

CHANGEMAKER

NOVEMBER 2024

#COUNT **ME** IN



Dear Friends and Supporters,

When we were growing up, my friends and I learned many of the same rules and rituals meant to keep us safe: Always leave parties together, keep our drinks covered, make sure someone always knows where we're going, memorize the cab driver's name and registration number.

This hyper-awareness about safety becomes normalized, shaping how girls, women and gender-diverse people move through the world. Friends and family members mean well by passing on these precautions, but in doing so, reinforce the idea that the burden of safety rests on us as individuals.

The reality is that we need a whole-of-society approach to end the pervasive threat of gender-based violence, whether it comes from strangers or from people we know and trust.

I'm so thankful that you've counted yourself into our powerful, national community

of 82,000-plus people who know we all have an important role to play in ending gender-based violence.

When you support the Canadian Women's Foundation, you enable us to fund programs that foster safety for those most at risk throughout Canada. These include programs to help survivors escape unsafe situations, find secure housing, and access trauma-informed counseling and support for their children. Our Healthy Relationship grants fund programs that teach respect and equality, building a foundation for safe relationships and helping to break the cycle of violence. You also enable our advocacy and public awareness campaigns, which you can read more about in this issue of Changemaker.

As we mark the 16 Days of Activism Against Gender-Based Violence (November 25 through December 10), let's take collective steps toward



Karen Campbell

Acting Vice-President
/Senior Director,
Community Initiatives

**Canadian Women's
Foundation**

ending violence altogether.

Let's work toward a Canada where every girl, young woman and gender-diverse person grows up with the safety they need to thrive.

With much gratitude,

Karen Campbell

Acting Vice-President / Senior
Director, Community Initiatives

Canadian Women's Foundation



A Foundation survey indicates that:

70%

of women and gender-diverse people said that someone else's behaviour has made them feel unsafe in public.

46%

of women and gender-diverse people in Canada have experienced some form of unwanted sexual behaviour in public, which is nearly double the number of men surveyed.

9 out of 10

women and gender-diverse people take precautions when out in public to stay safe.

Yes, you heard that right: The Canadian Women's Foundation recently launched AwarePod, the world's first earbud for women.

AwarePod features advanced audio performance, cutting-edge design, leading wireless technology ... all in just one earbud.

Why just one? Because women and gender-diverse people often keep one ear to the ground to feel safe. Many of them change their behaviour to avoid gender-based violence while doing everyday activities. They may grip keys between their fingers, pretend to talk on the phone, or avoid walking alone.

AwarePod is a parody, not a product designed to keep women, girls, and gender-diverse people safe. Only real prevention and meaningful change can do that. It's a symbol of the gendered safety precautions many women take and meant to ignite conversation around gender-based violence.

"We're using the AwarePod to draw attention to the widespread assumption that our sense of unsafety is unchangeable or 'a part of being a woman,'" says Mitzie Hunter, Foundation President and CEO. "We're saying we need to make the right safety-enhancing changes and challenge the tendency to shame and blame those who are victimized so we can all be safe from harassment and abuse."

Learn more about [AwarePod](#) and [share your story](#) about how you've changed your behaviour in public due to safety concerns.

In the Headlines: CBC: [AwarePods for Women are Satire, but New Poll on Safety Shows Why They Aren't Funny.](#)

Count Yourself In to Help End Violence

Every year, between November 25 and December 10, we mark the 16 Days of Activism Against Gender-Based Violence. It's a reminder that safety is a fundamental human right, and connects us with people around the world who are determined to end violence against women, girls and gender-diverse people.

Here are two ways to Count Yourself In:

16 Days of Activism Against Gender-Based Violence

By taking one action every day, you can help prevent and eliminate gender-based violence in Canada.

NOV 25 Follow the Canadian Women's Foundation and share #16Days posts

NOV 26 Know [the facts](#) about gender-based violence in Canada

NOV 27 Learn to recognize the Signal for Help. [Watch the video](#)

NOV 28 Become a [Signal for Help Responder](#) and learn to support someone experiencing abuse

NOV 29 Subscribe to the Signal for Help podcast and hear [Eternity Martis](#) talk about the way race factors into intimate partner violence

NOV 30 Does [this](#) sound right to you?

DEC 1 Learn how gender-based violence can affect [mental health](#)

DEC 2 Take the free and flexible [Signal for Help Responder Online Mini Course](#)

Complete each action in our 16 Days of Activism calendar and share your activities on social media using the hashtag #16Days.

> [Download the calendar](#)

Give a meaningful gift

When you support the Foundation, you help to create a safer, more gender-equal Canada. Every dollar you give can make a life-saving difference for women, girls, and gender-diverse people in need, including those leaving situations of abuse and rebuilding their lives after experiencing violence.

During the 16 Days of Activism Against Gender-Based Violence, you can make a donation in tribute to or in memory of a loved one, choosing your preferred card design.

As part of our Holiday Campaign, which begins on December 11, you can pair your gift with a festive greeting. Either way, you and the recipient will know you're making a lasting difference together. Your gift will help provide women, girls, and gender-diverse people in Canada with the power, safety, rights, and support to thrive.



Your Support Helped Lela* Get to Safety

Staff members at *Afrique au féminin*, a Montreal-based women's centre that receives Foundation funding, share how your generosity is changing lives:

“When Lela* arrived at our doors with her suitcase, we knew we had to help her.

She told us that her boyfriend - who had encouraged her to move from her home country in Africa to be with him in Canada - was now abusing and threatening her. She was alone and afraid.

As a newcomer, she didn't know her options, but she had heard about *Afrique au féminin*. We offer support and settlement services to women from more than 50 different countries in the diverse Park Extension neighbourhood of Montreal. We're struggling to keep up with the need for services and we will soon be opening a women's shelter, to serve more women like Lela who are experiencing abuse.

Violence spiked during the pandemic, and it really hit home in 2021, when a newcomer woman in our community who had two young children was killed by her husband. Her tragic story ignited more action to prevent violence and increase services tailored to immigrant communities.

Newcomer women in abusive situations navigate fear for themselves and their children, and many other barriers: precarious immigration and financial status, distrust of police and justice systems, lack of information about rights and services, as well as language and cultural differences. Some might not recognize verbal or emotional abuse as violence, because it's normalized in their culture or family. Others might fear



AFRIQUE AU FÉMININ PARTICIPATES IN THE 2024 COMMUNITY MARCH AGAINST GENDER-BASED VIOLENCE IN PARK EXTENSION, MONTREAL.

family rejection and shame if they choose to leave the abuser. There are no easy answers.

Newcomer women need culturally sensitive service providers who understand these challenges. Thanks to you, the Canadian Women's Foundation funds our work to help them access critical support within their community. You also enable us to collaborate with other services and organizations to raise awareness about violence. We recently gathered for our annual community march against violence to send a message that survivors are not alone and we are there to help.

In Lela's case, we found her temporary refuge until a women's shelter had a spot for her. We wrote a letter to help her get a work permit, and learned that police had accompanied her to safely get all her belongings from her boyfriend's apartment. We remain in contact with her, and we continue to support other women's journeys toward safety. Together, we can ensure their voices are heard.

When you can help a woman out of a bad situation, and she is able to smile and say thank you, that is true impact and it's deeply rewarding.”

- Rose Ndjel, Executive Director and Tiana Ramotar, Domestic Violence Support Worker, *Afrique au féminin*

**Not her real name*



Thank You for Counting Yourself In for Girls and Gender-Diverse Young People

In the leadup to International Day of the Girl, you counted yourself in for community organizations in every province and territory in Canada to support diverse women, girls, and gender-diverse people facing poverty, violence, discrimination, and other forms of inequality. This includes community programs that provide space for diverse girls to challenge gender stereotypes, build confidence and healthy relationship skills, and reach their full potential.

You also signed our petition to the Senate to move the Vote16 Act to the next stage and help give girls and young people a voice in the democratic process.

A special thank you to H&M, which generously matched all donations to the Foundation during our International Day of the Girl Campaign with a special gift to support girls and young people!

Your Voices and Actions Matter

Olympic rower Jill Moffatt and Hillary LeBlanc, a Feminist Creator Prize Winner, are just two examples of amazing community members who shared their stories and spoke out about the need to support programs that empower gender-diverse young people across Canada.



“That sense of belonging I found in sport as a young girl led me down a path of inclusion. ... This is what the programs funded through the Canadian Women’s Foundation do for girls and gender-diverse youth.”

- Jill Moffatt, two-time Olympic rower and gender equality advocate



“For 23 years in New Brunswick schools, I faced racism, classism, and sexism head-on, often feeling isolated and invisible. As I’ve spoken with young girls in similar situations, I see the same struggles playing out for them today ... We must do everything in our power to uplift and empower girls and gender-diverse youth, particularly those who are marginalized.”

- Hillary LeBlanc, Feminist Creator Prize Winner and gender equality advocate

Thanks to These Partners for Counting Themselves In to Advance Gender Equality



The Canadian Women's Foundation is proud to partner with the Royal LePage Shelter Foundation on addressing gender-based violence in communities throughout Canada. Mitzie Hunter joined Royal LePage Shelter Foundation's Night Light Walk on October 24 as community members came together to raise funds and awareness about domestic violence that helps women rebuild their lives.

FOUNDATION PRESIDENT AND CEO MITZIE HUNTER (CENTRE) ACCEPTS A DONATION FROM ASSURED NATURAL'S ROD SIDOROFF, DIRECTOR OF HEALTH CHANNEL SALES CANADA (LEFT), AND DEB LAROCQUE, NATIONAL SALES MANAGER.



MITZIE HUNTER, RIGHT, AT THE ROYAL LEPAGE SHELTER FOUNDATION NIGHT LIGHT WALK WITH PHIL SOPER, CEO, ROYAL LEPAGE CANADA; OLIVIA CHOW, MAYOR, CITY OF TORONTO; PARTHI KANDAVEL, CITY COUNCILLOR FOR SCARBOROUGH SOUTH WEST; CHRIS DUNLOP, BROKER/OWNER, ROYAL LEPAGE ESTATE REALTY; AND RACHAEL WONG, ASSOCIATE VICE PRESIDENT, MOBILE MORTGAGE SPECIALISTS, METRO EAST WITH TD

Corporate Partner Spotlight: Assured Natural

"We want to support community programs to help women thrive across Canada. In a gender-equal Canada, every woman would have an opportunity to be anything she wanted without being bullied or discouraged because of her gender."

- **Deb Larocque, National Sales Manager, Assured Natural**

We are so grateful for the support of Assured Natural, which has generously donated \$765,000 to the Foundation since 2011. Funds are raised through a percentage of proceeds from their health food store brands WomenSense supplements and Koope skin care.

Count Yourself In to Make Our Voices Heard

Your support enables us to keep gender justice and equality issues on the agenda and in the headlines.

At the Elevate Festival, Foundation President and CEO Mitzie Hunter participates in the Business Leaders Guide to Canada's Productivity Problem panel, bringing an intersectional gender lens to the discussion about Canada's economic future.



[The Walrus Talks: Shifting Power in Philanthropy](#)

Mitzie Hunter talks about the implications of the gendered transfer of wealth for feminist philanthropy.

[> Watch](#)

» TORONTO STAR «

“With Canada’s economic shakeups, affordability concerns and productivity problems in the news every day, it’s clear to me we have to turn to feminist small businesses as a solution. We lose too much when we miss out on investments in them.”

- **Mitzie Hunter, Foundation President and CEO**

Toronto Star OpEd: [Canadians Need Feminist Businesses for Economic Progress, Stronger Communities](#)

ALRIGHT, NOW WHAT?

Hosted by Andrea Gunraj



Catch up on the most recent episodes of our Alright, Now What? Podcast, which features conversations with insightful people about what it will take to achieve gender equality in Canada.



Interview with Jagmeet Singh



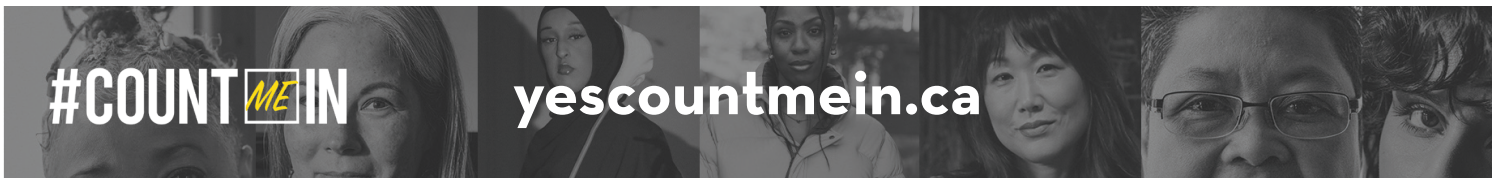
“What She Said” with Elizabeth Renzetti



A Healing Poet with Dr. Chika Stacy Oriuwa



Sharing the Underspoken with Hillary LeBlanc



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