

# FearIsNotLove

## Fall 2024 Newsletter

### Trevor's Story

*At FearIsNotLove we believe an important step to ending domestic violence and abuse in our community is to work with men and people who use abuse.*

"I heard about FearIsNotLove and the Men's Counselling Service from others and that this is where I could get help. I'd never had counselling or thought I ever needed it but I came because I needed help.

I had physically abused my ex-girlfriend —that's why she left me. The way my life was going, I needed new direction. I couldn't keep a partner; I couldn't keep jobs. My anger and controlling behaviours were not good—they are never good. I wasn't a happy person. My anger and need to be in control would trigger me—I'd be swearing, screaming, fighting. I was so angry and fed up.

I was tired of losing relationships, or losing jobs; I was tired of where my life was going. Due to my anger and issues with being controlling I couldn't keep a job or keep a partner. For a lot of years, I just accepted this. But I knew that something didn't feel right. I didn't want to be abusive or want to be that person that someone was afraid of. I wanted to be a good man in society.

The Men's Counselling Service helped me change. Talking about my anger, controlling behaviours, and feelings with the right people is what's helped me. Keeping it to myself created more chaos. It's taken me many years to get help and counselling. Now I wish I did this in my 20's. I was scared. I didn't have anyone to talk to. But now I've changed.

I still have some issues with anger and being controlling, but not as often or as bad as they were. I've made progress. I now think before I talk. I think about what I'm going to say before I say it, and I think about my tone and how others will receive what I'm saying or doing. Counselling has helped me become a better person. I want people to like and love me. I want people to feel safe to be open and honest with me, and I want to give some back. I've been giving hate. Now, I just want to give the good part of me.

I would recommend to anybody, everybody looking for support to reach out, get help, ask for it. There are people who will understand you and help you. The support from the agency is positive and non-judgemental, and I value what I have been given. I was able to trust and to open up and be honest about my feelings.

I am now creating a better life and it is better than it's ever been. I know I can make a change to make more of my life and to create healthier relationships."

*\*Name has been changed to protect client identity.*

# Message from our Chief Executive Officer

## KIM RUSE

1974 – 2024  
**50 YEARS** IN THE  
COMMUNITY

**FearIsNotLove**



November marks the beginning of Family Violence Prevention Month throughout Alberta. FearIsNotLove recognizes this initiative and is dedicated to changing the conversation about domestic violence and abuse, and sparking a social movement in the city.

We aim to educate and inspire individuals to start new dialogue, and to break down barriers and dismantle the stigma attached to domestic violence and abuse. Throughout the month, we hope to encourage discussion and highlight the resources available at our organization and in the community, as well as ways people can get involved.

As the community continues to face staggering rates of inflation and affordability constraints, victims are facing more challenges and barriers to access support, and are in more dangerous and high-risk situations. With increased demand for our services and in the complexity of our work, we continue to adapt and navigate the ways in which we support those in need of our services.

Follow us on social media and check our website all month for more information about our programs, community partnerships and impact, general stats and facts about domestic violence and abuse, as well as new initiatives we'll be launching to help serve more people.

This past year has been a significant one for FearIsNotLove as we mark 50 years of service in the community. As we continue to commemorate this milestone, we honour our legacy and renew our commitment to creating freedom from domestic violence and abuse for everyone.

We recently unveiled our new strategic plan, laying the groundwork for ambitious and new opportunities to make a difference in the community. It outlines a new vision, mission, and fundamental priorities and strategic commitments, while we remain guided by values of respect, courage, collaboration, and learning. These principles will help us navigate the challenges and opportunities that lie ahead.

This new plan draws on our legacy as a leader in our field, providing critical services and supports to individuals and families impacted by domestic violence and abuse, while being committed to raising awareness.

We also continue to amplify our new brand that was launched in 2022. This evolution helps serve even more people impacted by domestic violence and abuse. As FearIsNotLove, more people recognize that they can find help here, and it more closely reflects who we are and our impact in the community. It highlights our ongoing commitment to innovation and excellence in service delivery, and signifies our focus on inclusivity and support for anyone impacted by domestic violence and abuse.

We can't do this work alone. Our agency, along with many other organizations are working collaboratively to help address domestic violence and abuse, and find innovative solutions to offer support in our community.

Our work and impact are made possible because of the continued commitment from our funders, donors, supporters and partners - thank you for your generous and ongoing support.

We look forward to the next chapter of FearIsNotLove, as we continue to build and evolve a strong organization to transform more lives and change the conversation about domestic violence and abuse in our community.

As we continue to commemorate **50 years in the community**, we wanted to have a conversation and reflect on this significant milestone for our agency.

**Kim Ruse, Chief Executive Officer**  
**answers questions about her past 10 years at FearIsNotLove**

**What first drew you to get involved with FearIsNotLove (at the time Calgary Women's Emergency Shelter)?**

"I had always followed the work of the Calgary Women's Emergency Shelter and been impressed with the willingness to challenge the status quo and bring new ideas forward that were creating safety for community members experiencing domestic violence. There was a commitment to trying things differently while keeping the voices of clients at the centre of the conversation that I admired. When I finished my graduate studies in the area of domestic violence and abuse, I was very interested in moving to an organization that not only worked on the front lines, but also considered systemic and policy change."

**What's your favourite part about FearIsNotLove?**

"My favorite part of the organization is the people I get to meet and work alongside, inside the agency and in the community – donors, partners, stakeholders, clients and other agencies."

**Can you share your favourite FearIsNotLove memory?**

"My favorite memory was spending time in the shelter – I met a young girl about 4 years old. She was packing her things (including some toys from Toy Mountain) and she was chatting away to me. When I went to say goodbye, she told me she was moving to her new SAFE home and it was the best day of her life."

**What interesting thing about FearIsNotLove do you like telling new people?**

"I love sharing that the new name and brand has opened up conversations and has actually increased the number and diversity of people reaching out to our organization for help. More people see themselves in the brand and are encouraged to call when they realize that shelter is an important service we offer but they aren't "required" to go to shelter to access support."

**Looking back over your time with FearIsNotLove, what would you tell your first-day self?**

"I would tell myself to not lose as much sleep as I did – do – and that even though the early days were challenging - our team has and continues to build a movement that is much bigger than any one program or agency. And that the partnerships and friendships formed will be amazing."

**Looking forward to the next 50 years, what would you like to see in FearIsNotLove's future?**

"I would love to see no need for FearIsNotLove in 50 years. I would love to see the community norms and standards evolve to not allow for or tolerate domestic violence and abuse."

### **Gillian Weaver-Dunlop, Chief Programs and Impact Officer answers questions about her past 20 years at FearIsNotLove**

#### **What first drew you to get involved with FearIsNotLove (at the time Calgary Women's Emergency Shelter)?**

"The Calgary Women's Emergency Shelter has always had a reputation for an organization that is innovative and "ahead of its time". I had worked in the family violence sector already for a few years, and was a bit "in awe" of the agency. I remember being thrilled to get a position with the organization."

#### **What's your favourite part about FearIsNotLove?**

"That we really and truly value upholding the dignity of the clients we work with, including honouring their inherent abilities and knowledge. We put this into practice every day by collaborating with our clients and supporting them in their efforts to achieve safety in their close relationships."

#### **Can you share your favourite FearIsNotLove memory?**

"One great memory is being part of organizing and hosting the first international Dignity conference in Calgary, in 2013, where we showcased approaches to domestic violence work which are respectful, effective, and which uphold our clients' dignity. This conference was really successful, and has ended up becoming an annual conference which has been held in various parts of Canada and other locations in the world, including Sweden, Australia and New Zealand."

#### **What interesting thing about FearIsNotLove do you like telling new people?**

"I enjoy telling people about our new brand, and the reasons for the brand change. I like that the new brand is inclusive of everyone, that it can become a "movement", and that it encompasses all of the different programs and initiatives we have taken to tackle the issue of domestic violence and abuse. The new brand is an important message in and of itself, and is representative of our work in this field. We ultimately believe that everyone wants to have healthy, loving close relationships with their partners, their children, and within their families. We help our clients to achieve safety in their relationships - no one should ever live in fear at home or in their close relationships."

#### **Looking back over your time with FearIsNotLove, what would you tell your first-day self?**

"I never expected that I would stay for over 20 years at this agency, but I am very glad that I did. FearIsNotLove has been a place which has provided me with so many opportunities to learn and grow, both personally and professionally. I think I would tell my first day self that this agency is going to be an exciting, long term place to grow in my career, and so to embrace all of the learning and any new roles and challenges which come my way."

#### **Looking forward to the next 50 years, what would you like to see in FearIsNotLove's future?**

"I would love to see the demand for our services to lessen, to the point where the agency is not needed any more. My hope is that all of the preventative work that we are doing, along with our community partners, leads us to a place in our society where relationships in families are respectful and safe for everyone."



# Celebrating 10 Years of Take a Stand

## Community Capacity Building Initiative

1974 — 2024

**50** YEARS IN THE  
COMMUNITY  
**FearIsNotLove**

Take A Stand educates and empowers community members to effectively support victims of domestic violence and abuse.

Celebrating 10 years of Take A Stand Community Capacity Building Initiative, this program has grown and evolved over the years.

Originally taking form as group presentations and online webinars, we wanted the next step to be more accessible to anyone looking to support someone experiencing abuse.

**We are pleased to announce that coming soon, Take A Stand will be presented as interactive graphic online toolkits.**

Learn how to **recognize** what abuse is, how to **respond** when someone is experiencing abuse, and how to safely **refer** them to appropriate resources. You will also explore different types of abuse, as well as myths and misconceptions about domestic violence and the ways in which our language can affect a conversation with someone needing help.

Domestic violence and abuse affects our entire community. We all have a role to play in helping identify it and end it. Offering non-judgmental, compassionate support is a powerful way to help end violence and make positive change in our community.

**Check our website and social media in the next few weeks for more information and the launch of the new interactive toolkits!**

FearIsNotLove / @fear\_isnotlove | fearisnotlove.ca



## Types of Abuse

Physical Abuse

Sexualized Abuse

Emotional,  
Psychological, and  
Verbal Abuse

Cultural and  
Spiritual Abuse

Financial Abuse

Isolation and  
Social Abuse

Litigation Abuse



# Family Violence Prevention Month

November is Family Violence Prevention Month in Alberta. Throughout this time, we will help change the conversation, raise awareness, and educate Albertans about how to identify and prevent domestic violence and abuse, different ways to support victims, as well as encourage those impacted to seek support. We hope to encourage discussion and highlight this critical issue, the resources available at our organization and in the community, and ways people can get involved.

Everyone plays a key role in providing support and encouraging those impacted by domestic violence and abuse to seek help.

To learn more about our programs and resources, and ways you can help: [FearIsNotLove.ca](https://FearIsNotLove.ca).

Anyone experiencing abuse or violence in close relationships are encouraged to reach out. We're here to help.

The Connect Domestic Violence & Abuse Helpline is available 24/7 at 403-234-SAFE (7233). If you are in immediate danger, call 9-1-1.

## LEARN

about domestic violence and abuse, the forms it can take, and how it can affect anyone

## HELP

someone who is experiencing abuse by being non-judgemental and referring them to our services

## SPEAK UP

and start the conversation about domestic violence and abuse

## PARTICIPATE

in community engagement opportunities and events to raise awareness and funds

## CONTRIBUTE TODAY

by donating funds and/or volunteering

1974 — 2024

**50** YEARS IN THE  
COMMUNITY

**FearIsNotLove**



# CTV Calgary's Toy Mountain

November 18 - December 20

We are excited to partner once again with CTV Calgary, CJAY 92 and VIRGIN Radio 98.5 for the 11th annual Toy Mountain Campaign, presented by Trail Appliances. This initiative helps us collect much needed funds, basic essential items and toys that support our clients not only during the holidays, but all year round. In addition to collecting items and cash donations, the campaign raises awareness around domestic violence and abuse. Stay tuned for more information about this exciting campaign, including a list of drop off locations at [www.fearisnotlove.ca](http://www.fearisnotlove.ca).



FearIsNotLove

PRESENTING SPONSOR



Trail Appliances

## A sincere, heartfelt thank you to our volunteers

who support the agency all year and really shine during the Toy Mountain campaign. Whether that is sitting at a table changing the conversation about domestic violence through the five weeks of the campaign, accepting and sorting Toy Mountain donations or supporting our many programs throughout the entire year – we appreciate you and are filled with gratitude for your service. The five weeks of Toy Mountain are only a snap shot of the many hands and hearts it takes to ensure that all of the toys and essentials are provided directly to our clients throughout the year; we cannot do it alone, our volunteers – you! – are the backbone of our success!

Would you like to get involved with Toy Mountain this holiday season? We are looking for volunteers that are available weekdays over the lunch hour. If you are interested in learning more about this opportunity, please reach out to [volunteer@fearisnotlove.ca](mailto:volunteer@fearisnotlove.ca).



CTV's Toy Mountain 2023

# What you didn't know about the Calgary Women's Emergency Shelter

## The Cornerstone of FearIsNotLove since 1974

*It's not easy to decide to leave your home. Deciding to seek help and flee domestic violence and abuse is a courageous step and can be overwhelming. At the Calgary Women's Emergency Shelter, women and children will find safety, comfort and support.*

There are many misconceptions about what the Calgary Women's Emergency Shelter is like and what people can expect when they arrive. Often, people believe that someone escaping domestic violence and abuse will simply gather their things, leave their home and walk through the front door of our Shelter, to be met with a large room filled with mats on the floor and tasteless food before being kicked out onto the street.

The journey to the Emergency Shelter often starts with a call to the Connect Domestic Violence & Abuse Helpline. This the first point of contact where individuals seeking assistance will speak to a trained counsellor who will answer questions, provide a danger assessment, and help develop a plan for leaving safely to get to our non-disclosed location of our Emergency Shelter.

**Why a non-disclosed location?** Because a woman and her children are at greatest risk of lethal violence in the weeks after they leave an abusive situation. A confidential location is for their safety and peace of mind.

Our facility is guarded by double-locking doors, security cameras and 24-hour on-site support.

On the inside you're greeted with everything to make you feel as if you're at home.

*"The Shelter is a safe place to heal and take back your life"*

Our clients get their own private room with secured locks, a comfortable bed with linens, and extra individual beds and bunk beds if a woman arrives with children. Rooms include a private washroom, and essential items like clothes and toiletries.

Nutritious food is provided by our skilled full-time kitchen staff, providing three hot meals a day, as well as bag lunches for work or school, and snacks. We also provide a kitchenette that clients can access 24/7 to prepare food and snacks anytime they like.

While a client stays with us, they have access to the Children's Activity Centre and outdoor play area. We have donation rooms filled with everything a woman or family might need, including clothing for women and children of all ages and sizes, toys, school supplies, and many other daily essentials.

We believe it's important to rebuild a routine with happy memories of shared meals, and playing together as a family.

Clients at our Shelter also receive individual counselling and have access to our other programs such as Child, Youth, and Family Therapy, and the Court Program.

For more information about the Calgary Women's Emergency Shelter and other programs provided by FearIsNotLove, visit [FearIsNotLove.ca](https://FearIsNotLove.ca)



SAVE THE DATE

May 8, 2025 | 5:30 pm

# FearIsNotLove

## JOIN US

A Unique & Inspiring Social Event

# TURNING POINTS

Fundraising Gala | 2025

As FearIsNotLove reflects on its past 50 years in the community and the achievements that have shaped our agency, the Turning Points Gala will look ahead to the future as we embrace a new era.

The event highlights the vital work and positive impact of our organization, honouring over 20,000 courageous individuals and families served each year, striving to live free from domestic violence and abuse.

It is a great opportunity to invite your guests and connect with like-minded community members, while raising much-needed funds and awareness to help change the conversation about domestic violence and abuse.

BMO Event Centre at Stampede Park  
*Champion Ballroom*

For more information, sponsorship opportunities & tickets:

[turningpoints@fearisnotlove.ca](mailto:turningpoints@fearisnotlove.ca)  
403.290.1552 Ext. 410

### PLATINUM SPONSORS

LOGEL  
HOMES

NORRIS FAMILY  
FOUNDATION

### GOLD SPONSORS

**BORGER**  
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STEVE AND TINA WILSON  
FAMILY FOUNDATION



# Alberta Law Foundation

## Donor Spotlight



FearsIsNotLove would like to celebrate our long-standing relationship with the Alberta Law Foundation (“The Foundation”).

Their vision of accessible justice for all and the mission that advances access to justice by supporting collaboration and innovation in the delivery of legal services in Alberta is a perfect alignment of values. Alberta Law Foundation has been supporting the Court Program at FearsIsNotLove for several years. The funds allow our Court Case Coordinators to provide a single point of entry to the multitude of legal and court services available to clients, increasing their preparedness to interact with the court system. The journey with the court system can be intimidating. The Court Case Coordinator provides information, referrals, safety planning for court, preparation and debriefing, as well as attending court with our clients, when possible.

In 2024, The Foundation increased funding allowing FearsIsNotLove to move from two positions, to three. Thanks to this increase, we will be able to support many more Albertans in their legal journey through the program. *“Expanding the program to three staff members has allowed us to provide more support to individuals seeking information about navigating the justice system after they’ve experienced domestic violence and abuse,”* says Vicki MacDonald, Manager, Outreach, Helpline & Court Program at FearsIsNotLove, *“We have been able to accommodate more requests for court accompaniment to provide emotional support during a difficult time in their lives.”*

In speaking with Janet Kerrigan, Director, Grants, Alberta Law Foundation “believes in a holistic approach to the varying challenges that anyone experiencing domestic violence will face. While we know that the legal aspect is only one part of the journey, it is often the most challenging and longest component of being able to move forward to live a life free of domestic violence.” They believe in bringing equity to the justice system and empowering people who are in a challenging time of their lives and expected to navigate a challenging system.

When asked what supporting FearsIsNotLove means to Alberta Law Foundation, Janet spoke to the trusted work our agency is doing in the community and the value in our many services. *“We trust the work being done in the community and the impact the services of FearsIsNotLove have had over the last 50 years”.*

A recent client wrote to her counsellor with this impactful message regarding her experience in the Court Program.

*“I wanted and needed to thank you for the impeccable guidance you gave by helping me navigate the legal system when I filed for my EPO (Emergency Protection Order) this spring. It is not only the knowledge that you imparted and that I recognize, but your superb calm, kind and holistic demeanor that was felt in every phone call. When my world was not recognizable and I had no idea where or how to navigate it, you offered flawless calmness, knowledge and instilled the belief that I was capable to do what was needed to be done. Your assistance was critical and I would never have succeeded in getting my first EPO if you had not walked me through the process.”*

We are truly grateful and say thank you to Alberta Law Foundation for their support of our mission. The Court Program is making a significant impact in supporting our clients to face the challenges as they move towards freedom from domestic violence and abuse.



# Safety and Repair

a 3-phase approach to addressing gender-based violence

## With Tod Augusta Scott

This past May, Men & partnered with Todd Augusta Scott, to deliver a two day conference. The training introduced individual practitioners and organizations to a process to address gender based violence which seeks to repair harm without creating more harm. The approach often involves two practitioners, one assisting each person involved through the 3-Phase process.

Practitioners learned about the principles and tools used in Narrative Therapy, Trauma Work and Restorative Justice. As practitioners learned how to navigate through the 3-Phase process which makes safety and repair possible. The focus is on repairing harm and not necessarily on restoring an intimate relationship.

At each phase, practitioners address how gender expectations and ideas that stem from trauma can foster abuse and impair people's ability to repair harm, both when they are hurt and when they have hurt others, blending restorative processes that seek to repair harm and narrative practices such as: re-authoring identity; externalizing conversations; statement of position maps; outsider-witnessing; and re-memembering practices.



## Celebrating Diversity

At FearIsNotLove we strive to treat everyone with dignity and respect and acknowledge that domestic violence and abuse are prevalent in all types of relationships, including those identifying as 2SLGBTQIA+. To show our support, staff and volunteers walked in the 2024 Calgary Pride Parade and hosted an information booth both at the Pride Festival Market.



# FearIsNotLove Events

## Family Violence Prevention Month

### November

During this month we hope to encourage discussion and highlight the resources available at our organization and in the community. Keep an eye on our socials and [fearisnotlove.ca](http://fearisnotlove.ca).

## CTV Toy Mountain

### November 18 - December 20

Stay tuned for more information about how you can donate funds, and provide basic necessities and toys for families this holiday season.

## Giving Tuesday

### December 3

Giving Tuesday is dedicated to giving back during the holiday season to help those in need. Make a pledge to FearIsNotLove. Your support will help those impacted by domestic violence and abuse.

## Turning Points

### May 8, 2025 - BMO Event Centre at Stampede Park

Our signature annual fundraising gala, now at a NEW venue! Enjoy an elegant evening, an auction and raffles while raising money for our agency.

## Interested in hosting a holiday event in support of FearIsNotLove?

We encourage new events, big and small. We are always interested in new partnerships and look forward to supporting your fundraising or awareness-building event however we can. For creative ideas, permission, guidelines, and steps to host an amazing event, reach out to [Donations@fearisnotlove.ca](mailto:Donations@fearisnotlove.ca) to discuss your idea!

## Save A Stamp

Email [info@fearisnotlove.ca](mailto:info@fearisnotlove.ca) to sign up for our E-newsletter.

## Share Your Stories

Tell us your story. Inspire others. Change lives. We would like to reach out to past clients, volunteers and staff of FearIsNotLove. We encourage you to share your story and would love to hear from you!  
For more information: please contact Hanna at: [hanna.deeves@fearisnotlove.ca](mailto:hanna.deeves@fearisnotlove.ca)

## Follow Us



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FearisnotLove



FearIsNotLove

## Donate

