

The background image shows a woman and her three children in a modest home. The woman, wearing a black long-sleeved shirt and a colorful headscarf, stands behind her children. She has a warm, smiling expression. In front of her are three children: a young boy on the left, a girl in the center, and another girl on the right. All three children are smiling and looking towards the camera. They are sitting on a wooden floor. The background consists of a corrugated metal wall, and various items of clothing are hanging on a rack behind the woman, suggesting a lived-in, perhaps temporary, dwelling.

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# FUNDRAISING KIT

Simply Giving Platform

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**THANK YOU** for deciding to become a fundraiser for UN Women!

UN Women is the United Nations organization dedicated to gender equality and the empowerment of women. As a global champion for women and girls, UN Women believes that every woman has the right to live a life free from violence, poverty and discrimination, and that gender equality is a prerequisite to achieving global development.

We work in 89 countries to support women and girls who are most in need, often left behind and hard to reach. UN Women works to ensure that:

- Women lead and participate in decision-making at all levels
- Women are economically empowered and benefit from development
- Women and girls live a life free from violence
- Peace and security and humanitarian action are shaped by women's leadership and participation

You probably know at least one person who did not get a job because she was a woman. You've probably heard stories from friends who have experienced harassment. You probably know several women quite close to you, who carry the invisible burden of unpaid care and domestic work. And you probably wonder what you can do to change this.

You can make a difference today. Support UN Women to address these issues by helping us fundraise.

UN Women relies almost entirely on voluntary financial contributions to sustain its work to advance gender equality and women's empowerment.



By choosing to be a part of our fundraising campaign, you will support the cause of gender equality and help build a more equal world.

#### SO WHAT CAN I DO?

We need heads, hearts and hands. If everyone contributes, little by little we will help more women and girls. Everyone can be a gender equality advocate.

The Simply Giving platform provides a unique opportunity for anyone to raise funds securely.

#### STEPS:

**1** Think of what you would like to do as a fundraiser. For your birthday, you can ask people to donate instead of buying you gifts. You can run an event at your school or workplace, organize a bake sale, or just share the story of why you are supporting gender equality and women's empowerment.

**2** Log on to the ongoing fundraising events of UN Women and choose what you would like to raise for.

#### WOMEN'S ECONOMIC EMPOWERMENT:

<https://www.simplygiving.com/event/wee>

#### SUPPORT ROHINGYA WOMEN IN COX'S

BAZAAR and others in need: <https://www.simplygiving.com/event/supportrohingya>

Click on the START FUNDRAISING button.

**3** Customize your page. Edit your page type and title, photo and URL. Tell your story – let people know why you want to raise and what you want to achieve by setting a fundraising target. Inspire them to become a part of your mission or to start their own fundraiser too!

**4** Share your fundraiser and send regular updates and reminders on your social media channels, via email and to friends and family, to reach as many people as possible and motivate them to contribute!

**5** Encourage others to do the same.

UN Women will closely follow our fundraising and the most creative and efficient fundraisers will be recognized by UN Women.



## WHAT CAN I DO TO RAISE MONEY?

There are no limits to your creativity!  
Organize an event or start a project that matches your interests, such as:

- Organize a talk about women's issues at your school or office, a concert at your favourite pub, a lecture about gender equality, a mini marathon run or a bike ride, a bake sale or use your birthday as an opportunity to ask friends to donate instead of buying gifts – there are no limits to your creativity! Your fundraising page will feature a 'DONATE' button that people can click to support your fundraiser.

Help us make a difference!

## HOW MUCH MONEY DO I NEED TO RAISE?

There is no limit. Any amount, however big or small, will support our cause.

Thank you for being part of this movement. Your support brings us nearer to a future where gender equality becomes a reality – a world where women and girls can fulfill their potential.

