

1st Annual Red Deer
Walk a Mile in Her Shoes



www.walkamileinher shoes.org

Walk a Mile in Her Shoes®

**THE INTERNATIONAL MEN'S MARCH
TO STOP RAPE, SEXUAL ASSAULT & GENDER VIOLENCE**



Thursday April 19, 2012
From 11:00am till 3:00pm
In support of



Welcome to Walk a Mile in Her Shoes

Put Yourself in Her Shoes™

Each year, an ever-increasing number of men, women and their families are joining the [award-winning](#) Walk a Mile in Her Shoes®: The International Men's March to Stop Rape, Sexual Assault & Gender Violence. A Walk a Mile in Her Shoes® Event is a playful opportunity for men to raise awareness in their community about the serious causes, effects and remediation to sexualized violence.

First You Walk the Walk

There is an old saying: "You can't really understand another person's experience until you've walked a mile in their shoes." Walk a Mile in Her Shoes® asks men to literally walk one mile in women's high-heeled shoes. It's not easy walking in these shoes, but it's fun and it gets the community to talk about something that's really difficult to talk about: gender relations and sexual violence.

Then You Talk the Talk

It's critical to open communication about sexualized violence. While hidden away, sexualized violence is immune to cure. Unfortunately, it's difficult to get people talking. People unfamiliar with sexualized violence don't even want to know it exists. It's ugly. People that have experienced sexualized violence themselves want to forget about it. How do you get people talking now, so they can prevent it from happening? And if it's already happened, how do you help them get help to recover?

A Walk a Mile in Her Shoes® Event is abundant with opportunities to get people talking. For preventive education, it helps men better understand and appreciate women's experiences, thus changing perspectives, helping improve gender relationships and decreasing the potential for violence. For healing, it informs the community that services are available for recovery. It demonstrates that men are willing and able to be courageous partners with women in making the world a safer place. [The Walk Event Experience](#) provides a description of how these opportunities might present themselves at a Walk a Mile in Her Shoes® Event.



Not Just a Women's Issue

Sexualized violence does not just affect women. It affects the men who care about them, their families, their friends, their coworkers, and their communities. Sexualized violence is epidemic. Some of the [statistics](#): Every two minutes someone in America is raped. One in six American women are victims of sexual assault. That means someone you know, someone you care about, has been or may become the victim of sexual violence. It may be your mother, your sister, your friend, your girlfriend, your wife, your co-worker, or your daughter.

Our Mission

Co-creating a United Gender Movement, men will be a part of the solution to ending sexualized violence.

Walk a Mile in Her Shoes® Events are political and performance art with public, personal and existential messages. At a Walk a Mile in Her Shoes® Event there is no distinction between performer and audience. Our mission is to create a unique and powerful public experience that educates individuals and communities about the causes of sexualized violence, provides them with prevention and remediation strategies and empowers them to further develop and implement these knowledge's and skills interpersonally and politically.





The Central Alberta Women's Outreach is a non-profit agency and relies on its fundraising efforts, sponsors and major funders for financial support. The funds generated from this event will go toward supporting over 17 programs and services, offered by the Women's Outreach, to assist women who have chosen to pursue a safer, healthier and more secure life for themselves and their families; as well as "*Julietta's Place*." Providing second stage housing to women and their children escaping domestic violence and abusive situations.

The demand on our programs continues to increase. In 2011 the Women's Outreach responded to over 36,251 calls, and our Outreach workers assisted over 4069 individuals on issues concerning domestic violence, housing, legal, emotional support, and meeting basic needs. In addition, to these programs and services, the Women's Outreach also coordinates the Tools for School program distributing backpacks to help children return to school with appropriate school supplies and the Adopt A Family program assisting less fortunate single parents who are unable to provide a Christmas for their children. We would be incapable of providing this support if it was not for the generosity and support of the community.

Central Alberta Women's Outreach is planning on raising an estimated \$200,000.00 this year through fundraising campaigns. The expenditures to our organization are an estimated 10% in administration and agency fees. The money raised will be going to help fund programs and services that support families in meeting their basic needs with our priorities being women and families affected by poverty and/or abuse.

All of the proceeds from the **2012 Red Deer Walk a Mile in Her Shoes** will go to funding and supporting these programs. Your participation is important to us. Your company can become involved in the following ways:

1. Register to participate.
2. Sponsor this event.

Should you have any questions, please contact myself as listed below:

Darcy Ouellet

Fund Development Officer

Central Alberta Women's Outreach Society

Phone: (403) 347-2480 Fax: (403) 343-0302

Toll Free: 1-866-347-2480

Email: darcy@womensoutreach.ca

Red Deer Inquiries
Phone (403)347-2480
darcy@womensoutreach.ca

How to join the Red Deer Walk a Mile in Her Shoes?

Anyone can register (**children under 18 must be accompanied by an adult**) Just fill out the form on the brochure and bring it to the Women's Outreach. Registration cost will be \$50.00 per person and will include a signature pair of Red High Heels. Not sure what to do with the heels after the walk? Donate them back to Red Deer Walk a Mile in Her Shoes so they may be used in years to come.

Categories of participants:

Macho Man:

Register with a minimum of \$50 in pledges. Register before April 1st and receive a "Macho Man" T-Shirt.

Tough Guy:

Register with a minimum of \$200 in pledges and you will receive your registration fee back. Register before April 1st and you will receive a "Tough Guy" T-Shirt.

Bad to the Bone:

Register with a minimum of \$500 in pledges and you will receive your registration fee back. Register before April 1st and you will receive a "Bad to the Bone T-Shirt".

Stiletto Studs:

Make up a team of no less than 5 men and come up with your own name for your team. Register as a group before April 1st and receive a team shirt.

Sponsor a Friend or Co-Worker:

Do you have a boss or co-worker that you think can pull off the shoes? Why not sponsor them to walk the event. (**Please ask permission before sponsoring someone to walk the event**).

Online Pledges:

Pledges can be made online at our website www.Womensoutreach.ca Click on the donate now button and follow the instructions, please list the participants name in the donation.

Donation to Event:

Unable to participate but still value the cause? Stop by the Women's Outreach and make a donation to the event.

Red Deer Inquiries
Phone (403)347-2480
darcy@womensoutreach.ca

Walk Registration Form

Name: _____

Team Name: (if applicable): _____

Are you the Team Captain? Yes No

Address: _____

City, Province, Postal Code: _____

Phone: _____

Email: _____

Registration Payment of \$50 is required to cover the cost of shoes, if you are using your own shoes no registration payment is required. If participant raises more then \$200 in pledges registration fee will be waived.

Type of registration: (please check one)

- Macho Man Minimum \$50 in pledges.
- Tough Guy Minimum \$200 in pledges.
- Bad to the Bone Minimum \$500 in pledges.
- Stiletto Studs
- Sponsor Someone
- Donation to Event (unable to participate, but please accept this donation on my behalf
\$ _____

Make cheques payable to Central Alberta Women's Outreach

Walk a Mile Waiver:

In consideration of my entry in the Walk a Mile in Her Shoes: Men's March to Stop Rape, I, for myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages I have or may hereafter have against the organizers of this event, its principals, its employees, all sponsors and their representatives and all claims of damages, demands, actions whatsoever in any manner, as a result of my participation in the Men's March to Stop Rape event, including travel to and from this event. I attest and verify that I am physically fit and have sufficiently trained for completion of this event and I have not been advised otherwise by a qualified medical person. Further, I hereby grant full permission to any and all of the foregoing to use my name and likeness in any broadcast, telecast, video or print media of the event without compensation.

Signature: _____

Date: _____

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darcy@womensoutreach.ca



www.womensoutreach.ca
4808-51 Ave, Red Deer AB T4N 4H3

Ph: (403) 347-2480 Toll Free: 1-866-347-2480 Fax: (403) 343-0302



Tax receipts

- Issued for donations of \$25 or more.
- Issued prior to December 31, 2012
- Issued only if information is complete and legible
- Are completed by Central Alberta Women's Outreach
- For Assistance, phone 403-347-2480

Cheques payable to Women's Outreach

Donation amount \$	<input type="checkbox"/> Cash <input type="checkbox"/> Cheque	<input type="checkbox"/> Receipt requested	Name	Email Address (to ensure faster receipting)	
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We do not sell, or trade our donor lists. We collect, use and disclose personal information only for the purpose of processing donations and keeping you informed about the activities of Red Deer Walk a Mile in Her Shoes. By providing your information, you give the aforementioned organizations consent to maintain contact with respect to this and other



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