

**BECAUSE EVERY WOMAN
DESERVES TO BE**

SAFE 
EVERYWHERE
 **ALWAYS**

25 November - 10 December 2024



END VIOLENCE AGAINST WOMEN

From home to work, and everywhere in between, safety is non-negotiable.

Almost 1 in 3 women globally will be subjected to physical and or sexual violence at least once in their lifetime.

In Australia, women face a 1 in 3 chance of being assaulted, 1 in 2 will experience sexual harassment, and 1 woman is being violently killed every 4 days in Australia

We can't afford to stay silent

During 16 Days of Activism (25 November – 10 December), UN Women Australia is calling on Australians to join our campaign against gender-based violence, raise funds to support programs around the world, and take a stand for a world where women and girls are [#SafeEverywhereAlways](#).

Your organisation can:

- ✓ **Sponsor** the campaign
- ✓ **Join the Challenge** over 16 days to raise funds for the UN Trust Fund to End Violence Against Women.
- ✓ **Raise awareness** in your community and networks to understand the issues of gender-based violence
- ✓ **Take action** to change behaviours, attitudes and norms
- ✓ **Attend the Rally** in Sydney and stand in solidarity for women's rights on Nov 24

Will you join us for Safe. Everywhere. Always?



WHERE DO THE FUNDS GO?

During the **Safe. Everywhere. Always.** campaign, funds raised by UN Women Australia will go towards the UN Trust Fund to continue the work of ending violence against women across the globe with a focus on the following:

- Partnering with local 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

The UN Trust Fund to End Violence Against Women, established by the United Nations and managed by UN Women, is a **global fund dedicated exclusively to addressing all forms of violence against women and girls.**

7.7
MILLION

WOMEN AND GIRLS RECEIVED SUPPORT
THROUGH THE UN TRUST FUND IN 2023



SAFE
EVERYWHERE
ALWAYS



ENGAGING YOUR STAKEHOLDERS:

JOIN THE SAFE. EVERYWHERE. ALWAYS. WORKPLACE CHALLENGE

Get involved:

- [Sign up](#) for the Challenge that works for your organisation - multiple teams can join and compete against each other
- Choose your challenge - walk, run or roll 16km, 60km or 100kms over 16 days
- Track progress with your own personalised leaderboard
- Raise funds - support frontline programs around the world working on the front lines to end violence against women.

Key Dates:

- **Rally:** Sunday 24 November (Sydney)
- **Challenge Starts:** Monday 25th November (International Day for the Elimination of Violence against Women)
- **Challenge Ends:** Tuesday 10th December (Human Rights Day)

UN
WOMEN
AUSTRALIA

SAFE
EVERYWHERE
ALWAYS

WHY ENGAGE YOUR ORGANISATION IN SAFE. EVERYWHERE. ALWAYS.

- **Amplify Gender Equality and Safety Initiatives:** Elevate policies, programs and products to promote gender equality, family friendly workplaces and safer communities
- **Encourage Conversations and Actions:** Use Safe. Everywhere. Always. resources and content to build awareness and influence behaviours within and beyond the workplace
- **Strengthen Engagement:** Foster a unified and motivated collective through collective action to end violence
- **Promote Health and Well-being:** Support physical and mental health through active participation
- **Boost Healthy Competition:** Build camaraderie and team spirit, with a touch of friendly competition
- **Create Impact:** Make a tangible difference by raising funds for the UN Trust Fund to End Violence Against Women





THE RALLY

On the eve of the 16 Days of Activism, the 24th of November, we will come together with community leaders, government representatives, advocates, and the broader public for a rally.

This event will serve as a unified call to action, raising our collective voices against gender-based violence. **It marks the official launch of the UN's 16 Days of Activism campaign and our #SafeEverywhereAlways fundraiser.**

Date: 24 November 2024

Time: 2-3.30pm *subject to change

Location: Sydney Square, St. Andrew's Cathedral *subject to change

This rally is not just a gathering of voices; it's a **public event that welcomes everyone**—from community members and advocates to politicians, victim/survivors, families, and all those who stand against gender-based violence. Together, we will stand in solidarity, amplify our voices, and demonstrate our shared commitment to creating a safer, more equitable world for all.

RESOURCES

For the **Safe. Everywhere. Always** campaign, resources will be available to engage your stakeholders, including:

Fundraising Resources:

- **Donation Platforms:** User-friendly online fundraising platform for contributions, with the ability to make a total organisation tally as well as smaller teams (i.e. State based) and individual pages.

Educational Resources:

- **Informational Materials:** Materials to educate staff on the campaign's goals and impact.
- **Activation Ideas:** Practical support for mobilising your organisation to amplify internal safety and domestic violence support policies and to raise awareness.
- **Key Statistics:** Essential data to help convey the campaign's message effectively.

Promotional Resources:

- **Social Media Toolkits:** Graphics, captions, and hashtags for staff to share across their personal social media channels.
- **Email Templates:** Customisable templates for internal communications, making it easy to spread the word about the campaign.
- **Posters and Flyers:** Both physical and digital promotional materials for display in offices and shared spaces.



SPONSORSHIP: SHOWCASING YOUR ORGANISATION

If you would like to consider our sponsorship opportunities, we will work with you to share purposeful content, with a highly engaged audience, that showcases your organisation's commitment and initiatives to help end violence against women. We promote involvement via the [Safe.Everywhere.Always](#) website, [UN Women Australia](#) website, social media, live activations at the rally, media and cross-promotion.

Please contact us for additional information on sponsorship.



135k
Total Followers



45.6k
Instagram Followers



36K
Facebook Followers



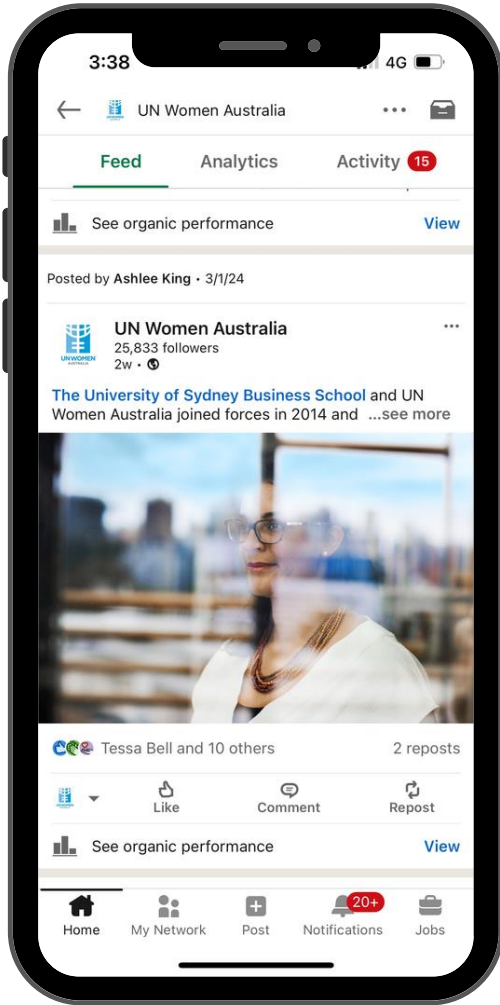
27K
LinkedIn Followers



83K
Email subscribers



27K
X Followers





JOIN US

To learn more about Safe. Everywhere. Always. and UN Women's work to deliver change, reach out to:

Jane Roennfeldt

Jane.Roennfeldt@unwomen.org.au

UN
WOMEN
AUSTRALIA

SAFE
EVERYWHERE
ALWAYS