

KEYNOTE BY BRANDI LEIFSO

DOMESTIC VIOLENCE AWARENESS

FROM AWARENESS TO ACTION; EQUIPPING INDIVIDUALS,
SHAPING POLICIES, AND BUILDING SAFER COMMUNITIES.

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DID YOU KNOW...

Domestic abuse affects people of all genders, but **WOMEN ARE DISPROPORTIONATELY AFFECTED, ACCOUNTING FOR 85% OF DOMESTIC VIOLENCE VICTIMS.** (Source: United Nations)

Globally, an estimated **137 WOMEN ARE KILLED BY THEIR INTIMATE PARTNERS OR FAMILY MEMBERS EVERY DAY.** (Source: United Nations Office on Drugs and Crime)

Domestic violence costs the **GLOBAL ECONOMY APPROXIMATELY \$8 TRILLION ANNUALLY,** including healthcare expenses, loss of productivity, and criminal justice costs. (Source: World Bank)

94% OF CORPORATE SECURITY PROFESSIONALS rank domestic violence as a high-security concern for their organizations. (Source: Society for Human Resource Management)

OCT (USA) & NOV (CANADA) ARE DOMESTIC
VIOLENCE AWARENESS MONTHS

From Awareness to Action; Equipping Individuals, Shaping Policies, and Building Safer Communities.



SHIFTING THE NARRATIVE: The audience will understand the importance of moving away from a crisis response approach to domestic violence and towards a focus on systemic change. They will recognize how race, ethnicity, gender, sexuality and disability shape survivors' experiences and needs. By the end of the keynote, the audience will understand the limitations of reactive measures and be motivated to advocate for preventive strategies and long-term solutions within their organizations, understanding we all have a role to play.



SAFETY PLANNING WITH EMPLOYERS: Attendees will learn practical strategies for implementing safety plans in the workplace. They will understand the role of designated contacts, clear policies, collaboration with community organizations, and training employees to recognize and respond to domestic violence. They will leave with actionable steps to create a safer and more supportive work environment



COLLABORATION AND ENGAGEMENT: The audience will recognize the value of collaboration and partnerships between DE and I departments, domestic violence service providers, law enforcement agencies, and employee assistance programs. They will understand the need to engage leadership and employees in driving systemic change. Attendees will be inspired to foster a culture of trust, empathy, and inclusivity, and to actively participate in creating a safe workplace for everyone.

THIS IS THE RIGHT KEYNOTE FOR YOU IF ...

- 01 Your organization is dedicated to women's health and equality initiatives.
- 02 You're looking for lived experience, compelling story telling, facts and actionable ways to create systemic change to end the cycle of domestic violence.
- 03 You aim to enhance safety planning and response protocols within your organization to support employees affected by domestic violence.

YOU MIGHT RECOGNIZE BRANDI FROM

TORONTO
LIFE

WWD

BuzzFeed

Forbes

BRANDI LEIFSO

At 21, Leifso was living in a women's shelter after leaving a domestic abusive relationship when she founded Evio Beauty Group; a multi-award winning, impact-led, clean beauty brand on a mission to build resilient skin and a better future.

An author, speaker and Chatelaine magazine's women of the year alum, Leifso is a trailblazer known for her authenticity while innovating the beauty industry while advocating for Domestic Violence survivors. To date, Evio has donated more than \$510,000 worth of products and funds to 27+ shelters across Canada that supports survivors of domestic violence to thrive. Leifso has spoken globally including Forbes under 30's first-ever global women summit in Israel and was recognized as one of Canada's top 25 women of influence and received the independent retail ambassador award from the retail council of Canada.

Leifso's journey of resilience and grit from Shelter to CEO has been purchased by production company, Oblivious Allegory for a feature film set to go into production in 2024.



Awards & Achievements

- ★ **FOUNDER & CEO** of Evio Beauty Group Ltd.
- ★ **BEAUTY CEO OF THE YEAR** - Independent Innovation Awards 2022
- ★ **INDEPENDENT RETAIL AMBASSADOR OF THE YEAR AWARD** - Retail Council of Canada 2021
- ★ **CANADA'S TOP 25 WOMEN OF INFLUENCE 2020**
- ★ **FORBES U30'S GLOBAL WOMEN SUMMIT SPEAKER 2019**
- ★ **CHATELAINE WOMEN OF THE YEAR LIST 2018**

**BOOK BRANDI TO SPEAK AT YOUR
NEXT EVENT!**



TESTIMONIALS



PAUL WOLFE, AUTHOR

"Brandi is a dynamic speaker with a message that you need to hear. She is a force to be reckoned with in a positive way"



DR. SALLIE GREENBERG, RESEARCH SCIENTIST

"Brandi continues to reinvent the word entrepreneur. Her energy and engaging speaking-style draws audiences. **You will leave ready to take on new ideas and use your power for change.**"



ERIN WEED, EVOSO LIVE

"Brandi is a dynamic speaker who will make your audience think again about what it means to lead. She may be young, but she's also wise. **I encourage any event planner to hire her to speak at your next event"**

DOMESTIC VIOLENCE AWARENESS MONTH IS OCTOBER (USA) & NOVEMBER (CANADA). BOOK BRANDI TO EDUCATE, INSPIRE AND SAFETY-PLAN WITH YOUR ORGANIZATION TODAY.

BOOK BRANDI TO SPEAK