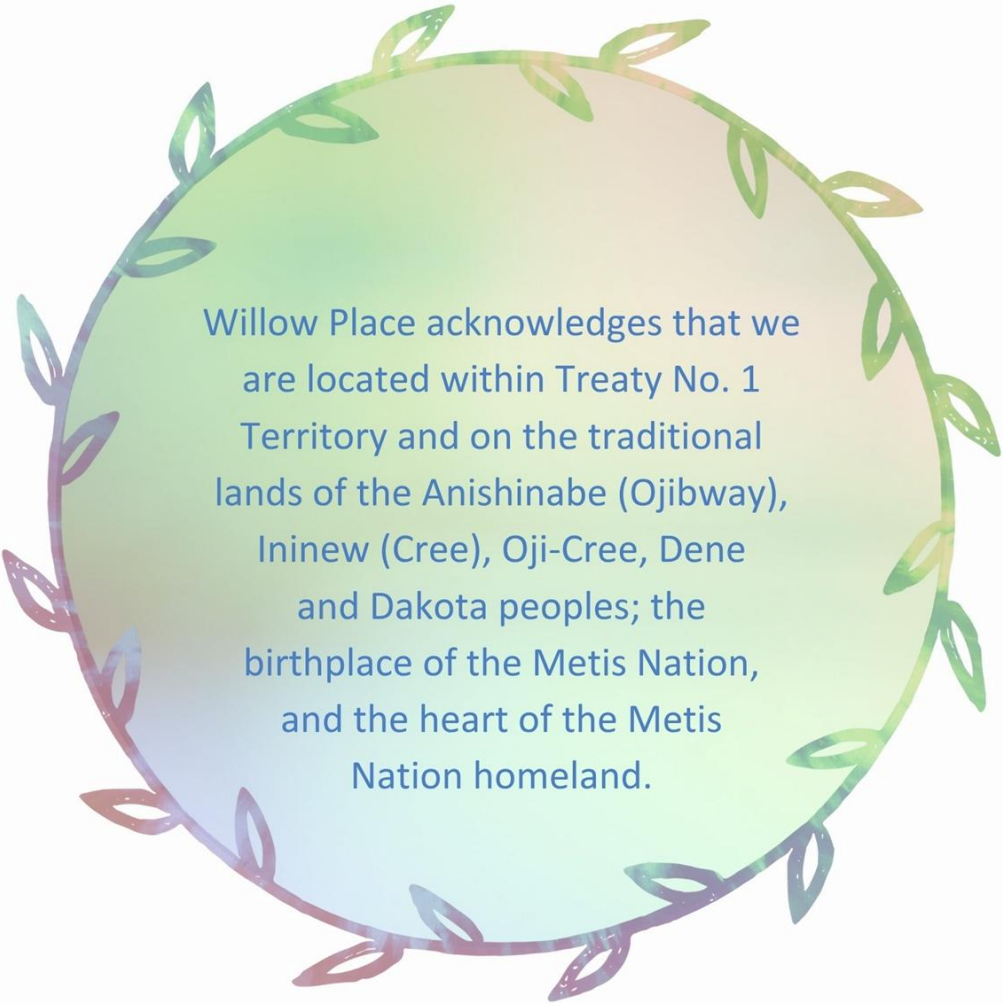




2024-2025 ANNUAL REPORT

Willow Place, Inc.



Willow Place acknowledges that we are located within Treaty No. 1 Territory and on the traditional lands of the Anishinabe (Ojibway), Ininew (Cree), Oji-Cree, Dene and Dakota peoples; the birthplace of the Metis Nation, and the heart of the Metis Nation homeland.

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EXECUTIVE DIRECTOR'S MESSAGE

Dear Friends and Supporters,

This year, our theme *"Healing Begins Here"* has been both a promise and a reflection of the work we do every day. For women and families experiencing gender-based violence, the first step through our doors can be one of the hardest. It takes courage to leave behind fear and uncertainty in search of safety and hope.

At our shelter, that first step is met with open arms. Healing begins in the safety of a welcoming space, in the compassion of a counsellor who listens without judgment, and in the support of a community that refuses to turn away.

Over the past year, we have walked alongside 791 individuals and families on their journeys to healing. We have received 7,458 calls/texts and connected survivors to critical resources and offered education and prevention programming to communities across Manitoba. These numbers represent the tangible impact of our collective efforts. Behind each of these numbers is a story of resilience — a story of someone who found the strength to believe that a different future was possible.

As Executive Director, I am humbled by the courage of every person we serve, inspired by the dedication of our staff and volunteers, and grateful for the generosity of our donors and partners. Your support ensures that our doors remain open, our services remain strong, and that healing continues to begin here for so many Manitobans.

Looking ahead, we are committed to expanding our reach, strengthening partnerships, and deepening our impact. We are excited about the possibilities that the future holds. We know the journey from crisis to confidence is not easy, but together we can ensure that every survivor has the support they need to heal and to thrive.

Thank you for standing with us. Healing begins here — and with your continued partnership, it grows everywhere.

With gratitude,

A handwritten signature in black ink that reads "M. Wood". The signature is stylized and cursive.

Marcie Wood, Executive Director



PARTICIPANT TESTIMONIALS



Where healing begins...



WILLOW PLACE BOARD OF DIRECTORS



Board Chair
ISABEL BRIGHT



Secretary
SCOTT ROBILLARD



Treasurer
AMANDA MATHER



Board Member
CHELSEA FRASER



Board Member
DR. JENNIFER ANDERSON



Board Member
DR. SARAH BROWN



Board Member
SERENA BEVILAQUA



Executive Director
MARCIE WOOD



MGEU Staff Representative
ERIN MCEVOY



CUPE Staff Representative
VACANT POSITION

2024-2025 ANNUAL GENERAL MEETING AGENDA



Date: September 24, 2025
Location: Fort Whyte, Buffalo Crossing
Time: 6:00 pm to 6:30 pm

-
- Call meeting to order: 6:00 pm
 - Land Acknowledgement
 - Approval of AGM Agenda
 - Approval of 2024 Minutes
 - Presentation and Overview of Audited Financial Statements
 - Motion to Appoint and Approve Auditor for 2026
 - Motion to Approve 2024-2025 Annual Report
 - Motion to Approve Amended Willow Place By-Laws (as presented)
 - Board Nominations
 - Meeting Adjournment: 6:30 pm

Signed: September 24, 2025

Recorder:

Chairperson:

2024-2025 ANNUAL GENERAL MEETING NOTES

2023-2024 Annual General Meeting – Meeting Minutes

Date: Wednesday, September 25, 2024

Location: Winnipeg Winter Club

Time: 6:00 p.m. to 6:30 p.m.

Attending	Marcie Wood	Executive Director Willow Place
	Erin McEvoy	MGEU Representative
	Chelsea Fraser	Board Member
	Jen Anderson	Board Member
	Sarah Brown	Board Member
	Serena Bevilacqua	
	Doug Smith	Appointed Financial Auditor
	Renee Ritchot	Administrative Assistant
Regrets	Amanda Mathers	Board Member (Financial)
	Isabel Bright	Board Chair
	Scott Robillard	Board Member
	Pamela McLeod	Board Member

Meeting called to Order 6:05pm by C. Fraser
Land Acknowledgement

1. AGM Agenda Motion to approve amended willow-place by-laws removed from Agenda by Marcie
J. Anderson / S.Brown: **That the agenda be adopted as distributed with amendment by Marcie**

2. Approval of AGM Meeting Minutes 2023 E. McEvoy / S.Brown: **That the minutes from the 2023 AGM be adopted as distributed**

3. Auditors Report: Doug Smith Presentation and Overview of the Independent Auditors Report regarding Audited Financial Statements, including review of: statement of financial position dated March 31; statement of operations for the year ended March 31, 2024; statement of changes in net assets for the year ended March 31; statement of cash flow for the year ended March 31

No questions, comments, or concerns raised by board members regarding financial statements

J. Anderson / E. McEvoy: **That the audited financial statements be adopted as distributed**

- | | |
|---|---|
| 4. Motion to Appoint and Approve Auditor for 2025 | Proposal to engage with Scarrow & Donald LLP Chartered Professional Accountants for the purpose of Auditor for 2025
E.McEvoy / S.Brown: That Scarrow & Donald LLP be engaged for 2025 financial audit |
| 5. Executive Directors Report | Trends suggest increased need for shelter services; 120% occupancy rate; more families and larger families are requiring shelter; increase in children shelter bed nights; decrease in crisis line call and texts (related to MTS/cell phone tower issues previously resulting in WP receiving calls from rural areas); increase in community support; caring dad success rate of 64 completion; addition of three new community partnerships.
Review of infographics as presented.
E.McEvoy / J. Anderson: That the 2023/2024 annual report be adopted as distributed |
| 6. Board Nominations | Serena Bevilacqua – second year law student at the University of Manitoba, goal to go into family law, volunteer with no-means-no wise Manitoba
All present approve new board member Serena Bevilacqua |
| Meeting Adjourned | 6:30pm by C. Fraser |

Recorder: S. Brown

Chairperson: C. Fraser

VISION, MISSION and VALUES

Our Vision

"A Manitoba where healthy relationships flourish."

Our Mission

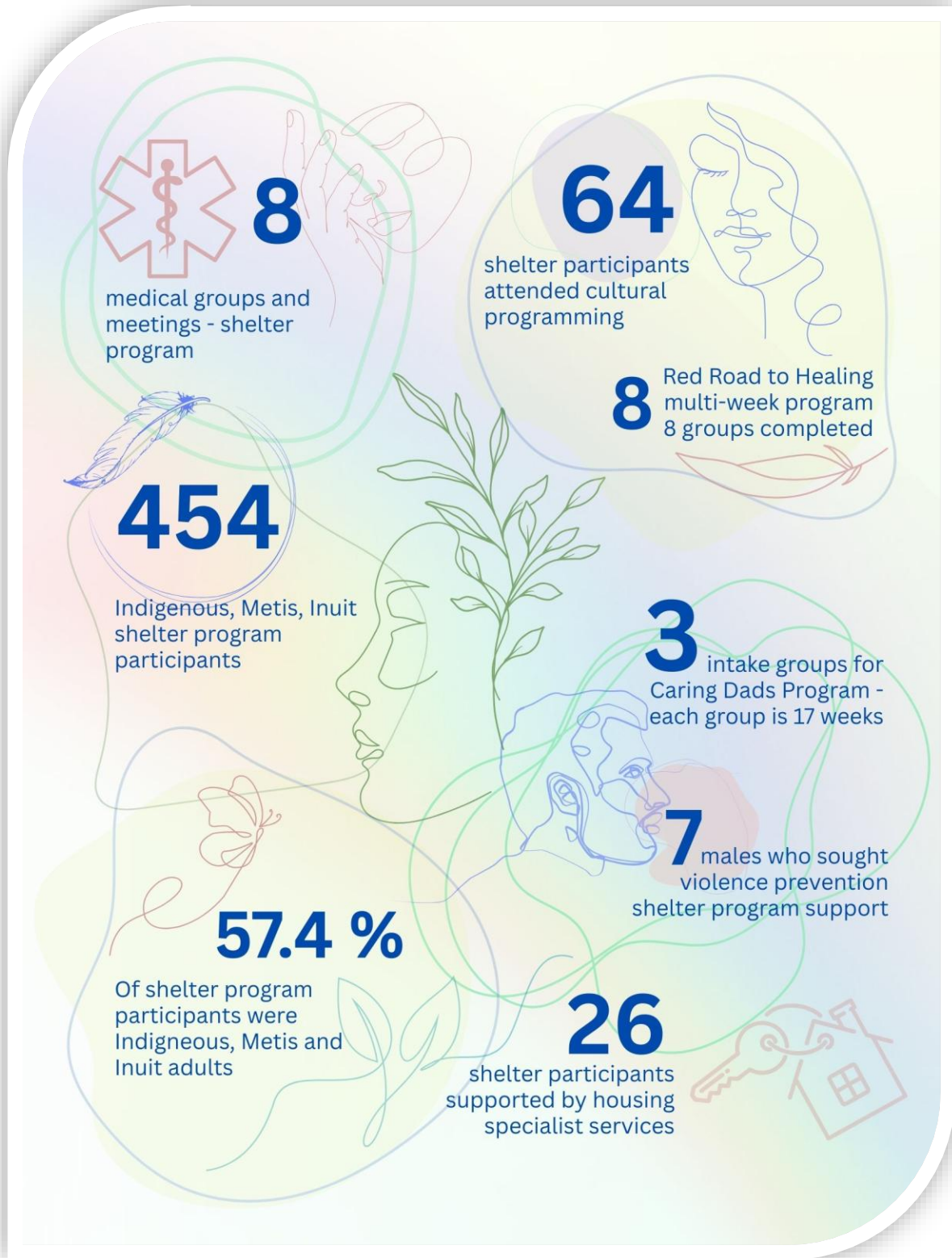
We support Manitobans in nurturing healthy relationships in a safe space

Our Values

Respect
Integrity
Diversity
Compassion
Commitment
Collaboration
Understanding



2024-2025 YEAR IN REVIEW



2024-2025 YEAR IN REVIEW

The 2024-2025 year had many highlights, including the ability to provide the Red Road to Healing program eight times in our violence prevention shelter. Red Road to Healing is a multi-session offering that facilitates recovery and healing from family violence and abuse within an Indigenous cultural context. Benefits for participants completing the program included improved self-awareness and understanding regarding family violence, as well as demonstrated pride in their culture. Importantly, although Willow Place is not an Indigenous-led organization, the majority of those we support in our violence prevention programming are Indigenous women and their children (57.4% of participants in 2024-2025 were Indigenous, Metis or Inuit; 454 individuals). Red Road to Healing prioritizes the needs of Indigenous participants but also is inclusive of diverse cultural backgrounds and all those who wish to participate.

Aside from bi-weekly visits from Women's Health Clinic physicians in the shelter program, Willow Place also enjoyed visits from public health nurses on alternate weeks. These are pivotal partnerships in the shelter program and are often a first connection for women and their children who do not have a primary health connection. In addition, eight health-related (medical) groups were logged throughout the year. These groups are most often led by community organizations that present information to benefit shelter populations and are coordinated by the Community Team or shelter counselors.

The Caring Dads program continued to evolve and thrive, with a Willow Place counselor on secondment to the General Authority, Winnipeg Child and Family Services. Caring Dads is an internationally recognized 17-week intervention program for male perpetrators of family violence. The Caring Dads staff member also completed Safe and Together facilitator training and supported CFS social workers with trauma-informed perspectives, as well as intake, facilitation and reporting capacities for the Caring Dads program. Three intakes were completed in 2024-2025, with each intake accommodating up to 15 individuals.

We all carry culture.



OUR SERVICES

Shelter and Crisis Supports

Willow Place shelter and crisis supports faced a challenging year in 2024-2025, operating at 120% of capacity in the shelter program, and counting 12,518 shelter bednights or stays. The average shelter usage has been over 109.9% capacity for the past five years. Rising demand for violence prevention support, including crisis line (phone, text, live chat) and short-term protective shelter, amid higher operational costs, presents ongoing challenges, particularly in the areas of food security, children's services, cultural supports and providing daily needs and supplies for participants in the shelter program.

The average shelter stay increased to 14 days, up from 13 days in the prior two fiscal years, and higher than the prior three fiscal years average of 10 days (2018-2021).

791 individuals were supported, including 143 non-residential clients and 253 children.

The 24-hour crisis lines responded to 7,487 calls which amounts to an average of 20.5 calls daily, and representing over 40% of crisis line calls among violence prevention shelters in Manitoba. Community staff also received 889 seeking support emails through the Willow Place website contact form, which are not reflected in the crisis line annual statistics, but all of which were directed to Willow Place crisis supports.

Among the Manitoba network of violence prevention crisis supports (Gender Based Violence Prevention Program, GBVPP), Willow Place provided 20.5% of all shelter bednights, and 7.3% of supportive counseling services.

Staff retention, training and wellness in crisis support programs remained a focus, while navigating the complex demands of our 24-hour violence prevention services.



OUR SERVICES

Shelter and Crisis Supports



OUR SERVICES

Supports for Children

Willow Place's busy violence prevention shelter continues to see more children entering the program with their mothers. Most of the children attending our on-site school program (Sunrise Tutoring) in 2024-2025 were in the nursery to Grade 3 age group (67%).

Our full-time teacher and classroom are fully funded by Interdivisional Student Services, Winnipeg School Division's Inclusion Support Branch (Manitoba Education and Early Childhood Learning).

Willow Place would like to acknowledge our shelter program teacher, Lisa Siddall, for her compassion, commitment and exceptional work with diverse students, many of whom exhibited complex emotional, social, behavioural and learning needs.

The 84 students who were supported by Sunrise Tutoring in 2024-2025 represented 12 school divisions and over half of the students faced learning barriers and differences. 27% of the children came from Manitoba First Nation communities.

The on-site school program provides positive focus and normalcy for children in shelter and helps to overcome disruptions in learning. Flexible attendance, small class sizes, siblings attending together, and the ability for mothers to stop in at any time are all strengths of our unique school program. It is common for mothers to enter shelter multiple times over the period of a few years before they can fully overcome situations of violence and abuse. This can impact childhood learning and development and underscores the importance of sustaining Willow Place's shelter program and its dedicated children's supports, in particular the stability and enrichment provided by our on-site shelter school program.



OUR SERVICES

Supports for Children

84

students attended
shelter program school

Sunrise Tutoring

shelter program school

ABC

12

different school
divisions represented

67%

were aged nursery
to Grade 3

56%

Faced learning barriers
and differences

Shelter Program

240

child participants

Non-Residential Program

13

child participants

OUR SERVICES

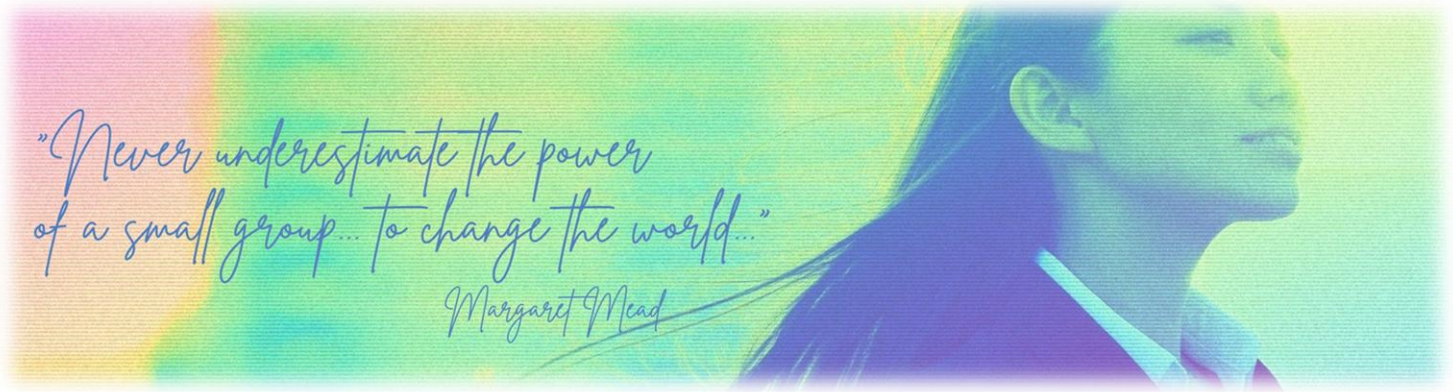
Community Outreach

Willow Place Community Outreach efforts include the Outreach services team, under supervision of the Shelter Program’s clinical supervisory staff. Counseling for men and women was provided in-person and by phone at Willow Place, outreach-flex office in St. James, Winnipeg and through community partners including Access Main Street, Salvation Army SonRise Village, and Wahbung Abinoonjiag. In 2024-2025, 51 participants were supported, including 10 male clients.

The Willow Place Community Team consisting of community supervisor and community coordinator staff provide valuable services to support operations by bridging funding gaps, including donations acquisition and coordination, grant-writing, and fundraising. In 2024-2025, 850 donors provided \$317,386 in monetary donations. \$152,889 was received in grant-funded revenue from 22 different sources. 770 in-kind donations were received, primarily to provide basic needs for shelter program participants including food, clothing, toiletries, infant needs, school-age children needs, cultural programming supplies, towels, blankets, bedding, and household supplies such as laundry soap, toilet paper and cleaners.

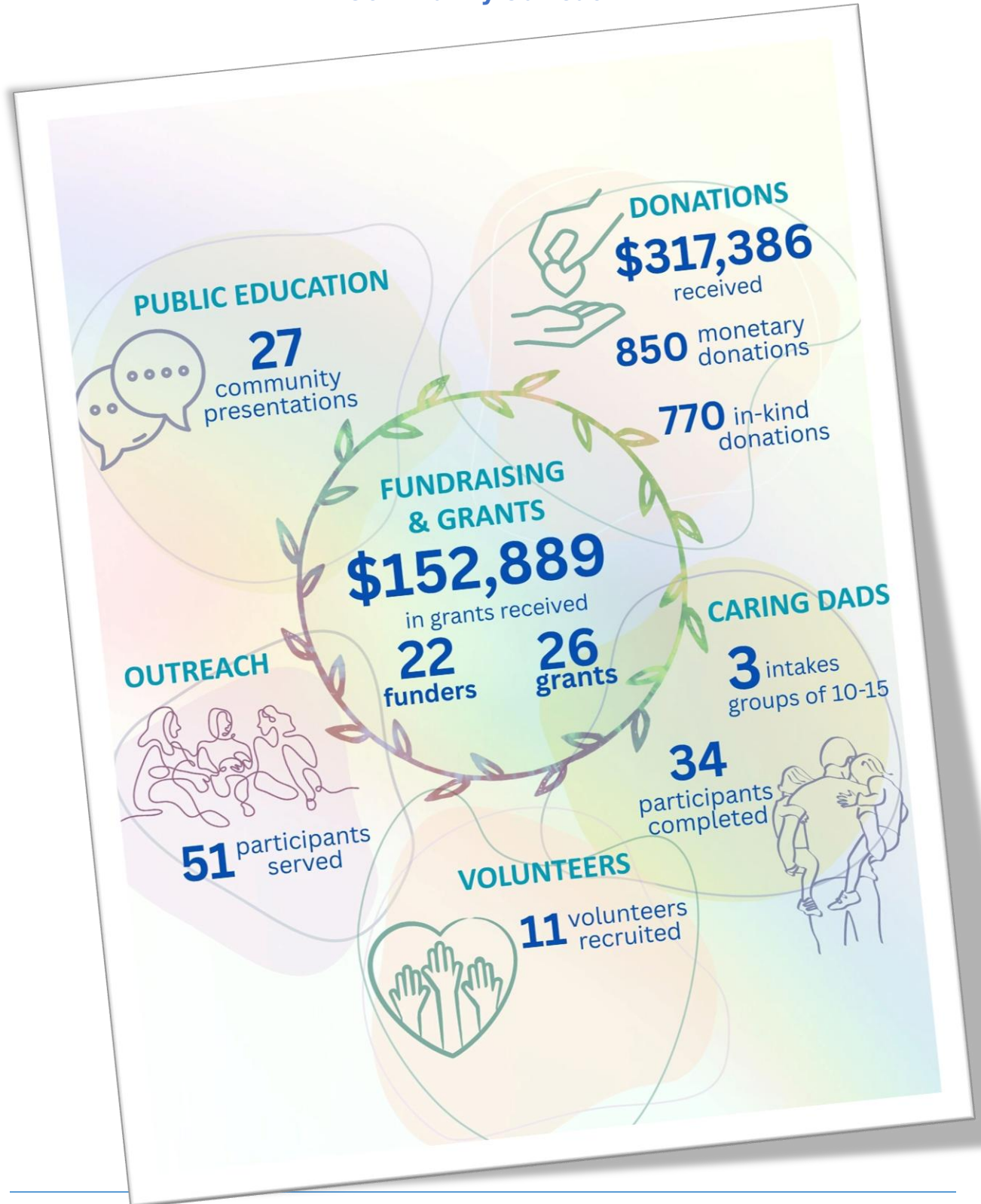
The Community Team also provided 27 in-person and virtual presentations and discussion groups for diverse community organizations and recruited 11 volunteers. The volunteer training program was also updated to allow for more efficiency and to ensure content was relevant to current volunteer roles.

Community staff also managed website updates for events, news and staff recruitment, and created content for social media platforms, reaching 10,000 users weekly to promote Willow Place services and raise general awareness re: violence prevention, as well as to support both in-kind and monetary donations.

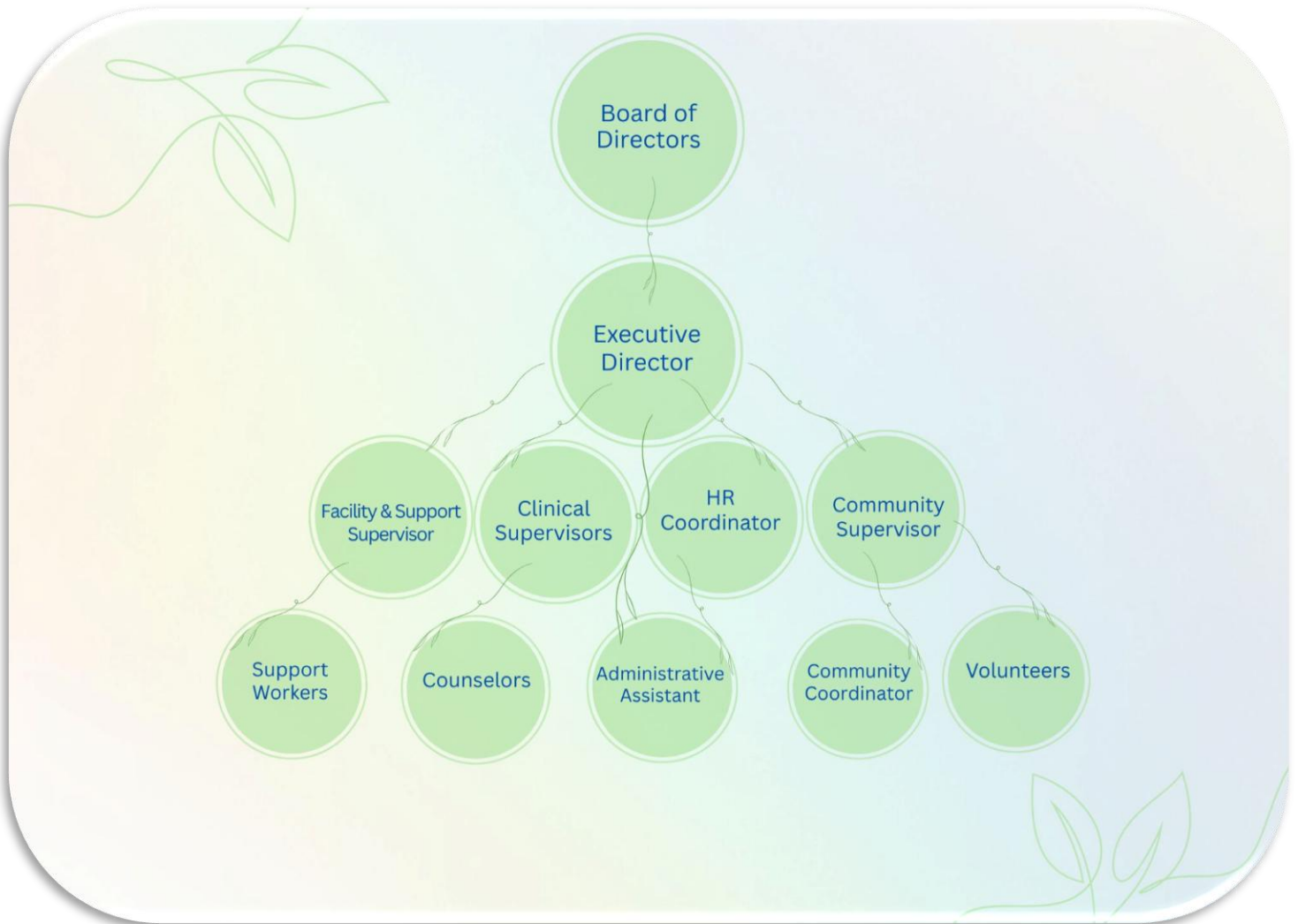


OUR SERVICES

Community Outreach



OUR TEAM



Willow Place is governed by a volunteer board of Directors. The Executive Director and staff representatives from two staff unions (CUPE and MGEU) also have seats at the board table. Willow Place has a unique management structure, where a leadership team supports the Executive Director, and their leadership represents shelter, outreach and community programs, as well as human resources. All leadership team members report directly to the Executive Director, and each have their own supervision responsibilities.

STAFFING REPORT – STAFF RECOGNITION

Willow Place remains committed to being an employer of choice, and is focused on employee retention and training, while providing consistent, trauma-informed, culturally sensitive, and person-centered supportive services for those dealing with violence and abuse.

In 2024-2025, Willow Place programs had 43 staff in 7 positions: support workers, community services, intake workers, trauma-informed specialists, family violence counselors, supervisors and administration.

Significant human resources innovations were implemented during the year, including continued improvement regarding recruitment and onboarding, as well as ongoing progress for training and performance evaluation processes.

12 new staff were hired during 2024-2025, including two staff for community services, five support workers and five family violence counselors. 27 Willow Place staff completed three recommended training sessions, including Trauma and Trauma-Informed, Documentation Quick Study, and Mental Health and Substance Abuse for Professionals Working with Intimate Partner Violence (IPV). Three new hires also completed Indigenous Cultural Awareness training. Improvements were seen in full-time staff retention, but challenges included increases in part-time staff turnover.

CONGRATULATIONS – YEARS OF SERVICE AWARDS

Willow Place would like to recognize the exceptional contributions of two shelter program staff members: Erin McEvoy, Clinical Supervisor, 30 years of service, and Joan Nolan, Counselor, 20 years of service. We congratulate these staff members on reaching their service award milestones and thank them for their dedication to violence prevention.



MOVING FORWARD

Strategic Goals & Trends - A New Willow Place

For years, the community has needed more emergency beds, more wrap-around supports, and more healing and recovery programs. In 2026, Willow Place will start construction on a new, purpose-built facility allowing for expanded supports. The new Willow Place will include a shelter, transitional housing and additional recovery and prevention services.



The new Willow Place will support fundamental change:

- People staying with us will have increased access to programming and supports that help them long term
- People can continue to build up their resilience and be supported in their goal to not return to violence through increased post-stay therapeutic and support services.
- Expanded community education resources will help prevent family violence, empower people and foster healthy relationships.

The three-storey, 26,000 sq ft building will be tucked into a residential community in central Winnipeg and will include:

- 50 emergency beds in rooms in three sizes to accommodate families of all sizes
- Six transitional suites - two for larger families and four studio-sized mean people have time to heal and find safe housing
- More private counselling spaces will ensure more sessions are available to people every day
- A large community kitchen and dining area will provide the space for families to make meals and eat together
- A bright, child-centred classroom and childminding room will ensure young ones have what they need to heal
- Several programming spaces mean there will be programs throughout the day and evening so that people can take part in workshops, healing and strengthening programs and information sessions that work for them
- A secure rooftop will offer a refuge where women and children can make friends and enjoy the outdoors.

***We're grateful to the families, individuals, funders and businesses
who have supported this project as well as the
Governments of Canada and Manitoba. Thank you!***

If you'd like to support the new Willow Place, please get in touch with us.



PARTNERSHIPS and NETWORKS



FUNDERS, DONORS and SPONSORS



CONTACT US

Manitoba Crisis Support
1-877-977-0007

Willow Place Crisis Support
204-615-0311

Willow Place Crisis Support Text Line
204-813-8887

Willow Place Crisis Support - Live Chat
visit www.willowplaceshelter.ca
click on the Izzy icon to start live chat

Willow Place Administration
Non-Emergency
204-615-0313, ext. 0

24-HOUR CRISIS SUPPORT
NO-COST and CONFIDENTIAL