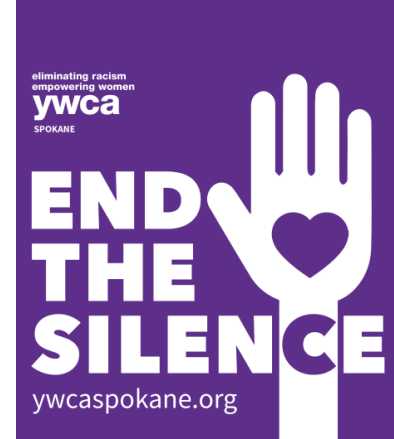


YWCA IS ON A MISSION



YWCA SPOKANE DOMESTIC VIOLENCE ACTION MONTH END THE SILENCE CAMPAIGN

SUMMARY

Each year YWCA agencies engage in domestic violence prevention and awareness campaigns during October, Domestic Violence Action Month. This year, the YWCA Spokane will implement a new campaign called End The Silence.

This campaign will ask community members and local businesses to identify themselves as allies for domestic violence victims. We will encourage our community to speak up, speak out, and visually show support against the devastating silence that surrounds domestic violence.

The End The Silence campaign will provide community members with a series of ways they can join this movement and make a difference throughout October.

WHY 'END THE SILENCE'?

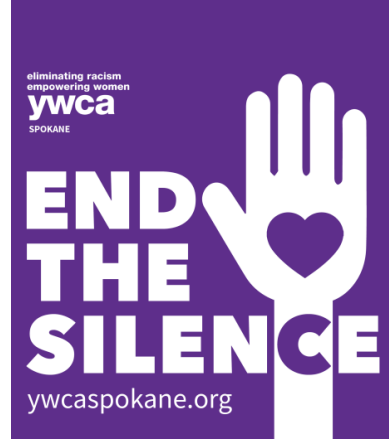
Often victims of domestic violence don't reach out for help for fear no one will believe them. Many feel embarrassed or ashamed they "let it happen," or feel it was "their fault." The feeling of shame, isolation, and a lack of safe ally support can be major factors that contribute to a victim's choice to remain in an unsafe or unhealthy relationship.

OUR GOAL

Purple is the nationwide designated color to visually represent support for domestic violence awareness during October. The YWCA Spokane's goal is to "paint the town purple" during Domestic Violence Awareness Month.

This united, visual form of support will help the many silent victims in our community know they are not alone, safe allies are out there, and they don't have to do this on their own. We are here to support them and we will no longer tolerate the vale of silence that has been devastating to so many women, children, and families.

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WHAT YOU CAN DO TO GET INVOLVED

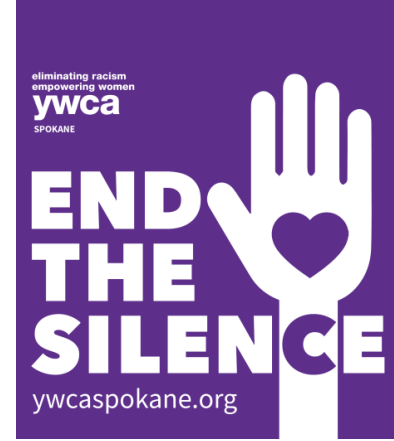
The YWCA Spokane has created various ways you can join the End The Silence movement during October's Domestic Violence Action Month and show victims they are not alone.

Action item details and directions for ordering supplies are available at ywcaspokane.org.

- **SIGN THE PLEDGE:** Your business/organization and staff/volunteers can come together and each sign the End The Silence Pledge Form, expressing commitment to the movement.
- **PIN IT ON:** Wear the End The Silence button throughout the month of October.
- **FOLLOW US:** Follow the YWCA Spokane on Facebook and Twitter. Share, like, and comment on End The Silence posts provided by the YWCA throughout the month of October.
- **EDUCATE:** Display End The Silence informational flyers/brochures at your place of business to help educate and expand awareness.
- **HANG POSTERS:** Hang End The Silence posters in highly visible areas such as windows, bathrooms, and/or on bulletin boards at your place of work.
- **EYE CATCHING DISPLAYS:** Decorate the entrance door at your place of business or home with purple paper, streamers, balloons and other décor.
- **SHARE GRAPHICS:** Post End The Silence graphics on your personal or company social media page expressing your commitment to the End The Silence movement with **#endthesilence**.
- **SHARE PHOTOS:** Take a selfie photo with End The Silence promotional materials or a sign expressing why you are supporting the movement. Post using hashtag **#endthesilence**.
- **STICK IT ON:** Place ez-peel, re-positional End The Silence stickers in visible places and on product packaging (*ex: coffee shop places End The Silence stickers on drinks served in October*).
- **PURPLE-IZE YOUR PRODUCTS:** Dye products that are sold/distributed during October purple as a show of support (*ex: drinks, cupcakes, donuts, chocolate, etc.*).
- **GET CREATIVE:** Coordinate with staff/coworkers/volunteers to show visual support together in a creative way (*ex: wear purple, dye hair purple, purple fake tattoos, purple nail polish, etc.*).
- **STAY INFORMED:** Sign up for YWCA Spokane eNews notifications at ywcaspokane.org. You will receive updates throughout October providing easy ways you can engage in person and online, and encourage others to do the same.



YWCA IS ON A MISSION



WEEK WITHOUT VIOLENCE & CALL OUT TO LOCAL BUSINESSES

For over 20 years, the national YWCA has set aside one week during October called the Week Without Violence as part of a global movement with the World YWCA to end violence against women and girls. This year the initiative falls on **October 17th- 21th**.

To align with this effort, the YWCA Spokane is looking for 5 substantial local businesses who want to become End The Silence campaign partners. Each partner will work with our Community Education and Outreach Coordinator, Nicole Nimens, to establish a specific visible goal/activity to engage in during one day or throughout the entire Week Without Violence campaign that will focus on increasing awareness about the End The Silence movement.

The YWCA Spokane will acknowledge each partner throughout the campaign and work with each organization to promote specific activities through various outlets including press, print materials, social media, the YWCA Spokane website, and live events.

Sign Up As A Week Without Violence Partner

- Notify Nicole Nimens, YWCA Community Education and Outreach Coordinator, that your business/agency is interested in partnering with the YWCA Spokane during the Week Without Violence by calling **509-789-9290** or email **nicolen@ywcaspokane.org**.

SUPPORT & AWARENESS

Notify Nicole Nimens, YWCA Spokane Community Education and Outreach Coordinator, at **nicolen@ywcaspokane.org** or call **509-789-9290** if your organization/business plans to engage in the End The Silence movement. The YWCA Spokane is here to support and promote you every step of the way.

Use hashtag **#endthesilence** with online activity to create as much awareness as possible. Ideas, comments, suggestions, and questions are always welcome. Let's grow this campaign together! Join us and help the YWCA Spokane "paint the town purple" this October. We look forward to establishing this campaign as an annual effort with the potential for incredible impact in our community.

THANK YOU

Thank you for taking a stand against domestic violence with the YWCA Spokane! Together we will End The Silence around domestic violence and show victims that they are surrounded by a community of people who are here to support them.