



**GOOD TO BE GOOD**  
**Empowering Care Program**  
**GlobalGiving Updates –**  
**Fall to Winter 2024 (July-December)**

The Empowering Care Program is proud to publish our Fall-Winter for July-December Update!

Good To Be Good is a community-based grassroots nonprofit with a mission to empower women and gender-diverse individuals who face significant challenges due to gender injustices—including violence, wage disparities, discrimination, and systemic barriers to access and inclusion. We are dedicated to advancing women's rights and promoting gender equality by promoting intersectional, equitable opportunities. Through our on-the-ground solutions-oriented programs and services, we focus on bolstering rights, inclusion, dignity, and empowerment. Empowering Care Program (ECP) is one of the main programs that helps reduce and address these gendered barriers.

Our approach is personalized to unique situations, rather than adopting a one-size-fits-all solution for all. We believe people are best placed to determine the support they need. That's why we emphasize the importance of centring community member needs and respecting their self-determination by providing support unconditionally.

## **A Hand Up — Not a Hand Out**

As the weather grows colder in Canada and we approach the holiday season—a time that encourages giving and togetherness—our organization has noticed an increased need for support among families, particularly women and those facing vulnerability. With winter's arrival, many are encountering additional challenges, including financial stress, limited resources, and the weight of emotional and physical burdens.

Due to the high volume of applications we received, we prioritized applicants based on critical needs, eligibility, urgency, and low-income status. As a result, some applicants were placed on a waitlist. However, we want to assure you that our team was committed to reviewing all applications and will revisit any waitlisted cases once the next intake processing begins. This highlights the urgent need for more resources to meet the growing

demand for this program and to address the lack of practical institutional support available to those who need it most.

As we prepare to support our community, it's more important than ever to focus on these individuals, ensuring they have access to the help and resources they need to navigate this season with greater ease.

## **The Incredible Women We Served and Supported**

Most applicants to the Empowering Care Program represent a diverse group facing significant challenges, including barriers to economic stability, social isolation, housing, and access to social services. These applicants, ranging in age from 23 to 60 years old, are primarily based in Greater Toronto Hamilton Area, with others from Ottawa and Simcoe. Some of the women and gender-diverse people we served this year receive governmental assistance (such as Ontario Works, Employment Insurance, or ODSP) and are struggling with unemployment, low income, or precarious housing due to several systemic factors. Several applicants are survivors of gender-based violence and sexual exploitation, while others are living with visible or invisible disabilities. Ethnically, the group is diverse, including Southeast Asian, Black, Indigenous, and White individuals.

We have also noted that some applicants are newcomers to Canada, navigating integration while facing difficulties securing stable income or housing. Many also encounter barriers to healthcare and social services, further exacerbating their vulnerability. Some live with medical conditions or are involved with the justice system, which limits their opportunities for stability. Despite these hardships, these women demonstrate remarkable resilience and are truly deserving, and have the right to the fundamental support and practical resources needed to create the conditions for long-term empowerment, safety, and dignity.

## Meeting Needs Now as a Pathway to Equity

The Empowering Care Program provides our community members from priority communities with essential resources, practical supports, and wraparound referrals to address emergency needs, promote resilience and safety, and tackle immediate insecurities and vulnerabilities using the support available. As part of this effort, the program has delivered the following forms of support and methods of care:

*We have provided a variety of practical support and care interventions such as the following:*

- **26%:** Assistance for Personal Necessities, enabling recipients to access essential items such as food, clothing, and personal care products.
- **30% :** Financial Assistance for essential living expenses, including support for rent, housing, and utility costs, helping individuals establish stable living conditions.
- **13%:** Wellness care packages, offering a selection of items from baby products, toiletries and clothes designed to promote well-being.
- **4%:** Baby Products to support families with young children.
- **4%:** Referrals to additional financial support resources, ensuring individuals can access broader financial assistance as needed.
- **22%:** Resource Support and Referrals to community agencies and programs, connecting clients to further local services and support networks.
- **20** Holiday Care Kits with over 500 essential items provided in December



## What Our Community is Saying

*"It helped me with groceries and hygienic supplies. Also helped me with connections to other programs"*

ECP Recipient

*"The Empowering Care Program has provided vital support at a time when I needed it most. The financial assistance has allowed me to take care of my family's basic needs without added stress, making a real difference in my healing process. I am incredibly grateful for their help."*

ECP Recipient

*"The empowering care program has been incredibly supportive in helping me manage through difficult times. The resources provided were invaluable, and the staff's responsiveness made a huge difference. I felt genuinely cared for, and the support helped me regain stability."*

ECP Recipient

*"Thank you for all that you have done for me and other ladies in the program"*

ECP Recipient

*"The empowering care program has provided me with support in transport and groceries. I am very grateful, because the support eased the strain on my budget, which in turn allowed me to enjoy Christmas."*

ECP Recipient

## **Our Community Partners**

The Empowering Care Program outreach also includes one-on-one information sessions and collaboration with community partners hosted by our Manager of Care Support Service and our Community Worker. During these one-hour sessions, we discuss how each organization can support the communities we serve, whether through referrals, collaborations, or volunteer opportunities. The Empowering Care Program has connected with organisations across Ontario, including Ottawa. When referrals are received, we ensure to inform them that referring not more than two clients during the intake phase provides an opportunity for other organizations to be considered as well. This is to maintain fairness and transparency of the program.

*“On behalf of Amethyst and the clients we serve, I want to say thank you for your invaluable support and compassion”*

Community Partner

## **Our Collective Care**

We are immensely grateful for the outstanding support from our funders, partners, advocates, and supporters. This collective support enables us to assist and reach more women and gender-diverse individuals in need of immediate support in our community. Your ongoing support and solidarity have been crucial, and we would like to extend our heartfelt gratitude to each and every one of you who believe that women's rights and basic needs must be protected and invested in.

## **Program and Outreach Improvements**

We are continuously refining the application and process for receiving supports for our Empowering Care Program to better serve our community. As part of these improvements, we will revise our program policy to incorporate community feedback, enhance transparency, and better address and meet the needs of community members entirely.

Beginning in the new year, we will transition to quarterly disbursements instead of monthly ones. This change will allow us more time to conduct outreach, carefully review applications, process requests, and engage more effectively with community members and partners referring clients to our unique program. These updates are designed to streamline the process, better manage waitlists, improve communication, and ultimately enhance our program's mission to empower individuals to take control of their own well-being and safety.

Additionally, we've refined our outreach strategies and partnerships list to provide even more personalized resources, referrals, and connections, ensuring wraparound support for recipients after they receive assistance from our Empowering Care Program. This holistic-centred approach allows our team to connect with individuals with ongoing, tailored support, helping them address their unique needs and build long-term stability beyond immediate assistance.

As we begin supporting new community members in the New Year through this unique program, we continue to rely on both monetary and in-kind donations to sustain this service and the resources required throughout the year. We invite you to contribute through our *GlobalGiving* campaign page, share it with your network, or contact us directly to explore other ways to support our work.

**Please continue to promote this program and assist us in reaching our fundraising goals by visiting:**  
<https://www.globalgiving.org/projects/empoweringcareforwomenandgirls/>

**Follow program updates:**  
<https://goodtobegood.ca/programsandresources/>





We hope that GTBG represents an evolution of women-led communities in Canada, empowering us to shape our own destiny.

**GOOD TO BE GOOD**

[www.goodtobegood.ca](http://www.goodtobegood.ca)

[together@goodtobegood.ca](mailto:together@goodtobegood.ca)

647-503-4663 (GOOD)

[instagram.com/goodtobegoodfoundation](https://www.instagram.com/goodtobegoodfoundation)