

#EmpowerHER 2025

Impact Report

Businesses Participated

10 businesses joined the 2025 #EmpowerHER campaign, making a meaningful impact.



10

Funds Raised

Thanks to our generous donors, we raised \$21,000 in support of our Nights of Safety Program.



\$21,000



“As a hairstyling student at Canadian Beauty College, this webinar was invaluable.

It helped me understand clients beyond the salon and gave me insights to share with my peers and instructor. I truly appreciate this experience and can't wait to share it with my class.”

- Camille
Webinar Attendee



70

Nights of Safety
Provided at our shelters



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Beauty professionals
received training on
recognizing the signs of
domestic violence.



15,000+

Views on
Social Media



Scan or click for
training on the
"Help" hand signal.



#EmpowerHER is an initiative that equips beauty professionals with the knowledge to recognize and respond to signs of domestic violence. Through specialized training, salon staff gained the tools to support clients experiencing domestic violence and abuse. Participating businesses and salons also raised funds for Yellow Brick House, helping provide shelter and life-saving services for women and children fleeing domestic violence.



Thank you to The Citrine Foundation of Canada for matching donations up to \$10,000 during this campaign.

in partnership with:

