

BEST FOOT FORWARD

15 NOVEMBER 2023

It's Time to Step Up

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Edmund Rice
FOUNDATION AUSTRALIA
Liberating Lives Through Education



It's Time to Step Up



About Best Foot Forward

Best Foot Forward is Edmund Rice Foundation Australia's biggest fundraiser for programs that educate and empower women and girls.

Women and girls living in poverty lack basic human rights and fundamental opportunities. Our goal is to raise awareness and important funds so that SHE can have a brighter future.

The Best Foot Forward campaign will culminate with a day of giving on 15 November 2023.

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.

ERFA is an accredited and respected international development agency. We pride ourselves on being a safe pair of hands, Donors can feel confident that funds are 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.





It's Time to Step Up



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 2023
- 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



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, 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



Create a fundraising team

Create a TEAM and invite your peers to help raise funds so that she can have a brighter future.

Step 1:

Complete the form below to register your Best Foot Forward TEAM.



Complete the form

Step 2:

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 2023 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

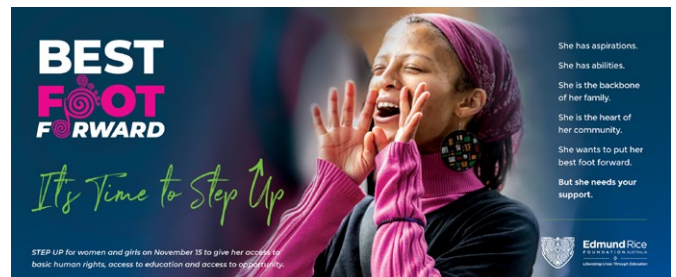
Educational video

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.

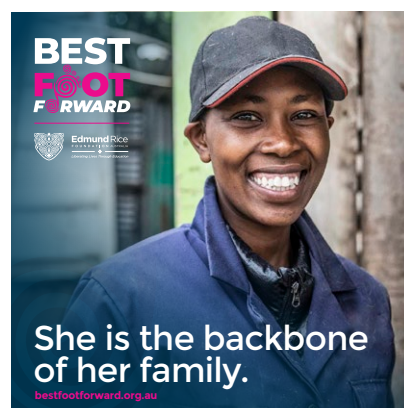
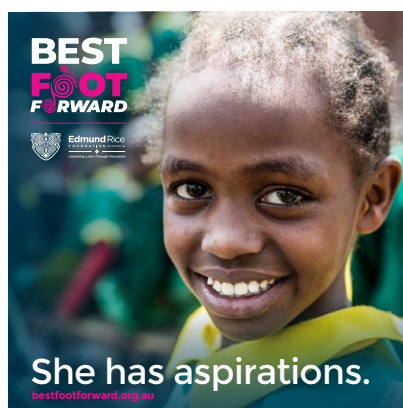


Best Foot Forward Promotional Resources

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 #BFF23



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