

From the Founder



The Delivering Hope project, sponsored by FedEx, has been a tremendous gift to women who are coming out of shelters and looking for help. This program offers many products to help set them up in their new homes. (See our cover story for more details). While it is wonderful that

we can, for instance, provide brand new bedding, there is no guarantee that these women actually have beds. This problem had me thinking that we needed to create a program which would work to compliment the Delivering Hope program.

I met a wonderful lady named Lorelie at the Women In Biz Network conference this year in Toronto. She spoke to me about her desire to help women coming out of shelters who were looking to get themselves established in their "new home".

Lorelie Noble comes from a merging background of over 30 years in social work and interior design. This Calgary native first obtained a Diploma in Recreation Administration with Special Populations in Edmonton and then moved to Toronto and focused her artistic talent by obtaining her Degree in Interior Design. After working for many years in these fields, she is now merging her two passions to support and partner with the Canadian Centre for Abuse Awareness to help women, children and men who have experienced abuse. She realizes that many have had to flee with only the clothes on their backs and are now starting new lives and trying to create homes from scratch.

Lorelie has a natural ability to be resourceful, creative, practical and compassionate toward people's needs. She desires to provide clients with more comfortable living environments, which is something we all need and deserve.

Lorelie's design company, "Design Details" is based on the philosophy of Sustainable Interior Design. Her motto is to Re: New, Re: Fresh and Re: Design and she focuses on sustainable renovation materials and practices. She believes and observes that, in this fast-paced surplus society we live in, people discard good things which can be re-cycled and, if required, re: freshed and shared directly with others in need.

This new program is called *Homefeathers...Helping Others Feather a New Nest*. It reflects on an interior design expression and the process of making your home more comfortable, attractive and homey. *Homefeathers* will endeavor to help its clients

make a more comfortable home. As feathers are light, delicate and fragile, the name alludes to the state of many clients being assisted by our agency. Feathers are also protective and help birds fly and withstand harsh elements. Clients can now really fly away from their past life of abuse and come home to a comfortable place and a more positive outlook. Just like a mother bird who is very resourceful, *Homefeathers* will gather and help clients feather their own nests.

Lorelie is referred to client's homes by Denise, our Director of Women and Children's Programs. Upon her first visit, she provides each client with a basket of items that are particular to each client. After getting to know them she assesses what they want, determines what they need, and does an inventory of what they have. Lorelie then returns to our warehouse and draws from her interior design resources, to pull together the items for each client. A second visit provides each client with as many of the materials as possible that are needed to provide a comfortable home.

Homefeathers appeals to individuals, companies, designers, artists, stores and manufacturers who are wanting to help those in need so that they too have a comfortable home to go home to.

We are looking for individuals or companies that would like to be part of this program. Please feel free to contact me at ellen@abusehurts.ca for further information. ❖

Ellen Campbell

