

# Celebrating IWD 2020

FUNDRAISING KIT



Photo credit: RyanBrown





# WELCOME

## WELCOME FROM OUR EXECUTIVE DIRECTOR, JANELLE WIESSMAN!

In 2020, our International Women's Day theme is Generation Equality. Fundamentally, we know the pace of progress towards ensuring every woman and girl everywhere has equal opportunities to lead, to learn, to earn a decent living and to live a life free from violence and discrimination, is too slow. Still today, there is no country in the world that has achieved gender equality. Generation Equality is a clarion call for all of us, no matter our age, to join forces to co-create a vision where everyone is free and equal; a world where everyone can unleash their full potential.

I would like to thank you for helping build our movement and grow our pool of support. Your kind support is raising much needed funds for UN Women's global programs and directly enables brighter futures for women and girls worldwide. Thank you, from the bottom of my heart, for taking the time and choosing to raise funds for the world's women and girls.

**Janelle Weissman,**  
**Executive Director**  
**UN Women Australia**

## ABOUT UN WOMEN

UN Women Australia exists to raise funds for and awareness of UN Women's work to end violence against women, promote economic empowerment, advance women in leadership, and ensure women's participation in peace processes to accelerate gender equality worldwide.

UN Women is the United Nations agency for women's empowerment and gender equality, delivering programs and transforming policy to enable a brighter future for women and girls in more than 100 countries worldwide.

## ABOUT IWD

International Women's Day (IWD) is celebrated around the world on March 8. IWD has been celebrated in various forms across the world since the early 1900s, beginning with a strike in New York, honouring the garment workers of America in 1908. It shifted to more international actions and today has grown into a global celebration of achievements of women, and an opportunity to shine a light on the progress still to be made to achieve full gender equality.



# THEME: GENERATION EQUALITY

GENERATION EQUALITY IS UN WOMEN'S GLOBAL THEME FOR INTERNATIONAL WOMEN'S DAY 2020. GENERATION EQUALITY HIGHLIGHTS THE IMPORTANCE OF:

### *INTERGENERATIONAL COLLABORATION:*

IT IS BY WORKING TOGETHER, ACROSS GENERATIONS, THAT WE CAN CRAFT AND CO-CREATE A VISION FOR EQUALITY.

### *ACCELERATING ACTION:*

STILL TODAY, THERE IS NO COUNTRY IN THE WORLD THAT HAS ACHIEVED GENDER EQUALITY. THE PACE OF CHANGE IS TOO SLOW. WE NEED TO PICK UP THE PACE SO THAT WE SEE REAL CHANGE *WITHIN A GENERATION*.

THERE IS NO BETTER FACILITATOR FOR EQUALITY THAN EDUCATION. HOWEVER, WE KNOW THAT:

**2.5 times**

During conflict, girls are 2.5 times more likely than boys to drop out of school.

**2/3**

Today, two thirds of the world's illiterate adults are women. This trend has not changed in 20 years.

**48%**

of girls who are out-of-school today are unlikely to ever enrol in school.

**WHEN EDUCATION BENEFITS WOMEN AND MEN EQUALLY, IT DELIVERS UNMATCHED OUTCOMES:**

- Educated women are more likely to be healthier, have higher earnings and exercise greater decision-making power within the household
- Educated mothers are twice as likely to school their children
- Every year of education increases a girl's wage by up to 20%
- Children of educated women are 50% more likely to survive

Despite the scale of the global education challenge faced by marginalised women, young women and girls, there has not yet existed a proven approach to enabling successful second chance education at scale and leaving no one behind. Until now.

UN Women with local partners worldwide is reimagining education – beyond the conventional classroom – to technology-enabled education, training as a pathway to financial independence and prosperity for the world's women and girls.

**THIS INTERNATIONAL WOMEN'S DAY, FUNDS RAISED WILL SUPPORT LEARNING AND EARNING PATHWAYS FOR WOMEN AND GIRLS, RECOGNISING THAT WITH AN EDUCATION, ANYTHING IS POSSIBLE, FOR THIS GENERATION, AND FOR GENERATIONS TO COME.**

# ABOUT FUNDRAISING

## WHY FUNDRAISE?

Fundraising is a meaningful way to share your passion for gender equality and the work of UN Women with your friends, family, classmates and colleagues. By choosing to fundraise for UN Women Australia, you have joined a community of change-makers.

UN Women Australia relies on the generous support of individuals and groups, like you, to enable brighter futures, free from violence and full of opportunity, for women and girls around the world.

### BY FUNDRAISING FOR UN WOMEN AUSTRALIA, YOU WILL BE SUPPORTING UN WOMEN'S WORK TO:

- Mitigate barriers to education such as financial burden, conflict settings and infrastructure;
- Enhance technology-enabled education to improve access and outcomes;
- Provide training as a pathway to financial independence;
- Develop women as leaders in the community and businesses;
- And improve pathways to employment and entrepreneurship.

To find out more about our programs visit our website [here](#).

**\$48** could provide a month's supply of food for a woman in a temporary shelter

**\$78** could help a woman to replant her crops after a natural disaster to revive her livelihood

**\$100** could support a female aiming for a leadership position in Africa, undergo training and mentorship

**\$156** could provide access to Legal Aid services for female victims of sexual assault

**\$250** could improve the business of women Vendors by giving council members Gender-sensitivity training

**\$275** could give post-rape medical care and continued support services to three survivors of sexual violence

**\$450** would give Entrepreneurship training to three women to be an owner of their own business



## CASE STUDY

### SHOBHNA VERMA – COMMUNITY CHANGE MAKER IN FIJI

For the past 35 years, Shobhna Verma has made her living selling produce at Suva Market in Fiji’s capital. For many of these years, she did not have a say in the running of the market. But all that changed when she joined the Suva United Market Vendors Association, as a result of UN Women’s Markets for Change (M4C) program. Shobhna has now attended a series of trainings to strengthen her skills of financial literacy, organising, leadership, first aid, and disaster risk resilience, and she plays an active role in making decisions about the running of the market.

Shobhna believes that her participation in the Market Vendors Association has created continuous change. She said, “More [women] started following our footsteps... it’s not just go to the market and go home. Now the women are [asking] ‘When can we come and join you? When can we come?’”. After successful terms as a leader in the Market Vendors Association, Shobhna expanded her advocacy role by becoming a Justice of the Peace in her community; this was only made possible through the qualifications she received from UN Women’s M4C program. Today, Shobhna is the Legal Advisor with the Suva United Market Vendors Association in Fiji, providing vital advice to market vendors to protect their rights and raise the standards of their primary economic undertaking. Shobhna says “I work hard, I sweat for my money, I save and I teach people to save. We have learned from UN Women to be leaders ...When I move out of the market, I know that [other] people will take my role and [the market] will go on.”



*“More [women] started following our footsteps... it’s not just go to the market and go home. Now the women are [asking] ‘When can we come and join you? When can we come?’”.*

# HOW TO FUNDRAISE



## CHOOSE YOUR IDEA

HOST A CHARITY SPORTING EVENT SUCH AS A LUNCH TIME NETBALL MATCH AT SCHOOL, OR A SOCIAL SOCCER ROUND DONATING MONEY TO UN WOMEN AUSTRALIA	LOCAL BUSINESS COUPON BOOK	TRIVIA NIGHT	STAIR CLIMBING EVENT	LEMONADE STAND
	CLOTHING SWAP	CRAFT SALE	BAKE SALE	FETE
	SILENT AUCTION	GAMES NIGHT	MOVIE NIGHT	DANCE OFF
WORKOUT CLASS	A SCHOOL TALENT SHOW	FILM SCREENING	SPORTING SKILLS CLINIC	DINNER PARTY
CAR WASH	FASHION SHOW	FANCY DRESS PARTY	AUCTION OFF YOUR BABYSITTING SERVICES, YOUR CLEANING SKILLS OR YOUR PRIZED ART CREATIONS	
MORNING TEA	UNO TOURNAMENT	PHOTO EXHIBITION	VIDEO GAMING CONTEST	GARAGE SALE
DOG WASH	CRAFT FAIR	BOOK DRIVE	DOG SHOW	RAFFLES
FREE DRESS DAY	OFFICE OLYMPICS	SAUSAGE SIZZLE	CHARITY CONCERT	WORK-A-THON

THINK ABOUT WHO YOU KNOW AND WHAT THEY WOULD BE MOST INTERESTED IN

It is important to think about how your event will highlight the cause. Will you share some stories from UN Women Australia's website on change we're making for the world's women and girls? Will raffles be donated by female-led companies and businesses? Be creative in how you choose to highlight the cause!

Check that what you're planning complies with our [terms and conditions](#) and doesn't breach the [exclusionary criteria](#)

# 2

## GET IN CONTACT

- Reach out and pitch your idea to us, either over the phone or via email to [fundraising@unwomen.org.au](mailto:fundraising@unwomen.org.au). We will then ask you to complete an application form to complete the process.
- If we choose to approve your event, we will issue you an Authority to Fundraise Certificate. This is a legal requirement for all individuals and organisations to complete fundraising activities: you are not able to fundraise without one.

# 3

## GET PLANNING

YOU HAVE YOUR IDEA, YOUR AUTHORITY TO FUNDRAISE CERTIFICATE, NOW IT'S TIME TO GET PLANNING!

### THINGS TO CONSIDER

- Find a venue: think about how much space you need, if you need a kitchen, a dancefloor, outdoor space etc. and get in contact to book
- Accessibility: make sure your event is open to everyone. Consider whether your space is suitable for those with mobility aids and whether you need to make changes to your audio-visual setup.
- Organise microphones and A/V if needed
- Think about food: will attendees be asked to bring a plate? Do you want to bake goods for them? Do you even need food?
- Decide if you want speakers to talk at your event: ask around your networks, maybe an inspirational colleague or teacher would be perfect, or get in contact with us and we can provide a board or staff member for a fee
- How will your event raise money? Will you be charging people a fee upon entry, or asking people to donate to your Everyday hero page ahead of time, or a dollar coin donation for a baked good or service?
- Make sure you reach out to friends and family to assist you in the planning stage. Their input will offer a new perspective and give you an extra pair of hands to use!
- Please reach out to our team if you need additional help with UN Women content, speakers at your event, or the best way to attract donations – we're pros!
- Be sure to set clear goals for what you want your event to look, feel and (maybe) taste like!



# 4

## SPREAD THE WORD

### MAXIMISE YOUR SUCCESS BY LETTING PEOPLE KNOW ABOUT YOUR EVENT

- Ensure women are central to disaster planning and response
- Reach out to friends and family to attend or support the activity
- Put up fliers in your area to advertise the event or fundraising page. Make sure you ask supermarkets, gyms, offices and schools for permission to do so.
- Ask your school or workplace to support the event
  - Some workplaces will match every dollar you raise with a donation from the company. Think your workplace/school would be interested? See our template on page 17!
  - Put up posters or fliers in lunch rooms or toilets, or go paperless and send emails!
  - Ask for your event to be posted on their website or shared on their social media
- Post your event on social networks to get people to attend or donate
  - Make a facebook event and invite your friends to come along
  - Use facebook banners on your personal profile to raise awareness of your activity. Find ours on page 12!
  - Ask people to share your event with their friends to increase your reach
  - Keep your fundraising page updated so people can get excited about your event with you
  - Add a link to your event page to your email signature to boost exposure
  - Make sure you tag us @unwomenustralia on your posts!
- Remember: you must not use the official UN Women Australia logo found on our website; please get in contact with us to receive your “In Support of UN Women Australia” image.

# 5

## HAVE FUN!

- Enjoy the event and celebrate all your hard work!
- Engage people in the theme and what “generation equality” and gender equality mean to them
- Make sure you get pictures of the event in motion to remember the occasion!

*Photo Credit: UN Women/Allison Joyce*



# 6

## THANK YOU!

- After the event be sure to thank all your guests, speakers, donors and volunteers for their support in making the activity a success!
- You could post some pictures on social media, with permission from attendees, highlighting the amount you raised.

# 7

## REMIT

- Remit the money you raised for UN Women Australia's work [here](#)
- If you have any questions give us a call on 02 6185 0010 or email [fundraising@unwomen.org.au](mailto:fundraising@unwomen.org.au)
- Make sure you keep your fundraising page up for any last minute donations!



# 8

## STAY INVOLVED

- Sign up to get our email newsletters to stay up to date on our progress towards gender equality
- Follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#)
- Share our content to get more people talking about the world's women and girls
- Visit our [online store](#) and buy merchandise to support our work
- Host another event!
- Keep an eye on our website for volunteering opportunities
- Talk to your workplace about adding UN Women Australia to your Workplace Giving program
- Act on your values and [donate your birthday](#) to UN Women Australia!
- And [donate online](#) at any time

## SUCCESS STORIES



### ASA HASSELGARD-ROWE – CONCERT FOR CHANGE, VIC

Asa hosted a classical music concert at the Australian National Academy of Music (ANAM) to celebrate the works of Clara Schumann. All the performers were young females, emerging in their genres – Emma Pearson and the Piano Sonata, and young musicians of the ANAM.

Asa was motivated by UN Women’s Markets for Change Program in Fiji, helping to empower female marketplace vendors to sustain their incomes and protect themselves from violence in the marketplace.

**Through Asa’s tireless work to put on such an outstanding show, the event raised a total of \$3,070 for UN Women’s programs in the region!**

### JULIA WELLER – WOMEN’S FEST FREO, WA

Julia organised an all-star female line up of performers to play at the historic Clancy’s Fish Pub in Fremantle, Western Australia in celebration of International Women’s Day. Acts included Abbe May, Frank’s Fish Tank, Hyclass, HUSSY, Moana, Nika Mo, Pool Boy, The Psychotic Reactions, Tashii and DJ ChipSlut.

In addition to the stunning live performances, there was a second hand clothes market by Boutique GaRaj, a polaroid booth by Little Wooden Booth Co. and a glitter stand.

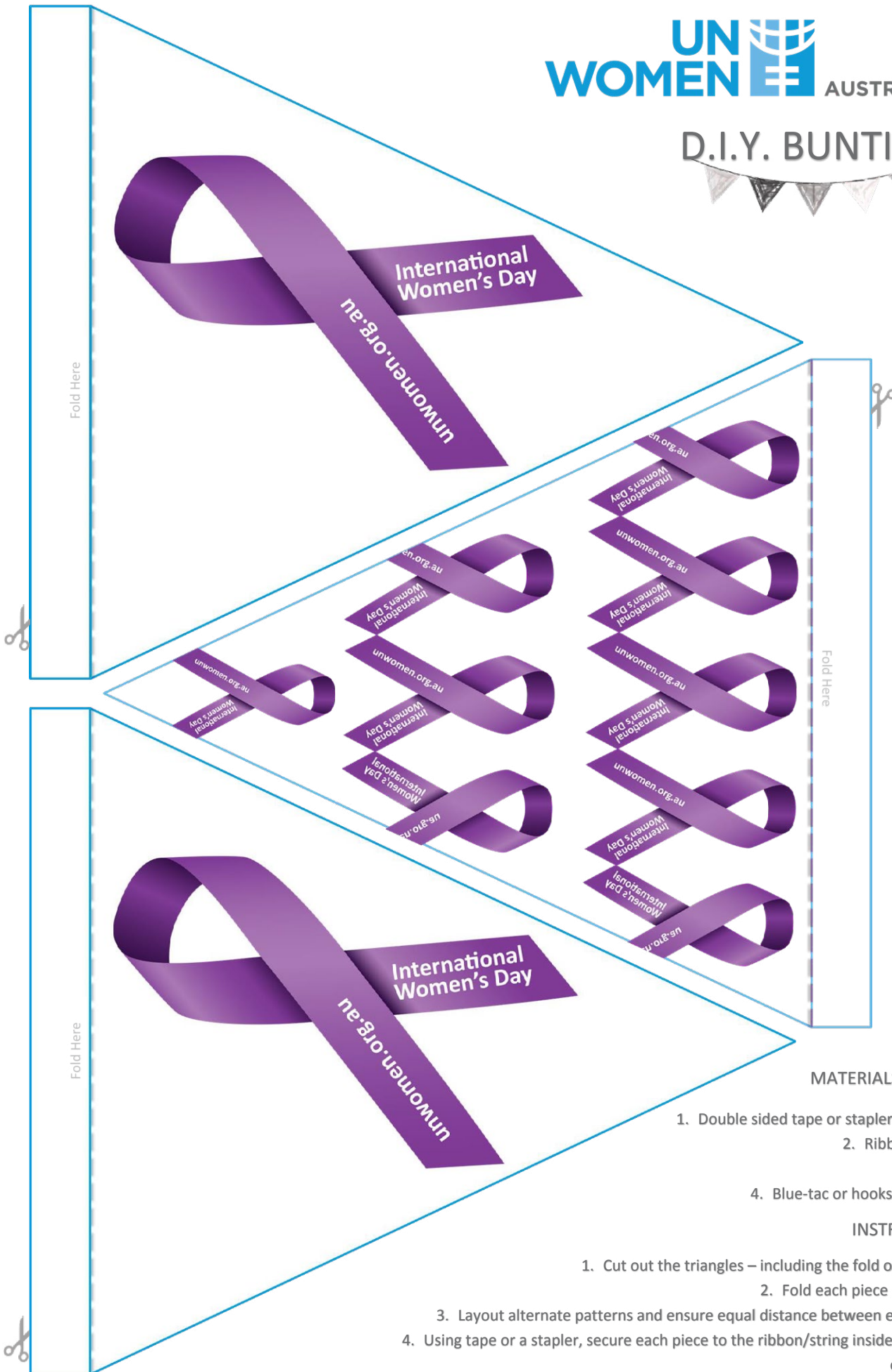
**Women’s Fest Freo raised \$6560.25 to support the world’s women and girls! Julia’s event shows the fantastic power of community in unifying to promote gender equality!**

# RESOURCES

## FACEBOOK BANNER



**D.I.Y. BUNTING**



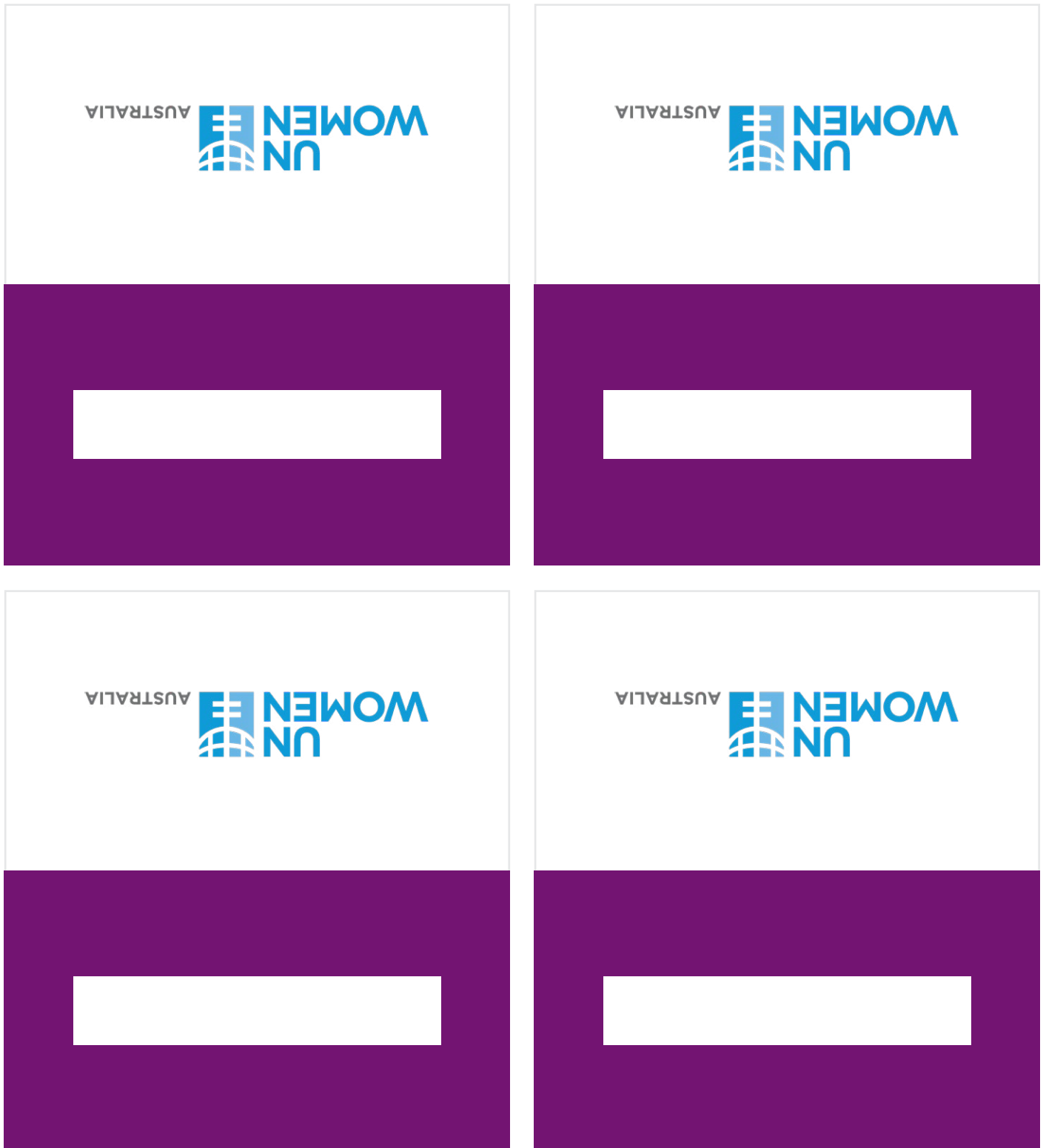
**MATERIALS NEEDED:**

1. Double sided tape or stapler and staples
2. Ribbon or string
3. Scissors
4. Blue-tac or hooks for hanging

**INSTRUCTIONS:**

1. Cut out the triangles – including the fold over sections
2. Fold each piece as indicated
3. Layout alternate patterns and ensure equal distance between each triangle
4. Using tape or a stapler, secure each piece to the ribbon/string inside each folder over section
5. Do multiple printouts to achieve the required length

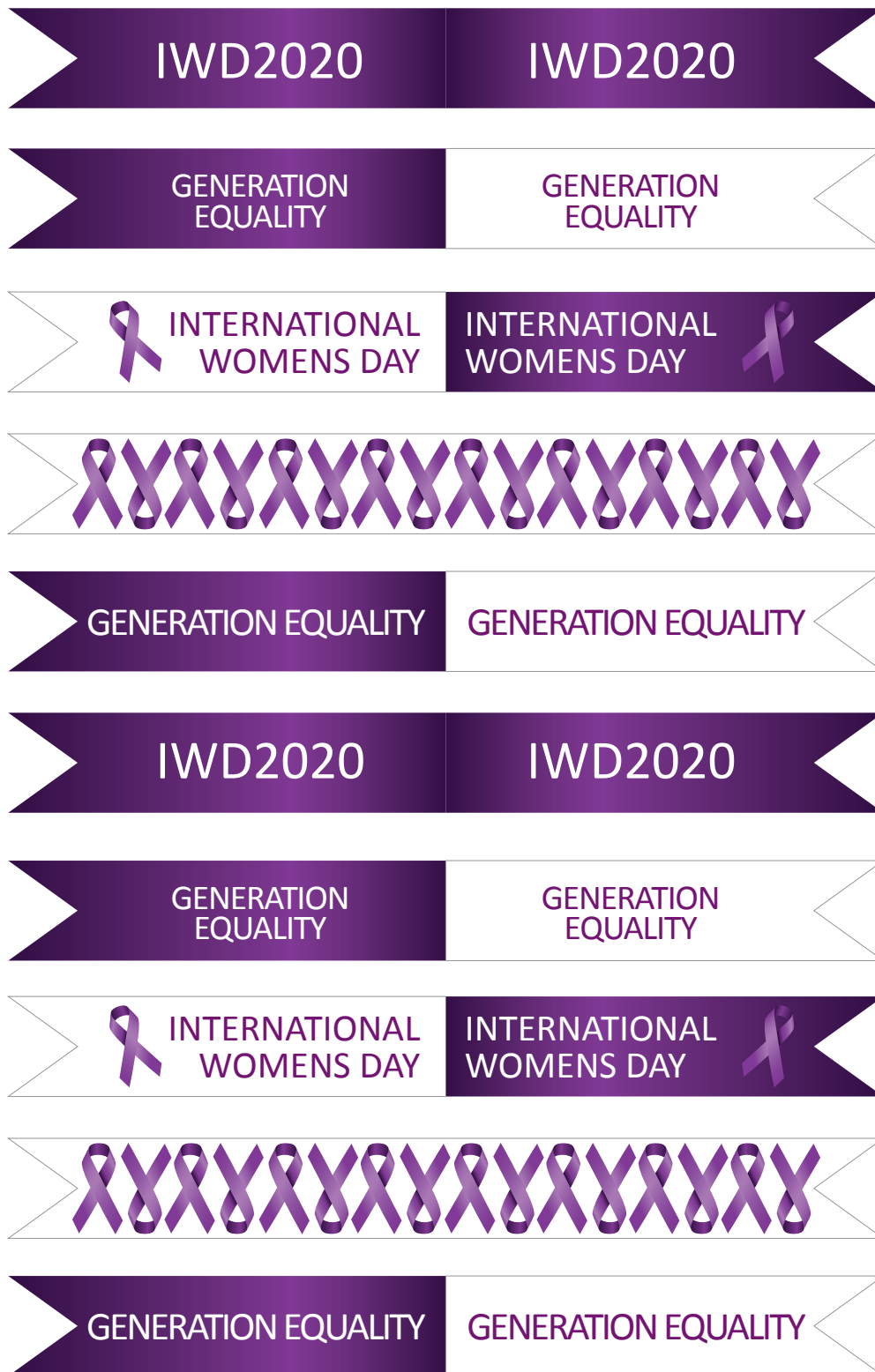
# PLACE CARDS



**INSTRUCTIONS:**

1. Print on card stock.
2. Cut along the grey lines.
3. Fold down the center.
4. Write your guests names on the line.
5. Do multiple printouts for the required number of place cards.

# CUP CAKE TOPPERS



**INSTRUCTIONS:**

1. Print on thin card stock.
2. Cut along the edges.
3. Fold down the center.
4. Glue together around a toothpick.
5. Stick into the middle of your cupcakes!
5. Do multiple printouts for the required number of flags.



**INSTRUCTIONS:**  
Print and cut the above photo booth props. You can then attach them to wooden skewers or straws for people to hold in the photo booth.



YOUR LOGO HERE

Dear <insert name>,

I will be <insert event activity e.g. Hosting an International Women's Day Morning Tea> on <insert date> in support of UN Women Australia.

I am reaching out to <insert company/ school name> to help make my <insert event name> a great fundraising success! I would really appreciate it if you would help me with my fundraising efforts by making a donation towards the event in support of UN Women Australia. It would be great to see <insert company/ school name> show their support for gender equality by matching every dollar I raise in a donation to the cause!

The money raised will help UN Women to expand and continue their work to progress gender equality worldwide. By providing a donation or support for this event you will be helping raise women as leaders, end violence against women and girls, enhance women's economic empowerment and assist women in responding to crisis and times of disaster. This work is conducted in consultation with community leaders and host governments to deliver a unique and integrated program of aid. At the heart of this work is ensuring that everybody everywhere, no matter your gender, has the same opportunity to lead, to learn, to earn a decent living and to live a life free from violence and discrimination.

UN Women Australia is on the path towards gender equality, however with your support they can accelerate change. Just \$71 could mitigate trauma experienced by victims of sexual violence by providing sexual violence response training to police officers. A further \$312 could provide Safe transportation for women in Papua New Guinea for a month. And \$500 can enable hundreds of men and boys in Cairo to become involved in community-based campaigns to eliminate violence, stigma and discrimination against women in Egypt.

UN Women Australia is a registered charity and as such donations of \$2 or more are tax deductible. To find out more information about UN Women Australia or see how <inset company/ school name> can help, please visit [unwomen.org.au](http://unwomen.org.au).

If you would like to help us with our fundraising efforts in support of UN Women Australia please contact <insert contact name> on <insert phone number> or <insert email address>.

Kind Regards,

<insert your name>



STAY CONNECTED

[www.unwomen.org.au](http://www.unwomen.org.au)



Follow us @unwomenust



Like UN Women Australia



Subscribe to the UN Women Australia Channel



Join our group



View our photostream



Follow us @unwomenust

**UN WOMEN**  **AUSTRALIA**