



Campaign Toolkit 2023

Encouraging schools, community groups, businesses and individuals to raise awareness of abuse, exploitation, and trafficking by participating in Wear Purple Day on November 15th and the entire Shine the Light campaign.

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About Us

For over 40 years the London Abused Women's Centre (LAWC) has provide counselling, advocacy and support to abused, exploited and trafficked women and girls throughout London and Middlesex County. On a wider level as a feminist agency, LAWC works to create a safer environment for women and girls by advocating actively to change the legal, social, and education systems.

November is Woman Abuse Awareness and Prevention Month in the Province of Ontario. This year, the LAWC is asking you to join us in raising awareness by shining the light on woman abuse. Each November LAWC celebrates the Shine the Light on Woman Abuse campaign. Since it was launched in 2010, the locally designed campaign has grown substantially by first spreading to the national level with the endorsement of Prime Minister Trudeau in 2016, and finally reaching the international level with Sweden and Australia.

The goals of the **Shine the Light on Woman Abuse** campaign are:

- to show abused women and girls that the residents of London and Middlesex County support them in their quest to live a life free from violence and abuse
- to shift the feelings of blame and shame abused women so often feel, from their shoulders to the shoulders of those who abuse them
- and to raise the profile of resources in the community that can help support abused women through their journey.

We hope to once again turn London and Middlesex County purple during the month of November. We are reaching out to local schools, businesses and organizations ask for your help by going purple in support of the campaign. We ask you to decorate your workspace in purple, design your window displays with a purple theme and share your participation by tagging LAWC **@endwomanabuse** on all of your social media platforms and use the hashtag **#ShineTheLight2023**.

We also ask you to participate in **Wear Purple Day** on November 15th. This is a cost- free way to support our efforts in ending violence against women. Post pictures of your family, friends, colleagues and even yourself participating, on social media platforms.

We have created this campaign toolkit to encourage schools, community groups, businesses and individuals to raise the awareness of abuse, exploitation, and trafficking by participating.

The First Step Is Getting Educated!

Did You Know....

Intimate partner violence costs lives: approximately **every six days, a woman in Canada is killed by her intimate partner.** (Statistics Canada, 2021)²

Women are **5 times more likely** than men to experience sexual assault (Statistics Canada, 2021)³

67% of people who experience family violence are women and girls. (Canadian Centre for Justice and Community Safety Statistics, 2021)⁴

Women are more likely than men (39% vs 35%) to report experiencing violent crime at some point since age 15 (Statistics Canada, 2019)⁵

The large majority (**81% of persons accused of human trafficking were men and boys.** Most commonly, accused persons were aged 18 to 24 (41%), followed by those aged 25 to 34 (36%).(Canadian Centre for Justice and Community Safety Statistics, 2022)⁶

In 2018, 44% of women reported experiencing some form of psychological, physical, or sexual violence by an intimate partner in their lifetimes (Statistics Canada, 2021). Research shows that **“women disproportionately experience the most severe forms of IPV, such as being choked, being assaulted or threatened with a weapon, or being sexually assaulted”** (Canadian Centre for Justice and Community Safety Statistics, 2021)⁷

The vast majority (**96% of detected victims of human trafficking were women and girls.** (Canadian Centre for Justice and Community Safety Statistics, 2022)⁸

The proportion of women killed by a spouse or intimate partner is **over eight times greater** than the proportion of men (Statistics Canada, 2020)⁹

The First Step Is Getting Educated!

Did You Know....

30% of all women 15 years of age and older, report that they have experienced sexual assault at least once since the age of 15. This is compared to 8% men (*Statistics Canada, 2019*)¹⁰

3 in 5 transgender women experienced Intimate Partner Violence since the age of 16 (*Trans PULSE Canada Survey, 2019*)¹¹

Almost 40% of those who had experienced domestic abuse said it made it difficult for them to get to work, and **8.5% said that they lost their jobs because of it** (*Safety and Health at Work, 2016*)¹²

About **6 in 10 Indigenous women** have experienced some form of intimate partner violence in their lifetimes (*Canadian Centre for Justice and Community Safety Statistics, 2021*)¹³

Rates of intimate partner violence experienced by rural women are **five times higher** than for rural men and 75% higher than urban women (*Canadian Centre for Justice and Community Safety Statistics, 2021; Centre for Research and Education on Violence Against Women and Children, 2021*)¹⁴

In 2022, 184 women and girls were killed by violence. This is a concerning increase from 118 women and girls killed by violence in 2019. “The proportion of Indigenous female victims continues to be significantly higher than their representation in the population (5%) with **at least one in five victims (or 20%) being an Indigenous woman or girl**” (*Canadian Femicide Observatory for Justice and Accountability, 2020, 2021, and 2022*)¹⁵

Indigenous women and girls are 12 times more likely to be murdered or missing than any other women in Canada, and 16 times more likely than white women (*National Inquiry into Missing and Murdered Indigenous Women and Girls, 2019*)¹⁶

More than 6 in 10 Indigenous women have been physically or sexually assaulted at some point since the age of 15, compared with more than four in 10 non-Indigenous women (*Statistics Canada, 2021*)¹⁷

The First Step Is Getting Educated!

Did You Know....

Women with a disability are three times more likely to experience violent victimization than women living without a disability (*Statistics Canada, 2021*).

Women with disabilities experience unique concerns such as: increased difficulty leaving an abuser due to mobility or communication issues; greater difficulty accessing shelter services and/or transportation; higher rates of emotional abuse; being prevented from using an assistive device (e.g. wheelchair or cane); and abuse by institutional caregivers and/or other residents (*DisAbled Women's Network Canada, 2014*)¹⁸

Immigrant women may be more vulnerable to domestic violence due to economic dependence, language barriers, and a lack of knowledge about community resources. **Newcomers traumatized by war or oppressive governments are much less likely to report physical or sexual violence to authorities, for fear of further victimization and deportation** (*Rupaleem Bhuyan et al., University of Toronto, 2014*)¹⁹

Cyber violence, which includes online threats, harassment, and stalking, has emerged as an extension of violence against women and is sometimes referred to as technology-facilitated gender-based violence, abuse, and harassment (*UN Broadband Commission for Digital Development, 2015; Cynthia Khoo, Women's Legal Education and Action Fund, 2021*). Over two-thirds (**69%**) of those **experience incidents of cybercrime are women**. They account for 84% of those who experience sexual violations associated with a cybercrime and 65% of those involving non-sexual violent violations (*Benjamin Mazowita and Mireille Vézina, Statistics Canada, 2014*)²⁰

It is estimated that, each year, **\$7.4 billion is spent to deal with the aftermath of spousal violence alone**. This includes immediate costs, such as emergency room visits and related costs, such as loss of income. It also includes tangible costs such as funerals, and intangible costs such as pain and suffering (*Department of Justice, 2009*)²¹

ANGER

If you feel angry after reading those statistics, you are not alone. Anger wells up when we are confronted with unjust, violating acts that disrespect each person's right to live a life free of abuse, exploitation and violence.

When we talk about Violence Against Women and Girls (VAWG), what do we mean?

Violence against women and girls encompasses but is not limited to the following:

- Physical, sexual and psychological violence occurring in the family, including battering, sexual abuse of female children in the household, dowry-related violence, marital rape, female genital mutilation and other traditional practices harmful to women, non-spousal violence and violence related to exploitation;
- Physical, sexual and psychological violence occurring within the general community, including rape, sexual abuse, sexual harassment and intimidation at work, in educational institutions and elsewhere, trafficking in women and forced prostitution;
- Physical, sexual and psychological violence perpetrated or condoned by the State, wherever it occurs.

~ From the final document of the Fourth United Nations World Conference on Women, 1995

What is Human Trafficking?

"The recruitment, transportation, transfer, harbouring or receipt of women, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a woman for the purpose of exploitation."

For the original definition, see [UN Trafficking Protocol, 2000](#)

"...unlike guns or drugs, the same victim can be sold for sex over and over again."

*-Jeannette Eberhard¹, a King's University College professor referencing **Romeo Pimps***

A Romeo Pimp is an individual pretending to be interested in romantic relationships with girls to gain their trust and devotion, only to then force them to have sex with strangers for money.

Why is Violence Against Women and Girls (VAWG) a problem?

It is deeply rooted in harmful stereotypes and prejudices against women or other people who do not fit into a traditional gender binary or heteronormative society. For that reason, VAWG can have the effect of pushing women and others who are affected to the margins of society and making them feel inferior or helpless. Children raised in families where a woman is abused are also victims of violence (sometimes not physically, but psychologically). The children witness violence and may form the impression that such behaviour is justified or 'normal'; in other words, they assimilate violent norms. They are also brought up in a culture of violence that may negatively affect their self-development and ability to function in society. VAWG affects family members, friends and colleagues.

"A society is patriarchal to the degree that it promotes male privilege by being male dominated, male identified, and male centered. It is also organized around an obsession with control and power, and it involves as one of its key aspects the oppression of women." ~ Allan Johnson

Within Western culture, a patriarchal system of power and control exists in which:

- Women and girls experience gendered violence
- The norm is the subordination of women
- Women are dehumanized and objectified; perceived as commodities
- Sexual violence is used as primary tool of power and control
- The use of women within the sex trade is the eroticization of power and control
- Violence against women is fundamental to the way trafficking is constructed; traffickers see the violence as necessary part of the business.
- Violence against women and girls is manifested through assault, rape, sexual coercion, sexual objectification, and exploitation / trafficking
- The actions of traffickers reflect how women are viewed in general, as different, less than human and deserving of treatment which highlights their subordinate position.

- Female traffickers can be former victims of trafficking themselves and rising in the ranks is their way of attempting to escape violence
- Human trafficking and other types of violence against women are violations of Human Rights and Women's Security.

What causes VAWG?

Patriarchal and sexist views legitimise violence to ensure the dominance and superiority of men. Some religious and historical traditions have sanctioned the physical punishment of women under the notion of entitlement and ownership of women. Being a victim of VAWG is perceived in many societies as shameful and weak, with many women still being considered guilty of attracting violence against themselves through their behaviour or clothing. The topic of violence against girls and women is in some cases deemed not to be important, with domestic violence also being given insufficient resources and attention.

HOPE

We cannot stay in anger. It's time for the shame and the blame that women feel, to be shifted to the shoulders of the perpetrator. As John Lewis has famously said,

"Do not get lost in a sea of despair. Be hopeful, be optimistic. Our struggle is not the struggle of a day, a week, a month, or a year, it is the struggle of a lifetime. Never, ever be afraid to make some noise and get in good trouble, necessary trouble."

Although it may not move at the pace we would like, change is possible if you hold on to hope. We need to take the energy away from the anger and focus that on a solution. Our 2022 Shine the Light on Woman Abuse Honorees have used their passion to fight for loved ones, to change laws. In 2022, [Keira's Law](#) came into effect. This new legislation requires federal judges to be educated on intimate partner and family violence. The law is named after four-year-old Keira Kagan, who died in 2020 after multiple judges ignored warnings about her father's potential for violence.

The Starfish Story

A young girl was walking along a beach upon which thousands of starfish had been washed up during a terrible storm. When she came to each starfish, she would pick it up gently, and throw it back into the ocean. People watched her with amusement.

She had been doing this for some time when a man approached her and said, "What are you doing?" The young girl politely responded, "Placing starfish back into the ocean. The surf is up, and the tide is going out. If I don't put them back, they'll die."

The man laughed to himself and said "Girl, don't you realize there are miles and miles of beach and hundreds of starfish? You can't make a difference!"

The girl seemed crushed and deflated. But after a few moments, she bent down, picked up another starfish, and hurled it as far as she could into the ocean. She looked up at the man and replied,

"Well, I made a difference for that one!"

The old man looked at the girl inquisitively and thought about what she had said. Inspired, he joined the young girl in throwing starfish back into the sea. Soon others joined, and all the starfish were saved.

The Starfish Story by Loren Eisley is a poignant reminder that each life you touch matters, even if it's only one.

"You must be the change you wish to see in the world." - Gandhi

"Service is the rent we pay for being. It is the very purpose of life, and not something you do in your spare time," - Marian Wright Edelman

"Challenges are gifts that force us to search for a new centre of gravity. Don't fight them. Just find a new way to stand." - Oprah Winfrey

"If you don't like the way the world is, you change it. You just do it one step at a time." - Marian Wright Edelman

"...being part of (LAWC) is the light in the dark. I know I can find my way home with LAWC. This is empowerment. This is encouragement. This is finding my voice once again." - LAWC Client

"If we look long enough and hard enough...we will begin to see the connections that bind us together, and when we recognize those connections, we will begin to change the world." - Muriel Rukeyser

"When you speak up about any sense of unfairness or injustice, you're told that you're overreacting, you're too angry, too silly-shut up already. It takes a tremendous amount of fortitude to be able to live in this world as a woman, let alone a woman who wants things to change." - Kathleen Hanna

"Every great moment of social change was once a confirmed impossibility. People's determination in the face of overwhelming odds has, time and again, triumphed over what seems impossible. This is what you tell yourself." - Tim Winton

"In the confrontation between the stream and the rock, the stream always wins - not through strength but through persistence." -Anonymous

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

"...the first thing is to be honest with yourself. You can never have an impact on society if you have not changed yourself...Great peacemakers are all people of integrity, or honesty, but humility." - Nelson Mandela

"It is not enough to be compassionate-you must act." - The Dalai Lama

"When spider webs unite, they can tie up a lion." - Ethiopian Proverb

"I raise up my voice - not so I can shout but so that those without a voice can be heard...we cannot succeed when half of us are held back." - Malala Yousafzai

"Act as if what you do makes a difference. It does." - William James

"A feminist is anyone who recognizes the equality and full humanity of women and men." - Gloria Steinem

"You must do the thing you think you cannot do." - Eleanor Roosevelt

ANGER + HOPE = ACTION

The **Shine the Light on Woman Abuse** campaign acts as a beacon of hope, while reminding us there is still much work to be done. **Shine the Light on Woman Abuse** is an opportunity for everyone to reflect, learn, listen and to have open conversations about violence against women with the aim of creating change. Local businesses, schools, organizations and individuals become change makers by joining the **Shine the Light on Woman Abuse** campaign.

Take Action!

Can One Person Make A Difference?

Absolutely. Every time an abused or exploited woman or girl sees a **business, school, or home illuminated in purple light**, they know they are not alone. They will be believed, and they can find courage to continue their journey of healing by reaching out for support, advocacy and counselling. Your small actions are giving women and girls hope and courage. LAWC can also provide you with **Shine The Light Awareness posters free of charge** for you to display in your place of business, home or community centre.

Every time you **wear purple** on Nov.15th, **Wear Purple Day**, you show your support to the women and girls affected by men's violence against women. Purple is a symbol of courage, survival and honour, and has come to symbolize the fight to end woman abuse. To further the impact, post pictures of your participation with the hashtag **#ShineTheLight2023** and tag LAWC [@endwomanabuse](#). If you would like to purchase any LAWC Shine The Light hoodies, t-shirts, flags, or other merchandise, simply follow this [link](#).

Turn **Wear Purple Day** into an event at your school, business or community group. Below are a number of **fundraising activities** that combine fun, food, competitions and ways to support frontline services, like LAWC, to make sure that women and girls get timely access to the services they require without a waiting list.

We don't always have money in our pockets to give to the causes we support with our hearts. You can always **volunteer** your time. LAWC offers volunteer opportunities which include reception support, childcare, and special events.

ANGER + HOPE = ACTION

All volunteer roles include training, and a vulnerable sector check is required. Our next volunteer orientation will be **Monday Nov. 20, 2023 from 6:30- 8:30 p.m.** Contact us at Info@lawc.on.ca for more information to volunteer to end violence against women and girls.

If you can't make a regular time commitment, how about being a voice that halts the harm? If you encounter someone acting in an abusive, sexist, harassing way through speech or behaviour, **be "one of the good ones"** and challenge them (as long as it is safe to do so) by letting them know that rape-based jokes aren't funny. Sometimes it's easier when we remember that harassment consists of comments, actions or suggestions that result in a person feeling demeaned, invaded, degraded, powerless, threatened, angry, worthless and negative about themselves. Flirting is not the same as harassment. Flirtation involves comments, actions or suggestions that result in a person feeling equal, flattered, complimented, confident, in control, respected, comfortable, and positive about themselves. It starts with us taking actions that are aligned with our values and beliefs. Use your voice to speak up for those that cannot.

Use your talents to raise money to be a Local Legend!

One of our Local Legends was a 17-year-old student that having learned about the London Abused Women's Centre (LAWC) in preparation for a class presentation, decided to use their yoga talents to raise funds for LAWC by providing classes in the park, and asking for donations. Even if you don't have money to donate, by donating a service like piano lessons, carpentry, cooking, you can still help change other's lives.



ART FOCUSED AWARENESS RAISING

This artwork was created by graffiti artist Harriet Wood.



Use your artistic gifts to create tattoos, memes, TikTok videos to spread the message about ending violence against women and girls.

- Illustrate and design material to be used on social media, leaflets, banners, postcards, stickers, posters, or art projected on buildings.
- Large scale murals made with paint or chalk can be conversation starters for many communities.
- Photography used on social media, in gallery exhibits, or in publications
- Filmmaking used on social media, web sites, or at screening events
- Music, song, and spoken word performed live at events, recorded for social media, or played on local radio
- Chants, cheers, or call and response used at in-person actions and events
- Theatre, performance, skits, and comedy sketches acted out in public spaces, at theaters, or for online video
- Dance and music videos performed live or recorded for social media
- Comic strips or graphic novels drawn and distributed
- Hair, clothing, costume, and makeup or face paint



Working together helps us stand together. Matching Gift Programs are a part of many corporate philanthropy policies. Through these programs, companies will match a portion (typically 100% or more) of the donations their employees give to nonprofits. One brilliant local example has been the Finch Automotive Group.

Business can be Local Legends too. [Finch Automotive Group](#) has been showing its care for the community for years with its Match My Donation Program. LAWC has been honoured to be one of the recipients of a portion of the proceeds from the Match My Donation Program raised in previous years. To give you an idea of how open hearted Finch's community was, in their first-ever Match My Donation campaign in 2020, they received 2,000 individual donations to be matched, totaling over \$850,000! That inspired Finch Automotive Group to dig deeper and match an additional \$100,000 of the donations they had already received. The grand total from this one business' efforts resulted in multiple community non-profits and charities getting \$1,150,000 in donations.

What can I do with my school/ university, community group or place of employment?

As an individual you can **Wear Purple** on Nov.15th, as a business owner you can flood your establishment in purple lights throughout November, but when we work as a group, we can make amazing things happen. Below are some fun fundraising ideas you can undertake during November and the rest of the year to raise awareness of violence against women and girls and raise funds to support the frontline work of LAWC as it stands beside women and girls determined to rise up after living with abuse, exploitation and trafficking.

Make-a-Purple Ribbon

Encourage students to collect spare change from around their homes (with parents' permission, of course). On a designated day, students will bring in this spare change and bills. Then, each class will make a "purple ribbon" with their loonies, toonies and other coins on a template of a purple ribbon.

Whichever group creates the longest Purple ribbon wins! Reward the winning team with a pizza party or another prize they'll all enjoy.



Scavenger Hunt

Take the time to plan out a great scavenger hunt, not too easy or too difficult, and write some clever clues. Then, have your participants register as teams to compete in a timed scavenger hunt competition across the school, university campus or wider community.

No Uniform/ Dress Down Friday

If your school requires students to wear uniforms, consider offering students the chance to wear their own clothes on a particular day or each Friday in November in exchange for a small donation! For offices, that might mean you get to wear jeans or your most comfy yoga pants. While a simple idea, these no uniform/ dress down Fridays can be particularly effective if held at regular intervals or in tandem with an awareness raising campaign. Maybe your students/ staff can wear purple on Nov. 15th for **Wear Purple Day**.

Pajama Day

Your participants will love the opportunity to wear their pajamas to school/ work for a day! As a standalone or add-on fundraising idea, it's easy to get people excited about being comfy in their PJs.

Fish Tank Fundraiser

A fish tank fundraiser works all month long, and you can run it at virtually no cost.

Buy a fish tank (or better yet, have one donated!) and place it in an area with high foot traffic. Each day, co-workers will bring in spare change and cash. The goal is to see how quickly you can fill the fish tank. Alternatively, you might supply each department with a small fishbowl and turn it into a friendly competition. Then, reward your top team with a pizza day, movie day, or some other prize.

"P" Party

The "P" party fundraising idea is fun for supporters of all ages! Hosting a "P" party is simple. All you'll need to do is think of activities and food that start with the letter "P!" For example, serve popcorn, pizza, paella, and pop. Decorate your school, office or community centre with purple and play games like pool, Pac-Man, Pictionary, or Perfection. Encourage your supporters to dress up with things that start with "P," such as the purple pants or pajamas. Discount the admission fee for the most creative "P" outfit!

Straw Draw Fundraiser

This straw draw fundraising idea is very quick and easy to carry out and get results with. To bring this quick fundraising idea to life, you'll need a package of straws. From there, you'll write prizes down on little pieces of paper and stick them on the straw or inside the straw. Put the straws in a jar and charge participants fifty cents or \$1 for each straw.

Lunch Break Dance Party

Sometimes you just have to get up and move in the middle of the day. Invite employees from local offices to participate in a lunch break dance party. This event will last about thirty minutes and you can charge an admission fee at the door. To make the event extra fun, bring in a local DJ and sell subs or tacos that participants can enjoy for lunch after they've worked up an appetite while dancing!

Paint & Pour

At a paint and pour fundraising event, you open up an "art studio" at your office/ school and teach attendees how to paint a painting. Not only that, but you'll also provide wine to your guests (of legal drinking age)! Your team can sell tickets to these events as your main fundraising revenue source. Alternatively, the event could be "donated" by a local paint and pour studio.

Photo Booth

Printed pictures are a rarity. Give your family, friends and colleagues an actual picture to take home with them at your next community event. You don't have to go and rent a professional photo booth. Instead, hang up some fancy wrapping paper and purchase some photo booth props at a party supply store. Then, grab a Polaroid camera and shoot away!

Dog Wash/Purple Pets

Consider appealing to people's love of pets and their generosity by hosting a dog wash. Charge a small fee for each dog wash. You can even supplement these fees with dog treats and toy sales. Each clean pup could get a purple bow to get into the spirit of **Wear Purple Day** on Nov. 15th.

Last Hour's Purple Pay

Have your fundraisers ask their colleagues at work if they'll be kind enough to donate their last hour's pay on **Wear Purple Day**, Nov.15th, to the London Abused Women's Centre. Alternatively (or additionally), you could also contact different businesses and pitch this idea to them.

A Day Off

What could be more enticing to a high school student than a day off? Before getting started with this high school fundraising idea, make sure you get permission from the school authorities. Then, organize a raffle contest. The student who collects the most donations by selling the raffle tickets gets one day off from school.

This could also be done with your office mates but get the boss' permission before selling the raffle tickets.

Nap-at-the-Office Auction

A nap-at-the-office-auction is a fundraising idea that all office workers can get excited about. All you'll need to do is auction off an hour of the workday for one lucky employee to take a nap in a quiet part of the office. Make the bidding interesting by starting at \$50. The most coffee-dependent and sleep-deprived workers will be willing to pay for an energizing nap in the middle of the day!

You may need to check in with the managers before starting the auction to make sure they are on board.

Enlist the help of others to be a Local Legend. One of our Local Legends was

Joy Morgan, from [Ink Joy Tattoo](#). Joy choose to have a Flash Day of tattooing to raise money and awareness for LAWC. But she didn't stop there, she enlisted her friends with their own business to attend on the day to make it an event and broaden the audience that could participate. If that wasn't enough, Joy then enlisted the help of her additional employer, Technical Standards & Safety Authority ([TSSA](#)) to match 50% of the day's fundraising from the tattoos. In one day, Joy raised multiple thousands of dollars to be directed to frontline services to help girls and women that have been trafficked, exploited and abused start their journey to healing.



Mobile Phones Drive

Go green while going purple! There are many ways in which mobile phones can be recycled, and a number of companies will want to buy them from you (to either repair, refurbish and sell on; or to reclaim parts to use later on).

Depending on the company you choose to do the recycling, you may be able to include laptops, tablets, and video game consoles. Set up a collection point, perhaps at your school or business, where people can drop off their old phones. Advertise your device recycling drive, making sure to highlight that the drive is for the London Abused Women's Centre. Throughout the drive, keep people informed about the progress (e.g. 100 phones donated so far), and encourage further donations.

School Dance

This simple, yet effective high school fundraising idea often gets overlooked. Calculate how much money you need to cover all the costs (décor, food, DJ), and how much you want to make on top of it – and use this to price your tickets. Recruit volunteers from the Parent Teachers Association/Organisation and student council to work at the door, serving food and drinks, and more.

Purple Advent Calendar Countdown

Starting from Nov 1st, count the days to **Wear Purple Day**, Nov. 15th. Ask your participants to donate a corresponding amount. For example, \$1 on Nov 1st, \$15 on Nov.15th, and so on.

Movie Night

When organizing a school movie fundraiser, it's important to consider your audience. There are many different types of movies out there, and some are not appropriate for children or youth. You can either go with the classics or play on novelty (Barbie).

Set up a movie screen in your hall or team up with your local cinema to get a special rate for families to attend a new release. Decorate the space and make it comfortable by adding pillows and blankets.

Charge for entry and raise money by selling popcorn, candy, and drinks. For maximum results, create hype around your event.

Film Screening

Host a film screening with a movie related to our cause. Partner with a local theatre or procure your own space. Charge for admission and sell concessions for added revenue from this fundraising event.

COMPETITION FOCUSED FUNDRAISERS:

Ping Pong Tournament

Who doesn't love ping pong? Get your colleagues, friends and family in a competitive mood with a ping pong tournament. Encourage teams to compete to see who can fundraise the most and add incentives.

Purple Push-Up Challenges

Push-up challenges are an easy and fun way to raise money for LAWC. A push-up fundraiser is flexible, can be launched quickly, and has many variations. You can set a certain number of repetitions per dollar donated, per day, or you can set weekly/ monthly/ daily targets based on dollars raised.

Dodgeball Tournament

Dodgeball can be an entertaining and active way for your supporters to raise money for your cause. Spectators will get a kick out of watching adults and young people alike go to war with dodgeballs, and participants will get to compete for fame and glory (and maybe even a small trophy!). Charge teams an entrance fee to compete and charge admission at the door for spectators. You can also sell concessions to make more money.

Volleyball Tournament

Host a volleyball tournament and have groups sign up to play. Encourage teams to compete to see who can fundraise the most and add incentives.

Free-Throw Challenge

Put your basketball shooting skills to the test with a class free-throw challenge! To pull this inexpensive fundraising idea off, all you need is some basketballs and hoops. However, you may want to build an atmosphere with music, food, and other games. Either charge a registration fee or take a peer-to-peer fundraising approach. Participants can share their peer-to-peer pages online, where their friends and families can pledge to donate a certain amount for each free throw they make. Partner with your local gym or head to an outdoor community court. In any case, designate a referee to monitor the challenge and declare a winner. Award your winner with a prize or a trophy—or pure bragging rights.

Corn Hole Tournament

Make friends and raise money while spending a Fall afternoon in the sun playing cornhole.

Games Tournament

Think of this as an adult field day. Create a series of games that test different teams' skills, endurance and smarts with a games tournament. Teams can compete in different games and challenges with the top scorers winning a prize! You don't need an extreme location to create a great obstacle course for your fundraising event. A simple parking lot can be transformed into a spectacular course with some parking cones, baby pools, and rope. Get local businesses involved for prize sponsorship, and make it a public, fun event that everyone can come and watch. Have an impartial umpire or judge for the games so that it's a fair contest for all. You can charge a flat fee to participate in the field day or charge individual fees for each activity. Have donation boxes and jars set up to collect any additional donations throughout the day, and sell food, snacks, and refreshments.

Rock Paper Scissors Tournament

A rock paper scissors tournament is a unique school fundraising idea that participants will love competing in! Charge an affordable entry fee to enter the tournament (keep it around \$5 or less). Then, match them up bracket-style—the best two out of three wins. Pair up the winners again and keep going until only a few players remain. At this point, offer a \$5 buy-in to rejoin the game. The final winner gets a grand prize, whether it's a gift card to a local restaurant or a pair of movie tickets. Your corporate partners might even be willing to donate these items, so you don't have to worry about supplying them.

Quiz Nights/ Trivia Nights

Charge for entry (charge per person or per team), and raise money by selling food and drinks. You can purchase a ready-made trivia night package or put together the quiz yourself. Once you have all the questions ready, try to make a list of all the things you'll need to run the trivia event. This includes a venue, speakers, monitors if needed, handouts, the quiz itself, and any other items you can think of that will ensure that everything goes smoothly. Don't forget about the prizes. Vouchers are great prizes, so are movie tickets, and other types of gifts cards. Don't forget about recruiting a host/quiz master either!

Office Decorating Contest

An office decorating contest is a fun fundraising idea that any organization can easily carry out.

Employees love to bring their own unique flare to their workspaces. Put that creativity to good use by hosting an office decorating contest.

Announce the date of the vote so your employees have enough time to bring in their favourite decor. Those not participating in the contest can vote for their favorite desk or office using their dollars.

Dorm Decorating Contest

Promote the competition on campus and on social media. Recruit a committee to assess the entries/submissions. Alternatively, choose a winner based on the number of votes (e.g. likes, retweets, shares) that they're able to gather. Have students pay a small fee to enter their room in the contest. A gift card to a store with a selection of home décor items would work well for this fundraising idea as a prize.

Video Game Tournament

A video game tournament is sure to attract students! Do a little bit of research into what the most popular video games are at the moment and make sure you have a good variety of those. The better the games are (sprinkle in a couple of classics and a couple of new ones that your audience might not have tried), the bigger crowd you'll attract and the more funds you'll raise. Ask students and other community members to donate video games and lend you some equipment. This will help to keep the costs low. You can also look into renting the games and the equipment. Promote the event and come up with a prize for the winner – perhaps a pack of the most popular video games or new headphones.

Board Game Tournament

Board games of all kinds are having a comeback. With more and more people of all ages seeking to spend less time online, a board game tournament is a great way to get everyone to spend some quality time together – and raise funds for a good cause! You can choose from word games to complex strategy and fantasy games. Pick the board games and invite friends, family and colleagues to register. Don't forget to prepare prizes for the winners! You can also add a raffle and sell raffle tickets to participants to make the fundraising event more entertaining.

Casino Night/Poker Tournament

Have a poker night to raise funds for your organization! Charge an entry fee, sell drinks, and let attendees know a portion of the jackpot goes right to LAWC.

Paper Airplane Competition

Consider hosting a paper airplane competition for your next unique fundraiser. Set it up in your school's/ businesses' parking lot or go to a local park. Break the venue into sections using tape or string. Then, put prizes in each square. When participants throw their airplanes, they'll land on a square, winning whatever prize is there! Alternatively, you can have participants line up one-by-one and see how far they can throw their airplanes. Reward those with the furthest throws with a prize (like a restaurant gift card or a trophy). In any case, give them colorful paper, and all the time they need to design their creative planes. Make sure they remember to mark their creations with their names. You'll be shocked at how many unique airplane designs people create!

Host A Spelling Bee / Cider and Spelling Bee

Host a spelling bee and charge an entry fee. Consider having this event at a local brewery/bar/restaurant and have them donate a percentage of their profits for the evening. You can have participants set up personal pages and fundraise online ahead of time.

Caring Car Rally

Teams of families or friends will gather into a car in search of various checkpoints around the area. Please note that this is not a race. Teams will have 5 hours to check in at all checkpoints. Each team that completes the course within the allotted 5 hours will automatically be entered into a draw to win a grand prize!

Teams will receive an event kit on event day upon registration that will include event day instructions, additional information, lunch tickets, checkpoint clues, and a passport to track their progress. The event kit will also include instructions on checkpoint challenges that need to be completed in order to receive the applicable passport stamp. Some examples of these tasks are; one person takes a photo in front of the business organisers send you to, tag us on social media while posting about your experience during the event, some sort of exercise (did someone say burpees?!), etc. You may purchase a fast pass at the Registration desk to bypass any challenges that you wish to avoid.

Poker Run

Using motorcycles, bicycles, snowmobiles, horses, on foot or other means of transportation, participant must visit five to seven checkpoints, drawing a playing card at each one. The object is to have the best poker hand at the end of the run. Having the best hand and winning is purely a matter of chance. The event has a time limit, however the individual participants are not timed. Charge for each participant to play.

FOOD & DRINK FOCUSED FUNDRAISERS:

Purple Pancake Breakfast

Give your colleagues, family and friends the gift of a delicious meal with a Pancake Breakfast event. You can even add blueberries to go a bit purple with your pancakes.

Wine Pull

Also known as a wine grab or cork pull, guests can purchase a ticket to select a pre-wrapped bottle of wine, which is displayed on a table with all the donated bottles. It's best to collect mostly \$15 to \$25 bottles with a few more expensive ones mixed in. Guests randomly select a bottle to take home in the hopes it may be worth more than the amount of the ticket. Sell tickets for \$5 each or two for \$10. Each ticket = one random pick. Remember to wrap the bottles to hide labels. Participants have the chance to choose at random a bottle that is worth at least \$15 or more. Ask your donors, local wine shops, or local wineries or vineyards to donate any wine bottles with a value of \$15-\$25, with a few higher donations.

Cider Tasting

Cider tasting event is a great alternative to a wine tasting event – if you're looking to switch it up a bit. Find a cider merchant willing to help host the fundraiser and market the event. This fundraiser pairs well with auctions. Offer your attendees to sample many different ciders and feast on crafted and paired plates using the finest local produce.

Ice Cream Social

Host an ice cream or crepe social to bring people together and raise money. Don't worry about going crazy with ice cream flavours, most people will be happy with vanilla and chocolate. However, don't skimp on those sprinkles, cherries, and other toppings.

Treasure Cupcakes

A fun twist on the traditional bake sale, the treasure cupcakes are sure to be a win! Hide a little something in a cupcake or two (nothing that would be a choking hazard e.g. a specific colour of Smartie or M& M) that will trigger a “grand prize”. Choose a prize that will be enticing to your audience. It can be something related to your cause, a ticket to an upcoming local event, a gift card to a popular shop, or anything else that will motivate your audience to pay a higher-than-usual price for the cupcakes. You can easily go from \$2 cupcakes to \$5 cupcakes if the prize is appealing enough! It’s a fun way to raising money for your organization.

All-You-Can-Eat Potato Party

Everyone loves potatoes. And they’re a staple side dish so, why not use this popular vegetable to raise money for the London Abuse Women’s Centre? Potatoes are cheap to buy in bulk, easy to store and can be prepared in a myriad of ways. Offer a buffet of different toppings and appetizers to accompany the potatoes (broccoli, cheese, baked beans, and more). To make the event even more memorable, organize games, karaoke, or other entertainment. Charge a fee at the door for full access to the potato bar.

Chili Cookoff

Invite the best home cooks in the office/ school/ community centre to concoct their best chili creation. People pride themselves on their mouthwatering chili recipes. Bring the community together for friendly competition and an afternoon of fun. Before the big day, select a panel of judges. Ask community leaders to participate or rely on staff members to judge.

Require a registration fee and give the top contestants a prize (donated by generous local businesses, of course). If all goes well, consider making it an annual event for the community to look forward to each year. This idea works for more than just chili, which makes this one of the best fundraising ideas out there. Try barbecue, salsa, or maybe even baked goods.

Ramen Cook-Off

Ramen has become somewhat of a signature college/ university student dish. Invite your students to show off their best ramen recipe! To determine the winners, you’ll need to assign staff members or volunteers as a panel of judges. Require a registration fee for those who wish to enter the competition. Don’t forget to provide a prize to the winner.

Soup-Off

This winter, organize a soup-off. Invite your local chefs, from amateurs to professionals, to cook their most delicious winter soup recipes. Warm, hearty, and comforting — soups are the perfect wintertime food. Those who bring soup can get in for free, but charge all the tasters/attendees to enter. Have tasters vote for the best soup, or appoint a judging panel. Have an enticing and relevant reward ready (e.g. a set of pots, a crockpot, or a cooking course).

Holiday Cookie Swap

Host a holiday cookie swap for charity. You'll need eager bakers willing to create dozens of their best cookies that'll be traded with other participants. Turn your cookie swap into a holiday party. Make some warm apple cider or mulled wine, play some music, and taste some of the yummy treats with the other charitable bakers.

Cake Walk

A cake walk is the perfect fundraising idea to add to a larger event.

For a cake walk, you'll need to set up a circle of papers or stepping stones that each have a number on them. When a participant pays to participate in the cake walk, they walk around the circle while a song plays. When the song stops, whatever number your participant is standing on corresponds to the cake they get.

OR

Have volunteers bake delicious cakes for the event. Place the cakes in a big circle with a number on each one. Players walk around the circle to music. When the music stops, the organizer draws a number at random. The person standing in front of that number gets to keep the cake.

Typically cake walk prizes are cakes donated by volunteers or local bakeries. You can also offer other prizes, like toys or stuffed animals!

Food Truck Event

If your town has a food truck gathering spot, ask them to sponsor a night/week/event when a percentage of sales goes to the London Abused Women's Centre.

RAFFLE FOCUSED FUNDRAISERS:

Balloon Pop

Set your balloons at varying price points. For instance, White balloons can be \$5. Yellow balloons can be \$10; Purple can be \$25, and so on. In your balloon pop area, have 40 or so balloons, your prize table, and a couple of straight pins for popping the balloons.

Each balloon should have a slip of paper that says what prize they won—select grand prizes for each price level. For instance, the grand prize for the \$10 balloons could be worth \$25, the \$25 balloons worth \$50, and so forth.

Purple Balloon Raffle

A balloon raffle is a fun and inexpensive fundraising idea that both individuals, schools and businesses can use. All you need to get started are balloons, raffle tickets, and a prize. Place a raffle ticket inside of every balloon, and charge \$1 for each balloon. Everyone will pop the balloons they purchase to find their raffle ticket. The person with the winning ticket gets the prize. Balloon raffles work best when they are an activity nested within a larger event, where you have a large audience of donors in one location, like during a fundraising gala or auction.

Reverse Raffle

Put a twist on the traditional raffle by making it a reverse raffle! You'll still sell raffle tickets and pull them out one-by-one. However, you won't draw a ticket number and instantly announce the winner. Instead, each one you pull will not win and will instead be pulled from the running. Keep pulling numbers throughout the night, and whichever one is last is your lucky winner! Stretch the event out by pulling a certain number out of the bowl at a time (10 or 15 should do), announcing them, and waiting 15 minutes to announce the next set. To keep attendees entertained while waiting between announcements, consider including the following: live music, family-friendly games or food vendors.

Envelope Fundraiser

Envelope fundraisers can be adapted to fit any organization, no matter the size. All you need to get started are some envelopes and a bulletin board. Have someone number the envelopes and post them on the bulletin board in a centralized location. Donors can simply choose the envelope that corresponds with the amount they want to give and place their donation inside the envelope. Once all the envelopes have been filled, the fundraiser is over. Often called 'The Wall of Money,' an envelope fundraiser is an easy fundraising idea that's sure to rally up support. To pull it off, simply pin envelopes to a noticeboard (or even just a wall). Make sure to grab colorful ones to really catch people's eyes. Then, label each envelope from \$1-\$100. From here, passersby select an envelope, place the amount written on it, and pin it back on the wall. Pair this unique fundraising idea with one of your high traffic events to maximize visibility. If you fill all of your envelopes, you'll have raised \$5,000 by the end. It's just that simple!

Raise your voice to shift the blame and shame abused women so often feel, from their shoulders to the shoulders of those who abuse them.

Endnotes

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