



WOMEN & YOUTH
CRISIS CENTRE
Grey Bruce

www.wyccgreybruce.org

COMMUNITY BULLETIN

Issue / 1 / April 2026



THE
WOMEN'S CENTRE
GREY BRUCE



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AGENCY REBRANDING

Name Change from The Women's Centre Grey Bruce to
Women & Youth Crisis Centre Grey Bruce

Why are we changing our name?

Our new name more accurately reflects who we serve and the full range of programs we deliver across Grey and Bruce Counties. Over time, our services have expanded significantly, and our former name no longer fully represented the breadth or impact of our work.



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What programs does the new name represent?

The name Women & Youth Crisis Centre Grey Bruce better includes and reflects all of our crisis-based programs, including:

- Violence Against Women (VAW) Emergency Shelter
- Second Stage Transitional Housing Program
- Studio Blue Youth Services residence for at-risk and trafficked youth
- Outreach Counselling Services
- Prevention, education, and community awareness initiatives

This change helps women, youth, partners, and the broader community clearly understand that we support both women and youth experiencing crisis, violence, and exploitation.

How does this benefit the community?

The new name improves:

- Clarity for community members seeking support
- Understanding among referral partners and service providers
- Transparency for donors, funders, and supporters
- Accessibility for youth who may not have previously recognized our services were available to them

How does this support donors and funders?

For donors and funders, the new name clearly communicates the full scope of our impact. It strengthens connections between funding and program outcomes, supporting accountability, storytelling, and **long-term sustainability**.



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Will services be disrupted?

No. All services will continue without interruption. Clients can access the same supports, at the same four site locations, with the same staff, under our new name.

When will the new name take effect?

The transition will be phased in across signage, materials, and communications over the next few months. Both names may be used together briefly to ensure clarity during the transition.

How can I support this transition?

You can help by:

- Using our new name when sharing information
- Updating your records and referrals
- Sharing this announcement within your networks
- Continuing to support our work as a donor, volunteer, or partner

How is the rebranding being funded?

Funding has been secured specifically for this work, including:

- Rebranding and organizational identity
- Strategic planning
- New marketing and communications materials
- The launch of our **Community Engagement Centre**

NEW COMMUNITY ENGAGEMENT CENTRE



What is the Community Engagement Centre?

Located at 640 10th Street West, Owen Sound ON, N4K 3R9, the **Community Engagement Centre** will provide dedicated space for:

- Outreach counselling
- Volunteer coordination and training
- Prevention and awareness education
- Community and partner engagement
- Fundraising and donor relations

The **Community Engagement Centre** will strengthen community connections, expand prevention efforts, and support the sustainability of our services.



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Where can I learn more?

For more information, please contact Stacey Barry, staceyb@wyccgreybruce.org or 519-376-0755 ext.103 or visit www.wyccgreybruce.org and follow our social media channels for updates as we move forward together.