

# MOMENTUM

2021 IMPACT REPORT



*cause we*  
*care*  
FOUNDATION

I'm not sure if it's me but I feel I read more and more stories about how single parents suffered more than most over the past couple of years. The isolation brought on by the pandemic left single parents struggling for adult human contact, they faced challenges with work related to having children home from school, faced fear around seeing others and getting sick and were cut off from services and community centres that closed or became difficult to access. To me, there has never been a time where our support has been more important.

The work we do and the money we raise has a very simple focus...to support mothers who are unsupported or who could use a hand up during trying times. These mothers may be single by choice, by circumstance, bad relationships, or early widowhood. Whatever the reason, there is no question that raising a child or children alone is extremely challenging and that single parents have suffered higher rates of depression, anxiety, and loneliness than those sharing both parenting and household responsibilities with another adult.

I want to take this opportunity to thank you for your support of our Foundation. To tell you that we appreciate your donations and use those funds to invest in programs that we feel will have the greatest impact on the women we try to serve. Our **Single Mothers Support Fund** fills a gap for women who may have secured funds for tuition but have no way to cover living expenses while in school or job training programs. Our **Family Forward Fund** helps those requiring emergency funding for life's unexpected expenses when every dollar of every month is already accounted for and spent. The funds we invest in front-line organizations help them focus on helping the people they serve vs applying for grants and using their valuable time and resources to fundraise.

**Cause We Care House** ensures that families have a community of support while providing a safe and healthy place to call home. And finally, our **Holiday Care Package Drive** offers food, treats and essentials but most importantly delivers a message to recipients that lets them know they are seen, considered, and thought of, even if they feel invisible to most.

Thank you for choosing Cause We Care and marginalized single mothers as a cause that is important to you. We promise we will continue to do our best to have an impact on those in need.



**Andrea Thomas Hill**  
Founder and Chair



# WHAT WE DO:

**VISION:** Single mothers have the resources they need to achieve security and well-being for themselves and their children.

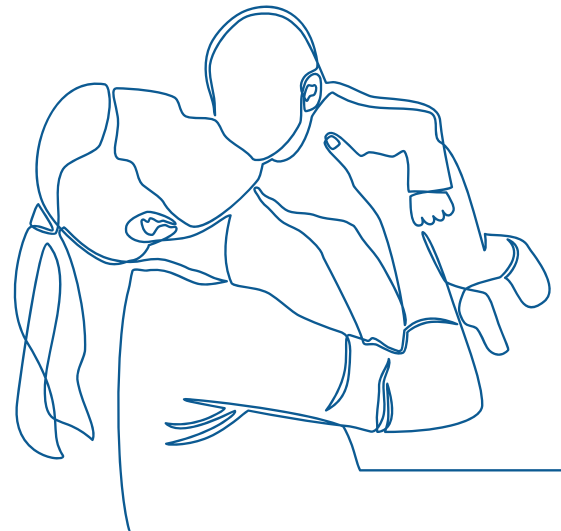
**MISSION:** To invest in programs and services that support single mothers to achieve security and build positive futures for themselves and their children.

# GUIDING PRINCIPLES:

- We value our unique position as a foundation that is solely committed to supporting single mothers and their children
- We believe having a diversified investment strategy increases our capacity to positively impact the lives of single mothers and their children.

# STRATEGIC OBJECTIVES:

- Raise money
- Invest money in programs and services that support single mothers to achieve economic security for themselves and their children.



# WHY WE CARE



In BC, 49% of children living in single parent households are living in poverty, more than five times higher the poverty rate of their dual parent counterparts (2021 BC Child Poverty Report Card). Over 80% of single parent families are led by women who are faced with the daily challenges of balancing work and childcare, the challenges of unemployment, the high cost of housing and ensuring food security for their families. Unfortunately pay equity remains an issue in BC with single mother-led families' median annual income of \$44,590, just 68% of the male lone-parent median income of \$65,440.

Cause We Care is the only foundation in the Lower Mainland that is solely focused on investing in and improving the lives of single mothers and their children. We have successfully served over 1300 single mothers in our community in this past year through various initiatives.

## PILLARS OF SUCCESS

With our support we achieve the following outcome:

- Single Mothers have improved economic security
- Single Mothers have increased personal capacity
- Children in single mother-led families have greater opportunities and improved well-being

[#singlemotherstrong](https://www.instagram.com/singlemotherstrong)

# 2021 BY THE NUMBERS

## **1 EXECUTIVE DIRECTOR**

hired to lead our growth as an impactful organization

## **20% INCREASE**

in social media followers keen to engage and stay updated

## **34% INCREASE**

in donations in response to compelling campaigns

## **\$115,854**

raised through the Blue Ruby x Cause We Care jewellery collection

## **148 AT-RISK KIDS**

supported through after school and summer break programs

## **30 SINGLE MOTHERS**

benefitted from our Single Mothers Support Fund

## **1200 HOLIDAY CARE PACKAGES**

delivered to 40 frontline organizations

## **21 SINGLE MOTHERS AND 35 CHILDREN**

living at Cause We Care House

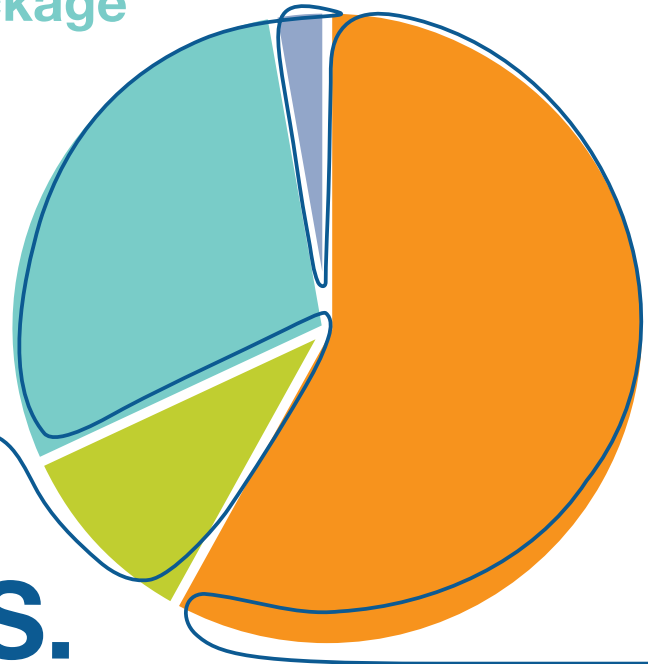
## DISTRIBUTION OF FUNDS

**58%** Single Mothers Support Fund

**29%** Holiday Care Package  
Disbursement

**10%** Community  
Grants

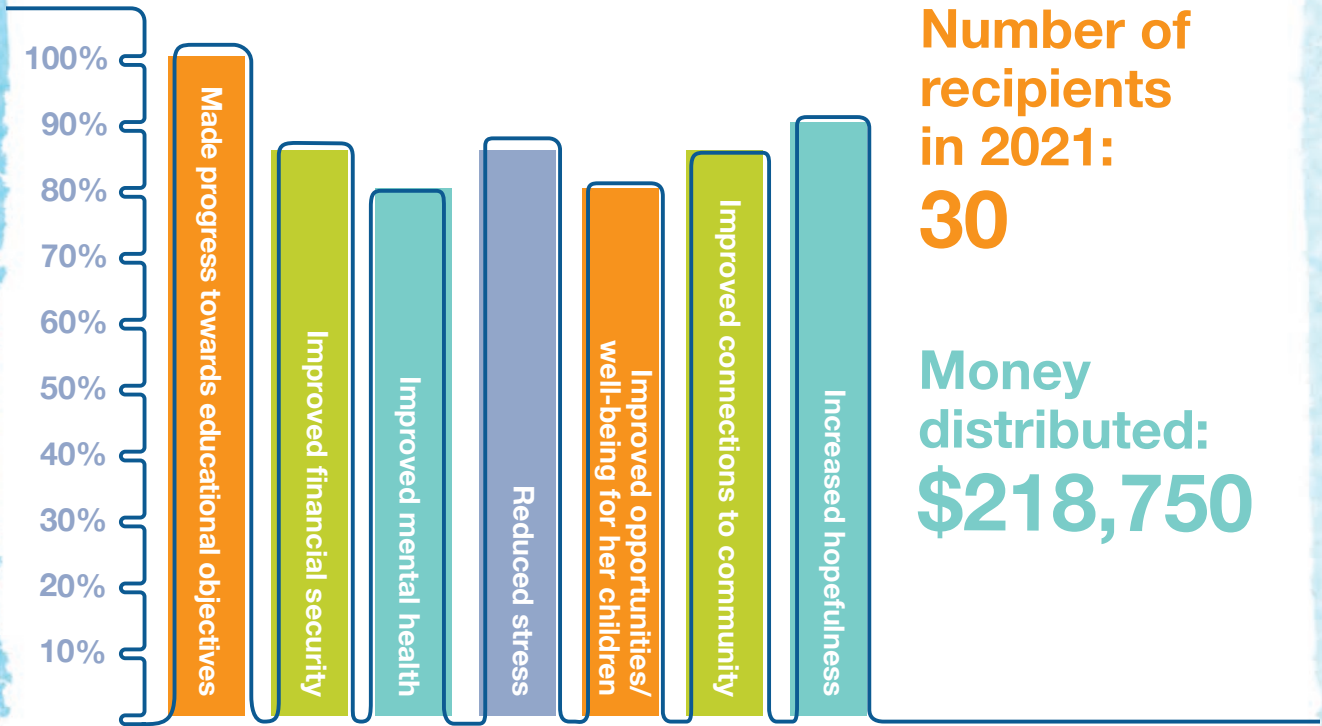
**3%** Meal Support



**WE ASSESS.  
WE FUNDRAISE.  
WE INVEST.**

# SINGLE MOTHERS SUPPORT FUND

The Cause We Care Single Mothers Support Fund is a holistic fund supporting single mothers who are restricted by financial barriers yet have the resilience, desire, and determination to complete educational or job training programs to improve their economic security. Cause We Care has provided these grants pursuing a wide variety of careers including nursing, aviation, counselling, social work and midwifery.



**Number of recipients in 2021: 30**

**Money distributed: \$218,750**

**Self reported progress from recipients 6 months post funding**

# WHAT OUR RECIPIENTS SAY

*I believe that education is the key to a successful, fruitful and happy life. I want to show my children that education is extremely important, no matter how difficult the obstacles or how challenging they can be. The sacrifice is worth every bit of it.*

**- Hadyah. Mother of 5. Studying to be a Social Worker.**

*I worked so hard to keep my children calm, secure, and safe, while holding together my own career and community. Now that we are free of the day-to-day struggle of living with abuse, we are walking the precipice of a new beginning. I am honoured to receive assistance from Cause We Care. Thank you very much for recognizing my potential to overcome adversity and create a positive future for my family.*

**- Alison. Mother of 3. Studying to be a Teacher.**

*Thank you Cause We Care for all of your help and generosity. My children have food to eat and I don't have to deprive myself so that they can have enough. You have made us truly happy.*

**- Jamira. Mother of 2. Studying to be a Community Support Worker.**





# HOLIDAY CARE PACKAGE DRIVE

Cause We Care, along with our generous donors, has been collecting donations and delivering care packages to fill the needs of vulnerable families in the Lower Mainland for the past 15 years. This has been particularly important these past 2 years when so many at-risk families have had increased needs.

COVID restrictions required us to modify how we utilized our volunteers to assemble and deliver these care packages, and to pivot to a grocery gift card format. Despite these challenges, and thanks to our corporate partners, we were able to grow this initiative and deliver 1200 brand new backpacks filled with essential supplies and a \$100 grocery gift card to single mothers in need in 2021

- **1,200 care packages distributed - Up 20%**
- **15th annual Holiday Care Package Drive**
- **40 front line organizations supported**
- **Largest Care Package Drive in the city**



# COMMUNITY GRANTS

Cause We Care Foundation has been instrumental in funding critical community grants that support programming for vulnerable families in the Lower Mainland. Along with their community partners, CWC's community grants champion single mothers and their children to access educational and lifestyle resources that serve to improve their lives.

- 40 children served through **KIDSAFE - SCHOOL BREAK PROGRAM**
- 108 children served through the **BRITANNIA TECH N REC SUMMER CAMP**
- Ongoing emergency support of vulnerable single-mother led families through the **RAY CAM FAMILY FORWARD FUND**: RayCam Community Association received funds from Cause We Care Foundation to provide single mothers with the opportunity

to access job training skills and lifestyle support (childcare, transportation, books, tools, soft support costs, program fees, registration fees, etc). The focus of this fund is to support participants with funding based on their circumstances. Opportunities such as improved literacy, Food Safe certification, Early Childhood Education, computer skills, confidence skills, workshops are all contained in the Family Forward Fund.



# CAUSE WE CARE HOUSE

Cause We Care House, operated by YWCA, continues to provide safe and affordable housing to 21 single mother-led families in the Downtown Eastside. Situated above a full-service public library, residents also benefit from free on-site programming and resources. Music lessons from UBC's Music Box, and art classes from Arts Umbrella are offered to residents alongside valuable employment programs accessible to both residents and the broader community. The 12-week YWCA Level Up program currently provides an opportunity for women to explore careers in the trades, while the 10-week YWCA Tech Connect program offers a chance for women to gain experience in IT and learn how to navigate the job market with coaching and mentoring from industry professionals. Collectively the programs running out of the second floor of Cause We Care House have served hundreds of clients since 2018.



# FRONT LINE ORGANIZATIONS WE SUPPORT

- Act2 Safe Choice
- Britannia Elementary & Secondary
- BC Society of Transition House
- Cedar Cottage Neighbourhood House
- Collingwood Neighbourhood House
- Cunningham & Carleton Elementary
- Developmental Disabilities Association (DDA)
- Dress for Success Vancouver
- Family Services of Greater Vancouver
- Fraser Health
- Grandview Elementary
- Have-Café
- Hastings Elementary School
- Howe Sound Women's Centre
- Kidsafe Project Society
- Kate Booth House & Ester's Place
- Mom2Mom
- North Shore Crisis Center (Sage & Hope)
- North Shore Family Services
- North Shore Neighbourhood House
- North Shore Women's Center
- Queen Alex Elementary
- Ray-Cam Community Center (NICCSS)
- Sara for Women
- Sardis Doorway
- Seymour Elementary
- Sources Community Resources Society
- Spectrum Mother's Support Society
- Strathcona Elementary
- Thunderbird Elementary
- Tillicum Annex Elementary School
- Van Tech Secondary
- Vancouver Rape Relief
- Waverley Elementary
- Wenda's Place Transition House/Dixon Society
- Xpey Elementary School
- YWCA Metro Vancouver (multiple locations)

# 2021 ANNUAL DONORS

## PREMIER PATRON \$50,000+

- Aritzia LP
- Blue Ruby Jewellery
- Peter & Joanne Brown Foundation

## VISIONARY \$25,000+

- Capital Direct Lending Corp.
- Haywood Securities Inc.

## CHAMPION \$10,000 - \$24,999

- Akiko & Shane Johnson
- ARON Charitable Foundation
- Bruce & Gayle Thomas
- Chris Coghlan
- Mel & Geri Davis Charitable Trust
- Northland Properties Corporation
- The Dean Shillington Charitable Foundation
- Bradshaw Family Foundation, held at Vancouver Foundation

## CONTRIBUTOR \$5,000 - \$9,999

- Corus Entertainment Inc.
- Frank & Marika Palmer
- Horatio Kemeny
- LRJ Charitable Foundation
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- Tracy Yat Sze Kwan
- Turnabout
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- Vincent Yen

## IN KIND DONORS

- Herschel Supply Co.
- Juice Group Branding
- Hawksworth Communications
- Mardon Insurance
- Urban Impact
- Dueck on Marine
- LivingSpace
- Skin & Bones Film
- Purdys
- Save-On-Foods Cambie Street
- Colour Time Printing + Digital Imaging

# THANK YOU

2021 pushed us to be our best and to be more resilient like the single mothers we assist. The only way to get through such a year is by working together as a team. I would like to extend my heartfelt thanks to our entire team of volunteers who have shown great commitment in these challenging times and allowed us to gain MOMentum in serving single mother-led families in our community.

To our donors, sponsors and partners who have been by the side of single mothers through Cause We Care, we thank you for your continued and important contributions to help in our shared vision of #singlemotherstrong.



**Shannon Newman-Bennett**  
*Executive Director*

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*Executive Director*

**Caroline Woodcock**  
*General Manager*

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**Sandy Lavigne**

**Libby Shumka**

**Amanda Solomon-Guthrie**



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*Looking for ways to get involved? Call us at 604-222-1997 or email us at [info@causewecare.org](mailto:info@causewecare.org)*

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