


walk a mile in their shoes


Walk A Mile 2025 Team Leader Toolkit

*Everything you need to lead your team,
raise funds, and take steps to
end gender-based violence
in our community.*

Team Leader Toolkit

Walk a Mile, End the Cycle. Walk to end gender-based violence.

 **Date:** Saturday, October 18, 2025

 **Time:** 10:00 AM – 1:00 PM

 **Location:** City Hall Civic Square, Downtown Cambridge

Thank you for stepping up as a Team Leader for **Walk A Mile in Their Shoes 2025**! You're helping us create real change by raising awareness and funds to end gender-based violence (GBV) in our community.

Every dollar raised supports:

- ✓ Our brand-new 24/7 emergency shelter for women experiencing homelessness
- ✓ Free, youth-led violence prevention programs in local schools and community spaces

With your leadership, we'll take to the streets of downtown Cambridge to walk in solidarity with survivors and fund the programs that make a difference.

✓ Your Role as a Team Leader

- **Start a team** on our Walk A Mile platform (Neon CRM)
- **Customize your fundraising page** and share your story
- **Invite your friends, family or coworkers** to join your team
- **Access** our fundraising tools & templates
- **Fundraise together** to support YWCA Cambridge
- **Register and walk with us on October 18** and celebrate your impact!

Contact Us

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It takes a community to end gender-based violence. Walk with us.

Quick Start Checklist

Step 1: Become a Fundraiser: [Create your fundraising account or log in.](#)

Step 2: Create your Team + Customize your Page

Check your email for your confirmation email (“**New Fundraiser Account from YWCA Cambridge**”) from Britteny Blackman (b.blackman@ywcacambridge.ca). Follow the instructions in your email, set your password and sign into your account to create and customize your Neon team page. Add a photo, goal, and share why you’re walking. [View our step by step instructions](#) to create your team.

 Need help setting up your page? Contact **Britteny** at b.blackman@ywcacambridge.ca.

Step 3: Make a donation


Kick off your campaign by [making the first donation](#) and setting the bar!

Step 4: Recruit Your Team

Invite 5–10 friends, colleagues or teammates to join or donate. Tip: Send personal invites via text or email (samples below)!

Step 5: Fundraise with Confidence

Use your team page link in emails and social media. Share your passion and impact. Personal stories raise more funds! Why do you care about ending GBV? Why does supporting women’s homelessness matter to you? Why are you walking this year?

 Bonus ideas: Host a bake sale, car wash, or mini-event. Ask your employer about donation matching. Hold a team fundraising challenge.

Step 6: Walk & Celebrate with Us!

[Register to walk on October 18](#) at City Hall for a morning of connection, action, and fun! Free lunch for walkers, family activities and all the empowerment!

Fundraising Tools

Sample Social Post

This October 18, I'm walking a mile with @YWCACambridge to help end gender-based violence!
Every dollar helps provide safe shelter and youth education right here in our community.
Will you support my walk? 💜
[Insert your Neon fundraising link]

Sample Text Message / Email

Hi [Name],
I'm walking in *Walk A Mile in Their Shoes 2025*, a fundraiser to support YWCA Cambridge's new women's shelter and youth programs that prevent gender-based violence!
I've set a goal to raise \$250. Would you consider donating \$25 to help me get there?
You can donate here: [Insert Fundraising Link]
Thank you for supporting this important cause.

Printable Poster: [Download the Walk a Mile Poster](#)

Impactful Stats

Gender-Based Violence Is Getting Worse

- A woman or girl is killed every 48 hours in Canada.
- Intimate partner sexual assault reports in Canada rose 163% in 8 years.
- 62 women and children were killed by GBV in Ontario between Nov 2023 and Nov 2024.

You Can't Heal Without a Safe Place

- 75% of women experiencing homelessness are GBV survivors.

- Only 13% of shelter beds in Canada are for women.
- 79% of survivors say housing unaffordability prevents them from leaving abuse.

Change Starts With Youth

- Girls and young women (15–24) are 5x more likely to be assaulted.
- YWCA Cambridge's free, youth-led programs teach consent, healthy relationships, and how to stand up to violence.
- These programs rely on fundraising events like this one.

Pro Tips for Team Leaders

- Set a **team goal** (ex: \$500)
- Share **weekly updates** on social media or in group chats
- **Tag teammates** and thank donors online
- Use friendly competition to motivate your team
- Celebrate your progress—every step counts!