

# VOICES EMPOWER

*Walk to Break the Silence*

Race Kit



# Walk To Break the Silence

Every November, we honour women who experience domestic violence during Woman Abuse Prevention Month. This past year has been especially difficult for women facing domestic violence. During this time, domestic violence has escalated and rates of femicide have increased.

**Every 6 days in Canada, a woman is killed by her intimate partner.** By July 2021, the number of femicides in Ontario had already surpassed the total number of femicides that occurred the previous year. We must continue raising awareness and funds to prevent these tragedies from happening.

That's why this November, we hope you'll join in **Voices Empower: Walk to Break The Silence**. On Saturday November 20th, we are walking 6 km to honour the women we lose every 6 days to domestic violence. This self-guided walk gives you the opportunity to walk from wherever you are to support women and children in Waterloo Region.

You can participate from anywhere, with anyone. All you need to do is create your fundraising page to get started! Sign up, collect pledges, wear purple, and walk 6 kilometres to help break the silence.

Participants who raise \$150 before November 1st will be entered into a draw to win a prize AND will receive a free, limited-edition purple hat from Women's Crisis Services!



# Why We're Walking

## Quick Facts

- **Every 6 days** in Canada, a woman is killed by her intimate partner
- It **costs \$100** to provide one day of care to a woman & child in shelter
- The highest risk age group for domestic homicide is **ages 15-24**

## How to Help

- **Walk 6 km** on November 20th to honour the many women we have lost to femicide
- **Wear purple** (the official domestic violence colour) to show your support for women and children experiencing domestic violence
- Register your team and encourage team members to **raise \$100** each to support women and children living in shelter

## Event Day Tips

- Join our event page on Facebook to see event updates
- Make sure to print off your walking bib (found on last page of this kit) to show who you're walk for
- Wear your most purple outfit for a chance to win event day prizes!



# How to Crowdfund

Here are a few simple tips to ensure a great fundraiser!

## **Step 1: Establish your fundraising goal**

Create a realistic fundraising goal to work towards. Remember, you can keep updating this goal as you go so make sure it is realistic and attainable!

## **Step 2: Customize your page**

Adding personal details like a photo gives your supporters a way to connect with why you are walking.

## **Step 3: Share who you are walking for**

Sharing the reason why this event is important to you will give your supporters a way to connect with the cause and give more motivation to donate.

## **Step 4: Make your first donation**

Donating to your own fundraiser gives your crowdfunding page momentum and sets you on track to collect more donations!

## **Step 5: Start fundraising!**

Spread the word about your fundraiser anywhere you can! Utilizing social media, your email list and word of mouth is a great way to promote your fundraiser and collect more donations.



# Tips to Fundraise

There are lots of easy ways to fundraise and help you reach your goals, here are some simple tips to help kickstart your crowdfunding page:

## **It starts with an ask**

If your close friends and family know a cause is important to you then they are likely to donate! Mention your fundraising page at your next family dinner or send personalized messages to those who mean the most to you asking for their support.

## **Use social media**

- Share your fundraising link
- Update your followers
- Follow @WomensCrisisSWR on Facebook, Instagram and Twitter for event updates and more tips

## **Create challenges for hitting milestone donations**

Let your networks know that for every milestone donation that you hit you'll commit to a challenge like dying your hair, running a certain distance, or posting embarrassing photos of yourself. The crazier the better!

## **Reach out to your extended networks**

- Tell your friends to ask their friends and spread the word!

## **Do one final push!**

The day before the event ask your networks one more time to support the cause, usually donations will come in last minute especially if you're close to your goal!



# Get Competitive

We encourage you to raise as much as you can to support women and children in the community. There are lots of ways to get involved and lots of prizes to be won throughout the month!

## **Prizes when you fundraise**

From the moment you register as a participant you have the chance to win prizes based on how much you fundraise. Prizes will be awarded for:

- Early registration
- Top individual fundraiser
- Top team fundraiser
- Most purple outfit

\*The prize for the top individual fundraiser is an Apple Watch and a 12-week online nutrition package! Stay tuned to learn about additional prizes.

## **Register and fundraise early!**

Everyone who registers and raises \$150 before November 1st will be automatically put into a draw to win a Yeti prize pack!

## **Limited-Edition Purple Hats**

This year we are going to be selling limited-edition, purple hats for Women Abuse Prevention Month. Hats will be available for pre-sale starting mid-October. There are limited quantities available so make sure to order yours before they're gone OR **raise \$150 on your crowdfunding page before November 1st to get your hat for free!**



# Use Social Media!

Social media is a great tool to keep your friends up to date and to ask for donations! Here are some post ideas to spread the word:

## **Twitter:**

"On Saturday November 20th, I am walking 6 km to honour the women we lose every 6 days to domestic violence through @WomensCrisisSWR's event, Voices Empower: Walk to Break the Silence.

Help support my fundraiser: ([Insert donation link](#))

#VoicesEmpower #BreakTheSilence"

## **Facebook and Instagram:**

"On Saturday November 20th, I am walking 6 km to honour the women we lose every 6 days to domestic violence through @WomensCrisisSWR's event, Voices Empower: Walk to Break the Silence. My fundraising goal for this walk is ([insert here](#)) and I need your help to reach my goal!

Message me to learn more about how you can join my team!

Help support my fundraiser: ([Insert donation link](#))

#VoicesEmpower #BreakTheSilence"

For more posts ideas to share about the Voices Empower: Walk to Break the Silence, go to @WomensCrisisSWR on Facebook, Instagram and Twitter.





**This November I'm walking  
to break the silence for**

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**#VOICEMPOWER**



**Women's Crisis Services**  
OF WATERLOO REGION