



# FUNDRAISING PACK

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# 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 and 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



WOMEN'S ACCOMMODATION CENTRE'S OFFER A SAFE PLACE FOR RURAL WOMEN MARKET VENDORS IN THE PACIFIC.  
PHOTO: UN WOMEN/ILIESA RAVUCI

## A SAFE PLACE FOR RURAL WOMEN VENDORS

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.

Your support could provide mattresses, pillows and other furnishings to ensure a comfortable and safe stay for the women vendors across the Pacific.

## DISASTER RELIEF FOR VULNERABLE WOMEN IN MALAWI

Alinafe Everson was woken early one morning by the sound of rushing water. Within seconds, water had flooded her home, forcing Alinafe, her husband, and their four children to scramble to higher ground and find shelter in a crowded school block.

Alinafe's family was one of thousands impacted by the devastating Tropical Cyclone Ana that tore through Malawi in January 2022. Over 190,000 people were displaced and forced to settle in makeshift camps, homes were destroyed, food and clothing washed away, and crops demolished. In the weeks after, sanitary products and health supplies were limited, and social support programs disrupted. With limited access to the essentials, women and girls were at great risk of violence, including sexual exploitation and abuse.

With support from generous donors and fundraisers like you, UN Women Malawi was able to provide vulnerable women like Alinafe with relief kits containing hygiene supplies, a bucket for collecting clean water and chitenges (sarongs).

"These items are timely and vital," says Alinafe. "Especially since the biggest need in the village right now is clean drinking water and good sanitation."

UN Women also distributed important messages of gender-based violence prevention, educating community members on the issue and sharing helplines and other services for survivors.



ALINAFE EVERSON WITH HER 5-YEAR-OLD DAUGHTER, LUCIA.  
PHOTO: UN WOMEN MALAWI





## EMPOWERING AFGHAN REFUGEE WOMEN IN PAKISTAN

The Khazana Refugee Camp in Pakistan is home to hundreds of Afghan families who have fled Afghanistan due to decades of conflict.

Marjan\*, a 27-year-old single mother, was born in the camp to Afghan parents who had migrated there after the Soviet invasion. She grew up in Khazana and was married off to her cousin at a young age.

‘My husband became a drug addict and beat me up if I didn’t bring him home money for drugs,’ she shares. ‘It was a very difficult time in my life.’

A few months after the birth of her second child, Marjan had had enough. ‘I was fed up with the way my life was going,’ she said. So, she left her husband and returned to live with her parents. Since 2016, Marjan has been supporting her children alone, but the small income she earned by sewing clothes was not enough to pay for her children’s education.

By fundraising for UN Women Australia, you can help women like Marjan attend training courses designed to increase livelihood opportunities and empower Afghan women with the skills needed to provide a brighter future for themselves, their families and their community.

‘I jumped at the chance to take the 5-day beautician training course,’ Marjan says of the training she received from UN Women. ‘I was eager to increase my skills so that I could support my family.’

Now, Marjan uses her new skills to help young Afghan brides get ready for their big day.

‘Women from our community do not leave the camps much or go in public, but beauty parlour services are always needed where there are weddings... I feel accomplished when I help young brides feel confident on their wedding days, and the fee helps me meet my household expenses.’

\*Names changed for privacy.

## HERE ARE SOME WAYS YOUR FUNDRAISING CAN MAKE A DIFFERENCE

**\$48**

could provide a woman with financial literacy training

**\$70**

could provide survivors of sexual violence access to counselling

**\$142**

could fund a multipurpose women’s centre for a day

**\$372**

could help an Afghan woman survivor of violence with emergency housing, legal assistance, medical assistance and counselling.

**\$426**

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





# 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!

Click here  
to start your  
birthday  
fundraiser



## 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!

Click here  
to start  
your DIY  
fundraiser



## FUNDRAISE THIS INTERNATIONAL WOMEN'S DAY

Join millions of other passionate people across the globe this International Women's Day and raise vital funds in support of women and girls everywhere. Host a morning tea with your friends, family or community group, ask your school to host a fundraising event or celebration or host a streaming party with our IWD virtual events.

Click here  
to start  
your IWD  
fundraiser





# 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 fundraising 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!
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## 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.
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## 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.

## 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).





# 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/ Handcraft 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

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- ☐ Completed Event Proposal and sent to [fundraising@unwomen.org.au](mailto:fundraising@unwomen.org.au) for approval
- ☐ Event approved by UN Women Australia
- ☐ Authority to Fundraise certificate received by UN Women Australia

## LOGISTICS

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

## SPEAKERS/ MC

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

## MARKETING

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

## VOLUNTEERS

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

## POST EVENT

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- ☐ 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](mailto:fundraising@unwomen.org.au)



# STAY CONNECTED

**For further information please contact:**

**UN Women Australia**

Ngunnawal Country

GPO Box 2824

Canberra ACT 2601

+61 2 6185 0010

admin@unwomen.org.au

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



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WOMEN**   
AUSTRALIA