

THE ROSE CAMPAIGN

THIS ENDS WHEN
WE ALL BEGIN.

Gender-based violence is at crisis levels in Canada.

The Rose Campaign is YWCA Canada's national initiative to end violence against women, girls and gender diverse people.

Created in remembrance of the 14 women murdered during the mass femicide at École Polytechnique on December 6, 1989, it began as an act of mourning.

Today, it's a bold call for systemic change, justice, safety and equity.

This ends when we all begin—one voice, one rose, one action at a time.



BEGIN TODAY.

[YWCACANADA.CA/ROSECAMPAIGN](https://www.ywcacanada.ca/rosecampaign)



Every two days, a woman or girl is killed in Canada. Every four days, that death is at the hands of a current or former intimate partner.



Indigenous women, 2SLGBTQIA+ people, women with disabilities and those living in poverty or rural areas face even higher rates of violence.



Nearly half of women in relationships have experienced abuse.

YWCA CANADA'S ROSE CAMPAIGN SUPPORTS:

- National policy advocacy and outreach
- National research, education and awareness
- Expanding access to support services for survivors and their children.
- Strengthening the national YWCA movement

BEGIN TODAY

For too long, we've been laying roses in grief. Remembrance without action is no longer enough.

We reclaim the rose as a symbol of bold action.

This ends when we all begin to:

- Believe survivors.
- Speak out when we see injustice.
- Break the cycle.
- Donate to support survivor-led solutions and systemic change.

[YWCACANADA.CA/ROSECAMPAIGN](https://ywcacanada.ca/rosecampaign)