

Eating Disorders of York Region

Annual Report

Our Vision: To offer hope and support in a non-judgmental way to people affected by eating disorders.



2011-2012



THE ONTARIO
TRILLIUM
FOUNDATION



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About Us

Eating Disorders of York Region (EDOYR) is a grassroots, registered non-profit organization founded in 2004 by parents whose lives were touched by eating disorders. They were concerned by the lack of support and services available for individuals and families struggling with this illness.

As a non-profit organization, we rely on support from the community to be able to continue to offer programs and services to individuals and families impacted by serious, often life-threatening, eating disorders.

Our Vision:

To offer hope and support in a non-judgmental and confidential way to people affected by eating disorders .

Through support groups and outreach we hope to raise awareness of the prevalence of eating disorders for their prevention and to make it possible for those who are affected to receive support.

Our Mission:

- To give support to all those who are affected by eating disorders.
- To give hope for recovery.
- To enlighten the community's awareness and understanding of eating disorders.
- To provide education for early detection and prevention of eating disorders.



Message from the Executive

The Year in Review

From ancient days it has been noted, major developments occur in seven year cycles. EDOYR was right on time! In 2011, our seventh year of growth, EDOYR launched the Early Intervention Centre for early detection of eating disorders; a major achievement!

This achievement was accomplished through the support of the community including the financial support of the Ontario Trillium Foundation. The Foundation researched the vision presented by EDOYR's Board of Directors and agreed that the Early Intervention Centre strategies for education and outreach, expanded programs, assessments and training for front line workers are critical to the health and well being of our community.

Early Intervention:

Physicians can refer patients to EDOYR for an eating disorder assessment. EDOYR clinicians provide assessment results to referring physicians together with resource information with which physicians can create a plan of care.

Education and Outreach:

EDOYR provides outreach to individuals and families through free "Stages of Change" workshops which provide education to promote understanding of eating disorders and stages of recovery.

New Campaigns and Programs:

We launched our new "Faces of Recovery" campaign. This testifies to the reality that *recovery is possible*. We also launched new, professional peer-support programs. Please visit our web site for more details.

Early Detection:

We created training for front-line workers in social service agencies to provide education and awareness that will assist professionals to detect eating disorders early and support clients.

The Year Ahead

Never resting in our quest to provide the best services to individuals and families seeking support for eating disorders, we are expanding again. 2012 – 2013 will see the implementation of peer support programs that are facilitated by qualified professionals with lived experience of eating disorders. Programs will be created as "stepped-down" or post-treatment, community based support to help to maintain recovery.

EDOYR continues to be innovative, partnering with the community to create support where existing gaps in services are identified. Your support makes this possible!

On behalf of the individuals and families that we serve please accept our deepest gratitude for your support.

Janice Morgante
Executive Director

2011-2012 In Perspective

ASSESSMENTS:

- In April 2012, EDOYR launched the **Early Intervention Centre** and began providing eating disorder assessments for early detection and intervention of eating disorders.

INFORMATION HELP LINE:

- Our telephone information helpline responded to hundreds of inquiries with **14%** from **front line workers**.

SUPPORT GROUPS:

- EDOYR facilitated an **increased number** of programs in **multiple locations**

FRIEND RAISING CAMPAIGN:

- The newly launched Friend-Raising campaign netted over **\$7,500 in its first year!** (please visit www.edoyr.com for more information)

AWARENESS & EDUCATION:

- Website visits **increased by 50%**
- EDOYR expanded its social media presence on **Facebook, Twitter, Linked In & Blogger** with extensive new insightful blog articles.
- **Rogers TV created the third documentary** in the series; this time, focusing on EDOYR's new Early Intervention Centre (please see the Public Relations page for more details).

OUTREACH:

- EDOYR's "**Show Your True Colours**" campaign reached out to hundreds of students in York Region (read about it in our blog at www.edoyr.com)
- **Eating Disorders Awareness Week Events** were presented by professionals specialized in eating disorders.



Corporate Sponsorship



Since 1967, over 54,000 families have chosen Greenpark for their most important investment. They are the complete home builder, offering a full range of new home designs from towns, semis and singles to high-rise condominium residences all across the GTA.



The history of Royal Bank closely parallels the evolution of Canada from growth to maturity. Whether opening a branch at the "end of street" in support of emerging communities alongside Canada's fledgling national railway, or aggressively pursuing new e-commerce delivery channels, Royal Bank has always anticipated and responded to the needs of Canadians.



TD Canada Trust is TD Bank Group's customer-focused personal and small business banking business. Serving more than 11 million customers nationally.

If you are interested in sponsoring us or have any sponsorship questions please contact Janice Morgante at janice_morgante@edoyr.com or call (905)886-6632.



Established in 1962, Maritime-Ontario Freight Lines Limited (M-O®) is proud of its rich history and excited about the future of transportation in Canada and the United States. M-O has many years of experience in transportation of LTL (less than truckload) and truckload freight between Ontario, Quebec and both eastern and Western Canada.

WINNERS®

1990 was a breakthrough year for Winners. We were acquired by THE TJX COMPANIES INC., the world's leading off-price retailer of home and apparel fashions. WINNERS instantly became a key member in a growing family of stores, which at the time included TJ MAXX, MARSHALLS , and HOMEGOODS in the United States.



A very special thank you to Steppin' Out Theatrical Productions for providing EDOYR with an amazing show six years in a row.

Steppin' Out Theatrical Productions is a not-for-profit theatre company based in York Region. The goal of Steppin' Out is to provide professional-quality, family oriented and affordable theatre in York Region and the GTA. Steppin' Out is the resident community theatre at the Richmond Hill Centre for the Performing Arts.

If you are interested in sponsoring us or have any sponsorship questions please contact Janice Morgante at janice_morgante@edoyr.com or call (905)886-6632.

Events



**“Joseph and the Amazing Technicolour Dreamcoat!”
2011 Major Annual Fund Raising Event**



**Thank you to our mystery donor who doubled the proceeds at our first ever Friend-Raising event
Rock for Charity!**



Rock for Charity 2.0 at the El Mocambo!



Richmond Hill Honda Community Car Wash!



Volunteer Appreciation Event 2012

Testimonials

*I am the mother of a child with an eating disorder.....I am extremely grateful for the assistance that I have received from Eating Disorders of York Region (EDOYR). Through EDOYR, I have gained access to two family support groups, and additional family counselling. When a loved one has an eating disorder, the path to healing has many twists and turns. EDOYR has provided indispensable knowledge and connections for my family at the time they were needed most – from researching clinics, admission requirements, and wait times, to alerting us about educational seminars. EDOYR has connected me to resources that are helping me to understand my daughter's illness and that are helping me to recognize my own needs as a caregiver. I am forever grateful.—**Family member, program participant***

*[The facilitator] knows when and how to effectively challenge us. She also allows us the freedom to give feedback and support to each other. She picks up on nuances and can sense when we have something to express. I have discovered so much about myself and my beliefs. I really hope that you will be able to run another group of this typeWe were all discussing at the end of group, how we value this session and are anxious for another to follow.—**Program participant***

*Since finding EDOYR about 6 months ago, I have attended two different support groups, one on Stages of Change and another on Healing Emotional Eating and decided to pursue one-on-one therapy. As a person struggling with Eating Disorders for well over 25 years, with my most recent stretch with Bulimia lasting over 2 years, I have benefited greatly from the many resources available through EDOYR.—**Workshop participant***



Public Relations

Links

Rogers TV: Eating Disorders Documentary

<http://www.rogerstv.com/page.aspx?lid=237&rid=17&gid=80864>

Rogers TV: Community Connections: Eating Disorders

<http://www.rogerstv.com/page.aspx?lid=237&rid=17&gid=98204>

"How Do You Recognize Anorexia In A Child?"

<http://www.edoyr.com/Nov-2010.doc>

"Image Everything to Teens"

http://www.kidsmentalhealth.ca/news_and_events/view_html_article.php?id=1062

EDOYR in the News

April 13, 2012: The Toronto Observer

"Eating Disorder Assistance Lacking in Ontario"

April 10, 2012: The Auran

"Aurora Group Aims to Detect Eating Disorders Early"

January 26, 2012: The Liberal

"Rock for Charity Big Success: Friend Doubles Funds at Fundraiser"

January 24, 2012: The Auran

"Eating Disorder Group Challenges Perceptions"



If you are a reporter and have any questions or would like to arrange an interview, please contact Janice Morgante at janice_morgante@edoyr.com or call (905) 886-6632.

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