

UNLEASHED
women
FUNDRAISING GUIDE



UNLEASHED
women

THE
HUNGER
PROJECT
AUSTRALIA

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

- KOFI ANNAN



CONTENTS

Your Impact	04
Lorna's Story	05
Top Fundraising Tips	06
Your Fundraising Page	07
Your Fellow Unleashed Women	08
How To Host A Dinner Party	09
Ambassadors	10

*Thank you for being
part of this global movement
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

As an Unleashed Woman, you are part of a powerful collective of global citizens, playing a bigger game to make a difference in the world. Every single dollar you raise will empower women to end hunger and poverty.

\$25

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



\$50

Could fund **functional adult literacy training** for two women so that they can learn to read and write.



\$230

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

\$1,000

Could provide 16 women with a **microfinance loan** and financial literacy training so they can start a small business, earn an income and support their families.



\$2,500

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



\$5,000

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

LORNA'S STORY

Lorna says that before The Hunger Project came to her community, she was shy and barely spoke. She lived in a tiny mud hut; at night her family all slept side by side on the floor.

THE HARVEST FROM THEIR SMALL FARM DID NOT PRODUCE ENOUGH FOOD TO FEED THE FAMILY. THE MICROFINANCE LOAN AND TRAINING SHE RECEIVED FROM THE HUNGER PROJECT TRANSFORMED HER LIFE.

She has been able to increase the maize harvest on her family's farm from 200kg to 1,000kg.

WITH THE PROCEEDS FROM THE EXTRA PRODUCE, SHE HAS SUPPORTED HER CHILDREN SO THAT THEY COULD ATTEND SCHOOL AND UNIVERSITY. HER FAMILY WERE ALSO ABLE TO BUILD A NEW THREE BEDROOM HOUSE, CONNECT TO ELECTRICITY AND BUY A FRIDGE AND A TELEVISION.

"I have tried to put into practice each and every training session I participated in at The Hunger Project's Mbale Epicentre and now I have lots to be proud of. I have gone from a small house to a large house with three bedrooms for me and my children!"

Lorna has many plans for the future, including installing a water tank and irrigation system for her crops. She also volunteers for the microfinance program at The Hunger Project's Mbale Epicentre, so that she can enable others in her community to transform their lives too.

"I AM EMPOWERED. I HAVE THE CAPACITY TO LEAD OTHERS IN THE COMMUNITY, TO REPRESENT THEM."



TOP FUNDRAISING TIPS

SET A TARGET AND AIM HIGH!

1

Having a goal is a great way to get motivated. Remember, \$1,000 could totally transform the lives of 16 women by providing them with training and a microfinance loan!

SHARE YOUR ONLINE FUNDRAISING PAGE

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

2

MAKE A PERSONAL DONATION

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

3

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.

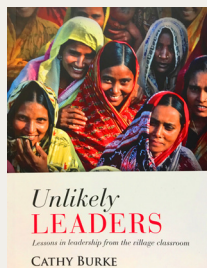
4

HOST AN EVENT

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

5

OUR GIFT TO YOU

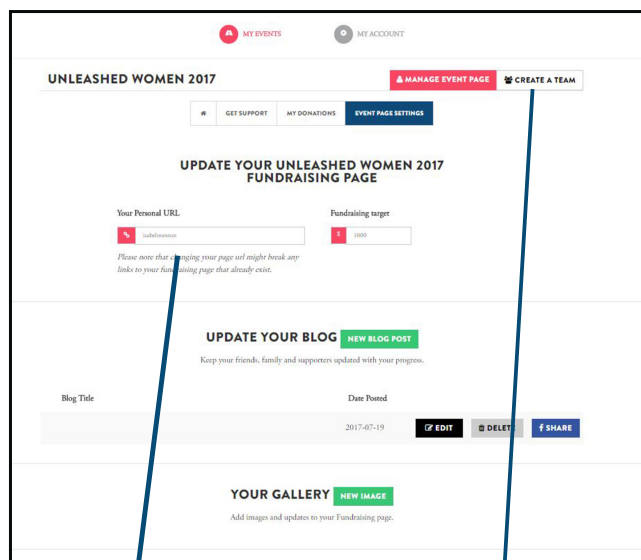
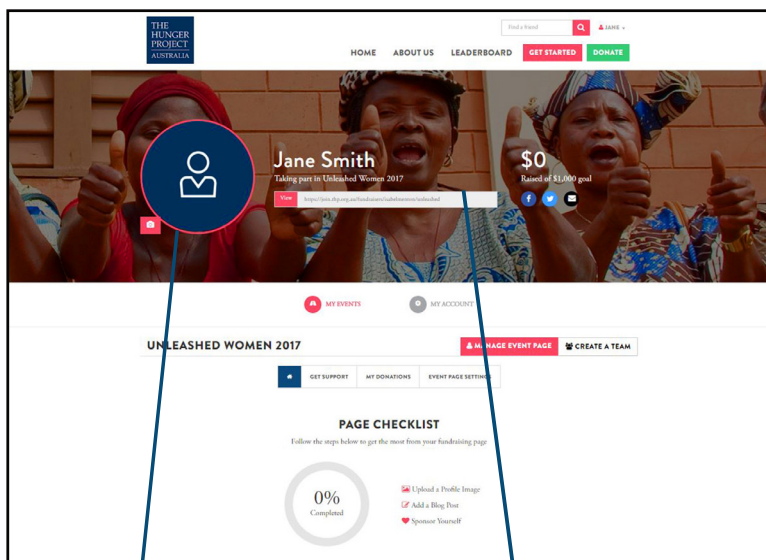


When you raise
\$750 you will
receive a copy of
'Unlikely Leaders'
by Cathy Burke.



When you raise
\$1,000 you will
receive a silk scarf
from India.

YOUR FUNDRAISING PAGE



**DON'T FORGET TO
UPLOAD A PROFILE
PICTURE**

**BE SURE TO
SHARE WHY
YOU GOT
INVOLVED!**

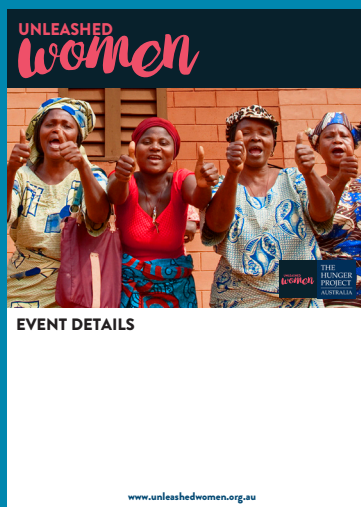
**YOU CAN
EDIT YOUR
FUNDRAISING
PAGE AT
ANY TIME**

**JOIN WITH
FRIENDS &
CREATE A TEAM**

DOWNLOAD RESOURCES

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

INVITATIONS FACEBOOK BANNERS WEB BANNERS



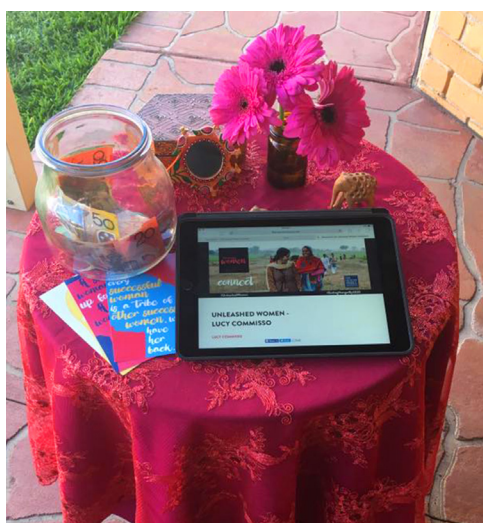
EMAIL SIGNATURES



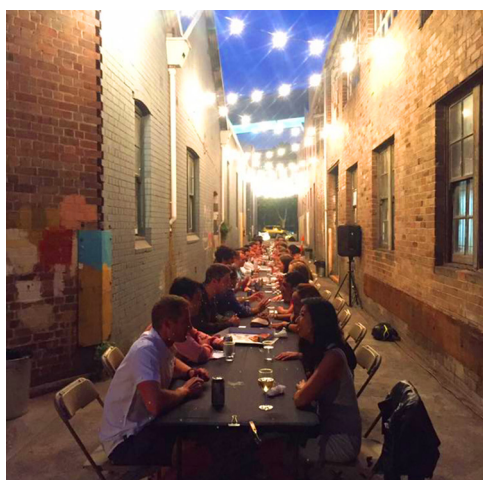
YOUR FELLOW UNLEASHED WOMEN



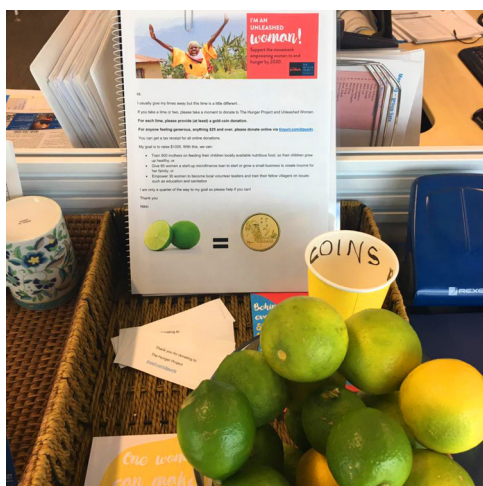
"I'm really loving this challenge. I've never fundraised before so had felt very overwhelmed when my initial attempt to just share a post with friends got nowhere. Feeling the pressure to face my fear I called everyone in my network that was remotely resourceful or influential to ask for ideas. This led to me reaching out to our CEO to ask for corporate sponsorship and he said yes immediately. I also researched all the Telstra Business Women nominees for QLD to see if they'd collaborate... Turns out one of my contacts had an event where they needed a charity partner, and as a result I raised an incredible \$4,989!" - **Emily Haydon**



"Just wanted to give some inspiration/confidence to those who are a little shy when it comes to fundraising, like myself. I channeled the afternoon/morning tea vibe because who doesn't love food! I hosted an afternoon Tea at my home with family, friends and their extended family/friends. And again hosted a morning tea at my workplace. It is a great way to get the conversation started and actually helped me raise and exceed our \$1,000 target. It can be nerve racking starting the conversation as so many people hold many different worldviews but it will surprise you how many people are like minded to ourselves or willing to hear and get involved even if they wouldn't have in the past. You can do it ladies!" - **Lucy Commisso**



"It's the morning after our speed dating night and I am so happy to report it was a huge success! From the event Tara Donnelly and I have raised \$2,555! We had a photographer take some pics which I'll share when we get them, but here's one I managed to snap on my iPhone. This is what 52 people speed dating outdoors on a summer night in Sydney looks like!" - **Charlotte Sandell**



"My work mates usually get my mum's garden limes for free. Not anymore! Every little bit counts!" - **Nikki Young**, who went on to fundraise \$1,094 by selling limes and avocados to her co-workers.

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 dinner 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



STEP 2: Select a location



STEP 3: Invite your friends and family!

You can download Unleashed Women Invitations from the website. Include a suggested donation amount on the invite (eg the cost of a restaurant meal) and the link to your fundraising page.



STEP 4: Send a reminder!

Don't forget to follow up with anyone who hasn't RSVPed.

DAY

STEP 5: Plan your menu

Your menu can be as simple or as fancy as you like! Enlist the help of friends and family who are savvy in the kitchen.



MAKE SURE TO LET YOUR FRIENDS AND FAMILY KNOW THAT THEY CAN STILL MAKE A TAX-DEDUCTIBLE DONATION EVEN IF THEY CAN'T ATTEND YOUR EVENT.

STEP 6: Preparation!

Write a list of everything you will need so you don't forget anything. Eg. Food, drinks, napkins, candles...



CHECK OUT THE 'UNLEASHED WOMEN' PLAYLIST ON SPOTIFY TO GET THE PARTY STARTED!

STEP 7: Enjoy your event!

Make sure you have fun – you have worked hard! Take lots of photos and upload them to social media with **#UnleashedWomen** **#TheHungerProject**.

DON'T FORGET TO TELL YOUR GUESTS WHY YOU ARE TAKING PART IN UNLEASHED WOMAN AND THE AMAZING IMPACT THEIR DONATIONS WILL MAKE.

HAVE FUN!

AMBASSADORS



CAMILLA FRANKS, FOUNDER, CAMILLA

“My vision is a world where every woman is respected and has the right to experience freedom and feel joy. The Unleashed Women movement is an exciting opportunity for Australian women to make a difference that has a global impact. Together we can empower women to be key agents for change in the end of hunger and poverty. I believe that by focusing on releasing the potential that lives in every woman, we can empower and inspire each other to become a force of positive change.”



GENEVIEVE DAVIDSON, FOUNDER, FITBODZ FITNESS CENTRE

“I am so passionate about the Unleashed Women’s movement with The Hunger Project. This movement is about empowering women to be able to help themselves through education and opportunities. We take basic rights for granted while there really are starving children, girls as young as 5 forced into marriages and girls being raped when going to relieve themselves or walking long distances to get water or maize sent to villages from aid. How can we NOT do something if we know this exists? If there is an organisation that has a proven system that instigates real solutions not just aid and has a goal to end world hunger by 2030, I’m there! It doesn’t take much to support such a great initiative as this one.”



JANE LU, CEO & FOUNDER, SHOWPO

“I’m honoured and excited to be an Unleashed Women ambassador as I truly believe the biggest strength women possess is the strength to support one another. The Hunger Project isn’t just about giving today’s women the chance to survive, it’s about giving tomorrow’s women the chance to succeed. We have a responsibility as individuals and as women to inspire and empower those in need to stop the cycle of disadvantage.”



OLIVIA RUELLO, CEO, BUSINESS CHICKS

“Empowering and supporting women is important to me because it’s been proven time and time again that women invest in their families, in their communities and in education. So when you support women and girls you support whole communities. We are in trouble as a planet and I believe that for too long it has been a man’s world. Something has to change, and in my opinion there has never been a more critical time for women to step into their power and ignite change.”



SUSANNAH GEORGE, FOUNDER, THE URBAN LIST

“Empowering women to achieve their dreams is a cause and a journey close to my heart – particularly when those dreams involve aspirations of entrepreneurship and building your own destiny... I’m excited and honored to be part of the Unleashed Women initiative – a platform that has the power and the potential to motivate and amplify the successes of exceptional women all around the globe. Excited to join a movement that shares and supports the creation of inspiring stories; and honored to be in a position to pass on the generosity I’ve received so we can all benefit from the learnings and the journey.”



TANIA AUSTIN, FOUNDER & CEO, DECJUBA

“The Unleashed Women movement is closely aligned with our own philosophy to empower women and allows us to make a difference on both a global and local scale. We are passionate about creating change and want to use our reach to spread the word and inspire others to join the movement.”



VICTORIA BLACK, FOUNDER, WILDFIRE PUBLISHING

“In Australia we are beyond blessed to have such a privileged way of life and incredible opportunities abound for women in our society. This is not the case in other countries sadly and there literally are starving people in the world – this cannot be tolerated or ignored. It is our responsibility as individuals to do whatever we can to address this imbalance and reach out to our sisters across the oceans that are suffering. When women get together we can create so much magic and power. That’s why I feel so passionate about Unleashed Women – alone we can do just so much – but together we can be unstoppable.”

**“A strong woman
stands up for herself.
A stronger woman
stands up for
everybody else.”**



www.unleashedwomen.org.au
#UnleashedWomen #TheHungerProject