

FUNDRAISING GUIDE 2018



UNLEASHED WOMEN

PHOTO BY ANNA ZHU

www.unleashedwomen.org.au | #UnleashedWomen

FUNDS GO TO

THE
HUNGER
PROJECT
AUSTRALIA

**“There is no tool for
development more
effective than the
empowerment
of women.”**

KOFI ANNAN
Former Secretary-General
of the United Nations



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**Thank you for being part of this global
movement of people empowering
women to end hunger.**

LET'S GET SOCIAL!

Follow us on social media for all of the latest news on Unleashed Women.



The Hunger Project Australia



@thehungerprojectau



@thpaustralia



unleashedwomen@thp.org

www.unleashedwomen.org.au

#UnleashedWomen | #TheHungerProject

YOUR IMPACT

Participating in Unleashed Women means you are part of a powerful collective of global citizens, playing your part to make a difference in the world. Every single dollar you raise will go towards The Hunger Project's work ending hunger and poverty.



\$25

Could educate 20 mothers about locally available **nutritious food** so they can feed their babies and prevent malnutrition.

\$60

Could provide one woman with a **microfinance loan** and **financial literacy training** so she can start a small business, earn an income, and support her family.

\$230

Could train one Elected Woman in India to be an effective local council member and **ban child marriage** in her village.

\$1k

Could provide 40 women with **Functional Adult Literacy** training so they can learn to read and write.

\$2.5k

Could train 21 volunteer leaders who will educate families about the importance of **keeping their daughters in school** so that they marry later.

\$5k

Could train 42 local volunteer leaders who will **educate mothers** about the importance of pre-natal care to ensure their babies are delivered safely.

LOUISE'S STORY

Louise is from a small village in Benin, West Africa. She lives with her six children and her husband, who works the land and grows corn.

In the past, Louise wasn't allowed to participate in decision-making, either in her own home or the community - simply for being a woman. Traditional cultural practices meant Louise didn't have a voice of her own.

When she participated in The Hunger Project's unique Vision, Commitment, Action workshop, Louise saw that she had vision for the future and that she could be the one to turn it into reality. Since then, she has gained confidence in her own capacity and leadership, and has become the leader of a microfinance group within her community. Her opinions, and her voice, are now respected.

"Before, my voice wasn't heard when I brought something up for discussion. Now, I am part of the village council. I bring the local women together around microfinance, and I also share information I've learned about the importance of reading and writing, nutrition and hygiene," Louise says.

As a result of leading the small, local microfinance group, she has been able to expand her fruit, corn and peanut businesses to support her family - together with her husband. She now also advises other women on running their small businesses.

When the microfinance group gathers, Louise also takes the opportunity to educate them on literacy, health and nutrition, so that the whole community flourishes.

"It gives me a lot of joy when I see the results of my work. For example, many women are now supporting their families financially - and they know how to feed their children nutritious food. That makes me feel good. I will stand by these women to achieve what they want," she says.



TOP FUNDRAISING TIPS

1

SET A TARGET & AIM HIGH!

Having a goal is a great way to get motivated. Remember, \$1000 could provide 40 women with Functional Adult Literacy training to they can learn how to read and write.

2

CREATE A TEAM

To maximise your fundraising potential why not create a team? Ask your mates to join in and you can make a bigger impact.

3

SHARE YOUR ONLINE FUNDRAISING PAGE

Share your link with friends and family. All donations over \$2 are tax-deductible.

4

MAKE A PERSONAL DONATION

This is a great way to kickstart your fundraising and will encourage others to do the same.

5

ASK!

The best way to get donations is to ask! Let friends and family know why this cause is important to you and what impact their donation will have. For example, \$50 could fund functional adult literacy training for two women so that they can learn to read and write.

6

HOST AN EVENT

Hosting an event at home or at work is a great way to reach your fundraising goal.

HOW TO FUNDRAISE ONLINE

Asking for donations for a fundraising cause you're really passionate about can be a little intimidating. Thankfully we've got an email template you can send to your mates and some draft social media posts. Don't worry, you can use them word for word, we don't mind.

Use our email template:

Hi friends,

This August and September I'm taking part in Unleashed Women, a fundraising campaign that aims to empower women across the globe so they can lift themselves out of poverty and hunger.

This is a cause that's really important to me. 815 million people live in hunger, 60% of whom are women. We know that empowering women can end hunger for everyone.

All of the money raised through Unleashed Women will go to The Hunger Project, an organisation that works in countries across Africa as well as India and Bangladesh. They educate, train and empower people – in particular women – to end their own hunger.

I'm asking you to invest as little or as much as you'd like, and help me reach my goal.

Here is a link to my fundraising page: XXXXX

Thank you for your support!

Feel free to jazz up these posts a little and add your own personal flair to them. Don't forget to adapt them depending on which social network you're posting on. You can always add your fundraising page links into the bio of your Instagram and Twitter pages.

POST 1

I'm very excited to announce that I'm fundraising for Unleashed Women, a campaign by The Hunger Project Australia. There are 815 million people living in hunger, 60% of whom are women. We know that empowering women is the most effective way to end hunger for everyone. By training, teaching and empowering women we have the chance to end hunger in our generation. Click the link to make a donation on my fundraising page: (attach the link to your fundraising page).

POST 2

Donate just \$25 to my Unleashed Women fundraising campaign and you could empower and educate 20 women with the skills they need to feed their babies and families nutritious meals. If you're feeling generous why not donate \$60? With an investment of \$60 you could provide one woman with a microfinance loan so she can start her own small business. Check out my fundraising page: (attach the link to your fundraising page).

YOUR FUNDRAISING PAGE

The image shows two screenshots of the Unleashed Women fundraising website. The left screenshot displays a user profile for John Smith, who has raised \$0 towards a \$1,000 goal. Below the profile, there are buttons for 'MY PAGE', 'CREATE A TEAM', and 'MY ACCOUNT'. The right screenshot shows the 'CREATE A TEAM PAGE' form, which includes fields for 'Team name', 'Fundraising target', and a checkbox to 'Allow anyone to join my team'. Below the form, there is a section for 'Add a team image, title and description'.

DON'T FORGET TO UPLOAD A PROFILE PICTURE

SHARE YOUR FUNDRAISING LINK WITH FRIENDS & FAMILY

YOU CAN CREATE A TEAM AT ANY POINT

CUSTOMISE YOUR TEAM AND ALLOW PEOPLE TO JOIN YOUR TEAM

DOWNLOAD RESOURCES

Go to unleashedwomen.org.au to download all of our Unleashed Women resources.

INVITATION TEMPLATE

UNLEASHED WOMEN

EVENT NAME _____

HOSTED BY _____

WHEN _____

WHERE _____

RSVP _____

DONATE VIA _____

FUNDS GO TO:
THE HUNGER PROJECT AUSTRALIA

www.unleashedwomen.org.au | #UnleashedWomen

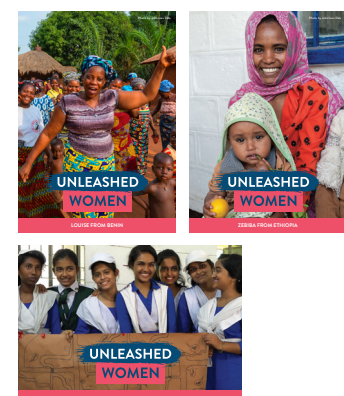
SOCIAL MEDIA BANNERS



EMAIL SIGNATURE



POSTCARDS



YOUR UNLEASHED WOMEN COMMUNITY



Last year Vamp raised awareness and funds for the Unleashed Women campaign through the sale of limited edition Unleashed Women t-shirts. We hit our fundraising target of \$1000. We sent the brief out on our influencer marketing platform and had nearly 100 influencers take part to help us raise money for The Hunger Project. Vamp partnered with Unleashed Women in 2017 because we believe women's empowerment can change the world and the Unleashed Women campaign was a perfect fit for us and our influencers. Can't wait to get fundraising for 2018!

Much love xxx – **Vamp**



This is my first fundraising effort of any significance... What little fundraising I have done so far for Unleashed Women has been a lot of fun and, unexpectedly, a fulfilling sense of accomplishment! I started fundraising for Unleashed Women in the only way I know, which was selling the produce from my garden and foraging. I have sold kilos of feijoas to local shops and market traders, honey from the couple of beehives we keep down the garden and foraged mushrooms (entirely safe, pine mushrooms and slippery caps) that were taken by market traders and a local restaurant. – **Linda Waters**



I was so incredibly excited when I was introduced to see what The Hunger Project are doing for women around the world. To be able to stand with them and help in anyway I can to give women around the world the same opportunities that you and I get is a real satisfaction. I jumped on Facebook and made an event. I decided a delicious morning tea is the best way to get my family and friends around to help make a difference. I have also used my business Instagram page to help with the fundraising. With so many women in Australia there is no reason why we can't make this happen together. Get your girls together, enjoy each other's company and bring a wonderful life to women. – **Krystle Russo**



The work of The Hunger Project and Unleashed Women really resonates with me as my job every day is to empower the women who come through my studio and give them confidence in themselves, their body and their abilities. Seeing the changes they make in the studio and how it impacts their personal lives is truly amazing. And hearing how THP funds help empower women to help themselves, their families and communities is inspiring. – **Tarryn Williams**

HOW TO HOST A DINNER PARTY

Hosting a dinner party at home is a fun way to raise funds. Rather than going out for an expensive restaurant dinner, invite your friends and family over for a meal and ask them to make a donation to attend. This is just one example of how you can reach your fundraising goal!

STEP 1

SELECT A DATE

Choose the appropriate date for your dinner party. Unleashed Women runs from August 1 to September 30 so make sure it is between those dates.

STEP 2

SELECT A LOCATION

Pick the right location for your dinner party. Whether you cook up a storm at home and host it yourself, or you bring in some mates to help with the party preparations, you'll need a venue that fits the mood.

STEP 3

INVITE YOUR FRIENDS & FAMILY

Download the Unleashed Women invitation template from our website. Include a suggested donation amount on the invite (e.g. the cost of the meal) and the link to your fundraising page. We also have heaps of social media content for you to make an event on Facebook, including event cover and display photos. Make sure to let your mates know they can still make a tax-deductible donation even if they can't attend your event.

STEP 4

SEND A REMINDER

Send a reminder to your mates a few days before the event so they know the party is still going ahead.

STEP 5

PLAN YOUR MENU

Organise a tasty menu for your dinner party, it can be as simple or as fancy as you want. Enlist the help of your friends and family who are savvy in the kitchen.

STEP 6

PREPARATION

Write a list of everything you'll need during the party. Don't forget the food, drinks, candles, party games, decorations and most importantly cutlery.

STEP 7

ENJOY YOUR EVENT!

Make sure you have fun! You've worked really hard on this. Take lots of photos and if you're posting them to social media don't forget to include **#UnleashedWomen** and **#TheHungerProject**. During dinner make sure you tell your friends about the amazing impact their donations will make.

OUR PARTNERS

Camilla

Business
Chicks

DECJUBA



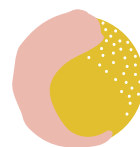
FLEXIGROUP

Vamp

Showpo.



LABELIUM

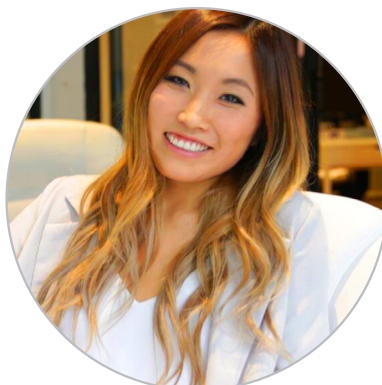


LIZZY MEDYNSKYJ

OUR AMBASSADORS



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Founder, *Camilla*



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CEO & Founder, *Showpo*



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CEO, *Business Chicks*



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Founder, *The Urban List*



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