



MUJER ANNUAL REPORT

MUJER

ANNUAL REPORT 2011-2012



Summer Camp
Participants 2011

CONTENT:

President Report	2
Executive Director Report	3
MUJER Events	6
MUJER Projects 2011-2012	7
MUJER's Team	9

A Focus On Volunteers

Imagine what it would be like to work in a small office, with limited resources, where you and the Executive Director are the only staff. Imagine that you have a big mission to fulfill.

Imagine that your mission is achieving social justice for all Latin American women and children.

How do you do it? Volunteers, passion, commitment, enthusiasm and hard work. We all know that there is only so much that you can do when you have limited resources. MUJER proudly has 150 volunteers involved that make the organization vital

Giving to MUJER can be accomplished in three different ways known throughout the non-profit world as the 3 "T's". You can offer your *Time*, *Talent* or *Treasure* or you can offer all three if you can. You may offer your time volunteering in many of the ongoing projects MUJER engages in and if you have a special skill or talent you can volunteer as one of our Board Members. Perhaps you don't have the time to commit on an ongoing basis so volunteering at specific events is welcomed. Whatever the scenario may be, MUJER values and recognizes your time and your efforts as they help us reach our goals. Monetary donations or what we like to call "*Treasures*" are always accepted. All proceeds go towards MUJER's efforts and

help fund the present and future programs and services that are valuable to our community.

Time Talent Treasure

In addition, Volunteering at MUJER can be a very enriching and rewarding experience. Over the past years, MUJER has developed the capacity to engage volunteers in a variety of ways.

Mery Blanco one of our volunteers, shares her experience with us:

"I have been with MUJER for almost 3 months. I have learned many things and I have had the opportunity to gain new skills as I have been given the opportunity to run a workshop and complete a manual for employees and volunteers. MUJER has been an excellent place to learn and a place where I have truly felt part of an organization"

In 2011-2012, approximately 150 volunteers (most of them

young women) contributed their time and skills. They helped us deliver workshops and presentations as part of our leadership training program, outreach people in the community, provide information of services available to women and actively promote our organization and the work we do.

In addition, we conducted a Community Forum and many interviews and media presentations. We reached over 300 Latin youth, children and their families in different activities.

To all of them, we say Thank You! Thank You! Thank You! and we look forward to your continued support.



President Report

The past two years at MUJER have been full of interesting projects and some significant changes. We could not have done such incredible work without the participation of our committed volunteers and staff.

Throughout the last year, we achieved outstanding results. 125 new youth leaders graduated between April 2011 and March 2012. Our staff, volunteers and trainees presented and organized workshops at 15 different schools and community centers including: George Brown College, Madonna Catholic Secondary School, Oakwood Public School, Bishop Romero, St. Jane Francis Elementary School, Elia Middle School, Downsview Secondary School, St. Basil Secondary School, James Cardinal McGuigan Secondary School, The Centre for Spanish Speaking Peoples, Driftwood Community Centre, Northwood Neighbourhood Community Services, Working Women, Black Creek Community Centre and Learning Enrichment Foundation.



We also did a Community Forum and many interviews and media presentations. We reached over 300 Latin youth and children and involved 150 volunteers (most of them young women) in different activities.

In the past years, MUJER has emphasized young women to further mobilize them to be key actors and leaders in this social change process. This last year we strategically decided to also involve more adult women while continuing our work with youth. We would like to make special reference to young women that partici-

pated in the 2011 Summer Camps. Many of them continued to supporting MUJER's work through the year. Some showed their leadership skills joining our Board of Directors, committees and activities. Your support outreaching for events, speaking to the media, co-organizing events proves the importance of the work we do and the deep commitment and passion to achieving results you all have. You prove that our belief that by mobilizing young people as agents of change in preventing violence and promoting healthy relationships we can build strong organizational capacity and a more vibrant, resilient and healthy community is in fact a reality!

During this period, MUJER delivered innovative programs and we have built significant new partnerships while sustaining ongoing partnerships. We have delivered programs with the support from our funders.

In the past year MUJER's Executive Director and co-founder Lilian Valverde retired. Her contribution, commitment and energy to the organization, the issues and the community will be greatly missed. Replacing her was a challenging task. The Board of Director's took a very careful look at the candidates to make sure the new Executive Director could carry the torch. We are happy to introduce you to Francis Rawlings as MUJER new Executive Director. She started in the summer 2011 and her commitment, energy and experience has enriched our work and our team here at MUJER. I welcome you to come by the office and/or call/email to welcome her to the MUJER team.

Here are some of the projects and activities that MUJER delivered between April 2011 and March 2012:

Latina Summer Camp 2011 for Latinas aged 12 to 16 emphasized leadership using expressive arts. It provided a safe space to speak about gender equality, violence prevention, good self-image, and the importance of healthy relationships in their life. **More on page 4**

Media Campaign/PSA's 2011 discussed unwanted pregnancy prevention, demystified issues of sexual and physical violence, eating disorders, bullying and sexual orientation. **More in page 4**

Community Meeting 2011 we hosted a discussion on issues that Latin youth face in Toronto. The response to the meeting was outstanding and the results were impressive. **More in page 5**

N.D.A. "Challenge Your Awareness" 2012 was a project that our student placements initiated and led. We hosted an event to bring awareness of the many forms of abuse. **More on page 5**

"She's You! / ¡Ella Es Tu!" Latina Youth Retreat 2012 was a full day retreat that used expressive arts to give young Latinas tools to deal with issues related to body image, healthy relationships, and sexual choices. **More on page 5**

In February 2012, MUJER Board of Director had a meeting to discuss the direction of the organization in the next few years. An important change as a result of the meeting is the decision to move our office in October 2012. Please keep an eye for our new location.

To conclude, we would like to extend our gratitude to all of our partner agencies- You help make our work the successful endeavour that it is!

Alejandra Cabezas

"MUJER has emphasized young women to further mobilize them to be key actors and leaders in this social change process"

Executive Director Report

I would like to start off by saying that it has and continues to be a privilege to be able to serve MUJER as the Executive Director. Lilian Valverde, the Founder and former Executive Director, left me big shoes to fill, and I am taking it in stride.

Over the last decade, MUJER has built up a network of programs and projects that continue to expand and evolve in order to meet the needs of the growing Latina community. I am honoured to have the opportunity to play a key role in the continuing development of these programs and projects and am committed to the continued involvement and growth of MUJER.



Recap of June 2011 August 2012

Over the last year MUJER has been quite busy. In July of 2011 we received our 2nd year of funding from the Status of Women entitled, "Empower Latina youth in Toronto," a project focused on empowering marginalized Latina youth

by addressing issues they are facing like body image, healthy relationships, and unwanted pregnancies to name a few, to facilitate discussions and enable the youth to open up about issues affecting them, and where they can go to for advice and/or help. I will elaborate more on this throughout my report

In July 2011, we hosted our 5th annual summer camp for Latina youth, between the ages of 12-16 that focused on using expressive arts & leadership training including themes on gender equality, violence prevention, self-image, and the importance of healthy relationships in their life.

In August 2011 we hosted 2 workshops on Gender Oppression and Human Rights, at MUJER with approximately 50 women and youth participants from the community. The workshops offered information and resources to participants as well as creating a space where they could share personal anecdotes about their own experiences in a safe and supportive space.

As part of our Status of Women project we are committed to creating media campaigns to bring attention to issues that

Latina youth face, whilst empowering and educating these young women. With the help of numerous volunteers, media professionals and Latina youth, we created a series of public service announcements entitled "Tu Voz Cuenta / Your Voice Counts," where we focused in on themes of Healthy Relationships, Body Image and Sexual Choices. After consulting with youth from the community we decided to film the videos in 'Spanglish' as this is how the youth felt the videos would best represent them. We received incredible feedback from the local, national and international community and we were invited to present the videos at the Canadian Women's Foundation "National Skills Institute" conference in February of 2012. I had the chance to attend with one of the youth from the videos where we both presented and shared our experiences creating the campaign to around 500 adults and youth from across Canada.

In November 2011 we hosted a community meeting with parents of Latina youth. At this meeting we looked at ways to improve communication with youth by identifying and discussing barriers, and

<p>how parents could communicate more effectively with their youth. 15 Mothers from the Latin community joined the discussion, but unfortunately there were no Fathers in attendance. This lack of representation of male role models is something that the community struggles with and we are continuously looking at ways to have more Fathers and/or male role models interested and engaged in issues that affect our youth and community.</p> <p>In March of 2012, The Girls Action Foundation presented MUJER's placement students with the opportunity to apply for a small grant and develop a project. Our placement students, Adriana and Jennifer, submitted a proposal and were funded to create a game entitled "Challenge Your Awareness," where they invited students during their lunch, at the George Brown College Campus on King Street, to test their knowledge on violence. This opportunity was well received by the students as well as staff, as many of the youth were unaware of the different types of violence and/or how to identify them. Adriana and Jennifer also created a pamphlet of resources for survivors of violence that they handed out throughout the day.</p>	<p>In March of 2012 MUJER hosted the "She's You / Ella es Tu" youth retreat, another part of the Status of Women project. The youth retreat was formed to give the youth an opportunity to be engaged by expressing themselves in creative ways, in a safe and positive space. The full-day workshop was facilitated by an Expressive Art Therapist who worked with the youth to create <i>Arpilleras</i> (a quilting technique that is used to tell stories). Each of the youth had the chance to create an <i>Arpillera</i> that showcased one thing that was bothering them, how they would overcome it. To culminate the day, youth shared their stories and experiences with one another.</p> <p>Some of the youth were again invited to showcase and present their work at MUJER's International Women's Day Celebration, which took place on March 8th, 2012 at the Toronto Women's Bookstore. The event recognized Latina leaders in Canada, featuring a photo exhibit of Latin women in Canada impacting their communities from a diverse range of fields including, artists, community workers, lawyers and advocates, amongst others.</p> <p>In February of 2012 we started a new project</p>	<p>funded by the Ontario Trillium Foundation. "Tu Voz es tu Fortaleza / Your Voice is Your Strength", is a series of 7 leadership and capacity building workshops for 25 Latin American women which confronted and verbalized issues including gender equality, violence prevention, self-esteem, empowerment, networking, and the importance of volunteerism with the ultimate goal of providing the participants with the tools to be leaders in their communities. The first phase of the project wrapped in the middle of July and to complete the project the participants are organizing an event to apply the knowledge and skills gained from the workshops, where they will receive their Volunteer Training Certificates. This project was a tremendous success as we had full capacity at every workshop, with a waiting list of at least 10 participants per workshops.</p> <p>In July of this year we wrapped the 6th year of our Art and Leadership Summer Camp. Unfortunately this year we did not receive funding from United Way's Focus on Youth granting program, which could have hindered our ability to deliver the program. The board, volunteers and staff came together and brainstormed ways we</p>
---	--	--

<p>could fundraise and we decided to create a short video from the previous year's summer camp that we used to hoist an online fundraising campaign on Indiegogo, a crowd-sourcing platform. All together MUJER raised \$1200, including contributions from a few community partners, which helped to cover a lot of the costs, although not everything.</p> <p>Throughout the next year we will look at ways to continue to generate funding for this program as we continue to see the need, value and positive impact of the summer camp.</p> <p>Currently we are in the process of securing more funding to continue to deliver these and other high-priority projects and programming to the community. We are also evaluating alternative ways to generate income. This idea is in its infancy, but as the sector continues to shift and we face more funding cutbacks, non-profits and charities will have to become more and more self-sufficient.</p> <p>Looking at ways to generate our own income will also allow us more flexibility on tailoring programs and projects needed and wanted in the community. We have applied for funding from the Ontario Women's Directorate and Status of Women and are looking at funding opportunities</p>	<p>from the City of Toronto, Telus Community Grants and the Province of Ontario.</p> <p>On October 31st of this year we will be moving after residing in the same space for the last 10 years. Although a move is a big change for an organization, we are pleased to announce that we will be moving closer to a large part of the community in the Jane and Finch area, allowing us to be more accessible to the majority of our participants.</p> <p><u>Moving Forward - 2013 and Beyond</u></p> <p>For 2013 we are developing a number of projects that will continue to empower women and youth in the community. We are also looking to generate income from fundraisers and through the offering of services, consultations and merchandise.</p> <p>We are also:</p> <ul style="list-style-type: none"> - developing an updated, easy to manage website, we have built incredible partnerships. This will be completed by winter 2012. - in the midst of completing a strategic plan. In February of this year we completed a SWOT analysis, examining our Strengths, 	<p>Weaknesses, Opportunities and Threats. We will hopefully be completing our Strategic Plan by early 2013.</p> <ul style="list-style-type: none"> - in the process of completing an Employee and Volunteer manual, which will be finalized by November 2012. - continuing to build on the vitality of our network of community partners, volunteers and participants. We continue to see the high response to our projects and programs we have, and we will continue to identify the needs in our community. <p>MUJER is what it is today because of the efforts of our tremendous volunteers, our committed and tireless Board of Directors, placement students, past and current staff. I am very grateful for the seemingly endless amount of work that you have all contributed to MUJER.</p> <p>I will conclude by saying again that it is an honour and a privilege to serve as Executive Director of MUJER and I am very happy to be playing a part in Toronto's growing Latina movement.</p> <p>Fran Rawlings Quintero</p>
---	---	--

MUJER Events

Youth Retreat - March 3, 2011

The youth retreat was an opportunity for young girls to have a safe and respectful space to have open discussions on subjects they wanted to talk about. An expressive art therapist facilitated the group in expressing feelings or thoughts regarding their self-esteem, body image and confidence through quilting. The art therapist explained that quilting was an old tradition for individuals to express themselves without being punished. Practicing this old art form with each individual was enriching, challenging and eye opening. At the end of the retreat, each girl presented their quilt.



Tu Voz es Tu Fortaleza (Your Voice is your Strength)

These workshops consisted of a closed group of 23 Latin women that discussed various subjects that are fundamental to women and their active life. There were different types of facilitators who led this group to help further their understanding on subjects such as healthy relationships, employment, and prevention of violence, self-esteem and the importance of volunteering.



International Women's Day & Mes de la Madre (Month of the Mother)

This year MUJER celebrated International Women's Day March 8, 2012 at the Toronto Women's Bookstore. MUJER presented numerous photo exhibitions describing the lives of Latina Women who have accomplished significant achievements. This included women in politics, successful entrepreneurs and women who showcased their many talents and gifts. MUJER also presented the "Arpilleras" (quilts) the art created at the youth retreat to show their experiences through their expressive art therapy, furthermore concluding this event with live performances.



The year MUJER took the opportunity to celebrate Motherhood and the important role that it plays in a woman and girl's life. On May 26th, we gathered at Christie Park and we ate, played, face painted, danced and celebrated with each other and the larger community. It was a great chance to engage the community and fundraise while creating awareness about the work we do with Latin women.

MUJER's Projects for 2011 – 2012

Interactive Workshops at Mujer

These workshops provided an opportunity for community members to discuss topics of politics, understanding of economical changes and to be informed of political aspects they may have had questions or doubts about. They were successful workshops because the women who attended openly discussed their opinions in a respectful manner. This was an opportunity for these women to have an unbiased and friendly space to discuss subjects that are important to them on a day to day basis. These workshops created awareness and directly impacted the women in our community as they armed them with knowledge to challenge pre conceived notions relating to social environments and human behavior.



MUJER's Latina Summer Camp 2011



MUJER provided a free summer camp for Latina girls, aged 12 to 16, which focused on using expressive arts & leadership training to support each girl's understanding of issues of gen-

der equality, violence prevention, good self-image, and the importance of healthy relationships in their life. The camp took place at Driftwood Public School, in the Jane and Finch area.

The purpose of this Summer Camp was to expose these young Latinas, to a variety of activities, including workshops, field trips, and group discussions. The camp provided an opportunity to develop their knowledge and understanding of how to create healthy relationships, gender equality, violence prevention and creating a healthy sense of self-image. Understanding these issues is key to becoming exceptional leaders in the community. There were 20 girls that benefitted from our free, culturally sensitive leadership development summer camp.



MUJER's Media Campaign/PSA's 2011

MUJER created a campaign aimed at Latina youth to demystify issues of sexual and physical violence, pregnancy prevention /unwanted pregnancies, eating disorders, bullying and sexuality. This campaign produced videos that had the goal to encourage and increase community awareness and dialogue about issues relating to young Latinas and the impact on their lives.

. The campaign's Public Service Announcement ("PSAs") actresses also volunteered afterward to become spokeswomen for MUJER's campaign and talked to parents, students, and media outlets about the videos and the messages about the specific issues dealing within them.

We created the campaign to reach Latina youth in our Latin American community in a fun and powerful way. The PSAs provided a form of media that promoted the campaign, the individual messages of each PSA and was easily accessible and viewed by our target audience – the Latina youth in Toronto, over social media platforms like Facebook, Youtube and Twitter. The videos touched upon topics such as Physical Violence, Body Image and Sexual Orientation.



MUJER'S Community Meeting 2011

On November 22nd 2011, MUJER invited the Latin American community to be part of an analysis to discuss issues and problems that our Latin youth face, thus bringing to light practical solutions to these issues.

The 2011 Community Meeting took place in the Centre for Spanish-Speaking Peoples. Community members participated in the meeting, including

three youth and several parents and community workers. This meeting aimed to give parents and the community an opportunity to discuss their concerns of the issues that affect the behaviors of their teenagers. This space also highlighted the importance of having healthy conversations between parents and their children, without barriers and/or fears.



MUJER's N.D.A. "Challenge Your Awareness" 2012

MUJER's placement students participated in Girls' Action Foundation's "National Day of Action" and planned an event to challenge the awareness of the various forms of abuse, through a trivia game. The game was targeted to female college students of the George Brown St. James campus but the participation of males was greatly encouraged. A pamphlet that included resources to agencies and organizations that provide services to those who have been abused and are looking for assistance, was given to each participant and distributed to students.

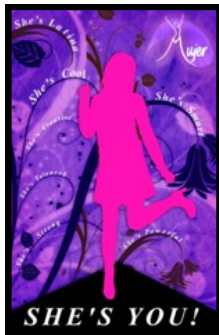
This event helped create a clear understanding of the many forms of abuse in relationships. It also provided a fun and clear way to reach out to and teach young

women and men how to identify the signs of unhealthy relationships.



MUJER's "She's You! /¡Ella Es Tu!" Latina

MUJER facilitated a full-day of Expressive Arts for Latina youth aged 14-17, at their "She's You! /¡Ella Es Tu!" Youth Retreat 2012 on March 3rd. The retreat focused on the development of the young women's sense of empowerment and confronted the issues of body image, healthy relationships and sexual choices, through workshops.



An expressive arts therapist, MUJER's staff, volunteers and interns worked to create an amazing day. It was full of fun, learning and sharing.

The youth retreat was formed to give the youth an opportunity to express themselves in creative ways, in a safe and positive space. Difficult issues that youth face were addressed and outlets of encouragement were provided through conversations and discussions.





MUJER's Team

Board of Directors

Adriana Mendieta-Flores - Youth Member
Alejandra Cabezas - President
Daniela Godoy- Jameson - Member
Magaly San Martin - Member
Maritza Monsalve - Secretary
Michelle Dupuis - Treasurer
Michelle Marin - Member
Sayonara Mairena – Member

Resigned Board Members

Carmen Miranda- Member
Consuelo Llanos – Member
Jennifer Arango- Member

Staff

Elsa Rodriguez- Volunteer Project Administrator
Frances Rawlings Quintero - Executive Director
Marcia Iglesias- Summer Camp - Youth Outreach Worker

Resigned Staff

Lilian Valverde - Executive Director
Zuzuky Diaz - Project Administrator

Placement Students

Adriana Mendieta- Flores
Jennifer Quehl Cruz
Mery Blanco

Remarkable Volunteers 2011-2012

Angela Quintero Rawlings
Angie Aranda
Claudia Giraldo
Edgard Mori
Guillermina Nunez
Norma Quehl Cruz
Samantha Quehl Cruz
Sandra Gonzalez
Silvia Leon
Tabitha Perriera
Yanet Medrano Turcios

We are extremely grateful to our Funders!

We thank you for believing in the importance of the work MUJER does with the Latin American community.

We also would like to Thank all of our Individual donors

GRACIAS! Thank you!



**Status of Women
Canada**

**Condition féminine
Canada**

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario



**United Way
Toronto**

MUJER

687 Bloor St. 2nd Floor
Toronto, ON M6C 1L3

Phone: 416 - 515 - 9413
Fax: 416-436-8535

www.mujer.ca