

## IMMEDIATE RELEASE

# Canadian Center for Women's Empowerment (CCFWE) receives support from TD Bank Group (TD) to help address domestic economic abuse with a groundbreaking financial literacy project for visible minority communities

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**Canadian Center for Women's Empowerment (CCFWE)** has announced financial support from **TD Bank Group (TD)** to create a survivor-centered, violence informed, and culturally sensitive training program for survivors of Financial and Economic Abuse. This project, aligned with the UN's theme of "DigitALL: Innovation and technology for gender equality" for International Women's Day 2023, will offer a digital financial literacy program that empowers women survivors to gain awareness and knowledge of various financial products and services, as well as tools to combat Economic Abuse.

The project aims to deliver customized violence-informed financial literacy training to women who have fled or who are fleeing gender-based violence enabling them to break the cycle of abuse, and achieve economic security and self-sufficiency Pre and post-separation.

The project will offer comprehensive training modules focused on credit and debt, budgeting strategies, managing coercive debt, bankruptcy, digital and technology use safety, and financial safety planning after domestic violence. The project targets visible minority communities in Ontario and seeks to close the knowledge gap facing Economic Abuse survivors.

"With support from TD Bank Group, we are offering a range of information from basic money and financial management principles to advanced financial planning for visible minorities," said **Meseret Haileysus, Executive Director** of CCFWE. "This project will develop skills to feel more at ease using online banking tools, open bank accounts, and payment options while understanding how to manage money safely in a digital world."

Survivors of Financial and Economic Abuse face significant barriers in achieving economic security, including a lack of financial knowledge and means. The new project is aimed at providing survivors with the skills and knowledge necessary to manage their finances confidently and take charge of their lives.

"At TD, we believe in supporting programs and initiatives that help set the foundation to feeling financially secure in a changing world." Said Robyn Small, Senior Manager, Philanthropy, TD Bank Group. "That's why through the TD Ready Commitment, our corporate citizenship platform, we are proud to support CCFWE which is focused on delivering customized financial literacy programs for

women survivors of gender-based violence. This critical project will provide women from equity seeking groups with the financial tools and resources geared towards achieving financial stability and independence."

### **About Canadian Center for Women's Empowerment**

The Canadian Center for Women's Empowerment (CCFWE) is a national non-profit organization dedicated to providing economic justice and empowerment to survivors of Economic Abuse. Economic Abuse is a form of violence that can take the form of preventing a person from having access to their finances, using money and resources to control them, or using intimidation or threats to limit their economic freedom. CCFWE works to create a safe, empowering and equitable environment for survivors of economic abuse to break free from their situations.

Our mission is to provide advocacy, education, and access to resources to empower survivors of economic abuse. Through our advocacy and education programs, we act as an advocate for survivors of economic abuse and help to raise awareness about the issue of economic abuse. We also provide educational resources to help build the capacity of survivors to understand their rights and to take action.

At CCFWE, we believe that economic justice is a fundamental right for all people and that economic abuse should never be tolerated. We work to create a world where economic abuse is unacceptable and survivors have the resources and support to be economically empowered. Through our work, we strive to create a society where survivors of economic abuse are able to live free from violence and fear, and have the resources and support to achieve.

### **For more information, press only:**

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