



TAKING THE CHALLENGE SCHOOL RESOURCE KIT

Thank you for joining us this 16 Days of Activism
because every woman and girl deserves to be
SAFE. EVERYWHERE. ALWAYS.

From home to work –
and everywhere in between –
safety is a right, not a privilege.



ABOUT UN WOMEN AUSTRALIA

Know who you're fundraising for

UN Women Australia exists to raise funds for UN Women's global work to advance gender equality and women's empowerment.

During the 16 Days of Activism from 25 November to 10 December, funds raised through the Safe. Everywhere. Always. Challenge support UN Women Australia's advocacy and the **UN Trust Fund to End Violence against Women and Girls**, which works to end violence against women by:



Partnering with women-led community organisations to design and deliver violence – prevention programs



Working with governments to change policy and laws that better protect women and girls



Improving access to services for the millions of survivors who urgently need support

159

civil society and women's rights
partner organisations supported in
2025. [1]

US\$74.5M

in grants managed through the 2025
portfolio. [1]

What is 16 Days of Activism?

Started by activists in 1991, the 16 Days of Activism unites people worldwide to help end gender-based violence. It runs every year from 25 November — the International Day for the Elimination of Violence against Women — to 10 December, International Human Rights Day. In 2026, that's **Wednesday 25 November to Thursday 10 December**.

This year's focus: digital violence

Recent UN campaigns spotlight online harassment, stalking, deepfakes and image- based abuse as some of the fastest-growing forms of abuse worldwide. Femicide often sits on a continuum that starts with controlling behaviour and harassment, including online. That's why Safe. Everywhere. Always. treats the digital world as seriously as the physical one.

2026 update: the UN Trust Fund has marked its 30th anniversary and launched a new Strategic Plan for 2026–2030 — yet its latest global call for proposals drew a record US\$2.1 billion in requests, more than it can fund. Demand for frontline support keeps outpacing resources.

Sources:

[1] UN Trust Fund Annual Report 2025; UN Women Australia

GET EVERYONE MOVING THIS 16 DAYS OF ACTIVISM



Your school wants to raise funds for the safety of women and girls around the world.

Use this page to coordinate staff, student leaders and families.

Here's how **YOU** can support the Safe. Everywhere. Always.

OPTION 1

Take the Challenge

Walk, run or train during 16 Days while fundraising online.



SIGN UP

Register individually, or as a school, year group, class or team at safeeverywherealways.org.



SPREAD THE WORD

Share your fundraising page or QR code in assemblies, e-news, posters and parent communications.



MOVE + FUNDRAISE

From 25 Nov to 10 Dec, track kilometres, celebrate progress and encourage donations.

OR

OPTION 2

Host a Mufti Day

Host an orange-themed mufti day with gold coin donation at school one day from Nov 25 to Dec 10.



REGISTER YOUR DAY

Email hello@safeverywherealways.org to register your school's Mufti Day.



USE DIGITAL RESOURCES

We can send you digital posters to include them in your school newsletters and promote them to families.



Want more ideas? Turn the page to explore additional ways for your school to get involved.

SIMPLE IDEAS TO BOOST INVOLVEMENT

Pick two or three (or all) ideas that suit your school and use them to keep the Challenge or Mufti Day visible.



TEAMS

Create house, grade or faculty teams to make participation competitive and visible.



TRACK KMS

Encourage everyone to log kilometres from 25 Nov to 10 Dec, including during PE or walking lessons.



POSTERS

Print posters with your unique QR code and place them in high-traffic areas.



E-NEWS

Add the Challenge or Mufti Day to your school newsletter and ask families to support students.



ASSEMBLY

Use an assembly, chapel or tutor group to explain the cause and celebrate progress.



REFLECT

Close with a thank-you post, leaderboard update or student reflection prompt.

Tip: keep the ask simple — sign up, share the QR code, and celebrate every kilometre or donation.



Questions or need extra resources? Email hello@safeverywherealways.org — we're here to help.

CASE STUDY

COMMUNITY-LED PREVENTION: CAMBODIA'S JUST PROJECT

A 2026 case study for schools, drawn from the UN Trust Fund Annual Report 2025.

Despite real social and economic progress, harmful gender norms continue to fuel inequality and violence in Cambodia — especially for women facing more than one form of discrimination.

The Join Us for Social Transformation (JUST) project, led by the Cambodian Women's Crisis Centre and supported by the UN Trust Fund to End Violence against Women, is proving that gender-based violence is not inevitable. It focuses on women who are often left out of mainstream services, including women with disabilities, Khmer Muslim women, women in the entertainment industry, and LBTIQ+ people.

A WHOLE COMMUNITY MODEL

JUST combines protection and response with primary prevention and systems change. Locally, it trains community groups to provide counselling and mediation and builds protective networks. Nationally, it works with government ministries to strengthen policy. At its core is SASA! — an evidence-based violence-prevention approach developed in Uganda and adapted for the Cambodian context — which trains community activists to lead awareness sessions and create safe spaces.

SHIFTING MINDSETS, STRENGTHENING TRUST

The project has documented improved knowledge of gender-based violence and shifting attitudes across the communities it works in. Programme lead Touch Gnem explains that violence was always present but under-reported — and that more people are now seeking help, a sign that trust in support services is growing.

“Investing in community-driven prevention is one of the most powerful ways to challenge harmful norms, shift attitudes and build a future where all women and girls can live free from fear.”

— Khun Sophea,
Country Programme Lead, UN Women Cambodia

EVIDENCE SNAPSHOT²

4

Women-led OPDs/networks with strengthened capacity to lead prevention work

70% → 27%

Women with disabilities who reported experiencing violence (baseline to endline)

97

Of stakeholders said they'd report violence experienced by themselves

806

People with disabilities supported with PPE and food during COVID-19, incl. 667 women and girls

Source:

1. UN Trust Fund Annual Report 2025, Chapter 3.4, SDG 3 case example: Cambodian Health and Education for Community, pp. 38-39. Figures from the independent final evaluation cited in the report.

2. UN Trust Fund, Final Evaluation: Preventing Violence Against Women and Girls with Disabilities in Cambodia (ADD International, 2018-2021) — the community-mobilisation model that underpins the JUST project.

CASE STUDY

Case study drawn from a UN Women news feature, 2025

ORGANISATIONS ON THE GROUND

The UN Trust Fund's partnership with the United Nations Women's Peace and Humanitarian Fund (WPHF)

The rise of digital technology poses a constant risk for women's safety, often making it harder to seek support. However, organisations have also been utilising digital tools to create new pathways for women across the globe. Through a partnership between the UN Trust Fund and WPHF, organisations in many areas have been able to provide support to women facing gender-based violence on and offline.

RURAL WOMANS DEVELOPMENT SOCIETY

The Rural Women's Development Society (RWDS) is an organisation working to address digital violence in the occupied territories of Palestine. With funding from the UN Trust Fund and WPHF, RWDS has been able to maintain specialist services for vulnerable communities in Palestine, with extensive outreach to survivors of violence. RWDS has also been working alongside community leaders and the Cybercrime Unit, and developing community hubs that serve as a first point of contact for women in Palestine.

MARIAM'S EXPERIENCE

In a village near Hebron, Mariam was sent a photo of herself without a veil, by a close friend. Receiving support and advice in digital crisis, in conflict areas, is a service few women are able to access. Through an RWDS hub, Mariam found a psycho-social therapist who helped her remove the photo from the internet. For survivors of digital gender-based violence, these networks are a necessary aid.

CRISIS STATS

1 in 3

women will experience gender based violence

CHANGE MAKING

58

women's clubs built across Palestinian occupied territories

"Even amid war, women are caring for their families and communities, and they need to feel secure – physically, mentally and emotionally – to continue keeping those around them safe."

-Rulla Sarra, Director of Funding and Development at RWDS

VOICE FOR CHANGE: PAPA NEW GUINEA

Voice for Change (VfC) is an organisation in Papa New Guinea that is changing how communities prevent gender-based violence and protect women. Funding from the UN Trust Fund and WPHF has enabled VfC to lead a program in the Jiwaka Province, tackling street harassment and public violence. With external support, VfC has been developing plans to combat gender-based violence at its roots and help women navigate emerging digital threats.



FOR TEACHERS: DISCUSSION TOPICS AND ACTIVITIES

GENDER-BASED VIOLENCE IS AN ISSUE THAT AFFECTS INDIVIDUALS AND FAMILIES DIRECTLY IMPACTED, BUT IT ALSO AFFECTS SOCIETY AS A WHOLE. HAVING CONVERSATIONS ABOUT IT IN THE CLASSROOM IS THE FIRST STEP TO MOBILISE CHANGE.

RESEARCH AND PRESENT

Divide students into small groups and assign each group a notable activist/public figure (e.g. Grace Tame, Tarang Chawla, Hannah Tonkin) working and advocating in the gender-based violence space. Students should research and present on why they think their person of note is significant, how they influence others and the challenges they face.

MAP OF WOMEN'S RIGHTS AROUND THE GLOBE

Using the [UN Women Global Database](https://data.unwomen.org/global-database-on-violence-against-women/) (data.unwomen.org/global-database-on-violence-against-women), work with students to create a visual map of statistics on how violence against women is handled by governments in different countries around the world.

ORANGE THE GAME — OPTIONAL CLASSROOM CHALLENGE

Classes earn orange points for positive actions: orange hands, respect slogans, chalk messages, posters, trusted-adult conversations and an Orange Walk. See next page for the quick run-sheet.

(Activity Credit: Inner Wheel)

MEDIA ANALYSIS

In Australia, technology-facilitated violence is a growing form of abuse, with many women in 2024 reporting being harassed, monitored, or controlled through digital means. Prepare a range of news headlines and article excerpts, then analyse and discuss how the media reports on this type of violence and how these portrayals shape societal views on domestic abuse, gender roles, and the responsibility of tech platforms.

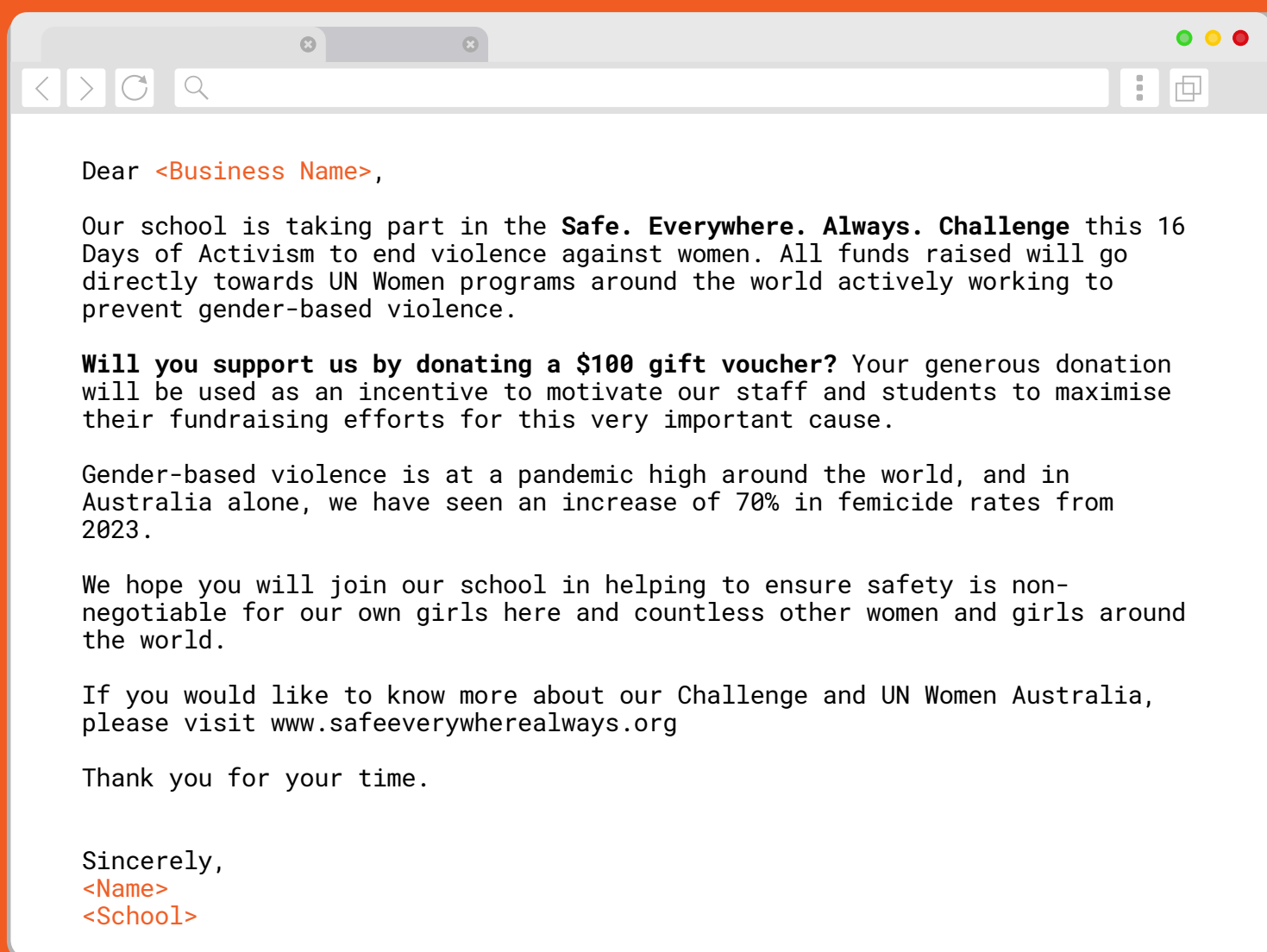
BOOK REPORT

Pick 3-4 books for the class (eg. Consent Laid Bare by Chanel Contos), assign books to reading groups and ask students to write a book report.



INCENTIVES TO BOOST FUNDRAISING

LOOKING FOR A WAY TO MOTIVATE EVERYONE TO MAXIMISE FUNDS RAISED? REACH OUT TO LOCAL BUSINESSES AND ASK THEM TO DONATE GIFT VOUCHERS THAT CAN BE USED AS PRIZES FOR TOP FUNDRAISERS. HERE IS AN EXAMPLE OF AN EMAIL YOU CAN SEND:



PRINTABLE RESOURCES ON THE FOLLOWING PAGES

Print, customise and use these templates to keep the Challenge visible and easy to join.

1. Sponsor Me Form

Add your school, class or grade's QR code. Students can take the flyer home so family and friends can donate online and receive a tax-deductible receipt

2. 16 Days Calendar

Track KMs from 25 November to 10 December 2026. Use it in classrooms, PE lessons, assemblies or pastoral care

3. School Leaderboard

Print in A3 and update weekly. Track KMs, funds raised, Orange points, or a combination of all three

4. Fundraising Tracker

Print in A3 and colour in the tracker as the fundraising total rises over the course of the Challenge

5. MY WHY cards

Optional: Print off MY WHY cards and encourage students who are taking part in the Challenge to fill out the cards and hang them in classrooms or snap shots of them to post to social media

**SPONSOR
ME**

MY NAME IS _____

My school is taking part in the **Safe. Everywhere. Always.** Challenge this 16 Days of Activism to raise money for UN Women Australia. All funds raised will be donated to women-led grassroots programs around the world working to end violence against women. **WILL YOU SPONSOR ME?**

Please scan the QR code to make a donation to our fundraising website. All donations over \$2 are tax deductible and an email receipt will be sent from the website.

THANK YOU FOR YOUR SUPPORT!



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THANK YOU FOR YOUR SUPPORT!



SAFE. EVERYWHERE. ALWAYS CHALLENGE 16 DAYS CALENDAR

ENTER YOUR KMS EACH DAY AND TRACK YOUR PROGRESS OVER 16 DAYS

MY KMS
TARGET

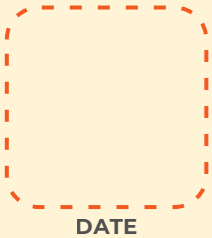


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
23 NOV	24 NOV START STRETCHING!	25 NOV 1	26 NOV 2	27 NOV 3	28 NOV 4	29 NOV 5
30 DEC 6	1 DEC 7	2 DEC 8	3 DEC 9	4 DEC 10	5 DEC 11	6 DEC 12
7 DEC 13	8 DEC 14	9 DEC 15	10 DEC 16	TOGETHER WE CAN MOBILISE CHANGE AND BREAK THE CYCLE TO ENSURE WOMEN AND GIRLS ARE SAFE. EVERYWHERE. ALWAYS.		

UN WOMEN
AUSTRALIA

SAFE
EVERYWHERE
ALWAYS

SAFE. EVERYWHERE. ALWAYS. SCHOOL LEADERBOARD



DATE

WHO IS COMING IN FIRST THIS WEEK?

RANK	GRADE / CLASS / FACULTY	KMS COMPLETED	FUNDS RAISED
 1			
 2			
 3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

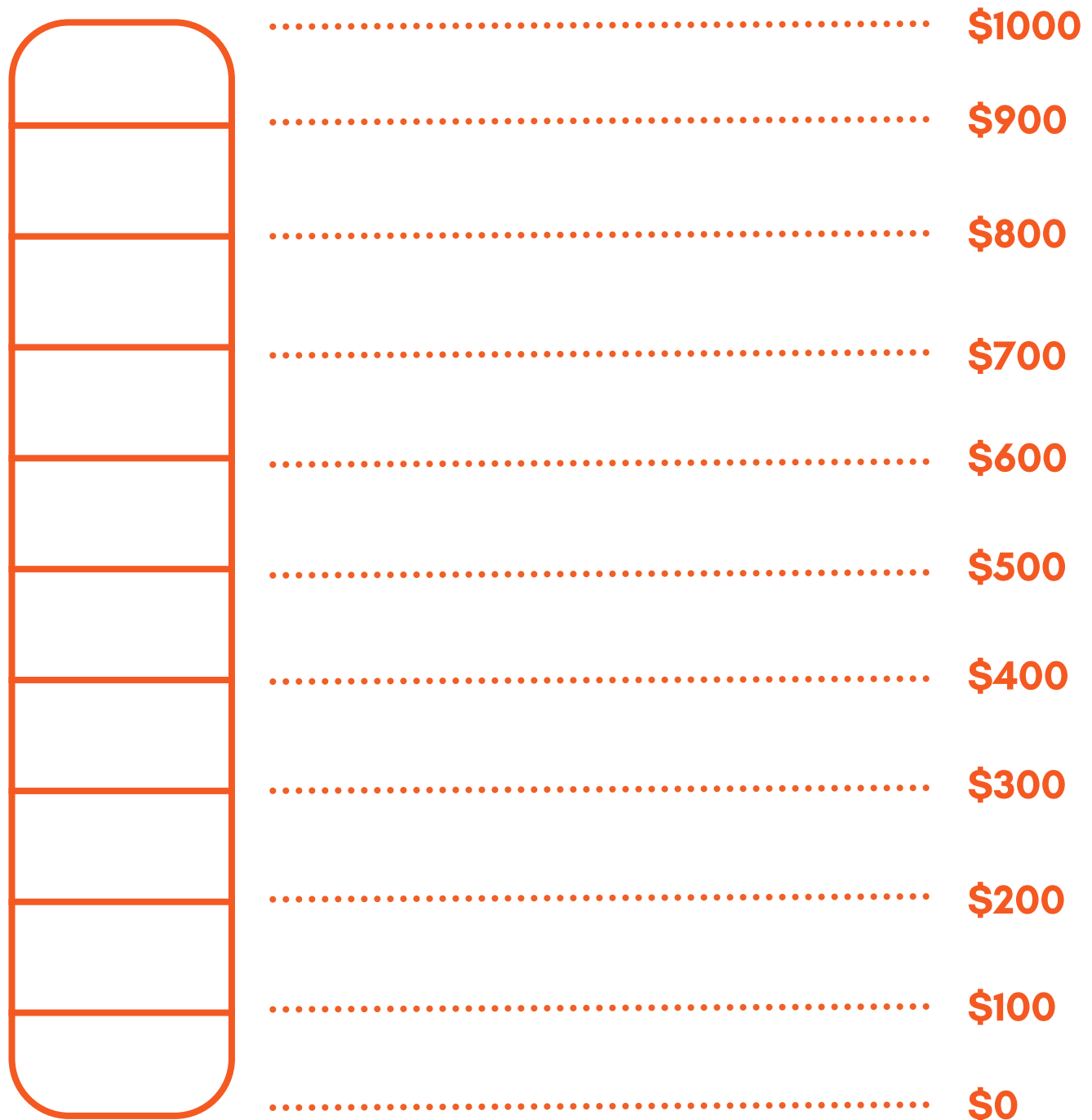
TOTAL SCHOOL KMS

TOTAL RAISED
\$


LOGO

SAFE. EVERYWHERE. ALWAYS. CHALLENGE FUNDRAISING TRACKER

COLOUR IN YOUR FUNDRAISING PROGRESS USING THIS TRACKER.



MY WHY

Share why you're taking part in the Safe. Everywhere. Always. Challenge.

I'm taking part in the **Safe. Everywhere. Always** Challenge. because...

My goal for **16 Days of Activism** is...

One action I'll take is...

Name (Optional): _____

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Name (Optional): _____

SAFE
EVERYWHERE
— ALWAYS



Because women and girls should be safe, everywhere, always.

UN
WOMEN
AUSTRALIA

SAFE
EVERYWHERE
— ALWAYS



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UN
WOMEN
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SAFE
EVERYWHERE
— ALWAYS



Because women and girls should be safe, everywhere, always.

UN
WOMEN
AUSTRALIA

SAFE
EVERYWHERE
— ALWAYS



Because women and girls should be safe, everywhere, always.

UN
WOMEN
AUSTRALIA