



YWCA
CANADA

NATIONAL ADVOCACY.
COMMUNITY ACTION.

UNE VOIX NATIONALE.
DES ACTIONS LOCALES.

THE ROSE CAMPAIGN

ENDING GENDER-BASED VIOLENCE



YWCA Canada's Rose Campaign is a national advocacy campaign to end violence against women, girls, and gender diverse people. Named after the original rose button that commemorated the murder of 14 young women on December 6, 1989, the Rose Campaign calls on Canadians to mourn and use the symbol of the rose to act, educate, and work towards creating change. Our fight will continue in their memory until our streets, campuses, workplaces, and our homes are safe.

WHY DECEMBER 6, 1989?

December 6 is Canada's National Day of Remembrance and Action on Violence Against Women. The date is etched in history to remember the 1989 mass shooting deliberately targeting women at the École Polytechnique in Montreal resulting in the death of 14 young women. Canadians reacted with shock, sorrow and outrage. Their loss served as a rallying point, igniting a powerful movement to speak out against gender-based violence and take action to end it.

Together, we remember: Geneviève Bergeron, Hélène Colgan, Nathalie Croteau, Barbara Daigneault, Anne-Marie Edward, Maud Haviernick, Maryse Laganière, Maryse Leclair, Sonia Pelletier, Michèle Richard, Annie St-Arneault, Annie Turcotte, Barbara Klucznik-Widajewicz, and Anne-Marie Lemay.

YWCA Canada's Rose Campaign is part of the broader 16 Days of Activism Against Gender-Based Violence campaign starting on the International Day for the Elimination of Violence Against Women on November 25, to the National Day of Remembrance and Action on Violence Against Women on December 6, ending on World Human Rights Day on December 10. This is a global movement to speak out against gender-based violence and create a world where all people can live free from violence. Join YWCA Canada's Rose Campaign to help create a safer world for women, girls, and gender diverse people. **#YWCARoseCampaign2024**

WHY SHOULD YOU ACT BECAUSE WE SEE, WE LISTEN, AND WE ACT

- **Nearly 1 in 2 women** report having experienced harassment or sexual assault in the workplace.
- **Employees aged 25 to 34 years** report the highest rate of experiencing harassment or sexual assault in the workplace.
- **58% of women with disabilities** reported experiencing harassment or sexual assault in the workplace.
- **43% Indigenous women** experienced harassment or sexual assault in the workplace.
- **Over 1 in 3 immigrant women** reported ever experiencing harassment or sexual assault in the workplace.



ENDING GENDER-BASED VIOLENCE IS TODAY'S FIGHT

Everyone can take action to end violence against women, girls and gender diverse people. There are many small ways to create change that have a lasting impact. Participate in the Rose Campaign by planning activities or events in your workplace to raise awareness and inspire action.



- **Wear Red to Remember. Wear Red to Stop Gender-Based Violence**

- Encourage team members to wear red to show support and awareness of Canada's National Day of Remembrance and Action on Violence Against Women.
 - Employee teams can share group photos of their collective support with their head office.
 - Take pictures and share them on social media (with consent) and add #YWCARoseCampaign2024.
 - Turn collective grief into collective power and consider making a donation or having a matching donation program to YWCA Canada's violence prevention programs for every photo received.
- Encourage your colleagues to join a YWCA or local women's shelter event to remember the victims of École Polytechnique.

- **Step Up for Survivors of Gender-Based Violence**

- As an act of support on December 6th, have team members track their steps throughout the work day and provide this number to the head office.
- Share the date and time on your internal communication channels.
- Consider making a donation or having a matching donation program to YWCA Canada's violence prevention programs for every step taken.

- **30% of all women aged 15 years of or older**, report that they have experienced sexual assault at least once since the age of 15.
- **On any given night in Canada, 3,491 women and their 2,724 children** sleep in shelters because home is not a safe place.
- **2/3 of people in Canada** know a woman who has experienced physical, sexual, or emotional abuse.
- **44% of young women and gender diverse youth aged 16 to 30** in Canada have been personally targeted by online hate speech.

- Take pictures and share them on social media (with consent of attendees) and add **#YWCARoseCampaign2024**.
- **Scatter Petals Virtually:**
 - For workplaces without a physical or central office, create a virtual message board to share with team members.
 - Invite your team to write their wish or message on a petal. The message should promote nonviolence, or reflect a personal wish or memory. Overall, it is a wish for a better future for women, girls, and gender diverse individuals.
 - Publish these “petals” on the message to inspire change and collective action throughout the 16 Days of Activism to End Gender-Based Violence.

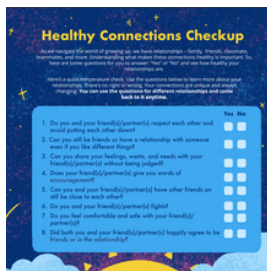
- **35% of the racialized women** reported ever experiencing harassment or sexual assault in the workplace.
- **At least 1 woman or girl** is killed every 2.5 days in Canada, mostly by male accused.
- **Indigenous women and girls** are 12 times more likely to be murdered or missing than any other women in Canada.
- **More than 4 in 10 women** have experienced some form of intimate partner violence (IPV) in their lifetimes.

EVERY STEP IS A BIG STEP TO ADVANCE GENDER EQUITY:

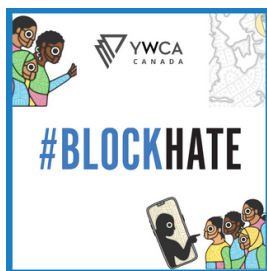
- Encourage your colleagues to build a more inclusive space for women and gender diverse people.
- Foster an inclusive environment of kindness and respect for all genders.
- Learn about using inclusive language.
- Create a document full of resources from your own community to share with colleagues. Check out the YWCA near you to find additional resources.

TAKE A LOOK AT OUR RESOURCES

These resources are primarily designed to educate youth and university aged students about gender-based violence online, in communities, and on campus. They contain learnings for people of all ages and can be great conversation starters about ending gender-based violence for those who have young people in their lives.



Healthy Connections Checkup: As we navigate personal growth, we have relationships – family, friends, classmate, teammates, and more. Understanding what makes these connections healthy is important. Use the questions in this tool to learn more about your relationships.



Block Hate: As part of YWCA Canada's work to end gender-based violence in every form, YWCA Canada has release a digital tool with community tips to counter online hate. Use this tool to find out how you can be an Active Digital Bystander and stand up for safe, respectful, joyful, and inclusive online communities.



Not Online Not on Campus: YWCA Canada developed resources to expand capacity and support all members of campus communities in responding to disclosures of gender-based violence. We aim to create an environment where everyone feels comfortable supporting individuals who have experienced violence with the H.E.A.R.T approach. (Honour. Empower. Act. Refer & Reach Out. Trauma-Informed Care).



YWCA CANADA

YWCA Canada is a leading voice for women, girls, Two-Spirit and gender diverse people. For 150 years, we've been at the forefront of a movement: to fight gender-based violence, build affordable housing and advocate for workplace equity. We work to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives.

Local YWCAs invest over \$258 million annually to support over 330,000 individuals across the nation. Today, we engage young leaders, diverse communities, and corporate partners to achieve our vision of a safe and equitable Canada for all.

Please consider collecting **donations** as part of your event and pledging them to YWCA Canada.

If you have any questions related to this toolkit, send us an email:
advocacy@ywcacanada.ca

For more information, check out [our website](#).

Stay in touch! Follow us on social media:
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