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## Men, get ready to WALK-A-MILE IN HER SHOES®

This high-profile YWCA fundraising event raises awareness of family violence and vital funding to support YWCA Edmonton violence prevention and recovery programs.

**WHO:** Men of all ages, all demographics. Sign up individually, create a team or join an existing team. Strength in numbers!

**WHAT:** WAM is a unique, high-profile, pledge-based event that will knock your socks off! You can choose to pay the registration fee is \$50 (covering the cost of your heel rental, lunch and beverages), or pledge to fundraise \$1000 and forgo the fee.

**WHERE:** Sir Winston Churchill Square, Downtown Edmonton.

**WHEN:** Wednesday, September 21, 2016

11:30 a.m. Registration and shoe pick up (heels are provided)

12 - 1 p.m. Walk around the Square, and show you care!

1:00 pm Award Ceremony: acknowledge all supporters, sponsors, top individuals & teams.

**WHY:** We need your support. Family and domestic violence in Alberta is on the rise. Funding for prevention and recovery programs is vital in supporting women and children by offering them the best chance to find their footing.

### Please join us on September 21st and make a statement against violence.

Stand tall in a pair of heels and show the city that the men of Edmonton care! Our highly visible event will draw in media and enthusiastic spectators, demonstrating the strong fellowship within the city. Get ready to put your best foot forward and "Walk-A-Mile!"



For more information, please visit [www.walkamileedmonton.org](http://www.walkamileedmonton.org)

**Have more Questions?** Contact Linda Miller, 780.970.6509 or email [L.Miller@ywcaedm.org](mailto:L.Miller@ywcaedm.org)

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## YWCA WALK A MILE IN HER SHOES® KEY MESSAGES

YWCA WALK A MILE IN HER SHOES® is a highly visible pledge-based fundraiser attracting men from all walks of life to demonstrate their position on violence against women, while in a pair of heels.

We need to **raise a minimum of \$160,000** to fund YWCA Edmonton violence prevention and recovery programs including our Counselling Centre and Girls' programs.

YWCA Edmonton is a charity that supports and advocates for women, children, and families who have survived family violence.

Domestic violence is never acceptable. Unfortunately, the frequency and severity of incidents involving domestic violence are increasing.

### Violence is STILL the Issue

- In 2014, Edmonton police responded to **7,849 domestic violence calls**.<sup>1</sup> Many of the households where domestic violence occurs also have a child/children present – which means there is usually more than one victim.
- **Alberta has the second highest rate** of self-reported spousal violence in the country.<sup>2</sup>
- In 2015, more than **27,000 Albertan women and children** sought protection from a shelter or transition home.<sup>3</sup>
- Violence against women costs Canadian society more than **\$4.8 billion each year**<sup>4</sup> and takes an incalculable human toll.
- **One in five men** report having witnessed an abusive behavior against a woman in a social environment in the past year.<sup>5</sup>

**Half of all women in Canada have experienced at least one incident of physical or sexual violence since the age of 16.**

### All funds raised will help the YWCA to provide:

- **Affordable counselling** services for those in crisis and survivors of violence;
- Lakeside Haven family violence **recovery** program;
- Psychological service **support** for crisis shelters; and
- Violence **prevention** programs for girls.

<sup>1</sup> <http://www.edmontonpolice.ca/communitypolicing/familyprotection/domesticviolence.aspx>

<sup>2</sup> Statistics Canada. (2011). Family violence in Canada: A statistical profile: 2009 GSS victimization survey (Catalogue no. 85-224-X). Ottawa, ON: Canadian Centre for Justice Statistics, Ministry of Industry.

<sup>3</sup> [file:///2k8server/kms/annual-aggregated-data-report-2015-16-conflict-copy\(9\).pdf](file:///2k8server/kms/annual-aggregated-data-report-2015-16-conflict-copy(9).pdf)

<sup>4</sup> Measuring Violence Against Women: Statistical Trends 2011, Statistics Canada.

<sup>5</sup> p.35 Leger – Men's Attitudes and Behaviors toward Violence Against Women, Provincial Results Report

<sup>6</sup> <http://www.cbc.ca/news/canada/calgary/mens-attitude-on-domestic-violence-study-results-1.3480238>

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## FACT SHEET

**What is it?** YWCA WALK A MILE IN HER SHOES® is a pledge-based fundraiser where men walk in women's heels to raise awareness of family violence, and funds to support YWCA Edmonton violence prevention and recovery programs.

**Date** Wednesday, September 21, 2016

**Time** 11:30 a.m. Registration and shoe pick-up (heels are provided)  
12 – 1 p.m. Program and walk (complimentary lunch provided for registrants)

**Location** Sir Winston Churchill Square, Downtown, Edmonton

**How Do I Register?** Visit [www.walkamileedmonton.org](http://www.walkamileedmonton.org) to register.

**Who can participate?** Only men can participate in the walk; however, women play a big role as a WALK A MILE IN HER SHOES® ally. You can encourage and challenge men to participate and raise funds to help women and children walk away from family violence.

**How do I participate?** Men can register as an individual, create a team, or join an existing team. We encourage each walker to raise **\$1,000 in pledges** to help us meet our goal of \$160,000.

**Where does the money go?** Proceeds from this event fund YWCA Edmonton counselling centre and violence prevention and recovery programs. For more details, please visit [www.ywcaofedmonton.org](http://www.ywcaofedmonton.org)

- YWCA Counselling Centre offers hope and healing to more than 300 clients each year; 98% of which will receive partial or fully subsidized sessions.
- Our psychologists provide 400 hours of counselling directly in local women's shelters every year.
- One study shows every \$1 spent on psychology services yields \$5 saved on medical costs.
- GirlSpace reduces the risk of violence in girls' lives, improves their mental health, and sets the stage for their development into strong, healthy, young women leaders.

**Who is YWCA Edmonton?** YWCA Edmonton has been serving the Edmonton area for more than 108 years. We are a women's organization that advances the wellness and growth of women, girls, and families. We provide education and services to thousands each year. Our services include counselling, leadership and outdoor education programs, and numerous support services for people with disabilities. Our vision is a world of equality, opportunity, and choice for women. We lead, support, and advocate for women, girls, and their families when and where they need us.

**Have more Questions?** Contact Linda Miller, 780.970.6509 or email [L.Miller@ywcaedm.org](mailto:L.Miller@ywcaedm.org)



WALK A MILE IN HER SHOES®  
September 21, 2016 | Sir Winston Churchill Square | 11:30am-1pm

### **FUNDRAISING TIPS to help you be successful**

*The #1 reason people **don't** give is that they are not asked.  
The #1 reason people **do** give is that it makes them feel good!*

Experience has taught us that if you get your family, friends, and coworkers involved you will have a lot more fun, as well as reap the benefits of team building. YWCA Edmonton needs your help to raise funds to support critical programs and services that help women and families walk away from domestic violence.

Walk A Mile® is a highly visible event drawing in a lot of fun, energy and team building.

#### **6 Tips to reach \$ 1,000 ... and beyond:**

1. **Initiate your fundraising campaign over social media.** Choose a captivating profile pic and caption to draw curiosity from your followers. Feel free to select facts from our website and Facebook page, or YWCA written material regarding domestic violence, and follow up with your personal reasons for supporting. An informed audience is more likely to support a cause if they understand what it is.
2. **Ask a few close friends or family members to pledge you \$100,** and follow up with a few friends that will likely pledge you \$50. This will set the bar for following donors. Make sure these donors and their amounts are well acknowledged in your network and over social media immediately.
3. **Ask your employer for a company contribution of \$500 (or more).** Check with your human resources department to see if they offer matching gifts. Your employer (in addition to yourself) may also encourage staff involvement over and above a monetary contribution.
4. **Request a corporate donation from a business you support.** Suggest a corporate match to your final donation total. Offer to plug them on social media.
5. **Suggest a manageable dare** to an audience that will hold you accountable to your idea. This will build interest to donate larger sums for your fundraising. Don't be afraid to bring out your creative side! Create a scenario that places you out of your comfort zone - and do it in heels! For example, wearing them to the office, or going to get coffee.
6. **Instigate a competition with a buddy or a group.** Bring on the bragging rights! Prompt a fun and friendly rivalry, which will in turn generate more funding for the cause.

On behalf of YWCA Edmonton, and the women and families we serve, we thank you for your support.

For more information, please visit [www.walkamileedmonton.org](http://www.walkamileedmonton.org)

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