

*Celebrating*  
IWD 2021

FUNDRAISING KIT



**UN**  
**WOMEN**   
AUSTRALIA

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





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# WELCOME

## WELCOME AND THANK YOU FROM OUR EXECUTIVE DIRECTOR, JANELLE WEISSMAN!

In 2021, UN Women's global International Women's Day theme is "Women in Leadership". It celebrates the tremendous efforts by women and girls around the world in shaping a more equal future and the centrality of women's contributions to decision making across all levels of society.

The COVID-19 crisis has highlighted the disproportionate burdens that women carry. Progress on gender equality has been too slow. 2021 will herald a ten-year count down to the Sustainable Development Goal #5 on Gender Equality in 2030. In 2021, UN Women Australia is calling on everyone to pick up the pace of progress towards gender equality by making every day count.

We are so thankful you have decided to join our campaign to prioritise gender equality at all levels of society. Your generous support is providing much needed funds for UN Women's global programs and enabling women to become leaders and actively participate in decisions affecting them. 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 8 March. 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 gender equality.



## THEME: WOMEN IN LEADERSHIP



**WOMEN IN LEADERSHIP: ACHIEVING AN EQUAL FUTURE IN A COVID-19 WORLD** IS UN WOMEN'S GLOBAL THEME FOR INTERNATIONAL WOMEN'S DAY 2021.

**WOMEN LEADERS ARE MAKING A DIFFERENCE, EVERY DAY.**

Across the globe, women are leading organisations and institutions carrying out effective and inclusive COVID-19 responses, from the highest levels of decision-making through to frontline service delivery. Women bring different experiences, perspectives and skills to the table, and make invaluable contributions to decisions, policies and laws that work better for all.

**DESPITE THIS, WE KNOW THAT:**

**1/4**

of parliamentary seats worldwide are held by women.

**1/25**

CEOs appointed to lead ASX 200 organisations in the past year have been female.

**99.5 years**

is the time it will take to reach gender equality at the current rate of change.

**ADVANCING WOMEN IN LEADERSHIP IS CENTRAL TO CREATING MORE PROFITABLE AND PRODUCTIVE ECONOMIES, FLOURISHING BUSINESSES AND A HEALTHIER AND MORE PEACEFUL PLANET.**

There is a growing understanding and expectation that leadership in all facets of economic, political and social life must reflect communities for the benefit of all:

- Organisations miss out on 50% of the talent pool if women are not around decision-making tables.
- More diverse and inclusive groups have higher safety and operational performance.
- More women on boards and senior leadership roles result in improved company performance, profitability and productivity.
- When women are at the negotiating table, peace agreements are more likely to last 15 years or longer.
- Recent research indicates that female-led countries are handling COVID-19 more effectively than their male counterparts.

Women bear the brunt of problems ranging from poverty to climate change, but they also possess assets and talents to solve them. UN Women's overseas projects make a tangible difference to the lives of women and girls around the world.

**THIS INTERNATIONAL WOMEN'S DAY, FUNDS RAISED WILL SUPPORT PROGRAMS ENABLING WOMEN AT ALL LEVELS OF SOCIETY TO BECOME LEADERS WITHIN THEIR COMMUNITIES AND ACTIVELY PARTICIPATE IN DECISIONS AFFECTING THEM.**

# ABOUT FUNDRAISING

## THE DIFFERENCE YOUR SUPPORT WILL MAKE, EVERY DAY

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 this IWD, your donation supports women as leaders, entrepreneurs and agents of change in Fiji, Vanuatu and Solomon Islands through UN Women's Markets for Change project. Between 75-90% of Pacific market vendors are women. Their earnings help support themselves and their families, and their businesses play a vital role in food security. UN Women delivers training and collaborates with local governments to ensure women market vendors have a seat around decision-making tables. Markets for Change nurtures women leaders, contributing to better working conditions, increased financial security, making for safer, more inclusive marketplaces.

To find out about our programs, visit our [website](#)



**\$65** could support a woman to attend financial literacy training and open bank accounts.



**\$148** could supply sanitation and COVID-19 prevention materials to fourteen women market vendors to enable safe trading and play a vital role in food security.



**\$365** could deliver leadership training to prepare women to lead and manage market vendor associations which improve working conditions and give women a voice in decision making.



**\$516** could provide four market vendors with farming tools and dry seeds following a natural disaster.



**\$775** could provide a market vendor with business training to support existing and kick-start new businesses, to sustain and protect their livelihoods addressing the economic hardship caused by COVID 19, over the course of the year.

# WOMEN LEADING, EVERY DAY

Around the world, women are still underrepresented in decision-making in every aspect of social, political and economic life. Sometimes this is a result of discriminatory laws, practices, attitudes or gender stereotypes. Unequal access to education or health care and the disproportionate effect of poverty on women all contribute to women's limited representation as leaders. When we harness the assets and talents of women and make seats around decision-making tables, women's contributions are significant, and take into consideration the needs and concerns of whole communities to deliver innovative policy and business solutions, creating better outcomes for everyone.

## LEADERSHIP IN ACTION: VARANISESE MAISAMOA, COMMUNITY CHANGE MAKER IN FIJI



Varanise became a vendor at the Rakiraki Market, Fiji, in 2007. Right from the start, she noticed the struggles that women were facing when it came to safely selling their produce. She was disheartened to learn that women had been dealing with these issues for years and wanted to make a change. So she became involved in UN Women's Markets for Change (M4C) program. "Through UN Women's leadership training, I learned to be confident when speaking out about the issues affecting the market vendors and to negotiate with the market council management," she says.

When Cyclone Winston hit in 2016, the Rakiraki Market was decimated, leaving many market vendors (three quarters of whom are women) without an income. Varanise witnessed this damage, and she was inspired to take action. She consulted with other women to advise on the market redesign, and to protect women's livelihoods, in the face of increasingly frequent natural disasters. She worked with UN Women to develop the market's first climate resilience plan and encouraged her fellow market vendors to diversify their sources of income.



*"We have been empowered by UN Women's Markets for Change project. Now it is our time, as women market vendors, to support economic growth for our villages, community and country."*

By harnessing the power of women leaders like Varanise, UN Women is making a long-term impact on the livelihoods and wellbeing of communities and nations, across the Pacific.



# WAYS TO FUNDRAISE FOR INTERNATIONAL WOMEN'S DAY

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

It is important to think about how your fundraising activity 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 raffle prizes 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 by completing our [online fundraising registration form](#).

### 1 HOST A SCREENING OF UN WOMEN AUSTRALIA'S VIRTUAL IWD PROGRAM AND BRING OUR SPEAKERS TO YOUR AUDIENCE

If you would like to bring UN Women Australia's IWD speakers to your workplace, school or community then you can stream the event live on Friday 5 March or up to a week later. Please contact [tickets@unwomen.org.au](mailto:tickets@unwomen.org.au) for more information.

### 2 CHOOSE UN WOMEN AUSTRALIA AS YOUR CHARITY PARTNER FOR YOUR IWD EVENT

If you are organising events or fundraising activities for IWD, we invite you to choose UN Women Australia as your charity partner and donate your profits to help fund global UN Women programs advancing women as leaders. Contact [iwd@unwomen.org.au](mailto:iwd@unwomen.org.au) for more information.

### 3 PARTICIPATE IN OUR INAUGURAL DAY OF GIVING ON MONDAY 8 MARCH 2021

In addition to our IWD events, UN Women Australia is holding its first Day of Giving on Monday 8 March. It is an important part of our IWD efforts to raise vital funds and make a real difference to the world's women and girls. You can:

- Become a matched donor so that every dollar donated on the day will have a greater impact for the world's women and girls – please contact [iwd@unwomen.org.au](mailto:iwd@unwomen.org.au) for more information.
- Promote the day via social media throughout your networks.
- Make a donation on the day.

Make sure you have subscribed to our social media channels so you are kept up to date.

### 4 SELL IWD RIBBONS

[Purchase IWD ribbons](#) to sell at your workplace, school or in your community.

### 5 GET CREATIVE!

There are hundreds of great ways to fundraise for UN Women. You could do a physical challenge like climbing a mountain or running a race, you could do a 'go without' challenge like giving up chocolate for a month or design your own – the sky is the limit!

We don't want to dampen your enthusiasm but we do need to ensure you have completed our [online fundraising registration form](#) to ensure you are aware of our fundraising guidelines.

# A-Z OF FUNDRAISING

STUCK FOR FUNDRAISING IDEAS? WE'VE GOT YOU COVERED FROM A-Z.

**A** AUCTION  
Athletics Competition

**B** BBQ  
Bake-Sale  
Bingo

**C** Carwash, Choir Showcase,  
Concert, Cook-off,  
Cocktail Party

**d** DEBATE  
DINNER PARTY  
DISCO  
Dress-Up Day

e-sports competition  
**e** Experts Take

**F** FUN-RUN  
FILM SCREENING  
FITNESS CHALLENGE  
Fashion Show

**g** GARAGE SALE  
GAMES NIGHT

**h** headshave  
Handmade/ Handicraft Stall

Ice-Cream Stall  
**i** INTERNATIONAL DAY

**j** JEWELLERY STALL  
JUICE BAR

**K** Karate Exhibition  
KITE RUNNING COMPETITION

**L** LEMONADE STAND  
LAWN-MOWING  
LIMBO CONTEST

**M** MUFTI DAY  
MARATHON  
MOVIE NIGHT  
MORNING TEA  
Masquerade Ball

**N** NETFLIX PARTY

**O** OP-SHOP  
OFFICE COLLECTION

**P** panel discussion  
PERCENTAGE OF PROCEEDS  
Progressive Dinner

**Q** QUIZ  
Q&A

**r** Raffle  
RAP-BATTLE

**S** Silent Auction  
SWEAR JAR

**t** TRIVIA NIGHT  
TALENT SHOW  
TED-TALK

**u** Ugly Sweater contest

**V** VIDEO GAME TOURNAMENT

**W** Wine Tasting  
WALK-A-THON

**X** X-Games (mini)  
Xylophone Concert

**y** YOGA-THON  
YO-YO COMPETITION

**Z** ZOMBIE WALK  
ZYDECO CONCERT





## FUNDRAISING TIPS

Once you've [registered as a Fundraiser](#) and organised the basics of your fundraising activity, it's time to maximise its potential! There are plenty of ways to step up the success of your fundraiser – check out the following tips for ideas.

### TIP 1: PROMOTE

Promotion is key to turning good fundraising ideas into great ones. Remember you've worked very hard to bring your fundraiser together – don't be afraid to show it off! Make sure you widely publicise the date, time and nature of your event off the following checklist:

#### 1. CLOSE FRIENDS AND FAMILY

First contact those who you think are likely to be your most generous supporters, before you ask others to donate. People tend to match the amounts already donated, so aim high first!

## 2. SOCIAL NETWORKS

Your social network is the easiest and most effective way to let everyone know about the fundraising you are doing and then keep them up to date and engaged. Updates may include a link to your fundraising page, facts about UN Women's work, current fundraising total and target and photos.

Other ideas to help spread your message include:

- **FORWARD TO A FRIEND** – make the most of viral marketing and ask supporters to forward your email and let others know about your efforts.
  - **UPDATE YOUR PAGE** – make sure to update your fundraising page on a regular basis, your donors want to know about how you're going and what you're up to.
  - **EMAIL SIGNATURE** – add a link to your fundraising page to your email signature so others can learn about your fundraising drive.
  - **FACEBOOK GROUP** – make a Facebook group and invite your friends to join; most fundraising pages are integrated with Facebook – so make sure to cross-pollinate.
  - **UPDATE YOUR VOICEMAIL** – update your phone voicemail message with facts about gender equality and information about your fund-raising efforts.
  - **CHANGE YOUR SOCIAL MEDIA PHOTO** – update your Facebook, Twitter, Instagram, or LinkedIn photo to a picture that relates to your fundraising goal. Simple and effective!
- 

## 3. WORKPLACE

Many companies encourage their employees to raise money and get involved in charity events. Here are some ways to harness the power of your workplace:

- **DOLLAR MATCHING** – ask your employer if they will match any amount you fundraise.
  - **POSTERS/FLYERS** – put posters up around the office, letting people see what you are doing and how they can support you. Be sure to display a poster in the reception area for clients to see whilst they wait.
  - **WEBSITE** – ask for your fundraising information to be included on your company website or newsletter to spread the word outside your personal network.
  - **SOCIAL MEDIA** – ask your company to post a link to your fundraising efforts on their social media platforms.
  - **EVENT** – hold an event at work to promote your efforts and raise funds directly. This can be as formal as a cocktail party or as informal as a lunch-room morning tea.
- 

## 4. LOCAL AREA

Create a flyer or a poster and put it up around your neighbourhood or in your local supermarket, gym, post office, school or anywhere else you can get permission. Use the poster to ask people to visit your fundraising page and support you.

Put fliers and collection tins around your school, church or workplace to maximise donations, and encourage people to come watch you achieve your goal!



## TIP 2:

### MAKE IT PERSONAL

People like to be thanked when they give. The best fundraising ideas incentivise giving by offering donors a memorable token of their appreciation. Ideas include a hand-written thank you note, home-made cookies, a hand-picked flower from the garden or even a personal phone call. Personalisation is an underutilised fundraising tip – so make sure to keep it up even after their donation has been made! Offer to send your donors online updates of your journey. If you are holding an event, a personal touch can make all the difference to your donors' experience. Consider decorating your venue with materials from the resources section of our website.

## TIP 3:

### DON'T STOP YET

A surprising number of donations are received after the event has been completed. Once you have recovered, update your page and promote your event once again. This is a great way of thanking people, letting people know that you have achieved your fundraising goal, or just how far off you are, and of prompting anyone who is yet to donate to do so.

Once you have reached your goal don't forget to thank all your supporters and bank any donations received offline. The money you have raised will help provide a brighter future for women and girls worldwide!

## HOW TO RETURN YOUR DONATIONS

There are many ways in which you can remit the donations you collected to UN Women Australia including online, bank deposit or cheque. The details of these options can be found on the reconciliation form at the end of this pack. For all methods of donation, please complete the form and send to [fundraising@unwomen.org.au](mailto:fundraising@unwomen.org.au).





# EVENT PLANNER CHECKLIST



## EVENT PROPOSAL

- ☐ Complete online fundraising [registration form](#) and undertake relevant actions.
- ☐ Create a budget so you have a clear picture of costs and the amount you hope to raise.
- ☐ Think about your audience – what will motivate them to attend and have a great experience?
- ☐ Think about the theme – Women in Leadership -- what does this mean to your audience? Tip: women lead in all levels of society, from parliaments to board rooms, communities to newsrooms...and more!
- ☐ How you will raise money for UN Women Australia: will you be charging people a fee upon entry, asking people to [donate to your event page](#), or making a gold coin donation?

## LOGISTICS

- ☐ Venue confirmed and booked, if required.
- ☐ A/V organised, if required.
- ☐ Catering confirmed and booked, if required.
- ☐ Confirm and brief volunteers, if required.
- ☐ Undertaken COVID risk assessment and safety planning for live events.

## SPEAKERS/MC

- ☐ Confirm and brief your inspirational speakers.
- ☐ Confirm and brief your engaging MC, someone who can really connect with your audience.

If you would like to access UN Women Australia's IWD content please contact [tickets@unwomen.org.au](mailto:tickets@unwomen.org.au) for livestreaming options.

## MARKETING

- ☐ Have you considered what marketing materials are relevant to your audience e.g. posters, flyers, a Facebook event page?
- ☐ How can you promote the event through social media?
- ☐ Who can you enlist in your networks to help promote your event?
- ☐ Can you advertise through other channels such as school, office or community newsletters?
- ☐ Get some pictures for next year!

## POST EVENT

- ☐ Thank your guests, speakers, donors and volunteers for their support – make sure they feel valued.
- ☐ With permissions, you could post pictures on social media highlighting the amount raised.
- ☐ Thank your volunteers for their hard work.
- ☐ Remit funds raised to UN Women Australia (less any event costs).



# SUCCESS STORIES



## JULIA – WOMEN'S FEST FREO, WA

For the second year in a row, Julia celebrated International Women's Day by organising an all-star female line up of performers to play at the historic Clancy's Fish Pub in Fremantle, WA.

With Julia's dedicated support and some incredible community spirit, the Women's Fest Freo raised over \$10,000 in support of the world's women and girls!

## JESSICA – WARATAH BEACH SLSC

Jessica and the Waratah Beach Surf Life Saving Club held a Pink Zinc IWD breakfast to "empower the females at the club to grow and step into leadership roles."

The club had a raffle and silent auction, raising over \$700 in support of our IWD 2020 campaign. After the event they had a regular patrol in which all the leadership roles for the day were held by women!



## SEDA – SASS AND BIDE

In 2020, Seda brought International Women's Day to her workplace.

"We celebrated International Women's Day 2020 recognising our incredible team! We held a delicious morning tea with IWD themed cupcakes. We also took the time to take a photo of all the amazing women that work together!"

Seda chose to support the work of UN Women because we are "known worldwide for promoting women's empowerment!"

The team at Sass and Bide raised money at their morning tea to support UN Women's Second Chance Education pilot program underway in seven countries worldwide.

# RECONCILIATION FORM

NAME: \_\_\_\_\_ ORGANISATION: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

STATE: \_\_\_\_\_ POSTCODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ MOBILE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

☐ I DEPOSITED \$ ☐ ONLINE ☐ IN ACCOUNT DATE / /

☐ I HAVE ATTACHED A CHEQUE OF \$ \_\_\_\_\_ TO THIS FORM

If you wish to send us a cheque please make it payable to:

**UN Women National Committee Australia and send it to: GPO Box 2824 Canberra ACT 2601**

To remit your efforts online, please visit: <https://unwomen.org.au/take-action/fundraise/remit-funds/>



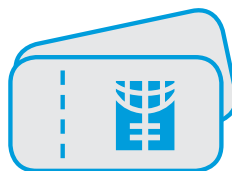
**DID YOU COLLECT YOUR DONATION THROUGH A BAKE SALE, DONATION ON ENTRY OR A SIMILAR ACTIVITY?**

Please deposit your money at any Commonwealth Bank branch to the following account:

**BSB: 062-900**

**Account Number** 1083 0989

**Account name:** UN Women National Committee Australia - PUBLIC FUND



**DID YOU COLLECT YOUR DONATION THROUGH A RAFFLE, AUCTION OR BY SELLING TICKETS TO AN EVENT?**

Please deposit your money at any Commonwealth Bank branch to the following account:

**BSB: 062-900**

**Account Number** 1083 0997

**Account name:** UN WOMEN NATIONAL COMMITTEE AUSTRALIA

**WHEN DEPOSITING FUNDS INTO THE ACCOUNT, PLEASE WRITE YOUR CONTACT NAME IN THE DESCRIPTION FIELD.**

Please return this form to [fundraising@unwomen.org.au](mailto:fundraising@unwomen.org.au)

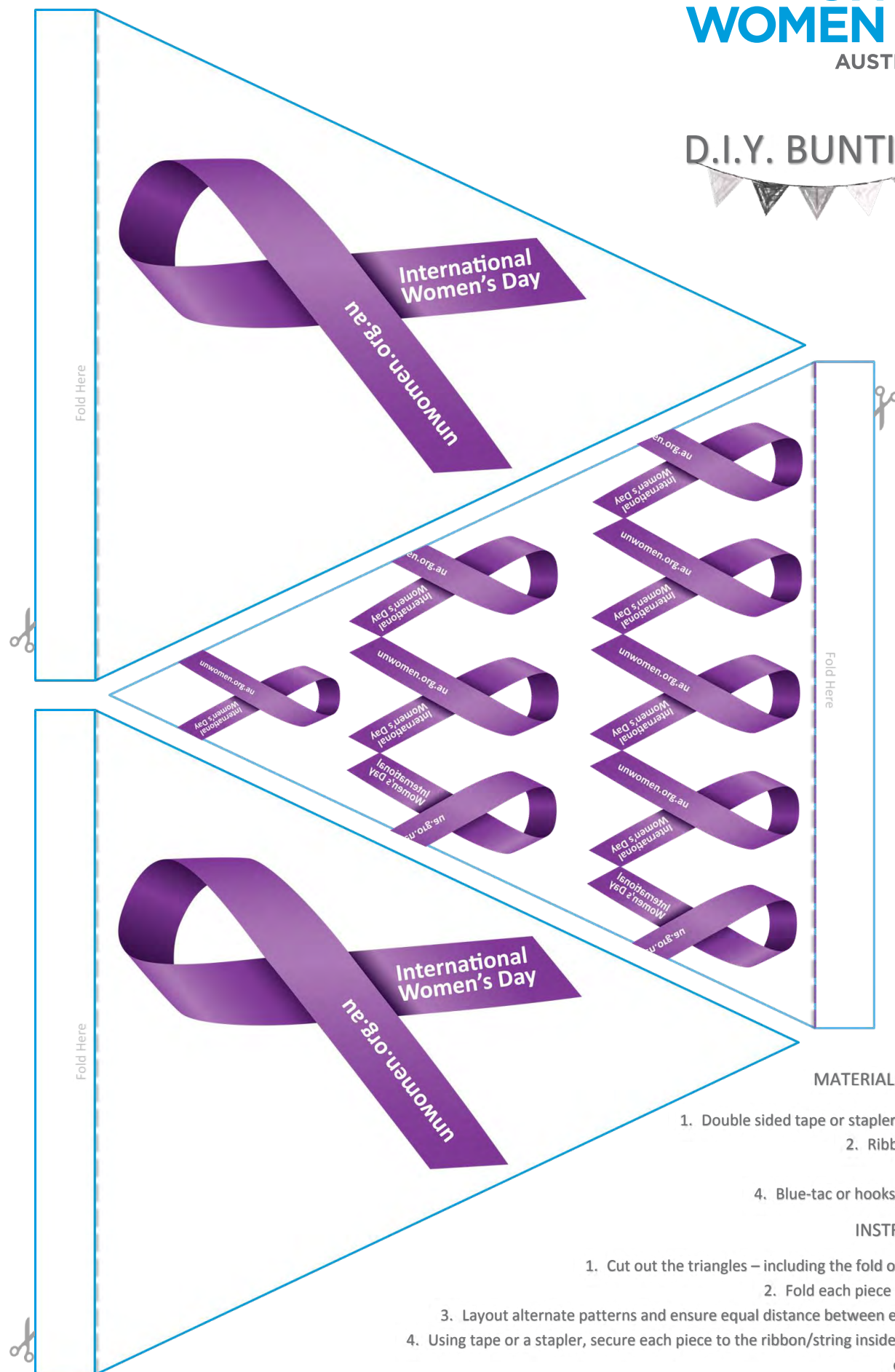


# RESOURCES

## 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.



**IWD 2021**  
**#womenlead**

INTERNATIONAL  
WOMENS DAY



**IWD 2021**



**IWD 2021**  
**#womenlead**

**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 advance opportunities for women to be leaders, ensuring they have a seat around decision-making tables creating change that results in better outcomes for everyone. This work is conducted in consultation with community leaders and host governments to deliver a unique and integrated program of support. 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.

**\$65** could support a woman to attend financial literacy training and open bank accounts.

**\$148** could supply sanitation and COVID-19 prevention materials to fourteen women market vendors to enable safe trading and play a vital role in food security.

**\$365** could deliver leadership training to prepare women to lead and manage market vendor associations which improve working conditions and give women a voice in decision making.

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 <insert company/school name> can help, please visit [www.unwomen.org.au](http://www.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

On behalf of the world's women and girls, we would like to thank you in advance for the very real difference your contribution and fundraising efforts will make to their lives.

### MAKE SURE YOU STAY INVOLVED:

- [Sign up](#) to get our email newsletters to stay up to date on our progress towards gender equality
- 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 or register your interest 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](#)

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