



# WINGMAN



WINGS is proud to launch its third annual “WINGMAN” campaign, which runs from September 15th to November 1st, 2023. This initiative encourages members of the community to take a courageous stand against Domestic Violence.

## ARE YOU A WINGMAN?

A WINGMAN is someone who:

- takes a stand against domestic violence and inspires others to do the same.
- supports women and children to be empowered to live a life free from domestic violence.
- encourages the engagement of men in the conversation surrounding the issue of domestic violence through social media posts and Calls for Action to their followers/community
- is a WINGS ambassador that helps to spread awareness about WINGS' programs, and participates in the WINGMAN fundraising campaign

**For more info, or to become a WINGMAN, go to [www.wingsofprovidence.ca](http://www.wingsofprovidence.ca)**

***We encourage people of any gender to sign up to be a WINGMAN.***



## How to Participate



### 1. Sign Up and Set a Goal!

You can SIGN UP as an INDIVIDUAL or as a TEAM of WINGMEN on our website: <https://www.wingsofprovidence.ca/wingman> (Click the "Become a WINGMAN" button). Set a fundraising goal (small or large) and help raise funds for WINGS. Use our simple online fundraising platform to help share your message. Consider hosting an event or challenge to help reach your fundraising goal. We encourage people of any gender to sign up to be a WINGMAN.

### 2. Encourage Others to become WINGMEN.

Take a picture of yourself (or your pet) in your WINGMAN Aviator Sunglasses and share on social media about why you are taking a stand against Domestic Violence and supporting WINGS. Email Debbie at [dgregg@wingsofprovidence.ca](mailto:dgregg@wingsofprovidence.ca) to request sunglasses, and we will mail them to you!

### 3. Increase Awareness about Domestic Violence on Social Media

By liking, sharing, and tagging WINGS information and resources from your WINGMAN Tool Kit - (provided) on your social media throughout the campaign. Go to <https://www.wingsofprovidence.ca/wingman> for your WINGMAN tool kit!



### Prizes:

- Top Fundraisers • Top Community Engagers • Top Educators/ Advocates

## Don't want to fundraise, but still want to help?

**Donate to the WINGMAN campaign today!** (Click the Donate to WINGMAN button on our website: <https://www.wingsofprovidence.ca/wingman> ) Help WINGS continue to provide a safe, welcoming home and critical support services for women and children escaping domestic violence.

# Why WINGMAN



**WINGS is proud to launch its third annual “WINGMAN” campaign, which will run from September 15th to November 1st, 2023, in recognition of November being Family Violence Prevention Month.**



## This year’s WINGMAN campaign aims to:

- **Encourage men and boys to engage in the conversation surrounding the issue of domestic violence** and gender-based violence through social media posts, and targeted ‘Calls for Action’. Preventing domestic violence requires sustained, systemic, and inclusive efforts by communities and society at large. Men are an essential part of the solution to ending domestic violence, and we want to encourage men to be a part of the conversation.
- **Raise Funds for WINGS:** Our hope is that WINGMEN will encourage their community with a call to action to donate to the campaign on their behalf, as well as participate in fundraising activities/events lead by WINGMEN. Funds raised from this campaign will assist WINGS in providing its safe housing and trauma-informed wrap-around services and counselling support for the families residing in our care.
- **Promote the sharing of resources and tools in an open and inclusive environment** where everyone can feel safe to discuss the issue of Domestic Violence, as well as to help educate the community about what they can do if they or someone they know is impacted by domestic violence.
- **Spread awareness about WINGS:** Share with the community at large about the programs that WINGS provides to victims of abuse, and why we need the community’s help to support vulnerable families fleeing domestic violence.

**Support the campaign, and help WINGS save women and children fleeing domestic violence.**





## WINGMAN FUNDRAISING

### Getting Started

*Funds raised from the WINGMAN Campaign will help WINGS continue to provide a safe, welcoming home and critical support services for women and children escaping domestic violence.*

#### Sign Up and Set a Goal

You can sign up to fundraise as an **individual or as a team** of WINGMEN! Set a fundraising goal (small or large) and help raise funds for WINGS. Use our simple online fundraising platform to help share your message and keep track of your progress. Go to [wingsofprovidence.ca](http://wingsofprovidence.ca) to sign up to be a WINGMAN!

#### Share and Encourage Support from your family, friends, and followers

Share and/or post your Individual or Team Fundraising Link and encourage your followers to donate towards your fundraising goal. Consider hosting a FUNdraising activity or challenge to encourage support!

### FUNdraising Ideas



#### Fitness Challenge

Start a fitness challenge by yourself or with a group. Supporters can pledge towards your progress!



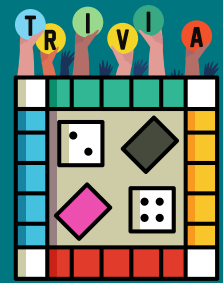
#### Donate Profit from Business

Donate a percentage of profit for a specific product, range, or time period.



#### Host an Event

Host a karaoke night, a comedy show, a golf tournament, a concert, etc, and come together to raise funds for WINGS!



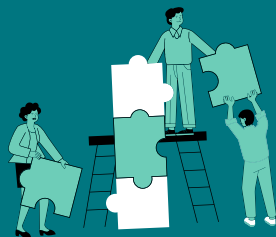
#### Trivia/Board Games

Host a fun night at home, or a pub trivia night with proceeds to WINGMAN



#### Post and Share Online

Make sure to share your fundraising link and post about WINGMAN. Invite your friends to support your goal or sign up to be a WINGMAN too!



#### Team WINGS!

Challenge work colleagues, or your slo-pitch team, etc to come together and sign up as a **TEAM OF WINGMEN**! Make a team fundraising goal and post your progress on social media!



#### Silent Auction

Host a silent auction in support of WINGS! OR consider having an autumn garage sale and donate the money raised.



#### Food!

Whether it's a bake sale, a BBQ, or cooking a special dinner, everyone loves food! Provide food in exchange for a donation to WINGMAN!

## What is WINGS?

WINGS (which stands for Women In Need Growing Stronger) provides a second stage shelter and affordable long-term housing for women and their children who are escaping domestic violence. However, WINGS is more than a housing provider.

WINGS provides a safe and supportive home for women and children to heal. Our trauma-informed approach, intensive counselling, onsite childcare, life skills training, as well as child and youth programs- allow women and children time to process and the tools they need to recover from the horrific trauma they have experienced. Our full-circle healing helps women and children become more stable, access new skills, and set a healthy course for their lives.



WINGS served  
104 women &  
211 children  
between April 2022  
through March  
2023



Since opening our  
doors in 1987,  
WINGS has served  
1,584 women &  
3,439 children

## Where do the funds go?

Funds raised from the WINGMAN Campaign will help WINGS continue to provide a safe, welcoming home and critical support services for women and children escaping domestic violence.

Your Support Will Help WINGS to:

- Subsidize rent and utilities for our families.
- Provide one-on-one and group counselling for moms and their children.
- Run children's programs like daycare/OSC, provide program materials/supplies, and our therapy dog program.
- Fund grocery gift-cards for our collective kitchen and family emergencies.
- Support field trips and outings for children and youth and more...



*"WINGS for me, has been a godsend. It has provided me a safe place, both physically and emotionally to pull it all together and begin a positive journey to recovery. With the help of my counselor and the wonderful staff here, I am starting to set realistic goals and learning to take it one day at a time. For the first time in my life I feel safe, understood, helped along, and most of all like I have people around me who care about me! I can't begin to tell you how good it feels. WINGS is the beginning of a long journey for me but I can't think of a better place to begin! Every abused woman and child should have WINGS."*

*~ from a Mom at WINGS*

**For more info, go to:**

**[www.wingsofprovidence.ca](http://www.wingsofprovidence.ca)**

# Did you know that in Canada:



1 in 5 women will experience some form of violence in their intimate relationship.

On average, every 6 days, a women will be killed by her intimate partner.

Women and girls accounted for two-thirds (67%) of all victims of family violence in 2019.

Almost four-fifths of all victims of intimate partner violence were women and girls (79% in 2019).



**WINGMAN**

***We need your help to support women  
and children fleeing domestic violence.***

***Support the WINGMAN Campaign***

***[www.wingsofprovidence.ca](http://www.wingsofprovidence.ca)***



Proudly Supported by





# Domestic Violence Hurts Everyone

Domestic violence has serious implications for the individuals involved. But it is also a whole of society issue: *a public health crisis, a human rights and equality crisis, and a resource crisis.*

- 2022 Data Release, Alberta Council of Women's Shelters



***We need your help to support women  
and children fleeing domestic violence.***

***Support the WINGMAN Campaign***

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