YWCA Canada 2026 National Rose Campaign

Every two days, a woman or girl is killed in Canada. Gender-based violence is not a private issue; it's a national crisis. Too often, it's hidden, minimized or ignored. In every community across this country, roses are still being laid for lives lost to gender-based violence, even when we don't see them.

The Rose Campaign is YWCA Canada's largest and longest-running national initiative, dedicated to ending violence against women, girls, and gender diverse people. It was created to honour the lives lost in the tragic mass femicide at École Polytechnique on December 6, 1989, and has since grown into a bold call for systemic change, justice and safety across the country.

The YWCA has historically been an ally of working women and the labour movement. Through its work with women in factories and other workplaces, it advocated for fair labour standards and, in 1920, formally **supported workers' right to organize into unions.** This commitment to economic justice has remained part of the YWCA's broader mission of advancing women's rights and equity. Gender-based violence, housing insecurity and economic inequality continue to impact workers and families in every community across Canada. The YWCA Canada National Rose Campaign calls on us to make those realities visible and to **act on them together.**

Why this Matters to UNIFOR Locals

- Strengthens solidarity with survivors and communities impacted by violence
- Advances shared goals of equity, safety, and economic justice
- Connects union power to national action for systemic change
- Demonstrates leadership beyond the bargaining table
- Engages members in meaningful, collective social justice action

Local Rose Support Levels

- **Solidarity Rose** ($1,000)
- **Visible Rose** ($2,500)
- **Unity Rose** ($5,000)
- **Equity Rose** ($8,000)

What Your Local Receives

- YWCA Canada Rose sponsorship thank you, issued with your selected Rose Level
- National recognition as a campaign supporter
- Access to ready-to-use digital campaign tools and activation materials
- Engagement opportunities (20K Steps for Change, 16 Roses of Activism)

Choose your Rose Campaign sponsorship level and stand with Unifor National and other Locals across Canada in building safer, more equitable communities. **Contact: mvella@ywcacanada.ca or Tracey.Ramsey@unifor.org**

Thank you to UNIFOR theUnion | lesyndicat a Rose Campaign sponsor.



MAKING THE INVISIBLE, VISIBLE.

Contact: mvella@ywcacanada.ca
www.ywcacanada.ca/rosecampaign

THANK YOU TO UNIFOR, A NATIONAL ROSE CAMPAIGN SPONSOR

A woman or girl is killed every two days in Canada

89% of human trafficking survivors are under the age of 35

44% of all women have experienced domestic violence

YWCA Canada's national Rose Campaign is the largest and longest-running national campaign to end violence against women, girls and gender diverse people. Created in remembrance of the lives lost in the mass femicide at École Polytechnique on December 6, 1989, it is now a national call for systemic change, justice and safety.

UNIFOR members' support for the campaign reinforces the labour movement's long-standing commitment to social justice and solidarity, recognizing that workers' rights and women's rights are deeply connected.

Local Union Sponsorship Opportunities

Solidarity Rose	Visible Rose	Unity Rose	Equity Rose
$1000	$2500	$5000	$8, 000

Sponsorship benefits include:

- National brand and logo acknowledgement.
- Turn-key digital campaign assets, including national Rose Campaign activation kits.
- Build worker and community solidarity to end gender-based violence.
- Show union leadership on equity, safety, and social justice and mobilize your local for national impact.
- Support women's right to safety in the workplace and communities.
- Show solidarity with survivors and community-based organizations, like YWCA.

