

# BEST FOOT FORWARD

15 NOVEMBER 2022

*It's Time to Step Up*

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**Edmund Rice**  
FOUNDATION AUSTRALIA  
Liberating Lives Through Education



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## About Best Foot Forward

**Best Foot Forward** is Edmund Rice Foundation Australia's biggest fundraiser for programs that educate and empower women and girls. Our goal is to raise awareness and important funds so that SHE can have a brighter future.

Women and girls living in poverty lack basic human rights and fundamental opportunities. The COVID pandemic has increased the burden of gender inequity across the world. Women and girls need your financial support now more than ever.

Post-COVID statistics compiled by the United Nations indicate that in the developing world:

- **60%** of women surveyed have lost all or part of their incomes.
- **147 million** children missed half of their in-person schooling in 2021-2022, and of these 24 million children will never return to school.

Research also indicates:

- **Increased** violence and sexual assault against women, and
- **Increased** teenage pregnancy, exposure to STDs and unsafe medical procedures.

This toolkit contains a suite of resources for your school, business or organisation to help inform important conversations and amplify the impact of the campaign.

The Best Foot Forward campaign will culminate with a day of giving on **15 November 2022**.

ERFA is an accredited and respected international development agency. We pride ourselves on being a safe pair of hands, so that donors can feel confident that funds are only going towards programs that are carefully and constantly monitored and evaluated to ensure outcomes based on quality, integrity and transparency.

Your generosity makes a huge impact and is not taken for granted.



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## Here's how your school, business or organisation can get involved



### Don't do beige!

Help her with a brighter future by wearing bright colours that represent Best Foot Forward's vision for HER future.

- Wear bright colours as a show of support on 15 November 2022
- Decorate your school or office in bright colours,
- Have a colourful morning tea fundraiser, or
- Host a breakfast to celebrate the women in your community.

### Banking your fundraising

Every dollar raised helps empower women and girls. Proceeds from fundraising, for example, gold coin donations or food sales, can be deposited securely online at: [www.bestfootforward.org.au](http://www.bestfootforward.org.au)



### Educate

Start a conversation with young people about gender, equity and the power of education to provide opportunity and transform lives. Use the Best Foot Forward campaign to champion the rights of women and girls, and to raise awareness about gender-based issues such as violence, poverty, the effects of COVID, and an absence of human rights.

- Use our **learning resources** to stimulate a conversation about the rights of women and girls.
- Invite an **ERFA guest speaker** to attend your school to speak about the campaign.
- Read/View the **impact stories** of women and girls.
- Hear about the **issues facing women and girls** from a program involving young men.
- Make a **pledge**



All funds deposited on 15 November will be quadrupled.

**\$500 = \$2000 • \$1000 = \$4000 • \$5,000 = \$20,000**



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## Here's how your school, business or organisation can get involved



### Give

Get into the competitive spirit and create a TEAM for this year's Best Foot Forward campaign and day of giving. You can register a team in your school, your business, your club, or in your own name. You can also request sub-teams for schoolhouses.

Complete the form below to register your details to set up a Best Foot Forward TEAM. We will set this up for you and provide further details for you to then share with your network prior to the day.



### Complete the form

Provide students and/or colleagues with a copy of the Best Foot Forward flyer and use the promotional resources to start collecting contributions for your team.

### Donations

- All donations will go towards Edmund Rice Foundation Australia.
- Donations over \$2 are tax-deductible and digital receipts are generated automatically via email.

### Your donation have a big impact:

**\$10** to train one mentor to empower girls in GBV awareness and human rights.

**\$20** to train and support one girl to run a large-scale justice and anti-GBV campaign together with peers in her community.

**\$50** for one girl to attend a 3-day empowerment camp to understand and defend her human rights.

**\$150** to upskill 20 female community trainers to deliver small business management workshops.

**\$350** for 150 women to be trained on surviving and defending against GBV.



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## Best Foot Forward Pledge

Start off the day on 15 November with a meaningful conversation and pledge your support for women and girls. Here is an example of a pledge you can use, or feel free to modify to suit your needs.

### *Our Pledge*

***I believe*** in women and girls; and their power, worth and ability to change this world!

***I also believe*** in men and boys; and their power, worth and ability to change this world!

***I believe*** in and respect the fundamental Human Rights of all people.

***I promise*** to listen, respect and protect women.

***I commit*** to playing my part in ending gender-based violence, by not allowing any form of violence to take place without doing something about it.

***I commit*** to always learning, growing, and holding myself and others accountable to our thoughts and actions.

***I commit*** to ensuring safer communities for all people, and to never leave anyone behind.

***I want*** to be a part of the change I want to see.

***Today, I am stepping up for women and girls.***



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Best Foot Forward is all about community coming together to raise awareness and change the futures of women and girls in developing countries. Our national day of giving is held on 15 November 2022 but you can plan and hold your own event or awareness activity at any time.

Please get behind Best Foot Forward by sharing in the classroom, during assembly, within your business, on social media and online.

We have created a range of resources to help you start the conversation, raise awareness and much needed funds.

Don't forget to: **register your team**

## Best Foot Forward Promotional Resources

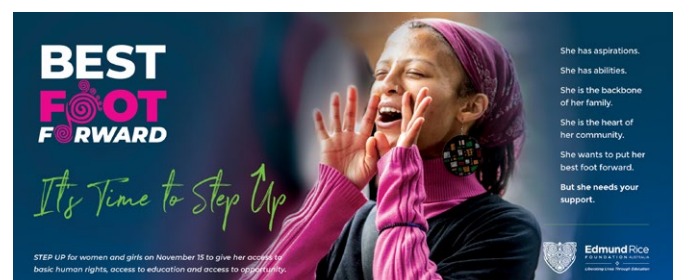
### Educational video

Share this video in class, during assembly or at your event.



### Digital banners

Share this banner on your website or in your newsletter.



### Digital flyer

Print this flyer for students and/or colleagues to share.



### Digital signage

Print this sign, use it as a poster or snap a pic with your team to share on social media.

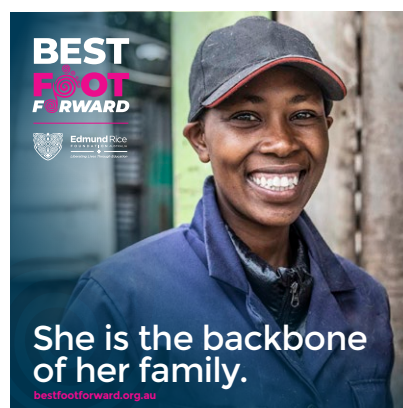
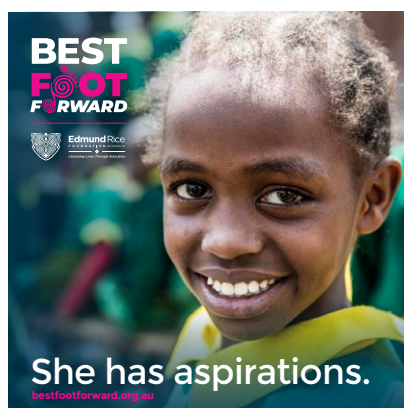


# Best Foot Forward Promotional Resources

## Social Media

Use these messages and share these posts on social media on social media

Don't forget to tag: @edmundricefoundation #ERFA #Bestfootforward #her #she #BFF22



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