



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.

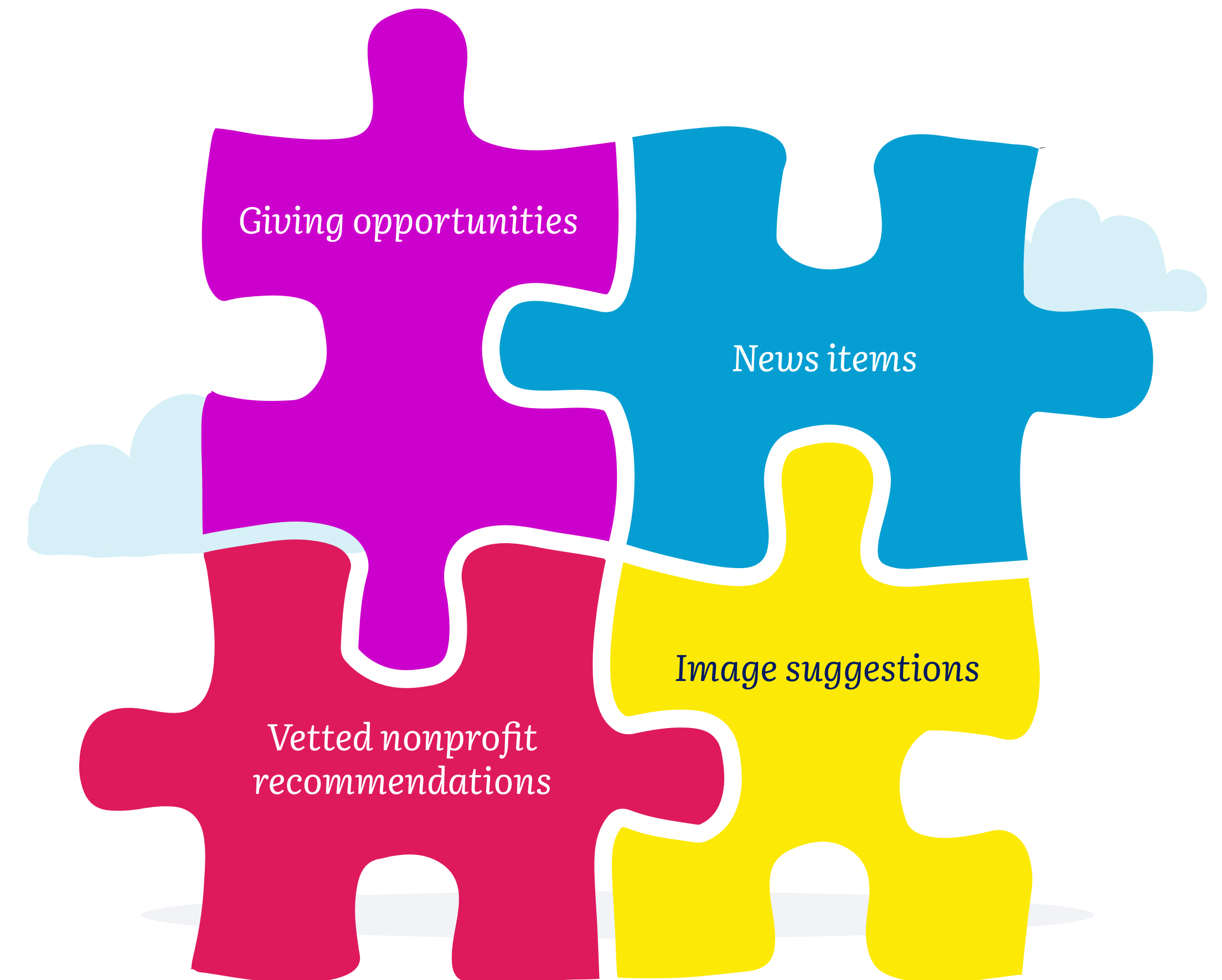


Try Benevity's *activation kits*

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.

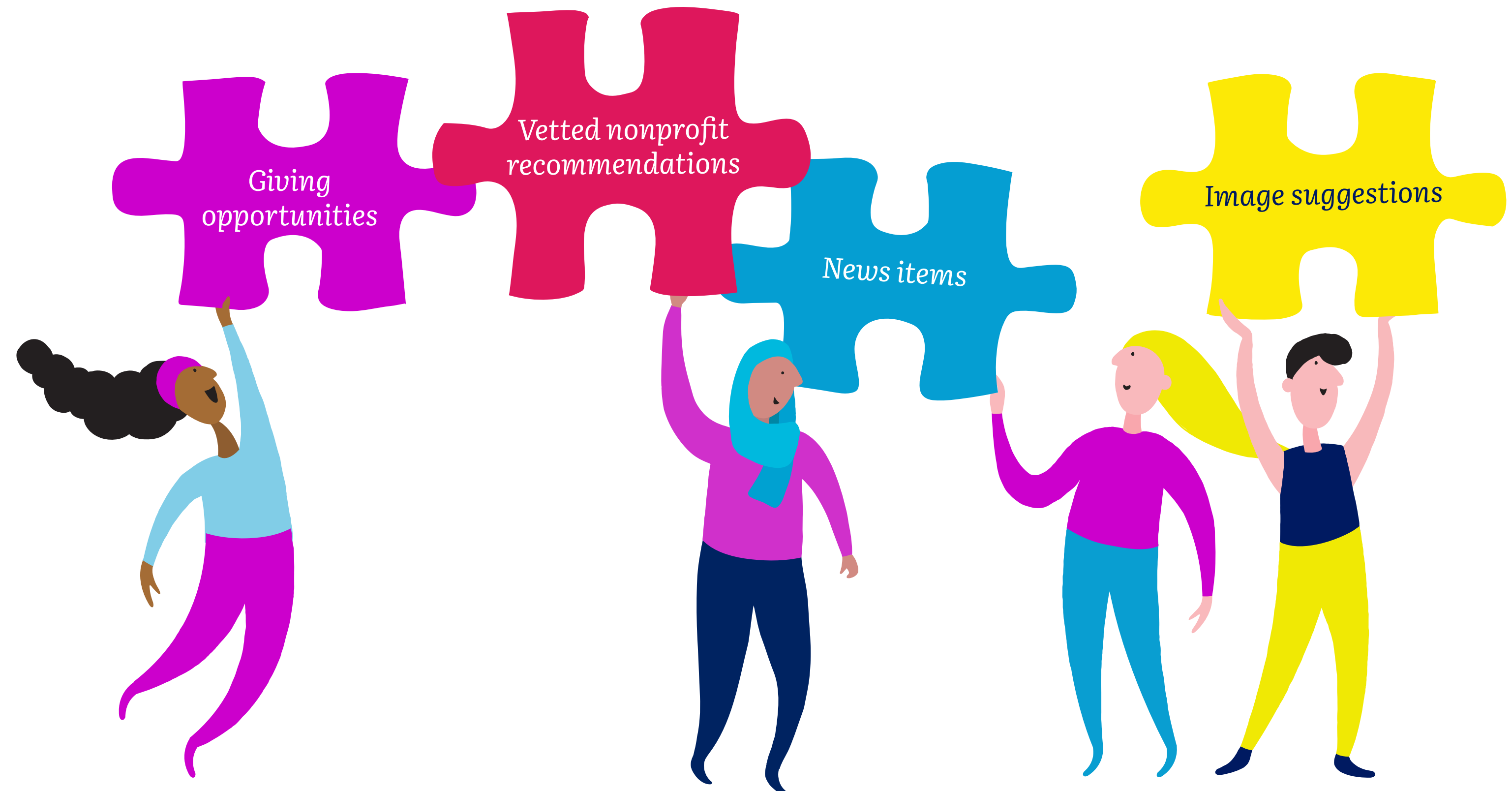
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **International Women's Day** on March 8!

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 rights throughout the world, empowerment and equity ... [Page 5](#)
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Giving opportunities

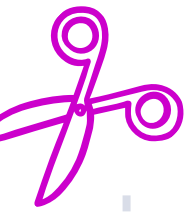
A note to *program leaders* ...

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

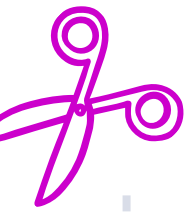
Gender equality is key to a better world for everyone.

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

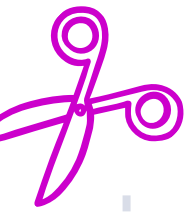
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When you donate to this giving opportunity, you help organizations that empower women and girls to achieve greatness in work, education, innovation and every other part of life.

- **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

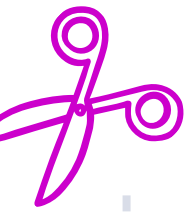
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- **Equality Now:** Tackling the most difficult issues, challenging ingrained cultural assumptions and calling out inequality wherever we see it.
- **National Center for Transgender Equality:** Providing a powerful transgender advocacy presence in 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.



Support women's rights around the world

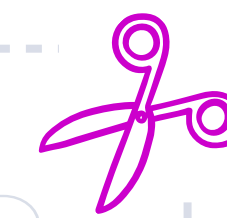
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In countless other countries, women continue to face barriers to making decisions about their own health and lives. In every corner of the world, vulnerable girls are still at risk, and violence against women remains high. Everyone deserves safety,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



Empower women to achieve greatness

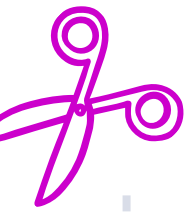
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- **Dress for Success Canada:** Empowering women to achieve economic independence and helping women thrive in work and life.
- **Society for Canadian Women in Science and Technology:** Creating an environment where women and girls in Canada can pursue 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

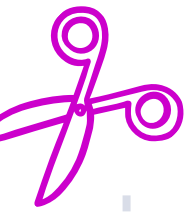
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- **YWCA Canada:** Working to advance gender equity by responding to urgent needs in communities, through national advocacy and grassroots initiatives.
- **Women's Legal Education and Action Fund / Fonds D'Action D'Education Juridiques Pour Les Femmes:** 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.



Support women's rights around the world

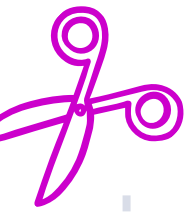
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- **Plan International UK:** Making sure girls in some of the world's poorest communities have access to education, health care, clean water and future opportunities.
- **Women for Women International UK:** Helping women survivors of war rebuild their 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.



Empower women to achieve greatness

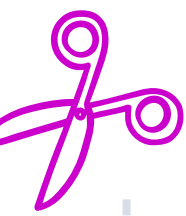
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- **Smart Works Charity:** Giving women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.
- **Young Women's Trust:** Giving economic power to young women and rebuilding workplaces free 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.



Support equity for women and girls

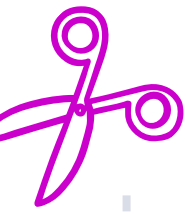
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- **Imkaan:** Working to prevent and respond to violence against Black and minoritised women and girls.
- **Rights of Women:** Advising, educating and empowering women.
- **Women for Refugee Women:** Empowering refugee and asylum-seeking women to speak 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.



Support women's rights around the world

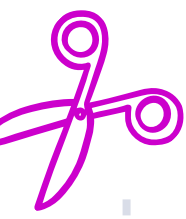
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- **Plan International Australia Overseas Aid:** Striving for a just world for all children and equality for girls.
- **CARE Australia Project Fund:** Working around the globe to save lives and defeat poverty.
- **Room to Read Australia Overseas Aid:** 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.



Empower women to achieve greatness

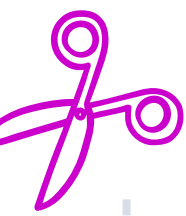
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- **Dress for Success Sydney:** Empowering women to achieve economic independence and helping women thrive in work and in life.
- **SisterWorks:** Supporting women who are refugees, asylum seekers or migrants to improve their confidence, mental well-being, 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

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

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'actionet d'education juridiques pour les femmes

- Toronto, ON
- Charity ID: 124-108219916RR0001

YWCA Canada

- Toronto, ON
- Charity ID: 124-888789393RR0001

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

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

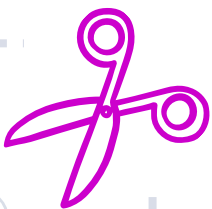
- Canberra, ACT
- Charity ID: 036-23638729775

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

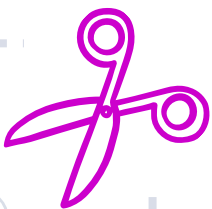
We all benefit when every person can pursue the ideal careers for their skills, interests and passions. In a truly equitable world, women and girls can go after their dreams. International Women’s Day is March 8 and the theme for 2023 is Embrace Equity. We can help organizations that empower women and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

[LINK TO GIVING OPPORTUNITY]

Support equity for women and girls

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 organizations that promote fairness, equity and women’s rights.

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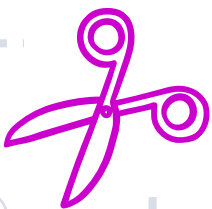
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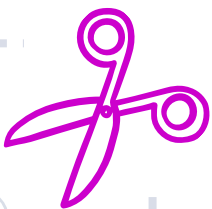
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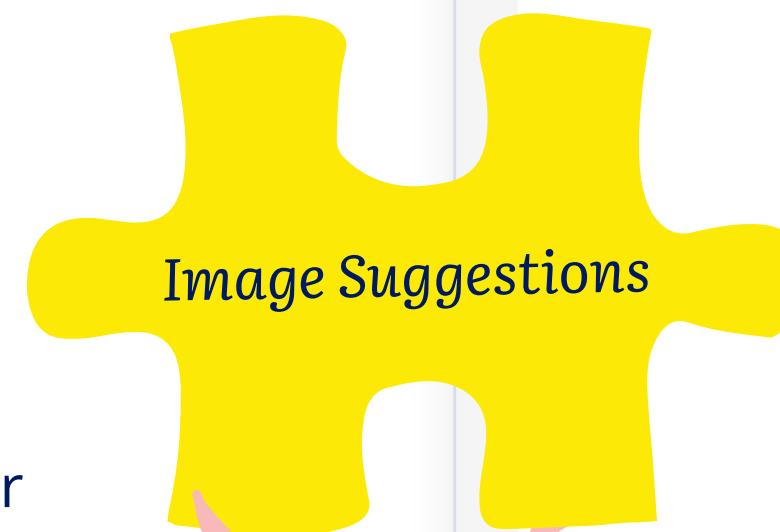
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Image suggestions

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.







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!

Support these nonprofits for International Women's Day:



MADRE, An International Women's Human Rights Org.

How **MADRE** Makes Change: To advance social justice, women must be equipped to both improve conditions in their communities and advocate for human rights. When grassroots women ...

New York, NY, United States Matching Offer



Egale Canada

Egale's mission is to improve the lives of 2SLGBTQI people in **Canada** and to enhance the global response to 2SLGBTQI issues. **Egale** will achieve this by informing public policy ...

Toronto, ON, Canada Matching Offer



Imkaan's work is focussed on the needs and aspirations of Black and Minoritised women and girls. **Imkaan** uses the term **Black** in the political sense, to encompass all women whose ...

London, ENG, United Kingdom Matching Offer



At **One Girl**, we break down the barriers that **girls** face in accessing an education. We do this by running **girl**-led programs in the places we work, to drive positive change ...

Collingwood, VIC, Australia Matching Offer



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](https://www.benevity.com).