

FOR IMMEDIATE RELEASE
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Imagine sleeping in your car on Canberra winter nights...

Did you know that there is an ACT-based charity which is run by women, for women with complex needs called Toora Women Inc.?

Did you know it is also Canberra's largest provider of specialist homelessness and domestic violence residential and outreach support services for women?

Did you know that 80% of their clients experiencing homelessness have children in their care?

Did you know that older single women are the fastest growing cohort of homeless people and 15% of the clients seen by this charity are women aged 55 or older?

More than 1600 Canberrans did not have a home to go to on the previous Census night. Since 1982, Toora Women Inc. (Toora) has been delivering gender-specialist services to women who have experienced trauma due to homelessness, their own or other's addictions, domestic and family violence, and the corrections systems.

Toora's Executive Director **Susan Clarke-Lindfield** says *"Our services are run by women for women in a women-only space. We know that men and women's needs differ greatly, as do their pathways into homelessness. Our gender-specialist approach allows Toora to provide services that reflect an understanding of women's experiences and complexities."*

Salon owner and creative director of Bond Hair Religion, **Jenni Tarrant**, has been a strong Toora supporter for many years. For seven cold Canberra winter nights, Jenni will sleep in her car and only be using public bathrooms. *"Many homeless women lived in their cars with their children before receiving the much-needed support from Toora. As tempting as it will be, I definitely will not be turning my car heater on."* says Ms Tarrant.

On average, 65% of Toora clients go from seeking refuge to finding stable housing and having independent living within one year. This highlights Toora's enduring capacity to empower their clients and help them develop life-long skills to overcome a challenging period in their lives.

"Our anonymous client surveys regularly tell us that their lives and their children's lives have positively changed from the intensive support and programs offered by Toora. In our recent survey, over 85% of our clients felt it is important to be in a women's only service" adds Ms Clarke-Lindfield.

"I hope my project will raise awareness of the challenges experienced by homeless women and children. 100% of all money raised will go directly to service delivery" adds Ms Tarrant.

To support Jenni Tarrant and raise money for this worthy cause, visit Bond Hair Religion Salon, *Green Square, 68 Jardine St, Kingston ACT 2604* or **donate online to Toora Women Inc** via 'The Make A Change Project' www.facebook.com/The-Make-a-Change-Project-2277676639150106/

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You can follow Toora Women Inc. on Facebook, Instagram, and Twitter for latest updates

The Invisible Homeless Project



JENNI TARRANT IS RAISING AWARENESS ON HOMELESSNESS AND FUNDRAISING FOR WOMEN AND FAMILIES IN NEED

Make a difference and support our community

You can make a donation online on 'The Make A Change Project' facebook page or in the Bond Hair Religion Salon in Kingston, Act

Jenni will brave seven cold, Canberra, winter nights in July by sleeping in her car and using only public bathrooms

Despite the frozen windshields and warm temptations, Jenni will not switch her car heater on

**For more information:
www.toora.org.au
P 02 6122 7000**

