



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

NATIONAL ECONOMIC ABUSE AWARENESS SPONSORSHIP PACKAGE

HELP US RISE 2023

*“Strengthening Economic Abuse Survivors’
Access to Financial Resources.”*



HELP US RISE - A National Economic Abuse Awareness Campaign

Removing structural barriers and fighting Economic Abuse

Help Us Rise is CCFWE's National Economic Abuse Awareness and Advocacy Campaign to raise awareness about Economic Abuse and its impacts.

Coinciding with Financial Literacy Month and Woman Abuse Prevention Month, CCFWE's Help Us Rise campaign is held every November. It mobilizes a diverse range of individuals, organizations, policymakers, private sector representatives, and communities across the country. Together, we advocate for comprehensive solutions to end Economic Abuse so survivors regain agency in their own lives.

We invite you to join us to create solutions that empower survivors from surviving to thriving!

CAMPAIGN OVERVIEW

CCFWE's annual Help Us Rise campaign takes place throughout the entire month of November. It is already in its 4th year of existence, and each year, CCFWE centers its campaign around a specific topic

This year's 2023 campaign focuses on "Strengthening Economic Abuse Survivors' Access to Financial Resources."

CCFWE believes that women's economic empowerment is the means and the end to gender-based violence. Together with our partners and collaborators, we want to work towards a world where women can access economic resources to break the cycle of poverty and abuse for themselves and their children.

Our messaging will be framed around current barriers for women to access financial services and potential solutions, fostering economic equity, existing and future financial programs tailored for survivors, and workshops for social and financial service providers on how to support Economic Abuse survivors.

Our primary audience includes women that are experiencing or have experienced domestic violence, social service providers, particularly women's shelters, financial service providers,



women's and other equity-seeking organizations, gender-based violence researchers and academics, and policymakers on the municipal, provincial and federal levels.

WHY THE CAMPAIGN?

Studies conducted in the United States confirm similar findings from the United Kingdom and Australia that roughly 95% of all domestic abuse survivors have also experienced Economic Abuse.¹ Economic Abuse is recognized as part of coercive controlling behaviour aimed to gain complete control over a victim's finances by impeding the ability of the victim to obtain, use, and maintain economic resources. It includes economic control, employment sabotage, and economic exploitation.

Post-separation Economic Abuse can follow survivors for years, impacting their ability to move on from the abusive relationship and establish financial health.

Discussing finances is still uncomfortable for many, further amplified for survivors by the shame and guilt surrounding domestic violence. Many aren't even aware that Economic Abuse is a form of abuse.

CCFWE's Help Us Rise campaign focuses on raising awareness about the signs and impact of Economic Abuse to a broad audience while advocating for the removal of structural barriers at the same time.

KEY ACHIEVEMENTS FROM Help Us Rise 2020 - 2022

Help Us Rise 2022 was a resounding success, achieving several key milestones in its mission to raise awareness of Economic Abuse and inspire action to address it in Canada. The campaign reached 370 organizations, including 35 financial institutions and 103 community organizations and service providers, through a collaborative effort, exceeding its goals.

In 2021, Miss World Canada, Svetlana Mamaeva, was a CCFWE ambassador for Help Us Rise. Previously, Ms. Mamaeva partnered with CCFWE through FinPowered to provide 85 free financial education workshops to women across Canada and create awareness about financial abuse, access to banking and other forms of economic injustice in abusive relationships.

Each year, we are reaching out to cities and municipalities across Canada and ask them to proclaim November 26 as Economic Abuse Awareness Day. In 2022, 17 cities across Canada

¹Adams, A. E., Sullivan, C. M., Bybee, D., & Greeson, M. R. (2008). Development of the Scale of Economic Abuse. *Violence Against Women*, 14(5), 563–588. <https://doi.org/10.1177/1077801208315529>



as well as British Columbia as a province followed our request and proclaimed November 26 as Economic Abuse Awareness Day.

Three virtual events were held as part of the Help Us Rise campaign that aimed at raising awareness and addressing the challenges faced by survivors of domestic violence in accessing safe and affordable housing in Canada.

Over the past three years, CCFWE's Help Us Rise campaign has generated national media coverage raising awareness about Economic Abuse including coverage in:

- [Toronto Sun](#)
- [National Post](#)
- [Globe and Mail](#)
- [Toronto City News](#)
- [Toronto Star](#)
- [Halifax City News](#)
- [Medicine Hat News](#)
- [Elliot Lake Today](#)
- [Cochrane Today](#)
- [Penticton Herald](#)
- [Alaska Highway News](#)
- [Ottawa Citizen](#)
- [OCanada](#)
- [Recorder](#)
- [Sudbury Star](#)
- [Rogers TV](#)

KEY GOALS AND OBJECTIVES FOR Help Us Rise 2023

With the help of our sponsors, this year's campaign will include the following channels and events:

1. Weekly events (webinars, podcast, twitter chat, etc) throughout the month of November, led by CCFWE staff and subject-matter experts offered to the general public, policymakers, financial institutions, and social service providers.
2. Month-long social media campaigns in both official languages will be aligned with the overall weekly themes.
3. Virtual webinar on the impact of coerced debt on survivors and financial exclusion
4. Economic Abuse awareness toolkits tailored respectively to the general public, policymakers, social service providers, and financial institutions.
5. Special focus on coerced debt and rebuilding financial health.



6. Public statements about Economic Abuse Awareness Day on November 26 by leading politicians, public figures and institutions.
7. International campaign on 16 days of activism with 6 partner organizations from the UK, Australia, New Zealand, South Africa, and Israel.

Key outcomes of the campaign

- 50 women's and equity-seeking organizations will receive an Economic Abuse awareness toolkit and 20+ organizations will share Help Us Rise social media posts on their respective platforms.
- 500 participants in weekly virtual events and will receive follow-up information on Economic Abuse and related resources.
- 20 cities across Canada will proclaim November 26 Economic Abuse Awareness Day and receive an Economic Abuse awareness toolkit.
- 10 public statements on November 26, Economic Abuse Awareness Day by leading public figures and institutions, including MPs, leading financial institutions and established organizations such as Prosper Canada.
- National and local media coverage focused on raising awareness of Economic Abuse
- 2023 Help Us Rise campaign report highlighting key statistics on campaign objectives, findings and recommendations of the discussions from the webinars and events.

RETURN ON INVESTMENT - MAIN BENEFITS OF SPONSORING Help Us Rise 2023

- Clear alignment with this year's theme and Scotiabank's Financial Access Program.
- Exposure to a national and global network, including many leading Canadian women's advocates.
- Opportunity to connect with social service providers, women's organizations and BIPOC community organizations.
- Participation in webinars and in-person events to share Scotiabank's work in the field of financial equity and inclusion.
- Increase recognition of Scotiabank's Financial Access Program through CCFWE promotion materials
- Inclusion in pre-and post-event reporting and marketing.

Enclosed is a sponsorship form that provides information on **sponsorship levels**. Beyond your sponsorship, we welcome you to join us by participating in Help Us Rise. We look forward to hearing from you. For more information about this event, please contact:



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SPONSORSHIP LEVELS

Description	Bronze \$2,000	Silver \$5,000	Gold \$10,000	Diamond \$20,000
Acknowledgment as an event sponsor on CCFWE social media channels				
Sponsorship acknowledgement during the month in social media posts and news release				
Logo displayed on the CCFWE website for the Help Us Rise Campaign month				
Logo displayed on the CCFWE website for one year				
Virtual space during the event				
25% Discount for the in-person sponsorship package				
25% Discount for the digital sponsorship package (sponsorship acknowledgement in social media posts and news release, logo display on website for a year, and virtual space during the event).				
Articles in the CCFWE monthly newsletter			 1 article	 3 articles
Virtual Economic Abuse session training/workshop for your financial institution delivered by CCFWE				



Emcee mention during welcome message at virtual events				
Corporate quote included in news release for Help Us Rise campaign				

About the Canadian Center for Women's Empowerment (CCFWE)

The Canadian Center for Women's Empowerment (CCFWE) is the only Canadian national non for profit organization based in Ottawa dedicated to addressing Economic and Financial Abuse in the context of Domestic Abuse through advocacy, education, research, economic empowerment, and policy change.

CCFWE works collaboratively with organizations and individuals to develop a comprehensive approach that enables domestic violence survivors to recover from Economic Abuse. It also addresses critical policy gaps preventing survivors from recovering and becoming economically secure and independent.

<https://ccfwe.org/>

Contact us: info@ccfwe.org