

**BECAUSE EVERY WOMAN
DESERVES TO BE**

SAFE 
EVERYWHERE
 **ALWAYS**

25 November - 10 December 2024

Corporate Engagement



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, support programs around the world, and take a stand for a world where women and girls are [Safe.Everywhere.Always](#).

Your business can:

- ✓ Join the Workplace Challenge over 16 days to raise funds for the UN Trust Fund to End Violence Against Women.
- ✓ Raise awareness in your workplace (and beyond) to understand the issues of gender-based violence
- ✓ Take action to change behaviours, attitudes and norms

Will you join us for [Safe.Everywhere.Always](#)?





SAFE
EVERYWHERE
ALWAYS

ENGAGING EMPLOYEES:

JOIN THE SAFE. EVERYWHERE. ALWAYS. WORKPLACE CHALLENGE

Get your teams involved:

- [Sign up](#) for the workplace challenge - 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 the leaderboard
- Raise funds - support frontline programs around the world working on the front lines to end violence against women.

Key Dates:

- 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 EMPLOYEES 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 Staff Engagement:** Foster a unified and motivated workforce through collective action to end violence
- **Promote Health and Well-being:** Support employees' 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



WORKPLACE RESOURCES

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

Fundraising Resources:

- **Donation Platforms:** User-friendly online fundraising platforms for staff contributions, with the ability to make an organisation, smaller teams (i.e. State based) and then personal 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.



A WOMAN SHOULD BE SAFE NO MATTER WHERE SHE IS.

- At home
- At work
- On campus
- At the gym
- At a festival
- Walking home
- On a date
- Online

Women should be able to walk down a street without fear, study without intimidation, work without harassment, and use the internet without enduring abuse. Women should be *Safe. Everywhere. Always.*

736 MILLION Globally, an estimated 736 million women – almost one in three – have been subjected to physical and/or sexual violence at least once in their lifetime.

This is a global issue that causes long-term physical and psychological harm while further perpetuating gender inequality. Let's turn this 16 Days of Activism into 365 Days of Action – because women need to be *Safe. Everywhere. Always. Safe. Everywhere. Always.* is a call to action to come together and commit to meaningful change. We can all play a role in making SAFER spaces for women EVERYWHERE and ALWAYS. Let's rally all people across the community, at every level, to speak up against violence and challenge the harmful myths that exist around the roles of men and women in relationships.

WHAT IS 16 DAYS OF ACTIVISM

The 16 Days of Activism Against Gender-Based Violence is an annual campaign calling for the prevention and elimination of violence against women and girls. The campaign commences on 25 November, the International Day for the Elimination of Violence Against Women and runs through to the International Human Rights Day on 10 December. The official colour of 16 Days of Activism is Orange.

UN TRUST FUND TO END VIOLENCE AGAINST WOMEN

16 Days of Activism officially supports the UN Trust Fund to End Violence Against Women. It is the largest international financing fund for combating all forms of violence against women and girls. Through violence prevention programs, legislation and improving access to essential services for victims, the UN Trust Fund has improved the lives of millions of women and girls over the last 20 years.



I'M STEPPING UP TO TAKE ACTION AGAINST GENDER-BASED VIOLENCE OVER 16 DAYS

Women should be *Safe. Everywhere. Always.*

Donate to raise vital funds to support women and girls everywhere.

Your Name Here

Donate: XXX

STEP UP AND TAKE ACTION



HOW TO GET INVOLVED JOIN THE WALK TO END VIOLENCE.

This 16 Days of Activism Against Gender-Based Violence, join us in solidarity for women and girls everywhere by walking 30, 60 or 100 kms over 16 days to raise awareness and vital funds to support programs around the world that are on the front lines, working to put an end to the violence.

The walk is open to everyone: individuals, corporate teams, families, community groups – everyone is welcome. You can enter on your own or start a team – why not get your whole workplace involved? Simply register now at unwomen.org.au. Walk with us this 16 Days because women and girls should be *Safe. Everywhere. Always.*

By joining us this 16 Days of Activism, you are standing with us as we strive to eradicate all forms of violence against women and girls, so they can be *Safe. Everywhere. Always.* Your support helps prevent violence, implement laws and policies, and improve access to vital services for survivors. Some of the ways your incredible support can go to work:

- **\$29** could provide psychological assistance to a woman or girl survivor of violence who is living with or affected by HIV/AIDS in Egypt
- **\$51** could help provide food for a woman survivor of violence living in a rural area of Cameroon
- **\$64** could support one woman burn survivor's physical and psychological recovery for one month in India
- **\$153** could provide three women or girl survivors of sexual violence with medical support in a camp for internally displaced persons in Nigeria
- **\$388** could provide adolescent girls and boys with an awareness raising kit on positive masculinity and violence against women and girls prevention and response in Morocco

OTHER WAYS TO GET INVOLVED:

- **Follow UN Women Australia on social media**
Stay up to date with our 16 Days activations, including powerful online panel sessions to join and share with your network.
- **16 Days, 16 Films**
A global online film festival, supported by UN Women. Entries from female-identifying filmmakers exploring or educating on violence against women. The festival hopes to push for change, accountability and combat gender inequality. Go to 16days16films.com for more details.
- **Host your own community fundraising event**
Bring your local community together and get behind *SAFE. EVERYWHERE. ALWAYS.* We'd love to hear about it. Email fundraising@unwomen.org.au
- **Host a workplace fundraising event**
Host a 'Wear Orange Day' or a staff panel/morning tea for open discussions on safety policies and workplace respect. Email fundraising@unwomen.org.au
- **Donate**
to support the UN Trust Fund to End Violence Against Women at unwomen.org.au

Follow us on social media
#SafeEverywhereAlways



THIS 16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE, JOIN US IN SOLIDARITY FOR WOMEN AND GIRLS EVERYWHERE

**WALK 30
60 or 100KMS
OVER 16 DAYS**

to help raise awareness and vital funds to help end violence against women and girls.

JOIN OUR TEAM:

Your URL Here

STEP UP AND TAKE ACTION



WHERE DO THE FUNDS GO?

During the **Safe. Always. Everywhere.** 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





JOIN US

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

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