

# VOICES EMPOWER

Walk to Break the Silence

Race Kit



Women's Crisis Services  
OF WATERLOO REGION



# Why We're Walking

## Quick Facts

- Every 6 days in Canada, a woman is killed by her intimate partner
- There were 184 femicides in Canada in 2022
- There were 30 femicides in the first 30 weeks of 2023
- The group most at risk for domestic homicide are aged 25-34
- The killing of women and girls involving male accused in Canada increased by 27% in 2022 compared to 2019
- There is an overrepresentation of femicide in rural and small town areas
- Women are typically killed by someone known to them, most often an intimate partner or family member

## How to Help

- Join our event page on Facebook to see event updates
- Tell your friends and family on social media about how you are supporting women and children in your community during Woman Abuse Prevention Month
- Wear your most purple outfit for a chance to win event day prizes!

## Event Day Tips

- Walk 6 km on November 19th 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 \$150 each to support women and children living in shelter



# 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 LinkedIn 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 sillier 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!



# 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 18th, 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 18th, 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.

