

# Denim Day 2026



This April, we invite you to join the Wichita Area Sexual Assault Center (WASAC) in recognizing **Denim Day**, a global movement that raises awareness about sexual violence and challenges harmful myths around victim-blaming.

Participating is simple—and powerful.

On Denim Day, your team can:

-  Wear denim in solidarity with survivors
-  Make a small donation (\$5–\$20 suggested)
-  Learn how to support a safer, more informed community

WASAC is proud to offer participants:

- A ready-to-use Denim Day toolkit (education + resources)
- Optional in-person or virtual presentations
- The opportunity to stand publicly as a supporter of survivors
  - We will recognize our participants on our social platforms as well as our NEW website.

Every dollar raised helps ensure survivors in our community have access to **free, confidential advocacy, therapy, and support—24/7.**

Last year alone, WASAC supported thousands of survivors and educated over 7,000 community members.

We would love to partner with you to make this year's Denim Day meaningful and impactful.

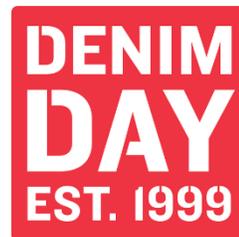
We hope you will join us!

With gratitude,  
The WASAC Team

# What Is Denim Day?

Denim Day is a global movement that began after a court ruling suggested a survivor's clothing implied consent. The decision sparked international outrage. In protest, women in the Italian Parliament came to work wearing jeans, standing in solidarity with the survivor and challenging the harmful logic of the ruling. The protest quickly gained global attention, and organizations like Peace Over Violence helped launch Denim Day in the United States as part of Sexual Assault Awareness Month. Today, Denim Day is recognized worldwide as a powerful campaign to protest victim-blaming and raise awareness about sexual violence.

Visit [denimday.org](http://denimday.org) to learn more about the movement.



Denim Day began in **1999** following a controversial ruling by the Italian Supreme Court that overturned a rape conviction, reasoning that because the victim was wearing tight jeans, she must have helped remove them—implying consent.

Denim Day is a simple, visible way to:

- Challenge harmful myths
- Support survivors
- Start meaningful conversations

# Why This Matters Locally?

Sexual violence is a reality in every community. It is also one of the most underreported crimes, often surrounded by stigma and misunderstanding.

- 1 in 2 women and 1 in 6 men experience sexual violence in their lifetime
- Nearly 3 out of 4 survivors never report due to fear, stigma, or lack of support

Right here in our community, The Wichita Area Sexual Assault Center (WASAC) provides:

- 24/7 crisis support
- Advocacy during hospital visits, police interviews, and court proceedings
- Free therapy and support groups
- Prevention education in schools, businesses, and community spaces

Last year alone, WASAC:

- Supported thousands of survivors
- Reached over 10,000 community members through education

**Your participation makes this possible.**



# How to Participate

It's simple.

## Step 1: Wear Denim

On Denim Day, Wednesday April 29<sup>th</sup>, encourage your team, staff, friends, or students to wear denim.

## Step 2: Give What You Can

Suggested donation: \$5–\$20 per person. (Or set a team goal!)

## Step 3: Learn & Share

Use this opportunity to start conversations about respect, consent, and support.

## Want to increase your impact?

If you are looking for ways to increase your group's impact, consider adding an incentive or fun to the day.

- Team competitions (department vs department)
- 'Best Denim Outfit' contest
- Seek out a matching gift opportunity
- An incentive particular to your group



# Bring WASAC to you

Would you like to make your Denim Day participation even more meaningful? Invite WASAC to visit with your group!

We are happy to offer:

- Brief introductions including an overview of WASAC services & impact
- Short awareness talks (10–15 minutes)
- Deeper trainings (30–60 minutes)
- Virtual or in-person options

Topics include:

- Understanding sexual violence
- Supporting survivors
- Creating safer workplaces and communities

## Community Ed

WASAC provided free community education to thousands each year. We visit schools, business, and community groups. Visit [wichitasac.com/community-education](http://wichitasac.com/community-education) to learn more.



# Spread the Word

Use the following to help get the word out about your campaign. Feel free to reach out if there is anything we can do to support your efforts!

## **Email Template** (for your internal use)

Subject: Join Us for Denim Day

We're participating in Denim Day this year to support survivors of sexual violence and raise awareness in our community.

Here's how you can join:

-  Wear denim on [date]
-  Donate if you're able (suggested \$5–\$20)
-  Take a moment to learn more about this important issue

All proceeds will support the Wichita Area Sexual Assault Center (WASAC), providing free and confidential services to survivors in our community.

Together, we can make a difference.

## **Social Media**

Consider posting a picture of your group to spread awareness! Feel free to tag WASAC to let others know you are supporting local survivors this Denim Day.

- Wear denim. Change the conversation.  
Join us for #DenimDay and stand with survivors. 
- What we wear is never an invitation for harm.  
This Denim Day, we're raising awareness and supporting survivors in our community.
- We're proud to support WASAC this Denim Day.  
Every dollar raised helps provide advocacy, therapy, and hope.

# Thank you for supporting WASAC

The Wichita Area Sexual Assault Center (WASAC) provides **free, confidential support to survivors of sexual violence** and their loved ones. Through 24/7 crisis response, advocacy, therapy, and community education, WASAC helps individuals heal, navigate their options, and regain a sense of safety and control.

WASAC also works to **prevent sexual violence before it happens** by educating the community about consent, healthy relationships, and how to support survivors—creating a safer, more informed community for all.

Please reach out with any questions or if you're looking for more ways to get involved!

Becca Marsh,  
Development Coordinator

[Becca@wichitasac.com](mailto:Becca@wichitasac.com)

## Donations

Donation can be made through our website or by check to WASAC, 355 N Waco St, Ste 100, Wichita, KS 67202.



Thank you for partnering with us!