



FUNDRAISING PACK

FUNDRAISING PACK

CONTENTS

Thank You	1
About UN Women	1
Why Fundraise?	1
Where the money goes	2
Supporting Women Market Vendors in the Pacific	2
Empowering Young Girls through Rugby	2
Protecting Rohingya Refugees from COVID-19	3
Ways to fundraise	5
Fundraising tips	6
Promote	6
Make It Personal	8
Don't Stop Yet	8
How To Return Your Donations	8
A-Z of Fundraising	9
Event Planner Checklist	10
Reconciliation Form	11



THANK YOU!

At UN Women Australia we believe gender equality should no longer be a distant goal to work towards – but a reality for all.

With your fundraising efforts, women and girls are one step closer to the brighter future they deserve.

Many hands are needed to lift women and girls out of poverty, ensure their safety and offer women and girls the opportunities they deserve to be leaders. Thank you for raising yours and helping us create brighter futures for women and girls around the world.

ABOUT UN WOMEN

UN Women Australia exists to raise funds for an awareness of UN Women's platform to end violence against women, promote economic empowerment, advance women in leadership, ensure women's participation in peace processes and 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 create a brighter future for women and girls in over 100 countries across the globe.

WHEN YOU EMPOWER A WOMAN, YOU EMPOWER A NATION

WHY FUNDRAISE?

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

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

WHERE THE MONEY GOES

PHOTO: UN WOMEN/ARIELA ZIBIAH



SUPPORTING WOMEN MARKET VENDORS IN THE PACIFIC

Between 75 and 90% of market vendors in the Pacific region are women. The hours are long, the profits are often low, and conditions are difficult. Women often come from rural areas and sleep at the market for three to four days, exposing them to higher risks of violence and theft.

UN Women's Markets for Change (M4C) Project aims to protect women vendors in Fiji, Solomon Islands and Vanuatu by establishing marketplaces that are safe, inclusive, non-discriminatory, and that promote gender equality and women's empowerment.

Since 2013, the project has supported the construction and improvement of 16 marketplaces and seven new women's accommodation centres, providing a safe place for rural women vendors to stay when travelling long distances to sell their produce.

M4C also conducts training workshops designed to increase women's leadership and participation, financial literacy and entrepreneurship skills. This has allowed women vendors to increase sales, increase their representation in market committees, and ensure their needs are heard and prioritised when it comes to improving market facilities.

EMPOWERING YOUNG GIRLS THROUGH RUGBY

UN Women is breaking gender stereotypes and levelling the playing field for girls and boys in the Pacific island of Fiji.

Sport is a powerful tool to challenge gender norms and roles, and the Get into Rugby PLUS program aims to do just that, while promoting gender equality and preventing violence against women and girls.

With a special focus on developing highly skilled coaches to teach rugby and life skills to young players, the program supports young people to develop critical thinking and reflection around issues of gender and power, and respectful relationships. Coaches are taught a range of topics including gender sensitisation, safeguarding, and ensuring the safety and well-being of all girls and boys involved in rugby clubs, programs and activities.

Through this unique training, the coaches also learn about human rights, how to challenge gender stereotypes, prevent violence against women and girls, and to seamlessly integrate life skills and rugby skills activities, so that both girls and boys can play rugby in a safe and inclusive environment.

PHOTO: OCEANIA RUGBY





PROTECTING ROHINGYA REFUGEES FROM COVID-19

In Cox's Bazar, Bangladesh, where the world's largest refugee camp lies, Rohingya women face further increased gender-based violence due to heightened tension within the camp. This tension is often caused by the measures taken to slow the spread of COVID-19, placing restrictions on income generating activities needed to sustain families.

Despite the odds, Rohingya women are serving as front-line workers to protect their families and communities by producing reusable, cloth facemasks. Over 50,000 masks have been produced by the women refugees at UN Women's Multi-purpose Women's Centres in Cox's Bazar.

Shetara is one of these women. A mother of 3 children, she fled to Bangladesh during the 2017 outbreak of armed conflict in Rakhine State, Myanmar, when her husband was killed. Back in Rakhine State, her family was self-sufficient owning land and livestock. But since arriving in the camp, she became fully reliant on humanitarian aid, just to survive.

With the mask production, she is now able to earn 2,720 BDT – approximately 45 AUD – per week. This is her first ever income and the highest her family has ever earned. Shetara is happy, "I have money to celebrate Eid and I hope to earn more for my children's education and for my family."

While other income-generating activities in the camps are put on-hold to prevent spread of COVID-19, this mask production project has kept the women engaged, giving them an opportunity to contribute to emergency response efforts, support and protect their community and generate income to sustain their family's basic needs.

UN Women's Multi-purpose Centres also provide a safe space for Rohingya women and girls to access life-saving services such as sexual and reproductive healthcare, and support for survivors of gender-based violence.

HERE ARE SOME WAYS YOUR FUNDRAISING CAN MAKE A DIFFERENCE

\$48

could provide a woman with financial literacy training

\$70

can give survivors of sexual violence access to counselling

\$142

would fund a multipurpose women's centre for a day

\$284

can fund the monthly costs of a woman leader conducting door-to-door outreach to prevent COVID1-19

\$426

could provide 20 women with Dignity Kits, containing hygiene and sanitary products



Get started on
any of these
ideas today by
clicking here.

WAYS TO FUNDRAISE:



DONATE YOUR BIRTHDAY

Each day around the world, 18 million people celebrate their birthday. Imagine if they each donated their birthday to a cause they love – the impact would be huge. For your next birthday will you create a brighter future for women and girls? Donate your birthday today and get the party started!



DIY FUNDRAISER

There are hundreds of great ways to fundraise for UN Women, with a DIY fundraiser, you choose your challenge or event! 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 – no idea is too crazy!



PARTICIPATE IN AN EXISTING EVENT

There are plenty of fantastic events that you can enter to support the work of UN Women including the City2Surf, Run Melbourne, Bridge to Brisbane, Perth City to Surf, Canberra Times Fun Run and the ColorRun. Getting started is easy – and the best part is you make a real difference in the lives of women and girls around the world.



FUNDRAISING TIPS

Once you've got your Authority to Fundraise certificate, reviewed our [fundraising guidelines](#) and organised the basics of your fundraiser, 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.



A-Z OF FUNDRAISING

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

A AUCTION
Athletics Competition

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

d DEBATE
DINNER PARTY
DISCO
Dress-Up Day

e e-sports competition
Experts Take

B BBQ
Bake-Sale
Bingo

g GARAGE
SALE
GAMES
NIGHT

h headshave
Handmade/ Handicraft Stall

i Ice-Cream
Stall
INTERNATIONAL
DAY

F FUN-RUN
FILM
SCREENING
FITNESS CHALLENGE
Fashion Show

j JEWELLERY STALL
JUICE BAR

K Karate Exhibition
KITE RUNNING
COMPETITION

L LEMONADE STAND
LAWN-MOWING
LIMBO CONTEST

M MUFTI DAY
MARATHON
MORNING-TEA
Masquerade Ball
MOVIE NIGHT

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

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 listed.

EVENT PLANNER CHECKLIST



EVENT PROPOSAL

- ☐ Completed Event Proposal and sent to fundraising@unwomen.org.au for approval
- ☐ Event approved by UN Women Australia
- ☐ Authority to Fundraise certificate received by UN Women National Committee Australia

LOGISTICS

- ☐ Venue confirmed and booked, if required
- ☐ A/V organised, if required
- ☐ Catering confirmed and booked, if required

SPEAKERS/ MC

- ☐ Are speakers required?
- ☐ Have speakers been confirmed?
- ☐ Is an MC required?
- ☐ Has the MC been confirmed?

MARKETING

- ☐ Have you created flyers to post on campus?
- ☐ Created a Facebook event?
- ☐ Advertised through office or community newsletters?

VOLUNTEERS

- ☐ Do you need any volunteers for your event?
- ☐ Brief volunteers on their role

POST EVENT

- ☐ Thank guests for attending
- ☐ Thank volunteers for their hard work
- ☐ Remit funds raised to UN Women Australia (less any event costs)

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



STAY CONNECTED

For further information please contact:

UN Women Australia

GPO Box 2824

Canberra ACT 2601

+61 2 6185 0010

admin@unwomen.org.au

www.unwomen.org.au



Follow us @unwomenaust



Like UN Women Australia



Subscribe to the UN Women Australia Channel



Join our group



View our photostream



Follow us @unwomenaust

