

IN CANADA AND AROUND
THE WORLD

she
matters
ADVOCACY CAMPAIGN

*I believe humility and
patience will be necessary
for all of us if we are serious
about reconciliation ...
if we are to walk together
then we must know one
another, and not just the
easy stuff, but the tough
stuff as well.*

Dr Cheryl Bear

CBM Indigenous Relations
Specialist



Since 2014, the She Matters campaign has been a significant advocacy campaign for gender equity that has educated, equipped and empowered marginalized women and girls globally.

The campaign has helped raise awareness and support for initiatives that address gender bias in all spheres of society. Millions of women in our world have the potential to be the greatest influencers of change, but are denied the opportunity to develop their God-given gifts and abilities because they are female.

However, gender inequity is not only a social and biblical injustice in the developing world. We turn the focus onto our own country through **She Matters 4 Canada**.



Through this campaign, we are asking churches to go deeper in their understanding of the complex issues that prevent us from seeking reconciliation with Indigenous people in our own communities. We challenge Canadian Baptists to commit to listening to, learning from and walking alongside their Indigenous neighbours by seeking authentic engagement and rejecting demeaning stereotypes.

In particular, we want to raise greater awareness on behalf of the high numbers of missing and murdered Indigenous women in our country. It's a national crisis that needs more visibility. Canadian Indigenous women are disproportionately affected by all forms of violence. The homicide rate is 4.5 times higher among Indigenous women than all other women in the country. They are one of the most at-risk and marginalized groups within our society. We need you to tell the world that **She Matters** to God and to us.

To help in this initiative we have asked Indigenous leader/singer-songwriter/educator Cheryl Bear of Nadleh Whut'en First Nation to serve as a resource and guide. As the spokesperson for the *She Matters 4 Canada* campaign and CBM's Indigenous Relations Specialist, she will journey with churches as they seek deeper understanding of the challenges many First Nations communities face.

When you support the She Matters campaign, you say "yes" to empowering girls and women who are devalued by the world. In addition to supporting the ongoing gender-focused programming that provides education, small business loans and leadership training to girls and women globally, you will also help further the reconciliation ministry of Cheryl Bear among churches and communities across Canada.

Walk with her today and be part of creating a better future for all.
Tell the world She Matters!

In the event that this project is oversubscribed or where local conditions prevent implementation, CBM will direct your donation to where it is most needed.

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