



International Womens Day 2024

Count Her In: Invest in Women.  
Accelerate Progress.

**Tool kit**



# International Women's Day 2024

## What does this mean?

On the 8th of March, 2024, many countries will mark International Women's Day and the theme

[Count Her In: Invest in Women. Accelerate progress.](#)

While important progress has been made, women still face significant obstacles to achieving equal participation in the economy.

If we are to break the cycle of inequality, the contributions of women and girls must be recognised with equal opportunities to learn, earn, lead and thrive.

*CEO of UN Women Australia Simone Clarke said that it was important for women to be empowered to earn and manage their income and be afforded equal access to finance. Simone stressed the importance of ensuring all women have equal access, capacity and capability to fully participate in the economy. This requires shifting behaviours and perceptions that inhibit economic participation and limit investment in women. Increasing women's economic empowerment means economies grow, children and families prosper, and women have resources available to leave abusive situations.*

## Why Should we celebrate IWD?

It's an opportunity to celebrate women's accomplishments.

History is filled with important events that have made the world a better place. Women have always played essential roles in the movements for voting rights, civil rights, LGBTQ+ rights, labor rights, children's rights, and much more.

They've also accomplished great things in every field, including medicine, science, literature, and politics.

International Women's Day is a great opportunity to recognize all these successes.

# International Women's Day 2024

## What is economic abuse?

Broadly defined as a form of family violence. One person in a family can limit, exploit, or sabotage another person's economic resources. This can include money, property, transportation, or work. It reduces their independence and puts their financial security at risk.

At least 1.6 million women will experience economic abuse during their lifetime and Deloitte recently estimated the direct cost to victim-survivors to be \$5.7 billion a year.

Recent research conducted for the Centre for Women's Economic Safety (CWES) reveals that 3 in 5 Australians lack an understanding of economic abuse, with only 28 per cent knowing where to seek assistance or support if experiencing it.

The emotional toll is profound, limiting life choices and causing lasting impact.

## What does it look like?

Economic abuse includes a range of behaviors such as:

- *Keeping a person from having money needed to buy food, clothes or other necessities*
- *Sabotaging study and/or employment*
- *Stealing, damaging or destroying another person's belongings*
- *Taking out loans, or buying something on credit, in a partner's name without their knowledge*
- *Making a person work in the family business without pay or legal conditions*
- *Manipulating finances to avoid or reduce child support payments.*

# International Women's Day 2024

## Why Support the Zahra Foundation?

The Zahra Foundation's core services revolve around the themes of economic empowerment, gender equality, and the creation of a fairer and more equitable society for future generations.

The Zahra Foundation offers pathways to education, training, and employment, with specialized financial counselors and Opportunity Knox grants for women affected by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today, who are homeless or living in poverty due to fleeing domestic violence.

By providing pathways to economic empowerment and financial independence, The Zahra Foundation ensures that women and their children not only live a life free from violence and abuse but also attain financial stability, avoiding becoming part of this growing number.

The Zahra Foundation actively addresses the issue of gendered violence through innovative programs, advocating for change, and community awareness.

*"Survivors of domestic abuse shouldn't have to live in fear - having to choose between an abusive environment or to live in poverty.*

*14 years ago, when we left our family home we became isolated, we became homeless and we faced poverty. And no woman, no family, no child should be in a position like that."*

- Arman Abrahamzadeh, Zahra's Son & Zahra Foundation Founder

# Event and Fundraising Ideas

## Lunchtime Seminar Series:

Arrange for guest speakers for a lunchtime seminars. Topics can include financial abuse, literacy, and empowerment

## Fitness/Wellness Challenge

Participants set personal fitness or wellness goals, and sponsors can contribute based on their achievements

## Workshop

Organize a workshop at the office. Participants pay an entry fee to learn a new skill or create a craft/piece of art

## Casual Day

Employees make a donation to the Zahra Foundation in exchange for the opportunity to dress casually for a day

## Trivia Night Fundraiser:

Organize a trivia night at a local venue or virtually. Charge an entry fee and have participants form teams.

## Bake Sale for a Cause:

Host a bake sale at the office. Encourage staff to contribute homemade goodies for sale.

**Host an IWD fundraiser for the Zahra Foundation.  
We can help make your event easy to navigate and fundraise!**

We can provide items below to assist:

- Dedicated & cobranded fundraising page with QR code and link
- Information for newsletters & social media
- Supporting collateral with space to add own logo
- Certificate of Appreciation
- Tax deductible receipt for all donations over \$2

*These are just some suggestions that you can use - if you have any other great ideas please feel free to reach out to the Zahra Foundation for more information on how we can support your fundraiser.*

# Social Media assets

## INSTAGRAM

### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

#### SIGNS OF FINANCIAL ABUSE



YOUR LOGO HERE



### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

## 1 IN 10 WOMEN

Did you know?

HAVE BEEN FORCED OR PRESSURED BY THEIR PARTNER TO HAND OVER THEIR SAVINGS OR OTHER ASSETS

YOUR LOGO HERE



### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

ON AVERAGE IT TAKES

# 7

ATTEMPTS TO LEAVE AN ABUSIVE RELATIONSHIP

AS WOMEN FEAR FALLING INTO POVERTY AND HOMELESSNESS

YOUR LOGO HERE



[add your logo and download via Canva here](#)

## FACEBOOK STORY

### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

#### SIGNS OF FINANCIAL ABUSE



We are committed to addressing economic abuse. That's why, this International Women's Day, we support the Zahra Foundation.

YOUR LOGO HERE



### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

## 1 IN 10 WOMEN

Did you know?

HAVE BEEN FORCED OR PRESSURED BY THEIR PARTNER TO HAND OVER THEIR SAVINGS OR OTHER ASSETS

THIS MEANS THAT AT LEAST 1.6 MILLION WOMEN WILL EXPERIENCE ECONOMIC ABUSE DURING THEIR LIFETIME.

WE ARE COMMITTED TO ADDRESSING ECONOMIC ABUSE. THAT'S WHY, THIS INTERNATIONAL WOMEN'S DAY, WE SUPPORT THE ZAHRA FOUNDATION

YOUR LOGO HERE



### INTERNATIONAL WOMENS DAY

COUNT HER IN:  
INVEST IN WOMEN. ACCELERATE PROGRESS.

ON AVERAGE IT TAKES

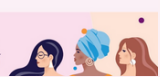
# 7

ATTEMPTS TO LEAVE AN ABUSIVE RELATIONSHIP

AS WOMEN FEAR FALLING INTO POVERTY AND HOMELESSNESS

THIS FEAR IS THE REALITY FOR OVER 100,000 AUSTRALIANS TODAY. BY PROVIDING PATHWAYS TO EMPLOYMENT AND FINANCIAL INDEPENDENCE THE ZAHRA FOUNDATION ENSURES WOMEN AVOID BECOMING PART OF THIS GROWING NUMBER.

YOUR LOGO HERE



[add your logo and download via Canva here](#)

# Social Media assets

## FACEBOOK



[Add your logo and download via Canva here](#)

## COPY

**3 in 5 Australians lack an understanding of economic abuse.**

**We are committed to addressing economic abuse and reducing its impact. That's why, this International Women's Day, we support the Zahra Foundation.**

**This means that At least 1.6 million women will experience economic abuse during their lifetime.**

**We are committed to addressing economic abuse and reducing its impact. That's why, this International Women's Day, we support the Zahra Foundation**

**This fear is the reality for over 100,000 Australians today.**

**By providing pathways to employment and financial independence the Zahra Foundation ensures women avoid becoming part of this growing number.**

#Countherin #zahrafoundation #EndEconomicAbuse #IWD24

# Internal Communication Template

## Headline:

This International Womens Day We are Supporting the Zahra Foundation and their work economically empowering women recovering from domestic abuse.

## Body:

The theme for this year's International Women's Day is

**"Count Her In: Invest in Women. Accelerate Progress."**

While important progress has been made, women still face significant obstacles to achieving equal participation in the economy. If we are to break the cycle of inequality, the contributions of women and girls must be recognised with equal opportunities to learn, earn, lead and thrive.

Women experiencing domestic abuse often face economic abuse. Broadly defined as a form of family violence, economic abuse involves restricting, exploiting, or sabotaging a partner or family member's economic resources, limiting autonomy and undermining economic well-being.

At [Your Organization], we are committed to addressing economic abuse and reducing its impact. That's why, this International Women's Day, we support the Zahra Foundation.

The Zahra Foundation focuses on economic empowerment through tailored educational initiatives and financial counseling, offering pathways to education, training, and employment for women impacted by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today. By providing pathways to economic empowerment and financial independence, the Zahra Foundation ensures women avoid becoming part of this growing number.

Join us at our *event/fundraiser* where we will have the opportunity to learn, share, and celebrate together this International Womens Day.



# EDM and External Communication Template

## Headline:

This International Womens Day We are Supporting the Zahra Foundation and their work economically empowering women recovering from domestic abuse.

## Body:

The theme for this year's International Women's Day is

**"Count Her In: Invest in Women. Accelerate Progress."**

While important progress has been made, women still face significant obstacles to achieving equal participation in the economy. If we are to break the cycle of inequality, the contributions of women and girls must be recognised with equal opportunities to learn, earn, lead and thrive.

Women experiencing domestic abuse often face economic abuse, a seldom-discussed aspect. Broadly defined as a form of family violence, economic abuse involves restricting, exploiting, or sabotaging a partner or family member's economic resources, limiting autonomy and undermining economic well-being.

At [Your Organization], we are committed to addressing economic abuse and reducing its impact. That's why, this International Women's Day, we support the Zahra Foundation. The Zahra Foundation focuses on economic empowerment through tailored educational initiatives and financial counseling, offering pathways to education, training, and employment for women impacted by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today. By providing pathways to economic empowerment and financial independence, the Zahra Foundation ensures women avoid becoming part of this growing number.

Join us at our event/fundraiser where we will have the opportunity to learn, share, and celebrate together this International Womens Day.

Please *(join us/support Our event/fundraiser)* where we will have the opportunity to learn, share and celebrate together. (Event donation page link)

# Additional information



***Want to do more? Here are some easy things you can do.***

1. Learn more about the Zahra Foundation and the work they do to support women recovering from domestic abuse - [www.zahrafoundation.org.au](http://www.zahrafoundation.org.au)
2. Share these resources to anyone who may be experiencing economic abuse or would like more information on how to support someone:  
<https://www.financialsafety.org.au>  
<https://ndh.org.au/complex-situations/financial-abuse>  
<https://www.1800respect.org.au/violence-and-abuse/financial-abuse>
3. Post your support on your social media pages to raise awareness among your friends, family and supporters along with these hashtags  
**#Countherin #ZahraFoundation #EndEconomicAbuse #IWD24**
4. Book a workplace training session with one of Zahra Foundation subject matter experts. These sessions can equip your workplace to support disclosures of domestic abuse, policy review around family and domestic violence leave and how to respond to men who may be perpetrating abuse.
5. Attend a Zahra Foundation event and show your support while connecting with like minded individuals committed to gender equality.

Supporting the Zahra Foundation and sharing resources on

**"Count Her In: Invest in Women, Accelerate Progress"**

contributes to shedding light on economic abuse and supporting gender equality.

**Thank you for your support this International Womens Day**