

# BREAKING THE CYCLE OF ABUSE AND CLOSING THE HOUSING GAP: SECOND STAGE SHELTERS IN CANADA

## HOW TO USE THIS REPORT

### WHY SHARE THE REPORT?

- To advocate for policy changes and increased funding
- To explain what second stage shelters do
- To show the impact of second stage shelters
- To bridge isolation by identifying similarities with other second stage shelters



### HOW CAN YOU SHARE THE REPORT?

We've created several tools that present the study's findings and recommendations in different formats.

Choose the tool that suits your audience:

- **Full Report** – perfect for people who want detailed information about second stage shelters, such as journalists or researchers.
- **Executive Summary** – great for those who want to understand the key findings and recommendations quickly, such as funders, elected officials, and journalists.
- **Infographics** – these are useful when you need to share key, accessible messages quickly, such as on social media, in newsletters, or with the general public. The infographics are available in longform and as social media shareables. Remember to keep our logo on anything you share.

*Still to come:* We heard that you want more tools to support your advocacy, such as webinars, checklists, and templates. We also heard that checklists or guides on how to start a second stage shelter would be helpful. We will work on developing these resources and get back to you!

### EXAMPLES OF HOW TO USE THE REPORT

#### ***With elected officials***

- Share it with members of the government and the opposition, at all levels of government (municipal, provincial/territorial, federal)
- Use the report and infographics to show elected officials the importance and urgency of funding and supporting second stage shelters
- If your region is below average or lacks a program presented in the report, point this out to your elected officials and advocate for funding to fill this gap

### ***With funders & donors***

- Use the report and infographics to make your case for funding and show potential funders what second stage shelters do
- Use the report and infographics to show current donors the impact of second stage shelters, and the impact of their donations



### ***With the public***

- Use the infographics and social media shareables to explain your work to the general public, and encourage them to support your shelter

### ***With journalists/the media***

- Use the report and infographics to inform journalists about what you do
- Identify statistics and findings in the report to support your answers when speaking to media or doing interviews

### ***With your staff, volunteers, and Board of Directors***

- Share the infographics or executive summary with your staff and volunteers to show them that they are not alone in terms of the challenges they face
- Use the report as inspiration to advocate for and create new programs or positions at your shelter

### ***With other community organizations***

- Use the infographics to explain your work and inform other community agencies about what you do
- Share the report with the homelessness sector to show how women are impacted and the role second stage shelters play in closing the housing gap

### ***With shelter residents and survivors***

- Use the infographics to show them they are not alone, and that there are organizations across the country working to support women like them

