With your support, the Canadian Association for Equality experienced a phenomenal year of growth. Let’s take a quick moment to note a few remarkable highlights:

- We opened the first Canadian Centre for Men and Families in Alberta, bringing life changing programs to a second province.
- We completed our first government funded research project, "Studying Male Homelessness as a Consequence of Domestic Violence."
- We hosted MOMENTUM, the 2019 Canadian National Men's Issues Conference, the largest of its kind, featuring The Red Pill’s Cassie Jaye.
- Erasing Family, a CAFE produced documentary, was released to critical acclaim, and we hosted premiere screenings at 15 Canadian venues.
- We introduced the first ever Most Improved Boy & Most Improved Girl Awards, conferred annually at two Ontario secondary schools.
- We’ve attracted amazing partners: The Rotary Club, Royal LePage, Charger Foundation, St. Jude’s Project for Homeless Youth and Grindstone Capital.

But the best is yet to come. Our Male Suicide Prevention Campaign will bring billboards across Canada, calling on loved ones to "Help the men you love get the help they need". We will apply to intervene in our first-ever Supreme Court of Canada case relating to the prosecution of sexual assault. We will complete our biggest project to date when we open our Family Shelter for Men and Children.

I am so glad to have you on this amazing journey with us. The time, energy, enthusiasm, and financial support that each of you provide has made this work possible, and has transformed the lives of many hundreds of men and families. Thank you for helping us become Canada’s national champion for boys, men and fathers.

I welcome you to contact me at jtrottier@menandfamilies.org or 1.844.900.2263 with questions, feedback or suggestions.

Best regards,

Justin Trottier,
National Executive Director
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Outreach
CAFE is an open and diverse community that embraces all individuals regardless of sex, gender identity, gender expression, sexual orientation, disability, physical appearance, race, ethnicity, religion, spirituality or lack thereof.

11. CAFE values transparency and accountability, undertaking to demonstrate transparency with regard to staff, volunteers, members and the public.

10. CAFE values excellence, undertaking to continually improve its programs based on the feedback, input and participation of staff, volunteers, members and the public.

9. CAFE values public policy that flows from fact-led and evidence-based research. Political, ideological, or special interest commitments should not be allowed to undermine the broader public interest.

8. CAFE is an educational charity, and is committed to providing high quality and informative programs.

7. CAFE values people above ideas; we strive to improve the wellness of our clients, volunteers, staff and ultimately the whole community.

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4. CAFE opposes censorship in all forms.

3. CAFE opposes censorship in all forms.

2. CAFE is an educational charity, and is committed to providing high quality and informative programs.

1. CAFE is an open and diverse community that embraces all individuals regardless of sex, gender identity, gender expression, sexual orientation, disability, physical appearance, race, ethnicity, religion, spirituality or lack thereof.
CAFE values equality, tolerance, respect, dignity, integrity, diversity and acceptance.

1. CAFE values the human rights of each and every individual. We believe that men and boys share a common collective interest with women and girls. We believe that through promoting the health and welfare of any individual, all will benefit.

2. CAFE is an educational charity, and is committed to providing high quality and informative programs.

3. CAFE values all fundamental freedoms, including freedom of speech, freedom of expression, freedom of thought, freedom of association and freedom of the press. We encourage the respectful exchange of ideas in order to foster greater understanding.

4. CAFE opposes censorship in all forms.

5. CAFE values dialogue and peaceful approaches to settling differences. CAFE opposes harassment, violence and the advocacy of violence in any form.

6. CAFE values the human rights of each and every individual. We believe that men and boys share a common collective interest with women and girls. We believe that through promoting the health and welfare of any individual, all will benefit.
Pillar #1: Education and Advocacy
To build a national educational program that transmits knowledge which measurably transforms people’s awareness, understanding, attitudes, and behaviour. To have an effective advocacy training program at a national or branch level. To lead a network of advocates across Canada in conducting advocacy work on prioritized issues.

Pillar #2: Services
To provide programs and services that improve the lives of men and their families. To have a needs-based strategy for the design of effective programs.

Pillar #3: Research
To be an accessible and authoritative source of evidence-based knowledge regarding issues of equality. To conduct independent or partnered research focused on understudied areas.

Pillar #4: Sustainable Infrastructure
To build and sustain human, financial and institutional capacity, and relationships with external agencies, all to advance our mandate throughout Canada.

Pillar #5: Leadership and Credibility
To promote inclusivity, challenge biased paradigms, and inspire and mentor others to fill gaps. To be seen throughout Canada as an authority on equality as set out in our mandate.
# Tactical Plan:

<table>
<thead>
<tr>
<th>PROJECT NAME</th>
<th>PROJECT SCOPE AND DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Project: Male Homelessness and Domestic Abuse</td>
<td>To conduct primary research on the male homeless population to establish the extent to which domestic abuse is a factor in contributing to male homelessness</td>
</tr>
<tr>
<td>StatsCan GSS DV Analysis</td>
<td>To publish a journal article and to use it to raise public awareness about domestic abuse and how it is improperly reported by Statistics Canada</td>
</tr>
<tr>
<td>Hire Director of Fundraising</td>
<td>To hire a qualified, full-time, long-term Director of Fundraising with responsibility over the management of the fundraising functions at CAFE</td>
</tr>
<tr>
<td>Marketing and Communication Strategy</td>
<td>To develop a robust marketing and communication strategy, including social media and website</td>
</tr>
<tr>
<td>Strategies to Support New Branch Development</td>
<td>To develop concrete strategies to support new and smaller branches</td>
</tr>
<tr>
<td>National Conference</td>
<td>To host the annual national CAFE conference</td>
</tr>
<tr>
<td>Expand the Inquiry</td>
<td>To advocate for the inclusion of the stories of murdered and missing Indigenous boys and men in the National Inquiry</td>
</tr>
<tr>
<td>Effective Advocacy</td>
<td>To develop a course of advocacy training</td>
</tr>
<tr>
<td>Survey of Falsely Accused and/or Wrongfully Convicted Men</td>
<td>To conduct research to understand the experiences of men who have been falsely accused or wrongfully convicted</td>
</tr>
<tr>
<td>Male Suicide</td>
<td>Public education campaign around male suicide and relating male suicide to other men’s issues (eg. drug abuse, trauma, divorce)</td>
</tr>
<tr>
<td>Tactical Plan: (Cont'd)</td>
<td></td>
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<td>-------------------------</td>
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<tr>
<td><strong>MeToo</strong></td>
<td></td>
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<tr>
<td>To participate in a national conversation on MeToo in order to put forward CAFE’s perspectives</td>
<td></td>
</tr>
<tr>
<td><strong>Family Shelter for Abused Men and Children</strong></td>
<td></td>
</tr>
<tr>
<td>To raise the resources necessary to open a family shelter in Toronto</td>
<td></td>
</tr>
<tr>
<td><strong>Bill C78</strong></td>
<td></td>
</tr>
<tr>
<td>To lobby to amend Bill C78 to include a rebuttable presumption of equal shared parenting in Canada’s federal divorce act</td>
<td></td>
</tr>
<tr>
<td><strong>Open new Canadian Centre for Men and Families</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Raise the resources to open a sustainable full-time Canadian Centre for Men and Families facility in three key cities, in the following priority order  
1. Calgary  
2. London  
3. Edmonton |
| **Membership recruitment strategy** |
| Expand membership and membership revenue |
| **Erasing Family Films** |
| CAFE will screen the film Erasing Family Films at its branches and develop educational material to support the film screenings |
| **Establish at least 1 more university group** |
| To establish at least one viable student group or presence at a major Canadian university |
| **Growth of National Headquarters** |
| Scope: To study when and how to transition CAFE’s National Headquarters into a more effective space, consistent with available resources |
| **Analysis of specific new or proposed legislation from a male perspective** |
| To conduct a comprehensive analysis on 2 pieces of proposed new legislation (prioritizing national over provincial legislation) which are selected for their clear gender aspect and which are likely to harm boys and men |
Canadian Centre for Men and Families Sustainability Model

Create an internal directory to document processes at CAFE / CCMF

PROJECT #1

PROJECT #2

PROJECT #3

PROJECT #4

SUSTAINABILITY PROJECTS

National Board of Director Governance Reforms

Streamline and automate CAFE / CCMF systems
Transition to a new National Headquarters which will also serve as the new home of the Canadian Centre for Men and Families Toronto and as the Family Shelter for Men and Children.

NEW SPECIAL PROJECTS

Suicide Prevention Campaign

PROJECT #7

PROJECT #8

PROJECT #9

Legal Strategy and Participation in the Legal Arena

Rebuild the CAFE Vancouver Branch with a Goal of Launching a CCMF Vancouver Capital Campaign
Educational Event Series

- The Red Pill screening (Feb 2019 - Fort McMurray AB)
- Should Canada Adopt an Equal Parenting Presumption? (Feb 2019 - Toronto)
- Afternoon Tea with Dr. Lloyd Robertson, exploring the stigma against men and boys (March 2019 - Edmonton)
- An Equalist View of Sexual Assault (July 2019 - Ottawa)
- Momentum: The 2019 Canadian National Men’s Issues Conference
- Erasing Family Film Screening (National)
Webinar Series
(Starting May 2020 - Present)

• May 7: COVID and the Gender Empathy Gap, Dr. Warren Farrell
• May 14: Gender Revolution in the Workplace, Dr. Lionel Tiger
• June 4: When Male Targets of Domestic Violence Seek Help, Dr. Emily Douglas
• June 11: Failing Boys or Failing Schools?, Dr. James Brown
Highlights: Diversity of speakers - themes, perspectives, place of origin, etc
210 guests, doubling previous conference attendance and exceeding our goal
Conference fundraising goal to raise remaining $15K for Alberta Expansion Campaign was successful
Post event survey results highly favourable:
Speakers rated 8.64
VIP experience 8.17
Overall conference experience rated 8.40
Main constructive feedback: "provide more opportunities for networking!"
MOMENTUM 2020

- Conference: MOMENTUM 2020: Beyond Victimization
  https://www.equalitycanada.com/momentum2020
- Full day November 7, with Gala Dinner November 7th evening
- Early Bird Registration Now Open: $79 CAFE Member, $99 Non Member. Gala half off with conference ticket.
- Speakers
  - Lionel Tiger, Charles Darwin Professor of Anthropology at Rutgers University
  - Dan Bilsker, Registered Psychologist, UBC Assistant Professor, Spokesperson for the BC government Stop Overdose BC Campaign.
  - Steve Doherty, Executive Director, Youth Without Shelter, Toronto’s shelter for homeless young people.
  - Jean-Jacques Desgranges, Lawyer, and Bencher with the Law Society of Ontario
  - Geoff Thompson, Director, of the Manitoba Men’s Resource Centre, the only Canadian shelter for men fleeing intimate partner violence
  - Daniel Singley, The Center for Men’s Excellence
  - Samuel Paul Louis Veissière, Assistant Professor, Department of Psychiatry, Co-director, Culture, Mind, and Brain Program, McGill University
  - David Shackleton, Author, “Daughters of Feminism: Women Supporting Men’s Equality”
  - Michael Healey, Lead, Domestic Abuse Support Program, Canadian Centre for Men and Families
  - Lloyd Robertson, Lead Psychologist with the Collaborative Centre for Justice and Safety at the University of Regina.
  - Tim Goldich, Author, “Loving Men, Respecting Women; The Future of Gender Politics”
CAFE Co-Produces Erasing Family Film

ERASING FAMILY DOCUMENTARY
Premiere Canadian Screenings

Erasing Family.ca
Erasing Family
Canadian Premieres
(Starting 2019 - Present)

- Calgary
- Toronto
- Ottawa
- Edmonton
- Vancouver
- Winnipeg
- Lethbridge
- Saskatoon
- Medicine Hat
- Dauphin (Manitoba)
- Brampton (Ontario)
- Barrie (Ontario)
- Windsor (Ontario)
- Richmond Hill (Ontario)

HU[MAN] rights

#erased dad
2019
Healthy Fathers. Healthy Families. Week

Word on the Street (Yonge & Dundas) Summer 2019
Father’s Day BBQ Picnic
(Christie Pitts Park)
Summer 2019
Programming:

• Fathers Support Group
• Male survivors of domestic abuse program
• Legal Information Clinic
• Emotional support group
• Individual counselling
• New paid counselling by Jean-Pierre Malela via Crabtree grant
• Survivors of False Allegations

Highlights:

• Ottawa will host the 2020 National Conference: Momentum: Beyond Victimhood, on November 7
• Collaborated with Ottawa Council on Aging to start a Men’s Shed for senior men (first in Ottawa). Launched in February with 20 clients participating. This development was featured on CBC. https://www.cbc.ca/news/canada/ottawa/men-s-shed-movement-ottawa-social-isolation-prescription-1.5466832
• Successful Gala Fundraiser public event, November 2019.
• Suicide prevention campaign ads on Ottawa bus shelters (May/June 2020).
• Developed a program for boys, to be launched September 2020.
• Developed a program for suicide prevention for middle-aged men, to be launched September 2020.
• Collaborated with Mankind Project graduates to develop a one-day workshop on Authentic Masculinity.
• Posters promoting the Centre printed and distributed to key points around the city.
• Meetings held to discuss CCMF involvement with Jennifer Van Noort of the Ottawa Hospital Foundation (CCMF Ottawa to be coupled in to the hospital men’s clinic) and Jenna Whitley, internship coordinator for Willis College (planning for further CCMF internships)
Ongoing Programs

- Domestic Abuse Support Group (now at 3 groups!)
- Fathering After Separation or Divorce
- Legal Information Clinic
- Survivors of False Allegations (SOFA)
- Men’s Peer Support Group
- Therapy and Counselling

Highlights:

- 11 placement students over 2019-2020, supervised by Paul Sandor, Gerardo Quintero and Craig Bolton
- We delivered our first Healthy Eating program, in partnership with the City of Toronto’s Public Health Agency
- Domestic Abuse Support program has grown and now operates three support groups.
- Clientele across our services grew by 40% over 2019
- Outreach presentations delivered at three local shelters and two post-secondary social work classes
Programs:

- Men’s Peer Support Group (MPSG), focused on family court, shared parenting, parental alienation and fathering after separation/divorce
- Legal Clinic and Legal Webinars
- Coach Buddy Program
- Domestic Abuse Peer Recovery Group
- Men’s issues and enthusiasts meetup groups focused on the education and discussion of men’s issues and concerns
- Pay what you can afford counselling/coaching program.
- Workshops focused on fathering after separation/divorce and how father absence can harm the health and well-being of children

Highlights:

- Completed our capital campaign to open Alberta’s first Men’s Centre, including a $46,000 grant from the Government of Alberta’s Community Initiatives Program
- CCMF Calgary opened January 2020 at 4610 Bowness Rd. NW, fully equipped and furnished
- Applied and received business permit from City of Calgary
- Ratification of new CAFE/CCMF Alberta Governance Board with jurisdiction over Alberta branches and centres; (November 2019)
- Hired Beth Barberree as first CCMF Calgary Executive Director (March 2020).
- Developed new processes for intake, program referrals, bookkeeping
- New funds: Patreon ($13,137), 100 Men Who Give a Damn ($10,000), COVID Relief Grants ($39,500), Community Grants ($35,000)

Partnerships:

- Sagesse
- Centre for Suicide Prevention
- Calgary Women’s Emergency Shelter
- Resolve Law Group and Family Law firms
Programs:

- Flagship program is a men’s peer support group focused on family court, shared parenting, parental alienation, fathering after separation/divorce, and male survivors of domestic abuse
- Men’s Issues Meetup Group focused on education and positive discussion of issues that affect men and boys
- Navigation and referral to other services

Highlights:

- Engaged with CCMF Calgary to create the CCMF Alberta Governance Board
- In cooperation with the Edmonton Strathcona Rotary Club, we held a meeting of CCMF Alberta with a management consultant (Mr. Gordon Sheppard) and developed the CCMF Alberta five strategic goals:
  i) raise $100,000 in 2020
  ii) improve marketing activities and profile
  iii) increase reach
  iv) improve operational effectiveness
  v) increase people capacity
- Together with CCMF Calgary, acting as CCMF Alberta, substantial progress has been made over these 5 strategic goals.
- CCMF was represented at the regional meeting of Rotary Clubs and received a $5,000 donation
Development of a unique CCMF Alberta Brand:

- Strategic Plan developed in workshops with professional management consultant, including Vision and Mission statements
- CCMF Alberta logo
- CCMF Alberta website www.CCMFAlberta.ca
- CCMF Alberta’s Vision is an Alberta where the unique needs of men, boys and their families are acknowledged and acted upon

London / St. Thomas

- Previous location: 120 Wellington St.
- Transition to a new location at 10 Mondamin Street, Unit #117, St. Thomas, ON, N5P 2V1 (2020)
- Sponsorship by Royal LePage of St. Thomas
- Canada Summer Jobs interns:
  - 2019 (Zachary Sippel)
  - 2020 (Patrick Yao)
Programs:

• One-on-one psychotherapy
• Domestic abuse facilitated support group for male victims

Highlights:

• January 2020: CAFE opens a part-time Canadian Centre for Men and Families in York Region
• A growing number of clients are contacting CCMF York.
• Erasing Family film screening was the inaugural event for CCMF York (February 2020)
• Successful community, government and agency engagement. CCMF-York has been invited to join two regional social agency Tables (led by United Way and Blue Door Shelter in York Region)
• Developed Strategic Plan with Vision, Mission, Values, Priorities
• Built Executive Committee as well as Strategic Plan and Management Model
• Launched Fathers Day Fundraiser
• Met with mayors in the region in advance of a formal request for funding from the region.
• Next priorities:
  • Fundraising Drive
  • Review of Intake Process
  • Volunteer Drive
  • Explore New Programs
  • Set up Advisory Committee
Online Program (Covid-19)

• Fathering After Separation and Divorce
• Legal Assistance Clinic and Legal Resource Centre (Ontario)
• Domestic Violence, Abuse and Trauma Support Services
• Men’s Peer Support Group
• SOFA (Survivors of False Allegations)
• Family Time Activity Group
• Father’s support group (Ottawa)
• General Support Group for men (Ottawa)
• Free legal webinars (Alberta)
CAFE recently initiated a research project aimed at evaluating the effectiveness of our services. The project, entitled *A Randomized Cohort Study to Evaluate the Effectiveness of Treatment Provided to Clients at the Canadian Centre for Men and Families*, is being undertaken in partnership with the University Health Network at the University of Toronto. We are conducting periodic *Quality of Life* questionnaires and *Client Satisfaction* surveys for each program. We have results from baseline and after two months of client program participation. In the future, we will be in a position to report on results at 4 months, 6 months, 9 months and 12 months of program utilization. We also anticipate bringing this research to our other Centres over the next year.

**Quality of Life Questionnaires:**

*How motivated are you to accomplish daily tasks (e.g. shopping, going to work/school)?*
*Improvement from 6.25% indicating Very Motivated at baseline to 25% at 2 months*

*How worthwhile do you feel as a person?*
*Improvement from 30.77% indicating Worthwhile or Very Worthwhile at baseline to 60% at 2 months*

*What is your overall outlook on life?*
*Improvement from 32% indicating Positive or Very Positive at baseline to 50% at 3 months*

*How satisfied are you with your progress in life?*
*Improvement from 7% indicating Satisfied or Very Satisfied at baseline to 40% at 2 months*

*How likely are you to seek assistance from others?*
*Improvement from 66% indicating Likely or Very Likely at baseline to 100% at 2 months*

*How patient and tolerant of others are you?*
*Improvement from 31% indicating Patient or Very Patient at baseline to 66% at 2 months*
Client Satisfaction Surveys

*Summary of responses are presented as a score out of 10.

- **Length of Time it Took to Begin Treatment**: 8.4, 8.5, 8.9, 9.2
- **Ability to Address your Needs**: 8.3, 8.0, 8.0, 8.3
- **Skill Level of Counsellor or Facilitator**: 8.4, 8.5, 8.9, 9.2
- **Overall Experience**: 7.5, 8.0, 8.0, 8.3

**Counselling**

- Fathering After Separation or Divorce

**Fathering After Separation or Divorce**
Public Policy and Advocacy

Bill C78 / Equal Parenting

CAFE built a coalition of organizations that jointly advocated for improvements to Bill C78 Divorce Act amendments in order to enshrine equal parenting into law. The equal parenting position was the central recommendation of at least one third of those who presented before the government. Unfortunately the legislation passed without these reforms.

Much of our advocacy, in coordination with pro-father family law lawyers, has been around the serious consequences of parental alienation. Increasingly, family court judges are acknowledging parental alienation as a form of family violence in making their decisions.

CAFE has commissioned polls by the firm Nanos Research to explore public attitudes toward shared parenting. The responses show 70% of Canadians favour shared parenting and only 13% oppose.

CAFE completed a research report on Alienated Grandparents, The Impact of Parental Divorce on the Relationship between Grandparents and Grandchildren
General Social Survey
Press Conference

CAFE held joint press conferences in Edmonton, Toronto and Montreal to announce publication of scholarly article by three Advisory Fellows into the long-term mental health effects on men of domestic abuse


MEDIA ADVISORY - FOR IMMEDIATE RELEASE
Male Victims of Domestic Violence Suffer Severe Effects, Canadian Study Reports

TORONTO, ON – (April 15, 2019) Three Canadian sociologists are reporting on previously overlooked Statistics Canada data that fundamentally contradicts conventional wisdom on domestic violence, in particular by showing that men and women are equally likely to be victims, including severe forms of violence.
Research Project

An Analysis of the Correlations Between Intimate Partner Violence (IPV) and Homelessness in Toronto

This research was funded by a $23,511 Government of Canada research grant from Homelessness Partnering Strategy within Employment and Social Development Canada. Visit the following link for the full Report: https://equalitycanada.com/report/

Summary

This study was aimed at exploring the correlation between intimate partner violence (IPV) victimization and homelessness, with an emphasis on the victimization of male identified individuals. The study examined the rates of IPV victimization among male and female clients of abstinent emergency shelters and drop-in centres in the sampled Canadian urban centre. The study was also interested in the degree of satisfaction of clients with the services provided by these facilities.

It was found that IPV victimization is correlated with homelessness, addiction, and mental health issues. Male victims of IPV were 3.55 times more likely to have experienced homelessness, compared to males who were not victims. Interestingly, male identified individuals were nearly two times more likely to state they would attend a “men’s domestic violence shelter” as opposed to attending a gender-neutral “domestic violence shelter.” This indicates a stigma that males attach to their victimization. Despite similar rates of reported victimization, only 30% of male respondents identified as victims, whereas 59% of female respondents identified as victims. The research found a strong correlation between male victims of IPV, and homelessness, addictions, and mental health issues.
Furthermore, this study recommends that additional resources be made available for community agencies that provide counselling for IPV victims. The additional resources are intended to ensure that existing services are expanded to allow both male and female identified victims of IPV to receive trauma-informed services.

Key Recommendations

• Ensure that male IPV victims have access to facilities that provide emergency accommodations to men fleeing violence
• Provide additional resources to community agencies for trauma-informed services, including addition and mental health services, for male victims of IPV.

Statistical Highlights from the Report

• 76% of male respondents indicated being psychologically abused by their intimate partner, and 75% of male respondents indicated being psychologically abusive towards their intimate partner (n=219).
• 60% of male respondents self-reported as being victims of physical violence in their intimate partner relationships, and 52% self-reported as having perpetrated physically against their intimate partner (n=219).
• 66% of male respondents indicated having experienced depression that they linked to their victimization (n=168)
• 48% of male respondents indicated having experienced some form of anxiety that was linked to their victimization (n=163)
• 11% of male respondents indicated having attempted suicide as a result of their IPV victimization (n=168)
• 53% of male respondents indicated having used alcohol to cope with their IPV victimization (n=166)
• 49% of male respondents self-reported as having used drugs to cope with their IPV victimization (n=164)
• Only 22% of male respondents indicated that they would attend a domestic violence shelter (n=172)
• 40% of male respondents indicated that they would attend men’s domestic violence shelter (n=203)
• 28% of male respondents indicated that they sought counselling to address their IPV victimization (n=167)
CAFE Take Two

CAFE Take Two is a new video series that offers a second take on issues of gender, where we focus on men’s as well as women’s issues. We’ll talk about current events, about enduring concerns, and about our work and how you can be part of it. We’ll also combine various sorts of segments - monologues, dialogues, interviews and investigative reports.

Subscribe to our YouTube Channel: https://www.youtube.com/user/EqualityCanadaTV

Episode 1: Who We Are
Episode 2: Men in Isolation
Episode 3: Identity Harassment
Episode 4: Fathers as Equals
Episode 5: The “Seduction Community”
Episode 6: Celebrating Fatherhood
Episode 7: Pride Week and Gay Men's Health
Suicide Prevention Campaign

Campaign website https://lookbehindthemask.com

Campaign support and advice from the Distress Centres of Greater Toronto, the Canadian Mental Health Association – Toronto and the Centre for Suicide Prevention.

Launch event held at the University of Toronto (Fall 2019) https://www.youtube.com/watch?v=hX7Z_00BWYs

Toronto Billboard Advertisement ran in Cabbagetown (November 2019)

Ottawa Digital Transit Shelter Ads (May 2020) * We negotiated a $13,000 value media package for $2,000.

We developed two new versions of the ad for bus shelters, one of which responds to male isolation during the pandemic.

We released a video announcing this campaign, which is Episode 2 of our new CAFE Take Two series https://youtu.be/4ZmnChIni6c

Media Advisory released: Men Are 75% of All Canadian Suicides; Toronto Billboard Ad Aims to Reduce Male Suicide, Empower Loved Ones

CAFE Advisors Dr. Rob Whitley (McGill) and Dr. Dan Bilsker (SFU) will act as expert media spokespeople on this topic.
MEN: 75% OF ALL SUICIDES
IN CANADA

HELP THE MEN
YOU LOVE
GET THE HELP
THEY NEED

www.LookBehindTheMask.com

Men often suffer in silence.

Appearances can be deceiving.
Men's Health Issues
Campaign to Open CCMF Vancouver

• Completion of Strategic Plan:
  - Vision
  - Mission
  - Values
  - Impact Statement
  - SWOT Analysis
  - Strategic Objectives
• An amazing CCMF Vancouver team has been built.
• CCMF Vancouver is leading the National Online Peer Support Group, which has been meeting since April 2020 and currently has 38 registrants.
• Funding proposals submitted to Vancouver Foundation and Project Change Foundation. Proposal to BC Gaming Capital Grant in development.
• Patreon Campaign platform released: https://www.patreon.com/CCMFVancouver
  Currently at $460/month
• We have secured $30,000 in matching contributions

Meet the new CCMF Vancouver Team:
a. Roger Challis - Branch Co-Director
b. Paul Dowell - Branch Co-Director
c. Misty Kelly - Secretary
d. Rob Kruyt - Treasurer
e. Chris Kelly - Fundraising
f. Owen Goodwin - networking/outreach
g. Chris Anderson - PR/communications
h. Liam Wilson - at-large
i. Carey Linde- at-large
j. Karl Lackner - at-large
k. Martin Nugter - advisor
Select a membership level

Canadian Centre for Men and Families Vancouver
is creating a home for men, families and hope in Vancouver

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Monthly Fee</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ribbon Cutting</td>
<td>$30</td>
<td>Attendance at ribbon cutting ceremony. + All the above benefits.</td>
</tr>
<tr>
<td>Commemorative</td>
<td>$40</td>
<td>Personalized commemorative thank you card and campaign poster. + All the above benefits.</td>
</tr>
</tbody>
</table>

18 Patrons • $353 Per Month
Legal Strategy

R v. Langan

CAFE will apply to intervene in the Supreme Court of Canada case of R v. Langan 2019 BCCA 467 [http://canlii.ca/t/j46xt](http://canlii.ca/t/j46xt).

We are working with the law firm Da Cruz - Sommers LLP, with support from Diana Davison of The Lighthouse Project.

If we receive leave to intervene, it will open up the possibility of regular SCC interventions.

This particular case also allows us to raise issues around:

- Myths and stereotypes with respect to male sexual insatiability and aggression
- Gender double standards as they relate to alleged victims and perpetrators of sexual crimes
- The problems with relying on text evidence in determining fact and credibility
- Concerns with erosion of due process as a result of jurisprudence and new legislation

Other Legal Projects

- Child Tax Benefit limited to “female head of household”
- Father-excluded affordable housing projects
- Legal action with respect to police approaches to domestic violence arrests
- University faculty gender-based salary decisions
Family Shelter / National HQ

UPDATE

1. Review of candidate shelter sites to confirm budget feasibility (Fall 2019)

2. Completion of the public crowd-funding campaign, raising over $500,000! (Dec 2020)

3. Support established from Loretta Ramadhin, Project Director, Shelter Planning, Development & Infrastructure, City of Toronto. She will advise on whether sites meet City bylaw and Operational Standards.

4. Approval of Mortgage Financing arrangements (March 2020)

5. Major Donation Pledge (value ~ $250,000 - 350,000) (May 2020)

6. First Meeting of the Family Shelter Advisory Board (June 2020)

7. Grant Applications submitted for Core Staff Funding (2020)

Corporate Sponsorship

$80,000

GRINDSTONE
FAMILY SHELTER FOR MEN & CHILDREN | ADVISORY BOARD
Full biographical information available at menandfamilies.org/shelter

Carrie McManus
Director of Programs, Sagesse Domestic Violence Prevention Society. Sagesse provides services to victims of abuse in 50 Alberta communities.

Steve Doherty
Executive Director, Youth Without Shelter, a Toronto shelter for homeless young people.

Geoff Thompson
Director of the Manitoba Men’s Resource Centre, the only Canadian shelter for men fleeing intimate partner violence.

Margaret Newall
Pioneer in the women’s shelter movement, Co-Founder and 10 years Chair, Prairieaction Foundation, and Co-Founder, RESOLVE (Research and Education for Solutions to Violence and Abuse).

Don Wright
Founder and 28 years Executive Director of the British Columbia Society for Male Survivors of Sexual Abuse, supporting male victims of sexual and domestic violence.

Alexandra Lysova
Assistant Professor of Criminology, Simon Fraser University. Her groundbreaking research on male victims of domestic violence is funded by the SSHRC and the Carnegie and Fulbright Foundations.

Gary Sangha
Detective, Special Victims Unit, York Regional Police.

Sandy Prentice
Counsellor at a GTA Violence Against Women Shelter and Caseworker in a shelter and homelessness agency.

Zoli Kertesz
Special Constable, Toronto Police Service

Maria Barcelos
Executive Director, The Gatehouse, an agency for men and women who have experienced abuse.

Marcus Jackson
Manager, Taylor House, a domestic violence shelter for men and children, in Batesville, Arkansas.

Don Neufeld
Program lead and social worker, Caring Dads parenting group and the Partner Assault Response Program.

Lori Cohen
Counsellor, Canadian Counselling and Psychotherapy Association

Margaret Arnason
Assaulted Women’s Helpline and the City of Toronto Trainer and Counsellor for violence against women/gender based violence.

Kaitlyn Anastasiou
Chair, Education Committee, Ontario Network of Sexual Assault/Domestic Violence Treatment Centres.

Michael Healey
Facilitator, Men’s Domestic Abuse Group, Canadian Centre for Men and Families, Program Facilitator, John Howard Society.
National Branding and Strategic Marketing will be led by Neal Goomar, Marketing & Strategic Planning Director at Brand Müller. Support will be provided by Michael Cavanaugh, who led our previous two branding strategy sessions (2014 and 2016).

Following the Strategic Marketing phase, next steps will be:
• Revised websites
• Social Media strategy
• Membership development strategy
Create an internal directory to document processes at CAFE / CCMF

Complete
1. Identify and make available all existing documentation
2. Instructions for Monthly Bookkeeping by CAFE Branches and Centre
3. Zoom Teleconferencing Instructions
4. CAFE National Board Nomination Process
5. Instructions for Zoho CRM One pager for new volunteers

In Process:
• Revised Client Management Manual for all Centres
• Fundraising procedures
• Setup a framework for crowd-sourcing further docs

Streamline and Automate CAFE/CCMF systems
1. WooCommerce membership and donation portal setup complete, but not gone live
2. Donor and Membership Data integration between Woo Commerce and Zoho CRM complete
3. Payroll automation in Quickbooks complete
4. Contact information automation between Zoho CRM and Constant Contact complete.
5. Charity receipting automation in development.
Staffing Updates

During 2019 - 2020, CAFE benefitted from the following Staff:

Beth Barberree - Executive Director of CCMF Calgary

Bronte Diduck - Summer Intern (2019 and 2020) at CCMF Edmonton

Patrick Gleddie - Summer Intern (2020) at CCMF Ottawa

Glenn Hendricks - Director of Development

Rory Phillips - Summer Intern and ongoing Part-Time Employee at CCMF Calgary

Grace Robert - Summer Intern (2020) at CCMF Calgary

David Shackleton - Executive Director of CCMF Ottawa

Zachary Sippel - Summer Intern (2019) at CCMF Ontario West

Justin Trottier - National Executive Director

Patrick Yao - Summer Intern (2020) at CCMF Ontario West
Board of Directors

Mark Austerberry
James S. Brown (Vice Chair)
Michael Healey
Jill Hendry (Secretary)
Sean McMurtry
Tanis Moore
John Robson
Paul Sandor
Edward Sullivan (Chair)
Dwayne Walker
Liam Wilson
Lynda Yardley (Treasurer)
The Mental Health Commission of Canada invited us to participate in the Early Childhood Mental Health workshop in Vancouver in April 2020. This was a small group of 50 agency heads from family service agencies and government mental health agencies across Canada. The enthusiasm to enhance programs to support fathers was amazing and everyone we discussed this with welcomed our involvement.

“Stand Up Against Violence” at the Southern Alberta Institute of Technology
Association of Family and Conciliation Courts Conference
Cabbagetown Festival

Toronto’s Annual Cabbagetown Festival September 2019

Community
Additional Outreach & Partnerships

- Parkdale Breakfast Club (Toronto)
- Sagesse - Calgary Domestic Violence Collective
- Calgary Distress Centre
- Men's Group Poker nights (Toronto and Ottawa) - April 2019
- Council on Aging for senior men's breakfast around International Men’s Day (Ottawa)
- Men's Educational Support Association (Calgary)
- Ontario penitentiaries health and wellness fair
- Suicide awareness and prevention ad partners (Distress Centre, CMHA)
- Legal Aid Ontario
- City of Toronto - Healthy Eating Program, Housing for DV victims
- International Conference on Shared Parenting (Vancouver)

Workshops

- April 2020: Men’s mental health workshop delivered for the Family Justice Centre in Buffalo, NY
- March 2020: Workshop for the Early childhood Education Program at Fanshawe College, arranged by Professor Kimberley Bishop
- August 2019: Presentation at the International Conference on Men’s Issues in Chicago
- July 2020: Oxford College Paramedics Training Program
- Campus outreach: December 2019: Fanshawe College student group registers as "a non-profit organization aimed at ending violence against men"
Press
Revolutionary Toronto shelter will help heal abused men, their families

By Warren Schiote - February 19, 2020
Ottawa Men's Shed a place to tinker and talk

Global movement lands in Ottawa — just don’t call it a man cave

Hallie Cotnam · CBC News · Posted: Feb 18, 2020 2:32 PM ET | Last Updated: February 18

Men’s Sheds are billed as a tool to combat loneliness. (Aliza Latta/CBC)
The sad saga of men and suicide

Joanne Richard

Published:
December 8, 2019

Updated:
December 10, 2019 10:53 AM EST

Filed Under:
Toronto SUN > Life > Relationships

Adult Fun Superstore
Double the Love Fundraiser

CTV News
TROTTIER: Where's the support for male victims of domestic violence?

Special to Toronto Sun

Published:
April 19, 2019

Updated:
April 19, 2019 4:30 PM EDT

Filed Under:
Toronto SUN > Opinion > Columnists

RELATED

EDITORIALS

EDITORIAL: A slow return to normal in Canada

By JUSTIN TROTTIER
Press

WE CARE...
But we don't care about whatever the Taylor, Kanye, Kim fued is all about; P5 COVID-19

SAMARITAN MAG
Original news stories covering the good deeds of individuals, charities and businesses

Q&A: Canadian Centre for Men and Families’ Justin Trottier Advocates for Fathers’ Rights

By Sean Plummer | www.samaritanmag.com
Posted on April 3, 2016
(Justin Trottier) Male Victims of Domestic Violence
National men's issues conference kicks off Friday

Larry talks to Justin Trottier Executive Director Canadian Centre for Men and Families & CEO, Canadian Association for Equality
2019 Golf Tournament
Charitable Fundraiser
Success

Canadian Association for Equality (CAFE) / Canadian Centre for Men and Families (CCMF) 2020 ANNUAL REPORT
Thank you to the Charger Foundation, Annual Golf Tournament Organizers

Appreciation
Thank you to Our 2019 Sponsors

Hole-In-One Sponsor

Title Sponsors 2019

Carpenters Union
instore group of companies

Official Event Sponsor and Major Donor

Pin Flag Sponsor

Canadian Association for Equality (CAFE) / Canadian Centre for Men and Families (CCMF) 2020 ANNUAL REPORT
Lunch Sponsor
The Read Elliott Family Foundation

Awards Sponsor
Gene C. Colman Family Law Centre

Golf Cart Sponsor

Silent Auction Table Sponsor
CLOSE OUT KING WHERE PRICE IS KING

Hole and Other Sponsors
"Never Better" Kifinti Solutions inc.
Goodbye Graffiti™ WORLD’S LARGEST GRAFFITI REMOVAL COMPANY
The Office Mover
Grants

Corporate Sponsorship
Family Shelter
$80,000

Annual Charitable Golf Tournament
$37,000

Corporate Sponsorship
Double the Love Fundraiser
CCMF Ottawa

Allan Slaight Seniors Fund
Develop Men’s Sheds in Toronto
$114,000/year for 5 years

Manitoba All Charities Campaign
Government of Manitoba
and many workplaces
Fathering After Separation or Divorce
Family and Community Support Services Grant of $9,350 received from the City of Calgary and the Government of Alberta to fund the Domestic Abuse program.

Rotary Club of Edmonton
CCMF Alberta programs $5,000

Community development foundation
CCMF Ontario West programs $5,000

Corporate Sponsorship
CCMF Ontario West programs

CCMF Ottawa Programs and Services $24,000
May 2020: Calgary Foundation Grant of $10,000 to fund the Men’s Peer Support Group

Government of Canada Grant Enhanced service delivery to senior age men $25,000

Newall Family Foundation
St. Jude’s Project for Homeless Youth
PayPal Giving Fund
Getta Homes
Olympia Charitable Foundation
Giant Tiger Etobicoke (John Del Guidice)
Gene C. Colman Family Law Centre
Divorce The Smart Way

Government of Canada awards five 2020 Canada Summer Jobs grants for interns in Vancouver, Edmonton, Calgary, St. Thomas and Ottawa
CANADIAN ASSOCIATION FOR EQUALITY (CAFE)
Statement of Financial Position
December 31

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$386,070</td>
<td>$472,121</td>
</tr>
<tr>
<td>Term deposits (Note 3)</td>
<td>340,025</td>
<td>-</td>
</tr>
<tr>
<td>Marketable Securities (Note 4)</td>
<td>35,689</td>
<td>32,202</td>
</tr>
<tr>
<td>Supplies Inventory</td>
<td>568</td>
<td>568</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>8,220</td>
<td>3,346</td>
</tr>
<tr>
<td>HST Rebate Receivable</td>
<td>15,830</td>
<td>20,177</td>
</tr>
<tr>
<td>Capital Assets (Note 5)</td>
<td>6,041</td>
<td>5,981</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$792,443</td>
<td>$534,395</td>
</tr>
</tbody>
</table>

|                     |        |        |
| **LIABILITIES AND NET ASSETS** |        |        |
| Accounts Payable and Accrued Liabilities | $16,813 | $9,013 |
| Deferred Contributions (Note 6) | 481,323 | 277,197 |
| **Total Liabilities** | 498,136 | 286,210 |
| **Net Assets**       | 294,307 | 248,185 |
| **Total Net Assets** | $792,443 | $534,395 |
**IMPORTANT NOTE:**

In 2019, the Canadian Association for Equality (CAFE) raised $204,156 for the Family Shelter for Men and Children project. These funds do not appear in our Statement of Operations, presented below. Since the charity uses the deferral method of accounting, donations are recognized as revenue in the year the related expenses are incurred. Since the Family Shelter has not yet opened, the revenue recognition will be deferred to a later period.

### CANADIAN ASSOCIATION FOR EQUALITY (CAFE)
**Statement of Operations and Changes in Net Assets**  
**Year ended December 31**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$168,192</td>
<td>$275,625</td>
</tr>
<tr>
<td>Grants</td>
<td>$179,384</td>
<td>$82,468</td>
</tr>
<tr>
<td>Events Revenue</td>
<td>$29,795</td>
<td>$20,497</td>
</tr>
<tr>
<td>Membership</td>
<td>$3,840</td>
<td>$4,443</td>
</tr>
<tr>
<td>Other Income</td>
<td>$2,941</td>
<td>$4,920</td>
</tr>
<tr>
<td>Programs and Services Revenue</td>
<td>$515</td>
<td>$624</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$384,667</td>
<td>$388,577</td>
</tr>
</tbody>
</table>

### Financial Statements

**REVENUES**

- **Contributions**
- **Grants**
- **Events Revenue**
- **Membership**
- **Other Income**
- **Programs and Services Revenue**

---

**Canadian Association for Equality (CAFE) / Canadian Centre for Men and Families (CCMF) 2020 ANNUAL REPORT**
### EXPENDITURES

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Promotion</td>
<td>10,737</td>
<td>1,590</td>
</tr>
<tr>
<td>Amortization</td>
<td>1,336</td>
<td>1,342</td>
</tr>
<tr>
<td>Charity Development</td>
<td>7,236</td>
<td>1,004</td>
</tr>
<tr>
<td>Erasing Family Film Expense</td>
<td>187</td>
<td>165,878</td>
</tr>
<tr>
<td>Event and Speaker Series</td>
<td>39,782</td>
<td>19,427</td>
</tr>
<tr>
<td>Insurance</td>
<td>3,607</td>
<td>3,436</td>
</tr>
<tr>
<td>Interest and Bank Charges</td>
<td>2,899</td>
<td>3,870</td>
</tr>
<tr>
<td>Marketing and Promotion</td>
<td>8,423</td>
<td>10,515</td>
</tr>
<tr>
<td>Occupancy Cost</td>
<td>58,238</td>
<td>45,188</td>
</tr>
<tr>
<td>Office and General</td>
<td>5,515</td>
<td>8,224</td>
</tr>
<tr>
<td>Professional Fees</td>
<td>20,445</td>
<td>6,489</td>
</tr>
<tr>
<td>Project Expenses</td>
<td>25,757</td>
<td>28,868</td>
</tr>
<tr>
<td>Salaries and Related Benefits</td>
<td>139,678</td>
<td>90,577</td>
</tr>
<tr>
<td>Telephone and Telecommunication</td>
<td>5,446</td>
<td>4,369</td>
</tr>
<tr>
<td>Travel</td>
<td>9,086</td>
<td>4,929</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>338,372</strong></td>
<td><strong>395,706</strong></td>
</tr>
</tbody>
</table>

### EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES FROM OPERATIONS

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>46,295</strong></td>
<td><strong>(7,129)</strong></td>
</tr>
</tbody>
</table>

### OTHER INCOME (EXPENSE)

<table>
<thead>
<tr>
<th>Category</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment Income</td>
<td>864</td>
<td>1,755</td>
</tr>
<tr>
<td>(Loss) Gain on Foreign Exchange</td>
<td><em>(1,037)</em></td>
<td>2,890</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><em>(173)</em></td>
<td>4,645</td>
</tr>
</tbody>
</table>

### EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>46,122</strong></td>
<td><strong>(2,484)</strong></td>
</tr>
</tbody>
</table>

### NET ASSETS - BEGINNING OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>248,185</strong></td>
<td><strong>250,669</strong></td>
</tr>
</tbody>
</table>

### NET ASSETS - END OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>$294,307</strong></td>
<td><strong>$248,185</strong></td>
</tr>
</tbody>
</table>
### CANADIAN ASSOCIATION FOR EQUALITY (CAFE)

#### Statement of Cash Flows

Year ended December 31

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPERATING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excess (deficiency) of Revenues over Expenditures</td>
<td>$46,122</td>
<td>$(2,484)</td>
</tr>
<tr>
<td>Adjustment for Amortization</td>
<td>1,336</td>
<td>1,342</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>47,458</td>
<td>(1,142)</td>
</tr>
<tr>
<td>Change in Non-Cash Working Capital Items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies Inventory</td>
<td>–</td>
<td>(376)</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>(4,874)</td>
<td>(700)</td>
</tr>
<tr>
<td>HST Rebate Receivable</td>
<td>4,347</td>
<td>(9,069)</td>
</tr>
<tr>
<td>Accounts Payable and Accrued Liabilities</td>
<td>7,800</td>
<td>135</td>
</tr>
<tr>
<td>Deferred Contributions</td>
<td>204,126</td>
<td>(113,103)</td>
</tr>
<tr>
<td><strong>Cash flow from (used by) Operating Activities</strong></td>
<td>258,857</td>
<td>(124,255)</td>
</tr>
<tr>
<td><strong>INVESTING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Term Deposits</td>
<td>(340,025)</td>
<td>–</td>
</tr>
<tr>
<td>Marketable Securities</td>
<td>(3,487)</td>
<td>161,633</td>
</tr>
<tr>
<td>Purchase of Capital Assets</td>
<td>(1,396)</td>
<td>(205)</td>
</tr>
<tr>
<td><strong>Cash Flow (used by) from Investing Activities</strong></td>
<td>(344,908)</td>
<td>161,428</td>
</tr>
</tbody>
</table>

**(DECREASE) INCREASE IN CASH**  

|                                |        |        |
| Cash Flow (used by) from Investing Activities | (344,908) | 161,428 |
| **CASH - BEGINNING OF YEAR**    | 472,121| 434,948|
| **CASH - END OF YEAR**          | $386,070| $472,121|
Canadian Association for Equality (CAFE)

Key Messages

**Full Year 2019 vs. 2018**
Profit for 2019 is up $121K, on a 2019 Profit of $118K. This is the result of revenue increases of $43K in combination with reduced expenses of $79K. Removing the Erasing Families File impact, the Profit for 2019 has increased by $132K over 2018.

**Key Revenue Drivers:**
Revenue is up $44K in 2019 over 2018, which included Revenue from the Erasing Families film of $177K. When this revenue variance is removed, revenue has increased by $220K or 102%, which is a significant achievement.
- Undesignated Contributions have increased $98K
- Foundations grants have increased $82K, mainly due to grant of $50K from the Paypal giving fund in addition to the Golf Tournament, Crabtree and community grants
- Government Grants have increased by $39K, due to the Grant from the Alberta Government for $46K
- This is mainly offset by a reduction in revenue of ($176K) which was earned in 2018 for the Erasing Families film.

**Key Expense Drivers:**

*Operating Expenses* have increased by $49K mainly due to:
- Increased Salaries and benefits due to hiring of Funding Raising Manager
- Rental costs increased $15K which includes Toronto, Calgary and St Thomas acquired rental space.
- Marketing and communications costs have deceased ($2K)

*Non Operation Expenses* have decreased by ($127K); excluding the Erasing Families costs of 2018, 2019 non operating costs have increased by $38K:
- Event costs increase by $28K, which is mainly due to the Conference
- Professional Services have increase by $6.8K, as 2018 included 2 years of auditing costs
- Volunteer Management costs have increased by $6.0K which was the cost of the board retreat, which only 5 out of 12 board members attended.
- Board approved Travel and Accommodation costs for staff and volunteers have increased by $4K
- Outreach costs in 2019 increased by $3K due to the billboard campaign and attendance at various conferences to promote CAFÉ

Expense variances in 2019 were offset by the significant expense for the Erasing Families film in 2018 of $165K. Without the Erasing Families film expense, the overall, 2019 expenses have increased by $86K over 2018.
Margaret Newall and the Newall Family Foundation are major contributors to the capital campaign to build the Family Shelter for Abused Men and Children.

Margaret Newall, LL.D., was a founding member of the Prairieaction Foundation, set up to raise $5 million to promote research and education for solutions to violence and abuse. She led the successful campaign, visiting corporations, governments, and individuals in Canada. Margaret used her visits to potential donors to educate people about the issues of violence and abuse. The endowed funds are dedicated to support research and education on family violence, and maintain the infrastructure of a network of researchers, service providers and policy makers in Manitoba, Saskatchewan and Alberta. This network, RESOLVE (Research and Education for Solutions to Violence and Abuse) has a formal partnership with seven prairie universities and research centres at the universities of Manitoba, Saskatchewan and Calgary. Margaret has received honorary degrees from the University of Manitoba, the University of Regina, and the University of Calgary in recognition of her support of work in the field of interpersonal violence. Margaret and her husband Ted established an endowment to create the Margaret and Ted Newall bursaries to support the studies of young people from rural communities.
"I want to hug my daughter but I can’t. And I couldn’t get any help."
- Kris

"Parental alienation devastates families. I’ve spoken to young fathers who were suicidal. There’s not much support, other than the Canadian Centre for Men and Families, for fathers who are alienated and trying to rebuild relationships with their kids."
- George

"Over the years I had grown a lot of resentment and that resentment turned against the world, to the point where it was affecting my work, my health and everybody around me. I had to change my life around. Since I’ve been coming to the Centre I’ve opened bonds with my father. I never thought we would reconcile but recently he hugged me for the first time. If I had not gotten help from the CCMF I don’t know where I’d be today."
- Dorian

"I’m so thankful to the CCMF for giving me and my husband the support as we went through family court. They helped us end up with a fair and equal outcome that is best for our amazing children."
- Halina Jackowski

On the 2019 Conference

"The Momentum 2019 conference was a much-needed call for action on men’s issues as well as women’s."
- Professor Giancarlo Anthropologist, Mount Royal University, and Author, Parentectomy

"The national conference was well organized, the topics were right on the mark, the speakers were polished and professional, the attendees were enthusiastic and passionate, overall this conference was terrific."
- Dr. Dan McKinnon, PhD (Education), Registered Psychologist

“A truly eye-opening experience.”
- Wanda Bell, Director, Chatham Hope Haven
Thank you to Our Sponsors and Donors

CCMF Calgary Patrons
- Marthin Anegaard
- Mark Austerberry
- Miguel Avila Velarde
- Mark Baum
- Dan Bergen
- Raafat Beshir
- Robert Boily
- Jean-Christophe Bolduc
- Warren Boyd
- Robert Creese
- Louis Crust
- Glen DeHaan
- Vanessa Farkas
- Chris Fraser
- Roland Freiheit
- Cathy Fry
- Jill Hendry
- Darik Horn
- Barbara Kay
- Rod Keays
- Zishann Khan
- Daniel Kiefer
- Phil Kim
- Daryl Kinsman
- Sascha Kokst
- Eleanor Levine
- Allan Macrae
- David Mahler
- Justin Martin
- Daniel McDougall
- Dan McKinnon
- Khalil Merali
- Tanis Moore
- Joachim Mueller
- Paul Nathanson
- Don Neufeld
- James Parkin
- Ken Pope
- Javier Preciado
- Eric Prince
- Michael Pritchard
- Jeiny Ruiz
- Robert Samery
- Paul Sandor
- Andrew Scott
- Neil Scully
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