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:

- Giving opportunities
- News items
- Vetted nonprofit recommendations
- Image suggestions
Your International Women’s Day activation kit includes...

- Pre-written giving opportunities, focusing on women’s rights throughout the world, empowerment and equity ... Page 5
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Giving opportunities
A note to program leaders ...

This activation kit includes three giving opportunities for each country. The content over the next 12 pages focuses on causes committed to women’s rights around the world, equity and empowerment.

The countries included in this kit are the U.S., Canada, U.K. and Australia.

You can use all the recommended causes for a region or focus your campaign on the ones that best align with your program.
Support women’s rights around the world

Gender equality is key to a better world for everyone.

One of the United Nations Sustainable Development Goals is to empower all women and girls. This represents improvement with respect to representation, autonomy, financial independence, personal safety and more. In 2022, worldwide progress on gender equality stalled, and in some countries it went backwards. In Iran, women and girls were arrested and killed for protesting against strictly enforced dress and behavior laws. In Afghanistan, the Taliban suspended university education for all women. Indonesia proposed one year jail terms for sex outside marriage, a law many believe will disproportionately target women and those from minority groups.

In countless other countries, women continue to face barriers to making decisions about their own health and lives. In every corner of the world, vulnerable girls are still at risk, and violence against women remains high. Everyone deserves safety, opportunity and the right to make decisions about their future.

International Women's Day is March 8 and the theme for 2023 is Embrace Equity. When you donate to this giving opportunity, you help organizations that fight for the futures of women and girls throughout the world.

- **Plan International USA**: Clearing the barriers for girls that are keeping them from the futures they want for themselves.
- **Women for Women International**: Investing in women survivors of war and conflict, and providing them with social and economic skills to transform their own lives.
- **Madre**: Working with women leaders who protect and provide for communities facing war and disaster, advancing progressive movements, and advocating for rights.
- **Camfed USA, Campaign for Female Education**: Catalyzing the power of the most vulnerable girls and young women to create the future they imagine for themselves and for Africa.
- **Room to Read**: Creating a world free from illiteracy and gender inequality by helping children in low-income communities develop literacy skills and a habit of reading.
- **Malala Fund**: Working for a world where every girl can learn and lead.
Empower women to achieve greatness

The world we want tomorrow needs support for women and girls today.

In 2022, worldwide progress on gender equality stalled. Despite studies that show the advantages of diversity in leadership teams, women are still underrepresented in boardrooms and governments. It is estimated that it is 8%-15% more difficult for a woman to earn a promotion than a man and there is a gender bias that persists in business and industry. The technology workforce of the future needs us to champion more opportunities and mentorship for girls interested in science and engineering today. We all benefit when everyone can pursue the ideal careers for their skills, interests and passions.

International Women's Day is March 8 and the theme for 2023 is Embrace Equity. In a truly equitable world, women and girls experience safety, security, and the ability to go after their dreams.

When you donate to this giving opportunity, you help organizations that empower women and girls to achieve greatness in work, education, innovation and every other part of life.

- **She Should Run:** Working to dramatically increase the number of women considering a run for public office.
- **Catalyst:** Accelerating progress for women through workplace inclusion.
- **Anita B.Org Institute for Women and Technology:** Connecting, inspiring, and guiding women in computing and supporting women in technical fields.
- **Dress for Success Worldwide:** Empowering women to achieve economic independence and helping women thrive in work and in life.
Support equity for women and girls

Everybody benefits when we address the challenges faced by women and girls.

One of the United Nations Sustainable Development Goals is to empower all women and girls. In 2022, progress on gender equality stalled, and the path to equity remains difficult. During the pandemic, many women were among the first to lose their jobs and the last to regain employment. Women continue to shoulder a heavy, disproportionate burden in response to economic and social challenges. There is more funding available for research on diseases that primarily affect men, than those that affect women. More than one billion women do not have the opportunity to make their own decisions regarding sex and reproductive health. Transgender women can experience these challenges, and face additional barriers and discrimination. In this, and many other ways, women do not receive the fair and equitable treatment they deserve.

All of humanity benefits from the cultural, technical, scientific and economic successes of women. Increasing equity for women and girls increases safety and access to resources for the most vulnerable among us. We can all play a part in championing inclusion, eliminating bias and ending discrimination.

International Women’s Day is March 8 and the theme for 2023 is Embrace Equity. When you donate to this giving opportunity, you help organizations that promote fairness, equity and women’s rights.

- **Equality Now**: Tackling the most difficult issues, challenging ingrained cultural assumptions and calling out inequality wherever we see it.
- **National Center for Transgender Equality**: Providing a powerful transgender advocacy presence in Washington, DC.
- **YWCA of the USA**: Eliminating racism, empowering women, standing up for social justice, helping families and strengthening communities.
- **Global Rights for Women**: Working with leaders around the world to advance women and girls’ human right to live free from violence.
- **Ms. Foundation for Women**: Investing in, and strengthening, the capacity of women-led movements to advance meaningful social, cultural and economic change.
- **US National Committee for UN Women**: Promoting social, political and economic equality for women and girls spanning 100 countries around the globe.
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- **Plan International Canada**: Working with children, families and communities around the world to remove barriers, so everyone has a fair chance at a good life.
- **CARE Canada**: Working around the globe to save lives, defeat poverty and achieve social justice.
- **Days for Girls Canada Society**: Increasing access to menstrual care and education, and shattering stigma and limitations for women and girls.
- **Camfed Canada**: Catalyzing the power of the most vulnerable girls and young women to create the future they imagine for themselves and for Africa.
- **Room to Read Canada**: Creating a world free from illiteracy and gender inequality by helping children in low-income communities develop literacy skills and a habit of reading.
- **Canadian Women for Women in Afghanistan**: Taking action to provide opportunities for Afghan women to live their lives with dignity, certainty and purpose.
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- **Dress for Success Canada:** Empowering women to achieve economic independence and helping women thrive in work and life.
- **Society for Canadian Women in Science and Technology:** Creating an environment where women and girls in Canada can pursue an education and career in STEM without barriers.
- **Girls E-Mentorship Innovation:** Helping high school girls facing socioeconomic barriers to build their professional skills and reach their academic and career potential.
- **Making Changes Employment Association of Alberta:** Helping women and teen girls going through life transitions to overcome barriers, open doors and create their own paths.
- **Women Building Futures Society:** Fostering economic security through employment training, support services, readiness workshops, affordable housing and more.
- **Up With Women:** Helping low-income women and gender diverse individuals build sustainable, prosperous careers and businesses in Ontario, Quebec, Alberta and BC.
Support equity for women and girls

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International Women’s Day is March 8 and the theme for 2023 is Embrace Equity. When you donate to this giving opportunity, you help organizations that promote fairness, equity and women’s rights.

- **YWCA Canada:** Working to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives.
- **Women’s Legal Education and Action Fund / Fonds D’Action juridiques Pour Les Femmes:** Working towards ensuring the law guarantees substantive equality for all women, girls, trans and non-binary people.
- **Canadian Women’s Foundation:** Supporting women, girls and gender-diverse people to move out of violence, out of poverty and into confidence and leadership.
- **Native Women’s Resource Centre of Toronto:** Providing a safe and welcoming environment for all Indigenous women and their children in the Greater Toronto Area.
- **Egale Canada:** Improving the lives of 2SLGBTQI people in Canada and promoting human rights and inclusion through research, education, awareness and legal advocacy.
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- **Plan International UK:** Making sure girls in some of the world’s poorest communities have access to education, health care, clean water and future opportunities.
- **Women for Women International UK:** Helping women survivors of war rebuild their lives and choose their own futures.
- **Camfed UK:** Catalyzing the power of the most vulnerable girls and young women to create the future they imagine for themselves and for Africa.
- **Womankind Worldwide:** Supporting women’s rights organisations and movements to strengthen and grow.
- **The Malala Fund UK:** Working for a world where every girl can learn and lead.

Support women’s rights around the world

**Giving opportunity (U.K.): Around the world**

Tip

Use this template in your communications

Tip

13
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- **Smart Works Charity**: Giving women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.
- **Young Women’s Trust**: Giving economic power to young women and rebuilding workplaces free from discrimination and inequality.
- **The Girls’ Network**: Inspiring and empowering girls from the least advantaged communities by connecting them with a mentor and a network of professional role models.
- **Rosa Fund**: Drawing in and distributing funding to the women and girls sector, to strengthen these organisations and to use our voice to achieve change.
- **National College for Digital Skills**: Educating and empowering the next generation of diverse digital talent.
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- **Imkaan**: Working to prevent and respond to violence against Black and minoritised women and girls.
- **Rights of Women**: Advising, educating and empowering women.
- **Women for Refugee Women**: Empowering refugee and asylum-seeking women to speak out, become leaders and advocate for change.
- **Fawcett Society**: Campaigning for gender equality and women’s rights at work, at home and in public life.
- **UN Women National Committee UK**: Ensuring every woman and girl has access to safety, choice and a voice.
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- **Plan International Australia Overseas Aid**: Striving for a just world for all children and equality for girls.
- **CARE Australia Project Fund**: Working around the globe to save lives and defeat poverty.
- **Room to Read Australia Overseas Aid**: Creating a world free from illiteracy and gender inequality by helping children in low-income communities develop literacy skills and a habit of reading.
- **One Girl Australia**: Harnessing the incredible power of education to drive change for girls and their communities.

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- **Dress for Success Sydney**: Empowering women to achieve economic independence and helping women thrive in work and in life.
- **SisterWorks**: Supporting women who are refugees, asylum seekers or migrants to improve their confidence, mental well-being, sense of belonging and economic outlook.
- **Fitted for Work**: Helping Australian women experiencing disadvantage get work, keep work and thrive in their careers.
- **Women's Community Shelters**: Providing homeless women short-term emergency accommodation and support in a safe environment.
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- **UN Women Australia**: Promoting gender equality and women's empowerment.
- **YWCA Australia**: Empowering women to actively transform power structures and advocate for equality.
- **The Women's Legal Service**: Bringing focus and expertise to legal and social issues affecting women.
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._
**Around the world**

- **Camfed USA, the Campaign for Female Education**
  - San Francisco, CA
  - Charity ID: 840-542033897

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

- **Malala Fund (U.S.)**
  - Washington, DC
  - Charity ID: 840-811397590

- **Plan International USA (project: Because I Am a Girl)**
  - Warwick, RI
  - Charity ID: 840-135661832/1VRNSQNMGB

- **Room to Read**
  - San Francisco, CA
  - Charity ID: 840-912003533

- **Women for Women International**
  - Washington, DC
  - Charity ID: 840-521838756

**Empowerment**

- **Anita B.Org Institute For Women And Technology**
  - Belmont, CA
  - Charity ID: 840-770480427

- **Catalyst**
  - New York, NY
  - Charity ID: 840-131992402

- **Dress for Success**
  - New York, NY
  - Charity ID: 840-134040377

- **She Should Run**
  - Washington, DC
  - Charity ID: 840-204210843

**Equity**

- **Equality Now**
  - New York, NY
  - Charity ID: 840-133660566

- **Global Rights for Women**
  - Minneapolis, MN
  - Charity ID: 840-471861069

- **Ms. Foundation for Women**
  - Brooklyn, NY
  - Charity ID: 840-237252609

- **National Center for Transgender Equality**
  - Washington, DC
  - Charity ID: 840-412090291

- **US National Committee for UN Women**
  - Washington, DC
  - Charity ID: 840-412090291

- **YWCA of the USA**
  - Washington, DC
  - Charity ID: 840-131624103
Around the world

**Camfed Canada**
- Toronto, ON
- Charity ID: 124-844988659RR0001

**CARE Canada**
- Ottawa, ON
- Charity ID: 124-118838333RR0001

**Canadian Women for Women in Afghanistan**
- Calgary, AB
- Charity ID: 124-887718203RR0001

**Days for Girls Canada Society**
- Heffley Creek, BC
- Charity ID: 124-827847039RR0001

**Plan International Canada**
- Toronto, ON
- Charity ID: 124-118928993RR0001

**Room to Read Canada**
- Vancouver, BC
- Charity ID: 124-850612417RR0001

Empowerment

**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

**Up With Women**
- Toronto, ON
- Charity ID: 124-838059459RR0001

**Canadian Women's Foundation**

Equity

**Egale Canada**
- Toronto, ON
- Charity ID: 124-888561065RR0001

**Native Women's Resource Centre of Toronto, The**
- Toronto, ON
- Charity ID: 124-103838223RR0001

**Women's Legal Education and Action Fund/ fonds d'action et d'éducation juridiques pour les femmes**
- Toronto, ON
- Charity ID: 124-108219916RR0001

**YWCA Canada**
- Toronto, ON
- Charity ID: 124-888789393RR0001
Vetted nonprofit recommendations (U.K.)

Around the world

**Camfed U.K.**
- Cambridge, England
- Charity ID: 1826-1029161

**Malala Fund (U.K.)**
- London, England
- Charity ID: 826-1178655

**Plan International UK**
- London, England
- Charity ID: 826-276035

**Women for Women International U.K.**
- London, England
- Charity ID: 826-1115109

**Womenkind Worldwide**
- London, England
- Charity ID: 826-328206

Empowerment

**Girls’ Network, The**
- London, England
- Charity ID: 826-1156517

**National College For Digital Skills**
- London, England
- Charity ID: 826-1158399

**Rosa**
- London, England
- Charity ID: 826-112485

**Smart Works**
- London, England
- Charity ID: 826-1080609

**Young Women’s Trust**
- London, England
- Charity ID: 826-217868

Equity

**Fawcett Society, The**
- London, England
- Charity ID: 826-1108769

**Imkaan**
- London, England
- Charity ID: 826-1105976

**Rights of Women**
- London, England
- Charity ID: 826-1147913

**UN Women National Committee UK**
- London, England
- Charity ID: 826-1162741

**Women for Refugee Women**
- London, England
- Charity ID: 826-1165320
Vetted nonprofit recommendations
(Australia)

Around the world

**CARE Australian Project Fund**
- Canberra, ACT
- Charity ID: 036-46003380890

**One Girl Australia**
- Collingwood, VIC
- Charity ID: 036-81139793623

**Plan International Australia Overseas Aid Account**
- Melbourne, VIC
- Charity ID: 036-49004875807

**Room to Read Australia Overseas Aid Fund**
- Glebe, NSW
- Charity ID: 036-13133277666

Empowerment

**Dress for Success Sydney**
- Marrickville, NSW
- Charity ID: 036-86294993663

**Fitted for Work**
- Melbourne, VIC
- Charity ID: 036-78126256862

**SisterWorks**
- Melbourne, VIC
- Charity ID: 036-92370950371

**Women's Community Shelters**
- Redfern, NSW
- Charity ID: 036-54153006556

Equity

**Women's Legal Service, The**
- Annerley, QLD
- Charity ID: 036-72685598982

**UN Women Australia**
- Canberra, ACT
- Charity ID: 036-23638729775

**YWCA Australia**
- South Melbourne, VIC
- Charity ID: 826-1147913
News items
Support women’s rights for every woman

In 2022, worldwide progress on gender equality stalled and in some countries it went backwards. In every corner of the world, vulnerable girls are still at risk and violence against women remains high. Everyone deserves safety, opportunity and the right to make decisions about their future. On International Women’s Day, March 8, we can help organizations that fight for the futures of women and girls throughout the world.

[LINK TO GIVING OPPORTUNITY]

Empower women to achieve greatness

We all benefit when every person can pursue the ideal careers for their skills, interests and passions. In a truly equitable world, women and girls can go after their dreams. International Women’s Day is March 8 and the theme for 2023 is Embrace Equity. We can help organizations that empower women and girls to achieve greatness in work, education, innovation and every other part of life.

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All of humanity benefits from the cultural, technical, scientific and economic successes of women. The most vulnerable among us deserve safety and equal access. We can all play a part in championing inclusion, eliminating bias and ending discrimination. International Women's Day is March 8 and the theme for 2023 is Embrace Equity. You can help organisations that promote fairness, equity and women's rights.

[LINK TO GIVING OPPORTUNITY]
Support women’s rights for every woman

In 2022, worldwide progress on gender equality stalled and in some countries it went backwards. In every corner of the world, vulnerable girls are still at risk and violence against women remains high. Everyone deserves safety, opportunity and the right to make decisions about their future. On International Women’s Day, March 8, we can help organisations that fight for the futures of women and girls throughout the world.

[LINK TO GIVING OPPORTUNITY]

Empower women to achieve greatness

We all benefit when every person can pursue the ideal careers for their skills, interests and passions. In a truly equitable world, women and girls can go after their dreams. International Women’s Day is March 8 and the theme for 2023 is Embrace Equity. We can help organisations that empower women and girls to achieve greatness in work, education, innovation and every other part of life.

[LINK TO GIVING OPPORTUNITY]

Support equity for women and girls

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[LINK TO GIVING OPPORTUNITY]
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.
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.

See how activation kits work seamlessly in Spark.
Good luck with your International Women’s Day campaign!

Benevity, a certified B Corporation, is the 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 more than $10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company’s solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth $12 billion. For more information, visit benevity.com.