



*International Women's Day*  
**Activation Kit**

Ready-to-go resources to activate your people, fast.

# Rally your people — *quickly and easily* — for International Women’s Day

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you’d love to create an initiative for **International Women’s Day** on March 8, but don’t have a lot of time, this activation kit will help.

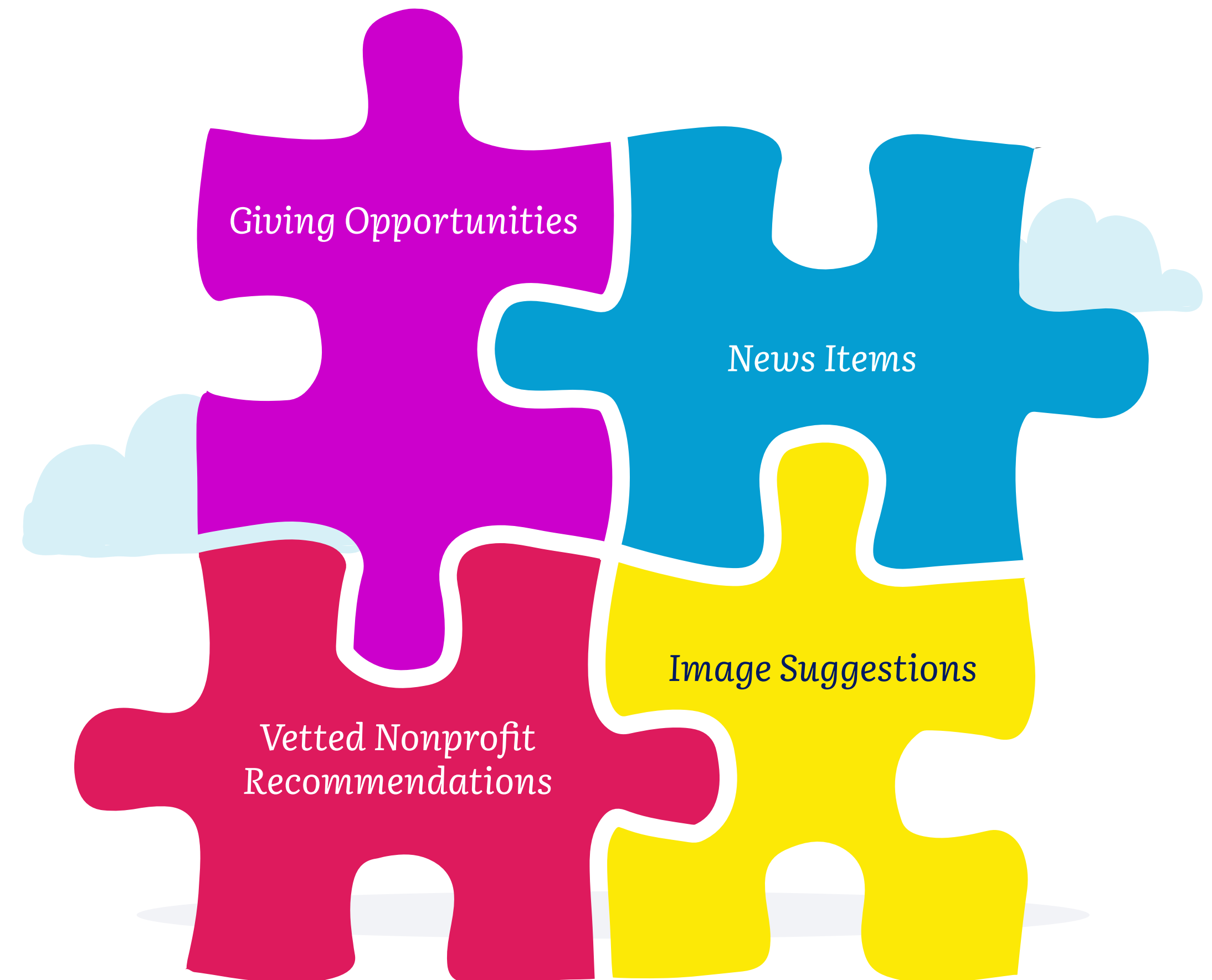


# Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

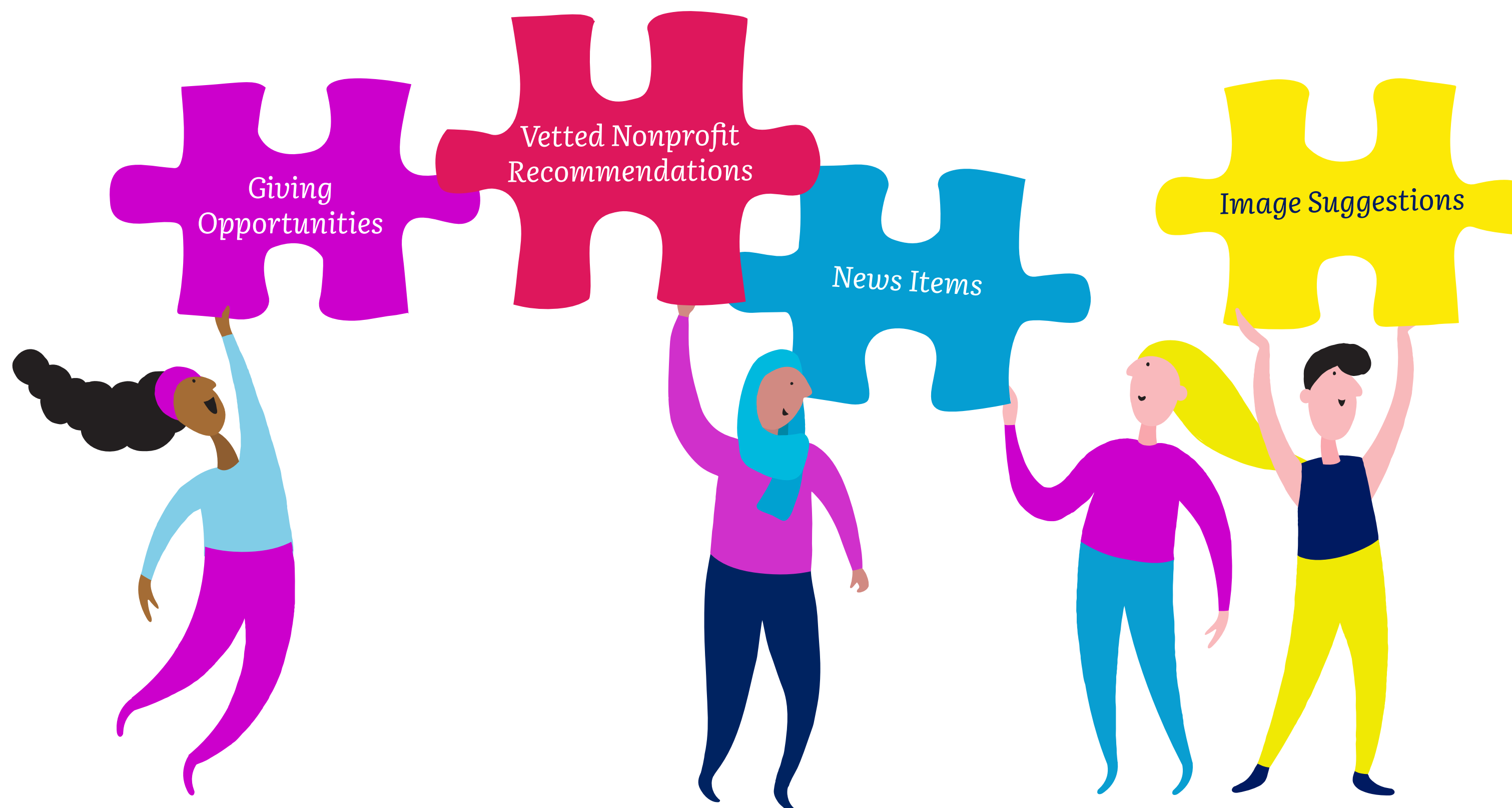
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **International Women's Day** on March 8!

Developed by Benevity's expert content team, the **International Women's Day Activation Kit** includes:



# Your *International Women's Day* Activation Kit includes ...

- Pre-written **giving opportunities**, focusing on women's issues with respect to work and technology, sport, empowerment, and health and reproductive rights ... [page 5](#)
  - United States ... [page 7](#)
  - Canada ... [page 11](#)
  - United Kingdom ... [page 15](#)
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- **Image suggestions** to punch up your communications ... [page 28](#)





# *Giving* Opportunities

# A note to *program leaders* ...

The next 12 pages include templates for **International Women's Day** giving opportunities for the United States, Canada and the United Kingdom that you can use in your communications with your people.

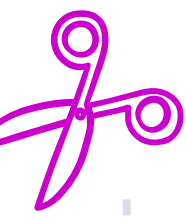
You can also customize giving opportunities based on what resonates with your people and addresses your communities' needs, but these templates are a great place to start.





Tip

Use this template in  
your communications



## Help Women Achieve Job and Career Success

### Celebrate International Women's Day by supporting workplace equality

Gender balance in the workplace and economic independence for women is good news for everybody. Studies show that workplace equality leads to higher performing companies and that closing the gender gap would add an estimated US\$28 trillion to the global GDP. We've made some progress, but if we don't increase the current rate of improvement, we won't see this equality in our lifetime.

We must support women with the help they need for job and career success. It's also important that women and girls with an interest in STEM have opportunities to pursue careers in science and technology.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. It's a perfect time to make a stand for gender equity in the workplace, engender inclusive work cultures and champion women forging innovation through technology.

When you donate to this giving opportunity, you help organizations working to build economic independence for women and create opportunities through professional development.

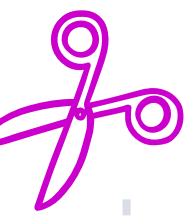
Specifically, your donation will help:

- **Dress for Success** provide a network of support, professional attire and development tools to help women thrive in work and life
- **9to5, National Association of Working Women** work for economic security for all women, particularly women of color
- **Women Employed** pursue equity for women in the workforce, expand access to educational opportunities and advocate for fair and inclusive workplaces
- **YWCA USA** eliminate racism, empower women, stand up for social justice, help families and strengthen communities



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## Ensure Girls Have Opportunities To Play Sports

**Celebrate the inspirational women of sports and provide girls with opportunities to play**

Playing sports is a vital part of our lives and critical to our health and well-being. Yet teenage girls are twice as likely as teenage boys to give up their involvement in sports, and every barrier they face is a factor in whether to continue. Funding for childhood sports is disproportionately given to sports for boys. And women in sports typically receive less respect, money and media coverage, along with fewer lucrative sponsorships. They also face discrimination and social stigmas.

It's essential we remove these barriers to their involvement. We can provide opportunities for girls to play, and we can also celebrate and support the women who inspire them.

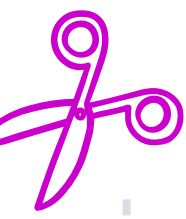
International Women's Day 2022 is March 8 and the theme is #BreakTheBias. It's the perfect time to champion equality in sports for girls and celebrate female athletes while advocating for their equality in pay, sponsorships and visibility.

When you donate to this giving opportunity, you support organizations who provide opportunities for girls to play sports and you honor the incredible women in sport who inspire us.

Specifically, your donation will help:

- **Women's Sports Foundation** build a future through research, advocacy, community impact and partnerships where every girl and woman can play, be active and realize their full potential
- **Play Like a Girl** empower girls to become impactful leaders in the STEM workforce by keeping them active in sports and translating the skills they gain from sport to leadership





## Help Empower Women in the U.S. and Around the World

### Encourage and uplift women for International Women's Day

Around the world, women face violence, workplace discrimination, barriers to education, inadequate healthcare and pressure to conform to unfair expectations. In some countries, girls still face childhood marriage. Women do not occupy as many seats as they deserve in positions of authority. These reasons, and others, are why gender equality is one of the United Nations Sustainable Development Goals. The empowerment of women and girls is critical to a better world for all.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. It's the perfect time to encourage and uplift women to pursue goals without bias or barriers. Together, we can improve quality of life for all women and remove the discrimination that holds back too many.

When you donate to this giving opportunity, you support causes dedicated to advancing equality and empowering women throughout the world.

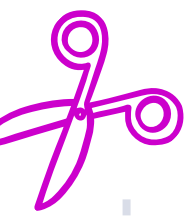
Specifically, your donation will help:

- **Equality Now** create a just world for women and girls, challenge cultural assumptions and call out inequality
- **MADRE** build skills, strengthen local organizations, advance progressive movements and advocate for rights
- **Malala Fund** break down barriers and work for a world where every girl can learn and lead
- **She Should Run** provide women who are curious about public office with a starting place to explore their options
- **Global Rights for Women** advance laws, values and practices to create communities where all women and girls live free from violence
- **Ms. Foundation for Women** invest in and strengthen the capacity of women-led movements to advance meaningful change in the lives of women
- **Plan International USA** clear the barriers for girls, provide protection from violence and improve access to education around the world



Tip

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your communications



## Support Women's Health and Reproductive Rights

### Improve access to healthcare on International Women's Day

Although it is a basic right, many women do not receive the quality of healthcare they need. This disparity is particularly true in communities of color and marginalized groups — Black women, LGBTQ+ people and women with low incomes tend to face additional challenges. Improving women's healthcare, ensuring their access to reproductive rights and providing all women with the means to control their own destiny are essential to society.

All of this is within the context of a worldwide pandemic. According to the UN, "the pandemic has halted or reversed progress in health." It is vital that the challenges of the pandemic are not used to limit anyone's right to quality healthcare. We must reverse the trends of the past two years and restore the progress that was made.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. It's the perfect time to help women be in a position of power to make informed decisions about their health.

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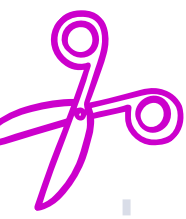
Specifically, your donation will help:

- **Fòs Feminista** advance sexual and reproductive health, rights and justice for women, girls and gender-diverse people through healthcare and activism
- **Every Mother Counts** help prevent global maternal deaths by ensuring women have access to quality, respectful and equitable maternity care
- **Center for Health and Gender Equity (CHANGE)** advocate for sexual and reproductive health and rights



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## Help Women Achieve Job and Career Success

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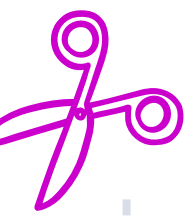
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Specifically, your donation will help:

- **Dress for Success Canada Foundation** provide a network of support, professional attire and development tools to help women thrive in work and life
- **Society for Canadian Women in Science and Technology** collaborate with STEM leaders to inspire women and girls with programs, advocacy and support networks
- **Girls E-Mentorship** offer a mentorship program for high school girls facing socioeconomic barriers to build their professional skills and help them achieve their potential
- **Making Changes** provide women and their families with skills and resources to support their pursuit of meaningful work and educational opportunities
- **Women Building Futures** foster economic security through employment training, support services, affordable housing and more



## Ensure Girls Have Opportunities To Play Sports

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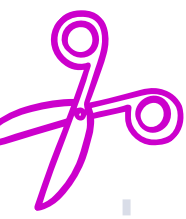
Specifically, your donation will help:

- **Fast and Female** help young women develop confidence, learn leadership and teamwork skills, and succeed in life beyond sports
- **Right To Play** protect, educate and empower children to rise above adversity using the power of play
- **KidSport Canada** ensure that all kids have the chance to play, addressing the fact that cost keeps 1 in 3 Canadian children out of organized sport
- **Lady Ballers Camp** provide a camp experience for girls to participate in team sports and learn about leadership



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## Help Empower Women in Canada and Around the World

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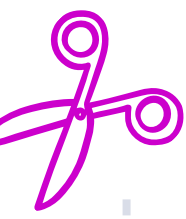
Specifically, your donation will help:

- **Canadian Women's Foundation** transform lives, improve services, change systems and help build a gender-equal Canada
- **Plan International Canada** advance children's rights and equality for girls in more than 75 countries
- **The Native Women's Resource Centre of Toronto** provide a safe, welcoming environment for Indigenous women and their children in the Greater Toronto Area
- **Working Women Community Centre** provide access, support and opportunities to newcomers in Toronto, so they thrive in their communities



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When you donate to this giving opportunity, you support causes devoted to women's health and reproductive rights.

Specifically, your donation will help:

- **Canadian Foundation for Women's Health** fund research and initiatives to improve the health of Canadian women and foster support for international women's health programs
- **Women's College Hospital Foundation** advance health for women and broaden access to healthcare for all Canadians
- **BC Women's Health Foundation** ensure women have equitable access to the highest quality healthcare when, where and how they need it
- **Women's Health In Women's Hands** provide for the health and wellness needs of racialized women in Toronto and surrounding municipalities



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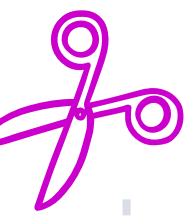
Specifically, your donation will help:

- **Smart Works** provide interview coaching and preparation, dressing consultations and other support towards securing work
- **Young Women's Trust** campaign for young women's equality in the workplace and support young women as they make plans for their future
- **The Girls' Network** inspire and empower girls from the least advantaged communities by connecting them with a mentor and a network of professional role models



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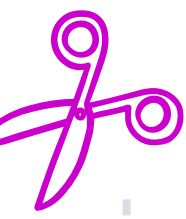
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Specifically, your donation will help:

- **Women in Sport** drive innovation, run programmes that provide impactful solutions to gender inequalities and empower more women and girls to be active
- **Women's Sport Trust** reshape the sporting landscape and stimulate real change for women's sport
- **SportsAid** enrich the lives of talented young athletes by recognising and nurturing their abilities through and beyond sport





## Help Empower Women in the U.K. and Around the World

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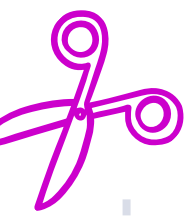
Specifically, your donation will help:

- **The Fawcett Society** campaign for gender equality and women's rights at work, at home and in public life
- **Rights of Women** provide women with the legal advice and information they need to understand and use the law and their legal rights
- **Malala Fund** challenge systems, policies and practices so all girls can access 12 years of free, safe, quality education
- **Women for Refugee Women** empower refugee and asylum-seeking women to speak out, become leaders and advocate for change
- **Rosa** support women and girls through organisational development funding for Black- and minoritised-led organisations across the U.K.
- **Plan International UK** ensure that girls in some of the world's poorest communities have access to education, healthcare, clean water and future opportunities



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International Women's Day 2022 is March 8 and the theme is #BreakTheBias. It's the perfect time to help women be in a position of power to make informed decisions about their health.

When you donate to this giving opportunity, you support causes devoted to women's health and reproductive rights.

Specifically, your donation will help:

- **Bloody Good Period** provide menstrual supplies to people who need them and sexual and reproductive health education to those who can't access it
- **The Eve Appeal** deliver groundbreaking research focused on risk prediction, earlier detection and screening for all five gynaecological cancers



# Vetted Nonprofit *Recommendations*

# Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

*Benevity gives your people access to nearly 2 million vetted causes globally.*

## Work and Technology

### 9to5, National Association of Working Women

- Milwaukee, WI
- Charity ID: 840-341246311

### Dress for Success

- New York, NY
- Charity ID: 840-134040377

### Women Employed

- Chicago, IL
- Charity ID: 840-362969526

### YWCA USA

- Washington, DC
- Charity ID: 840-131624103

## Sport

### Play It Forward Sport

- Providence, RI
- Charity ID: 840-460886669

### Play Like a Girl

- Nashville, TN
- Charity ID: 840-331149207

### Women's Sports Foundation

- New York, NY
- Charity ID: 840-237380557

## Empowerment

### Equality Now

- New York, NY
- Charity ID: 840-133660566

### Global Rights for Women

- Minneapolis, MN
- Charity ID: 840-471861069

### MADRE

- New York, NY
- Charity ID: 840-133280194

### Malala Fund (U.S.)

- Washington, DC
- Charity ID: 840-811397590

### Ms. Foundation for Women

- Brooklyn, NY
- Charity ID: 840-237252609

### Plan International USA (project: Because I Am a Girl)

- Warwick, RI
- Charity ID: 840-135661832/1VRNSQNMGB

### She Should Run

- Washington, DC
- Charity ID: 840-204210843

## Health and Reproductive Rights

### Black Women's Health Imperative

- Atlanta, GA
- Charity ID: 840-581557556

### Center for Health and Gender Equity (CHANGE)

- Washington, DC
- Charity ID: 840-311794048

### Every Mother Counts

- New York, NY
- Charity ID: 840-454102644

### Fòs Feminista

- New York, NY
- Charity ID: 840-131845455

### Planned Parenthood Federation of America

- New York, NY
- Charity ID: 840-131644147

## Work and Technology

### **Dress for Success Canada Foundation**

- Casselman, ON
- Charity ID: 124-775960289RR0001

### **Girls E-Mentorship**

- Toronto, ON
- Charity ID: 124-837034131RR0001

### **Making Changes**

- Calgary, AB
- Charity ID: 124-889609897RR0001

### **Society for Canadian Women in Science and Technology**

- Vancouver, BC
- Charity ID: 124-119154607RR0001

### **Women Building Futures**

- Edmonton, AB
- Charity ID: 124-884181223RR0001

## Sport

### **Fast and Female**

- Canmore, AB
- Charity ID: 124-830781613RR0002

### **KidSport Canada**

- Winnipeg, MB
- Charity ID: 124-862125986RR0003

### **Lady Ballers Camp**

- Brampton, ON
- Charity ID: 124-834868309RR0001

### **Right To Play**

- Toronto, ON
- Charity ID: 124-888804218RR0001

## Empowerment

### **Canadian Women's Foundation**

- Toronto, ON
- Charity ID: 124-129855607RR0001

### **Native Women's Resource Centre of Toronto, The**

- Toronto, ON
- Charity ID: 124-103838223RR0001

### **Plan International Canada**

- Toronto, ON
- Charity ID: 124-118928993RR0001

### **Working Women Community Centre**

- Toronto, ON
- Charity ID: 124-119304368RR0001

## Health and Reproductive Rights

### **BC Women's Health Foundation**

- Vancouver, BC
- Charity ID: 124-890267537RR0001

### **Canadian Foundation for Women's Health**

- Ottawa, ON
- Charity ID: 124-886884089RR0001

### **Women's College Hospital Foundation**

- Toronto, ON
- Charity ID: 124-119302628RR0001

## Work and Technology

### Girls' Network, The

- London, England
- Charity ID: 826-1156517

### Smart Works

- London, England
- Charity ID: 826-1080609

### Young Women's Trust

- London, England
- Charity ID: 826-217868

## Sport

### SportsAid

- London, England
- Charity ID: 826-1111612

### Women in Sport

- London, England
- Charity ID: 826-1060267

### Women's Sport Trust

- London, England
- Charity ID: 826-1153429

## Empowerment

### Fawcett Society, The

- London, England
- Charity ID: 826-1108769

### Malala Fund (U.K.)

- London, England
- Charity ID: 826-1178655

### Plan International UK

- London, England
- Charity ID: 826-276035

### Rights of Women

- London, England
- Charity ID: 826-1147913

### Rosa

- London, England
- Charity ID: 826-1124856

### Women for Refugee Women

- London, England
- Charity ID: 826-1165320

## Health and Reproductive Rights

### Bloody Good Period

- London, England
- Charity ID: 826-1185849

### Eve Appeal, The

- London, England
- Charity ID: 826-1091708

### MSI Reproductive Choices

- London, England
- Charity ID: 826-265543

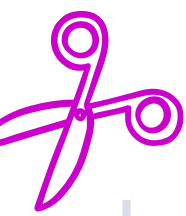
# *News Items*





Tip

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## International Women's Day 2022 — Work and Technology

Gender balance in the workplace and economic independence for women is good news for everybody. This International Women's Day, we can support women with the opportunities, training, retraining, mentorship and financial help they need for career success, including jobs in science and technology.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support organizations who are helping to build economic independence for women and create opportunities through professional development.

[LINK TO GIVING OPPORTUNITY]

## International Women's Day 2022 — Sport

Playing sports is a vital part of our lives. It's essential that we provide all children with the opportunities to play and remove barriers to involvement, including the additional challenges faced by girls.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support organizations who provide opportunities for girls to play sports and you honor the incredible women in sport who inspire us. We can take a valuable step toward equality in sports for women by championing equality in sports for girls.

[LINK TO GIVING OPPORTUNITY]

## International Women's Day 2022 — Empowerment

We live in a world full of bias, and one in which differences that should be celebrated are used as the basis for discrimination. Every country can improve their equity and inclusion, and all of them can improve the fairness, freedom and opportunities they offer their diverse populations.

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[LINK TO GIVING OPPORTUNITY]

## International Women's Day 2022 — Health and Reproductive Rights

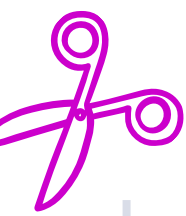
Although healthcare is a basic right, many women do not receive the quality of care they need. This dangerous disparity is particularly true in communities of color and marginalized groups. We can show our support by helping causes dedicated to changing this.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support causes devoted to women's health and reproductive rights.

[LINK TO GIVING OPPORTUNITY]



Use these templates in your communications



## International Women's Day 2022 — Work and Technology

Gender balance in the workplace and economic independence for women is good news for everybody. This International Women's Day, we can support women with the opportunities, training, retraining, mentorship and financial help they need for career success, including jobs in science and technology.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support organizations who are helping to build economic independence for women and create opportunities through professional development.

[LINK TO GIVING OPPORTUNITY]

## International Women's Day 2022 — Sport

Playing sports is a vital part of our lives. It's essential that we provide all children with the opportunities to play and remove barriers to involvement, including the additional challenges faced by girls.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support organizations who provide opportunities for girls to play sports and you honour the incredible women in sport who inspire us. We can take a valuable step towards equality in sports for women by championing equality in sports for girls.

[LINK TO GIVING OPPORTUNITY]

## International Women's Day 2022 — Empowerment

We live in a world full of bias, and one in which differences that should be celebrated are used as the basis for discrimination. Every country can improve their equity and inclusion, and all of them can improve the fairness, freedom and opportunities they offer their diverse populations.

International Women's Day 2022 is March 8 and the theme is #BreakTheBias. When you donate to this giving opportunity, you support causes dedicated to advancing equality and empowering women throughout the world. Together, we can remove the discrimination that holds back too many.

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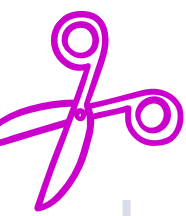
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Tip

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# *Image Suggestions*

# Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. The next four pages are images we've handpicked in support of International Women's Day. Click each image to visit Getty Images and license it.



# Work and Technology



# Sport



# Empowerment





# Health and Reproductive Rights



# Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

## ***Did you know?***

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

## See how activation kits work seamlessly in Spark.

[Book a Demo Today!](#)

Share these news items in your communication templates for  
*International Women's Day*

### International Women's Day 2022

Published Feb 11, 2022

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## Support these *giving opportunities* for International Women's Day:



**Support Women's Health and Reproductive Rights**  
Improve access to health care on International Women's Day.



**Help Empower Women in Canada and Around the World**  
Encourage and uplift women for International Women's Day.



**Ensure Girls have Opportunities to Play Sports**  
Celebrate the inspirational women in sports and provide girls with opportunities to play.



**Help Women Achieve Job and Career Success**  
Celebrate International Women's Day by supporting workplace equality



# Good luck with your International Women's Day campaign!

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed nearly \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).