

# INTEGRATED RESPONSE TO FAMILY VIOLENCE



ANNUAL REPORT 2012-2013



**TODAY**  
Family Violence  
Help Centre

## VISION

A healthy community safe and free of family violence

## MISSION

To promote healthy relationships and healthy families through integrated, community wide services



## VALUES

### *Partnership*

We believe our capacity to achieve our vision and mission depends on working together with community partners and all levels of government.

### *Diversity and Inclusion*

We support each person's definition of family.

### *Compassion*

We believe all people have the right to be treated with dignity and respect.

### *Integrity*

We will deliver services in a timely, client-centered manner.

### *Self-Determination*

We will honour and respect each person's choices and believe in their capacity to make positive change.

### *Knowledge and Education*

We will stay current on the latest research about family violence and facilitate sharing this information with our partners.

## Message from Board of Directors

We will begin our fourth year of operations in October and our young organization continues to build relationships with family violence service providers and with those impacted by family violence. Today Centre is no longer an idea or startup. We have transitioned into a governance board and we continued to build a strong foundation for Today Centre.

Today Centre staff worked tirelessly towards our goal of seamless support by investing time and energy in learning about the support provided by other agencies and building relationships with staff in each agency. In turn, the number of linking protocols and supportive referral choices continue to grow. Today Centre continues to face challenges in offering a comprehensive integrated model of support through the co-location of agencies due to limited agency resources. While our vision remains unchanged and we continue to work towards our dream of a safe, centrally located hub of supports, we value the partnerships that have already been established and those we are continuing to develop.

In order to create "a healthy community safe and free of family violence" it is important to ensure that current and future clients are aware of the support available at Today Centre. In July we launched our first marketing and communications initiative to ensure we are delivering the message that help is available and Today Centre is the entryway to support. The Marketing and Communications Plan includes not only increased awareness among the general public but also increased awareness of front-line service providers in understanding the support provided through Today Centre. Through various campaigns and the increase in educational workshops offered by Today Centre, awareness of Today Centre and knowledge of Family Violence has increased. We would like to thank our outgoing Board Member Caitlin Sinclair. Caitlin joined the Board in October 2012 and is moving back home. We know Caitlin will continue to be a strong ambassador for Today Centre.

Innovation and strategic partnerships will create the energy needed to face the challenges of an increased need in our community for support for those impacted by family violence during times of government fiscal restraint. Today Centre's charitable status provides new opportunities to increase partnerships through donations from friends and family who believe in our cause and opportunities to create partnerships with new funders and corporations. Today Centre provides the model which supports working in partnership to reduce trauma and provide timely, client-centered support. We cannot do this alone. The price of not finding a way to work together is too high. Together we hold the key to reducing the impact of family violence!

### Board Members

Rhonda Holloway (Chair)  
Colette Mandin (Vice-Chair)  
Karen Reynolds (Treasurer)

Clarece Mather  
Judy Mackay  
Michelle Furlong

Caitlin Sinclair  
Scott Kennedy  
Gord Sawatsky

Debbie Clark (Executive Director)







## The Anchor in the Storm

I first learned about the Today Centre through a client who had stayed at our shelter in Rural Alberta. In the process of fleeing her abusive relationship, Jane\* found herself in Edmonton. Once she reached the city, Jane called me and gave me the phone number for Leigh, the Team Lead at Today Family Violence Help Centre. Subsequently, with Jane's consent, my future conversations with Today Centre allowed me to gather clear information about Jane's current situation and what had been happening with her. Leigh was instrumental in connecting Jane with local agencies to help her settle in her new city. If Today Centre had not been there, Jane would've had to give me information herself. This was not only difficult for her to have to repeat what she was experiencing and what she was going through but in addition, being an immigrant and new to Canada, there was a language barrier.

One of the challenges for me, as a front-line worker from a rural community trying to assist Jane in Edmonton, was that I was not aware of all the resources and options available in the city. If you don't know what to look for, how can you find it? Leigh was able to facilitate referrals, offer support and give much appreciated guidance throughout the process. Today Centre was our Anchor in the Storm!

*\* name has been changed to protect our client's identity*

## Our Clients feel at home

Today Centre has served as a safe meeting space for Islamic Family and Social Services Association to provide services to clients and connect with other supporting agencies. This year, we had our first case of elder abuse and we were able to access the expertise of the co-located agencies at Today Centre.

The biggest thing is that the Centre has provided us a space to run the Serenity group, a therapeutic support group for Muslim victims of family violence, the past two years. Our clients love the Today Centre – it's a safe, non-judgmental place they can come to; it's warm and they feel at home. Our clients also have an opportunity to meet other resource people through Today Centre. If Today Centre didn't exist, clients would fall through the cracks. I really value our partnership.

***Jordanna Aboughoche***

Program Director

Fostering Healthy Families Outreach.

Islamic Family and Social Services Association







## Our Partners

We have developed new partnerships over the past year, maintained old ones and continue to work on developing new ones.

Co-located agencies who lease space at Today Centre:  
Catholic Social Services, Elderly Adult Resource Service (EARS)  
Elder Abuse Intervention Team

Integrated Service Providers who work collaboratively with us to provide services to our clients:

ASSIST: Responding to Family Violence in the Chinese Community  
Islamic Family Support Services Association  
Catholic Social Services, Immigration and Settlement Program (cross-cultural counselor)  
City of Edmonton

Linking Protocols are in place with the following organizations:

The Support Network/Distress Line  
Edmonton Police Service - Victims Services Teams  
Victims Serving Agencies Involved in the Criminal/Court Process

## Our Results

Today Centre's integrated approach means we:

Provided assessment and support through over 1390 contacts with individuals impacted by family violence, 97% of whom were female and 3% male.  
Provided 870 referrals to 90 different agencies and organizations.

## Thank you!

Helping individuals and families live a life free of abuse and fear is our calling at Today Centre. Since our doors opened, demand for our services continues to increase. We could not meet the demands of our Centre without the generous support of our funders and supporters.

Your contributions have helped many break the cycle of violence. Our clients are truly grateful for the supports they receive and the opportunity for a healthy future. You make that possible with your support and we thank you.



It starts today



**Today Centre**

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**About our logo**



**TODAY**  
Family Violence  
Help Centre

**The rising sun...**

the dawn of a new day

**The reflection on the ground...**

the path people follow on their journey to wellness

**The Colours...**

muted, understated, yet hopeful

**Today...**

action can be taken today, don't wait

**Family...**

violence affects everyone in the family

**Help Centre...**

non-threatening, non-judgemental assistance is available

**It starts today...** immediate action is possible, today