

WALK FOR
WAGEC

YOU'RE WALKING FOR

VIRTUAL
WELCOME PACK

WOMEN'S AND GIRLS' EMERGENCY CENTRE



**WOMEN'S
AND GIRLS'
EMERGENCY
CENTRE**

Welcome to Walk for WAGEC! Our goal is to raise \$250,000 so that women, children and families can walk away from violence.
walkforwagec.org.au

We're so excited you'll be walking virtually with us so that women and families can walk away from violence.

With your help, we can reach our target of \$250,000 which will support women and children to build safe futures.

So that you can make the most out of your fundraising, we've put together this Welcome Pack to support you in your efforts.

This Welcome Pack includes:

01. Guides

These guides will cover off key information about your walk and support you in your fundraising so that you can reach your target. You can find these on **page 04 – 08**

02. Ways to Walk

If you're completing your walk virtually there are lots of ways you can complete your 5km or 10km. **These are on page 08 – 11**

03. Letter to Supporters Template

A customisable letter telling your friends and family why you're walking for women and kids. **See this on page 12**

04. Poster

Let people know the walk is happening. You can hang this in your household or workplace and email the poster to your supporters.

View the link to download on page 13

05. Social Tiles

We have created images that you can post across social media.

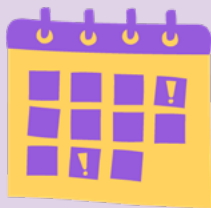
View and download these on page 14 – 15

06. FAQs

Page 16 – 17.

GUIDE ON EVERYTHING: WALK FOR WAGEC

Here's everything you need to know
before you Walk for WAGEC



Anytime, anywhere between
25th April and 1st May

01. Before the week

Registration cost: \$25 for adults, kids (0-16) are free.

Entry kit: Your entry kit, which includes a Welcome Guide and a signature Walk for WAGEC Drink Bottle, will be sent to you in the mail after registration.

How to fundraise? Share your fundraising page and ask your community to donate. If you raise \$500 or more you will receive a signature Walk for WAGEC T-shirt in the mail.

How to involve your community? Post and share about Walk for WAGEC! It will encourage more people to sign up, donate, fundraise and walk. To download Walk for WAGEC social tiles, [click here](#). Remember to hashtag **#walkforwagec**

02. Throughout the week

What to wear: There is no specific dress code for Walk for WAGEC, but we would love to see you in your best yellow and purple outfit! There is now WAGEC merchandise, including our signature Walk for WAGEC T-shirt, available on our shop.

Where to walk: If you can't walk or run with us, there are plenty of great walks in and around Sydney, Australia and the

world if that is where you are joining us from. Check out pages 10 and 13 in our Welcome Guide to get inspiration on how to walk and where to walk.

How to post throughout the week: Make sure you share the different ways you will be walking for WAGEC and hashtag **#walkforwagec**

Walking in-person?

Check out our welcome guide for our in-person walkers [here](#).

GUIDE TO: RAISING MONEY

01. **Tell your community why you're walking, and what it personally means for you to be a part of this event**

One woman is killed each week in Australia at the hands of her current or former partner. Gender-based violence takes a profound toll on women, children and communities. That's why we need you to walk. By walking for WAGEC, you will be giving women and children what they need to walk away from violence and create safe futures.

02. **Explain to your community why their donations matter**



It takes all of us to build safe futures for women and children. Let your supporters know that funds raised will help operate programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place. To operate these programs, we rely on community and philanthropic donations.

03. **Set an ambitious but achievable target**

Set a high target because this encourages people to donate more! Try to be realistic at the same time about how much you can raise so that you can achieve your goal.

04. **Make the first donation a good one**



Be strategic about who you ask for your first donation. The first donation often sets the mark for future donations. You can also make the first donation yourself – when people see how serious you are about the cause, they will be more inspired to give.



05.

Share your page and tell people how you will complete the walk

Share your page through different channels: Facebook, Instagram, Twitter, LinkedIn, Email, Text, and WhatsApp. If you're walking virtually, highlight the ways you will complete your steps, you can encourage your friends to make different suggestions! Make sure to tag **#walkforwagec**

06.

Ask for a specific amount

Sometimes people feel more comfortable donating when they know how much you want them to give. Ask them for a specific amount so that they don't have to think about it and understand that every dollar counts. You can use our social media tiles here to ask for a specific amount and explain to them how that donation help.

07.

Share with your potential donors what's in it for them

Explain to people how they will benefit from donating. This could mean explaining how their donation will help (see next step), reminding them that all donations of \$2 or more are tax deductible, or even giving special donors a shout out on the day.

08.

Remind your friends and keep donors engaged



Sometimes people want to donate but have forgotten to do so. Your friends will appreciate the reminder that there is still time to donate. You can also remind your friends by creating an online community with your donors. Encourage donors to suggest ways to walk, or even set you challenges to help you train for your walk or run.

09.

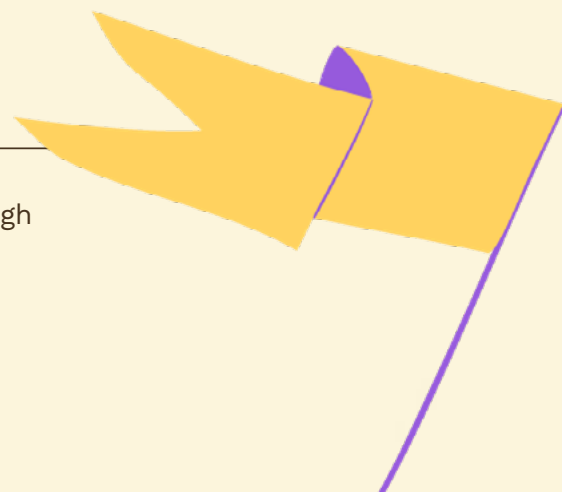
Keep people updated on your progress and thank your donors

Share updates about how much you've raised, how much you still need donated to achieve your target. Engage your audience by sharing progress through video messages. Be sure to thank people who have donated and make them feel good about what they've contributed, this might even inspire people to give more.

10.

Increase your target

If you hit your target, you can raise it through your profile page!



GUIDE TO: YOUR DONATION PITCH

Creating safe futures for women and families takes all of us, but sometimes it can be hard to articulate how your donors support will help. To explain to your friends and family how donations will make a difference in the lives of women and families, you can refer to the following pitch.



01.**Why we're doing this?**

One woman is killed each week in Australia. 1 in 4 women have experienced physical or sexual violence by the age of 15. This means that 1 in 4 women in your communities have been impacted by gender-based violence.

This is why WAGEC provides safe spaces for women and families in times of crisis, while also seeking to address the underlying causes of gender inequality and violence.

To do this, we deliver programs that

build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

That's why we're asking our community to Walk for WAGEC so that women and children can walk away from violence.

However, these programs rely on support from community and philanthropic donations to go ahead. This is why we need your help.

02.**How can you help?**

By donating to support WAGEC you will be changing the lives of women and their children. All funds raised through Walk for Women's and Girls' Emergency Centre

will go directly to WAGEC's programs that empower women to create safe futures for themselves and their families.

How will donations make a difference?

\$20 provides a child with an Essentials Welcome Pack to help them feel at home at WAGEC

\$50 can fill a Mum's petrol tank so she can get her kids safely to school each day

\$100 gives a teenager three personal tutoring sessions to help them keep up at school

\$150 provides a supported playgroup session providing learning for kids and mums

\$200 provides a therapeutic family workshop for mums and kids to heal together

\$500 provides a safety plan for a woman and her children in crisis

\$750 provides a woman with a month of personalised support with our in house psychologist

\$1000 helps a family establish a safe new home

03.**Tax Benefits**

All donations you make of two dollars or more are tax deductible.





Tax time is coming up, so donors will see a tax benefit to their donation in the near future!

WAYS TO: WALK VIRTUALLY

If you're walking virtually there are many ways you can to complete your 5km or 10km. We have brainstormed some ways for you to get started, all which have been categorised based on the type of activity.

Important Notice:

When planning activities, always check your area's COVID restrictions, and ensure you're practising safe spatial distancing and hygiene.

Key:  Exercise  Recreation  Housework  Community

Ways to walk	Steps/min	Type of Activity
Aerobic dancing class	127	   
Bake or cook your favourite food, but keep on your toes!	61	   
Basketball – take a walk to your local park and shoot some hoops	145	   
Bicycling, ride around your block or find a nearby park.	200	   
Dance off with your household (bonus 10 steps for each additional member. E.g. 4 members, add 40 to your individual step count)	172	   
Dance class	109	   
Gardening.	80	   
Handball – challenge your friends and family!	348	   
Hide and Seek – fun for the kids (and the adults).	89	   
Hiking – there are so many beautiful spots in and around Sydney. For hiking tips visit trailhiking.com.au or wildwalks.com.au	172	   
Jump on the trampoline	90	   
Kids fun circuit: Draw pictures of different activities and place them around the room or all over the house. The children need to visit each picture and do the activity – E.g. hop on one leg 10 times, do 10 star jumps, 10 squats, 2 roly-polies etc. See how many circuits they can manage, and do it with them.	115	   
Lunchtime squats! Get your colleagues together for a 15 minute break and do some squats while maintaining your 1.5 metre distance.	58	   
Pilates	91	   
Running	~	   















































5KM = 3500 STEPS

Use the guide below to calculate your steps based on the activity

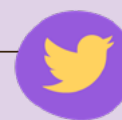
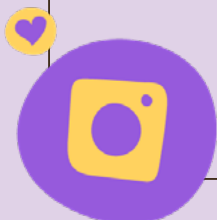


WHERE I'M WALKING

On page 12, we've put together a list of some 5km and 10km routes that you can use to walk virtually. Be sure to tag us on social media to show us where you're walking using the hashtag **#walkforwagec**

Ways to walk	Steps	Type of Activity
Sedentary activities. Reach your target by also doing low level activities like board games, home-schooling, homework, knitting, playing an instrument, or any other way to keep yourself entertained during self isolation.	10	   
Skateboarding	102	   
Skipping	285	   
Soccer	183	   
Stretching is super important, especially when working from home. Challenge yourself to stretch every hour.	15	   
Swimming	174	   
Walk or job on a treadmill	125	   
Walk outside. Want to kick it old school? Complete your steps in one walk outside. See the list of places we've put together here.		   
Workout online		   
Yoga	100	   
Zumba	152	   

Share the different ways you will be walking and tag **#walkforwagec**



GUIDE ON: WHERE TO WALK VIRTUALLY

If you can't walk or run with us on Sunday 1st May, there are plenty of other great walks around Sydney to discover. Here are some suggestions from the team at WAGEC.

01. Parramatta Park

Time: 55mins
Length: 5kms

Start at the beautiful Wistaria Gardens, do 1.5 laps to end at Gatehouse Tea Rooms.



02. Bondi to Coogee

Time: 1hr 3mins
Length: 5kms (one way)

Start at either Bondi or Coogee and head inland. If you have more time, take the coastal route!



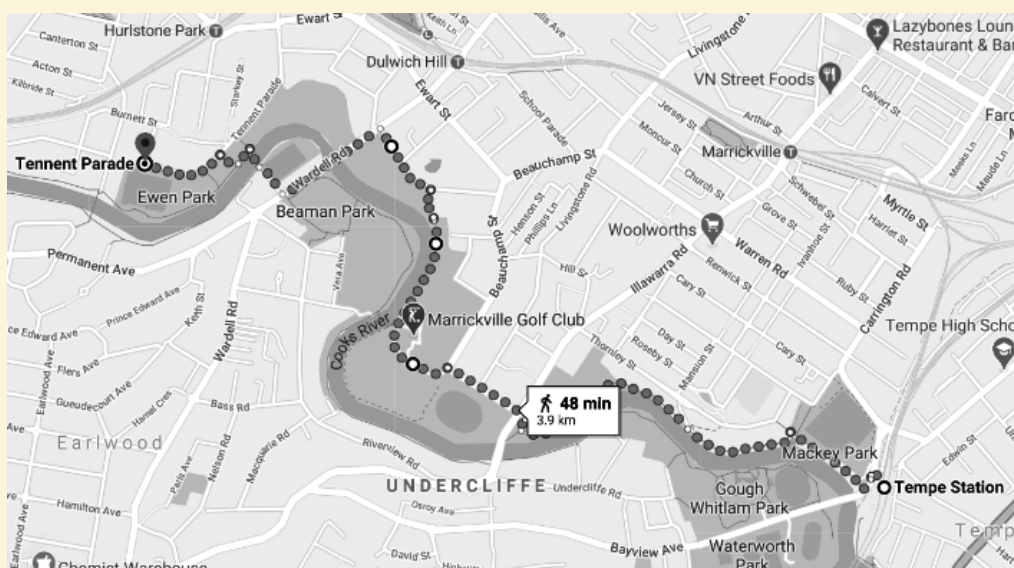


03.

Cooks River

Time: 48mins
Length: 3.9kms
 (one way)

Close to Tempe Station, catch the train in and leisurely walk alongside Cooks River.

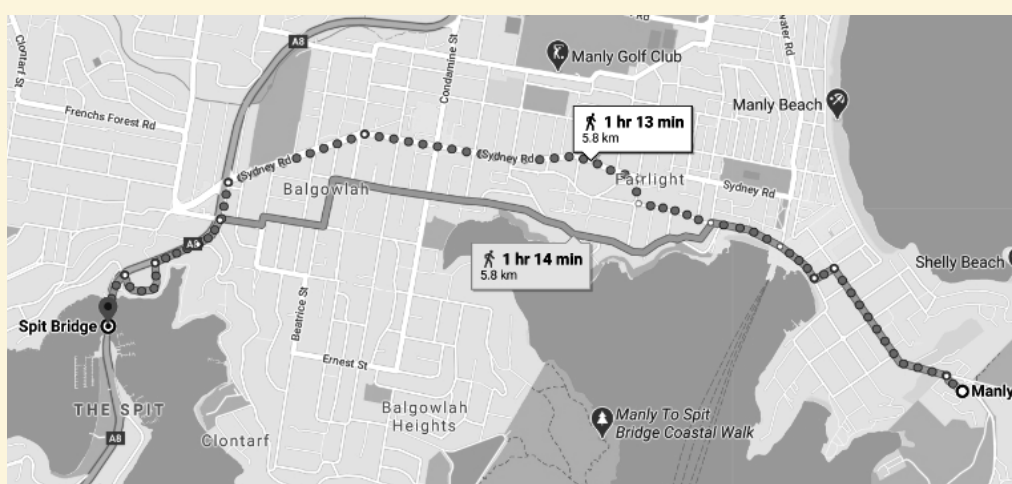


04.

Spit Bridge to Manly

Time: 1hr 13mins
Length: 5.8kms

Start at Manly and choose between two routes, one inland, one more coastal.



LETTER TO SUPPORTERS TEMPLATE



Dear, **[insert name of your friend/family member/colleague]**,

Did you know that each week in Australia one woman is killed at the hands of her current or former partner? Gender-based violence affects us all, and we all have a role to play in supporting women in crisis and building futures that are safe for all women and families.

That's why I'm participating in Walk for Women's and Girls' Emergency Centre so that women and their children can walk away from violence.

The purpose of the Walk is to raise \$250,000, which will help support programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

To help WAGEC reach their target, I have set my own personal target of **[insert your target]**. I'm asking you to donate **[insert amount]** so that I can reach my target and help women and children have a safe future.

Every little bit will help and I'd be so appreciative of whatever you can give.

Thank you in advance for your support. Like I said, we can all play a part in supporting women and children to walk away from violence. By donating to my page, you're doing just that.

Sincerely,

[insert your name here]

walkforwagec.org.au

wagec.org.au

[Download](#)

POSTER



[Download](#)

SOCIAL TILES

#01
– Illustration



[Download](#)

#02
– Logo



[Download](#)

#03
– Solidarity



[Download](#)

Sharing on social media is a great way to ask for donations and update your networks on your fundraising efforts.

To help you do this, we've created tiles that you can share!

Tag Us:

Facebook: [@WAGECREDFERN](#)

Instagram: [@womens.girls.emergency.centre](#)

LinkedIn: [Women's & Girls' Emergency Centre](#)

Hashtag:

[#walkforwagec](#)

#04

– Dollar Handles

[Download](#)



#05

– Statistics

[Download](#)



FAQS

What is Walk for WAGEC?

Walk for WAGEC is a 5km walk or 10km run at Centennial Park, Sydney on Sunday 1st May 2022 or virtually between 25th April – 1st May. This year our goal is to collectively raise \$250,000, which will help deliver important programs for women that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

What is WAGEC?

Women's and Girls' Emergency Centre (WAGEC) is a feminist, grassroots organisation that supports women and families in crisis and advocates for social change in the community. We are based in Redfern, Sydney and work on the lands of the Gadigal and Wangal people of the Eora Nation.

Every night, we support 200 women and children impacted by homelessness, domestic violence and systemic disadvantage. We do this by providing material aid, case management, biopsychosocial support, accommodation, and crisis responses. Equally we seek to address the underlying causes of gender-based violence through primary prevention activities with communities and private and public entities that want to be a part of

the global movement to end gender-based violence in a generation.

How can I complete Walk for WAGEC?

You can complete Walk for WAGEC by walking 5km or running 10km on Sunday 1st May in Centennial Park, Sydney or virtually anywhere and anytime between 25th April and 1st May.

If you are walking virtually, you can complete your kms anyway that suits you whether that be walking, running, swimming or cycling. For more creative ways to complete your kms, [check out our welcome guide here](#).

What time should I arrive on Sunday 1st May?

If you are running 10km, please arrive for check-in between 7am to 7:45am and if you are walking 5km, please arrive between 7:30am to 8:45am for check-in.

How will my donations help?

Money you raise by taking part in the Walk for WAGEC will help women and their families walk away from violence.

WAGEC has taken active steps to create programs that build financial independence, nurture healing and well-being, enrich children's development and prevent violence from happening in the first place.

To operate these programs, we rely on community and philanthropic donations.

\$20 provides a child with an Essentials Welcome Pack to help them feel at home at WAGEC

\$50 can fill a Mum's patrol tank so she can get her kids safely to school each day

\$100 gives a teenager three personal tutoring sessions to help them keep up at school

\$150 provides a supported playgroup session providing learning for kids and mums

\$200 provide a therapeutic family workshop for mums and kids to heal together

\$500 provides a safety plan for a woman and her children in crisis

\$750 provides a woman with a month of personalised support with our in house psychologist

\$1000 helps a family establish a safe new home

Is my donation tax deductible?

Yes. WAGEC is a registered charity with Deductible Gift Recipient (DGR) status, which means you will receive a tax-deductible receipt for any donation of \$2 or more.

How do I set up a team?

We encourage you to complete Walk for WAGEC with a team which could include your work colleagues, friends or family members. Whether you complete the Walk individually or as part of a team, you can inspire members of your community to get involved in some friendly competition and see who can raise the most amount

of money to support families escaping domestic violence.

You will have the option to create or join a team during registration or from your individual fundraising page after you've registered.

How do I become a Walk for WAGEC ambassador?

You can become an ambassador by completing three of the following steps:

- Post consistently (over 5 times) about the event on social media (this includes on your personal pages and in community groups) and tag WAGEC and hash tag #walkforwagec
- Sign up 3 or more people to the event (either in Centennial Park or virtually). Make sure you create a team with all your recruits and become the team captain. This won't apply to workplaces
- Fundraise \$1000 or more through community engagement

If you complete all three steps, please get in touch and you will be recognised and awarded either on the day (in-person walkers) or online (virtual walkers). Thank you for being a part of spreading the word!

Is there Walk for WAGEC merch?

Yes. Every person who registers will receive a signature Walk for WAGEC Drink Bottle either in person on the day or if you are walking virtually, via post. You can also purchase a signature Walk for WAGEC T-shirt on our shop here or on the day at our merch stall. If you raise \$500 or more, you will receive a T-shirt for free.

Any questions or concerns?
Email: fundraising@wagec.org.au
Call: 0432 397 572

If you or someone you know has been affected by domestic violence, you have options:

Always dial 000 in an emergency

Domestic Violence Line:

1800 656 463 or facs.nsw.gov.au →

1800 RESPECT:

1800 737 732 or 1800respect.org.au →

NSW Rape & DV Services:

1800 424 017 or rape-dvservices.org.au →

Lifeline:

13 11 14 or lifeline.org.au →

Link2Home:

1800 152 152 or facs.nsw.gov.au/housing/help/ →



Website: walkforwagec.org.au

Facebook: [@WAGECREDFERN](https://www.facebook.com/WAGECREDFERN)

Instagram: [@womens.girls.emergency.centre](https://www.instagram.com/womens.girls.emergency.centre)

LinkedIn: [Women's & Girls' Emergency Centre \(WAGEC\)](https://www.linkedin.com/company/Women's%20&%20Girls'%20Emergency%20Centre%20(WAGEC))