



WORTHY

PROVIDING SUPPORT TO WOMEN & CHILDREN
DISADVANTAGED BY DOMESTIC VIOLENCE



Let's work together to help
women and children rebuild
their lives after escaping
domestic violence.

WWW.WORTHYAUSTRALIA.ORG



WHO IS WORTHY?

Worthy Australia is an accredited Perth based not-for-profit organisation.

We provide life changing support for women and children escaping domestic violence, by turning empty houses into fully furnished homes.

Without our support, many of our clients would still be homeless or may have been forced to return to violent households.

We need the support of amazing businesses like yours to continue our vital service!





HOW CAN YOU HELP?

The #gopinkforworthy campaign is a fun and easy way for your business, workplace, school or club to fundraise money or collect home-related donations for Worthy Australia!

How it works:

- You choose a fundraising event or donation collection period (e.g a morning tea, VIP Night)
- You choose whether you want to raise funds or do a donation drive for housing goods (You can do both!)
- You choose the fundraising initiative so it is relevant to your business / organisation (we've given some great examples on the next page)
- You share the initiative with your networks and get your community excited to make a difference! We share your #gopinkforworthy campaign on our social networks too!
- At the end of your event or donation drive period, you can donate what you raised directly to Worthy or/and we will collect the donations from you!





CAMPAIGN IDEAS

Raise donations for Worthy in a way that suits YOUR business or organisation! See some ideas below.

- Donate a % of sales to Worthy for a selected time period and during this time, turn your socials PINK!
- Choose a room in the house to collect donations for (ie. kitchen, bathroom or laundry) and collect these items for a selected time period.
- Have a morning tea, dinner or VIP night to raise funds— Encourage people to wear pink!
- Choose a product or service from your business to raffle off! Sell tickets for a select period.
- Have a fundraising competition with different departments at your workplace club. Who ever raises the least HAS to wear pink to work!

Let us know if you have any more fun ideas! We would love to hear them!



WHAT WE WILL PROVIDE YOU!

- Customised #gopinkforworthy posts for your social media channels, email marketing and printing.
- We will share all of your campaign posts on our social media. Don't forget to tag us!
- We will provide you with lists of items you can collect, that you can share with your supporters (if applicable).
- Email us for questions at any time!

 **gopinkforworthy**



WORTHY



For more information or to get started,
contact:

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016010
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Worthy Australia Foundation
www.worthyaustralia.org/donate

ABN
93 648 565 655

All donations over \$2 are tax deductible

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