



WHITE RIBBON CAMPAIGN

OUR FUTURE HAS NO VIOLENCE

Organizer's Kit

www.whiteribbon.com



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CAMPAIGN

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Dear Supporter:

Welcome to the White Ribbon Campaign! Becoming part of the WRC means you're linking up with men across the country who want to help stop violence against women.

The WRC is the largest effort in the world organized by men, aimed at men, on a pressing issue brought to popular awareness by women. The WRC is proud to join with women's groups to say that all forms of violence against women must stop now.

One of the features of the WRC is that it is a grass-roots effort involving men from all walks of life, all political parties, all religious affiliations, all ethnic, racial, and national backgrounds. Whatever might divide us, it is a place where we work together in a spirit of harmony, in order to contribute to a single goal.

Don't be intimidated by the size of this kit. All you really need to do is:

- talk with men about the problem of violence against women;
- encourage men to wear a ribbon and sign the WR poster during White Ribbon Days (which takes place during the week leading up to December 6);
- and encourage your company, union, school, or community group to get involved.

This kit draws on the experiences of men and women across the country to help make your job a lot easier.

Except for a few staff members, most of us, like myself, are volunteers. We don't want to create a bureaucracy. We want you to take local initiatives and we want men to work together to make decisions about the best way to build the campaign in their area.

At the same time, those of us who have been working on the WRC have gone through a long process of thinking about issues, answering questions, working with men, and learning from women. Becoming part of the WRC means you'll be part of a campaign that has policies on various issues and has an elected leadership that guides the campaign as a whole. We need to work together to make sure that the initiative and insights of local organizers remain balanced with the insights and responsibilities of the cross-Canada effort and the Campaign as it grows in the United States and internationally.

I want to appeal to you to take some responsibility for the White Ribbon Campaign. We will only continue to learn and grow with your input. We'd like your ideas, your feedback, and simply your reports on what's happening in your area. We also depend on the fundraising activities of local groups to support the Canada-wide campaign.

Your kit includes several elements:

- **How to Organize the WRC in Your Community, School, Group, or Workplace:** This is the nuts and bolts of this kit. It covers about every aspect of organizing the WRC.
- **What Every Man Can Do to Help End Violence Against Women:** Discusses the problem and provides concrete suggestions for men.
- **Say Something:** A detailed examination of what to do when confronted by men's violence against women.
- **Statement of Principles:** A quick and easy to use guide on what the White Ribbon Campaign is all about.

The WRC encourages you to become a **White Ribbon Volunteer Organizer** – details are available on the sample pledge form. A sign up sheet is also included to encourage you to have a record of the names and addresses of people who participated in your WRC event -- make as many copies as you like! Finally, there are samples of letters asking for support.

If you're having any questions please call our office at 416-920-6684 or fax 416-920-1678 or e-mail info@whiteribbon.com or visit our website at www.whiteribbon.com.

On behalf of all the men of the White Ribbon Campaign,

Michael Kaufman, Co-Founder

How to Organize A White Ribbon effort in Your Community, School, Group or Workplace.

Well, here it is, the nuts and bolts of organizing a White Ribbon effort. We urge you to take the time to read this so that your work in the WRC will be as smooth, exciting, and productive as possible. Just remember, ultimately the WRC is about what you do yourself. Together, we'll keep finding better ways to reach men with the message that violence against women must stop now.

Five steps to organize a White Ribbon Committee

1. Talk to a few friends, schoolmates or workmates about the White Ribbon campaign. If they sound interested, have a small meeting with two or three men at your house, during a lunch break or after work.

2. At the small meeting, discuss the White Ribbon Campaign. Use the enclosed materials to get a better idea about what we're trying to accomplish. If there is still interest, call a second meeting. This could be a larger meeting, but if you prefer to keep it small, that's fine too. Decide who has responsibility for calling people, getting a meeting place, providing refreshments, etc.

3. Publicize the larger meeting through notices in local schools, or company newsletters. Place notices on bulletin boards and pass it by word of mouth. Do advance phoning to let men know about the meeting. Ask around and find out who might want to get involved. Do a last minute phoning the day before or the day of the meeting. You'd be surprised how important that extra nudge is.

4. The larger meeting: Start off with everyone introducing themselves. Decide what time you'll end and stick to your decision. One or two of the organizers should talk about the White Ribbon Campaign. Be concise, state our basic goals---to encourage men to speak out against violence against women---and state that we're a largely volunteer, grass-roots organization.

Answer questions. Then open the floor for brainstorming about organizing for White Ribbon Days or other WRC activities. If there is enough interest, then:

- Decide to set up a committee and to distribute white ribbons and educational materials during White Ribbon Days.
- Ask for a volunteer or two to coordinate the next meeting. Decide when and where it will be.
- Have other volunteers help publicize the meeting and contact other groups.
- Distribute information for people to read for the next meeting.
- Pass the hat to cover costs.
- Contact us about getting a White Ribbon member to join your meeting in person or by speaker-phone.

5. Begin outreach work---that's what the rest of this kit is about. When you have meetings, keep them upbeat and to the

point. Set concrete goals. Always decide who's going to take responsibility for what (and keep a list). Try to encourage two men to work together on any project. As soon as possible, get volunteers to coordinate ribbon ordering or ribbon production (see below).

And, as we describe in greater detail below, start approaching local organizations for support. Set up contact with local women's groups. Start fundraising. Start your public education work by reproducing "What Every Man Can Do to Help End Men's Violence Against Women" and "Frequently Asked Questions About the WRC" and other WR materials.

Keep the White Ribbon office informed. There are various forms attached (see support documents) but you don't have to rely on these. Write us! E-mail us! FAX us! Call us! We want to know how you're doing, we want to give you backup support, and we want to learn from what you're doing.

How to do outreach into your Community.

The basic approach of the WRC is for men (like yourself) to act as catalysts to get other men involved in working against violence against women. Therefore, there is a two-fold purpose of community outreach: to reach as many men and boys as possible with our message, and to encourage as many groups and individuals as possible to get involved.

There are many ways to get our message out. You can arrange to have men speak in schools, unions, meetings, and places of worship; distribute ribbons and flyers wherever people gather---at sports events, transit stops, shopping malls, and through local stores and restaurants; put up banners or signs; arrange for public spaces to be decorated with white ribbons; organize fundraising events; and work with the local media. (In Sarnia, Ontario we had a float in the Santa Claus Parade!) There is no end to what you can do.

When we talk to men we try to be friendly and positive. We want to strongly challenge ideas and behaviour that directly or indirectly promotes violence against women, but our goal isn't to "put down" others or engage in one-upmanship. (See the section below on answering difficult questions).

Perhaps the most important thing to do is reach out to existing organizations in your community. Individually, you might be able to speak to 100 men in a week. If a school board and teachers gets involved, for example, they can speak to thousands or even tens of thousands of men and boys in a week.

We'd like you to join others across the country and approach city councils, school boards, union locals, businesses, farmers and professional associations, service clubs, student

councils, neighbourhood associations, and sports clubs to get involved. Depending on the type of groups, we're asking them:

- To help organize White Ribbon Days by ordering or making ribbons, ordering our poster and putting it up, distributing pamphlets, circulating notices to supervisors (or teachers or whomever), etc.
- To officially endorse White Ribbon Days and encourage men in the community to wear a white ribbon and sign the poster which states that "these men want to put an end to violence against women".
- To make a generous contribution to the local or national White Ribbon Campaign, and to contribute generously to local women's programs.
- To set up a White Ribbon committee to do ongoing work throughout the year, to organize seminars, speakers, and training sessions.

There are different ways to approach other groups. The best way is through personal contact. If you don't already have contact with a group, find out the name of the person and write him or her a letter (a sample letter is in the "Supporting Documents" section). Then, follow it with a call not more than a few days later. Say you'd like to get together to talk about possibilities for the campaign. It's best to have someone go to the meeting who has experience with that type of group.

At the meeting, explain what we are trying to accomplish, that we're a volunteer effort, and that other groups like them are involved in other cities and towns right across the country. Ask what sort of back-up support you might provide them. Follow up the meeting with a call or letter a few days later.

To help us help you, let us know what groups are supporting you. We'll put them on our mailing lists for specific initiatives. (Always include their FAX and phone numbers).

Another way to get to a lot of groups is to do broadcast FAXing or e-mailing---where you simultaneously send out an informational FAX or e-mail to a lot of local organizations or local supporters all at once.

Broadcasting is a very effective organizing tool for reaching large numbers of potential supporters and for maintaining contact. E-mail programs easily handle mass mailing and most FAX machines and computer fax-modems are equipped to do this. All you need to do is get a local FAX directory or local directories for government offices, companies and other organizations and program them in.

If you don't have a name, address it to the human resources or employment equity departments.

Internal organization: The way we work.

The White Ribbon Campaign is unlike many organizations in that how we reach our goal is almost as important as reaching our goal. We operate with a cooperative leadership, allowing as many individuals as possible to take initiatives while remaining responsible to the groups as a whole. We're not interested in building empires or staying in control in a way that excludes others.

We've always managed to avoid the back-biting and

competition that happens in many organizations. There's more than enough for everyone to do---our philosophy is for everyone involved to discover what he wants to do and does best, and then get on with it. The following are a few ideas; not rules and regulations, just ideas:

Building a cooperative and collective leadership. Even though certain people have formal positions (members of the Board of Directors, Executive Director, etc.) wherever possible we make decisions together. Our meetings tend to work by consensus. It's a friendly way of doing business and encourages listening, rather than one-upmanship.

• ***Joint leadership.*** We sometimes have two coordinators of a committee. This encourages discussion before actions are taken. The distribution of responsibility, and the training of less experienced people. No one becomes a mini-Caesar.

• ***Supporting leaders.*** Many organizations simultaneously put leaders on a pedestal and go after them with knives. We try to avoid both. Volunteering to spend time forming a local group should neither earn you a Nobel Prize nor turn you into a lightning rod for everyone's discontent and anxieties about leaders.

• ***Encouraging initiative.*** There's so much to do that everyone can find a place where he can take initiatives and play the type of role he wants. At the same time, as a cooperative group we have to decide together on priorities and action. We also must agree who is best suited to take on a particular task.

• ***Avoiding burnout.*** As men, we're great at falling into the trap of workaholism. We want to work hard, but we also have to take the long view. Work hard, yes, but go for the long haul.

• ***Check-ins at meetings.*** Some local groups like to start committee meetings with a brief check-in. Each man says how he's doing, what he's been up to, or something like that. This allows everyone to take a second and let out their breath before they jump into the business at hand.

• ***Social events.*** Have a meal before a meeting, or have a coffee afterwards. Plan social events to bring in new men, their partners, friends, and kids.

Working with women's groups.

Who knows better about the problem of violence against women than women who have survived abuse, who work in shelters, rape crisis centres, or women's advocacy, education, and counselling programs?

We're proud to be an organization of men doing this work, but we want to work in harmony and close cooperation with women. We want to be accountable for our work. That's where liasing with women comes in.

This liaison can take different forms. In many communities we have worked closely with the YWCA in the period around White Ribbon Days and December 6. The Y, along with local women's groups, sponsors the rose button campaign in many different cities. We encourage you to call the YWCA.

We also encourage you to organize a meeting with other women from your community to discuss the issues of violence

in your area and discuss plans for the WRC. It can be helpful to have meetings like this from time to time, as well as to maintain more informal processes of consultation and working together.

Meetings with women's groups are not to set policy, nor make decisions for the WRC, nor rubber-stamp our decisions. Rather, they are an opportunity to get together with a group of women to evaluate our progress, talk about our plans, and get feedback. We request their thoughtful input, critical evaluations, and new insights that will strengthen our work.

This process of consultation can be difficult. At times you might feel unjustly criticized or under attack. Just remember that if a woman works with abused women, for example, she is seeing the worst every single day. As one woman told us at one meeting, "Let me have my own anger and feelings about this. Don't make excuses, just get on with your work." Our trust has to be earned. By listening to what women have to say and by carefully incorporating their advice and input, you will help create a stronger and more effective campaign.

What happens during White Ribbon Days?

White Ribbon activities happen at many times during the year. But White Ribbon Days - from November 25th until December 6th. - is our focus in most communities. We distribute white ribbons as a vehicle to get people talking and to create awareness. During the week you also can:

- Arrange to go into schools, workplaces, union meetings, places of worship, and service clubs to talk about the problem of violence against women and the White Ribbon Campaign. Bring ribbons and pamphlets with you. Encourage boys and men to organize their own activities for the week.
- Co-sponsor a public forum or a cultural event along with local women's groups. Get your city government and other local groups to endorse the meeting, to do publicity, and to have representatives present. (Many mayors and school boards have already been contacted by our national office).
- Have a walk-a-thon, ski-a-thon, or skate-a-thon to raise awareness and raise money. (Maybe a father-son or father-children walk). Have a fund-raising concert or dance with proceeds getting divided between the WRC and local shelters or women's programmes. (These things take good advance planning. If you haven't done it before, get the advice of those who know how to organize and publicize such an event).
- Arrange to speak to the local media, get on interview shows, write letters to or articles for community, school, company, and other papers.
- Hand out information brochures and white ribbons at shopping malls, schools, workplaces.
- Think of events for particular age groups. Have school boys draw a picture or write a few paragraphs about why men shouldn't be violent against women and display their work in a local library or city hall.
- Be creative. And always check with local women's groups or give us a call at the White Ribbon office to get a second opinion on your plans.

And please FAX us *early* in White Ribbon Days. (See support documents). This allows us to keep in touch with you and to report your stories and successes to the national media. You can FAX a report once in mid-week or, better, if there's a lot happening, FAX us a very short report every day or two or contact us by e-mail.

Following White Ribbon Days please call, FAX, write, or e-mail us a short report on your activities. Please send us any newspaper clippings (marked with the date and name of the paper). Send us names and addresses you collected in your area. Organize an evaluation meeting of your supporters or a social event to celebrate your hard work.

No events on December 6.

It is our policy not to organize specific White Ribbon events on the actual anniversary of the Montreal massacre--- what is now the National Day of Remembrance and Action on Violence Against Women. We encourage men to wear a white ribbon and to join rallies and vigils. But we feel it should be a day for men to step back and listen to the voices of women. We make public statements or co-sponsor events only when approached by women's groups.

And let's respect the right of women to have women-only events, to create spaces where women can feel safe in each other's presence.

Ribbon production and distribution.

Ribbon Production.

We encourage you to have a lot of ribbons on hand so everyone you meet can take a few with him: for his outside coat and inside clothes, to put on an office or apartment door, or to give to someone else. Or distribute longer pieces to tie for an antenna or put around a tree. There are three options for obtaining ribbons:

i) Make your own: Buy straight pins and big spools of ribbon at a local fabric, sewing, or department store. (Better yet, get it donated). We use ribbon that is either 3/8" (9mm) or 1/2" (12mm) wide. You'll need about 4-6" (up to 15cm) per ribbon, depending on ribbon width. A 1000 foot roll will make 2000-3000 ribbons. Organize a bunch of sessions in the evening, weekend, or during lunch break and get a group of men to come. You cut the pieces, fold them once (as in our logo, like an **upside-down V**), and pin them. (One tip for fast cutting: Get a cardboard box. On the inside, insert an opened clothes-hanger through two sides. Put 2-5 spools of ribbon through the hanger. Prop the box so it doesn't move. One person can pull the ribbon out, overlapping the ribbon from all the rolls at once, while a second person cuts pieces. This way, the cutting goes very fast leaving time for the more laborious folding and pinning). This option is inexpensive and gets a lot of men involved. But start now---it will take longer than you expect.

ii) Order ribbons from us: We are able to provide you with pinned ribbons during the Fall Campaign. They can cost as little as 4 ¢ each (depending on the quantity you order),

which you'll more than recover from donations.

iii) Last minute: Don't have time for ribbon cutting? Run out of ribbons? Then just get some spools of ribbon and boxes of straight pins, take them to your distribution places, and then cut off long sections for people to take away and make a bunch of their own.

Ribbon distribution.

The best way to distribute ribbons is to arrange with existing groups, organizations, and businesses to distribute ribbons themselves. (Remember, the whole idea is to get as many individual men and as many groups as involved as possible).

No group should be overlooked: think of seniors groups and school boards, hospitals and factories, trade union locals and professional associations, sports teams and service clubs, religious institutions, companies, farmers associations, and youth groups. Call them and ask if they'd like to get involved. Invite them to a meeting to talk about the WRC. If possible get them involved in making their own; if not, help them figure out how many ribbons they'll need and encourage them to order some from you. (And you can charge them as a way to raise money).

Don't forget to get out there and distribute them yourself. Make sure that all distributors have read the "Frequently Asked Questions" and "What Every Man Can Do To Help End Men's Violence Against Women" so they can talk about what they're doing.

On the first weekend of White Ribbon Days perhaps set up a table downtown or in a mall. During the week find key times of day when people are going to work and school, at lunch, after school and work. Go to shopping malls, schools, offices, bus-stops, train and public transit stations, movie line-ups, hockey games.

Some groups make boxes to hang around your neck to put ribbons and a can or plastic container for donations.

Because many people won't know what this is about, if you're the outgoing type, it's good to have a bit of a running monologue. "Wear a white ribbon, help end violence against women"---or something like that.

While giving out ribbons, if someone is abusive (it happens rarely) just ignore them and get on with your work. We're not trying to out-tough other men with the ultimate put-down. (And see below, "Answering the Difficult Question.") We don't want any school or workplace to require men to wear a ribbon. This has to be 100% voluntary. There's a lot more you can do:

- Get permission to decorate some public buildings, lamp posts, trees with large white ribbons.
- Arrange for public vehicles, trucks from the phone and utility companies, police cars, to put ribbons on their antennas for the week.

The 24-hour blizzard.

Some areas have a 24 hour distribution blizzard at the beginning of the week. In the previous week they ask volunteers to come to a ribbon-distribution point, sign up for a particular area and time, pick up one page of instructions, and ribbons. Whenever possible work in pairs, it's more fun and good for morale. As you distribute ribbons, give out copies of our brochures and, for

those who have a lot of concerns, a copy of "What Every Man Can Do...." This blizzard will create attention, get ribbons out, be a good way to talk to men, and be a good source of fundraising.

Donations for ribbons.

Most local groups don't insist on a donation but they certainly do encourage it. If someone asks you how much, you can say, "Some people give a dollar, some give ten. If you can afford a contribution that'd be great." If they want to write a cheque, we'll send them a tax receipt (and make sure the cheque is forwarded to the Toronto office). We expect that most men will find a couple of dollars, but some won't be able to afford that. Young schoolboys should just be given one. Create a sign-up sheet for people who want to be mailed more information. It should include a space for name, address, phone and FAX number, as well as an e-mail address. Please send the list to our national office. Money raised from ribbon distribution should be used to recover your costs with the rest going to a local women's group or some specific project.

Money matters and fundraising.

This important section covers fundraising, money management, and spending.

Where the WRC gets its funds.

Money comes from individual supporters as well as from trade unions, corporations, religious institutions, service clubs, and foundations. Local groups raise money. And we also do mailings which serve both to raise money and to get our message to men across the country.

We do receive government funding for specific educational projects, but we will not seek a penny of government funding for our basic operating costs).

Fundraising.

We believe in the importance of the White Ribbon Campaign. But good intentions are not enough. It takes money. This has to be a responsibility of supporters across the country. We encourage you:

i) To make sure that all your local supporters (who can afford to) make regular contributions to the national White Ribbon Campaign. **All cheques should be made out to the White Ribbon Campaign.**

Many members join the "December Fund" (our monthly donor program) and donate from \$4 to \$40 a month automatically by credit card or chequing account. All contributors will receive a tax receipt.

ii) At meetings and at information tables, get people's names, addresses, and phone and FAX numbers. (Please have them print). Send us these lists right away, and we'll make sure these people receive our educational newsletter and also an

appeal for a contribution. Most people are happy to make a contribution when they know it's going for a good cause.

iii) Raise money for the local and national White Ribbon campaigns through special activities such as walk-a-thons, dances, arts and sports events, and picnics.

iv) Approach local businesses, union locals, service clubs, etc. with a request for a major contribution directly to the national campaign. Contributions of several hundred or even several thousand dollars are not unusual. The group will receive a tax receipt.

Local fundraising for local causes.

We also encourage you to give attention to raising funds for local projects.

During White Ribbon Days we encourage you to raise money for local rape crisis centres, women's shelters and transition houses, and other women's programmes. Meet with women in your community to decide where the money should go. Please let us know how much you raise.

During the year you can raise money for your own needs (for purchasing materials, renting a space for a public meeting, long-distance calls, bringing in an outside speaker, sending one of your members to a White Ribbon Board of Directors meeting, etc.)

Note that tax receipts cannot be given for money you raise locally unless each cheque or credit card form comes directly to the Toronto office.

And think about non-monetary donations. Local newspapers will print ads for free, and radio and TV stations will run free public-service announcements. A local business might pay for flyers. If you're trying to raise money for local women's programmes you can find out what their needs are and get in-kind donations---maybe that computer they need or toys or whatever.

Try to keep your own expenses as modest as possible. If you're large enough that you need an office or work space, find a local group to donate space and find businesses or groups to give used furniture and basic office supplies. (That's what we've done in our central office).

Keeping track of funds.

In two words, you have to be extremely careful. If you're a sub-committee of an existing organization ---a school board, a business, a union, a church---then have them look after the money. If you're an ongoing effort, then you can take the following steps:

- Open up a bank account under the name of your city committee. There must be two signing officers---each cheque has to be signed by two men. The names of signing officers must be approved by a local group. Take this approval seriously, choosing men who have the trust of the group.
- You must have an account book (or computerized accounting) for the money you raise. Whenever you distribute ribbons or have an event, record exactly what you raise.
- And you must keep exact track of your expenses and make sure all expenses are authorized by the group.

All local members of your committee should have full

access to your financial records and a full reckoning of money raised and spent. Your budget and total figures will be available for public scrutiny. Your credibility will depend on careful money management. And remember, the national campaign cannot in any way be responsible for local finances.

Throughout the Year ...

Of course the problem of violence doesn't end after December 6. Even though the fall is our peak organizing time leading up to White Ribbon Days, we encourage you to keep things alive throughout the year even if on a slightly calmer pace.

Continue to organize occasional public meetings. Arrange to go into schools and speak with students. Keep making contact with local groups---service clubs, unions and professional associations, businesses, places of worship, student councils, and boards of education. Work with them to plan ongoing activities and to plan for next year. START EARLY making ribbons for next year. Have some fundraising, social, and educational activities. Sponsor a picnic and baseball game in the summer, or a walkathon. Write letters to the editor and respond to local problems concerning violence. Continue to let those creative juices flow.

Continue to have a dialogue with women and women's groups working on issues of violence. Some White Ribbon committees work with local women's groups to organize vigils, particularly in response to tragedies in a community. Some committees work with women's groups in supporting "Take back the Night" marches.

These are women-only marches which symbolize women's right to be on the streets of our towns and cities at night without men being present. They deserve our support. We shouldn't do anything on our own---after all these are women's events---but we can meet with women's groups to explore various possibilities. This might include organizing a forum for men or organizing childcare to allow women to join the march.

Answering the difficult or hostile question.

Even though we tend to get a great response from the public, there will always be difficult questions. Practice answering questions with each other at some meeting. Once you've found a comfortable way to answer a question, it will be easier when you're in public.

Answering the legitimate question.

There will be many legitimate and important concerns: "What happens with the money you raise?", "Aren't you taking attention away from women's groups?" "Are you male bashing?"

Always listen with attention and interest. If this person has a concern there are likely others out there with a similar concern. Remember that each time you hear a question like

this and each time you answer, you will be learning something about the challenges we face. Much of our policy and ideas about the WRC evolved from answering the difficult questions.

If you encounter some anger and hostility from a woman, remember that many women have suffered abuse at the hands of men and haven't found a lot of reasons to trust men when it comes to violence. Remember that anger can be a healthy response to individual and social wrongs.

We urge you to acquaint yourself with the "Frequently Asked Questions About the White Ribbon Campaign" in this Organizers' Kit and with our main educational brochure "What Every Man Can Do To Help End Men's Violence Against Women." They will help you answer many concerns.

Remember that the purpose of any encounter ---whether the person is very sympathetic or a bit hostile---is not to "win" an argument. It is to listen to other people's concern, correct inaccurate ideas about the WRC, and to encourage men to get involved. Try to be friendly and positive and try not to get defensive.

Answering the hostile question.

There will be times when someone is going to be hostile, perhaps saying that we're male bashing or that the problem isn't as grave as we think. In most cases you'll come off better if you don't sink to his (or her) level. Stay cool. But be firm.

If someone says, "I'm sick of hearing about violence against women. Don't you care about violence against men?" you can say something simple like: "We're very concerned. But remember, almost all violence against men is committed by men." (There is comparatively little physical assault of men by women and studies show that in most cases a woman is responding to past or current abuse by that man).

Or perhaps someone will say, "Just because someone cracks a joke about women, doesn't mean he's a rapist." You can answer, "That's definitely true, but sexist jokes, pick-ups at work, and sexual harassment, all help create an atmosphere where women are degraded and where violence against women has been socially acceptable."

Acquaint yourself with a few statistics from our pamphlets or from the fact sheet with the supporting documents. These are all based on many studies. Be clear that the problem is extremely serious.

Remember that some (not all) men who accuse us of being anti-male might well be batterers or harassers themselves. Of course, never make accusations against someone, just keep that in mind in order to understand his hostility.

In many such encounters the real people you want to reach are those listening to the argument. Being calm and polite, yet firm, will usually help. If answering questions at a public meeting, avoid arguing back and forth with one person. End the exchange by saying, "Well, let's see if anyone else has a point to make or has a question" or "Thanks for your question, let's see what others have to say."

Relations with the media.

Most of this section applies to men working in cities. Relations

with the media are a difficult issue for two reasons: learning how to work with the media can be tricky in itself; secondly, there is an issue about who can speak on behalf of the WRC and what they can say.

Some guidelines for handling media relations:

i) Your group should designate one or two men who are authorized to speak to the media on your behalf. These should be men who can speak clearly and explain the beliefs of the WRC. The position is not to create a media star---the job can rotate every year and you should avoid selecting anyone whose ego is going to get in the way of doing a good job. Men who have a history of violence should not be spokespeople for the group, unless they've gone public with their problem, have sought treatment, and have been working publicly against men's violence.

ii) these men are only authorized to speak on behalf of the local or regional WRC committee. They are not authorized to contact the national media. When they are speaking to the media in their position as a spokesperson they must only express the adopted views of the White Ribbon Campaign. National media should be directed to the White Ribbon office in Toronto.

iii) From one of the groups you work with (a company, trade union, local government) obtain a list of local media. If you live in a town or very small city, just drop down to the local paper and see who's there. If in doubt, call them and find out who would cover something like the WRC---and try to find someone who'll be sympathetic.

iv) As soon as you can, get a public service announcement over local radio or TV or a small article in the paper. Announce a meeting and give a contact number. The purpose of this is to find others in your community who want to get involved.

v) From time-to-time contact sympathetic journalists to let them know what's happening. Tell them you've heard that in other cities, local papers or stations are going to do special reports at the beginning of White Ribbon Days. If a journalist writes a good story or does a good broadcast give them a call or write a note---it will be appreciated. In larger centres, consider having a press conference (see below).

vi) Send us the names and FAX numbers of key media outlets and we'll put them onto our national White Ribbon contact list.

vii) Write letters to the editor that politely, but firmly, object to articles, statements in the press, or editorials that are sexist or that blame the victims of violence; or, conversely, applaud them for their editorial stance.

A press conference.

In larger cities, you might have a press conference for the local media a day or two before the start of White Ribbon Days. Try to have one or two local notables or representatives of women's groups speaking with you to give the press conference more credibility and a higher profile. (Take the time to brief these men or women and ask them to read "Frequently asked Questions." We are not asking them to

speak on behalf of the WRC, but we want to make sure they don't get sidetracked).

To organize this, contact the local media two or three days before with a "Press Advisory" announcing the press conference or event. Phone or FAX them again the day before or that morning to remind them. The best times for press conferences are between 10:00 a.m. and 12:00 p.m. ---this gives them time to get things ready for the evening news or written up for tomorrow's paper.

Monday to Thursday are usually the best days. Have one person act as chair to introduce people on the panel, and to moderate. Start with brief statements by each person. Then open it up for questions for a half-hour or so.

Keep track of who comes---pass around a sign-up sheet so you can contact these people again.

How to answer media questions.

First of all, study "Frequently-asked questions about the WRC" and "What Every Man Can Do To Help End Men's Violence Against Women." Practise answering these questions with someone else. Do some mock interviews using a tape recorder to hear how you sound.

Where possible, give very short and concise answers---especially for radio and TV. Listen to the news and see how short are the quotes they use.

Be yourself. Personal examples are terrific. (But make sure that if you're talking about someone else, you have their permission). A statement like, "I'm involved in the White Ribbon Campaign because I've got a wife/daughters/sisters/friends [your choice] who face violence simply because they're women" or "I'm, involved because I came from a home where I saw my mother abused" or "I'm involved because of x who was raped and murdered in our community last year" are far more effective than a general statement such as "I'm involved because I think this is a terrible problem." Speak from the heart.

When you're speaking on behalf of the WRC, remember there is no such thing as a personal opinion. Anything you say might be taken as an opinion of the WRC.

If you can't keep your personal opinions on other issues to yourself, you shouldn't be a group spokesperson. If you are asked about something we don't have a position on (whether capital punishment, political parties, or the issue of abortion) simply say, "The White Ribbon Campaign does not have an opinion on that." Well, the reporter then says, what's your own opinion? You can say, "There are many different opinions about that in the Campaign and what I think doesn't really matter right now." Say no more; the interviewer will move on to the next question. If they ask again in a different way, be firm. You set the agenda, not them.

Remember that our job isn't to be critical of women's group.

If you're asked about the work of local shelters, rape crisis centres, women's programs, you have two ways to answer:

i) "I think they're doing really good work, for example x, y and z. They deserve a lot more support. But let's talk about what men can do."

ii) "From what little I know, they're doing really important

work, but I honestly don't know enough about what they do to answer your question. But let's talk about what men can do."

Be positive and upbeat and only say what you want to say. If you're asked how many local members you have and you've just started, don't say "There are only four of us," Say, "Four of us are starting this up, but dozens of men (or whatever) will be involved during White Ribbon Days." Or talk about the local groups who are supporting you. Don't be secretive or evasive. Be as open as possible.

Don't get drawn into arguments. A reporter might use an argument to get you to say things you wouldn't particularly want to say. (On the other hand, an interviewer might also flatter you along to say more than you'd like).

But remember, sometimes reporters will play the devil's advocate to provoke good answers. S/he might act hostile just to see what you'll say. Stay cool. Stay friendly. Be firm. (Sample: A male reporter: "Aren't these women taking things too far?" You: "If you faced daily violence you wouldn't think so.")

Think before you say anything. There's no harm pausing to compose your thoughts. Only say what you want to say.

You don't have to answer a question you don't want to answer. Make sure you get in the points you want to make, whether you're being asked them or not.

Speak slowly to someone taking notes. If you can, speak in phrases or short sentences---it makes their job easier. For the radio and TV speak at your normal speed.

On TV and radio, you can be passionate, but don't start ranting and raving. Normally, this doesn't come off well in the electronic media. Stay calm.

Unless you have a prior relationship with a journalist or know him or her, there is no such thing as an off-the-record statement. Remember, it's their job to ferret out information.

Don't put down any individuals and don't put down women. And we don't dump on men although we are very critical of forms of behaviour that some men engage in.

Avoid sarcasm, irony, or jokes that could be misconstrued if taken out of context.

Good Luck

What Every Man Can Do

To Help End Men's Violence Against Women

1. LISTEN TO WOMEN... LEARN FROM WOMEN

The path starts with listening.

Who knows better about violence against women than women who experience it? Studies tell us that in most countries, 50 per cent of women have experienced physical or sexual violence. Huge numbers experience sexual harassment, that is, unwanted sexual comments, or sounds, or touch.

Learn about violence by asking a woman who trusts you how violence has affected her life. Then, if she feels comfortable to talk, sit back and listen. Your role isn't to challenge her on the details, nor debate whether something really should have bothered her or not. It is to listen. Simply trust that if she tells you something hurt her, then it did hurt her.

And turn to your local women's organizations. They have a wealth of accumulated experience and knowledge. Talk to them. Read their publications. Contribute financially. Learn from them.

2. LEARN ABOUT THE PROBLEM

Violence against women includes physical and sexual assault, sexual harassment, and emotional abuse. Not all violence leaves visible scars. Emotional violence includes regular subjection to demeaning jokes, domineering forms of behaviour, and sexual harassment.

Some forms of violence have a greater physical or emotional impact than others. But all forms of violence contribute to the very real fear and suffering that women in our society endure. The basic rights that most men enjoy – safety in their homes, ability to go out at night, a job free of harassment – are a source of fear for women in much of the world.

The fear is greatest in women's own homes. A common myth is that most violence is committed by strangers. In fact, when a woman faces violence it is usually by a man she knows – her husband, boyfriend, father, or employer.

Most men love and care about women. And yet frightening numbers commit acts of violence against the women they say they love. It occurs throughout the world, among the rich, poor, and middle class, and among those of every nationality, religion, and race.

3. LEARN WHY SOME MEN ARE VIOLENT

Men are not naturally violent. There have been societies with little or no violence. Studies over the past century have found that half of the tribal societies studied had little or no violence against

women, against children, or among men. Furthermore, even today, in many countries the majority of men do not use sexual or physical violence.



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Violence is something that some men learn. Men's violence is a result of the way many men learn to express their masculinity in relationships with women, children, and other men. Many men learn to think of power as the ability to dominate and control the people and the world around them. This way of thinking makes the use of violence acceptable to many men.

Most individual acts of men's violence are a sad attempt to assert control over others. Paradoxically, most violent acts by men are a sign of weakness, insecurity, and lack of self-esteem combined with a capacity for physical or verbal domination and feeling that they should be superior and in control.

Women are not immune from committing acts of violence. Women's groups have spoken out against the problem of violence against children, which is committed by both women and men, although most sexual abuse of children is by men. Women too can be violent against men or other women, but it usually has much less severe emotional or physical consequence.

In many violent incidents, men have been drinking alcohol. This might be because alcohol unleashes feelings, fears, rage, and insecurities that some men, cut off from their feelings, cannot handle.

But alcohol doesn't cause violence. Genes don't cause violence. Ultimately, it is the attempt by some men to dominate women, or adults' attempts to dominate children, or some men's attempts to dominate other men or groups of men. Violence is a way of asserting power, privilege, and control. Violence is a way for compensating for feelings that you're not a "real man."

4. SUPPORT WHITE RIBBON EVENTS

Change will occur if we each accept personal responsibility to make sure change happens. As men who care about the women in our lives, we can take responsibility to help ensure that women live free from fear and violence.

Each year, men around the world wear a white ribbon or take part in the events of White Ribbon Days. In many countries this is from November 25, the International Day for the Eradication of Violence Against Women, until around December 10. (In Canada, we wear the ribbon until December 6, the day of the 1989 massacre of 14 women in Montreal.)

Wearing a white ribbon is your personal pledge never to commit violence against women. It is a personal pledge not to condone acts of violence, not to make excuses for those who use violence, and not to think that any woman "asks for it."

It is a pledge not to remain silent. It is a pledge to challenge the men around us to act to end violence.

Wearing a ribbon provokes discussion, debate, and soul-searching among the men and boys around us. The ribbon is a catalyst for discussion. It is a catalyst for change.

Most importantly, the white ribbon is a positive statement that our future has no violence against women.

5. CHALLENGE SEXIST LANGUAGE AND JOKES THAT DEGRADE WOMEN

Sexist jokes and language help create a climate where forms of violence and abuse have too long been accepted. Words that degrade women reflect a society that has historically placed women in a second class position. By reflecting this reality they once again put women “in their place” even if that isn’t the intention.

One of the most difficult things for men is to learn to challenge other men. To challenge sexist language. To challenge men who talk lightly of violence against women. And to challenge men who engage in violence.

6. LEARN TO IDENTIFY AND OPPOSE SEXUAL HARASSMENT AND VIOLENCE IN YOUR WORKPLACE, SCHOOL, AND FAMILY

Sexual harassment refers to unwanted sexual advances or sexually-oriented remarks or behaviour that are unwelcome by another person. Flirting and joking are fine but only if they are consensual and wanted. Sexual harassment poisons the work or school environment. Men can join women in opposing sexual harassment by learning to spot it and learning to say something to stop it.

7. SUPPORT LOCAL WOMEN'S PROGRAMMES

Around the world, dedicated women have created support services for women who are survivors of men’s violence: safe houses for battered women, rape crisis centres, counselling services, and legal aid clinics. Women escaping violent situations depend on these services. They deserve men’s support and our financial backing. That’s why we encourage local White Ribbon Campaigns to raise money for local women’s programs.

8. EXAMINE HOW YOUR OWN BEHAVIOUR MIGHT CONTRIBUTE TO THE PROBLEM

If you’ve ever forced or pushed a women to do something sexual she didn’t want to do, if you’ve hit, pushed, threatened, kicked your spouse or girlfriend, then you’ve been part of the problem.

If this happened in the past, admit what you did was wrong and make amends if possible. But if such behaviour has any chance of continuing, then you urgently need to get help getting to the root of your problem. Don’t wait until it happens again.

Please act today.

Most men will never be physically or sexually violent. But we all need to examine ways we might try to control women. Do we dominate conversations? Do we put them down? Do we limit their activities? Do we make the decisions?

We all must think about the choices we make.

9. WORK TOWARDS LONG-TERM SOLUTIONS

Ending violence against women won’t happen overnight. Real solutions are truly long-term solutions. This is because men’s violence against women is rooted in inequalities between men and women, and in the way men learn to be men.

Legal changes to combat men’s violence against women (such as laws against rape and battering) are very important. The police and courts must diligently enforce such laws.

But this is not enough. Let’s work together to change our attitudes and behaviour. Let’s help men be better men by getting rid of our suits of armour, that is, attitudes which equate masculinity with the power to control. Let’s make positive changes in our relationships with women, children, and other men. Let’s involve men as caregivers and nurturers of the young.

Changes in attitude, behaviour, and institutions take time. And so we must look at how we raise future generations. We must teach our children, by example, that using violence in personal relationships is unacceptable, and that for boys to become men, they do not need to control or dominate women, men, or children.

10. GET INVOLVED WITH THE WHITE RIBBON CAMPAIGN'S EDUCATIONAL EFFORTS

The White Ribbon Campaign (WRC) is the largest effort in the world of men working to end men’s violence against women. The WRC is a grass-roots effort, relying mainly on volunteers. It has spread from Canada to almost fifty countries. Each country sets its own direction within the overall policies of the WRC.

The focus of the campaign in Canada on boys and young men. But it’s also aimed at older men who need to think about what examples they are setting for their sons and daughters.

Although primarily a men’s campaign, women have been active in promoting and supporting the WRC in many communities and countries.

Aside from organizing the annual White Ribbon Days, supporters can do other things throughout the year. They can hold activities in schools, communities, and workplaces; raise money for women’s groups; organize special events to support positive roles for men, including as fathers; talk to young people about building healthy relationships; start a local White Ribbon Campaign; and financially support the work of the WRC.

We encourage you to contact us or visit www.whiteribbon.com today to receive information on starting up a White Ribbon effort in your community, school, workplace, or place of worship.

Please don’t hesitate. Contact us today.

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Say Something

When Confronted With Men's Violence Against Women

CHALLENGE SEXIST JOKES AND SEXIST LANGUAGE

Your buddy says, "I have a good joke for you."

You get a little smile on your face waiting to have a good laugh but instead you hear a joke that degrades women. It describes women as incompetent, weak, constantly hysterical, or as mere sexualized body parts. Many jokes speak of horrible violence such as rape in a supposed "lighthearted" manner.

That frozen smile is still on your face but you feel very uncomfortable inside and you know that this just does not feel right. You want to say something but the rest of the guys seem to be enjoying it. They have smiles on their faces and you don't want to be the downer of the party.

But maybe, just maybe some of them are thinking the same thing you are and that smile on their face is just as uncomfortable as yours.

What can you say?

Here are some suggestions: "Hey man that's actually not very funny. Too many guys joke about rape when rape is a traumatic event and a violent crime. Joking about it kind of makes us forget what it really is, and how serious it is."

There's a good chance that someone in the room has known someone close to them who has been raped or sexually assaulted - conservative stats say 39% of all Canadian women have experienced at least one incident of sexual assault since the age 16 (The Violence Against Women Survey -Statistics Canada, 1993). You may be surprised at the positive support you get.

If you don't and you are told to "lighten up" you can simply say "I still don't find it funny. Would you be as comfortable telling a joke about people of colour or Jews?" This is especially effective if there are men from different cultures and backgrounds in the room.

Although don't be surprised if many of them tell you "you don't have a sense of humour." But at least you've planted the seed with these guys letting them know where you stand. Challenging guys about this stuff may be a difficult thing to do but it's worth it, knowing you're doing your part to create a world where ending violence against women is taken seriously and sexism and violence are no longer a laughing matter.



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CHALLENGE A MAN WHO IS ABUSING HIS PARTNER

If you knew your friend was abusing his girlfriend, what would you do? Many men have told us at the White Ribbon Campaign, that they would want to say something but wouldn't know where to start. Challenging someone about abuse is never easy and there is no one way to go about it. Here are a few things to keep in mind:

Before confronting any man about his abusive behaviour, keep in mind that this may aggravate him to the point that he will take it out on his partner. The best thing to do is to talk to his partner about what you want to do. Make sure she has a safety plan in case he was to become abusive again. Inform her of her options such as the availability of local women shelters and crisis lines. Does she have friends or family to stay with? Discuss your concerns with her and let her tell you how you can be the best help to her. If you ever believe that she may be in immediate danger, you should consider calling the police and/or helping her find a safe place to stay.

Don't become hostile or aggressive since that will likely put that person on the defensive, and besides, you're trying to talk to him about non-violence so the last thing you want to do is follow his lead. You can simply let him know that what he's doing isn't right and that it is really hurting someone he cares about.

You may find that he will react in two different ways. He may deny the whole thing, make excuses (such as being drunk) try to blame her, or become angry at the insinuation that he was abusive. Or on the other hand, he may tell you that he feels ashamed of his behaviour. He may ask for help in ensuring that it does not happen again or he may just want to talk about it with you. When listening to him, it is important never to excuse his behaviour but to remind him that you are not judging him as a person but that you cannot allow his behaviour to continue unchecked. Let him know that he has control over his behaviour and what he does about it. If he is ready to make some changes, ask him to visit the White Ribbon web site (www.whiteribbon.com) to obtain a contact number of a local group for abusive men in his area (Canada only).

She kept saying "no"

If your friend tells you how he "convinced" his date to sleep with him even though she kept saying "no", you have a perfect opportunity to say something. Any unwanted touching or sexual act committed upon another is sexual assault. You may get the

same reaction as described above in the physical abuse situation but still you must say something. You should tell your friend that what he has described to you is sexual assault, which is illegal, and that he must be accountable for his actions. You may suggest to him that he seek professional help and to cooperate with the authorities if they become involved. Again, this is not an easy thing to do and not one to be taken lightly. But imagine that the girl or woman was your future wife, your daughter, sister, niece or mother. You would want someone else to say something, wouldn't you?

DON'T SUPPORT PROGRAMMING THAT PORTRAYS WOMEN IN A NEGATIVE LIGHT

Another way of *saying something* is to refuse to support programming that portrays women in a negative light or refuses to acknowledge the seriousness of violence against women. Write letters to the editor of a newspaper who seems to dismiss the importance of funding women's shelters. Write to TV network executives letting them know that you will not watch programming that portrays women in stereotypical roles such as unintelligent sexual playthings, "bitchy" corporate go-getters, and submissive "man-trappers" only looking to snare a man. Write to advertising agencies to let them know that sexually objectifying women to sell products is irresponsible and degrading.

ALWAYS DO IT FOR THE RIGHT REASON

Always remember that you are not speaking out because you are a hero, or because you're saving a woman with chivalry, or because you want to be patted on the back. You are speaking out because it is the right thing to do and it is a meaningful way to do your part in ending violence against women.

SAY SOMETHING ABOUT YOURSELF

When thinking about putting an end to violence against women, remember the importance of taking a look at yourself and how you view and treat women.

Do you share household duties? Do you share childcare responsibilities? Do you support equal work for equal pay? Do you dominate conversations with women or are you a good listener as well? Do you believe there is ever a time where a woman "asked" for abuse? Do you support your local women's shelter? Do you use degrading language when referring to women? Do you view women as mere sex objects?

Take some time to talk to the women in your life.

Ask them what their thoughts are on the issue of violence against women. Most of all, listen to them, truly listen.

The best way to help influence other men about ending violence against women is to set an example and then spread the word.

And finally, support other men who are working to make a difference and are standing up for what is right. Let them know that they are part of a larger community of caring men, since many men stay quiet simply because they think they will be alone in their stand. Direct them to the White Ribbon web site (www.whiteribbon.com) and they'll realize they're not alone.

WHITE RIBBON CAMPAIGN

We welcome all men, who are serious about taking a stand against violence towards women, to use the White Ribbon Campaign as a vehicle to help create positive change for all men and boys and to make the world safer for women and girls. Please visit our web site for more information about the White Ribbon Campaign and the resources available.

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Frequently Asked Questions

About the White Ribbon Campaign

What is the White Ribbon Campaign?

The WRC is the largest effort in the world of men working to end violence against women. In almost fifty countries, campaigns are led by both men and women, even though the focus is on educating men and boys. In some countries, it is a general public education effort on ending violence against women.



How did the WRC get started?

In 1991, a handful of men in Canada decided we had a responsibility to urge men to speak out against violence against women. Wearing a white ribbon would be a symbol of men's opposition to violence against women. After only six weeks preparation, 100,000 men across Canada wore a white ribbon. Many others were drawn into discussion and debate.

Goals and Focus

What does it mean to wear a white ribbon?

Wearing a white ribbon is a personal pledge never to commit, condone or remain silent about violence against women. Wearing a white ribbon is a way of saying, "Our future has no violence against women."

What is the goal of the WRC and how do you accomplish these objectives?

We are an educational organization that encourages reflection and discussion that leads to personal and collective action among men and boys.

As a decentralized campaign, our focus varies from country-to-country. In Canada our focus is on boys and young men. We produce educational resources for schools, and TV and radio ads to promote healthy and equal relationships and to encourage boys to think about the choices they make when it comes to the use of violence.

We produce resources for use in workplaces, places of worship, and communities. We promote more active involvement by fathers. We encourage local fundraising to support local women's groups. We maintain a website with a range of resources. We network with WR campaigns around the world.

When is the focus of the White Ribbon Campaign?

In many countries, it is from November 25 (the International Day for the Eradication of Violence Against Women) to December 10. In Canada it is until December 6, Canada's National Day of Remembrance and Action on Violence Against Women. In other countries, White Ribbon events come at other times of the year.

Basic Philosophy

What forms of violence against women concern you?

The most widespread problems are physical violence against wives and girlfriends (from hitting right up to murder) and sexual violence (usually committed by a boyfriend, husband, trusted adult, or family member.) There is also emotional abuse - sexual harassment at work or on the street, stalking, jokes that demean women, and controlling behavior. In some countries there is genital mutilation of girls and trafficking of girls and young women into prostitution.

What about other forms of violence?

Although ending men's violence against women is our focus, we are concerned about all forms of violence. We are deeply concerned about violence against children. We are concerned about violence among men on the playground, in the sports arena, in relationships, and in war. And we are concerned by acts of violence by women against women or against men, although these are not as extensive nor as frequently lethal as men's violence against women.

Unlike violence by some women against men, that committed by some men against women has long been socially acceptable and is deeply rooted in beliefs of men's superiority and of men's right to control the lives of "their" women.

Does this mean you think that men are bad? Are you anti-male?

We do not think that men are naturally violent and we don't think that men are bad. In many countries, the majority of men are not physically violent. Researchers tell us many past cultures had little or no violence.

At the same time, we do think that some men have learned to express their anger or insecurity through violence. Far too many men have come to believe that violence against a woman, child or another man is an acceptable way to control another person, especially an intimate partner.

By remaining silent about these things, we allow other men to poison our work, schools and homes.

The good news is that more and more men and boys want to make a difference. Caring men are tired of the sexism that hurts the women around them.

We're not anti-male because we were started by men who care about the lives of men and boys.

Do you have opinions on other issues of the day?

Our goal is for all men and boys to get involved in a campaign devoted to creating a future without violence against women. Within the WRC there is a great diversity of opinion on many important issues, including ones relating to moral, religious and political beliefs. These issues are important, but they shouldn't prevent men from working together to stop domestic violence, sexual assault, and sexual harassment. And so we agree to hold diverse opinions. We include men from across the political spectrum from left to right, of all religions, ethnic and racial groups, and backgrounds.

White Ribbon Campaigns

Does everyone have to wear a white ribbon?

Some campaigns use cloth ribbons or small white ribbon pins shaped into our distinctive logo. Others have the white ribbon logo printed on T-shirts or hats. Some use cloth or plastic wristbands. And some only use the logo on posters, pamphlets, or in TV ads.

Who starts local and national campaigns?

The White Ribbon Campaign is unique in that it is a decentralized effort that believes that people know best what will most effectively reach men and boys in their community, school, workplace, and country. In that sense, anyone who believes in the goals and philosophy of the WRC can start a campaign. We encourage White Ribbon supporters in each country or community to work together. In some countries there is an official White Ribbon organization.

Are women part of White Ribbon? Do they wear the ribbon?

In Canada, the WRC is primarily a campaign of men, aimed at boys and young men. But we have women on our board and on our staff. Many local campaigns are encouraged by women's groups, many are led by men and women together, and women participate in many, if not most, activities.

In some countries, campuses, and communities, White Ribbon is led exclusively by men. In others, it is a joint effort or even one where women are leading.

Although the ribbon started as a symbol of men's opposition to violence against women, in many schools and communities both males and females wear the ribbon. We hope, though, that the focus remains on reaching men and boys with our message of respect.

What are your relations with women's groups?

We acknowledge the expertise and central role of women in challenging violence against women. With tremendous heroism, they pioneered this work; they set up support programs for women and pushed for social awareness and legal change. We encourage our local groups to have an ongoing dialogue with women's groups in their community.

Who runs the White Ribbon Campaign?

In Canada we have an elected and volunteer Board of Directors as well as a small but dedicated staff. Around the world, the WRC is led by many different organizations. The heart and soul of the organization are concerned men and women like you.

So what type of organization is it?

It's an organization like no other. Not only does it include men and women from varying social and political perspectives, but it is an organization that has avoided becoming hierarchical or bureaucratic. We want to keep our emphasis on the community, on the schools and workplaces.

Money Matters

How do you raise money?

In Canada, our funding comes from individual supporters, trade unions, corporations, religious institutions, foundations, and fundraising events. Specific projects are supported by the government.

Does this take money away from women's groups?

We support women's programs by encouraging men to give generously to them and by encouraging schools and others to raise money. We believe that by contributing to the reduction of violence against women, we are contributing to the overstretched resources of women's services. And we believe that as more men see this as an important issue, funding will increase to women's efforts.

Do you give grants or financial support?

Unfortunately, the WRC is not in the position to provide funding or grants for projects, organizations, or travel, or for establishing national or local White Ribbon Campaigns.

How can I help?

We encourage you to support White Ribbon activities in your community. And we encourage you to help the WRC in Canada and around the world with your generous financial support.

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Statement of Principles

Breaking Men's Silence to End Men's Violence

If it were between countries, we'd call it a war. If it were a disease, we'd call it an epidemic. If it were an oil spill, we'd call it a disaster. But it is happening to women, and it's just an everyday affair. It is violence against women. It is sexual harassment at work and sexual abuse of young girls. It is the beating or the blow that millions of women suffer each and every day. It is rape at home or on a date. It is murder.

There's no secret enemy pulling the trigger, no unseen virus that leads to death. It is only men. Not all men, not most men, but far too many men.

And just who are these men? They are regular guys men from all social backgrounds and of all colour and ages, rich men and poor men, men who toil in the fields and men who sit behind desks.

Regular guys, however, have helped create a climate of fear and mistrust among women. Many of our sisters, our mothers and our daughters, our girlfriends and our wives do not feel safe. At night they can not walk to the store for bread or rice without wondering who's walking behind them. It's hard for them to turn on the television without seeing men running amok in displays of brutality against women and other men. Even those women in relationships with men who are gentle and caring feel they cannot always trust men. All women are imprisoned in a culture of violence.

Men's violence against women isn't aberrant behaviour. Men have created cultures where men use violence against other men, where we wreak violence on the natural habitat, where we see violence as the best means to solve differences between nations, and where men enjoy forms of power and privilege that women do not have.

Men have been defined as part of the problem. But the White Ribbon Campaign believes that men can and must be part of the solution. Confronting men's violence requires nothing less than a commitment to full equality for women and a redefinition of what it means to be men, to discover a meaning to manhood that doesn't require blood to be spilled.

With all of our love, respect and support for the women in our lives:



**WHITE RIBBON
CAMPAIGN**

- We urge men around the world to wear a white ribbon each year or organize white ribbon activities between November 25 and December 10, or at another time of the year. Wearing a white ribbon is a public pledge never to commit, condone, or remain silent about violence against women. The white ribbon symbolizes a call for any man who uses such violence to lay down his arms in his war against our sisters.

^a We ask unions, professional associations, student groups, corporations, religious institutions, the media, non-governmental and governmental organizations to make this an issue of priority.

- We support governments that pass comprehensive laws against all forms of violence against women and that fund programs for survivors of this violence, such as shelters for battered women and rape crisis centres, and for services to help men who use violence change their behaviour.

- We call for large-scale educational programs in schools and work places, for police officers and judges, on the issue of men's violence.

- We believe that respect for girls and women and equality between men and women are preconditions to ending the violence.

- We urge men, or men and women, to organize local and national White Ribbon Campaigns, open to all men and boys, right across the political, social and economic spectrum. It has been the longest war, the greatest epidemic, the biggest disaster. With strength and love, we commit ourselves to work alongside women to bring this violence to an end.

THE WHITE RIBBON CAMPAIGN

Our Future Has No Violence Against Women

365 Bloor Street East

Toronto, Canada, M4W 3L4

T: 416-920-6684 | F: 1-416-920-1678

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Remember you can order online at www.whiteribbon.com

or
Mail and cheques made payable to:
White Ribbon Campaign: 203-365 Bloor St. East,
Toronto, ON, Canada, M4W 3L4
 or
FAX to 416-920-1678 e-mail: info@whiteribbon.ca

PHONE: 416-920-6684
TOLL FREE: 1-800-328-2228

Item Description	Quantity	Amount \$
“Real Men Don’t Hurt” posters - Any one poster \$10.00/ea; Set of all 6 \$55.00/ea; 10 Sets or more: \$50.00/ea These 6 stunning new posters communicate that real men don't hurt and that our choices everyday help stop violence against women. To view these new posters please visit our website. <input type="checkbox"/> 'Undershirt' <input type="checkbox"/> 'Bird Watcher' <input type="checkbox"/> 'Trouser Support' <input type="checkbox"/> 'Social Lubricant' <input type="checkbox"/> 'Makeup' <input type="checkbox"/> 'Referee'		
Education and Action Kit 2005 - \$30 per kit – Newly updated for 2005 , the Education and Action Kit has been independently evaluated by educators and students. 140 pg. kit including lesson plans, worksheets, activities about healthy relationships and ending violence. Two editions available: <input type="checkbox"/> High / Secondary School Edition <input type="checkbox"/> Middle / Jr. High School Edition		
White Ribbons (pinned and folded) - \$1 for single ribbon or bulk orders of \$12 for 100 –		
White Ribbon Educational CD - \$15 each – The CD includes a complete collection of White Ribbon brochures, booklets, flyers, posters, slide-show presentations and several exclusive documents. Compatible with PC and Mac.		
Have You Ever Noticed...? - Poster - \$5 each I size: 2' x 3' - An educational poster that challenges men and boys about the way they view and treat women. Please note: The “Worst Thing” poster contains strong language. Please visit our website for more information.		
2' x 3' Signing Poster - \$4 each – (THESE MEN WANT TO PUT AN END TO VIOLENCE AGAINST WOMEN)		
It's Time For Guys To Put an End to This - \$1.50 per copy - Full colour 16-page brochure.		
Say Something 2005 - \$15 per 100 copies - (What to say when you know abuse is happening)		
What Every Man Can Do 2005 - \$15 per 100 copies-		
Frequently Asked Questions about the White Ribbon Campaign 2005 - \$15 per 100 copies -		
“Strength Posters” - \$35 per set of 5; \$30 for bulk orders (over ten sets) I size: 11” x 17” – These 5 amazing posters show the positive role young men can play in promoting healthy relationships and ending violence against women. Full colour posters, packaged in sets of 5. Posters can be previewed on our website.		
8% PST (Ontario Orders Only)		\$
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