



HELP US RISE 2026

National Economic Abuse Awareness Campaign Sponsorship Package

A national partnership advancing financial inclusion
for survivors of financial/economic abuse



CANADIAN CENTER
FOR WOMEN'S
EMPOWERMENT

CENTRE CANADIEN
POUR L'AUTONOMISATION
DES FEMMES

Statement by the Founder and Executive Director

We invite you to stand with us as a national partner in advancing financial inclusion for survivors of economic abuse, helping ensure financial systems support their safety, dignity, and recovery.

Economic and financial abuse is one of the most invisible forms of gender-based violence, yet it is deeply connected to financial systems. Survivors are often confronted with coerced debt, damaged credit histories, fraud, financial exploitation, and restricted access to the financial tools they need to rebuild stability. These harms can follow people long after they have left an abusive situation, affecting their ability to work, secure housing, access credit, and participate fully in the economy.

As Canada moves toward a federal Code of Conduct on the Prevention of Economic Abuse, financial institutions will play a central role in identifying, preventing, and responding to economic abuse. Help Us Rise offers institutions an opportunity to take proactive action, demonstrate leadership, support stronger and more consistent approaches across the financial system, and advance the financial inclusion and recovery of survivors.

For financial institutions, addressing economic /financial abuse is also a business, consumer protection, and customer trust priority. Strengthening employee awareness, frontline responses, fraud prevention, inclusive banking practices, and access to appropriate financial products can help reduce harm, improve customer outcomes, and build stronger relationships with the communities they serve. Supporting Help Us Rise also allows institutions to align their community investment with priorities such as responsible banking, employee learning, reputational leadership, and inclusive innovation.

Help Us Rise is CCFWE's annual national campaign that brings together financial institutions, policymakers, regulators, community organizations, service providers, and other cross-sector partners to improve the recognition of economic abuse and strengthen pathways to financial safety, inclusion, and recovery.

Meseret Haileyesus
Founder and Executive Director, CCFWE
Recipient of the Governor General's Award
in Commemoration of the Persons Case
Member, FSRA Consumer Advisory Panel



Our Key Partners

CCFWE works with organizations across the private sector to support survivors, strengthen financial equity, and create safer and more inclusive services.

Our partnerships engage:

- Banks
- Credit unions
- Mortgage companies
- Insurance providers
- Energy-sector organizations
- Hotels and tourism businesses
- Women's service organizations
- Technology solution providers
- Telecommunications companies
- Technology firms
- Employers
- The broader business community

Through these partnerships, CCFWE provides education, training, webinars, awareness campaigns, survivor-informed resources, and practical guidance on economic abuse, financial exploitation, fraud prevention, safe banking, financial inclusion, and consumer protection.

We invite sponsors to join us in advancing financial safety, economic security, and equitable access to services for survivors and communities across Canada.



1 IN 3 WOMEN WILL EXPERIENCE ECONOMIC ABUSE AT SOME POINT IN THEIR LIVES.



YOUR SUPPORT CAN HELP END ECONOMIC ABUSE

WHAT IS ECONOMIC ABUSE?

Economic abuse is a form of family and gender-based violence in which a person's money, banking access, credit, assets, employment, or other economic resources are controlled, exploited, or deliberately damaged. It can limit a person's financial independence, restrict their access to financial products and services, and create long-term barriers to safety and economic security.

Economic abuse may include:

1. Economic Control, Restricting access to money, bank accounts, financial information, identification, credit, or financial decision-making.
2. Economic Exploitation, Misusing a person's money, assets, credit, identity, or financial products, including coerced debt, unauthorized transactions, fraud, and financial exploitation.
3. Employment Sabotage, Preventing or disrupting a person's ability to work, earn income, pursue education, or maintain employment.

93% of partners causing harm didn't allow them to have their own money and have taken away paychecks and/or financial aid.

84% of victim-survivors told us that a partner causing harm had accumulated debt in their name, leaving them with coerced debt after the abusive relationship ended.

[CCFWE Research Study, 2021]

"He used my name to get loans and destroyed my credit. Now I'm the one paying for his abuse".

**96% OF ALL DOMESTIC ABUSE SURVIVORS
HAVE ALSO EXPERIENCED ECONOMIC ABUSE.**

70% of survivors said their bank did not recognize or respond appropriately when signs of abuse were present.



The Financial Sector as Crucial Partner

With the development of the federal Code of Conduct on the Prevention of Economic Abuse, the financial sector is being called to strengthen how it identifies, prevents, and responds to economic abuse. This includes improving consistency across institutions and advancing more informed, trauma-aware approaches to financial vulnerability and risk.

Survivors often engage with financial institutions while still experiencing abuse or as they work to rebuild economic security. Key moments such as opening accounts, separating finances, addressing coerced debt, or repairing credit are essential points where financial systems can either enable inclusion or unintentionally reinforce exclusion.

Economic abuse can also be misidentified within traditional ***fraud, risk, or credit frameworks***. While fraud detection systems are essential for financial safety, they are not always designed to distinguish between external fraud and coercion-based financial harm by an intimate partner or family member. Strengthening this distinction is an important step in improving both customer protection and making banking safer and more accessible for those experiencing economic abuse.

Help Us Rise offers financial institutions an opportunity to take proactive leadership in supporting financial inclusion of survivors and committing towards addressing economic abuse.

Participation in economic abuse awareness campaigns also strengthens trust, and reinforces the financial sector's role in enabling safety, dignity, and long-term financial resilience for those experiencing economic abuse.

Together, we can help ensure financial systems support safety, dignity, and recovery for survivors of Financial /economic abuse.



HELP US RISE

A NATIONAL ECONOMIC ABUSE AWARENESS CAMPAIGN

Help Us Rise is the CCFWE's National Economic Abuse Awareness Campaign to raise awareness about Economic Abuse and the impact it has on Canadian women and society at large.

Coinciding with Financial Literacy Month and Woman Abuse Prevention Month, CCFWE's Help Us Rise campaign is held every November since 2019.

It mobilises a diverse range of organisations, survivors, policymakers, financial institutions and other private sector representatives across the country. Together, we call for comprehensive solutions to end economic abuse so survivors regain agency in their own lives.

**WE INVITE YOU TO JOIN US TO CREATE SOLUTIONS THAT
EMPOWER SURVIVORS FROM SURVIVING TO THRIVING!**

CAMPAIGN OVERVIEW

CCFWE's annual Help Us Rise campaign takes place throughout the entire month of November, and its apex is **November 26, Economic Abuse Awareness Day**.



Survivors' financial safety and inclusion are essential to preventing and ending gender based violence. Together with our partners, we are working toward a future where survivors can access secure bank accounts, appropriate financial products and services, credit building opportunities, safe capital, and strong consumer protections. These supports can help survivors rebuild financial independence, strengthen long term economic security, and break cycles of poverty and abuse for themselves and their children.



Help Us Rise focuses on practical solutions that improve survivors' access to safe financial services, strengthen inclusive banking, and equip financial and social service providers to respond effectively to economic abuse.



Our primary audiences include people experiencing or recovering from gender based violence, banks, credit unions, insurers, fintech companies, financial and social service providers, equity seeking organizations, newcomer serving agencies, researchers, media, regulators, and policymakers at all levels of government.

HELP US RISE THEME 2026

Advancing employment equity, financial inclusion and consumer protection

MAKING THE ECONOMY WORK FOR SURVIVORS OF ECONOMIC ABUSE

With the support of our sponsors, Help Us Rise 2026 will highlight the important role banking employees play in recognizing and responding to economic and financial abuse. Branch staff, contact centre teams, fraud specialists, credit advisors, complaints teams, and other employees may be among the first people to notice warning signs or hear directly from a customer seeking help.

The campaign will help banking employees better understand economic abuse, coerced debt, financial exploitation, fraud, scams, restricted account access, and damaged credit. It will also explore practical ways employees can respond safely, protect customer privacy, provide appropriate support, and connect customers with available services.

Strengthening employee knowledge can help financial institutions improve customer safety, consumer protection, fraud prevention, and access to appropriate financial products and services. It can also build customer trust and contribute to a stronger and more inclusive economy.

Throughout November, CCFWE will host webinars and sector discussions, share policy recommendations, and launch practical educational resources for financial institutions, policymakers, and service providers.

We will focus on equipping banking and financial service employees with the knowledge and tools to recognize economic and financial abuse and respond with safety, dignity, and care. It will also identify opportunities to strengthen inclusive banking, financial literacy, consumer protection, fraud and scam prevention, and access to safe financial products, services, and credit for people experiencing or recovering from economic abuse, including coerced debt and financial exploitation.

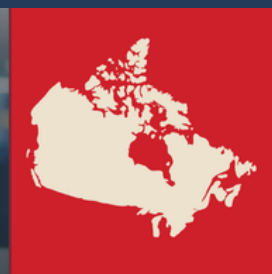
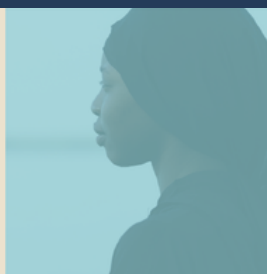
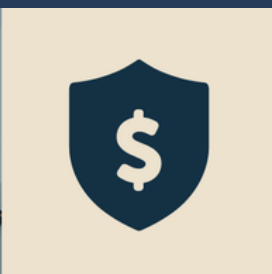
The campaign will highlight microloans and safe access to capital, Employment Insurance and other income supports, and pay equity.

Campaign Goal

To help more people understand economic and financial abuse and work together on practical solutions that improve financial safety, access, and independence for survivors.

Help Us Rise 2026 will

1. Build greater understanding of economic and financial abuse, including coerced debt, fraud, scams, and barriers to financial independence.
2. Encourage financial institutions to strengthen inclusive banking, consumer protection, and responses to fraud, financial exploitation, and coerced debt.
3. Improve access to safe and appropriate financial products, credit, microloans, and other forms of capital that support recovery and long-term security.
4. Bring together government, financial institutions, employers, service providers, and community organizations to advance coordinated, survivor-informed action.



What we expect in 2026

1. **Weekly events** (webinars, panel discussions) throughout November, led by CCFWE staff and subject-matter experts including survivors, decision-makers, financial institutions, women's organizations and other partners.

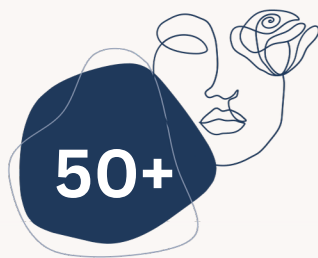
2. **Month-long social media campaign** in both official languages will be aligned with the overall weekly themes.

3. **Economic Abuse awareness toolkits** tailored respectively to the general public, policymakers, social service providers, and financial institutions.

4. **In-person panel discussion on economic abuse and financial inclusion** as fundamental to a strong, resilient economy

5. **Public statements** about Economic Abuse Awareness Day on November 26 by leading politicians, public figures and institutions.

6. **International campaign on 16 days of activism** with 6 partner organizations from the UK, Australia, New Zealand, South Africa, and Israel.



WOMEN'S & EQUITY-SEEKING ORGANIZATIONS

will participate in the campaign and have access to educational materials and webinars.



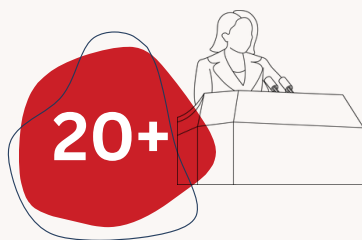
PARTICIPANTS

Across all virtual events, will receive resources on financial exploitation, fraud prevention, safe banking, economic abuse, and related supports.



CITIES IN CANADA

will proclaim November 26 Economic Abuse Awareness Day and receive an economic abuse awareness toolkit.



PUBLIC STATEMENTS

on November 26, Economic Abuse Awareness Day by leading public figures, including MPs, leading financial institutions and established organizations.



ARTICLES AND BLOG POSTS

focused on raising awareness of economic abuse and this year's Help Us Rise theme



FINANCIAL INSTITUTIONS, THE PRIVATE SECTOR, AND THE BUSINESS COMMUNITY

We will engage banks, mortgage companies, insurance providers, telecommunications companies, and the broader business community.

KEY ACHIEVEMENTS FROM HELP US RISE

Since its inception in 2020, Help Us Rise has successfully contributed to achieving key milestones in CCFWE's mission to raise awareness and inspire action about economic abuse in Canada. The campaign has reached:



Each year, Help Us Rise is gaining momentum in reaching cross-sectorial thought leaders, politicians, financial institutions and community organizations across Canada to drive systems change for those experiencing economic abuse.

MESSAGE FROM THE MINISTER

In 2025, our Help Us Rise campaign worked with The **Honourable François-Philippe Champagne, Minister of Finance and National Revenue** and The **Honourable Rechie Valdez, Minister for Women and Gender Equality and Secretary of State (Small Business and Tourism)** who issued a compelling call to action to the nation, urging citizens to stand united in the fight against Domestic Economic Abuse.

<https://www.youtube.com/shorts/8uEQNjwWIAg>



KEY HIGHLIGHTS FROM HELP US RISE



The Financial Future Summit in 2023 brought together representatives from financial institutions, credit unions, policymakers, frontline staff and advocacy organizations from the UK, Australia and Canada to foster knowledge-sharing and international collaboration. More than 80 participants from across Canada and around the world joined CCFWE in this groundbreaking event on best practices for a more inclusive financial sector.

MEDIA COVERAGE

In addition to extensive social media awareness, CCFWE's Help Us Rise campaign has generated national media coverage raising awareness about Economic Abuse including coverage in **Globe and Mail, National Post, Toronto Sun, CBC, City News TV – Toronto, City News TV – Halifax, Ottawa Citizen and Rogers TV**. Here are a few examples of the media coverage generated through the Help Us Rise campaign:

[CTV: Cost of living, housing crisis compounds issues of economic abuse: organisation](#)

[Toronto Sun: Policy change needed to end economic abuse](#)

[Globe and Mail: Canada-wide survey of women's shelters shows abuse more severe during COVID-19 pandemic](#)

[Ottawa Citizen: 'He made my life a living hell:' Economic abuse survivor shares her story as advocates push for more support](#)

[Rogers TV: Help Us Rise](#)



BENEFITS OF SPONSORING HELP US RISE

By taking a leadership role in championing awareness and solutions to end economic abuse in Canada, you will:



Highlight your institution's leadership, allyship and active support on preventing and addressing economic abuse ahead of the Code of Conduct on the Prevention of Economic Abuse.



Increase your brand affinity with social service providers, women's organizations, equity-deserving communities, policymakers and women across Canada.



Increase awareness and recognition of your institution's work in the field of financial equity, fraud prevention, and inclusion



Better inform your strategies and practices for supporting those experiencing financial/ economic abuse through available CCFWE training sessions

YOUR SUPPORT HELPS CCFWE RAISE AWARENESS AND EXPAND ACCESS TO ECONOMIC ABUSE RESOURCES AND SAFE BANKING, EMPOWERING WOMEN ACROSS CANADA TO ACHIEVE SAFETY AND ECONOMIC STABILITY.



SPONSORSHIP LEVELS

Description	Bronze \$2,000	Silver \$5,000	Gold \$10,000	Diamond \$20,000
Acknowledgment as an event sponsor on CCFWE social mediachannels (Instagram, Twitter, LinkedIn)				
Sponsorship acknowledgement during the month in social media posts and news release				
Logo displayed on the CCFWE website for the Help Us Rise Campaign month				
Logo displayed on the CCFWE website for one year				
Articles in CCFWE's newsletter			1 article	3 articles
Virtual economic abuse training/workshop for your organization delivered by CCFWE				
Emcee mention during welcome message at virtual events				
Corporate quote included in news release for Help Us Rise campaign				
Organization included as speaker in Virtual Event on Economic Abuse Awareness Day				

TOGETHER, WE CAN BUILD A MORE FINANCIALLY INCLUSIVE FUTURE FOR ALL



Economic abuse cannot be addressed by any one sector alone. As Canada advances new standards through the federal Code of Conduct on the Prevention of Economic Abuse, financial institutions have a unique opportunity to help shape a more inclusive, responsive, and resilient financial system.

By partnering with Help Us Rise, you are not only supporting a national awareness campaign; you are demonstrating leadership, advancing financial inclusion, and helping ensure survivors of economic abuse have equitable access to the financial tools and services they need to rebuild their lives.

We look forward to partnering with you.

For more information about partnership opportunities on Help Us Rise Campaign or CCFWE in general, please contact:

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