



Annual Report

2013-2014

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PRESIDENT'S REPORT

Thank you to each and every one of the MUJER supporters who is reading this message. It is my pleasure to report to you on behalf of the Board of Directors. The work we have been doing for MUJER this year has been inspirational as well as challenging. MUJER has continued to serve the Latina community in the Greater Toronto area and this year we have even reached out to other cities in Ontario.

From an operations perspective, we have successfully completed the Empower Youth Latinas in Toronto, funded by the Status of Women Canada in May 2013, with a positive response from the donor. We began the implementation of the *Hasta Aqui no Mas / Draw the Line* project, as well as launched a new website. We are very proud to have offered our second Latin American/Latin@ Feminisms (LALF) course in the spring of 2014 with a total of 15 attendees. Many other free events were given for the community including a health workshop that was delivered in the summer of 2013.

From a governance perspective we have had two new members join the ranks of the Board - Carolina Rios (October 2013) and Susy Pocasangre (July 2013). Their contributions and hard work have been greatly appreciated. From the months of October 2013 - January 2014 the Board of Directors undertook a strategic planning process. For a community as diverse as ours, this was no mean feat, and by January we had a clear sense of direction with the following three things identified as priorities:

- A participatory needs assessment involving our community
- A continued focus on Education for Latin@s
- A continued focus on achieving a sustainable financial model

The HR Committee of the Board was busy this past year. Amongst other things, they participated actively in the hiring and staffing of the *Hasta Aqui no Mas/Draw the Line* project, as well as any other staffing needs MUJER required throughout the year. They provided a guideline in order to direct future staff and board members regarding MUJER's feminist roots. Furthermore they created an interview guide to harmonize future hiring practices for the organization.

The Program Committee of the Board met regularly to work on funding opportunities and three projects were submitted to different funding agencies. It is with a heavy heart that I report we were not successful in obtaining any of these projects. There are many reasons for the challenges we are facing, but mostly it can be attributed to a decrease in the funding envelopes available, as well as increased competition from a healthy community organization sector in Toronto.

Of note we were very proud to support Fran's application to the Canadian Women's Foundation (CWF). We are very proud that among many applicants, she was selected as one of the top emerging leaders in Canada to participate in the Leadership Institute in partnership with the Coady Institute at St. Francis Xavier University.

The new year looks bright and also full of opportunity as we look forward to the completion of the *Hasta Aqui no Mas/Draw the Line* project as well as an exercise in community mobilization which the board wishes to engage in. We hope to reach out to each and every one of our stakeholders to get a sense of what MUJER does well and how we should continue to move forward in a time of incredibly tight funding opportunities.

I would like to take a moment to thank all the people who have given of their valuable time to support MUJER - volunteers and staff alike. In particular I would like to recognize the contribution of Fran Rawlings Quintero, Karen Lahura and Madelaine Cahuas for their excellent work on the *Hasta Aqui no Mas* project. I would also like to thank Sandra Godoy, our exceptional outreach worker who led MUJER's summer camp in 2013.

MUJER would be nothing without the incredible contributions of volunteers from our community, including: Mery Blanco, Maritza Monsalves, Martha Villaroel and Daniela Godoy Jameson, who all served on the Board of Directors this year. I also want to thank Adriana Mendieta - Flores for her representation on the board as the youth representative - she was truly the heart and soul of the meetings and reminds us every day why it is important that MUJER continues to do the work it does. I also wish to thank all our placement students and remarkable volunteers who are mentioned by name in this report.

Last but not least I would like to thank the financial supporters of MUJER in this past year including Status of Women Canada, the Ontario Women's Directorate and United Way's contribution to our summer camp.

Michelle Dupuis
President, on behalf of the
MUJER Board of Directors



PROJECTS / ACHIEVEMENTS

Get Inspired: Art, Leadership and Dance Summer Camp

22 PARTICIPANTS, 6 VOLUNTEERS

This multi-faceted program was offered in 'Spanglish' with three main components: leadership, art and health. 22 Latina youth between the ages of 13-21, living in the Jane/Finch community, participated in the summer camp which ran from July 15th to July 31st, 2013. A team of 6 dedicated volunteers assisted the outreach worker with everything from helping to prepare lunches, taking attendance to assisting with the facilitation of workshops and activities.

United Way granted MUJER \$6,000 to run the program through their Focus on Youth granting program, and another \$3000 was raised in combined efforts between an online crowdfunding campaign (Indiegogo) and a salsa fundraiser put together by MUJER staff and volunteers. The space for the summer camp was provided by the Toronto District School Board.

Creative art expression workshops were delivered by a dynamic group of facilitators from the community, and covered topics including self-esteem, bullying, shade-ism, body image and healthy relationships. Activities such as obstacle courses, dodge ball and musical chairs were also incorporated into the programming. The off-site activities included a field trip to the Royal Ontario Museum, the University of Toronto and the swimming pool.



youth peer leadership | martial arts | dance & body image |
self-esteem & relationships | education field trip | creative
writing | silk-screening

"I learned to treasure myself and feel good about who I am. I would come back next year because I love this camp."
- 2013 Summer Camp Participant



Hasta Aqui No Mas / Draw the Line

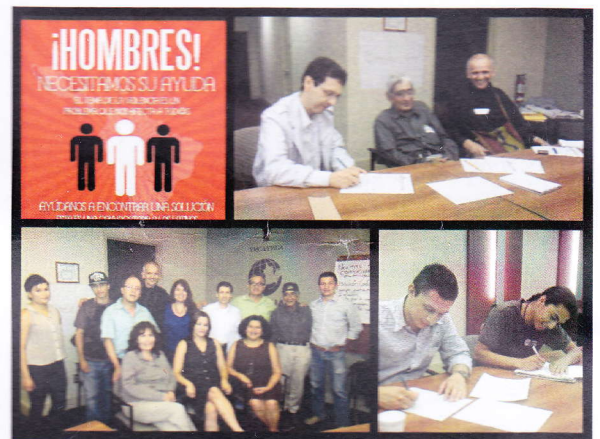
52 LATIN-AMERICAN MEN, 5 FOCUS GROUPS, 2 VIDEOS

In March of 2013 MUJER began working on a new and exciting project, *Hasta Aqui No Mas / Draw the Line* a three-year project part of the phase two *Draw-the-Line / Tracons-Les-Limites* initiative and funded by the Ontario Women's Directorate. The aim of the project is to understand harassment, stalking, sexual assault and rape as part of the gender inequity in our society perpetuated by patriarchal, cultural norms; specifically, in the context of the Latin American community living in Ontario.

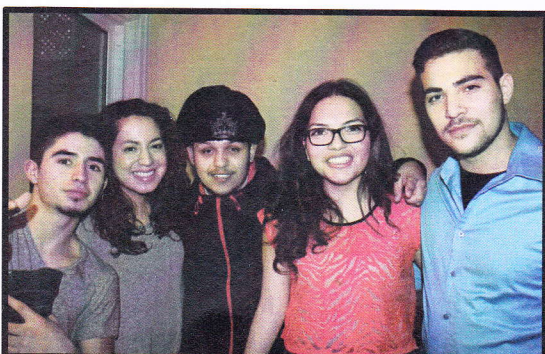
From July 2013 – September 2013 MUJER partnered with five organizations, The Centre for Spanish Speaking Peoples, The Mennonite New Life Centre, Canadian Latin American Association, Latin American Women Support Organization and The Thunder Bay Multicultural Centre across Ontario to host focus groups inviting Latino men to talk about issues pertaining to Sexual Violence. These partnerships were key drivers in the success of the project, and 52 Latin-American men participated.

Based on the data collected from the focus groups, we synthesized and analyzed the data to develop and promote two (2) videos to be used in a multimedia educational campaign addressing sexual violence through bystander education. The campaign challenges common myths about sexual violence and equips bystanders with information on how to intervene safely and effectively. An Advisory Committee of participants from the focus groups, as well as volunteer media professionals gave input to develop scripts for the public service announcements (PSAs).

The "Teaching Youth" PSA video demonstrates the importance of men and fathers teaching their sons and boys about the meaning of being a man, particularly as it applies to challenging sexism, oppression and violence against women. The "Challenging Friends" PSA video demonstrates the importance of men challenging other men, even their friends to change sexist and oppressive attitudes and behaviours towards women. This short video aims to motivate men to act as empowered bystanders, working to prevent sexual violence in all its forms.



Bystander Education differs from other prevention programs in that it does not address men as potential perpetrators or women as potential victims. Rather it approaches both women and men as potential bystanders or witnesses to behaviours related to sexual violence.



The final year of the project will launch the campaign online and offline, coinciding with Latin@ and Hispanic Heritage Month. A PSA video Manual will also be completed for and available for download from MUJER's website.

"I just wanted to say that being part of Tuesday's focus group was an honor and quite an experience. It was well organized and your hard work before the meeting to prepare for it really showed. You guys did an awesome job and I honored to have been part of such an important study. I am really proud of you guys." - Focus Group Participant, 2013

HABLAMOS DE SALUD / LET'S TALK ABOUT HEALTH

12 PARTICIPANTS, 4 WORKSHOPS

Hablemos de Salud was a 4 workshop Health Series that took place in July 2013, once a week from 10am-12pm. Participants were able to learn more about important health topics such as Breast Cancer, Thyroid Diseases,

Diabetes and Hypertension. Facilitators from Black Creek Community Centre, UNISON and George Brown College, provided up to date information about these topics to the participants. 12 women attended of varying ages attended the workshops and many requested that we offer more in the future as they felt that this information was not readily available to them in a clear and easy to understand format. MUJER's placement student, Claudia Garcia, organized the workshop with the help of MUJER staff and volunteers.



"This workshop series was so interesting and I have learned so much about my health. The presenters were very knowledgeable and I wish there were more workshops like this to attend in my community." - Workshop Participant

MESSAGE FROM STAFF

I am very proud of the outcomes the MUJER staff and volunteers achieved this year and am especially gracious for their dedication. When I look back on everything we have accomplished, I am always amazed at how much we are able to do with the limited time and resources available to us.

The body of MUJER's work has always placed an emphasis on innovation. This year, our work on the project *Hasta Aqui No Mas / Draw the Line* was the first of its kind in Canada and the United States and the materials created have started to be used by various organizations including the National Latin@ Network. The response to the project was overwhelmingly positive from the partners, participants and the 2 public service announcement videos created for a social-media marketing campaigns were extremely successful. We received coverage from major publications across Canada and the United States including Witness.org, the National Latin@ Network and OSocio.org.

As I wrap up my time at MUJER I look back with many fond memories. I have met amazing women, youth and allies from all walks of life that have inspired me to be the woman I am today, and for that I am grateful.

Sincerely,

Frances Rawlings Quintero
Director of Programming



COMMUNITY PARTNERS

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Resigned:

Adriana Mendieta-Flores
Martha Villeda
Martiza Monsalve
Mery Blanco

STAFF

Frances Rawlings Quintero,
 Director of Programming
Sandra Godoy, Outreach Worker
Karen Lahura, Project Assistant

CONTRIBUTORS

Rosa Park
Alejandra Bravo
Nylda Lopez
Fernando Alfaro
Madelaine Cahaus

PLACEMENT STUDENTS

Camila Uribe Rosales
Cristina Araujo
Claudia Garcia

REMARKABLE VOLUNTEERS

Lucho Granados Ceja
Ziyan Hossain
Angela Quintero
Maria Donata
Stephanie Loor
Guillermina Nuñez
Jany Vargas
Lissette Perez
Alexandria Regis
Sara Cerna
Maria Paz Miranda
Zayda Reyes
Norma Trivino
Ivan Quintanilla
Jose Villeda
Mauricio Perez

Kids Up Front Foundation
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Thunder Bay Multicultural Centre
Jane Finch Community Centre
The Mennonite New Life Centre
The Centre for Spanish Speaking Peoples
Black Creek Community Centre
Canadian Latin American Association
Latin American Women Support Organization
Jessie's Centre
Girls Action Foundation
Voces Latin@s 1610AM



We recognize and thank all of our community partners, contributors and collaborators that enable MUJER to continue our work in the community. Without your support we would not be able to do the work we do.

OUR FUNDERS



MUJER @ CSI
 720 Bathurst Street
 Toronto, ON, M5T 2T7

416.515.9413
www.mujer.ca