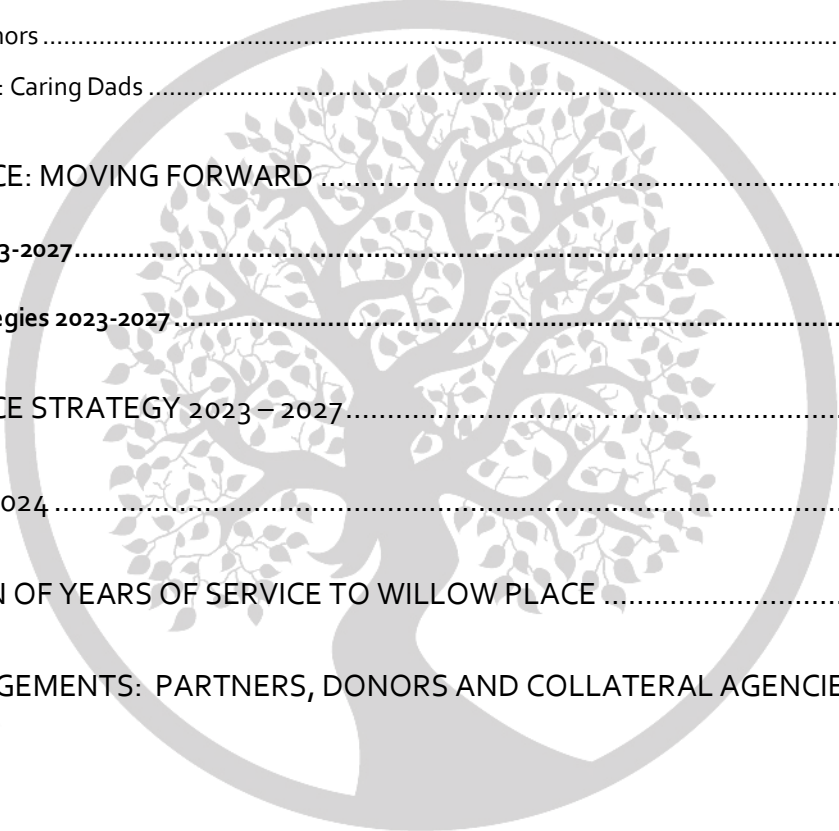


ANNUAL GENERAL MEETING	4
2022-2023 AGENDA	4
ANNUAL GENERAL MEETING	5
2021-2022 Meeting Minutes	5
MESSAGE FROM THE EXECUTIVE DIRECTOR	7
BOARD OF DIRECTORS	8
WILLOW PLACE INC.	9
MISSION, VISION, VALUES	9
2022 – 2023 IN REVIEW	12
Partnerships and Networks	12
Trauma-informed Services	13
Healthy Living Program	14
Services for Children	14
Supporting Research and Student Practicum	14
Support from the Community	15
OUR SERVICES	16
CRISIS SERVICES	16
Clients’ Statistics	16
Counselling & Total Bed Nights Statistics	17
Occupancy Analysis for Willow Place over the past 5 years	18
Average Stay Statistics	19

CHILDREN’S SERVICES 19
 Children’s Services Statistics..... 20

COMMUNITY OUTREACH SERVICES..... 21
 Public Education/Meetings/Presentations..... 22
 Social Media 22
 Volunteers 22
 Number of Donors 22
 Men’s Services: Caring Dads 22

WILLOW PLACE: MOVING FORWARD 23
OUR VISION 2023-2027 23
Prioritized Strategies 2023-2027 24
WILLOW PLACE STRATEGY 2023 – 2027 25
FOCUS 2023-2024 26
RECOGNITION OF YEARS OF SERVICE TO WILLOW PLACE 27
ACKNOWLEDGEMENTS: PARTNERS, DONORS AND COLLATERAL AGENCIES 28



ANNUAL GENERAL MEETING

2022-2023 AGENDA

Tuesday, October 3rd, 2023, 6:00 – 6:30 pm

Location: Zoom

6:00pm

Call the Meeting to Order

Land Acknowledgment

Approval of Agenda 2023

Approval of Minutes 2022

Presentation & Overview of Audited Financial Statement

Motion to approve Audited Financial Statements

Appoint and motion to approve Auditor for 2024

Motion to approve the Annual Report 2022-2023

Motion to approve the amended Willow Place By-laws as presented

Nominations to the Board

6:30pm

Adjournment

ANNUAL GENERAL MEETING

2021-2022 MEETING MINUTES

HELD ON:

Wednesday, September 28th, 2022 - 6:00 pm - 6:30pm

LOCATION:

Zoom

Attending:	Pamela McLeod	Board Secretary (Acting chair for this meeting)
	Sarah Brown	Board Member
	Deanna Del Grosso	CUPE Representative
	Erin McEvoy	MGEU Representative
	Chelsea Fraser	Board Member
	Amanda Mathers	Board Member (Financial)
	Scott Robillard	Board Member
	Marcia Wood	Executive Director

Regrets:	Isabel Bright	Board Member
-----------------	---------------	--------------

Call to order: 6:00 p.m.
 Land Acknowledgement
 Welcome to prospective board member, Scott Robillard

Agenda:	Brown/McEvoy: That the agenda be adopted as distributed.	CARRIED
----------------	---	----------------

Minutes:	Brown/McEvoy: That the Notes for the previous board meeting be adopted as distributed.	CARRIED
-----------------	---	----------------

Nomination	Mathers/Fraser: That Scott Robillard be elected to the Board of Directors of Willow Place.	CARRIED
-------------------	---	----------------

Audited Financial Report:	The audited financial statement was presented by Douglas Smith (Donald and Scarrow).
----------------------------------	--

Brown/Fraser: **That the audited financial statements be received as presented.** **CARRIED**

Brown/Fraser: **That the auditor, Scarrow and Donald, be appointed for the coming year.** **CARRIED**

Annual Report: Wood reviewed the highlights of the annual report (previously circulated), as follows.

- 
- WP is demonstrating a high degree of resilience as the organization feels the long-term challenges and complexities of the- pandemic impact. The team is stronger and wiser as it moves forward to improve services and delivery, maintain partnerships, develop the men's program, opens the onsite clinic at WHC, engages with End Homelessness to support housing initiatives.
 - WP is at near-capacity at all times. There has been an overall increase in usage from 2021, a minor decrease in counselling statistics, and more than 1500 bed/nights. Generally, people are staying longer.
 - There has been an increase in the crisis line calls (over 1800) and the text line (over 3300 texts). There has also been an increase in in-person visits.
 - Increases at Willow Place and at other shelters across the province are attributed to lack of housing.
 - 25,000 people were reached annually on social media, 1200 subscribers to the newsletter (four times per year).
 - WP has been the recipient of support from Hockey Helps the Homeless, Royal LePage Winnipeg teams, and the government of Manitoba.

Fraser/Brown: **That the Annual Report be adopted as submitted.** **CARRIED**

Adjournment 6:30 p.m.

MESSAGE FROM THE EXECUTIVE DIRECTOR

Perseverance supports progress during periods of adversity and provides a guide to sustain focus and motivation, even when the road to achieving positive outcomes is complex and challenging. This attribute can also be linked to our capacity for tenacity and growth as people have a wonderful ability to change and grow in response to problems and hard times.

In 2022-2023, Willow Place was bestowed with unprecedented challenges once again however, our mighty team persevered through many obstacles. The wake of the coronavirus (COVID-19) pandemic presented a “new normal,” that adversely affected shelter and outreach operations. Willow Place experienced an increasing need for shelter spaces and supportive inclusive services as a result of greater numbers of participants presenting with complex needs, escalating rates of intimate partner violence (IPV), gender-based violence (GBV) and family violence (FV) and a rise in community referrals from aligned sector agencies. The combination of the increased need for services as well as staffing challenges pushed the organization beyond previously experienced levels of need that consistently tested our capacity to maintain complex service delivery. A great deal of time and energy was focused on sustaining service delivery that aligned with the organization’s mission, vision and values.

Simultaneously, the increased demand for shelter spaces outweighed the beds available as Willow Place was at full or above capacity at all times. The intersection of this increased need and the lack of safe and affordable housing, as well as transition spaces for participants and families, resulted in longer shelter stays. This further exacerbated the access to the shelter as it has created a back-log and lack of access for the community as well as staffing challenges. Much energy was focused on collaboration, increased advocacy, outreach, and capacity-building initiatives to form collective solutions and address these urgent systemic issues however, this experience highlighted the need for more shelter beds. To this end, Willow Place identified during the strategic planning process that new shelter space was a priority as a means to expand and enhance service delivery to meet the needs of the community.

Notwithstanding, the collective advocacy for increased funding for the provincial FV shelters and sector-wide support for a collective GBV prevention backbone organization in Manitoba was triumphant. This could not have been achieved without partnership, collaboration and relationship building, with aligned sectoral agencies and the support of Gender Equity Manitoba (GEM). Willow Place is thankful to be a part of this network and the broader community, with a desire to come together to create movement and change.

Looking forward, we are excited to employ the lessons learned, as well as to remain steadfast in knowing that we can continue to persevere through adversity. “Perseverance is not a long race; it is many short races one after the other.” – Walter Elliot

With gratitude, Marcie Wood, Executive Director

BOARD OF DIRECTORS

Chair - Isabel Bright

Past Chair - Chelsea Fraser

Secretary - Pamela McLeod

Treasurer - Amanda Mather

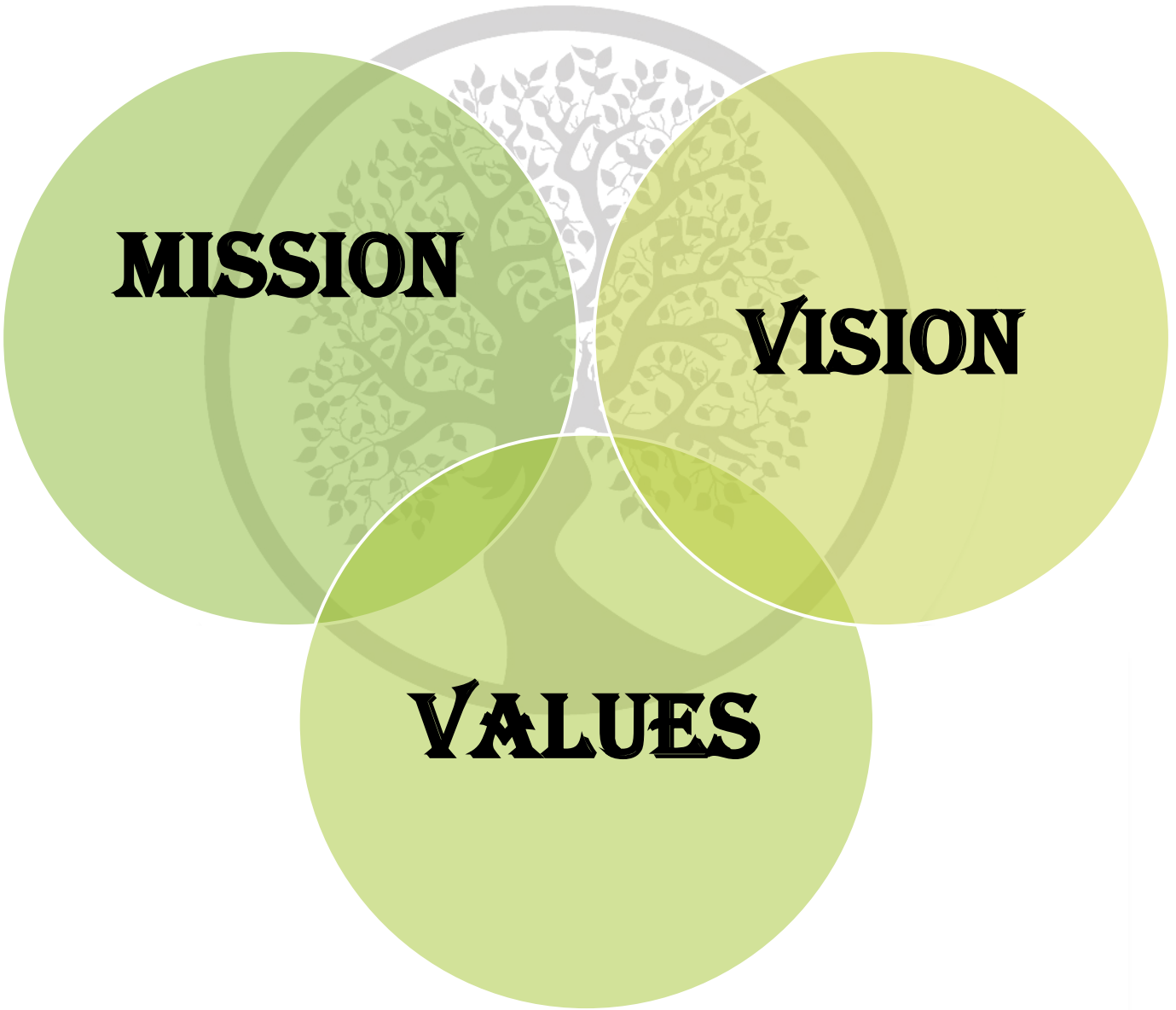
Directors - Dr. Sarah Brown

Scott Robillard

MGEU Staff Representative - Erin McEvoy

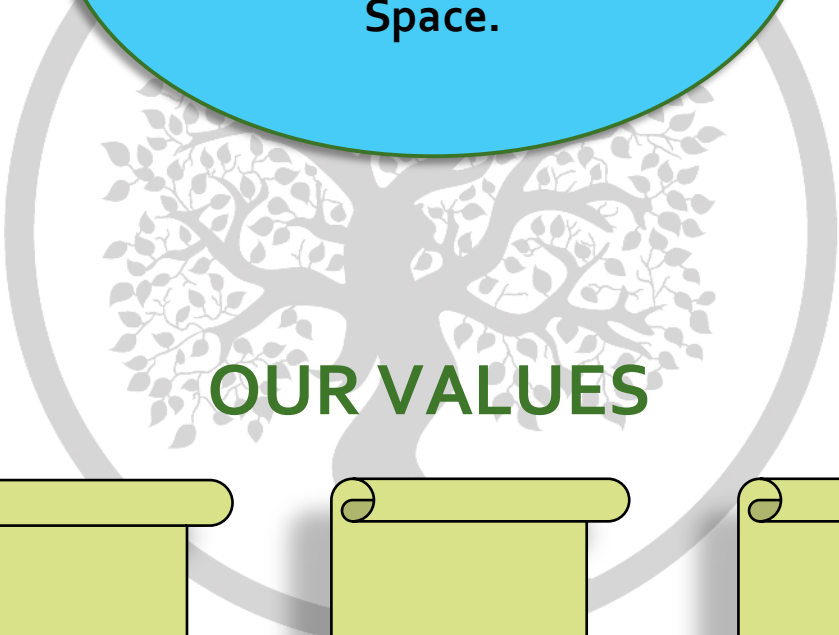
CUPE Staff Representative - Vacant

WILLOW PLACE INC. MISSION, VISION, VALUES



OUR MISSION

We Support Manitobans in Nurturing Healthy Relationships in a Safe Space.



OUR VALUES

**Understanding
Compassion &
Respect**

**Integrity &
Commitment**

**Diversity &
Collaboration**

OUR VISION



2022 – 2023 IN REVIEW

Willow Place moved forward within the “new normal” shaped by the coronavirus (COVID-19) pandemic, sustaining inclusive, no-cost support for diverse violence prevention needs in Manitoba, including those experiencing intimate partner violence (IPV), gender-based violence (GBV) and family violence (FV). Willow Place has witnessed a concerning trend of increasing need for shelter and counselling support, as a result of violence. Manitoba continues to rank among the highest levels of family and intimate partner violence per capita in Canada, as well as rates of child poverty and crime rates per capita. As such, leveraging collaborative community strategies and fostering internal efficiencies and effectiveness remained vital. Additionally, donations and grant funding remained vital to respond to community needs amid rising operational costs.

PARTNERSHIPS AND NETWORKS

- Willow Place was grateful for the core funding and support received from Manitoba Status of Women, Gender Equity Manitoba (GEM) formerly the Family Violence Prevention Program (FVPP), including demonstrated commitment to sustaining effective supports for those experiencing violence.
- Willow Place maintained active participation within the Manitoba Association of Women’s Shelters (MAWS); with Willow Place’s Executive Director, Marcie Wood, continuing to serve as co-chair. Willow Place contributed to micro-credential course development for shelter support workers through MAWS and RRC Polytech.
- Active membership was also maintained with the Family Violence Consortium of Manitoba (FVCM), and included input toward future planning for the organization’s structure and focus.
- Willow Place is delighted to receive the continued support from the Interdivisional Student Services as well as our wonderful teacher, Lisa Siddall. Each year children between the ages of 4 and 14 attend onsite “Sunrise” school made available through these services. The goals of this program is to provide ongoing structure and learning opportunities for children while they reside in shelter.
- Together with Winnipeg Child and Family Services (WCFS), Willow Place has provided the internationally-recognized Caring Dads 17-week intervention program for male perpetrators of family violence. Notably, a third program intake was added, and additional WCFS staff were trained, as well as mentored by Willow Place staff member, Shannon Cameron. 40 referrals and 26 intakes were completed, with 22 intakes having children under age four (2018-current).

- Partnerships with Women’s Health Clinic and Public Health continued and included bi-weekly doctor visits, with a public health nurse visiting on alternate weeks. The result was regular access to on-site medical support for shelter program participants, including vaccinations for adults and children (2018-current). WHC has also supported virtual sexual health monthly programming for shelter participants (SHIFT).
- Willow Place continued to provide program intake for Wahbung Abinoonjiiag’s shelter services for men/male-identifying persons.
- Outreach counselling services were offered in partnership with SonRise Village (Salvation Army) and Access Public Health (Main Street location, Winnipeg), for drop-in and by appointment counselling. Staffing has presented challenges, however, Willow Place remains committed to these valuable services.
- Willow Place has maintained membership and participation within ShelterSafe Canada, and Women’s Shelters Canada (WSC), which included sharing of best practices and statistics on program participation.
- In-shelter participant supports have included both virtual and in-person access to information from the following organizations and programs: SEED (financial literacy), North End Women’s Resource Centre and the Elmwood Family Resource Centre (newcomer supports); Norwest Coop Community Health (Project Choices) for information on alcohol use, sex and birth control.

TRAUMA-INFORMED SERVICES

Following the wave of the post pandemic, Willow Place continued to witness a concerning trend of increasing need for shelter and counselling support, as a result of violence. This increase in demand for shelter spaces and outreach services as well as the complex needs of the participants challenged the organization in ways not previously experienced. Willow Place endeavored to provide and sustain service delivery that aligned with the organization’s guiding principles. To this end, Willow Place began to return to pre-pandemic service delivery formats as a means to meet the rising need.

This led the organization to focus on the re-implementation of trauma-informed practices that were amended to conform to the health and safety requirements surrounding pandemic. This led to the opening up of more shelter beds as well as an overall increase of the autonomy for the participants in the shelter setting. In addition to the re-implementation, the continual process of evaluating current practices through a lens that centers culturally inclusive, trauma-informed, survivor- and human-rights based perspectives to ensure that they align with our guiding principles.

At the same time, trainings were offered to staff to support the further learning and enhancement of trauma-informed services. To highlight a few: a concussion clinic was offered by Dr. Michael Ellis for assessment of concussion symptoms resulting from IPV; as well as a series of training sessions offered by MAWS and three staff were trained as Protection Order Designates.

HEALTHY LIVING PROGRAM

The underlying premise of the Healthy Living program is to provide activities and therapeutic groups that support mental, emotional, physical and spiritual well-being for the participants and families during their stay at Willow Place.

These activities and groups are offered in variety of ways with the goal to provide opportunities to create warm connections to external organizations and/or various aspects of daily living to support their well-being while in shelter; it is the goal that these connections and/or new ways of being and doing will transition with them following their stay. The programming offering is quite broad and includes but is not limited to: the services of an Elder, drumming, crafts, therapeutic groups, trauma-informed yoga, life skills, gym time, onsite clinic care and education.

The Healthy Living program is sustained through leveraging collaborative community strategies and fostering internal efficiencies and effectiveness. Willow Place has been fortunate to build connections with community agencies to support this program as well as to engage staff who have benefited from trainings and teachings to provide daily, culturally-safe programming.

SERVICES FOR CHILDREN

The adverse affects of childhood trauma can linger long into adulthood without timely, appropriate support and intervention. Willow Place is grateful to have a dedicated, multi-disciplinary team comprised of a children's counsellor, a teacher and summer day camp workers all of whom provide holistic wrap around counselling and educational supports for families that have experienced violence. The goal of these services is to meet families where they are at by ensuring that they have accessible options for support and safe spaces to begin their healing journey.

One of the highlights during the past fiscal year was the development of a new program called Family Group. The focus of this group is to provide support for the relationship interactions that we typically observe between mom and child in shelter. As we know, experiences with violence can be disruptive to family life, as it can have an impact on a parent's well-being and parenting abilities.

By developing a family group tailored to the different stages of a child's development, we are able to provide activities that promote health and the development of new skills, which in turn meet the educational needs of the children in our shelter. Overall, through the inclusion of educational value to our family group, we are able to help families adapt to their current environment and identify/change certain ways of thinking that may be harmful to others.

SUPPORTING RESEARCH AND STUDENT PRACTICUM

Willow Place has continued to welcome opportunities to collaborate with post secondary institutions for the purpose to support research projects as well as student practicum placements. During this past year Willow Place has had the privilege to participate in the following:

- The design and development of a micro credential training course for Shelter Support Workers through the Red River College Polytechnic was completed and the inaugural course began in January 2023.
- Our team hosted five practicum students from the University of Manitoba of Social Work and the Inner City School of Social Work, Dalhousie University School of Social Work, CDI College and the Links Institute.

SUPPORT FROM THE COMMUNITY

Once again, Willow Place was grateful to be a beneficiary of the annual Hockey Helps the Homeless fundraising tournament in December, 2022, receiving \$45,000 from the event proceeds. Brothers of the Fork, sponsored by HHTH, raised an additional \$13,700 in August 2022, and helped to keep Willow Place's needs at the forefront.

The Royal LePage Shelter Foundation granted over \$6,000 to Willow Place during the fiscal year, thanks to support from the Royal LePage (RLP) Prime brokerage agents, and individual contributions from RLP Agent, Nicole Hacault. Additionally, the Freedman-Feinsteen Family Foundation, contributed the first official donation (\$25,000) toward Willow Place's capital campaign for a new and improved facility.

The Shopper's Drug Mart Life Foundation granted over \$14,000 in funds to Willow Place, representing fundraising efforts by several Winnipeg area Shopper's Drug mart locations' staff.

Grant funds from Women's Shelter's Canada (\$143,800) and The Siobhan Richardson Foundation (\$21,000) were vital to both sustaining Willow Place's outreach, community and shelter programs, filling core funding gaps and allowing Willow Place to respond effectively to community needs. Valuable foundation funds included a \$5,000 gift (anonymous) through Abundance Canada, and another \$5,000 gift generously received from the Zita and Mark Bernstein Family Foundation via Gift Pact.

Dakota homes decorated each of the 17 rooms with wall décor such as wall decals and picture frame accents. In addition to this, Dakota Homes also decorated the living room space with new bookcases, a TV stand, coffee table, wall decals, wall décor accents, area rug, and artificial plants.

With lessening COVID health restrictions, Willow Place started to experience a return in third party fundraising, including a pajama drive and Cake Off donation drive by Cargill, Winnipeg.

Online gifts via the Canada Helps and Benevity platforms experienced growth, with Canada Helps 2022-2023 setting both monthly and annual records for Willow Place giving. Total Canada Helps donations totaled more than \$48,000 for the year.

OUR SERVICES

CRISIS SERVICES

Purpose:

To provide crisis stabilization for women and their children in a secure 38 bed shelter environment by ensuring physical, mental, emotional and safety needs are met. The program provides counselling, advocacy and referral support services.

The facility is staffed 24 hours a day, 7 days a week, including the crisis line.

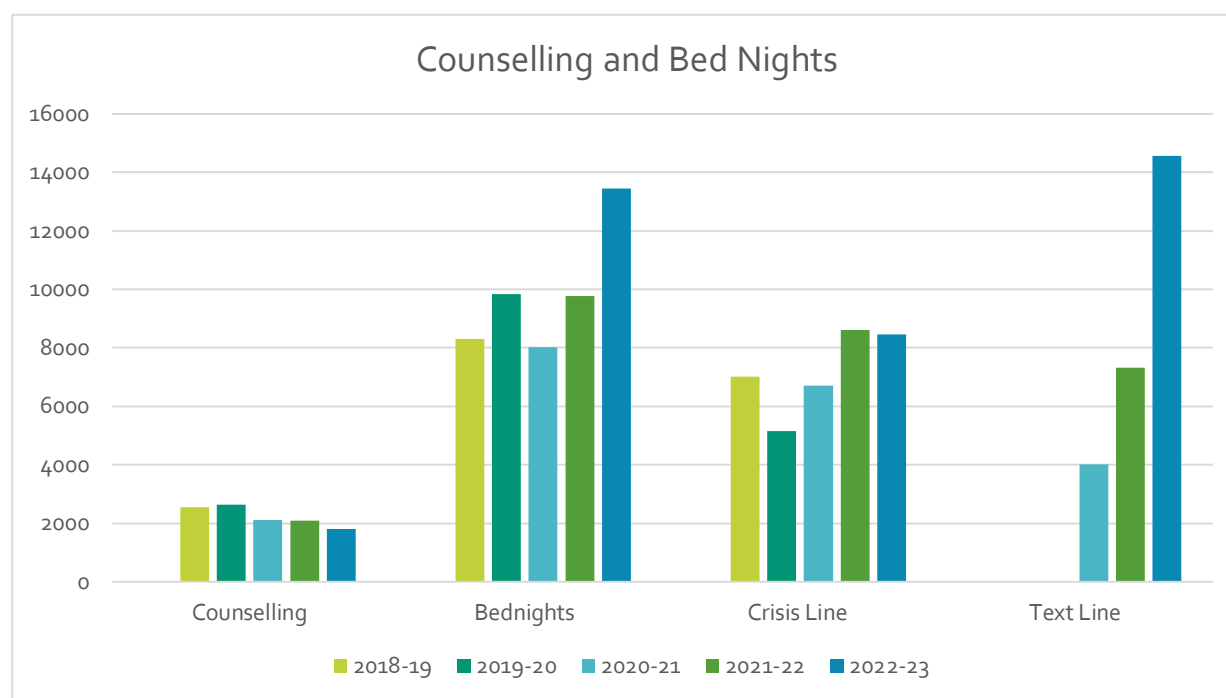
CLIENTS' STATISTICS



	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Total Clients	718	776	697	723	854
Residential Clients	693	717	565	585	650
Non-Residential Participants*	53	144	141	203	187

*Non-Residential clients include participants that seek outreach counselling through the various outreach services provided by Willow Place. This includes on-site services at Son Rise Village and the Downtown Access Centre and the co-facilitation of Caring Dads with Winnipeg CFS. During this fiscal year we experienced a decrease in off-site in-person outreach services and an increase in outreach services provided by the residential counsellors.

COUNSELLING & TOTAL BED NIGHTS STATISTICS

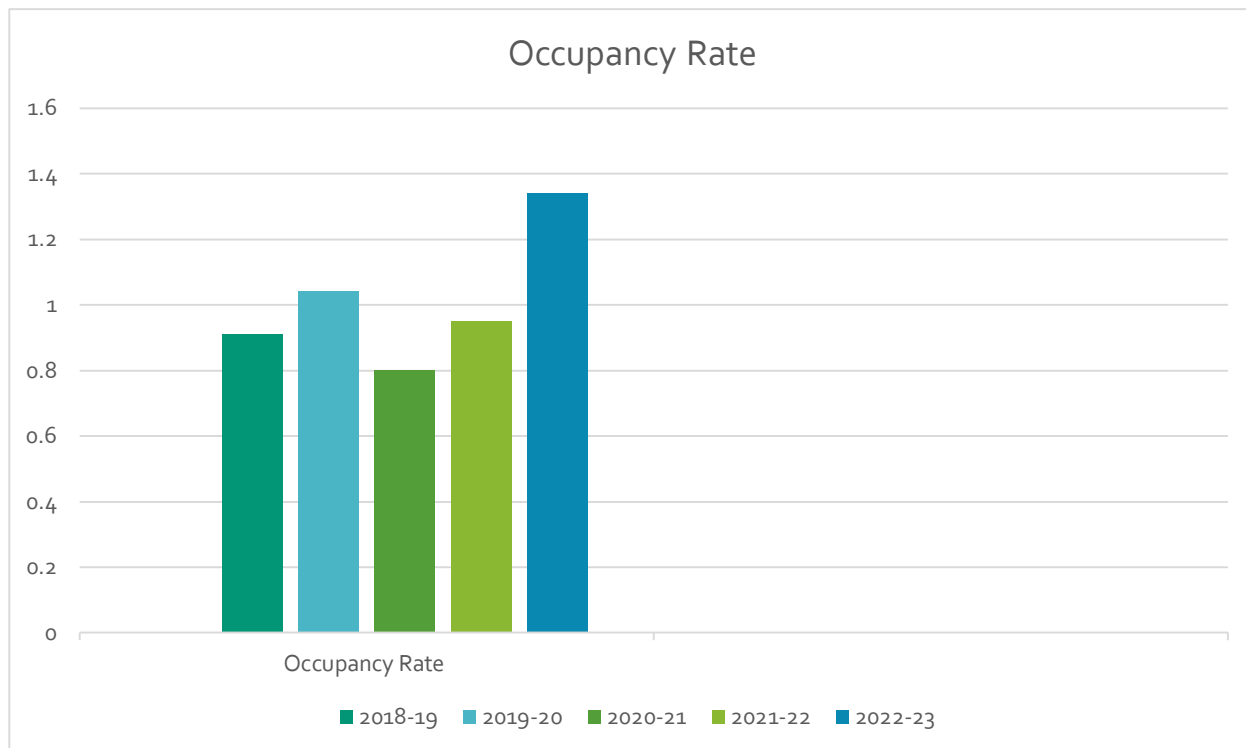


	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Counseling	2,543	2,625	2,116	2,085	1,805
Bed Nights	8,304	9,845	8,018	9,764	13,446
Crisis Line	7,021	5,162	6,717	8,610	8,462
Text Line	-	-	4,024	7,324	14,573

Facts for 2022-2023: Counseling: 22% of counseling in Manitoba shelters; Bed Nights: 25% of *all* bed nights in Manitoba; Crisis line: 45% of calls in Manitoba; Text line: increased by 99%.

**Number of Counselling Sessions for residential women's individual counselling session only as this does not include outreach counselling services. This is calculated using total number of residential women to better reflect which women the data value, number of counselling sessions applies to.*

OCCUPANCY ANALYSIS FOR WILLOW PLACE OVER THE PAST 5 YEARS



Year	Rooms	Bed-nights	Estimated Occupancy Rate
2018-2019	17	5,631	91%
2019-2020	17	6,447	104%
2020-2021	17	4,778	80%
2021-2022	17	5,878	95%
2022-2023	17	8,281	134%

COVID restrictions and resulted in a lower occupancy rate for 2020-2021.

**5 years Average Rate of Occupancy from 2018-2023: 100.8%. This calculation looks at occupancy as a portion of available rooms (i.e. 100% occupancy means one person in every room). This method takes the children out of the equation so we don't have to consider family size as a factor.*

AVERAGE STAY STATISTICS



	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Average Stay (no. of days)	9	11	10	12	13
# of counseling session/client	4	4	4	4	3

CHILDREN'S SERVICES

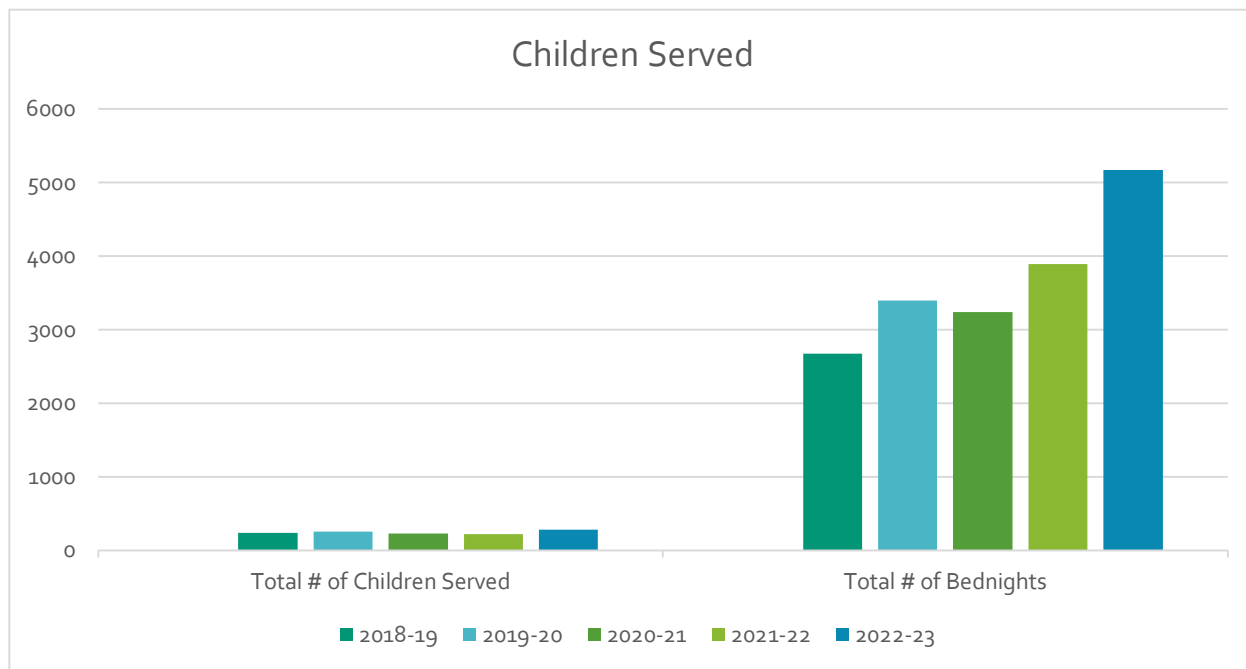
Purpose:

To provide support to children in the shelter in an environment of unconditional care.

The Children's Counsellor oversees Children's Services which include:

- Support to children and parents regarding the impacts of domestic violence;
- Child-minding and respite in both a structured and non-structured, play-based environment;
- On-site school program supported by Winnipeg School Division and the Province of Manitoba for full-time teacher. The Canada Summer Jobs program grant and donations support a full-day Day Camp program for July and August.

CHILDREN'S SERVICES STATISTICS



	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Total # of Children Served	234	251	224	217	275
Total # of Bed nights	2,673	3,398	3,240	3,886	5,165

The number of children who accessed shelter services with their mother rose by 27% whereas the number of total bed nights for children increased by 33%.

COMMUNITY OUTREACH SERVICES

Purpose:

To provide education and awareness regarding healthy relationships and violence-prevention services in support of connecting community to services and improving early intervention initiatives.

The Community Coordinator oversees strengthening and growing community connections with support from the Executive Director and the Community Facilitator. Connections within non-profit, business, social services, health and mental health sectors are prioritized, as well as relationships with the general public. Other important components include public education (presentations, meetings, discussion groups, events), as well as volunteer recruitment, training and management (shelter program, donations, public education). The Community Facilitator provides volunteer training with support from the Community Coordinator, and also coordinates virtual and in-person presentations for Willow Place staff and shelter program participants.

The Community Coordinator also manages marketing and communications, including quarterly e-news, email blasts, and social media content and planning. Social media planning support is provided on a part-time basis by the Administrative Assistant. A further area of responsibility for the Community Coordinator is supporting operational sustainability through donations acquisition and management, with tracking and donation coordination support provided part-time by the Administrative Assistant. Grant-writing is another important role of the Community Coordinator, with support from the Executive Director. Grant funds are important to bridge funding gaps and respond to community-identified needs.

Public Presentations	Social Media Followers	Number of Volunteers	Number of Donors
<ul style="list-style-type: none"> • 36 • 5050 people reached 	<ul style="list-style-type: none"> • Twitter 1254+ • Facebook 2120+ • LinkedIn 1460+ • Instagram 1340+ • Individuals reached weekly: 10,000+ (organic) 	<ul style="list-style-type: none"> • 4 	<ul style="list-style-type: none"> • 1000+

PUBLIC EDUCATION/MEETINGS/PRESENTATIONS

Larger in-person events like Winnipeg Jets Hockey Talks, Hockey Helps the Homeless, and national virtual events (e.g., presentation for Catholic Women's League Canada membership) have allowed Willow Place to connect with more individuals.

SOCIAL MEDIA

2022-23 saw increase in posts to over 13,000 annually, averaging 8 posts per application across Twitter, Facebook LinkedIn and Instagram. Pinterest and YouTube accounts were maintained and offer opportunities for further promotion. Engagement increased by an average of 2.55% across all platforms in 2022-23, and impressions increased to almost 600k, an increase of 65k. Video posts increased their percentage within reach – up 23k from prior year.

VOLUNTEERS

In 2022-2023, the community team updated the Willow Place volunteer training program to consist of online and in-person components. Handy person and donations volunteer categories were also created to fulfill program needs while maintaining consistency among all volunteers. A more streamlined training program also enables Willow Place to respond more efficiently as the need for volunteer support increases.

NUMBER OF DONORS

Note: this is combined donors (in-kind and monetary) and includes both Keela database and online donors (Benevity, Canada Helps, etc.)

MEN'S SERVICES: CARING DADS

The Community Facilitator has played an important role in the sustainability and growth of Caring Dads supports in collaboration with Winnipeg Child and Family Services. The program grew to offer three annual intakes, with over 30 men completing the program.

WILLOW PLACE: MOVING FORWARD

OUR VISION 2023-2027

Our vision for Willow Place within the next five years is a holistic expansion of our capabilities and reach, building a comprehensive support system for those affected by family violence in our community and beyond.

We aim to construct a new building as a beacon of safety and transformation, embodying our commitment to healing and growth. This building will be a 60-bed facility designed to secure, nurturing environment for women and children who are escaping gender-based violence.

Envisioned as a Community Resource Centre, it will offer a wide range of additional programming, providing education, therapeutic, and supportive services designed to empower individuals and foster healthy relationships.

Our commitment to understanding and improving our services will be demonstrated through increased data collection, enabling us to assess our impact, identify areas for improvement, and showcase our success.

We aim to become a service delivery leader in Canada, setting the standard for compassionate, effective, and innovative approaches to supporting those affected by family violence.

Financially, our goal is to double and diversify our current revenue streams. This includes the establishment of a social enterprise to generate funds, offer employment opportunities for our community, and further our mission.

In terms of staffing, we will increase our staff to a minimum of 60 committed professionals, each trained in a trauma-informed care eager to make a positive difference in the lives of those we serve. We strive to be an employer of choice, offering competitive compensation, ongoing professional development, and a supportive work environment.

Lastly, we aspire to increase awareness of who we are, reaching out to potential clients, donors, volunteers, and partners, and advocating for our essential services. We seek to inspire our community to join in our mission, creating a future free from family violence.

“To this end, Willow Place identified during the strategic planning process that new shelter space was a priority as a means to expand and enhance service delivery to meet the needs of the community...”

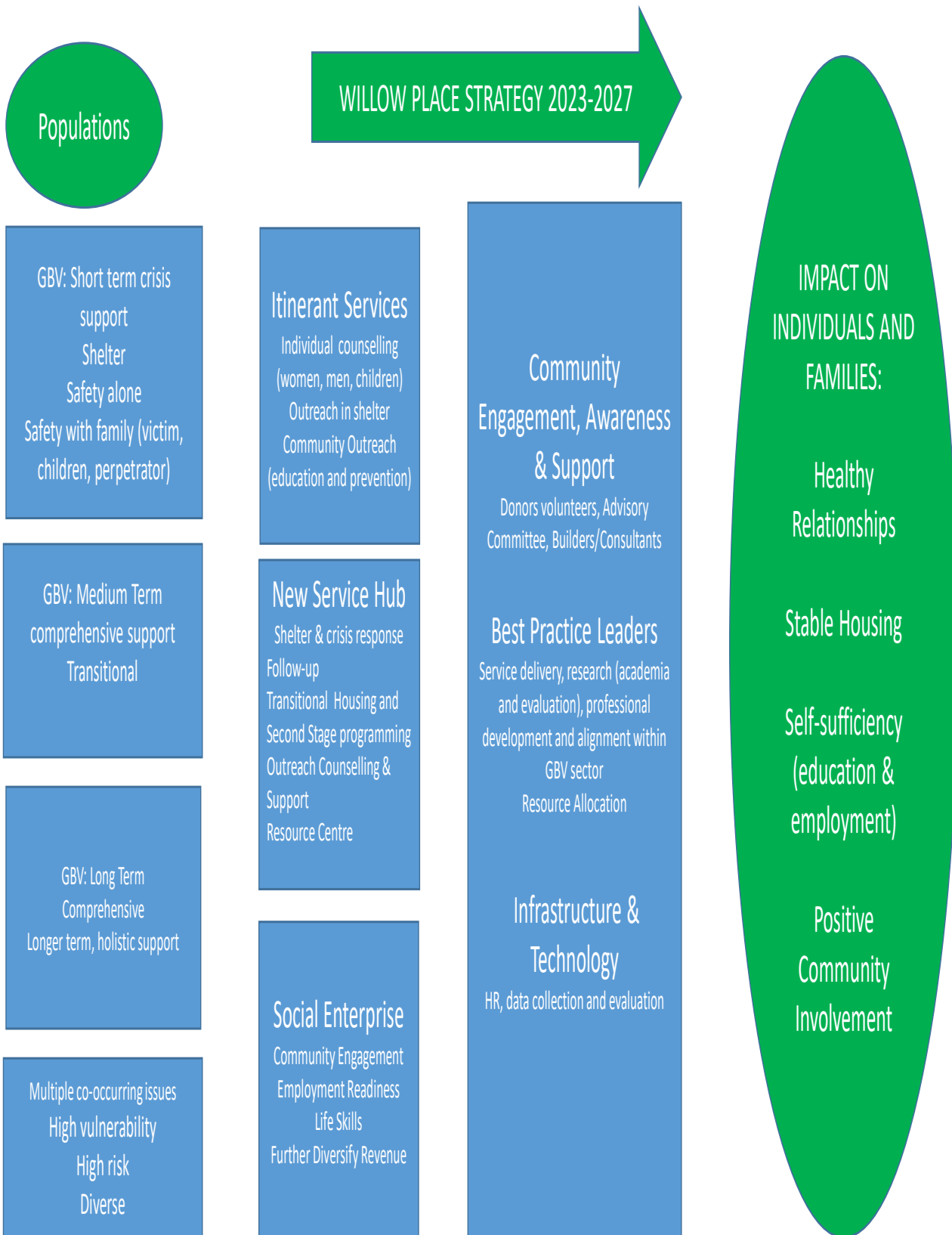
Marcie Wood, Executive Director

[Read more...](#)

PRIORITIZED STRATEGIES 2023-2027

1. **Strategy 1: Create and Execute a Capital campaign for a New Building** to expand and extend our service delivery with the with the required resources to support and sustain this evolution.
2. **Strategy 2: Enhance Employee Recruiting and Retention** through a planned, coordinated approach to further support the growth and wellbeing of staff through the use of trauma-informed, HR best practices.
3. **Strategy 3: Expanded Transitional Support** through the development of enhanced supportive transitional housing to meet the needs of those we serve through collaborations and partnerships within our community and funders.
4. **Strategy 4: Collect, Analyze & Leverage Data Collection** through development of stringent processes that align with best practices to further support the effective collection and utilization of aggregate data.
5. **Strategy 5: Increase Awareness and Value of Our Services** to further extend and expand the brand recognition of Willow Place within the community.
6. **Strategy 6: Grow Partnership Network** through the continued strategic engagement of gender-based allies to expand and extend the reach of the kind and quality of our services with the resources required to do so.

WILLOW PLACE STRATEGY 2023 – 2027



FOCUS 2023-2024

Quality Assurance

- Obtain appropriate land and/or building to be built or retrofitted to support a larger shelter with an increased # of beds and transitional housing.
- Engage various stakeholders to support property/land acquisition as well as the next steps related to retrofit/building.
- Engage various stakeholders to support funding and donation opportunities for new build/retrofit project, including a capital campaign.
- Support further engagement of the online survey to provide service delivery feedback that will in turn inform policy and procedural adaptations.
- Implement the integration and use of HIFIS management software and other processes that support the implementation of standardized, common intake, evaluation and data collection processes.
- Implement a more secure chat-based platform that will replace the current text line in place.
- Further enhance recruitment strategies and employee engagement to sustain appropriate staffing levels to support best practice (quality) service delivery.

Expand services

- Collaborate with various stakeholders such to support the acquisition and build/retrofit of new property.
- Maintain partnerships with community organizations to offer new affordable supportive transitional housing as an accessible resource option for Willow Place participants.
- Expand the type and reach of outreach services through the WP Flex space.
- Seek opportunities for further enhancement of 2SLGBTQIA+ services via community partnerships.
- Enhance and expand cultural programming for participants through community partnerships and staff-led programming.
- Explore and leverage opportunities to grow and expand the Willow Place Healthy Living Program.

System Transformation

- Continue participation on the MAWS Board of Directors as well as the FVCM collective to support the development of a new backbone organization to support GBV advocacy and service coordination within in Manitoba.

RECOGNITION OF YEARS OF SERVICE TO WILLOW PLACE

Willow Place would like to thank

Lisa Lanyon & Taylor Marcq for their longstanding commitment and dedication to the organization.

Parting Words...

“For me, personally knowing that I am retiring and leaving the organization is bitter sweet. Over my 30 years I have been amazed by the dedicated people I have worked with and the participants’ strength and endurance to overcome adversity. I have made life long connections and learned so much from everyone I have had the pleasure to know and work with. The opportunity to mentor new staff over the last years of my career has been especially rewarding for me, I will never forget my time at Willow Place and will always be proud of the awesome work we do to provide exceptional services to families experiencing gender-based violence”.

Lisa Lanyon, Retiree



ACKNOWLEDGEMENTS: PARTNERS, DONORS AND COLLATERAL AGENCIES

Willow Place gratefully acknowledges the Province of Manitoba and Gender Equity Manitoba for their on-going support. We are also thankful for those who contributed generous in-kind and monetary gifts to support our shelter program. Donations sustain our work and positively impact those who come to us for support on their healing journey.

Women's Shelters Canada	Brothers of the Fork	Royal LePage Shelter Foundation
Wu Family Fund	Royal LePage Top Producers, Nicole Hacault	Shopper's Drug Mart Life Foundation
Royal LePage Prime	Kathryne Cardwell Charitable Fund	Hockey Helps the Homeless
Freedman-Feinstein Family Foundation	Siobhan Richardson Foundation	Zita and Mark Bernstein Family Foundation
Canada Summer Jobs	Iron Mountain	All Charities Campaign
Women's Health Clinic	Unifor Social Justice Fund	Winnipeg Child and Family Services
Manitoba Public Health	Access Public Health	Salvation Army Winnipeg
Harvest Manitoba	Soup Sisters Canada	Soup Sisters Winnipeg
Benevity	Canada Helps	Shortline Moving Solutions
Centre Flavie-Laurent	The Helping Hand Thrift Store	Superstore Regent
Superstore Gateway	Winnipeg School Division	Blanketing Manitoba
Manitoba Prairie Quilters	Souper Women	Jacked Up Jill Coffee
Discovery Toys	Parian Logistics	Canadian Tire Grant Park
The Shoebox Project	Chatters Salons	Old Navy – the GAP
Thelma Wynne Project	Wendy Garrity and Family	La Parfumerie
Cargill Limited	Winners Unicity	Jensen's Greenhouses & Nursery
Floral Philanthropy	The Winnipeg Humane Society	Frenchway Café
St. Mary's Nursery	Debbie Reischek-Unforgettable Gifts	Debbie Boni
Irene and Patrick Boenders	Melanie Derwin	Bev Kroeker
Janice Otto	Cindy Kotalo	Judy Littleford
Manitoba Federation of Labour	Shaarey Zedek Sisterhood	George and Alida Frame

General Teamsters Local 979	Winnipeg Pants and Sportswear	Article Furniture
XPlornet	Susan Stobart	Kim Enright
Christine Soubry	Kim Metcalfe	Barry Bembridge
Jessica Steadman	St. Charles Golf & Country Club	Joan Saladin
Tracy Labossiere	Jennifer Westbury	Fay Kelman
Alexis Hildahl	Randi Grant	Louanne Vermette
Jody Bieber	Charleswood United Church	Cathie Coughlin
Donna Johnson	Douglas and Linda Corbett	Michelle Thompson
Helen Walters	Bob and Gail Kennedy	Lois and Brian Klaponski
Dee Coughlin	Edward and Stella Kennedy	Unifor International Department
Wendy Waggoner	Brenlee Erenberg	Ted Ransby
Andrea Lochhead	Alexandra Gomez	Dawna Wallace
Wanda Zajac	Kim Bassey	Dennis and Linda Mitchell
Star Building Materials	Ground Star Systems	Genevieve Plett
Ann Gray	Jane Stewart	Unifor Recreation Council
Winnipeg Philatelic Society	Michael O'Malley	Linda Brayshaw
Margaret Warrian	Ola Ogguniyi	Kinsmen Club of Winnipeg
Lorraine Johnson	Usborne Books	HUB Insurance
Royal LePage Dynamic, Alix McIntyre	Niakwa Country Club	Regent Park Pharmacy
Monika Sawatzky	Lori Amedick	Mikayla Hunter
Alt Hotel	Fort Garry Hotel – Yoga Public	Becky and Ralph Conia
Inkster School	Seven Oaks School Division	Bayer Crop Science
Tiber River	Blaine Wall	John Black Church
Overtime Fitness	Avon Canada, Jodi Frechette	Arts Junktion
Decadence Chocolates	Richlu Manufacturing – Tough Duck	Supper Central, Louise Nowak
IBEX	Waverley Retirement Community	Lauren Marcq
Donwood West Residents Group	My Church	Diva Lingerie
Fort Garry Open Curling Club	UFCW Local 832	Raelene Robertson
Simkin Centre	Pamela Rempel	Maples Collegiate
Main Street Project	Ubisoft	Catholic Women's League, Canada
Toledo Foods	Jenny Shnitka	Foresters, Linda Colman
RBC, St. Mary's and Riverbend	One Billion Rising, Mahekleen Gill	