

#HELP
US
RISE



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

Social Media Tool Kit

This November, we need your help to create awareness about Economic Abuse



@ccfwe

Your Support is Desperately Needed to **#HelpUsRise**

Economic Abuse is a seldom-talked-about yet prevalent issue faced by survivors of domestic violence in Canada.

It is experienced by more than 94% of women who experience intimate partner violence.

Economic abuse can have a profoundly devastating effect on women: it impacts mental health and impedes a woman's ability to leave an abuser, subsequently prolonging the amount of time she is vulnerable to harm.

And studies have shown that **1 in 4 women experience financial abuse even after they've left an abuser.**





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Founded in 2018, the **Canadian Center for Women's Empowerment** helps domestic abuse survivors thrive and build financially strong futures. We are launching a national campaign in November to educate the survivors, financial institutions and policy makers about the different economic challenges faced by survivors of domestic violence, the prevalence of financial abuse, and the costs of recovery, stigma, unemployment and debt.

Knowing what economic abuse is, can help prevent it.

We want to provide people with information to identify and respond to it.

#HelpUsRise @CCFWE

5 Ways We'd Love Your Help:

1. Pledge to Fight Economic Abuse

Sign our Pledge for Fighting Economic Abuse link to learn how to become an advocate for Economic Justice within your social circles and local communities. Advance gender equality by working to reduce and eliminate incidents of economic abuse affecting Canadian women. Please share this [pledge](#) with your friends and colleagues.

2. Support Our Petition

Financial and economic abuse is inhumane and an infringement on our human rights. It is of utmost importance that the Canadian Government take action to protect the victims and support the survivors. Sign and share our petition to [Protect & Support Survivors of Financial Abuse & Economic Injustices](#) to immediately expand the Federal Strategy to end Gender-Based Violence to include financial and economic abuse.

We've pledged to

Fight Economic Abuse

of domestic abuse survivors in Canada.
Learn more and join us advocating for economic justice in your community.



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5 Ways We'd Love Your Help:

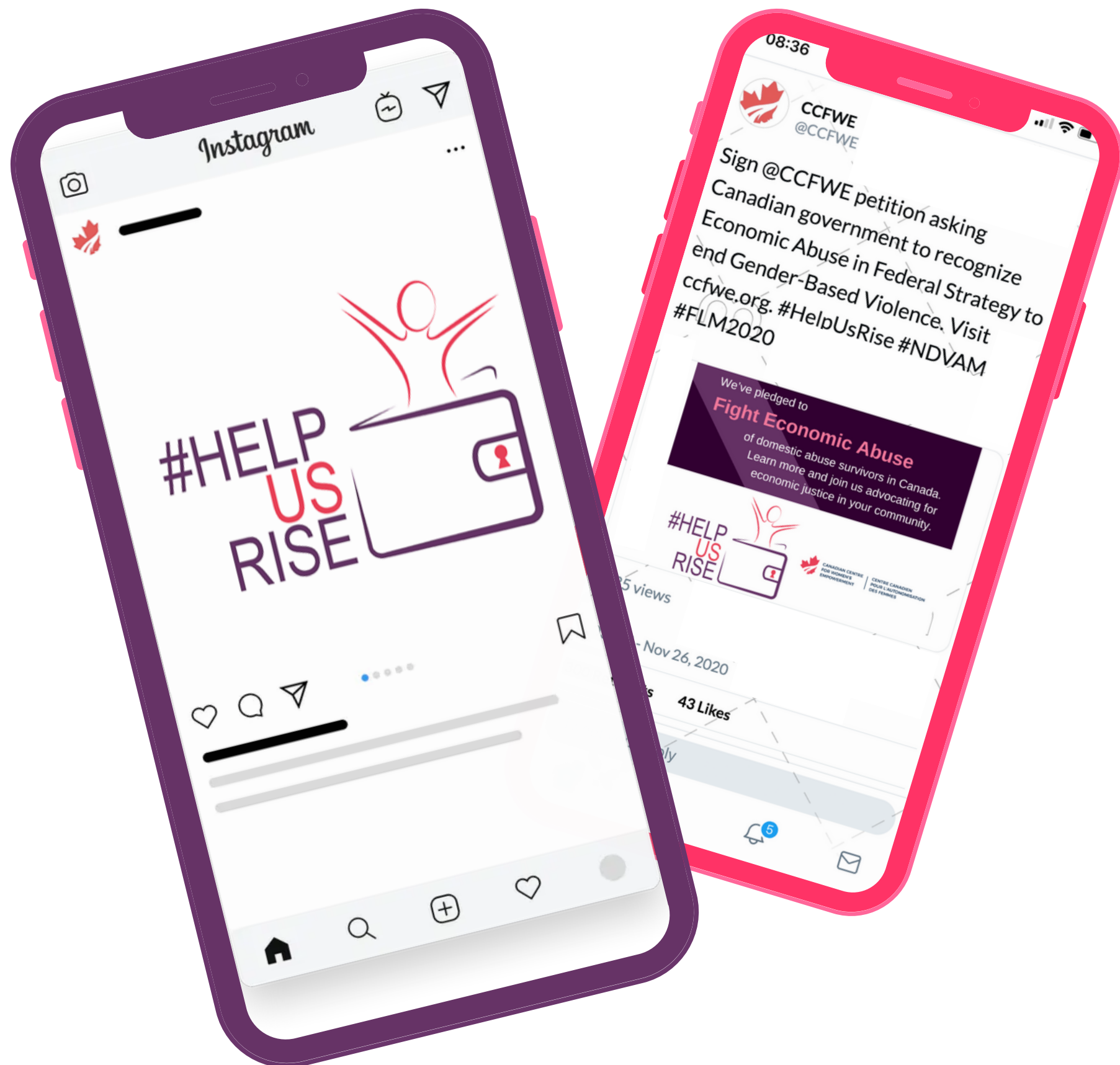
3. November 26 is Economic Abuse Awareness Day

As part of Canada's National Domestic Violence Awareness Month, we are working to recognize November 26th as Economic Abuse Awareness Day. Please help us recognize this day in your social media & communications with all your stakeholders. Attend our November 26 online [Speakers Panel](#) discussing how we can all work together to protect women from Economic Abuse.

4. Participate in our Economic Abuse & Financial Literacy Webinars

In November, CCFWE will be hosting free [webinars](#) designed to educate survivors, financial institutions, policy makers and concerned citizens about financial literacy and how to help survivors of Economic Abuse.

5 Ways We'd Love Your Help:



5. Share #HelpUsRise on Social Media in November

Please talk about Economic Abuse on your organization's social media channels in November, tagging #HelpHerRise @CCFWE. We will be asking supporters to share photos of their wallets on social media, along with images & links to sign our petition and pledge.

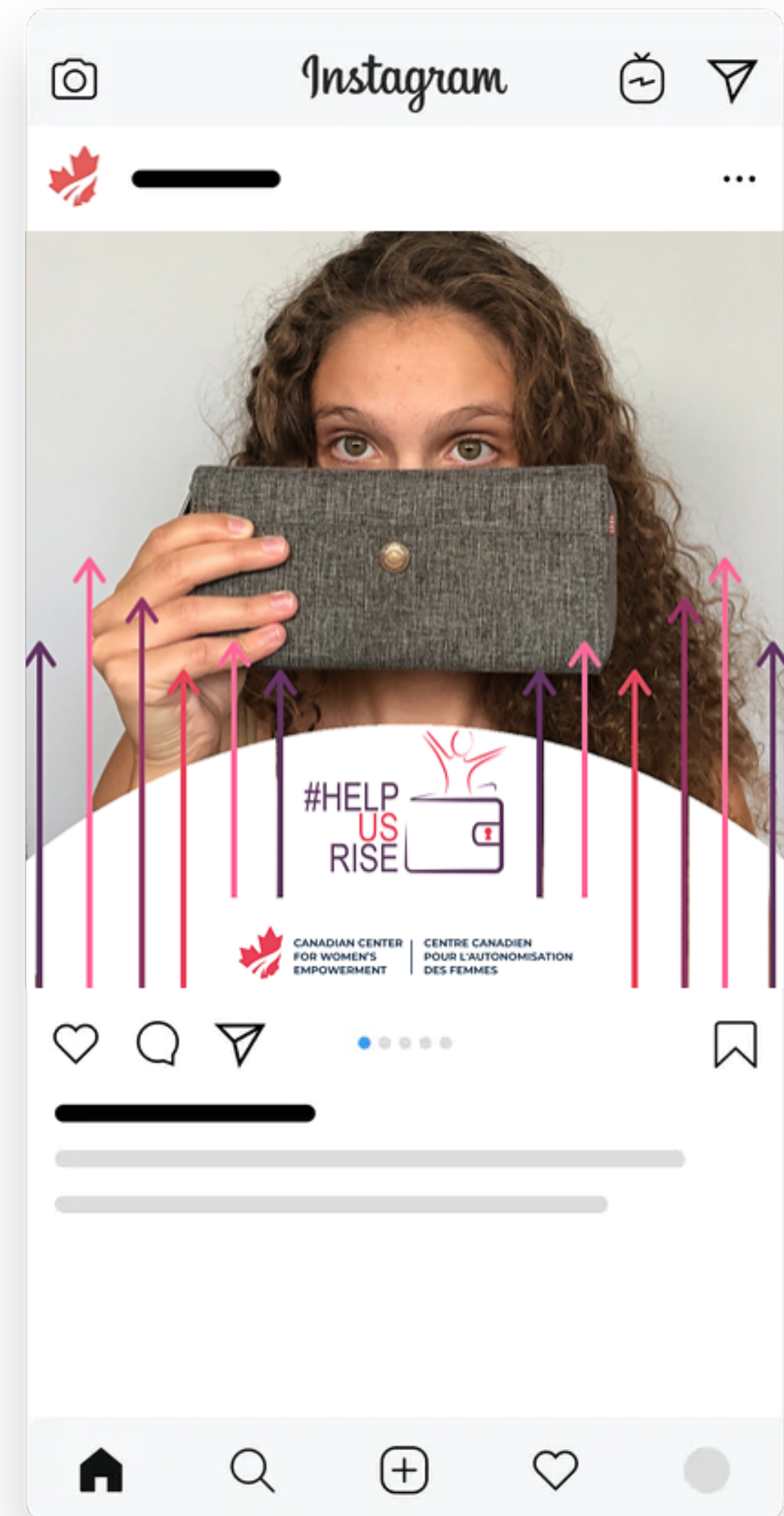
Please see following pages for social media inspiration and how you can get involved

#HelpUsRise Filters

Please share a photo – of your wallet or even a selfie – using our [#HelpUsRise](#) filters and frames we've created for use in the month of November – as well as a special frame for Economic Abuse Awareness Day on November 26.

Filters and frames can be found on Instagram and Facebook by searching CCFWE and HelpUsRise or accessed via CCFWE's social media:

- [CCFWE Instagram](#)
- [CCFWE Facebook Frame 1](#)



Sample #HelpUsRise Social Media Posts

Jessica
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Today (November 26) is Economic Abuse Awareness Day. Sign @CCFWE Pledge to Fight #EconomicAbuse and become an advocate for Economic Justice in your community. Visit ccfwe.org #HelpUsRise #NDVAM #FLM2020

**Economic Empowerment
Checklist for Domestic Abuse Survivors**

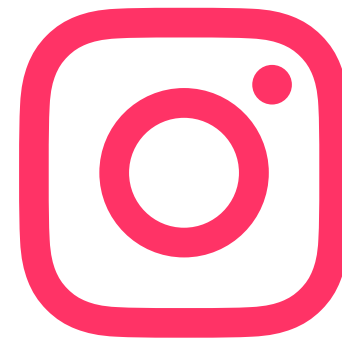
- Change all your passwords & pins
- Compile an emergency evacuation box
- Open your own bank account
- Get a free credit report

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#HELP US RISE

ccfwe.org @ccfwe @ccfwe

Like Comment



Economic Abuse occurs when a domestic partner interferes with employment, controls access to finances, refuses to contribute to costs or generates financial costs without your consent. The Economic Empowerment Checklist from @CCFWE can help. Visit ccfwe.org #HelpUsRise #NDVAM #FLM2020



Today (November 26) is Economic Abuse Awareness Day. Sign @CCFWE Pledge to Fight #EconomicAbuse and become an advocate for Economic Justice in your community. Visit ccfwe.org #HelpUsRise #NDVAM #FLM2020



Sign @CCFWE petition asking Canadian government to recognize Economic Abuse in Federal Strategy to end Gender-Based Violence. Visit ccfwe.org. #HelpUsRise #NDVAM #FLM2020

More Social Media Posts & Images

Download more #HelpUsRise Social Media posts and all featured graphics at:

- <https://ccfwe.org/share/>
- <https://ccfwe.org/6-step-checklist-for-domestic-abuse-survivors/>

The #HelpUsRise Online Social Media Tool Kit includes:

- Economic Empowerment Checklist & graphic
- “I Pledge to Fight Economic Abuse” graphic
- 4 Original Illustrations
- #HelpUsRise logo
- Backgrounders about Economic Abuse & CCFWE
- <https://ccfwe.org/share/>



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Thank You

for being an advocate for Economic Justice.

