

WOMEN'S AND GIRLS' EMERGENCY CENTRE

This guide has everything you need
to make the most of your walk.



**WOMEN'S
AND GIRLS'
EMERGENCY
CENTRE**

In-person: 9am-12pm
Sunday, 2nd May

Virtual: 9am Monday, 26th April
until 12pm Sunday, 2nd May

Welcome to Walk for WAGEC!
Our goal is to raise \$100,000
so that women, children and
families can walk away from
violence this Mother's Day.
walkforwagec.org.au



We're so excited you'll be walking with us so that women and families can walk away from violence.

With your help, we can reach our target of \$100,000, which will support women and children to build safe futures.

So that you can make the most out of your fundraising, we've put together this Welcome Pack to support you in your efforts.

This Welcome Pack includes:

01. Guides

These guides will support you in your fundraising so that you can reach your target. You can find these on **page 04 – 09**.

02. Ways to Walk

If you're completing your walk virtually there are lots of ways you can complete your 5k. **These are on page 10 – 13**.

03. Letter to Supporters Template

A customisable letter telling your friends and family why you're walking for women and kids. **See this on page 14**.

04. Poster

Let people know the walk is happening. You can hang this in your household or workplace and email the poster to your supporters.

View the link to download on page 15.

05. Social Tiles

We have created images that you can post across social media.

View and download these on page 16 – 17.

06. FAQs

Page 18 – 19.

GUIDE ON EVERYTHING: WALK FOR WAGEC



In person:
9am-12pm Sunday, 2nd May

Virtually:
9am Monday 26th April
until 12pm Sunday, 2nd May

01. Before the day

Registration cost: \$25, kids under 5 walk free

Entry Kit: If you are walking in-person, you will receive a Walk for WAGEC Entry Kit on arrival. If you are walking virtually, you will receive your kit in the mail before 26th April.

Training: You can find your [training plan here](#). You can also train in weekly sessions with Run for Good, contact Ben at ben@runforgoodproject.com.au for details.

Fundraising: Share your fundraising page and ask your community to donate. **Remember if you raise \$500 or more you will receive a signature Walk for WAGEC T-shirt in your Entry Kit.**



Walking virtually?

Check out pages 10 to 13 to get inspiration on how to walk and where to walk.

03.

On the day

Start and end point: Church Ground (entry from Govett St Gates). Keep an eye out for our friendly WAGEC Volunteers who can help direct you.

Parking and accessibility: We encourage you to take public transport where possible, however if you need to drive there is free parking, all through Centennial Park.

Public transport: You can take the Light Rail to Moore Park and then it is a 10 minute walk to Centennial Park.

Weather plan: We walk in rain or shine!

What you need to bring: Re-fillable water bottle, poncho or umbrella (in case of wet weather) and plenty of energy!

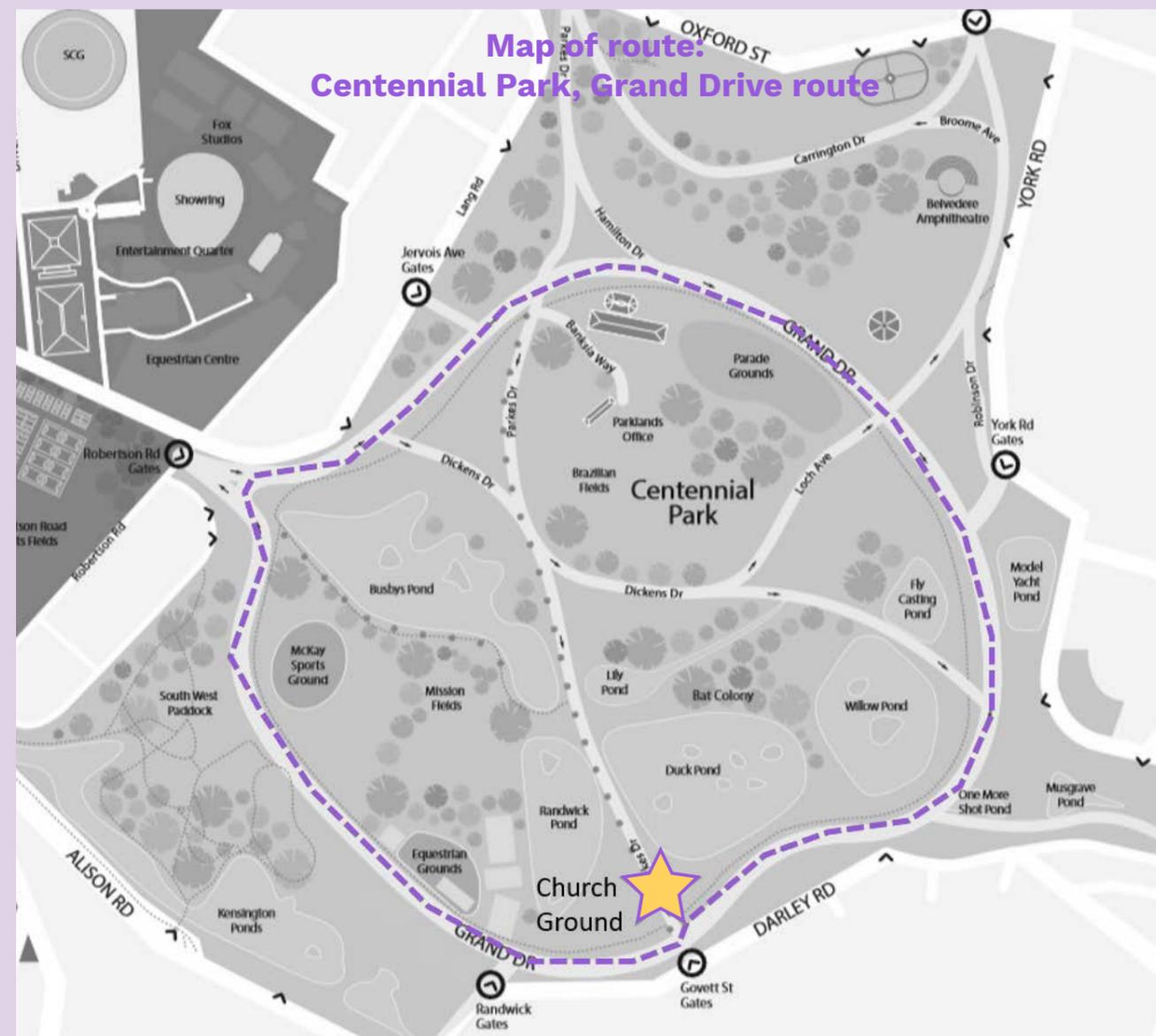
What to wear: Whatever you like. We recommend comfortable clothing, sneakers, hat, sunglasses and sunscreen.

On arrival: Please register and collect your Entry Kit at the Registration Desk. Registrations desk will close at 8:50am.

Dogs are welcome. Please keep them on-leash at all times throughout the walk.

Stay COVID-Safe: Prior to arrival, please download the Service NSW app so that you can safely check-in for the walk. Check www.health.nsw.gov.au for any hotspot areas or updates.

If you are feeling unwell or exhibiting any symptoms, please stay at home (and walk with us virtually).



GUIDE TO: RAISING MONEY

01. Personalise your page

Post a profile picture, explain why you are taking part and tell people why supporting women is important to you. If you're completing the walk virtually, you can share the way you're walking and where you're walking i.e. challenging your household to friendly dance off or walking 5k in your local park.

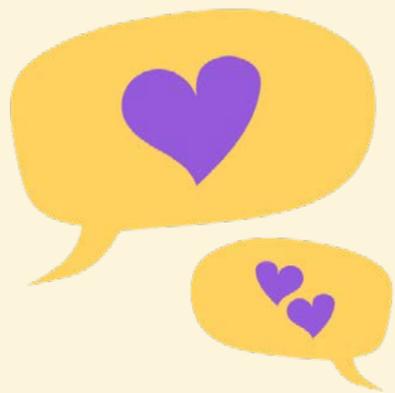
02. Explain why their donation matters

It takes all of us to build safe futures for women and children. To explain to your network why their support is so important, refer to your Donation Pitch (pg. 08).

Let your supporters know that funds raised will build:

- build financial independence
- nurture healing and well-being
- enrich children's development
- and prevent violence from happening in the first place

You can refer to page 14 of this Welcome Pack for sharable images that will explain how different donations will help.



03. Set an ambitious but achievable target

Set a high target because this encourages people to donate more! Try to be realistic at the same time about how much you can raise so that you can hit your goal. Remember, when you raise \$500 you will receive a free signature Walk for WAGEC T-shirt in your Entry Kit.

04. Make the first donation a good one

Be strategic about who you ask for your first donation. The first donation often sets the mark for future donations. You could also think about making the first donation yourself – when people see how serious you are about the cause, they will be more inspired to give.



05. Share your page and tell people how you will complete the walk

Share your page through different channels: Facebook, Instagram, Twitter, LinkedIn, Email, Text, and WhatsApp. In your posts. If you're walking virtually, highlight the ways you will complete your steps, you can encourage your friends to make different suggestions! You can also use the donation pitch we've prepared to help explain why people should donate. Make sure to tag [#walkforwagec](#) [#walkawayfromviolence](#) [#whereimwalking](#)

06. Ask for a specific amount

Sometimes people feel more comfortable donating when they know how much you want them to give. Ask them for a specific amount so that they don't have to think about it and understand that every dollar counts. You can use our social media tiles to ask for a specific amount and explain to them how that donation helps, see pages 16 and 17. Think about who your audience is when setting your amount.

07. Share with your potential donors what's in it for them

Explain to people how they will benefit from donating. This could mean explaining how their donation will help (see next step), reminding them that all donations of \$2 or more are tax deductible, or even giving special donors a shout out on the day.

08. Remind your friends and keep donors engaged

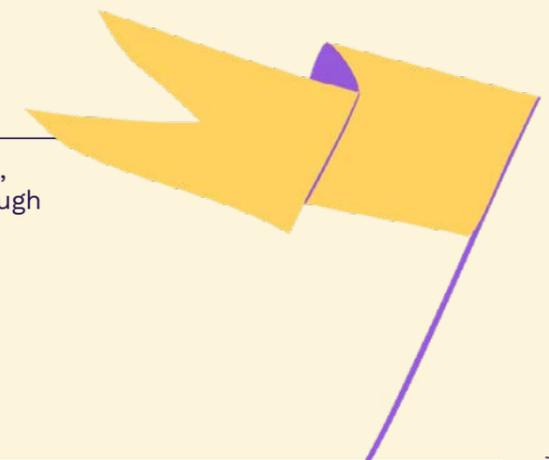
Sometimes people want to donate but have forgotten to do so. Your friends will appreciate the reminder that there is still time to donate. You can also remind your friends by creating an online community with your donors. Encourage donors to suggest ways to walk, or even set you challenges to help you train for your walk or run.

09. Keep people updated on your progress and thank your donors

Share updates about how much you've raised, how much you still need donated to hit your target. Engage your audience by sharing progress through video messages! Be sure to thank people who have donated and make them feel good about what they've contributed! This might even inspire people to give more.

10. Increase your target

If you hit your target, you can raise it through your profile page!



GUIDE TO: YOUR DONATION PITCH

Creating safe futures for women and families takes all of us, but sometimes it can be hard to articulate how your donor's support will help. To explain to your friends and family how donations will make a difference in the lives of women and families, you can refer to the following pitch.



01. Why we're doing this?

One woman is killed each week in Australia. 1 in 4 women have experienced physical or sexual violence by the age of 15. This means that 1 in 4 women in your communities have been impacted by gender-based violence.

This is why WAGEC provides safe spaces for women and families in times of crisis, while also seeking to address the underlying causes of gender inequality and violence.

To do this, we deliver programs that

build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

That's why we're asking our community to Walk for WAGEC so that women and children can walk away from violence this Mother's Day.

However, these programs rely on support from community and philanthropic donations to go ahead. This is why we need your help.

02. How We Can Help?

By donating to support WAGEC you will be changing the lives of women and their families. All funds raised through Walk for Women's and Girls' Emergency Centre

will go directly to WAGEC's programs that empower women to create safe futures for themselves and their families.

Where does the funding go?

\$20 provides a child with an Essentials Welcome Pack to help them feel at home at WAGEC

\$50 can fill a Mum's petrol tank so she can get her kids safely to school each day

\$100 gives a teenager three personal tutoring sessions to help them keep up at school

\$150 provides a supported playgroup session providing learning for kids and mums

\$200 provides a therapeutic family workshop for mums and kids to heal together

\$500 provides a safety plan for a woman and her children in crisis

\$750 provides a woman with a month of personalised support with our in house psychologist

\$1000 helps a family establish a safe new home

03. Tax Benefits

All donations you make of two dollars or more are tax deductible.

Tax time is coming up, so donors will see a tax benefit to their donation in the near future!

WAYS TO: WALK VIRTUALLY

If you're walking virtually there are many ways you can to complete you 5k. We have brainstormed some ways for you to get started, all which have been categorised based on the type of activity.

Important Notice:
When planning activities, always check your area's lockdown restrictions, and ensure you're practising safe spatial distancing and hygiene.

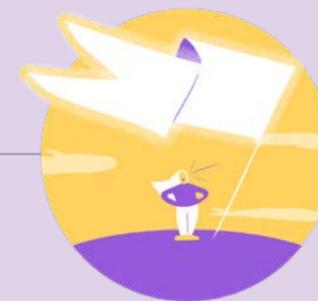
Key: Exercise Recreation Housework Community

Way to walk	Steps/min	Type of Activity
Aerobic dancing class – online!	127	
Bake or cook your favourite food, but keep on your toes!	61	
Basketball – take a walk to your local park and shoot some hoops	145	
Bicycling, ride around your block or find a nearby park.	200	
Dance off with your household! (bonus 10 steps for each additional member. E.g.. 4 members, add 40 to your individual step count)	172	
Dancing class – there are so many online dance tutorials or local classes	109	
Gardening. Self isolation could be a great tie to finally start that herb garden, or tend to any neglected plants.	80	
Handball – challenge your friends and family!	348	
Hide and Seek – fun for the kids (and the adults).	89	
Hiking – there are so many beautiful spots in and around Sydney. For hiking tips visit trailhiking.com.au .	172	
Jumping on the trampoline – great way to get the kids involved.	90	
Kids fun circuit: Draw pictures of different activities and place them around the room – or all over the house. The children need to visit each picture and do the activity – E.g.. hop on one leg 10 times, do 10 star jumps, 10 squats, 2 roly-polies etc. See how many circuits they can manage, and do it with them.	115	
Lunchtime squats! Still in work right now? Get your colleagues together for a 15 minute break and do some squats while maintaining your 1.5 metre distance.	58	
Pilates – find an online mat class to break up your day.	91	
Running, depending on your lockdown restriction, challenge yourself to run 5kms.	~	



5KM = 3500 STEPS

Use the guide below to calculate your steps based on the activity



WHERE I'M WALKING

On page 12, we've put together a list of some 5 and 10km routes that you can use to walk virtually. Be sure to tag us on social media to show us where you're walking using the hashtag **#whereimwalking**

Way to walk	Steps	Type of Activity
Sedentary activities. Unable to walk? Raise your steps by also doing low level activities like board games, home-schooling, homework, knitting, playing an instrument, or any other way to keep yourself entertained during self isolation.	10	
Skateboarding your preferred mode of transport? This is also a great way to make up steps.	102	
Skipping is a great way to build up steps (and get a workout), make yourself a daily challenge.	285	
Soccer – if your backyard permits!	183	
Stretching is super important, especially when working from home. Challenge yourself to stretch every hour.	15	
Swimming, there are so many free ocean pools in Sydney!	174	
Walk or job on a treadmill.	125	
Walk outside. Want to kick it old school? Complete your steps in one walk outside. See the list of places we've put together here. Make sure when planning to check lockdown restrictions in your area.		
Workout online. Set yourself a daily workout challenge, look through our curated YouTube workout playlist for inspiration!		
Yoga. Home yoga is a great way to get steps but also find zen. We also have selected a few of our favs on YouTube for you to look through.	100	
Zumba!	152	

Don't forget to share the different ways you will be walking and tag **#walkforwagec #walkawayfromviolence #whereimwalking**

GUIDE ON: WHERE TO WALK VIRTUALLY

If you can't walk or run with us on Sunday 2nd May, there are plenty of other great walks around Sydney to discover. Here are some suggestions from the team at WAGEC.



01. Parramatta Park

Time: 55mins
Length: 5kms

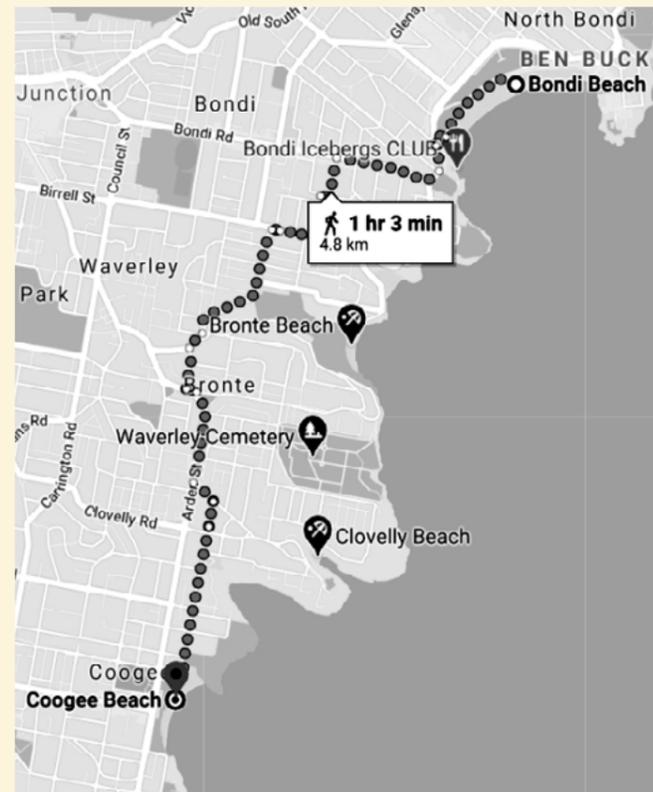
Start at the beautiful Wistaria Gardens, do 1.5 laps to end at Gatehouse Tea Rooms.



02. Bondi to Coogee

Time: 1hr 3mins
Length: 5kms (one way)

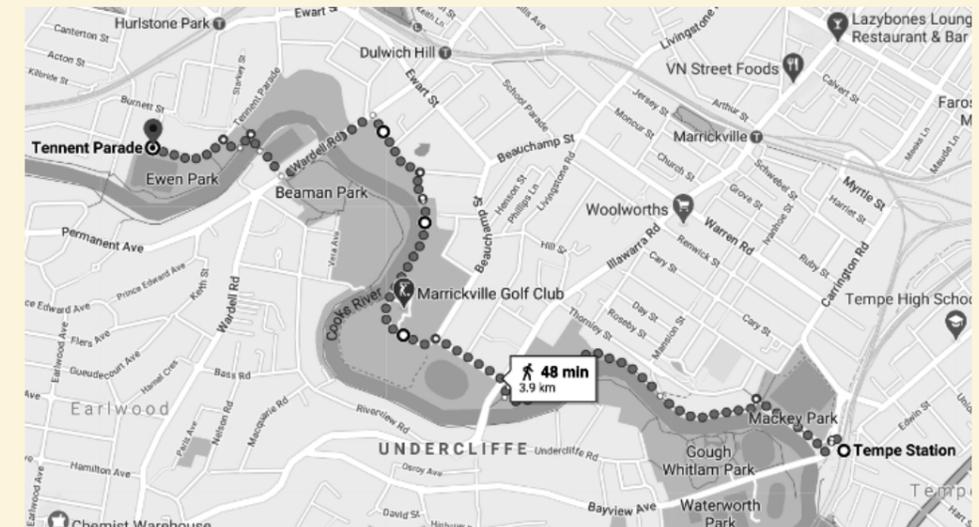
Start at either Bondi or Coogee and head inland. If you have more time, take the coastal route!



03. Cooks River

Time: 48mins
Length: 3.9kms (one way)

Close to Tempe Station, catch the train in and leisurely walk alongside Cooks River.



04. Spit Bridge to Manly

Time: 1hr 13mins
Length: 5.8kms

Start at Manly and choose between two routes, one inland, one more coastal.



LETTER TO SUPPORTERS TEMPLATE



Dear, [\[insert name of your friend/family member/colleague\]](#),

Did you know that each week in Australia one woman is killed at the hands of her current or former partner? Gender-based violence affects us all, and we all have a role to play in supporting women in crisis and building futures that are safe for all women and families.

That's why I'm participating in Walk for Women's and Girls' Emergency Centre on Sunday the 2nd of May so that women, mums and families can walk away from violence this Mother's Day.

The purpose of the Walk is to raise \$100,000, which will support women and children through programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

To help WAGEC reach their target, I have set my own persona target of [\[insert your target\]](#). I'm asking you to donate [\[insert amount\]](#) so that I can reach my target and help women and children have a safe future.

Every little bit will help and I'd be so appreciative of whatever you can give.

Thank you in advance for your support. Like I said, we can all play a part in supporting women, mums and children as they walk away from violence. By donating to my page, you're doing just that.

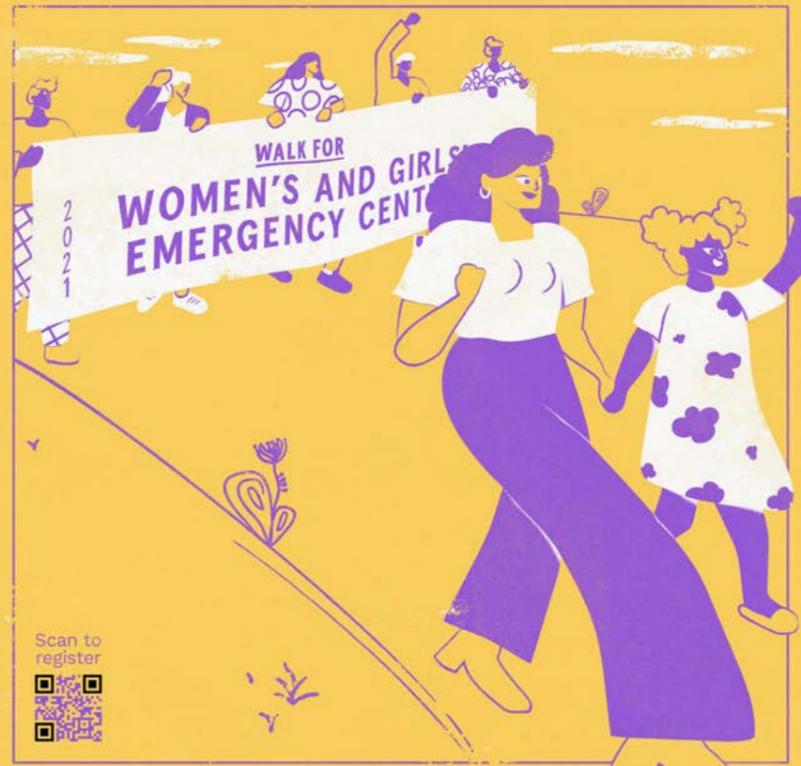
Sincerely,
[\[insert your name here\]](#)

[walkforwagec.org.au](#) [wagec.org.au](#)

[Download](#)

POSTER

WALK SO THAT WOMEN AND CHILDREN CAN
WALK AWAY FROM VIOLENCE



2021

Scan to register

WOMEN'S AND GIRLS' EMERGENCY CENTRE

SUNDAY, 2ND MAY • CENTENNIAL PARK, SYD

This Mother's Day we're calling our community to walk in person or virtually to help raise \$100,000. To learn more, sign up and start fundraising visit: [walkforwagec.org.au](#)

All funds raised will go directly to programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

[Download](#)

SOCIAL TILES

Sharing on social media is a great way to ask for donations and update your networks on your fundraising efforts.

To help you do this, we've created tiles that you can share!

Tag Us:

Instagram – @womens.girls.emergencycentre

Facebook – @WAGECREFERN

Hashtag:

#walkforwagec #walkawayfromviolence #whereinwalking

#01
– Illustration



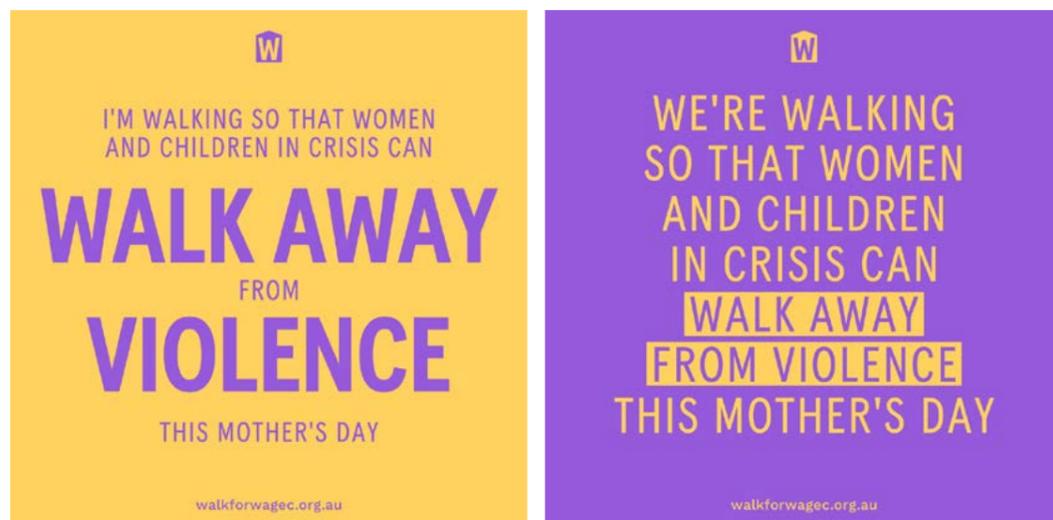
[Download](#)

#02
– Logo



[Download](#)

#03
– Solidarity



[Download](#)

#04
– Statistics



[Download](#)

#05
– Dollar Handles



[Download](#)

#06
– Solidarity 2.0



[Download](#)

FAQS

How can I complete Walk for WAGEC?

You can complete Walk for WAGEC by walking 5km or running 10km on Sunday, 2nd May 2021. You can also walk or run virtually anytime between 9am Monday 26th April to 12pm Sunday 2nd May, 2021.

The Walk will begin and end at Centennial Park, NSW. Be sure to arrive no later than 8:00am to check-in for a 9:00am start. You will receive check-in and registration details on sign-up.

Where will the money go?

Money you raise by taking part in the Walk for WAGEC will help women and their families walk away from violence.

WAGEC has taken active steps to create programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

To operate these programs we rely on community and philanthropic donations. All funds will provide empower women to build safe futures for themselves and their families.

To find out more, visit walkforwagec.org.au and visit the WHY WALK section.

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\$150 provides a supported playgroup session providing learning for kids and mums

\$200 provide a therapeutic family workshop

for mums and kids to heal together

\$500 provides a safety plan for a woman and her children in crisis

\$750 provides a woman with a month of personalised support with our in house psychologist

\$1000 helps a family establish a safe new home

Is my donation tax deductible?

Yes. WAGEC is a registered charity with Deductible Gift Recipient (DGR) status, which means you will receive a tax deductible receipt for any donation of \$2 or more.

Can I still fundraise and complete the Walk if I cannot come to Centennial Park?

Absolutely! If you cannot make the Walk in person on the day, we still encourage you to fundraise and complete a 5km walk or 10 km run on or in the week leading up to Sunday, 2nd May, 2021. Every dollar raised will help us reach our \$100,000 target whether you are walking with us at Centennial Park, participating virtually and/or at another location that you suits your needs. Share your participation with us by posting on social media and tagging us on Facebook, Instagram or LinkedIn with the hashtags #walkforwagec #walkawayfromviolence #whereimwalking

How do I register?

To register for Walk for WAGEC, head to our website walkforwagec.org.au

How do I pick up my Walk for WAGEC Entry Kit?

If you are walking in-person, you will receive a Walk for WAGEC Entry Kit on arrival. If you are walking virtually, you will receive your kit in the mail before 26th April.

I'm new to running, do you have tips on how I can train?

You can find your [training plan here](#). You can also train in weekly sessions with Run for Good, contact Ben at ben@runforgoodproject.com.au for details.

We'd like to offer our sincere thanks to the team at The Run for Good Project for their help in planning and organising for this event.

Is there Walk for WAGEC merchandise?

Your Walk for WAGEC Entry Kit includes a signature Walk for WAGEC tote bag.

All participants that raise \$500 you will receive a signature Walk for WAGEC T-shirt in their kit.

T-shirts and tote bags will be available to purchase on the day of the Walk (until sold out). T-shirts will also be available on our shop for purchase.

Should I share my fundraising page by email or social media?

Both! While social media is great for sharing updates with your friends, research has shown that email is even more effective at generating donations.

Here are some suggestions for making your email asks effective:

- Make it personal. Tell people why you are raising funds for women and children who have experienced domestic violence.
- Always include a link to your online fundraising page in your emails.

You can also use social media to:

- reach out to your friends and family and ask them to make a donation
- keep your friends up-to-date with your

progress including photos

- share updates about Walk for WAGEC
- thank your supporters by posting a message on Facebook

How do I change my fundraising target?

[Log in](#) to your profile to change your fundraising target.

How do I thank my donors?

Thanking your donors is one of the most important things you will do in your fundraising.

To thank your donor, you can follow the link from the donation notification email you will receive, or [log in](#) and thank your donor from your profile page.

How do I set up a team?

We encourage you to complete Walk for WAGEC with a team which could include your work colleagues, friends or family members. Whether you complete the Walk individually or as part of a team, you can inspire members of your community to get involved in some friendly competition and see who can raise the most amount of money to support families escaping domestic violence.

You will have the option to create or join a team during registration or from your individual fundraising page after you've registered. You can find more information about teams [here](#).

How long will my page stay open?

Your fundraising page will be live until 31st July 2021 to give you plenty of time to reach out to your supporters before and after the walk.

Any questions or concerns?
Email: donations@wagec.org.au
Call: 0432 397 572

If you or someone you know has been affected by domestic violence, you have options:

Always dial 000 in an emergency

Domestic Violence Line:

1800 656 463 or facs.nsw.gov.au →

1800 RESPECT:

1800 737 732 or 1800respect.org.au →

NSW Rape & DV Services:

1800 424 017 or rape-dvservices.org.au →

Lifeline:

13 11 14 or lifeline.org.au →

Link2Home:

1800 152 152 or facs.nsw.gov.au/housing/help/ →



walkforwagec.org.au

Facebook: [@WAGECREDFERN](https://www.facebook.com/WAGECREDFERN)

Instagram: [@womens.girls.emergency.centre](https://www.instagram.com/womens.girls.emergency.centre)