

# Walk in Her Shoes

IN HER SHOES

2-8 MARCH 2020



## Workplace Challenge

Celebrating International Women's Day

[walkinhershoes.org.au](http://walkinhershoes.org.au)



# Walk in Her Shoes

and help her step out of poverty.

## Walking for change

Too often, women and girls bear the brunt of poverty. Girls miss out on school, women face violence, and many women all over the world don't have secure, paid jobs.

By signing up to Walk in Her Shoes and getting sponsored, you can raise funds to help create a more equal world for women and girls.

Every dollar you raise will provide women and girls with the education and life skills they need to build a better, brighter future.



Less of this = more of this



*“CSR is a valuable and smart HR tool. Valuable because CSR leads to higher employee engagement – employees are happier, more motivated and inspired, with less employee turnover. Smart because CSR is a HR dream – companies benefit internally by doing good for others outside the company.”*

**- Good Up Research Report, The secret power of CSR, 2016.**

## What is the Walk in Her

## Shoes workplace challenge?

Walk in Her Shoes is CARE Australia's flagship fundraising campaign and workplace challenge.

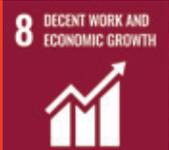
Get your team together, walk 10,000 steps every day for the week leading up to International Women's Day, and raise funds to help create a more equal world for women and girls.

## How does it work?

Taking part is easy. Invite your staff to join and register your team at [walkinher shoes.org.au](http://walkinher shoes.org.au) from early December 2019. You'll receive a fundraising page for your team and tips to engage staff and reach your fundraising goal. Plus each team member will receive a pedometer to track their steps.

## Benefits for your company

- › Drive staff engagement through a fun, meaningful activity
- › All staff who take part will receive a FREE pedometer to track their walking distance
- › Register multiple teams and encourage healthy competition between departments
- › Grow your corporate social responsibility
- › Support the Sustainable Development Goals by raising funds for women and girls in developing countries



## Key dates

### Registrations open

Early December 2019

### Welcome pack sent to teams

From late December 2019

### Walk week

2-8 March 2020, International Women's Day 8 March 2020

### Fundraising closes

Mid April 2020



## About CARE

CARE Australia is an international humanitarian aid organisation with a special focus on helping women and girls lift themselves and their communities out of poverty. When you support CARE, you can be confident you are supporting one of the most effective organisations of its kind. CARE works at a grass-roots level with communities, empowering them to create positive change in their own lives. CARE Australia spent 90 per cent of total expenditure on overseas programs in 2018/19.

## Why every dollar counts



**\$1,500**

can help six girls attend school for a year.

**\$2,500**

can fund 114 training sessions for men & boys to help end gender-based violence.



**\$5,000**

can fund 5 micro-grants, allowing 5 woman entrepreneurs to start small businesses.



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## Get involved

To discuss details of partnering, staff engagement and in-kind opportunities contact:

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