

www.unleashedwomen.org.au

UNLEASHED women

INFO KIT

connect
empower
celebrate

UNLEASHED
women

THE
HUNGER
PROJECT
AUSTRALIA



Connect with us online!

#unleashedwomen

#endinghungerby2030

www.unleashedwomen.org.au

Unleashed Women was created for women who are looking for connection, purpose, meaning, leadership and laughter.

women like you.

Our purpose is to bring women together, to lift each other up and unite as a powerful collective. To unleash their potential to make a difference in the world. To bring dancing, colour and celebration to the women of Australia. For us to let go of the things that hold us back and to become part of something bigger than us. To find joy, fun and connection by supporting and empowering each other, and working together towards something remarkable: the end of hunger.

ARE YOU READY TO BE UNLEASHED?

- ✓ Want to be empowered to be your best self? **YES!**
- ✓ Want more colour in your life? **YES!**
- ✓ Ready to stretch yourself? **YES!**
- ✓ Long to truly connect with other like-minded women? **YES!**
- ✓ Up for letting go of self-limiting beliefs? **YES!**
- ✓ Pumped for making a breakthrough in your leadership? **YES!**
- ✓ Want to change the world? **YES!**

THEN SIGN UP NOW!

HERE'S HOW, IN 6 EASY STEPS:

- 1. SIGN UP.** Sign up as an individual or team - once you've done that, we'll send you a link to your personalised fundraising page that you can share with friends, family and colleagues! Each Unleashed Women has a fundraising goal of \$1,000.
- 2. MOBILISE.** Inspire at least 5 women in your life to sign up too. The more women who join Unleashed Women, the more we can achieve!
- 3. CONNECT.** Now that you have mobilised 5 awesome women in your life to sign up, organise a get-together! This could be an afternoon tea, a glass of wine after work, breakfast, or a walk in the park - something fun that will give you the opportunity to connect, share ideas, chat and support each other. Connect with all the other Unleashed Women via our private Facebook group too.
- 4. FUNDRAISE.** Fundraise a minimum of \$1,000 per person for The Hunger Project – we're here to support you along the way with this fun challenge! You can connect with other Unleashed Women and fundraise together!
- 5. BE EMPOWERED.** We'll share regular doses of inspiring leadership insights from both Australian women leaders and our village partners, and connect you with other Unleashed Women throughout your fundraising journey. Take a stand for empowering other women and being part of the movement to end hunger!
- 6. CELEBRATE!** Connect with other women who have joined the movement. Dance, laugh and celebrate our fundraising achievements together at our Unleashed Women events!

WHAT INSPIRED UNLEASHED WOMEN?



UNLEASHED
Women

In 1998, Deborah Protter (now Chair of The Hunger Project Australia WA Development Board) had the amazing opportunity to be involved in the training of the first 30 women leaders for The Hunger Project in Bangladesh.

Over the 4 day training session, Deb saw these women go through a deeply impactful and courageous transformation. These illiterate marginalised women, who had to ask permission from husbands, fathers and family to attend and had never been in a training environment before, bravely shared their hopes, dreams, fears and obstacles with one another.

Through sharing - giving of themselves to one another - came collective strength. At the end of the training, each woman had created a vision for her future, committed to achieving it, and had an action plan to make it possible. This is what's now known as The Hunger Project's signature training workshops: 'Vision, Commitment, Action', that we use to facilitate a mindset shift from resignation and despondency to hope and empowerment. The women Deb met in 1998 were the pioneers. They took their lessons on leadership back to their villages, and mobilised women and men in their communities to join them in transforming their lives - and in lifting themselves out of poverty.

We know that women are the key to creating change for the future of girls and gender equality in regions affected by chronic hunger and poverty. And when empowered, they can achieve extraordinary results in catalysing a new and brighter future for children, their families and their communities.

Yes, the women in Bangladesh that inspired the Unleashed Women movement were hungry in the literal sense; we've recognised that many women in Australia are hungry too. Not for food, but for something else; whether that be purpose, meaning, connection, love, openness, authenticity or leadership. Unleashed Women aims to end this hunger that holds us back from being empowered, and to foster a unique and inspirational experience for all women involved.

We have created the Unleashed Women movement so that women in Australia can access this opportunity to be part of something BIG as well. By bringing hundreds of dynamic, inspirational, motivated women together, we will embark on a collaborative and challenging journey of self-discovery and leadership development, that is designed to open your eyes to possibility, question your assumptions, and unlock your potential and power.



*"One woman
can make a
difference, but
together we can
rock the world."*



*"There is no tool for
development more effective
than the empowerment
of women."*

- Kofi Annan

WHY JOIN THE UNLEASHED WOMEN MOVEMENT?



UNLEASHED
women

At The Hunger Project, we've always known that the end of hunger was possible. And now, the world is aligned that we can end world hunger by 2030.

In September 2015, world leaders, the UN and governments agreed on 17 Global Goals for sustainable development to tackle the biggest issues that our world is facing, including ending hunger and poverty, climate change and gender inequality.

There is collective agreement about the importance of investing in women and girls and the disproportionate challenges that they face globally, to put women first and bring about equality.

*"Here is to strong women,
may we know them,
may we be them,
may we raise them."*



Sadly, many women around the world are facing huge challenges right now.

- In many parts of the world, women are still not deemed worthy of an education. On average, girls receive only six years of formal education in their lives, dramatically limiting their future job opportunities.
- 1 in 3 (35%) of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime.
- Approximately 70% of the world's poor are women.
- A staggering 99% of the approximate 287,000 maternal deaths every year occur in developing countries.
- More than 700 million women in the world today were married as children, before the age of 18. Shockingly, more than 1 in 3 of these women — or some 250 million—were married before they turned 15. Not only are these young girls denied their childhood; they can suffer from developmental issues due to early pregnancy, are vulnerable to sexually transmitted diseases including HIV, have limited opportunities for education and employment, and are at an increased risk of domestic violence.

However, the good news is that there is hope.

We can come together as empowered, Unleashed Women to make it better for women everywhere. We can use our collective power to create real, sustainable change, to give a voice to all women - and the generations of girls that will follow.

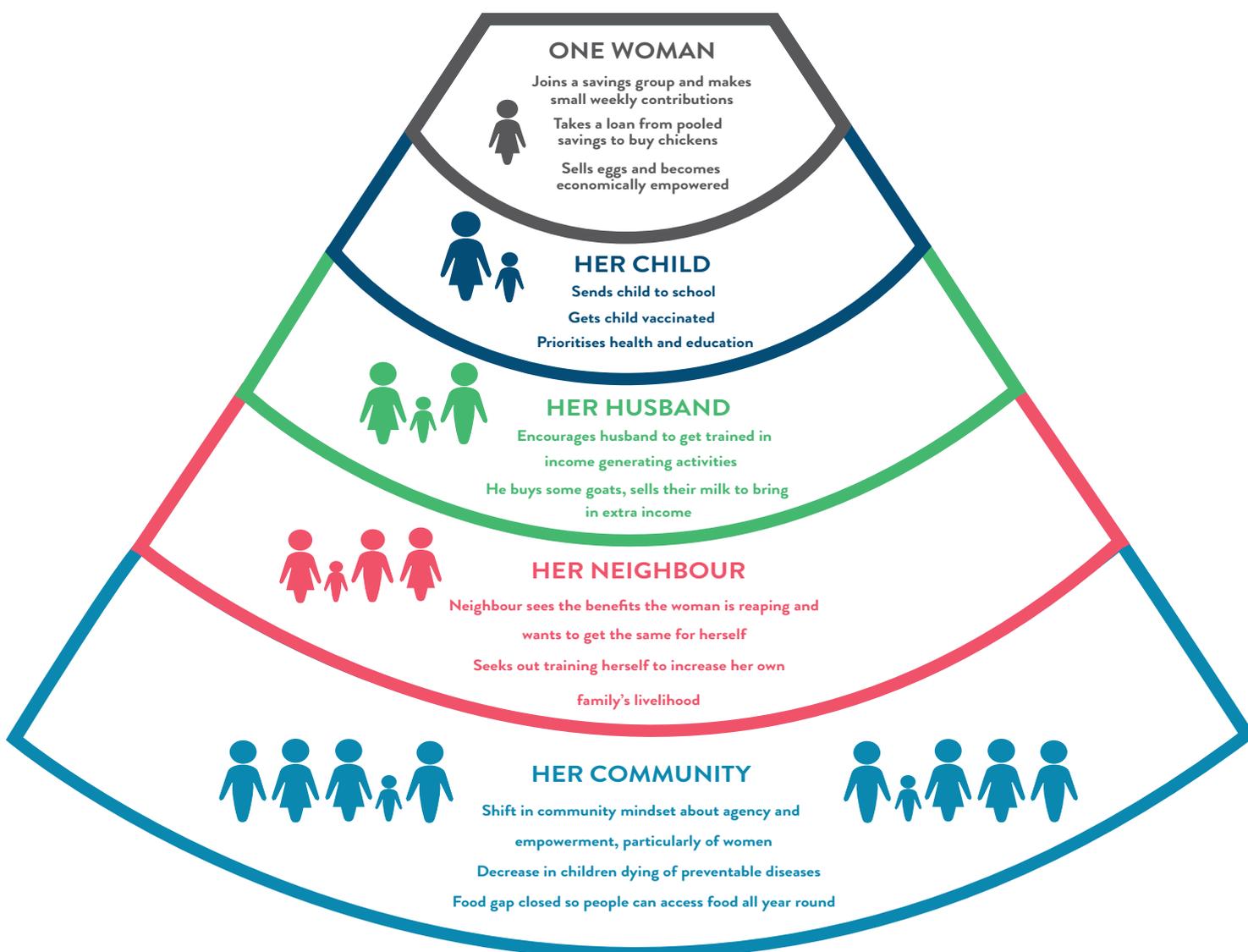
By joining Unleashed Women, you will be part of a powerful collective of global citizens who are up for playing a bigger game and helping to tackle these challenges. You will be taking a stand for women globally. The money you raise will go to The Hunger Project's work in empowering and training women in India, Bangladesh and Africa to unleash their leadership, capacity and potential so that they can become key agents of change in their communities - ending hunger and poverty and addressing important issues such as education, violence against women, maternal and child health, child marriage and gender equality.

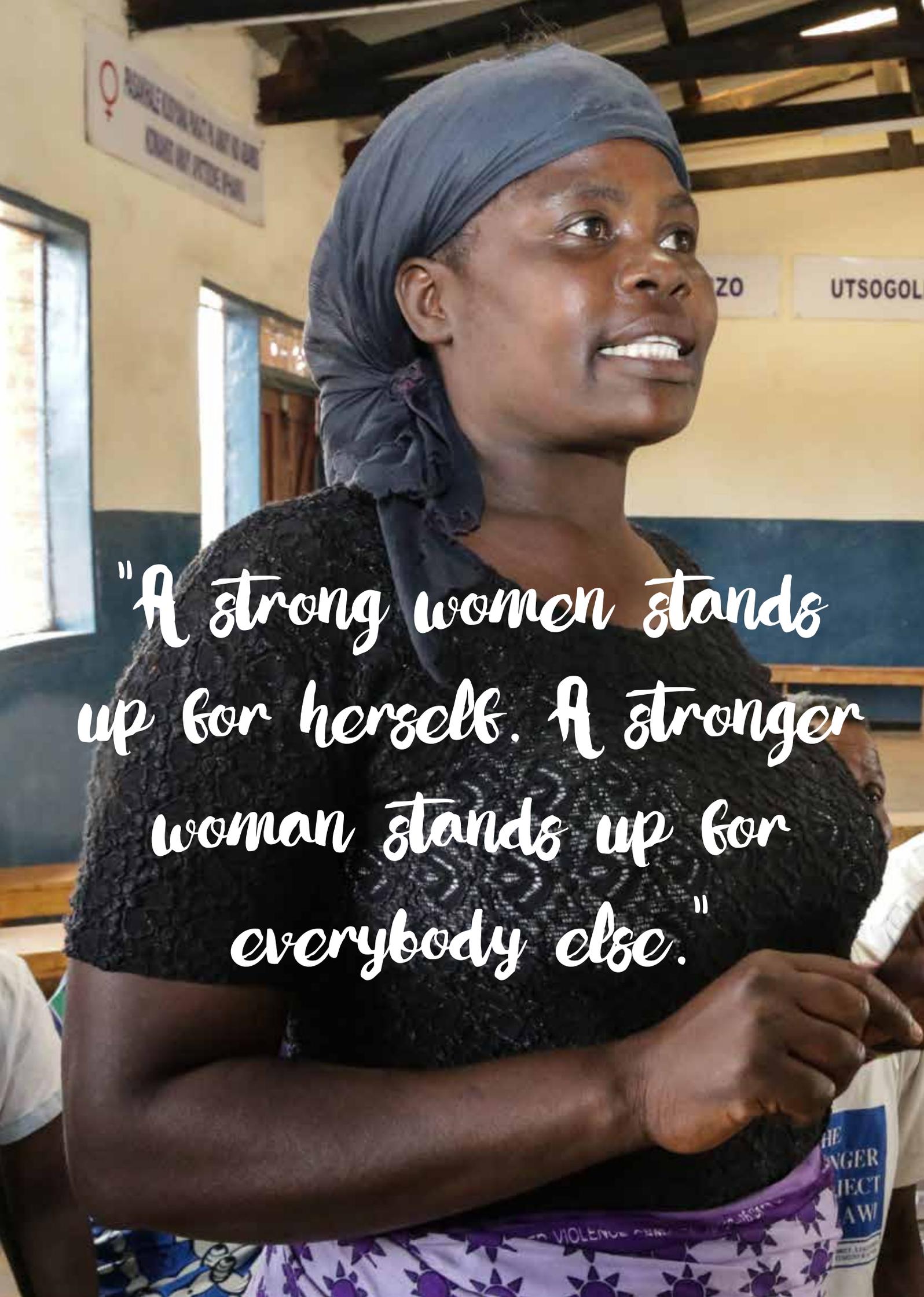
Your investment will empower our village women partners to have the confidence, skills and power to transform the status of women and girls: from discriminated against, to valued and equal members of their communities.

Through the process, you will be empowered to unleash your own power as a woman; you will empower others and connect with like-minded women who want to lift each other up to enable us all to be the best versions of ourselves. You will inspire women and girls in your life as an incredible role model. You'll also have lots of fun and rediscover the importance of being open and authentic, to truly connect with others. You will feel the love, respect and support of an amazing sisterhood of women, who are all passionate about making a difference and changing the world.

Sounds awesome right?! What are you waiting for? Sign up now and mobilise the women and girls in your life to join the Unleashed Women movement too. The more women who join, the greater our collective power for creating extraordinary outcomes.

YOUR IMPACT - THE RIPPLE EFFECT



A woman with a blue headscarf and a black patterned top is speaking at a community meeting. She is looking upwards and to the right with a slight smile. In the background, there are signs on the wall, including one with a female symbol and another with the word 'ZOO'. A sign on the wall to the right says 'UTSOGOL'. A sign on the wall to the left says 'PROTECT YOUR RIGHTS AND YOUR...'. A sign on the wall to the right says 'ZOO'. A sign on the wall to the right says 'UTSOGOL'. A sign on the wall to the right says 'ZOO'. A sign on the wall to the right says 'UTSOGOL'.

"A strong women stands up for herself. A stronger woman stands up for everybody else."

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WHY ARE WOMEN CRITICAL TO ENDING HUNGER AND POVERTY?



UNLEASHED
Women

The Hunger Project believes that empowering women to be key change agents is the most critical element to achieving the end of hunger and poverty.

Wherever we work, our programs aim to support women and build their capacity. Ending hunger is a complex issue and is not just about a lack of food. The Hunger Project's approach is a holistic one, to ensure effective, sustainable change and address the root cause to break the poverty cycle – not just a band-aid solution.

Our mission at The Hunger Project is to end hunger and poverty by 2030 through pioneering sustainable grassroots, women-centred strategies and advocating for their widespread adoption in developing countries throughout the world.

Top-down, aid-driven charity models often fail to reach the people who need the most help. To be sustainable, we have discovered three critical elements that, when combined, empower people to make rapid progress in overcoming hunger and poverty:

- 1. START WITH WOMEN.** Studies show that when women are supported and empowered, all of society benefits. This is why we focus on building the capacity of women.
- 2. MOBILISE EVERYONE.** We build people's knowledge, skills and leadership, so they can take action to improve their own communities.
- 3. ENGAGE GOVERNMENT.** We empower people to communicate their needs to local government to ensure they are effective and accountable.

With your partnership, we can remove the barriers that keep women in rural, remote India, Bangladesh and Africa living in hunger; we can unleash their strength, creativity and voices. What opens up for them then is the possibility of creating enabling environments for themselves, their children and their families. They come to see themselves as agents of change capable of ending the vicious cycle of poverty and discrimination that so often plays out in developing countries.

WHY WOMEN ARE THE KEY TO ENDING HUNGER

An essential part of ending hunger must be to cause society-wide change towards gender equality. Women bear almost all responsibility for meeting the basic needs of the family, yet are systematically denied the resources, information, voice in decision making and freedom of action they need to fulfil this responsibility.

The vast majority of the world's poor are women. Of those that cannot read or write, two-thirds are female. Of the millions of school age children not in school, the majority are girls. And today, HIV/AIDS is rapidly becoming a woman's disease. In several southern African countries, more than three-quarters of all young people living with HIV are women.

The current world food price crisis is having a severe impact on women. Around the world, millions of people eat two or three times a day, but a significant percentage of women eat only once. And now, many women are denying themselves even that one meal to ensure that their children are fed. These women are already suffering the effects of even more severe malnutrition, which inevitably will be their children's fate as well. The impact of this crisis will be with us for many years.

Studies show that when women are supported and empowered, all of society benefits. Their families are healthier, more children go to school, agricultural productivity improves and incomes increase. In short, communities become more resilient.



YOU CAN MAKE A DIFFERENCE



UNLEASHED
Women

By joining Unleashed Women, the money that you raise for The Hunger Project's work empowering women across India, Africa and Bangladesh, will make a significant impact and transform lives.

Our goal is to have at least 250 women and girls around Australia join the movement, so that collectively we can have an even more powerful impact and raise \$250,000 to help tackle the critical issues women and girls are facing in these countries.

WITH THE \$1,000 THAT YOU CAN RAISE AS AN INDIVIDUAL, WE COULD*:

- Train 800 mothers on feeding their children locally available nutritious food, so their children grow up healthy; or
- Give 60 women a start-up microfinance loan to start or grow a small business, to create income for her family; or
- Empower 30 women to become 'Animators', local volunteer leaders who train their fellow villagers on issues such as education, sanitation and stopping child marriage.

WITH THE \$250,000 THAT WE RAISE COLLECTIVELY, WE COULD*:

- Give 4,160 women a microfinance loan – together with our financial literacy training, she can run a business to feed her family; or
- Train 190 elected women to become effective, respected leaders, to bring water, electricity and education to their villages; or
- Mobilise 2,080 women to become specialist 'Animators', local volunteer leaders who are specially trained to teach their fellow villagers on stopping the spread of HIV, and the importance of gender equality

*These are estimated costs. Please know that your investment will be used where it is needed most and can have the greatest possible impact.



We are proud to have you share our bold vision: to have women empowered and taking action in their communities, speaking out on important issues for women and children, being powerful decision-makers, setting the agenda for development and transformation and ultimately being leaders in the end of hunger by 2030.

The key to the success of the Unleashed Women movement will be women inspiring and mobilising other women.

We encourage you to sign up as many women as you can: your best friends, daughters, sisters, mothers and work colleagues; so that they can share this journey with you.

UNLEASHED
Women



Together we can enable
women to rise up and
create a future free
from hunger!

FREQUENTLY ASKED QUESTIONS



UNLEASHED
Women

WHEN DO I START?

Start now! As soon as you sign up and create your personalised fundraising page, you can share it with your loved ones, friends, family and colleagues, and ask them to donate to you. At the same time, inspire and mobilise women around you to sign up too - it will be more fun together! Your goal is to sign up at least 5 women you know. You'll have plenty of time to explore new and creative fundraising ideas so don't worry about that. We'll send you inspiring and informative emails with leadership insights, stories and fundraising tips throughout the fundraising period to keep you connected and committed.

HOW DO I RAISE \$1,000?

We get it, fundraising can seem daunting! In our experience however, when you take the first step, it just gets easier as you go along. Once you sign up, we'll send you a link to your personalised fundraising page that you can send to family, friends, colleagues - basically everyone you know! Remember, on our website you can find an A-Z of fundraising ideas to get you started. Don't forget to connect with the Unleashed Women around you and via our private Facebook group so that you can share ideas or even connect with others to fundraise together.

I'M NOT A LEADER. HELP!

We often think that only CEOs and managers get to be leaders. At The Hunger Project we believe something quite different - that we can all be leaders, in our own way. This is your chance to step up and share with others what you care about and why. By speaking out about what's important to you, you'll be inspiring and mobilising others around you in no time. This is an opportunity for you to have your leadership unleashed - just like our village partners who transformed their families and communities. You have the power within you - now it's time to bring it out!

HOW DO I FIND OUT MORE ABOUT THE HUNGER PROJECT?

The best place is our website www.thp.org.au There you'll find information on our vision and mission, the impact we've had globally to date, stories of our village partners, and more. Also, like us on Facebook and follow us on Instagram ([@thehungerprojectau](https://www.instagram.com/thehungerprojectau)) and Twitter ([@thpaustralia](https://twitter.com/thpaustralia)) to stay in the loop about what we're up to. We run unique leadership workshops, immersion trips and other events around Australia - find out more on our website.

HOW DO I MOBILISE OTHER WOMEN?

First of all we recommend getting clear on your 'why'. Why did you sign up to Unleashed Women? This could be around your commitment to creating a better world for women and girls, to unlock your own leadership, or to connect with other passionate and like-minded women. Then use your 'why' as a talking point with others already within your circles! The idea is to share authentically and from the heart, to get others excited about what's lighting you up! Look around at all the women in your life who you could get involved. Send them this info kit & inspire them with your story of why you signed up. This is your chance to empower all the women you know - invite them to share this journey with you.

YOU CAN:

- Email all the women in your contacts
- Encourage women in your family to get involved
- Share on social media
- Talk to your colleagues at work
- Do a presentation at your daughter's school, your university, sporting team etc.
- Download the poster from our website to put up in your workplace, school, gym and anywhere else women you know could be up for this

FREQUENTLY ASKED QUESTIONS



UNLEASHED
women

HOW WILL I CONNECT WITH OTHER WOMEN?

Connecting with other like-minded women is at the heart of the Unleashed Women movement! You can connect with women already in your own circles - your family, workplace, gym or sports groups. Make sure you join our private Facebook group exclusively for Unleashed Women - you can connect with other Unleashed Women through the group and fundraise as a collective. It's a supportive and encouraging environment, where you'll be able to chat to the other women about your success and challenges, share ideas and celebrate wins. You are not alone on this journey and we encourage you to reach out and support each other!

I LOVE CELEBRATING! WHEN'S THE FINAL EVENT?

We can't wait to celebrate our fundraising successes together! Stay tuned for more details on the event, exclusively open to Unleashed Women who meet their \$1,000 fundraising target. We'll share more information in our regular emails and in the private Facebook group as we get closer to the time. See you there!

I CAN'T WAIT TO GET STARTED! HOW DO I SHARE MY EXCITEMENT AND AMAZING IDEAS?

How unleashed are you?! We love that you're brimming with enthusiasm for our Unleashed Women movement - get out there and tell everyone you know! There are probably other Unleashed Women who could do with a drop or two of your energy - so don't keep it all to yourself, please share in our private Facebook page!

ANYTHING ELSE?

Drop us a line at unleashedwomen@thp.org - we're here to support you!

connect
empower
celebrate



Behind every
successful woman
is a tribe of other
successful women who
have her back



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