

SEPTEMBER 2025

2025 PARTNERSHIP PROPOSAL



hiatus
house

Women Abuse
Prevention Month

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OVERVIEW

The 14th Annual Woman Abuse Prevention Month/ Shine the Light® (STL) Campaign will begin October 30th and continue throughout the month of November. Every November, the goal is to raise awareness regarding woman abuse, and work towards prevention through community awareness and education. Our goal every year is to Windsor and Essex County and encourage communities and businesses to participate through illuminating their buildings in purple, hosting a fundraiser, or providing financial support to the campaign.

EVENTS

October 30th: Tree Lighting Ceremony

The 11th Annual Tree Lighting Ceremony will be held on **October 30** that Charles Clark Square in Windsor at 6:00pm. The 2025 honorees will feature women who will share their personal stories about domestic violence and human trafficking. Survivors will join local politicians, community partners, Executive Director of Hiatus House, Sylvie Guenther, and other staff, sponsors, and members of the public in this powerful and moving ceremony.

November 8th: Bark-in-the-Park

This event will be held inside the Lanspeary Park Hockey Rink from 11:00 PM to 4:00 PM to highlight the relationship between domestic violence and pet abuse. This free event will include vendors, entertainment, agility shows, information booths, and special appearances by **Border City Barkers**.

November 15th: Wear Purple Day

Wear Purple Day is a social media event where we ask community members, schools, workplaces, etc. to wear purple, post on social media, and tag Hiatus House as a way to highlight the Woman Abuse Prevention Month Campaign.

November 25th: International Day for the Elimination of Violence Against Women Flag Raising

On this day, we ask the community to light a candle and post a picture on social media, using the hashtag #WomanAbusePreventionMonth to raise awareness for violence against women. In addition, join us at 12 noon at City Hall for our Flag Raising Ceremony and proclamation highlighting this UN sanctioned day.

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MERCHANDISE

In 2025 our goal is to reach out throughout Windsor and Essex County to spread the message and highlight our Campaign. We are looking for community partners to assist with sales of our merchandise, and at the same time assist in the education of the public about woman abuse and work toward prevention through community involvement and merchandise sales.

PRODUCT PRICES

10TH ANNIVERSARY PURPLE SCARF.....	\$30
PLAID SCARF.....	\$20
WRAPPED IN COURAGE SHAWL.....	\$15
NECK TIE.....	\$15
SCRUNCHIE SET.....	\$10
PLUM/LAVENDER SCARF.....	\$15

BRANDED ITEMS

INDIVIDUAL BRANDED SOAP-Lavender Scented.....	\$7
NYLON TOAT BAG FOLDS UP INTO POCKET.....	\$10
PACKAGED GOLF BALL, TEES AND CHIP.....	\$15
15X15 GOLF TOWEL.....	\$7
MINI FLASHLIGHT.....	\$7.50
BARK IN THE PARK DOG LEASH.....	\$15

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SOCIAL MEDIA PRESENCE

Our use of social media has helped to expand our reach and allows us to share information quickly. Our Communication Committee will be active on social media as an important tool to promote our events in 2025.

BUILDINGS LIT IN PURPLE

In 2024, many buildings including Caesars Windsor, Windsor City Hall, and Amherstburg Town Hall were illuminated in Purple. Our goal in 2025 is to have at least one area in each municipality that is illuminated to show support for the campaign.

BECOME A SPONSOR

Help to ensure the success of the 2025 Woman Abuse Prevention Month Campaign through contributing to one of the following events.

Tree Lighting Sponsor (8).....	\$100
Bark in the Park Entertainment Sponsor(4).....	\$150
Flag Raising Sponsor (2).....	\$50
Radio Campaign Sponsor (2) on Virgin 93.9and AM 800.....	\$100
Bark in the Park Lawn Sign Sponsor (20).....	\$25

All Sponsors will receive signage on site and on social media and recognition during event. Radio sponsor will be noted at end of commercial as Brought to you in part by.....

HOW YOU CAN HELP

1. Decorate your location in purple lights to show your support of the Woman Abuse Prevention Month campaign.
2. Host a **Purple Day** and solicit donations from staff and members of your organization to help support this initiative and Hiatus House and the efforts to eliminate violence against women.
3. Attend the Tree Lighting Ceremony on October 30 at Charles Clark Square, Bark in the Park on November 8 at Lanspeary Park Ice Rink, and show your support or the Flag Raising on November 25 at 12 noon.

Host a fundraiser in support of ending violence against women. Sell Woman Abuse Prevention month merchandise at your location.
4. Take pictures of your initiatives and share them on Facebook, Twitter, LinkedIn, and Instagram with the hashtag
5. #endviolenceagainstwomen and #hiatushouse and tag Hiatus House on Facebook, Twitter (@hiatushouse), and Instagram (@hiatushousewindsor)

Make an online donation at www.hiatushouse.com/donate
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