

Help Us Rise 2025 Social Media Toolkit

National Economic Abuse Awareness Campaign

#HELPUSE2025



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

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About the Help Us Rise Campaign

Help Us Rise is an annual national awareness campaign by the Canadian Center for Women Empowerment (CCFWE), taking place during Financial Literacy Month and Domestic Violence Awareness Month. The campaign aims to raise awareness about economic abuse and its impact on people within Canada through outreach, education and working with partners. Each year CCFWE picks a topic raised by victims and survivors of economic abuse to shed light on how far-reaching the impacts of economic abuse can be.

This year's campaign highlights the urgent need to address structural barriers survivors face in securing and maintaining housing. Safe and affordable housing is a prerequisite for leaving domestic violence, yet Economic Abuse including coerced debt, ruined credit, and disrupted employment makes housing stability nearly impossible for many survivors.

About the Canadian Center for Women's Empowerment (CCFWE)

The Canadian Center for Women's Empowerment (CCFWE) is the only national nonprofit dedicated exclusively to addressing Economic Abuse through advocacy, education, research, economic empowerment, and policy change. Based in Ottawa, we work with survivors, organizations, and policymakers across Canada to close policy gaps and expand pathways to recovery and independence.



Economic Abuse and Housing

96%

of domestic violence victims experience Economic Abuse.

79%

of service providers confirm survivors remain in abusive relationships because they cannot secure housing.

- Survivors often face coerced debt, ruined credit, and disrupted employment histories that block housing opportunities.
- Women including single mothers and trans women are among the fastest growing unhoused populations in Canada.
- Barriers are compounded for First Nations, Métis, Inuit, Black, racialized, disabled, newcomer, and 2SLGBTQ+ survivors.

Weekly Themes



Week 1 (Nov 1 to Nov 7): Awareness, Storytelling, and Milestones



Week 2 (Nov 8 to Nov 14): Housing as Safety



Week 3 (Nov 15 to Nov 21): Policy and Systemic Change



Week 4 (Nov 22 to Nov 26): Survivor Voices and Economic Abuse Awareness Day

How to Reshare Our Content

Follow CCFWE on Facebook, Twitter X, Instagram, and LinkedIn

- Like, share, and comment to extend reach
- Tag @ccfwe and CCFWE team in posts
- Use our hashtags to join the national conversation



Recommended Hashtags

Primary Hashtags

#HelpUsRise2025
#EconomicAbuseAwareness
#HousingIsSafety
#EconomicAwarenessDay25
#EndEconomicAbuse

Supporting Hashtags

#FLM2025
#DomesticViolenceAwarenessMonth
#16DaysOfActivism
#CoercedDebt
#SafeHousingForSurvivors
#EconomicJustice
#FinancialSecurity

How to Engage in Conversations

This year, we encourage partners and organizations to engage directly in the campaign through meaningful collaboration and survivor centered storytelling.

Ways to Engage During the Campaign

- **Organize joint awareness activities** in occasion of Domestic Violence Awareness Month and International Economic Abuse Awareness Day, aligning your organization’s efforts with Help Us Rise 2025.
- **Invite Meseret Haileyesus**, Founder and Executive Director of CCFWE, to be a speaker at your organization’s event to share insights on Economic Abuse and housing security (LinkedIn: [Meseret Haileyesus](#)).
- **Reshare survivor stories and key campaign messages** provided in this toolkit.
- **Encourage conversations on social media** by asking reflective questions such as “What does safe housing mean to you” and inviting your audiences to respond.
- **Highlight survivor voices** by integrating the story summaries provided in this toolkit into your newsletters, blogs, or posts.
- **Share campaign content during the 16 Days of Activism** from Nov 25 to Dec 10 to keep the momentum going after the campaign concludes.

Mark Your Calendar For Help Us Rise 2025 Events

Webinar: Empowering Survivors Through Digital Safety

Friday, November 7, 2025 | 11:00 a.m. EST

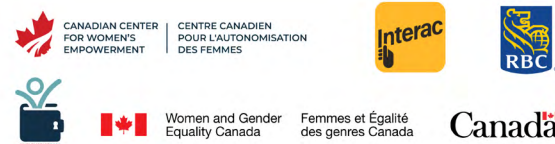
As financial systems become increasingly digital, technology can both empower and endanger. Join the Canadian Centre for Women's Empowerment (CCFWE) and Interac for a national conversation on how innovation, policy, and survivor experience are shaping safer financial systems across Canada.

This session will explore how cross-sectorial collaboration has led to the creation of new protective features within e-transfer systems, setting a precedent for safer digital finance across Canada.

Through survivor-informed design and responsible digital innovation, organizations like Interac are proving that safety and inclusion can be built into the architecture of modern finance.

Learn how this partnership demonstrates the business case for social impact, where empowering survivors means creating systems that are stronger, more trusted, and more inclusive for all.

Featuring leaders from CCFWE, Interac, and Women's Shelters Canada. Register now to be part of this national discussion: <https://tech-safety-for-survivors.eventbrite.ca>



Webinar: Opening Doors, Making Housing Safer for Survivors

On November 20, 2025, the CCFWE Help Us Rise Campaign will host a panel discussion in Toronto with an online attendance option.

This panel will explore how Economic Abuse and housing insecurity intersect, and how equitable housing contributes to survivor safety, financial inclusion, and broader economic prosperity.

By centering survivor experiences and highlighting the costs of inaction, the discussion will underscore the importance of investing in safe and inclusive housing as a national priority.

Register here: <https://helpusrise2025.eventbrite.ca>



Host Your Own Event

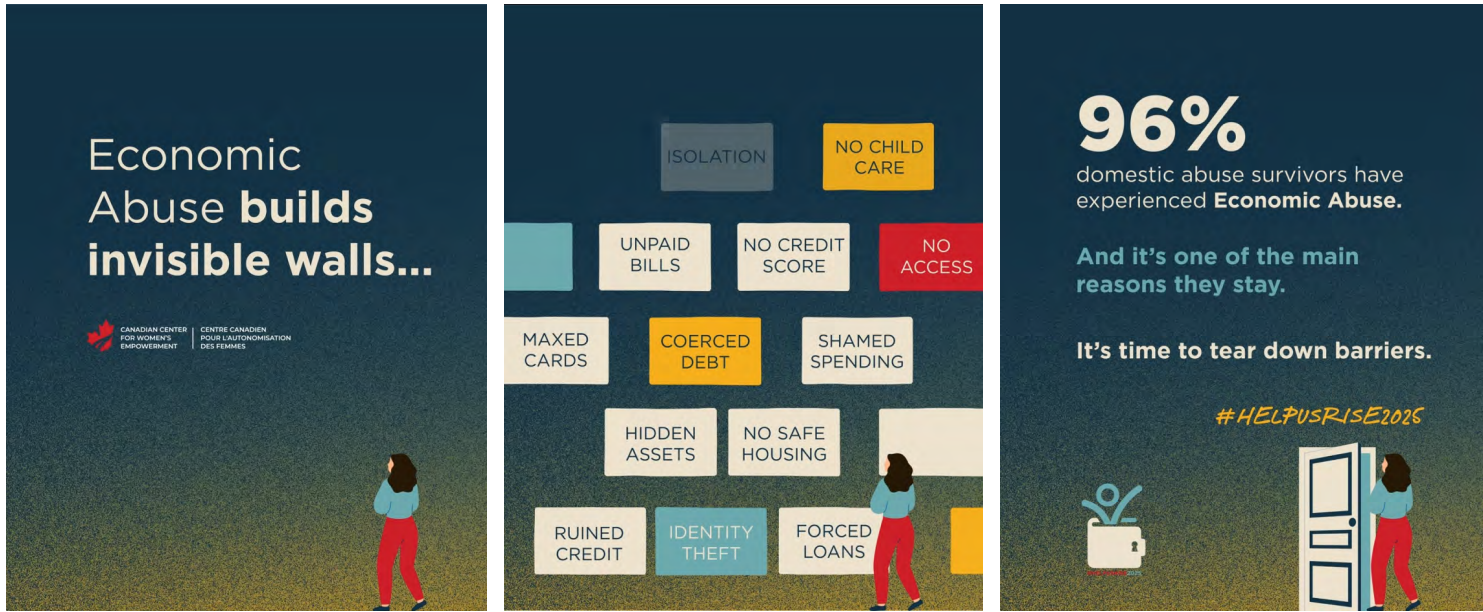
Organizations can:

1. **Host a webinar or community session** on Economic Abuse and housing
2. **Organize a survivor led discussion** or workshop
3. **Share content** during the 16 Days of Activism to align with global awareness efforts
4. **Co brand** a joint awareness campaign with CCFWE
5. **Invite a CCFWE representative to speak** at your organization's event

Sample Social Media Content

Explore and download our social media content: <https://ccfwe.org/help-us-rise-2025-socialmediatoolkit/>

Economic Abuse Builds Invisible Walls - Animated Post - Instagram/Facebook/LinkedIn (4:5)



Sample Caption

Behind every unpaid bill or withheld paycheck, there's a story of control! Economic Abuse can take many forms: from forced loans and coerced debt to blocked careers and hidden assets.

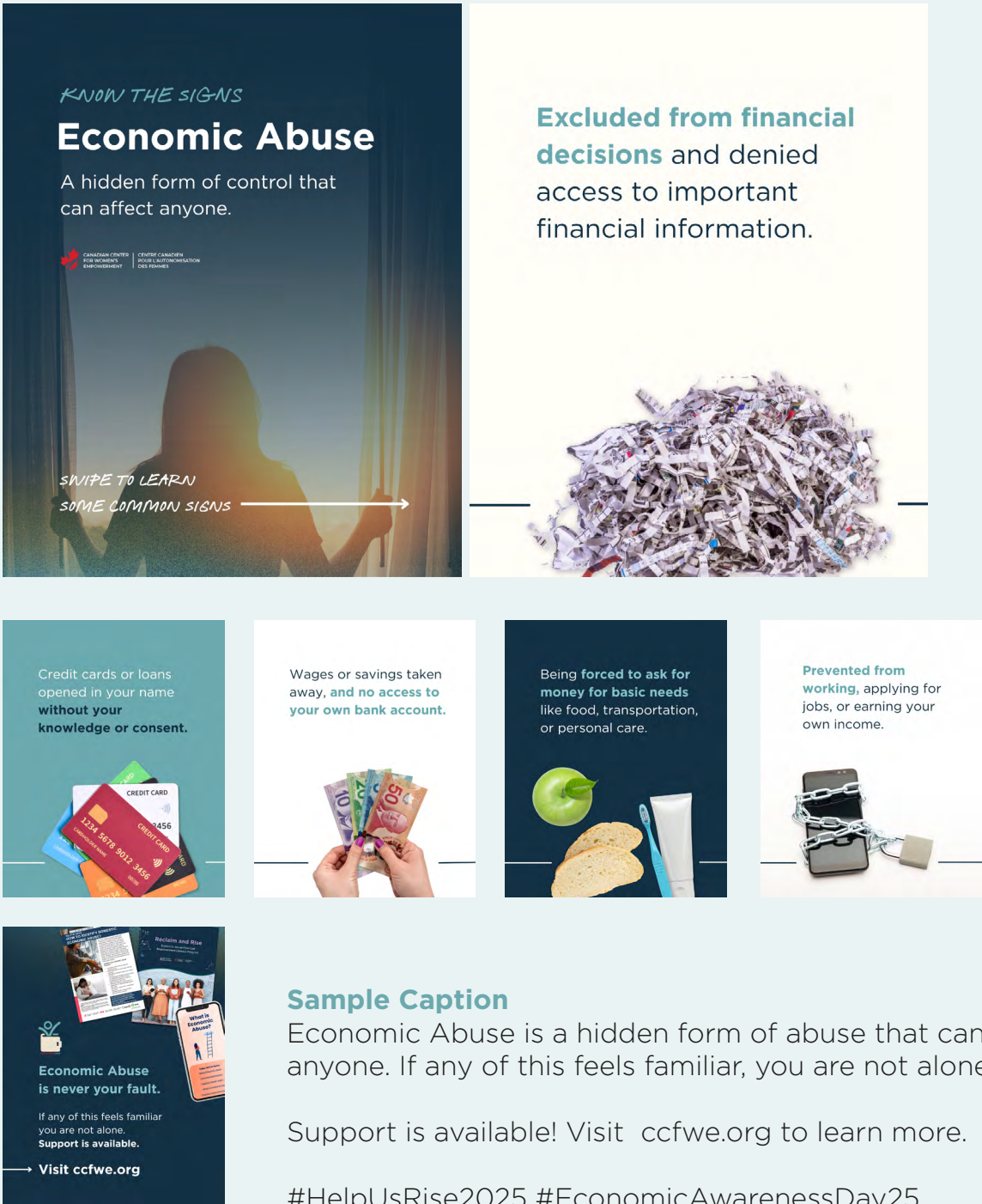
96% of domestic abuse survivors have experienced Economic Abuse, and for many, it's one of the main reasons they stay.

It's time to tear down barriers and build pathways to safety, dignity, and financial inclusion.

Learn more and find support at www.ccfwe.org

#HelpUsRise2025 #EconomicAwarenessDay25 #FinancialSecurity
#EconomicAbuse #EndEconomicAbuse #FLM2025

Know the Signs! - Carousel Post (7 slides) - Instagram/Facebook/LinkedIn (4:5)



Sample Caption

Economic Abuse is a hidden form of abuse that can affect anyone. If any of this feels familiar, you are not alone.

Support is available! Visit ccfwe.org to learn more.

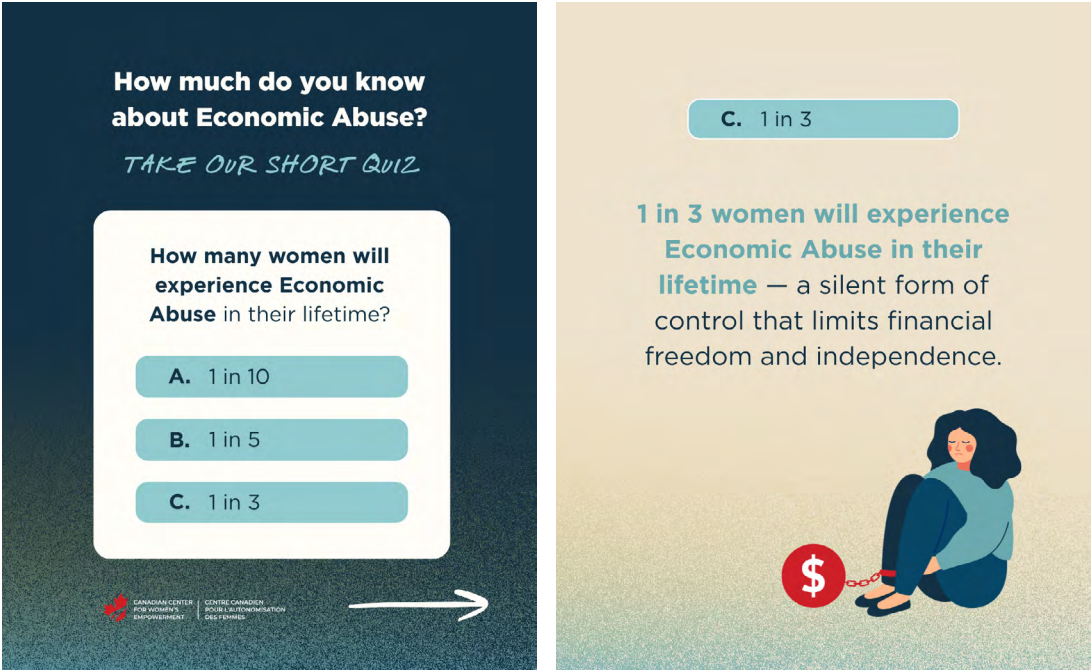
#HelpUsRise2025 #EconomicAwarenessDay25
#FinancialSecurity #EconomicAbuse #EndEconomicAbuse

**“Partner in Action”
Badge**

Use these badges on your own posts and materials to show you’re part of the campaign.



**Take the Quiz! - Carousel Post (7 slides, 3 questions) -
Instagram/Facebook/LinkedIn (4:5)**

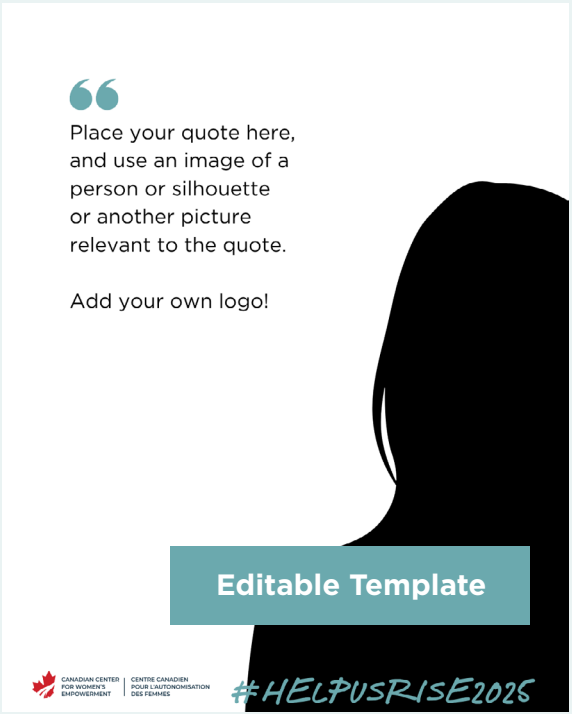
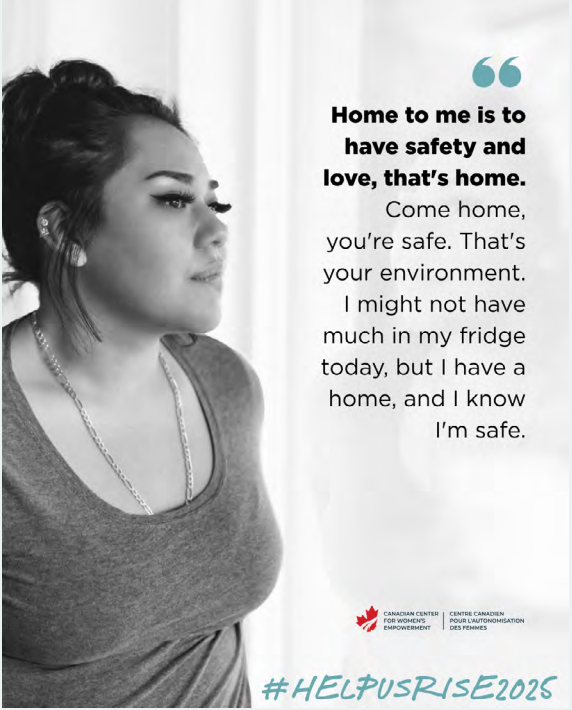


Sample Caption

How much do you know about Economic Abuse?

It’s a hidden form of control and its impact can last for years!

Take the quiz and learn more about financial abuse and how to prevent it through visiting: www.ccfwe.org

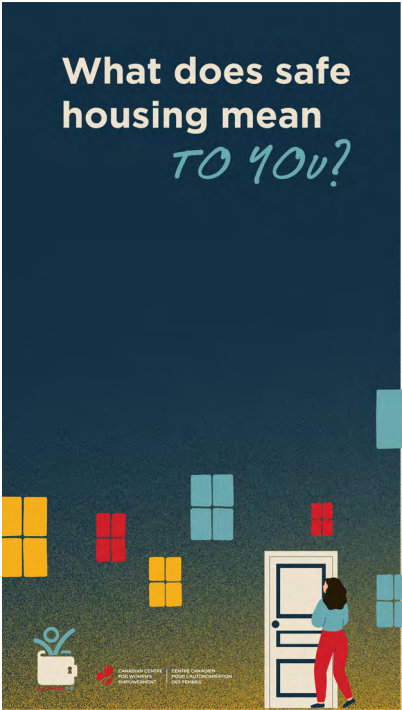


Sample Caption

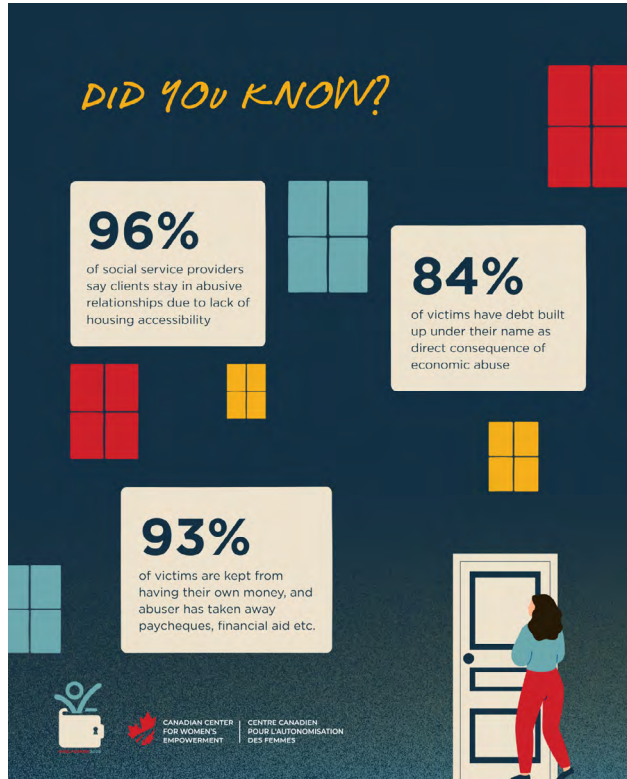
“Even though I left him seven years ago, the impact of financial abuse is still massive.” Survivors of Economic Abuse carry long-term financial scars, debt, ruined credit, and barriers to safety. But reclaiming home means more than a wall and a roof, it’s about finding safety, stability and love again. Everyone deserves a home where they feel safe! #HelpUsRise2025 #EconomicAwarenessDay25 #FinancialSecurity #FLM2025

What does safe housing mean to you? - Instagram/Facebook/LinkedIn/X (4:5) and Story

Use for your own quiz or to share what safe housing means to you.



Housing and Economic Abuse - Animated Post - Instagram/Facebook/LinkedIn/X (4:5)



Sample Caption

Economic abuse locks survivors out of safety.

96% of social service providers say clients stay in abusive relationships due to lack of housing accessibility

93% of victims are kept from having their own money, and abuser has taken away paycheques, financial aid etc.

84% of victims have debt built up under their name as direct consequence of economic abuse

Together, we can open doors to freedom and change.

Learn more: ccfwe.org

Events - Single Post - Instagram/Facebook/LinkedIn/X (4:5)



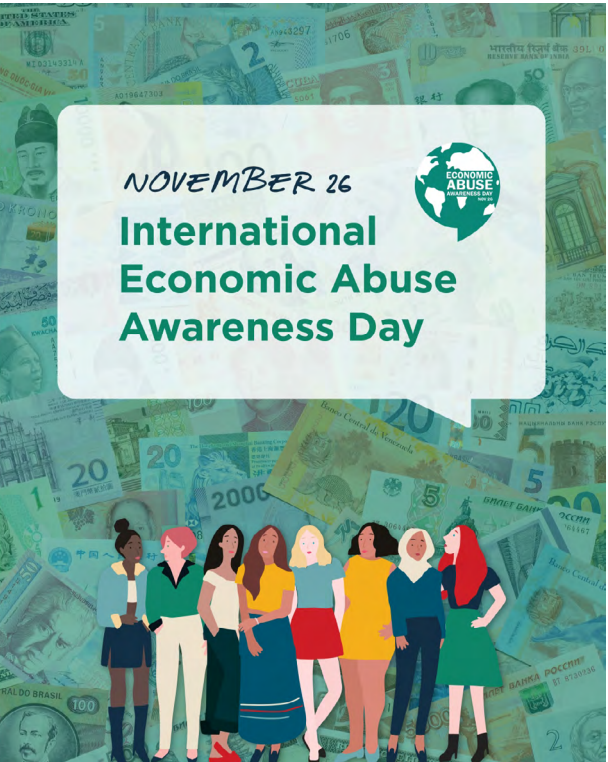
Sample Caption

Join us on November 20, 2025, at Sandbox, Toronto Metropolitan University for a powerful panel discussion exploring how housing safety, financial inclusion, and economic empowerment are deeply connected.

Leaders from across sectors will share insights on how we can influence change and create pathways to safety and freedom for survivors of economic abuse.

Register now: helpusrise2025.eventbrite.ca

#HelpUsRise2025 #EconomicAbuse
#HousingSecurity #FinancialFreedom
#EndViolence #CCFWE #FinancialSecurity



International Economic Abuse Awareness Day - Single Post - Instagram/Facebook/LinkedIn/X (4:5)

Sample Caption

Economic abuse is a hidden form of control that traps survivors in cycles of fear, debt, and dependence.

It's time to break the silence. Together, we can build systems that protect, empower, and restore financial independence for survivors.

Join the movement.
Learn more: ccfwe.org/help-us-rise
#HelpUsRise2025 #EndEconomicAbuse
#FinancialFreedom #CCFWE
#EconomicAwarenessDay25

Open Doors at
ccfwe.org/help-us-rise-2025/



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