

SEPTEMBER 2026

2026 PARTNERSHIP PROPOSAL



hiatus
house

Woman Abuse
Prevention Month

02 OVERVIEW

The 15th Annual Woman Abuse Prevention Month Campaign will begin on November 1 and continue throughout the month of November.

Each November, the campaign aims to raise awareness about woman abuse and promote prevention through community education and engagement. We encourage communities and businesses to participate by illuminating their buildings in purple, hosting a fundraiser, attending campaign events, or providing financial support. Together, we can raise awareness, inspire action, and work toward ending violence against women.

EVENTS

Tree Lighting Ceremony

The City of Windsor's 13th Annual Tree Lighting Ceremony will be held on November 2 at Windsor City Hall (350 City Hall Square West) at 6:00 PM. The 2026 honourees will feature women who will share their personal stories of domestic violence and human trafficking. Survivors will join local politicians, community partners, Hiatus House Executive Director Sylvie Guenther, staff, sponsors, and members of the public in this powerful and moving ceremony.

New for 2026:

Community tree lighting ceremonies throughout Essex County will also take place on the following dates:

- Town of Essex: November 3
- LaSalle: November 4
- Leamington: November 5
- Lakeshore: November 6

November 4: Caboto Club Charity Pasta Night in Support of Hiatus House

Join us for the Caboto Club's monthly Charity Pasta Night from 4:00 PM to 7:00 PM. The evening will feature an all-you-can-eat pasta dinner, door prizes, a silent auction, and Woman Abuse Prevention Month merchandise sales.

November 12: Trivia Night at Rock Bottom (7:00 PM – 9:00 PM)

Join us for our new Trivia Night at Rock Bottom, hosted by Mack Flash Entertainment. Enjoy an evening of fun and friendly competition in support of Woman Abuse Prevention Month. Tickets are \$15 per person or \$55 for a team of four and are available on our website.

EVENTS CONTINUED

November 15: Wear Purple Day

Wear Purple Day encourages community members, schools, workplaces, and organizations to wear purple, share a photo on social media, and tag Hiatus House in support of Woman Abuse Prevention Month.

November 15: Imagine Cinemas Lakeshore – Popcorn for a Purpose in Support of Hiatus House

Join us from 10:00 AM to 2:00 PM at Imagine Cinemas Lakeshore for a day of family-friendly activities in support of Hiatus House. Enjoy a photo with Santa, watch a movie, or leave a donation under the Giving Tree.

November 25: 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 #Woman AbusePrevention Month to raise awareness for violence against women. In addition, join us at 12 noon at 'Windsor City Hall' for our Flag Raising Ceremony and proclamation highlighting this UN sanctioned day.

NEW MERCHANDISE FOR 2026

New Merchandise is available online at www.hiatushouse.com



Branded Hat & gloves



Branded scarf



Awareness Pins



Golf Ball Lip Balm



Rugby Style Scarves

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PROMOTIONAL CAMPAIGN

SOCIAL MEDIA

Our social media presence continues to expand our reach and increase awareness in the community. Throughout the 2026 campaign, our Social Media Coordinator will actively promote events and highlight community involvement. We encourage you to like, share, and repost our content to help spread the message and support Woman Abuse Prevention Month.

BUILDINGS LIT IN PURPLE

In 2025, many buildings, including Caesars Windsor, Windsor City Hall, and Amherstburg Town Hall, were illuminated in purple in support of Woman Abuse Prevention Month. Our goal for 2026 is to have at least one location in every municipality illuminated in purple to demonstrate community-wide support for the campaign.

BECOME A SPONSOR

Help ensure the success of the 2026 Woman Abuse Prevention Month Campaign by sponsoring one of the following events:

- Tree Lighting Sponsor (8 available) — **\$100**
- Charity Pasta Night Silent Auction Sponsor (4 available) — **\$150**
- Flag Raising Sponsor (2 available) — **\$50**
- Radio Campaign Sponsor (4 available) — **\$250**
- Includes 45 radio spots on AM800.
- Trivia Night Door Prize Sponsor (10 available) — **\$50**

All sponsors will receive on-site signage, recognition on our website and social media channels, and acknowledgment during the event.

**TO BECOME A SPONSOR PLEASE EMAIL OUR FUNDRAISING
COORDINATOR AT MAGGIEDUROCHER@HIATUSHOUSE.COM
OR CALL 519-252-1143 EXT 2283**

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HOW YOU CAN HELP



- Decorate your location with purple lights to show your support for the Woman Abuse Prevention Month campaign.
- Host a Purple Day and collect donations from staff and members of your organization in support of Hiatus House and efforts to end violence against women.
- Attend a campaign event or purchase Woman Abuse Prevention Month merchandise.
- Host a fundraiser in support of ending violence against women.
- Share, like, and repost Hiatus House content, and post photos of your initiatives on social media. Be sure to tag Hiatus House on Facebook, X (@hiatushouse), and Instagram (@hiatushousewindsor).
- Make an online donation at www.hiatushouse.com/donate.

