

INFORMATION PACK



Thanks for your interest in the Bollocks to Poverty tour for International Women's Day! In this pack you can find out what the tour is, how you become part of it, why you should get involved and what support we'll give you.

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WHAT IS THE BOLLOCKS TO POVERTY TOUR?

The tour is made up of events all over the UK, organised by lovely people like you.

Putting on an event as part of the tour is just one of the ways you can do something you love with ActionAid and fight global poverty at the same time.

Whatever your event, by making it part of the tour you will be joining forces with people all over the UK who want to do something that will make a real difference to the lives of people fighting their way out of poverty.

At different times of the year you can get behind specific issues that ActionAid works on and March is all about celebrating International Women's Day.

There are two ways to support ActionAid at your event, and it's entirely up to you which option you choose.

RAISE AWARENESS

Use the materials we provide to make sure everyone knows they are there to say bollocks to violence and discrimination against women worldwide. We will send you posters, stickers, badges, transfers, balloons and leaflets.

FUNDRAISE

All of the above, plus raise some money for ActionAid too! Your cash will help fund the many women's rights projects we support in Africa, Asia and Latin America. We can provide collection boxes and fundraising advice.



Bollocks to Poverty gig at The Legion, London
© ActionAid



Bollocks to Poverty open mic night at Cardiff University Student Union
© Charity Yan

WHY DO IT FOR ACTIONAID?

By throwing a party to celebrate International Women's Day, you will be making a real difference to the lives of women who are fighting poverty, abuse and discrimination every day.

Women's unequal position in society means they have less power, money, protection from violence and access to education and healthcare. But there's more to it than that.

ActionAid knows that making life more equal for women is one of the fastest ways to beat poverty, because the impact of improving their lives spreads to their families, communities and even entire countries. We are working with women and men all over the world who are fighting to make it fairer to be born female.



Hajara lives in one of the poorest slums in Uganda's capital. She was raped at 14 and sent away by her parents because she became pregnant. With no other way to support herself and her daughter, she has had to earn a living as a sex worker.

Hajara joined a local women's group supported by ActionAid so she could help educate other young sex workers about using condoms and getting treatment for STIs.

She is now receiving training to become a tailor and one day hopes to set up her own business so that she no longer has to earn money as a sex worker.

[Watch our videos and find out more about the women we work with here.](#)

EQUALS?
JOIN THE BIG INEQUALITY DEBATE

International Women's Day has been going for 100 years. Although a lot has changed since then (like women being able to vote in the UK), for the poorest women and girls in the world, equality feels a long way off.

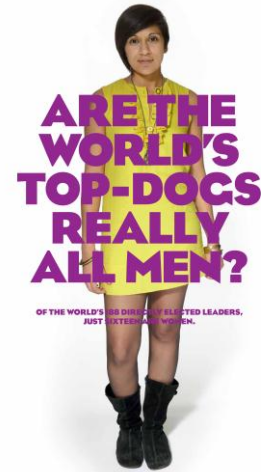
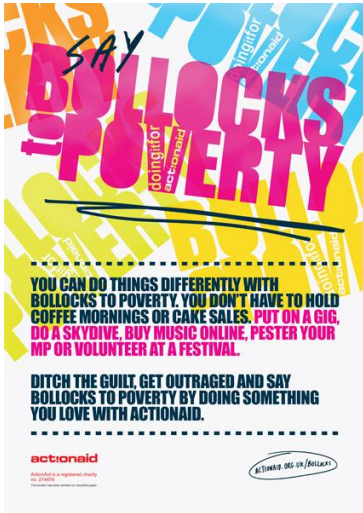
We are part of the **EQUALS coalition** (a partnership of leading charities) who have got together to ask - are we really equals yet?

MATERIALS WE CAN PROVIDE

All these materials are free of charge. Once you have [registered](#), you will receive a link to the portal where you can order them.

A1 posters about Bollocks to Poverty and EQUALS

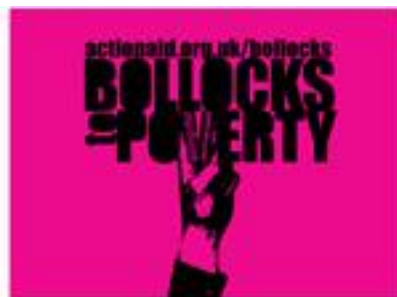
For your venue



Badges



Stickers



Transfers



EQUALS booklets



Balloons



Leaflets



Banners

2m wide x 1.5m high, fire-proof fabric banners. For hire only. You will need to post these back within 3 days of your event at a cost of around £4. If you lose, damage or fail to return any banners you will be charged £100 per banner for the cost of replacing it.



IF YOU ARE FUNDRAISING...

Official ActionAid collection boxes

myactionaid.org.uk

Create a fundraising page for your event in seconds where people can donate instantly. It's like justgiving.com but ActionAid get 100% of any money donated instead of losing some to commission.

You can link to the page from your facebook profile or anywhere else, so people who can't attend your event can still show their support. You can also pay in any money you raise offline here so no messing around with cheques. [Create your page here.](#)

Plus to make it super easy this year we've created a **text donate option** – by texting 'EQUALS' to **70300** people can instantly donate £3 to ActionAid.

DOWNLOADS

You will also be able to download these tools for free:

- The Essential Guide to Organising Your Event
- International Women's Day Themed Activity Pack
- Our guide on How to Promote Your Event including getting media coverage
- Our guide on How to Fundraise including all the legal stuff
- Bollocks to Poverty logos to use in your own promotional materials like flyers or tickets, or project at your event

DOWNLOAD FROM FAIRSHARE



Buy your music from the lovely people over at fairshare music and half the profit will go to a charity of your choice.

By selecting ActionAid your download can make a difference to people's lives. Encourage your mates to do the same and you can help fund even more ActionAid women's rights projects.

[Download music from fairshare.](#)

WEB PROMOTION

If you want to promote your event publicly we can help.



www.actionaid.org.uk/bollocks



www.facebook.com/bollockstopoverty



www.myspace.com/bollockstopoverty

We will list your event on our three web spaces, with links to your own myspace and facebook profiles if you have them.

AND TO SAY THANK YOU ...

Boost your CV

Organising events and getting people campaigning or parting with their cash is a challenge. Running a Bollocks to Poverty event requires commitment, energy, creativity and being able to network – skills that employers or universities look for. We can write you an official ActionAid reference to prove what a star you really are. Just ask us afterwards.

IDEAS FOR YOUR EVENT

Here are some event ideas to say Bollocks to Poverty and celebrate International Women's Day in style...

Organise a gig with a special line up of female bands or soloists

Put on a club night and challenge the DJs to only play tracks by female artists all night

Get the guys involved with a gender-swap party – boys love an excuse to get the eyeliner out!

Throw a fancy dress party where people come as the woman they most admire – even if that's their mum.

Use whatever resources are available to you. Think about what you can get for free or as a favour and work from there.

If you have friends who DJ or are in bands...
get them involved and organise a gig or club night.

If you know someone who works in a bar or club...
ask if you can hire the venue for free or at a discount.

If you are at university / college / school...
you may be able to use a hall as a free venue.

If you are an art / fashion / film / photography student...
get everyone on your course involved and hold an exhibition, screening or show.

If all you have is your house...
get your mates round and have a Bollocks to Poverty party.

There are more themed event ideas as well as suggested activities for entertaining people and raising a bit of cash in the downloadable guides after you [REGISTER](#).



Kath Harding DJs at her regular club night WiSH in London.

Every month her night becomes part of the Bollocks to Poverty tour.

So far she has raised over £3000 for a women's HIV and AIDS project in Africa.
© Stefan Klenke

I WANT TO BE PART OF THE BOLLOCKS TO POVERTY TOUR!

Until you register we cannot send you any materials or add your event to our websites.

It only takes a few seconds though. [CLICK HERE TO REGISTER NOW.](#)

Then you will get access to our organiser's portal where you can get the resources, support and ideas to plan your event.

CONTACT US

If you have any questions about getting involved in the Bollocks to Poverty tour, here's who to contact...

General Enquiries Including ordering materials, web promotion, our campaigns and media coverage.

Chris Bodycombe
T. 01460 238132
E. bollocks@actionaid.org.uk

Fundraising Dedicated advice about fundraising at your event and how to make it successful.

Jennifer Fash
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