



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

FOR IMMEDIATE RELEASE

ADVOCATES PROMOTE NATIONAL AWARENESS OF ECONOMIC ABUSE DURING FINANCIAL LITERACY MONTH

HELP US RISE is a month-long national campaign run by women's equity-seeking advocates to address Economic Abuse starting on November 1, 2023

OTTAWA, Monday, Oct 30, 2023

Coinciding with National Woman Abuse Prevention Month and Financial Literacy Month (FLM), the Canadian Center for Women's Empowerment (CCFWE) will be raising awareness on domestic Economic Abuse to empower survivors through the annual Help Us Rise Campaign from Nov 1st to Nov 30th, 2023. Help Us Rise is a national awareness campaign with the overall goal to raise awareness and empower survivors of Economic Abuse to access the resources they need to attain economic empowerment. To realize the Help Us Rise campaign goal, CCFWE collaborates with victim-survivors, families, educators, policymakers, financial institutions, social service providers, the private sector, shelters, legal and justice institutions, grassroots initiatives, and governments at various levels.

This year's HELP US RISE campaign will focus on strengthening access to safe and equitable economic resources and financial services for economic abuse survivors. The campaign spotlights economic justice as a fundamental right for all people, especially women and girls from vulnerable communities, i.e., immigrants, refugees, newcomers, and Black and racialized people.

Furthermore, HELP US RISE is dedicated to promoting an environment where Economic Abuse should never be tolerated and a world where gender-based violence and Economic Abuse are unacceptable.. 95% of intimate partner violence victims experience economic abuse. Ending the impacts of Economic Abuse helps women regain their independence after leaving an abusive relationship. We believe that this national campaign will have to include changes in people's attitudes, relational changes/social norms, and structural changes in the policies, practices, and resources that should be supporting victims and survivors.

Campaign Objectives

1. To raise awareness and educate survivors, social workers, the private sector, and policymakers on the gross impact, nature, and prevalence of domestic Economic Abuse.
2. To influence policy and system change that enables Economic Abuse survivors to achieve economic empowerment.
3. To empower survivors of Economic Abuse and increase their access to the financial resources they need to free themselves from financial abuse and attain economic empowerment.
4. To mobilize and rally the support of individuals, survivors, families, educators, policymakers, financial institutions, social service providers, private sectors, and governments to take action



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and pledge to End Economic Abuse through “Strengthening access to financial resources for Economic Abuse survivors”.

What is Economic Abuse?

Economic abuse is a pervasive form of domestic violence, which occurs when a partner interferes with employment or education, controls access to finances, or generates financial costs without consent. Women from marginalized groups, including newcomers, refugees, racialized, and Indigenous women, are particularly vulnerable to economic abuse due to systemic factors. It has profound and long-lasting effects on victims, impeding their ability to secure stable and safe accommodations, achieve economic security, and live free from violence.

About CCFWE:

The Canadian Center for Women's Empowerment (CCFWE) is Canada's sole national organization dedicated to combating Domestic Economic Abuse within the context of Family Violence. Through education, economic empowerment, research and system change, CCFWE collaborates with organizations, financial advocates, and survivors to address economic and financial abuse and empower survivors to regain control of their finances and rebuild their lives. CCFWE envisions a world where domestic violence survivors can access financial education and resources for their safety and financial independence, guided by lived experience and evidence-based practice.

For Media Inquiries, please contact:

Patrick Mwesigye King

Marketing and Communications Officer

The Canadian Center for Women's Empowerment

patrick.mwesigye@ccfwe.org