

# IWD AT SCHOOL

## Fundraising Resources Kit

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# #CountHerIn





# WELCOME

## A MESSAGE FROM UN WOMEN AUSTRALIA'S CHIEF EXECUTIVE OFFICER - SIMONE CLARKE

As we gather to celebrate International Women's Day, I'm struck by the incredible passion and enthusiasm of the next generation. It is inspiring to witness the commitment of students and schools like yours celebrating the achievements of women and girls worldwide.

This year, our theme for International Women's Day is '*Count Her In: Invest in Women. Accelerate Progress.*' It's a theme that recognises the importance of including women in decision-making processes, opening pathways to women's economic empowerment, and investing in their rights and opportunities. When we support and empower women, we can speed up progress towards a fairer and more just society for everyone.

I'm thrilled to see so many young people getting involved and standing up for the rights of women and girls. I am confident that with your continued dedication and support, we can create a future where every woman and girl has the opportunity to learn, earn and lead – accelerating progress towards a gender-equal world.

We hope that the stories and activities in this kit will inspire you to continue speaking up against the systematic barriers and long-standing stereotypes that hold women and girls back.

Thank you for your support.

**Simone Clarke**

*Simone Clarke*

CEO  
UN Women Australia

# ABOUT UN WOMEN

UN Women Australia exists to raise funds for and awareness of UN Women's work to end violence against women, promote economic empowerment, advance women in leadership, and ensure women's participation in peace processes to accelerate gender equality worldwide.

UN Women is the United Nations agency for women's empowerment and gender equality, delivering programs and transforming policy to enable a brighter future for women and girls in more than 100 countries worldwide. Created in 2010, UN Women brought together various UN agencies working on gender quality and the empowerment of women. These international agreements below guide the work of UN Women.

1979

## CONVENTION ON THE ELIMINATION OF ALL FORMS OF DISCRIMINATION AGAINST WOMEN (CEDAW)

CEDAW sets out the rights for women in civil, political, economic, social, and cultural fields across 16 articles and provides a definition of discrimination against women. The 'women's bill of rights' is a cornerstone of all UN Women programs. 189 countries have committed to take: *all appropriate measures, including legislation, to ensure the full development and advancement of women, for the purpose of guaranteeing them the exercise and enjoyment of human rights and fundamental freedoms on a basis of equality with men.*

1995

## BEIJING DECLARATION AND PLATFORM FOR ACTION (PFA)

Developed at the 4<sup>th</sup> world conference on women in Beijing, China, it sets out how to remove the systemic barriers that hold women back from equal participation in life across 12 critical areas of concern including poverty, health, armed conflict, power and decision-making, violence, and the girl child. Adopted by 189 governments, member states review and report on their progress every 5 years.

2000

## WOMEN, PEACE & SECURITY (WPS)

The UN Security Council resolution 1325 recognised the need to implement different gender perspectives in conflict prevention and resolution, in particular increasing women's participation in peace negotiations and humanitarian planning. There have been seven subsequent resolutions adopted by the UN Security Council and together, the 10 resolutions represent a critical framework for improving the situation of women in conflict-affected countries. Based on four pillars of prevention, participation, protection, and peacebuilding & recovery.

## ABOUT IWD

International Women's Day (IWD) occurs annually on March 8 to celebrate the wonderful achievements of women. 1911 marked the very first IWD as 30,000 women protested across Europe to fight for equal working rights. Australia's first IWD was held in 1928 and nowadays, it provides an opportunity to shine a light on the progress still to be made in achieving full gender equality.





## 2024 IWD THEME: COUNT HER IN

We know that when women are empowered to have their own voice, agency, and meaningful participation in economic decision-making at all levels of society, **everyone benefits**.

Entire generational cycles of poverty are halted, workforce productivity boosts and economies grow, families have greater food security, and women and girls take control of their healthcare and reproductive choices and have more resources to leave violent and abusive situations.

This International Women's Day, join UN Women Australia as we examine the pathways for economic inclusion and investment to accelerate progress for women and girls everywhere.

**IF WE ARE TO EVER BREAK THE CYCLE OF INEQUALITY, WE MUST INVEST IN WOMEN AND GIRLS.**  
**#COUNTHERIN**

### DID YOU KNOW...

**2.4  
billion**

Around 2.4 billion women of working age are not afforded equal economic opportunity as men.<sup>1</sup>

**1 in 3**

Nearly 1 in 3 adolescent girls from the poorest households around the world has never been to school.<sup>2</sup>

**\$360  
billion**

An additional \$360 billion per year is needed to achieve gender equality and women's empowerment.<sup>3</sup>

**428  
trillion**

Fully closing gender gaps in workplaces would add up to 428 trillion in annual GDP by 2025.<sup>6</sup>


<sup>1</sup> World Bank (2022). Women, Business and the Law 2022. <sup>2</sup> UNICEF (2020). Addressing the learning crisis: An urgent need to better finance education for the poorest children <sup>3</sup> UN Women (2023). Progress on the Sustainable Development Goals: The Gender Snapshot 2023. <sup>4</sup> Women Deliver (2019). <https://womendeliver.org/investment/boost-womens-economic-empowerment/>

# FROM PRODUCTION LINE TO ENTREPRENEUR: BUILDING INDEPENDENCE FOR A SRI LANKAN MOTHER

Things were not easy for Uma and her husband when they returned to Sri Lanka after the country's long civil conflict ended in 2009.

"Life was challenging for us since our income was insufficient to make a living," she said. An idea came to Uma while she was working at a facility that made cleaning goods. "I wanted to start the same business, but I was unsure where to obtain the training and how to start a business."

That changed when Uma participated in Empowering Communities to Prevent Violence against Women and Girls in Mannar (the Northern district where she lives). The UN project, funded by the Government of Australia, helps women entrepreneurs become economically independent and thus less vulnerable to violence.

 *"I learned how to run a business, about marketing, and even how to manage finances. I cannot imagine running a business such as this without these trainings."*



UN Women Sri Lanka/Raveendra Rohana

Uma now herself produces a range of household cleaning products, from detergent soaps to glass cleaners, under the brand Uma Products. Her husband now helps with sourcing goods she needs for the business.

Uma sells in Northern Province, but says, "I want my products to be available across every market in this country." The training received has allowed her to dream bigger than she previously believed possible.

In addition to entrepreneurship training, the Empowering Communities project works to change the discriminatory social and gender norms that seek to justify violence against women and girls, a threat that in turn limits their autonomy.

As an entrepreneur, "the biggest challenge was society's perception of women", Uma said. "People just look at me strangely in this male-dominated culture. But I kept going with what I was doing."

UN Women Sri Lanka/Raveendra Rohana





## HOW \$350 IS HELPING WOMEN IN VIETNAM RECLAIM THEIR LIVELIHOODS IN THE WAKE OF COVID-19



When all her goats died and Nguyen lost her job at the fish factory during the COVID-19 pandemic, she and her family of four knew they were facing tough times.

“The pandemic is over now, but it still impacts our lives severely,” Nguyen says. “The fish factory has fewer orders, and they never call me back to work. We had borrowed VND 20 million (around AUD 1200) to buy the goats [that died], and the debt will be due soon. I could not sleep well for many nights.”

In November 2023, Nguyen together with vulnerable women in 11 districts of Viet Nam’s Tien Giang Province, received a cash grant of VND 5.5 million (around AUD 350) from UN Women through the Women’s Union, allowing them to rebuild their livelihoods.

Nguyen invested her grant wisely, using it to restart her small farm by buying two pigs and following training from the Women’s Union on proper care and management. The newfound knowledge and financial support have brought her hope.

All the cash grant recipients underwent diverse skills training, covering livestock rearing, crop

cultivation, economic management and business start-up. The training also covered topics such as how to prevent gender-based violence.

UN Women’s project, funded by the Government of Australia, enabled this transformation. The grants, directly distributed to a total of 3,388 women by the Women’s Unions, were prioritised for the most vulnerable. This included pregnant women, individuals with disabilities, migrant workers, women with HIV and survivors of violence.

Phuong, Chair of the Tien Giang Women’s Union, stresses the significance of the financial support provided: “It is an essential lifeline to vulnerable women, helping them rebuild their livelihoods during challenging economic and climate change circumstances.”



UN Women/Thao Hoang

# MARKETS FOR CHANGE: GIVING PACIFIC WOMEN A SEAT AT THE DECISION-MAKING TABLE

In the Pacific, economic activity is local, seasonal and often conducted in a market place setting. Between 75% and 90% of all market vendors in the Pacific are women; hours are long, profits are often low, and working conditions difficult. And earnings make up a significant portion of the incomes of many poor households. Despite this, women are often excluded from market governance and decision-making, impacting their experience in the setting.

UN Women recognises that, in order to advance women's economic empowerment, our work must address the intersections between women's economic empowerment, safety and discrimination, leadership and participation, disaster preparedness and livelihoods. Enhanced economic performance of women means more food on the table, children in school, safer dwellings and less family violence associated with economic hardship. Recognising this, UN Women began the 'Markets for Change' (M4C) program in Fiji, Vanuatu and the Solomon Islands. M4C works to ensure that marketplaces in rural and urban areas are safe, inclusive and non-discriminatory, promoting gender equality and women's empowerment.

The project includes actions to create and support women in decision making through Vendors' Associations, which impact the way markets are run and organised. The project also focuses on boosting financial literacy amongst vendors through the associations, and is supporting greater access to financial services, improved agricultural skills and, in some cases, more secure agricultural production, to enhance the economic potential of market ventures. On the ground, the associations and UN Women funding are creating safer market locations through improved market structures, accommodation for vendors travelling to markets, restroom facilities, and access to clean drinking water.



## WATCH:

This video shows the impact of the M4C program on Pacific women, through their eyes.



# MEET OUR SPEAKERS



## MICHELLE BULLOCK

*Governor of the Reserve Bank Australia*

Michele Bullock is Governor of the Reserve Bank of Australia. Ms Bullock commenced as Governor on 18 September 2023. She is Chair of the Reserve Bank Board, Payments System Board and Council of Financial Regulators. Prior to her current role, Ms Bullock was the Deputy Governor of the Reserve Bank of Australia.

Ms Bullock has also held a variety of senior management positions in the Bank. She was Assistant Governor (Financial System), Assistant Governor (Business Services), Assistant Governor (Currency), Adviser for the Currency Group and, before that, Head of Payments Policy Department.

## VICTORIA DEVINE

*Founder and Co-Director,  
Zella Money*

Victoria Devine is a multi-award-winning retired financial adviser, best-selling author, and host of Australia's number one finance podcast, She's on the Money. Victoria is also the founder and co-director of Zella Money, an Australia wide industry leading mortgage broking and asset finance company. Victoria seeks to empower individuals on their financial journeys and make finance accessible for everyone. She is a young, influential, and driven entrepreneur who pushes the boundaries in not just the finance industry but in a number of charities and non-profit organisations. Honest, relatable, non-judgemental, and motivating, Victoria knows what millennial life is really like and where we can get stuck with money stuff.





## MELLODY HOBSON

### *Co-CEO and President of Ariel Investments*

As Co-CEO, Mellody is responsible for management, strategic planning and growth for all areas of Ariel Investments outside of research and portfolio management. Additionally, she serves as Chairman of the Board of Trustees of the Ariel Investment Trust—the company’s publicly traded mutual funds. Prior to being named Co-CEO, Mellody spent nearly two decades as the firm’s President.

Outside of Ariel, Mellody is a nationally recognized voice on financial literacy. Her leadership has also been invaluable to corporate boardrooms across the nation. She currently serves as Chair of the Board of Starbucks Corporation. She is also a director of JPMorgan Chase. She previously served as Chairman of the Board of DreamWorks Animation until the company’s sale and was also a long-standing board member of the Estée Lauder Companies.

Mellody’s community outreach includes her role as Chairman of After School Matters, a Chicago non-profit that provides area teens with high-quality after school and summer programs. Additionally, she is co-chair of the Lucas Museum of Narrative Art and a board member of the George Lucas Education Foundation and Bloomberg Philanthropies. She also serves on the board of trustees of the Center for Strategic & International Studies and of the Los Angeles County Museum of Art (LACMA).



Mellody is a member of the American Academy of Arts and Sciences, The Rockefeller Foundation Board of Trustees, and serves on the executive committee of the Investment Company Institute. Mellody earned her AB from Princeton University’s Woodrow Wilson School of International Relations and Public Policy. In 2019, she was awarded the University’s highest honor, the Woodrow Wilson Award, presented annually to a Princeton graduate whose career embodies a commitment to national service. She has also received honorary doctorate degrees from Howard University, Johns Hopkins University, St. Mary’s College, and the University of Southern California. In 2015, Time Magazine named her one of the “100 Most Influential People” in the world.

# CLASSROOM ACTIVITIES

Pick one or more of these activities to do and get the discussion going around gender equality and **why women's economic empowerment is important to create a gender equal future.**

## FOR PRIMARY SCHOOLS



### STORYTIME AND DISCUSSION:

Read a children's book like *Fantastically Great Women Who Changed the World* by Kate Pankhurst, to highlight the achievements of women in various professions or showcases themes of empowerment and equality. Afterward, facilitate a class discussion about the story, encouraging students to share their thoughts on the importance of gender equality.



### RESEARCH PROJECT: FAMOUS WOMEN ENTREPRENEURS:

Assign students a famous women entrepreneur like Coco Chanel to research. Call the project, from Little Things, Big Things Grow. Have them create a presentation of poster to share information about the entrepreneur's achievements, challenges, and contributions to women's economic empowerment.

## DISCUSS WITH FRIENDS...



What are some of the barriers that women face from economic inclusion in the markets?



What are external factors which might effect female market vendors in pacific communities?



How might improvement in one area cause a negative effect in another? For instance, segregating female market vendors to prevent violence.



What are the challenges of designing programs that balance the entire needs of female market vendors?





## FOR HIGH SCHOOLS



### RESEARCH AND PRESENTATION:

Divide students into small groups and assign each group a notable woman entrepreneur or business leader. Students should research and create a presentation highlighting the individual's contributions to women's economic empowerment, challenges faced, and the impact on their community or industry.



### TIMELINE OF WOMEN'S ECONOMIC EMPOWERMENT:

Have students create a timeline illustrating the historical progression of women's economic empowerment. Include key milestones, legislation, and achievements, both globally and locally. Encourage students to present this visually for maximum impact.



### COMMUNITY IMPACT PROJECT:

Challenge students to identify a local issue related to women's economic empowerment and develop a community impact project to address it. This could include creating a workshop, awareness campaign, or support initiative.



### MEDIA ANALYSIS:

Analyse advertisements, news articles, or media campaigns related to women in the workforce. Discuss how these portrayals impact societal views on women's economic roles and empowerment.



### DEBATE ON GENDER PAY GAP:

Organise a debate on the gender pay gap, encouraging students to research and present arguments from different perspectives. The debate can be as detailed as you like! Visit <https://www.wgea.gov.au/> for more information.

# HOW YOU CAN HELP

UN Women Australia is calling on students, just like you, to pick up the pace of progress towards gender equality. **We are counting on you to make sure this generation and future generations #CountHerIn.** Conversations are important, and funds are critical if we are committed to accelerating gender equality for a sustainable future.

JOIN OUR CAMPAIGN TO PRIORITISE GENDER EQUALITY AT ALL LEVELS OF SOCIETY. HERE ARE SOME IDEAS TO GET YOU STARTED!



## HOST AN INTERNATIONAL WOMEN'S DAY EVENT IN YOUR CLASS OR SCHOOL

Help make the world safe and fair by hosting an event and raising money to support UN Women's work around the world. Sign up for your own online fundraising page [here](#).

## ORGANISE A SCREENING OF UN WOMEN AUSTRALIA'S VIRTUAL IWD PROGRAM

If you would like to bring UN Women Australia's IWD speakers to your school or community then you can stream the event live on Friday 8 March or up to a week later. Please contact [tickets@unwomen.org.au](mailto:tickets@unwomen.org.au) for more information.

## SELL PURPLE RIBBONS

Be a local leader by showing your support for International Women's Day – wear your purple ribbon with pride. Wearing a purple ribbon is a great way to demonstrate that you support gender equality to make the world safe and fair for everyone. You can help to spread the word by purchasing purple ribbons to sell or give away at your event, school or in your community.

Each ribbon sold supports UN Women's work, ensuring that everybody everywhere is treated fairly, is safe and has access to opportunities to lead and learn. [Head to our website to purchase your purple ribbons!](#)

## HOW CAN DONATIONS HELP WOMEN AND GIRLS?



**\$44**

could help provide a young migrant worker in Asia with financial literacy training so she can open her own bank account and save for her future.



**\$89**

could provide two Syrian Refugees with access to an education.



**\$179**

could provide a woman entrepreneur in Myanmar with training and coaching to grow her business.



**\$298**

could provide vocational training and business skills to 20 refugee and asylum-seeking women survivors of human trafficking in Serbia.





# THANK YOU

At UN Women National Committee Australia, we believe gender equality should no longer be a distant goal to work towards – but a reality for all.

With your fundraising efforts, women and girls are one step closer to the brighter future they deserve. Many hands are needed to lift women and girls out of poverty, ensure their safety and offer women and girls the opportunities they deserve to be leaders.

Thank you for raising yours and helping us create brighter futures for women and girls around the world.





# STAY CONNECTED

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