

WalkShoes

IN HER

2-8 MARCH 2020



Welcome

Your fundraising challenge guide



Welcome to

Walk in Her Shoes

You're now part of a movement of amazing Australians walking in the shoes of women and girls to help them step out of poverty.

Walk 10,000 steps every day for the week leading up to International Women's Day 2-8 March 2020, and raise funds to help create a more equal world for women and girls.

This booklet contains everything you need to know about the challenge and how to get started.

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Good luck
and have fun!

1

Set your fundraising target

Funds raised for CARE Australia can help create a more equal world for women and girls. Every dollar you raise will help provide women and girls with the education and life skills they need to build a better, brighter future - to help their communities step out of poverty.

*The more you
raise, the bigger
the impact!*

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Here are just some of the ways your money can help:

\$250



can help a girl attend school for a year

\$500



can help families grow vegetables to eat and sell

\$1,500



can help start five village savings and loan associations, to encourage economic and social empowerment of women

\$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

2 Get some team spirit

Start or join a workplace team by logging into your personal fundraising page at walkinhershoes.org.au.

Plan a morning tea at work to launch the challenge to your workmates and get them excited about signing up.

By working together you'll stay motivated and raise even more money to help women and girls around the world.



3 Raise funds

Share your fundraising page through social media, email, text and word of mouth. Use the hashtag #WalkInHerShoes to join the online community.

Link up with your workplace's International Women's Day event. Request donations and let everyone know about how their support will have a real impact.

Visit the Fundraising Ideas page of the website for more ideas.



Don't forget to thank your sponsors – you couldn't do it without them! Post a message on their Facebook page to let everyone know how generous they are – you may even pick up some new supporters.



4

Walk from

2-8 March 2020

During the Walk in Her Shoes challenge - 2-8 March 2020 - walk 10,000 steps a day with your workmates or in your own time.

Count your steps with a pedometer, fitness wristband or app on your smartphone, and enter your daily distance on your fundraising page.



5

Get your funds in

Your fundraising page will remain open until Friday 17 April 2020, giving you plenty of time to reach your target.

The simplest way to fundraise is online through your personal fundraising page, but if people wish to sponsor you by cash, cheque or credit card, they can.

Simply visit the **Fundraising Ideas page** to download the Offline Donation Form and follow the instructions.



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Make a donation to yourself to get things started – research proves that the greater your first donation, the more your supporters will give and the faster you'll reach your target!!

6 Help women and girls

step out of poverty

Because of all your hard work, women can earn an income, girls can go to school, and their whole communities can break the cycle of poverty.

*Thank you
for walking
in her shoes!*

Contact us

There's loads more information including Frequently Asked Questions at walkinhershoes.org.au, but if you need any help, we're here to support you:

Email: info@walkinhershoes.org.au

Phone: (03) 9009 7130



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International
Women's Day


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