

THE ROSE CAMPAIGN

MAKING THE
INVISIBLE, VISIBLE

Gender-based violence is not a private issue; it's a national crisis.

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

Created to honour the lives lost in the tragic mass femicide at École Polytechnique on December 6, 1989, the campaign has since grown into a bold call for systemic change, justice and safety across the country.

Ending gender-based violence will take all of us. Every conversation, donation, shared story and act of advocacy can help make communities safer and support survivors.

Join us in making the invisible visible.



[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.

DONATE TO YWCA CANADA'S ROSE CAMPAIGN

Your support helps fund:

- Survivor-focused programs and services
- National advocacy efforts
- Awareness and education initiatives
- Resources that strengthen communities and support survivors and their children

MAKING THE INVISIBLE VISIBLE

Too often, gender-based violence is hidden, minimized or ignored.

In every community across this country, roses are still being laid for lives lost to gender-based violence, even when we don't see them.

Join us in making the invisible visible.

Because we can't change what we refuse to see.

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