
YWCA CANADA
THE ROSE CAMPAIGN
UNIFOR
MAKING THE INVISIBLE, VISIBLE.
Unifor is proud to partner with YWCA Canada's 2026 National Rose Campaign, which calls for an end to gender-based violence against women, girls, and gender-diverse people.
Learn more about the 2026 National Rose Campaign.

2026 National Rose Campaign

Support the campaign by participating in the following initiatives:

20,000 Steps for Change

A team based walking challenge to raise awareness of gender-based violence. Inspired by the 20,000 women and children turned away from shelters each month. Teams aim for 20,000 steps.

16 Roses of Activism

A challenge aligned with the UN's 16 Days of Activism Against Gender-Based Violence. Teams or individuals send 16 digital roses with personalized messages to raise awareness and show solidarity.

Show Your Rose on December 6th

Flood our feeds with roses on Canada's National Day of Remembrance and Action on Violence Against Women. Post a rose emoji, wear your rose pin, or hold up a real rose to signal solidarity.

Ending gender-based violence will take all of us. Join us in making the invisible visible. Because we can't change what we refuse to see.

To sponsor the Rose Campaign, please email women@unifor.org.