



NATIONAL COMMITTEE
AUSTRALIA

United Nations Entity for Gender Equality
and the Empowerment of Women



FUNDRAISING PACK

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THANK YOU!

At UN Women National Committee 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 National Committee 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 96 countries worldwide.

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 National Committee Australia you have joined a community of change-makers.

UN Women National Committee 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



UN WOMEN PHOTO

SAFE BUS: KEEPING WOMEN AND GIRLS IN PNG SAFE

When surveyed, 87% of women reported that they had been physically or sexually assaulted, threatened or robbed on Port Moresby buses. Such high rates of violence have prevented women from taking public buses to work, and kept children home from school, given no alternative safe transport options.

To ensure safety to work and school, UN Women, in partnership with local community groups, and thanks in part to the generous support from fundraisers and donors to UN Women National Committee Australia, has introduced a women and children-only bus service.

While concurrently working on a range of long term, attitudinal change programs which challenge men's perceptions of women and violence, this safe bus service promotes more equitable access to economic and educational opportunities – right now. The women's only Meri Seif Bus has become a fixture on the road between Port Moresby and Gerehu. Over 1300 women are using this service each week. A second bus was introduced in February of 2016, allowing more women to travel safely.

UN Women's safe buses service for women and children is new and over time will expand to enable even more women and children to move around Port Moresby without the fear of violence.

MOBILE BANKING: SUPPORTING WOMEN MARKET VENDORS TO THRIVE

85% of market vendors in the Pacific are women. However, many women don't have access to their own bank accounts or control over their earnings. To counter this, UN Women is rolling out mobile banking to support the economic empowerment of women and reduce their likelihood of theft and physical intimidation in the marketplace. Mobile banking allows many women vendors to access bank accounts for the first time and deposit their daily earnings with an on-site market banker. UN Women is also providing financial and literacy training and entrepreneurial workshops to expand women's markets – and their incomes- to better support themselves and their families.



UN WOMEN PHOTO ALETHIA JIMENEZ

20% REDUCTION

UN Women's Oasis Centres has resulted in a 20% reduction in domestic violence among program participants



OASIS CENTRES: RESTORING HOPE TO SYRIAN REFUGEES

Since the beginning of the Syrian conflict in 2011, over four million people, more than 50% of whom are women and girls, have been forced to flee from their homes.

Nearly 80,000 have found shelter in Jordan's Za'atari Refugee Camp, yet the devastating effects of the conflict can still be felt.

UN Women's Oasis Centres in Za'atari Refugee Camp are providing jobs, training and a sense of community for women and their families.

Walaa, a jewellery maker, remembers how difficult life was before coming to the Oasis Centre: "I felt lonely and sad, as I didn't leave home. I felt constrained... as if I was in prison. But when I got the opportunity to work at [the Oasis Centre] I met new people and I learned a new skill in the jewellery workshop which will benefit me in the future..."

At the Oasis Centres, women are employed through cash-for-work programs, participating in vocational and skills training in areas such as computing and English, allowing them to earn their own livelihood and provide for their families.

In addition to the economic security and empowerment afforded by these programs, UN Women's Oasis Centres are working to ensure women in Za'atari are safe, their voices heard and their lives a little brighter by providing protection referral services for sexual and gender-based violence, emergency and medical support services, counselling, day care facilities, as well as offering educational and recreational programs for women and children. UN Women also facilitates women's committees that serve as a bridge between refugees and the camp decision-makers.

To date, the work of UN Women's Oasis Centres has resulted in a 20% reduction in domestic violence among program participants, 91% have reported an increase in household and community decision-making as a result of the cash-for-work programs, and 96% of participants have emphasised the positive impact the Oasis Centre services have had on their mental wellbeing.

HERE ARE SOME EXAMPLES OF WAYS YOUR MONEY CAN GO TO WORK:

\$312

provide safe transport for women in PNG

\$98

can deliver a young women's leadership program

\$156

ensure women have access to legal aid

\$900

can provide financial literacy and business training for six women, allowing them to run their business independently

\$1522

can empower one woman in the Pacific to complete comprehensive leadership training

FUNDRAISERS IN FOCUS:

Meet some of the fabulous fundraisers who have had a big impact on the lives of women and girls around the world.



LARAPINTA WOMEN:

In July 2015 Fabiola, Liesl, Monique & Kozue set off on the Larapinta Trail, a 240km hike across Australia's most beautiful and remote landscape in the Northern Territory. The 'Larapinta Women' used this personal challenge to raise awareness and funds for the work of UN Women.

"It was the most magic time. 244km of rocks, red fine dirt, spinifex and incessant sunshine, pushing through mental and physical pain to make it to the end – and we would all do it again tomorrow. We spoke a lot on the trail about how relatively easy it was for us, particularly as women in Australia, with access to clean water, food and shelter, and how many women around the world survive with much less. We hope the money we have raised will help women around the world!"

TEAM SAFE BUS:

Inspired by hearing about UN Women's proposal to introduce a women and child only 'Safe Bus' to help reduce violence rates experienced by women on public transport in PNG – Nikki decided to fundraise in support of getting the first bus on the road.

"I ran my first marathon to raise \$60,000 for the UN Women 'Safe Buses' program. Why this amount? It's simple. We needed to buy a bus.

At the closest point, there is just 3.7km between Australia and PNG. They are our closest neighbour. Yet, PNG is one of the most dangerous places in the world to be a woman. In Port Moresby, over 77% of women report that they have been assaulted or sexually assaulted on buses in the last year. If you, like I, travelled on public transport this week, and did so without fear of being robbed, stabbed or sexually assaulted, I encourage you to make a contribution to the 'Safe Buses' program and the work of UN Women"



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.



UN WOMEN PHOTO FITRIA RIFKII



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 of 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 women in poverty and information about your fund-raising efforts. Don't forget your home and mobile phone!
- **CHANGE YOUR SOCIAL MEDIA PHOTO** – update your Facebook, Twitter, Instagram, LinkedIn or Tumblr 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 National Committee 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.



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 Australia Inc. 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 AUSTRALIA INC - 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 AUSTRALIA INC

WHEN DEPOSITING FUNDS INTO THE ACCOUNT, PLEASE WRITE YOUR CONTACT NAME IN THE DESCRIPTION FIELD. IF DONATING ONLINE, PLEASE SELECT 'CORPORATE' AS AN OPTION & PLACE YOUR EVENT NAME ON THE COMPANY LINE.

Please return this form to fundraising@unwomen.org.au



STAY CONNECTED

For further information please contact:

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www.unwomen.org.au



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