



White Ribbon Australia Community Response Fundraiser 2021: Host Kit

Men's violence against women isn't unique to any community, but the solutions are. This year White Ribbon Australia is asking communities everywhere to join together in support of the Community Response Fund. This document is your guide to hosting your own unique Community Response Fundraiser, to help fund local initiatives that can prevent men's violence against women before it starts.

#WhiteRibbonAustralia #CommunityResponseFundraiser

Community
Response Fund **RAISER**

 **White Ribbon
Australia**

► Men's violence against women is an ongoing epidemic



More than one women a week was murdered by a male intimate partner in 2020.



COVID-19 has increased the risks. Over two-thirds of domestic violence services saw an increase in women experiencing violence.¹

We need real change. We need locally-led solutions that engage men and boys, stopping men's violence against women before it starts.

That's why White Ribbon Australia launched the Community Response Fund – to support grass-roots groups with a tailored action plan to prevent men's violence against women on the ground in their community. [You can read more about the fund here.](#)

In August, White Ribbon Australia is asking you to get creative and host a Community Response Fundraiser as unique as your community. Show off what makes you different – and support local efforts to end men's violence against women.

This booklet includes:

EVENT IDEAS

SOCIAL MEDIA SUGGESTIONS

EVENT CHECKLIST

KEY MESSAGES

TEMPLATES AND RESOURCES

TIP

Navigating this toolkit

This is an interactive toolkit intended for digital use on a smartphone, tablet or computer. Navigate using the tabs to the left, or on the right border on the following pages.

You are welcome to print the kit, however note that many resources are embedded as hyperlinks and won't be accessible.

If you have additional questions that have not been answered in this toolkit, contact the events team at events@whiteribbon.org.au and they will respond within three working days.

CASE STUDY

The importance of White Ribbon Australia in the community

During a community event supported by the Sunshine Coast White Ribbon Committee, a woman approached one of the members to talk about an incident of violence that had happened to her daughter the night before. The member referred her to police, and the matter was followed up that afternoon, where a domestic violence order was taken out. The survivor was safe, and the perpetrator was held to account for his actions. Having a presence in your community can make a real difference.



Event ideas

The pandemic has been hard for everyone. But it doesn't have to keep us apart.

Every community will have different regulations to prevent the spread of COVID-19. But no matter where you find yourself in August, there are plenty of ways to show your support! Here are a few ideas for your school, workplace or community:

Outdoor gatherings

- Fun run
- Countryside trek
- Outdoor cinema night
- Car convoy
- Backyard barbecue
- Sporting competition

Indoor gatherings

- Potluck or cook up
- Talent show
- Escape room
- Art or fashion show
- Board game night

Virtual events

- Virtual trivia night
- Social media challenge
(remember the Ice Bucket Challenge?)
- Virtual gala
- Online movie screening
- Virtual community walk or run
- Virtual talent show
- Online gaming tournament

REMINDER

No matter what you decide, make sure you **register your event with us** so you can appear on our event map and get support from our amazing team!



Want more?

Beyond an event, you could also:

- Create banners to line the main street using the In Support logo in this kit. Email marketing@whiteribbon.org.au if you need help.
- Project a white ribbon onto the side of a major building, like the town hall or police station.
- Get white ribbons put onto council garbage trucks - "Violence against women is rubbish!"
- Install a white ribbon garden, or a mural on a central wall in town. Let us know at marketing@whiteribbon.org.au if you need further inspiration.

NEED HELP?

Get in touch with our amazing events team at events@whiteribbon.org.au.

Get social






Download the White Ribbon Australia social media tiles below to spread the word.

Keep in touch

It takes all of us to help communities end men's violence against women. [Join the movement](#) to hear about volunteering opportunities, new resources, updated statistics about violence against women, and more ways to get involved in the movement all year round.



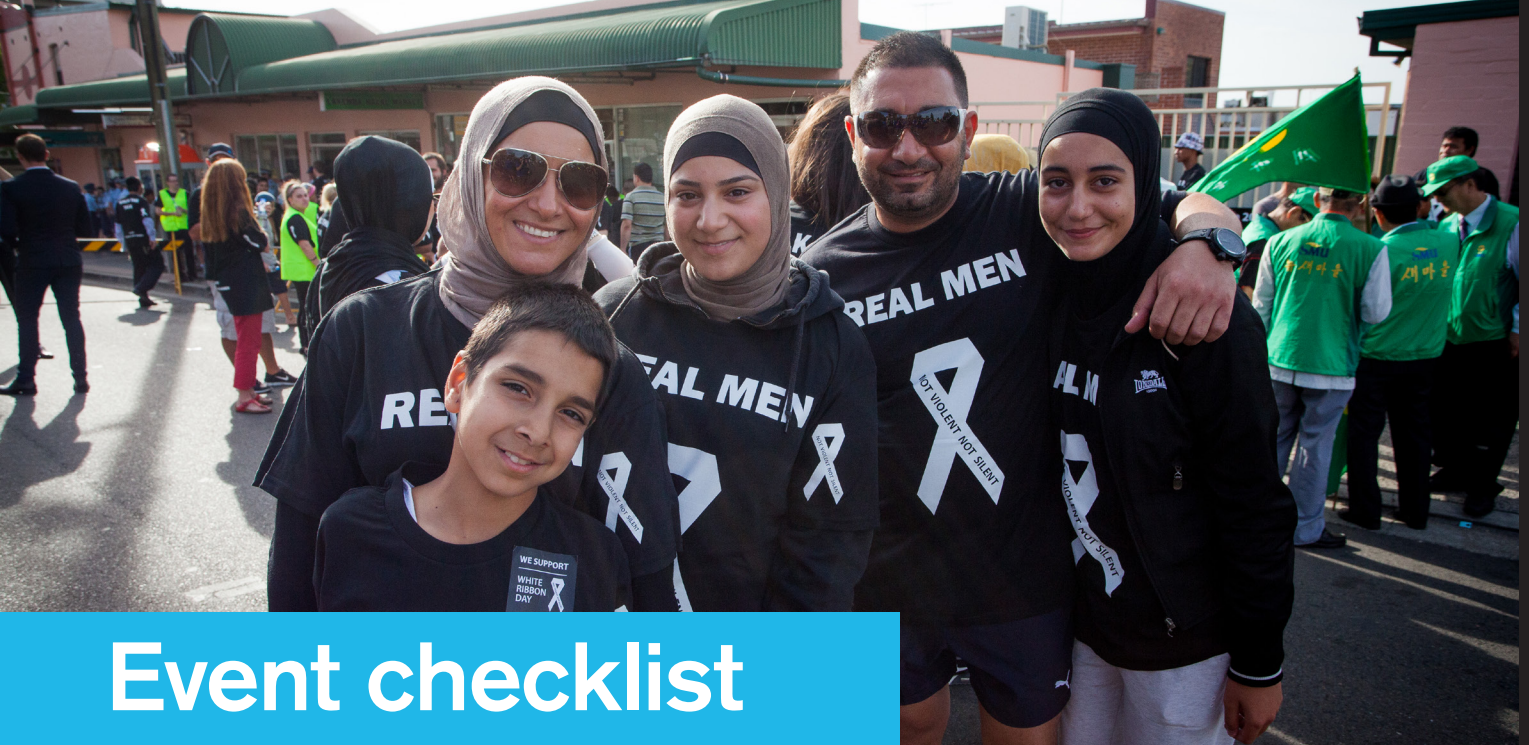
Are you following us?

-  @whiteribbonaust
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-  @whiteribbonaust
-  @whiteribbonaust

What's next for the Community Response Fund?

After our Community Response Fundraisers in August have helped us fill the Fund, applications for the first Community Response Fund Grant Round will open in late 2021.

If you think you'd like to develop your own community response plan and apply for a grant, you can email an expression of interest to info@whiteribbon.org.au. We'll let you know when applications are open to ensure you don't miss out!



Event checklist

6+ weeks before your event

- ☐ The first step is to **register your event**. Be sure to tick the relevant boxes if you would like to receive an Event Kit. You will receive your official Authority to Fundraise once you have registered, as well as a listing on our website and extra support from our Events team.
- ☐ Reach out to different members of the community for their support in pulling your event together. Think council, schools, businesses, sporting groups, and your local White Ribbon Committee.
- ☐ Determine exactly what the event will look like – is it a march? Is it a community day? Is it a barbeque? Will you have a speaker? Refer back to our event ideas earlier in the kit.
- ☐ Depending on the size of your event, it might help to have a small group to share the workload. Now is a great time to set this up.

4+ weeks before your event

- ☐ Start to advertise your event with posters, social media tiles, newsletters, and other resources provided in this kit (or feel free to make up your own using the In Support logo!)
- ☐ Purchase **White Ribbon Australia merchandise** to sell at your event. Buy a box of white ribbons and sell them on to everyone who attends to help raise awareness.
- ☐ Coordinate any volunteers, suppliers, venues, etc.

1 week before your event:

- ☐ This is a great time to reconfirm any suppliers that are part of your event and finalise details such as RSVPs, timelines and volunteers etc.
- ☐ Print out/download any materials you may need from your White Ribbon event dashboard including flyers, factsheets, pledge forms and videos.

During the event

- ☐ We encourage you to do an Acknowledgement of Country at the beginning of your event. For example, "I'd like to begin by acknowledging the Traditional Owners of the land on which we meet today, the (people) of the (nation) and pay my respects to Elders past and present."
- ☐ Take plenty of photos so you can share them with everyone later. Don't forget to hashtag #whiteribbonaus, #communityresponsefundraiser and #whiteribbonevents, and to tag us with the handles earlier in this kit.
- ☐ Ask people to add donations to your fundraising page.
- ☐ If you are fundraising at your event, ensure that you collect the details of anyone wishing to receive a tax receipt so that you can issue one later.

After the event

- ☐ Thank everyone who came to your event, including attendees, sponsors, donors, speakers and organisers.
- ☐ If you received cash donations at your event, **deposit them on your event page.**
- ☐ Make sure you share all photos online and remember to tag us!



Make sure you register your event before the day to ensure you have your Authority to Fundraise.

You can host a Community Response Fundraiser any time up to the end of August.



Key messages

Key Messages

- Men's violence against women isn't unique to any one community, but the solutions are.
- One woman a week in Australia is killed by an intimate partner.
- One in four children is exposed to domestic violence.
- Men's violence is the leading cause of homelessness for women and their children.
- 1.7 million Australian women over 15 have experienced sexual violence, and 2.2 million have experienced at least one violent incident by an intimate partner.
- Gender inequality is the root cause of men's violence against women. Men who perpetrate violence have beliefs and behaviours reflecting disrespect for women, low support for gender equality and adhere to rigid gender roles.
- It's not a one-size-fits all approach that will stop men's violence in Australia – but community by community we can change the culture that allows it continue.
- That's why our Community Response Fund will go to grassroots groups that know how to engage men and boys in their community.
- With your support we can end men's violence against women, community by community, workplace by workplace.

Further resources

- [Statistics about violence against women and domestic violence](#)
- [Causes of violence against women](#)
- [Where to find help](#)
- [Fact sheets about how to prevent men's violence against women](#)

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Response Fund **RAISER**

 **White Ribbon**
Australia



Templates and resources

TEXT MESSAGE INVITE TEMPLATE

Here's a template text message to invite people to your event:

Hey friend, I'm hosting a fundraising event for White Ribbon Australia I'd love you to join. It's to support grassroots programs to prevent gendered violence, designed by locals who know how to engage men and boys in their community. There are heaps of groups out there that need funding, so we're trying to raise as much money as we can. Can you make it? Here are the details, let me know if we'll see you there!

(Then add the time, date and theme of your event.)

POSTER

Put up posters all over your community.



DOWNLOAD

SOCIAL MEDIA SHARE GRAPHICS



EMAIL SIGNATURE

Use our email signature banner to share your support for the White Ribbon Community Response Fund.



DOWNLOAD