

WALK FOR
WAGEC

YOU'RE WALKING FOR

IN-PERSON
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 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.

Your 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. Letter to Supporters Template

A customisable letter telling your friends and family why you're walking for women and children. **See this on page 09**

03. 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 10

04. Social Tiles

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

View and download these on page 11 – 12

05. FAQs

Page 13 – 14

GUIDE ON EVERYTHING: WALK FOR WAGEC

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



Sunday 1st May
Centennial Park, Sydney
10km Run from 7:00-7:45am
5km Walk from 7:30-8:45am

01.

Before the day

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

Fundraising: 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 when you check-in on the day.

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**



Walking virtually?

Check out our welcome guide for our virtual walkers [here](#).

02.

On the day

What to do on arrival? Check in on your arrival at Church Ground in Centennial Park, Sydney to receive your wristband and pick up your free signature Walk for WAGEC Drink Bottle.

What do I 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 will also be WAGEC merchandise, including our signature Walk for WAGEC T-shirt, available. Pre-order now and pick up on the day. Please also wear comfortable walking or running shoes, and a hat.

What do I bring? Refillable water bottle (for anyone walking with you, as you will be receiving a signature Walk for WAGEC Drink Bottle at check-in on the day), personal hand sanitiser, face mask (recommended), hat, sunscreen, and poncho or umbrella (in case of wet weather)

Parking and accessibility: We encourage you to take public transport where possible, however if you need to drive there is free parking, all through Centennial Park. If you have any accessibility needs, please reach out to fundraising@wagec.org.au

Weather plan: We walk in rain or shine! Make sure you check the weather and bring either a hat or an umbrella depending on the day.

Dogs are welcome: Please keep them on-leash at all times throughout the walk and be aware of children.

Sharing on social media: Remember to share photos on the day and hashtag **#walkforwagec**

Map of 5km route: Centennial Park, Grand Drive route



Map of 10km route: Centennial Park, Grand Drive route



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.

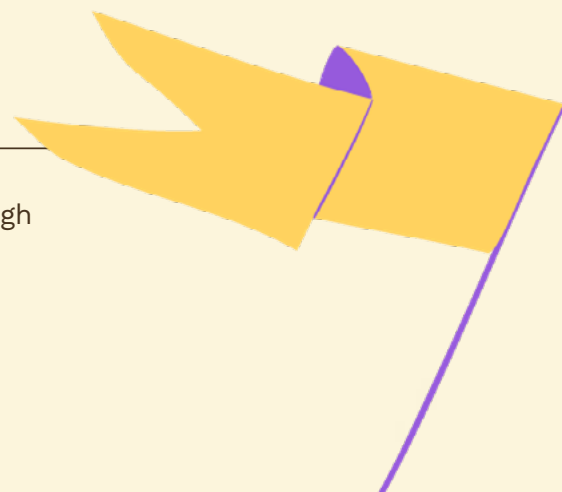
Keep people updated on your progress and thank your donors

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!

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

Walk For Women's and Girls' Emergency Centre



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))