

TAKING THE CHALLENGE!



WORKPLACE FUNDRAISING GUIDE

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.

The digital world should be no different.

Welcome to the Challenge:

The Safe. Everywhere. Always. Challenge Explained

Safe. Everywhere. Always. is an inclusive challenge where you can complete your 30, 60, or 100kms any way you want over 16 days, from 25 November to 10 December.

1 in 3 women will experience domestic violence in their lifetime.

Taking the challenge and fundraising will raise awareness and vital funds to support UN Women Australia and programs around the world that are on the front lines, working to put an end to the violence.

Walk with us because women and girls should be Safe. Everywhere. Always.

WHAT IS 16 DAYS OF ACTIVISM?

Started by activists in 1991, the 16 Days of Activism is an opportunity for people around the globe to unite and take action to help put an end to gender-based violence.

The 16 Days of Activism starts on 25 November, the International Day for the Elimination of Violence against Women and ends on 10 December, International Human Rights Day.



WHY IT MATTERS

KNOW WHO YOU ARE FUNDRAISING
FOR!

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

During the 16 Days of Activism, funds raised through the Safe. Everywhere. Always. Challenge will go towards UN Women Australia's advocacy effort and the UN Trust Fund to continue the work of ending violence against women across the globe with a focus on the following:

- partnering with women-led community groups to facilitate and support violence prevention programs
- working with countries at government level to change policy and laws to better protect women and girls
- improving access to services for millions of survivors of violence who urgently need support

**IN 2024, THE UN TRUST FUND HELPED OVER 7.7 MILLION WOMEN
AND GIRLS ACROSS THE GLOBE**

GET STARTED

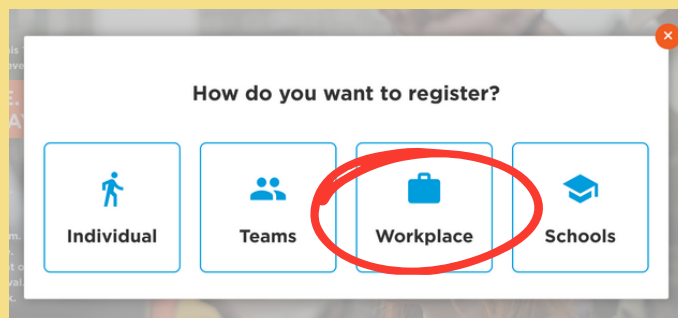
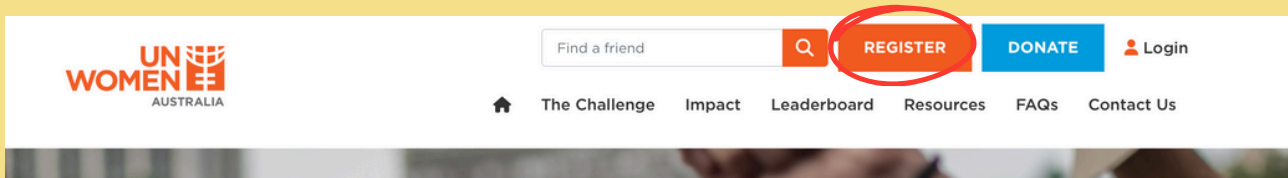


STEP-BY-STEP SIGN-UP INSTRUCTION

HOW TO OFFICIALLY REGISTER YOUR ORGANISATION

STEP 1

Register through our [website!](#)



STEP 2

Sign up and create your personal fundraising page and fitness goals (as the Team Captain).

Your Personal Fundraising Page

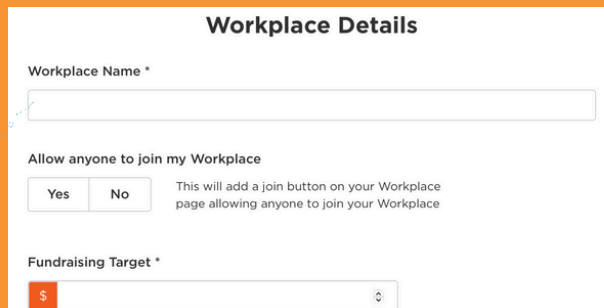
Fundraising Target *

Set your Fitness Goal

Fitness target (kms) *

STEP 3

Enter your Workplace details and set an overall fundraising target for your Workplace to reach together



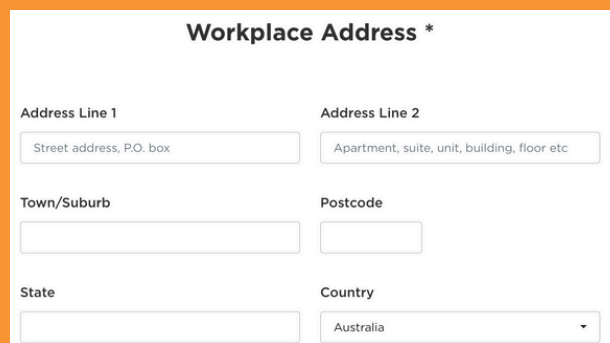
Workplace Details

Workplace Name *

Allow anyone to join my Workplace

This will add a join button on your Workplace page allowing anyone to join your Workplace

Fundraising Target *

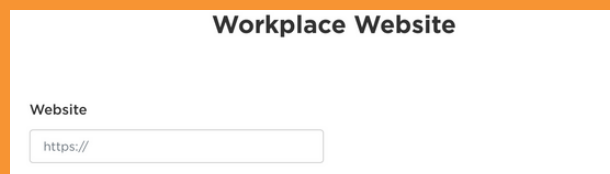


Workplace Address *

Address Line 1 Address Line 2

Town/Suburb Postcode

State Country

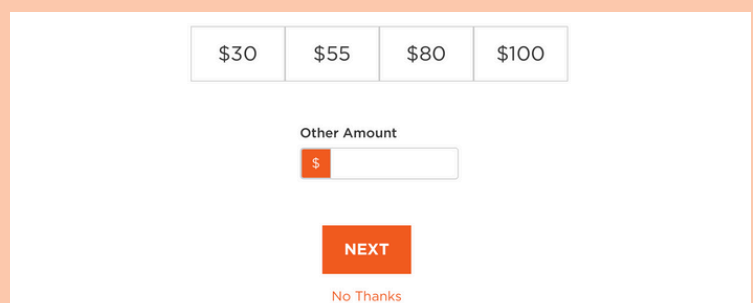


Workplace Website

Website

STEP 4

Kickstart your fundraising with an optional donation



\$30 \$55 \$80 \$100

Other Amount

No Thanks

STEP 5

Congratulations! Your workplace is now registered for the Safe. Everywhere. Always. Challenge.

All you have to do now is share the link to your page with your staff and instruct them to **click the "JOIN" button** on your page to join the team!



Reach out to
hello@safewherealways.org
if you need any help

BUILDING YOUR TEAM

Get your workplace involved in the Safe. Everywhere. Always. Challenge with some of these easy, effective ways to encourage staff participation and keep motivation high throughout the challenge:

LEAD BY EXAMPLE

- Have leadership or team champions sign up first to set the tone
- Share personal reasons for joining to inspire others

MAKE IT VISIBLE

- Promote the challenge in internal newsletters, intranet, and digital noticeboards.
- After signing up, access your account dashboard and download your personalised QR code poster. Print and display in communal areas
- Create an e-signature banner or [download](#) one from our website

FRIENDLY COMPETITION

- Form teams by department, floor, or location and track progress
- Offer a small prize for the team with the most sign-ups or funds raised

EASY INCENTIVES

- Extra annual leave day for the highest overall fundraiser
- Coffee vouchers, casual dress days, or an extra-long lunch break for participants
- Recognition in team meetings or a “Wall of Fame” for top fundraisers
- Implement a matching gift policy to match all your employee donations



A TEAM EXPERIENCE: WITH PURPOSE

The Safe. Everywhere. Always. Challenge isn't just about steps or fundraising - it's about coming together as a team to create real, lasting impact.

For workplaces, it's a unique opportunity to:

- Strengthen team connection through shared goals and daily activities
- Foster a culture of care and wellbeing, where every step taken supports a safer world
- Unite around a common purpose, reminding staff that their efforts contribute to something bigger than themselves

Whether your team is remote, hybrid or in office, **here are some flexible and inclusive ways to build team spirit this 16 Days!**

Walking meetings to get the KMs up

Wear orange to work day

Feature different team members on the intranet

Share stories of impact

Be sure to get a team photo of all the participants!

Do a highest fundraiser day with a fun reward for the winner

Celebrate the person who completed the most KMs

Recognition/ Certificates for the whole team!

In office massages for all participants post event

Reflection roundtable



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

24 NOV

START
STRETCHING!

25 NOV

1

26 NOV

2

27 NOV

3

28 NOV

4

29 NOV

5

30 NOV

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

RESOURCES



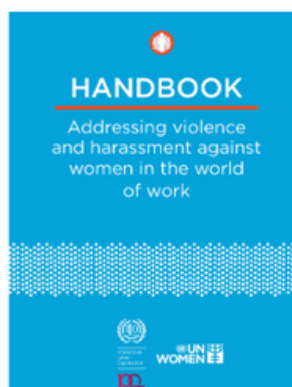
[Financial Cost of Violence Against Women](#)



[Workplace Data - Infographic](#)



[Facts about Domestic and Family Violence](#)



[Addressing Violence and Harassment](#)



[Workplace Talking Points](#)

More downloadable resources on our website [here](#)

SPONSORSHIP OPPORTUNITY

Looking for other ways to get involved? Our Sponsorship Packages provide businesses with the chance to demonstrate their commitment to ending gender-based violence. Showcase your leadership, engage your team, and align your brand with creating safer future for women and children everywhere.

To find out more about sponsoring the campaign, email

admin@unwomen.org.au

STAY CONNECTED

SCAN ME



- Website: www.unwomen.org.au
- Facebook: <https://www.facebook.com/UNWomenAustralia>
- Twitter: <https://twitter.com/unwomenaust>
- Instagram: <https://www.instagram.com/unwomenaust/>
- TikTok: <https://www.tiktok.com/@unwomenaust>
- YouTube: <https://www.youtube.com/user/UNWomenAustralia>