

Help Us Rise 2026 Social Media Toolkit

National Economic Abuse Awareness Campaign

#HELPUSRISE2026

Women and Gender Equality Canada
Femmes et Égalité des genres Canada
Canada
Meridian
Interac
CANADIAN CENTER FOR WOMEN'S EMPOWERMENT
CENTRE CANADIEN POUR L'AUTONOMISATION DES FEMMES

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, Making the Economy Work for People Experiencing Economic Abuse, calls for the systemic changes survivors need to rebuild their financial lives. Economic abuse, including coerced debt, employment sabotage, and control over money, follows survivors long after they leave, and too often the systems meant to support them become additional barriers. Over four weeks, the campaign focuses on pay equity, employment insurance, microloans and safe access to capital, and financial inclusion and consumer protection, building a shared understanding of how we can create an economy where every survivor can achieve lasting financial security.

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 Economic Security

96% of domestic violence victims experience Economic Abuse.

84% of survivors have had coerced debt built up under their name.

- Employment sabotage affects 86% of survivors, leaving gaps in work history, lost income, and fewer paths to financial independence.
- The gender wage gap and limited access to Employment Insurance make it harder for survivors to cover basic costs after leaving.
- Damaged credit and coerced debt block survivors from loans, microloans, and the capital they need to rebuild or start a business.
- Gaps in financial inclusion and consumer protection leave survivors exposed to further harm and financial exclusion.
- Barriers are compounded for First Nations, Métis, Inuit, Black, racialized, disabled, newcomer, and 2SLGBTQ+ survivors.

Weekly Themes

Week 1 (Nov 1 to Nov 7): Pay Equity

Week 2 (Nov 8 to Nov 14): Employment Insurance

Week 3 (Nov 15 to Nov 21): Microloans and Safe Access to Capital

Week 4 (Nov 22 to Nov 30): Financial Inclusion, Consumer Protection, and Economic Abuse Awareness Day (Nov 26)

How to Share Our Content and Your Own

- Follow CCFWE on Facebook, X, Instagram, and LinkedIn
- Like, share, and comment on our posts to extend their reach
- Create your own posts using the customizable captions provided in this toolkit
- Tag @ccfwe in your posts so we can see and reshare them
- Use our hashtags to join the national conversation



Recommended Hashtags

Primary Hashtags

#HelpUsRise2026
#EconomicAbuseAwareness
#EconomicJustice
#IEAAD
#EndEconomicAbuse

Supporting Hashtags

#FLM2026
#16DaysOfActivism
#CoercedDebt
#SurvivorVoices
#FinancialInclusion
#PayEquity

How to Get Involved

This year, we invite partners and organizations to take an active part in Help Us Rise 2026 through collaboration and survivor-centred conversations. Here are some ways to participate:

- **Share campaign messages.** Use the graphics, key messages, and customizable posts in this toolkit, and tag @ccfwe with #HelpUsRise.
- **Start conversations.** Ask your audiences reflective questions, such as "What would make the economy work for you?" or "What does financial safety mean to you?", and invite them to respond
- **Amplify survivor voices.** Reshare survivor stories and contributions from CCFWE's channels in your newsletters, blogs, and social posts.
- **Host your own event.** Hold a webinar, community session, or survivor-led discussion on economic abuse and this year's weekly themes.
- **Invite a CCFWE speaker.** Ask Meseret Haileyesus, Founder and Executive Director of CCFWE, or another CCFWE representative to speak at your event about economic abuse and economic security.
- **Co-brand with us.** Partner with CCFWE on a joint awareness campaign or activity during National Economic Abuse Awareness Month or on Economic Abuse Awareness Day, November 26.
- **Keep the momentum going.** Share campaign content during the 16 Days of Activism (November 25 – December 10) to connect with global awareness efforts.

Mark Your Calendar For Help Us Rise 2026 Events

Four Weeks. Four Conversations.

Join us every week in November for free virtual events. We'll bring together survivors, experts, and partners to talk about how to make the economy work for people experiencing economic abuse.

Nov 3: Pay Equity: Addressing the Wage Gap
Nov 10: Employment Insurance
Nov 18: Funding Freedom: Inclusive financing for survivor entrepreneurs
Nov 25: Banking on Change: Financial inclusion

Register at ccfwe.org/help-us-rise-events



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Sample Customizable Social Media Content

Content and captions can be downloaded here: https://ccfwe.org/social-media-toolkit/

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



Sample Caption

Economic abuse builds invisible walls. Coerced debt, ruined credit, blocked careers, and hidden assets close in until survivors are cornered, cut off from jobs, loans, and financial services for years after they leave.

96% of domestic abuse survivors have experienced Economic Abuse. Rebuilding takes systems that are designed to support survivors, not shut them out.

[Optional: Add a sentence about what your organization is doing, or why this matters to the people you serve.]

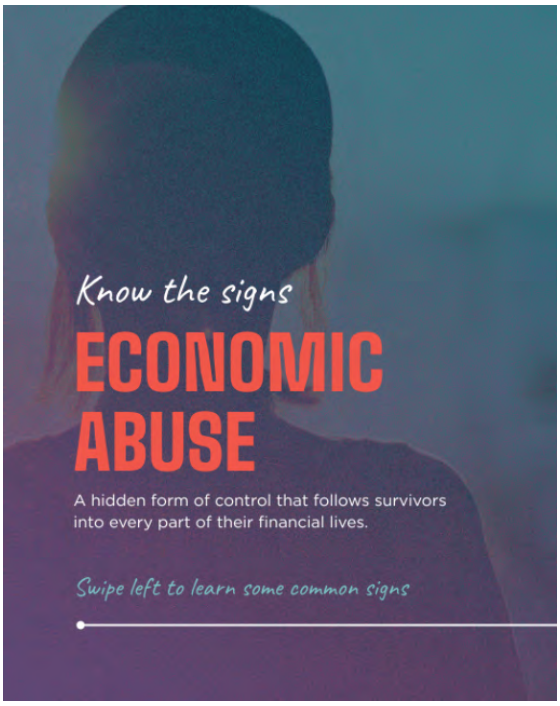
This November, the Help Us Rise campaign is focusing on Making the Economy Work for People Experiencing Economic Abuse.

Join four free virtual conversations: ccfwe.org/help-us-rise-events/

[Optional: Add a local resource or contact for anyone who needs support.]

@ccfwe #HelpUsRise2026 [#YourOrgHashtag]

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



Sample Caption

Economic Abuse is a hidden form of control that can affect anyone. Knowing the signs is the first step toward getting support.

[Optional: Add a local resource, service, or contact for anyone who needs support.]

Learn more from @ccfwe at ccfwe.org

#HelpUsRise2026 [#YourOrgHashtag]

Checklist for Survivors of Domestic Abuse – Carousel Post (6 slides) –Instagram/Facebook/LinkedIn (4:5)



Sample Caption

Taking back control of your finances can start with a few small steps. This checklist from can help you protect your money and plan for your safety.

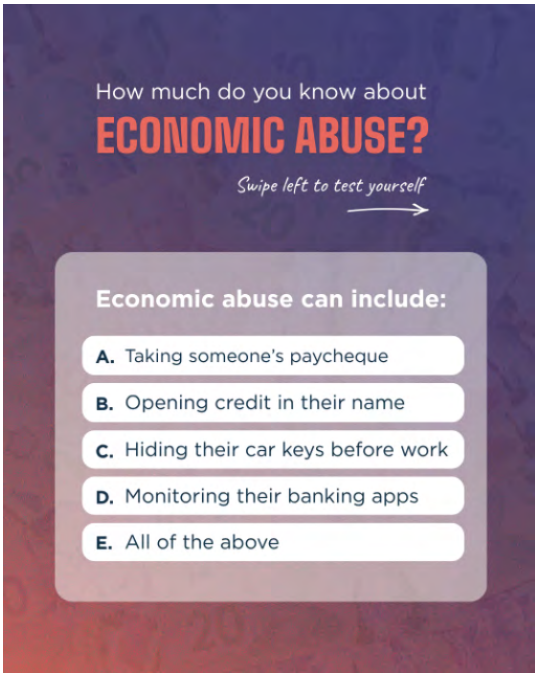
Economic Abuse is never your fault, and you don't have to navigate it alone.

[Optional: Add a local resource, service, or contact for anyone who needs support.]

Find more resources and support for survivors: ccfwe.org/for-survivors/

@ccfwe #HelpUsRise2026 [#YourOrgHashtag]

Take the Quiz! – Carousel Post (7 slides) –Instagram/Facebook/ LinkedIn (4:5)



Sample Caption

How did you do?

Economic abuse affects 96% of domestic violence survivors, through debt in their name, sabotaged jobs, and money withheld for essentials. Its impact follows survivors long after they leave.

[Optional: Add a sentence about what your organization is doing, or why this matters to the people you serve.]

This November, the Help Us Rise campaign is focusing on Making the Economy Work for People Experiencing Economic Abuse. Join four free virtual conversations: ccfwe.org/help-us-rise-events/

@ccfwe #HelpUsRise2026 #EndEconomicAbuse [#YourOrgHashtag]

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



There's a customizable quote graphic or a ready-made 'Stand with Us' graphic.

Sample Caption

Taking back control of your finances can start with a few small steps. This checklist from can help you protect your money and plan for your safety.

Economic Abuse is never your fault, and you don't have to navigate it alone.

[Optional: Add a local resource, service, or contact for anyone who needs support.]

Find more resources and support for survivors: ccfwe.org/for-survivors/

@ccfwe #HelpUsRise2026 #EconomicJustice [#YourOrgHashtag]