



Alice Housing

# Alice Housing



## *Annual General Report* *2010/2011*



DONNER CANADIAN  
FOUNDATION AWARDS  
*for Excellence in the Delivery of Social Services*



MARITIME BUSINESS  
**Ethics  
AWARDS**  
Presented by  
BETTER BUSINESS BUREAU OF  
THE MARITIME PROVINCES INC.

2009 WINNER

## **Introduction to Alice Housing**

Alice Housing provides up to two years of safe housing and support for women and children leaving abusive and violent situations. Alice Housing contributes to saving lives by breaking the cycle of violence for women and children and, in doing so, women and children go on to live productive and peaceful lives.

## **History of Alice Housing**

Incorporated in 1982, the W. Williams Non Profit Housing Association was named after a prominent African Nova Scotian teacher, social advocate and activist from the Annapolis Valley, Wilhelmina Williams. In the early 1990's, after community consultation concerning its name and knowledge of its programs, the organization changed its name to Alice Housing and registered as such in 1994. Alice was Wilhelmina Williams' middle name.

The first clients of Alice Housing arrived in March of 1983, as the organization opened its doors with 16 units in three properties located in Dartmouth, Nova Scotia. Staffed by only the Executive Director, project funding enabled ad-hoc counselling programs to exist sporadically until 1998, when an additional staff person was added to offer counselling as needed. In 2001, a full-time Women's Counsellor was hired to meet the growing therapeutic needs of women leaving domestic violence. In 2004, a Drop-In Centre and youth building were purchased supported by funding from the Supporting Communities Partnership Initiative. Due to ongoing sustainability challenges, the youth building was sold in 2007.

In 2006, with seed funding from the Community Mobilization Program, a long standing gap in services was filled with the creation of Healing the Bruises, a therapeutic counselling program for child witnesses of domestic abuse. With program outcomes far exceeding expectations, in 2007 Healing the Bruises became a full-time component of the Alice Housing program.

Second stage housing refers to longer term safe housing, following a stay in transition housing. With 18 units, Alice Housing is the one of the largest and oldest second stage housing organizations in Canada and the largest in Atlantic Canada. In the last decade, the organization has become a leader in the Second Stage housing movement in Canada and is a charter member of the Federal Alliance of Second Stage Housing Providers.

## **An Award Winning Organization**

**2004 – EXCELLENCE IN THE PROVISION OF BASIC NECESSITIES – THE DONNER FOUNDATION**

**2007 – EXCELLENCE IN THE PROVISION OF BASIC NECESSITIES – THE DONNER FOUNDATION**

**2008– EXCELLENCE IN THE PROVISION OF BASIC NECESSITIES – THE DONNER FOUNDATION**

**2008– THE WILLIAM H. DONNER AWARD FOR EXCELLENCE IN THE DELIVERY OF SOCIAL SERVICES IN CANADA**

**2009 – THE ETHICS AWARD FOR THE NON PROFIT SECTOR – BETTER BUSINESS BUREAU – MARITIME PROVINCES**

**2009 – EXCELLENCE IN THE PROVISION OF BASIC NECESSITIES – THE DONNER FOUNDATION**

**2010– EXCELLENCE IN THE PROVISION OF BASIC NECESSITIES – THE DONNER FOUNDATION**

**2010 – THE PETER F. DRUCKER AWARD FOR NON PROFIT MANAGEMENT IN CANADA**

## **Mission and Goals**

Alice Housing's Mission is to "provide safe second stage housing and supportive counselling for women and children leaving domestic violence".

Alice Housing has two overarching goals to realize the mission:

- 1) To provide women and children the support and counselling needed to recover from the effects of abuse and trauma; and
- 2) To decrease the chance that women and children will return to abusive households.

To achieve these goals Alice Housing:

- Provides women with safe, affordable housing so they do not have to make the difficult decision between remaining in abusive relationships and becoming homeless;
- Provides safe, non-judgmental housing for women, with or without children, leaving abusive situations that have identified their own need for on-going support and counselling;
- Increases women's well-being and self-sufficiency;
- Ensures women and children feel safe and no longer live in abusive environments;
- Provides the opportunity for women to develop increased positive coping skills, enabling them to deal with a variety of personal issues and become aware of the cycle of abuse; and
- Provides children with the opportunity to heal from trauma in a safe environment.

## **Current Programs**

To support the mission and goals, there are a number of programs in operation at Alice Housing. The programs fall under two categories – Core and Non-Core. Core programs are those that are directly related to and support the mission and goals. The Non-Core programs provide additional services to the women and children, but are secondary to the work of Alice Housing.

## **Safe Housing**

After a two-tiered intake process and risk assessment, women and children entering the second stage housing component of Alice Housing do so from either a transition house or from an unsafe living arrangement. All have left an abusive household, often leaving everything behind. These families are in crisis and homeless when they enter the Alice Housing program. Alice Housing

provides safe and affordable housing for these women and their children, along with the coordination of donations of furniture, food and other goods to ensure the family has the necessities needed to start their new lives. Rents are kept in line with Department of Community Service (DCS) levels and geared to income to ensure the financial burden does not become a barrier to women leaving domestic abuse.

### **Counselling**

Individual and/or group counselling is provided as women make the decision to leave abusive situations. Each woman, with the support of our women's counsellor, develops short term and long term goals toward recovery, education, housing and career plans. Individual counselling and workshop attendance is mandatory for women accepted into Alice Housing.

### **Support Services**

Women attend weekly group programs in an effort to share openly their experiences in a women centered and supported environment. This process also encourages the establishment of their support networks within Alice Housing and the community.

### **Advocacy Services**

For many women leaving domestic abuse situations, everyday tasks are viewed as overwhelming and, in some cases, hopeless. Alice Housing staff routinely accompany women to legal appointments, Community Service meetings, court appearances and school meetings. When required, Alice Housing staff is involved with the local policing authorities, healthcare providers and Victim Services. The staff actively advocate on behalf of the client on issues regarding family benefits, mental health services, utilities, referrals to other community agencies, employment, and continuing educational opportunities.

*Calls for our services  
increased by 36% in 2010*

### **Developmental Programs**

Personal and professional development programs are available to women as they begin their recovery from family violence. These programs are crucial to women as they learn new skills and strategies for independent living in the community and include: workshops on parenting, budgeting, credit counselling, personality and temperament types, body image, self defence and self care; continuing education counselling; and career and resume counselling.

### **Healing the Bruises**

Healing the Bruises, a counselling and support program for child witnesses of family violence, addresses a long standing gap in services to the children and youth of Alice Housing. Due to the long waiting lists for mental health interventions in our community, the Healing the Bruises program provides support as children explore their feelings surrounding the violence they have witnessed in their family. The program provides modified play and art therapy, toddler check-ins, one-on-one counselling for school aged children, STRAIGHTtalk for tweens and teens, workshops for mothers, and on-going parental support. In addition, our dedicated child/youth counsellor

advocates in schools and other agencies involved with each family to ensure the right service is being provided to the right child at the right time.

### **Food Bank and Donations Room**

For many women entering Alice Housing, the crisis they are experiencing includes financial strain and the provision of food through our Food Bank (provided by Feed Nova Scotia) is essential to many families. Staff also coordinate with donors the distribution of personal care products, clothing, small household appliances and, in some cases, furniture.

### **Auricular Acupuncture**

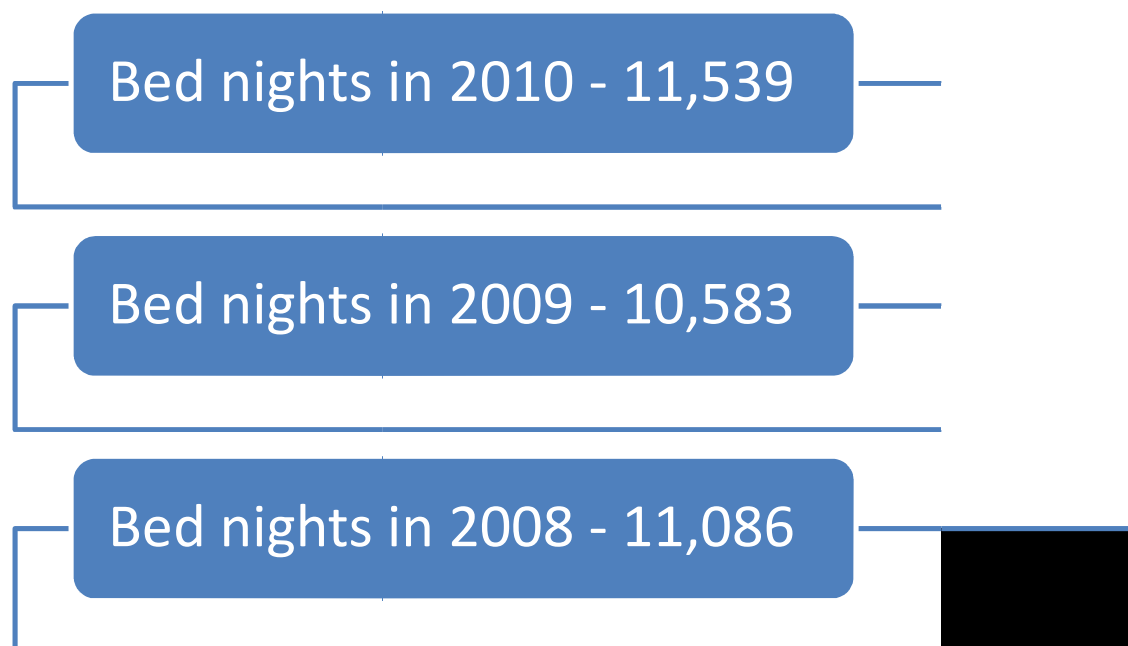
Auricular acupuncture is a holistic therapy that is proven to decrease anxiety and depression, while increasing relaxation, tranquility and clarity of mind. All auricular acupuncture is performed by our Women and Child Counsellors, who are registered and trained in this therapy. The Child Counsellor also provides non-invasive auricular seeds for children eight years of age and older.

### **Christmas Angel Sponsorship and Back To School Programs**

Through the coordination by staff, all families are sponsored for Christmas gifts and meals. All children and women attending school in September are provided with a knapsack of school supplies.

### **Outreach**

As women leave Alice Housing to live independently in the community, their need for support services are often increased. Unfortunately, our current funding structure does not permit us to offer a comprehensive outreach program for women leaving the program. However, the food bank, community housing advice, donations room and office services are available to ex-clients.



# Our Work 2010- 2011

Intakes 76

- Number of visits to Drop In Centre - 909
- Phone Admin Support - 2446

Womens  
Counselling  
sessions - 297

shops - 54

Child/youth  
Counselling  
sessions - 270

## LOOK WHAT ELSE WE DID

- ✚ Provided over 4000 kg of food through our food bank
- ✚ Provided Christmas sponsorship to 15 women and 21 children
- ✚ Provided back to school supplies for families
- ✚ Provided Thanksgiving and Easter meals to over 75 women and children
- ✚ Attended over 20 outside appointments with women for legal, health and educational referrals.
- ✚ Presented our Healthy Relationships to area schools.

## ***Chair Report 2010- 2011***

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***Michelle Kelly***

This year can be summed up with one word – sustainability. While last year saw the Alice Housing Board of Directors develop a comprehensive business case, this year saw us putting that business case to use in attempting to obtain core-funding for the organization’s core programs. Although we still have no express commitments, we have had several positive conversations with all forms of Government and are hopeful that this dialogue will continue until such funding is in place.

In addition to looking at core-funding, we have also had to look at finding a new sponsor for the “Healing the Bruises” program. We were so fortunate to have had Emera’s 3 year commitment and thank them dearly, but it is now time to find another corporation to assist in funding this incredibly worthwhile program that continues to get recognition across Canada and across the World. We have a number of leads and welcome Susan Mills to the Board who is working diligently with Joanne to plug this hole.

Finally, I would be remiss if I did not mention our fundraising efforts which were again tremendously successful. Our executive director deserves most of the credit on this front as she again worked extremely hard at bringing in the money. The Donner Foundation agreed and this year Alice Housing brought home the Drucker award for management excellence. This combined with our successful luncheon with Arlene Dickinson, allows us to not only increase our fundraising efforts but also grow the profile of Alice Housing in the community.

Arlene Dickinson’s speech was wonderful and I walked away realizing that in order to achieve success you must embrace yourself and all the personality traits that make you you. Alice Housing has certainly embraced its identity this year and in doing so has shown Halifax, Nova Scotia and Canada just what it can do. Thank you to the staff, to the board members and to all of our supporters for making 2011 a success. I look forward to another successful year in 2012 and would like to wish those Board Members that are leaving us well and thank them for their hard work - Sasha Irving your assistance in reaching out to government with our business case was greatly appreciated and Darla MacPhee your words of wisdom have helped in more ways than you can imagine. Good luck to you both and thank you so much for being a part of this Board.

Michelle Kelly

## **Alice Housing AGM board meeting**

### **Minutes - JUNE 23, 2010**

**ATTENDEES:** Michelle, Margie, Darla, Joanne, Jennifer, Catherine, Rosemary, Alison, Betty, Kathleen, Sasha, Susan and Denise

1. Michelle chaired the meeting, called to order.
2. Approval of Agenda - Margie moved, Rosemary Seconded.
3. Co-chair report:
  - (i) Michelle explained strategic plan group.
4. ED Report:
  - (i) Joanne spoke on strategic plan, update on statistics of our women and their accomplishments. Healing the Bruises needs more funding as of March 31, 2011.
  - (ii) Personnel committee: Susan took leave of absence, Sarah filled in for her. Susan's return date is July 5, 2010.
  - (iii) Fundraising report: Sasha - 2 events; art auction and May luncheon.
  - (iv) Nominations committee: Rosemary is leaving the board, but has agreed to stay on to help with fundraising for Healing the Bruises. Linda Power has resigned. Kathleen joined the board in May 2010.
  - (v) Financial reports: Margie spoke on Audit as of March 31, 2010. Very little change, although investments have increased a bit, and provincial funding came up a bit.
  - (vi) Motion to Approve Audit, moved by Katherine, seconded by Sasha.
  - (vii) Review and approve minutes of 2009/2010, Darla moved, Rosemary seconded.
  - (viii) Appreciations:

- (1) Joanne presented award to The Zonta Club of Halifax
- (2) Lori presented award to Asher – male volunteer with Healing the Bruises.
- (3) Joanne presented gift to Rosemary for her role as fundraiser and board member.
- (4) Rosemary presented gift to Joanne for her hard work as ED of AH.
- (5) Michelle thanks to the board for all the hard work.

5. Motion to adjourn by Michelle, seconded by Margie.

**Alice Housing Annual General Meeting 2011**

**June 21st, 6:30 p.m.**

**Christ Church**

1. Welcome. Approval of Agenda.
2. Review and approval of minutes of 2010 Annual General Meeting.
3. Reports:
  - a) Co-Chairs
  - b) Executive Director
  - c) Personnel
  - d) Fundraising
  - e) Finance
4. Motion to approve auditors and accountant.
5. Nomination committee report and Board nomination for 2011 -2012.
6. Appreciations.

Stacey Leblanc

Debbie MacDonald and Prince Andrew Grade 12 Leadership Class

Emera
7. Other
8. Adjournment. Thank you.

## ***Personnel Report – 2010 - 2011***

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*The mandate of the committee is to recommend policies to the Board regarding employee relations and other related matters. It develops reviews and ensures the implementation of sound personnel policies, procedures and practices appropriate to Alice Housing. (Alice Housing Board of Directors Manual)*

### Current Staffing Compliment:

Joanne Bernard	Executive Director
Andrea Beazley	Housing Coordinator
Kathleen Jennex	Women's Counselor
Tina Riley	Administrative Assistant
Lori Morgan	Child/Youth Counselor

***Susan MacPhee left Alice Housing in August of 2010 and Kathleen Jennex, a Registered Social Worker with over 30 years of experience counselling in the women's community joined our team.***

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## ***Nominations Report***

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After a yearly examination of the current Board of Directors skills set, gaps were identified and call for applicants is made in the community and the Board vets each applicant according to skill set, experience and interest in Alice Housing. In March of this year, the Board vote unanimously to begin the process of inviting men from the community to sit on our Board of Directors. We look forward to the new insights, energy and ideas brought forward as we engage men in our work.

This year, the organization was fortunate to have the majority of Board Directors returning. Leaving the Board will be Darla MacPhee and Sasha Irving. Joining the Board of Directors is

Returning Board members are:

Michelle Kelly

Betty MacDonald

Susan Mills

Margie Publicover

Catherine Sanderson

Jennifer Church

Denise Williams

Susan Hazelwood

New to the Board: Erin Nauss.

**Late applications are currently being vetted with possible new Directors added in September.**

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## ***Fundraising Report – 2010-2011***

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***Susan Mills, Betty MacDonald, Michelle Kelly, Jennifer Church, Joanne Bernard***

The quest for funding is an on-going endeavour with Alice Housing. The organization must raise over 50% of its yearly operating budget which translates into over \$200,000. All this is done without the benefit of a professional fund raiser on staff or the use of external fundraising companies. We are extraordinarily proud of the work and effort staff and Board Directors commit to fundraising so that our vital services can continue.

On March 31<sup>st</sup>, our 3 year funding partnership with Emera ended. Their support of Healing the Bruises was extraordinary and allowed the program to build a solid foundation while helping children who have either experienced or witnessed abuse in their home. We eagerly nominated Emera for the Minister's Award as presented by the Nova Scotia Department of Justice and stood proud when Emera received this award in 2010.

The annual ArtWorks Dinner and Auction was held last September and was a huge success. We are so grateful to the artists and volunteers who make this event our signature fund raising endeavour each year. Last year, we started a May Luncheon with guest speaker Margot Franssen and this year we were pleased to welcome Arlene Dickinson. Both women, successful in their own right, are wonderful ambassadors to the plight of women living in violence.

The Christmas Angel Program continues to amaze us each year as donors come forward to ensure Christmas is a joyous time for mothers and their children.

We appreciate the companies and groups who give what they can throughout the year and we look forward to these relationships continuing.

Grants submissions to both private foundations and corporations continue to meet with some success. The priority remains to find a funding partnership for Healing the Bruises as well as to meet the lofty fund raising goals which must be met to continue the other important work we do so well.

The void of government core funding continues to present ongoing challenges to Alice Housing. We are committed to working with the Province of Nova Scotia to ensure their outcomes surrounding the Domestic Violence Plan and the mandate of Alice Housing continue moving forward.

**Alice Housing would like to thank the following friends for their generosity and continued support.**

Feed Nova Scotia  
Sisters of Charity  
Christ Church  
The Westin Nova Scotia  
The Donner Foundation  
Kathy Kaulbach + Touchstone Design  
Futura Club  
Beta Sigma Phi  
Maple Trade Finance  
Atlantic Lottery Corporation  
Alice Housing Christmas Angels  
Norex  
Lyle Tilley Davidson  
Nova Scotia Community College  
Invis Inc  
Air Canada  
Emera  
Halifax Regional Municipality  
RBC  
Halifax Cornwallis Progress Club  
Zonta Club of Halifax  
TWIRP Communications

Nova Scotia Department of Community Services  
Canada Mortgage & Housing Corporation  
Grace Chapel  
The Halifax Protestant Children's Infant Fund  
Wickwire Holm Barristers and Solicitors  
Dalhousie University  
Prince Andrew High School  
Casino Nova Scotia  
Atlantic Acura  
United Way of Halifax Region  
St. Mary's University  
Bell Aliant  
BMO Fountain of Hope Employees Fund  
RONA  
Halifax Youth Foundation  
1998 Foundation  
Dalhousie Vagina Monologues Production  
Canadian Women's Foundation  
The Flemming Foundation  
The Westin  
Halifax Dartmouth Bridge Commission

***To protect privacy, we do not list donations made by individuals. If we have excluded anyone from this list, please know that your kindness has not been forgotten and is greatly appreciated.***



## ***Executive Directors Report***

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As I enter into my 7 year of leadership at Alice Housing, I am filled with more anticipation and hope than usual. We are still witnessing the unparalleled work being accomplished by women and children with the assistance of dedicated, professional and committed staff. As women struggle to regain their personal power, reclaim their voice and plan for their futures, the strength of the counselling and support offered by this organization continues to reflect in our outcomes.

But his year, my anticipation is different. We have known for years that our program works. Now we are starting to get the recognition on a wider scale of that fact from both government and the private sector. Our social capital within the community is building and I predict will explode this Fall with the public relations campaign surrounding the launch of our book entitled *Healing the Bruises: Through the Eyes of a Child*. This unique and wonderful resource is a not a fundraising endeavour for Alice Housing. It is our commitment to the community to share our expertise and provide a solid peice of public education.

It is an exciting time for us. Recently, with the assistance of Norex, we launched a new website which is more reflective our needs, our story and our work. We took a nervous step with the help of TWIRP Communications, into the world of Social Media and now provide daily updates on domestic violence issues and Alice Housing on our Twitter and Facebook accounts.

The Book Launch and its accompanying Public Relations campaign will coincide with our 13<sup>th</sup> annual Art Works Auction and Dinner on October 17<sup>th</sup>. Again, our social capital is going up and public awareness rising.

However, being more known also has provided us with some operational challenges. Most notably, our increase call for services. Up 36% last year. Unprecedented waitlists, intake moratoriums and families turned away simply because we do not have the space has been part of our experience this year and to us.... is unacceptable.

In 2005, we had 25 units and in spite of the tremendous success with fundraising, our housing stock has shrunk to 18. The release of the Province of Nova Scotia' Action Plan on Domestic Violence in December, 2010 has increased our pressure to provide the services as needed for families escaping violence in the home.

Changes may be in our horizon. Dialogue has begun with the Provincial Department of Community Services who recognize the vital work we do in the community, not for just the Halifax Regional Municipality but for all of Nova Scotia as families from other areas often seek our services in a effort to re-locate from their violent situations.


We are hopeful that the ongoing quest for core funding is rectified in the near future so that more concentration can be in growing our services to meet the increasing need of our families while partnering with the government to help them meet their outcomes as defined in their Action Plan.

I am hopeful.....

Respectfully submitted,


Joanne Bernard

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“In my first paycheque last month, they took more taxes out of me than I made in a month on welfare and I am OK with that”

Ex-client who upgraded her education while at Alice Housing in the past two years and now works in Edmonton.



## ***Financial Report 2010-2011***

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This committee is comprised of Margie Publicover and Joanne Bernard. Ad Hoc member, Donna Fowler.

During the year ended March 31, 2011, Alice Housing had revenues of \$ 426,208 and expenditures of \$429,049 which resulted in excess expenditures over revenue of \$2,841. This is a decrease in net revenues over the prior year's excess revenues over expenditures of \$ 27,175. Total revenues for Alice Housing decreased by \$ 5,325. However, income from donations and fundraising ( net of fundraising costs) increased by \$ 23,125. The donation revenue includes the last of three annual donations from Emera of \$50,000. Alice Housing realized a gain on investments \$ 12,877 which was down from the gain on investments of \$ 29,280 in the previous year.

Property expenditures increased by \$10,518. This was due to an increase in the amortization and bad debt expenses. Overall, Administrative expenses remained consistent with the previous year with the exception of salaries and benefits. Salaries and benefits increased as a result of performance based annual increments.

Alice Housing continues to conscientiously manage its expenses while making efforts to increase revenues. In June 2011, a meeting was held with the Province of Nova Scotia to begin discussions on developing a partnership to address the issue of sustainable core funding.

Respectfully submitted,

Margie Publicover - Treasurer

