

# Orange the World

25 November - 10 December 2021

## INFORMATION PACK



Join Soroptimist International St Albans & District to  
**Orange the World**  
and say NO to violence against women and girls

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## INFORMATION PACK

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## PART ONE: WHY YOU SHOULD ORANGE THE WORLD

### What is 'Orange the World'?

The **International Day for the Elimination of Violence Against Women** is marked every year around the world on 25th November, and is followed by 16 days of activism; a campaign to end gender-based violence.

**Orange the World** is led by the United Nations to mark awareness of the campaign, which ends on Human Rights Day on 10th December.



**Buildings and organisations all over the world take part in this campaign every year, by lighting up orange in an act of solidarity for the campaign and as a public call to action.** It is an opportunity to raise awareness at a local, national and international level about violence against women and girls.

In the past year, COVID-19 has touched our lives in nearly every way. As doors closed and isolation began, reports of all forms of violence against women and girls, particularly domestic violence, began to rise.

The pandemic of violence against women is not new. Even before COVID-19 hit us, globally, 243 million women and girls were abused by their intimate partners in the previous year. The COVID-19 pandemic intensified the violence, even as support services faltered and it became harder to get help.

In the UK the murder of Sarah Everard and Sabina Nessa have further triggered public outcry about the safety of women and how offences against them are handled.

**As we mark the annual 16 Days of Activism against Gender-based Violence campaign in 2021, this is your opportunity to join hands with survivors, activists, decision-makers and people from every walk of life, to shine a light on the need for funding, essential services, prevention and data that shapes better-informed responses.**

## Ending violence against women is everyone's business

## What is Soroptimist International?



"I want to make friends and have fun"



"I want to make life better for women and girls"



"We enable girls to reach their full potential"



"I want to contribute to my local community"



"We are global with UN status"

## Ask Me Why I'm A Soroptimist

Join today [www.sigbi.org](http://www.sigbi.org)

Soroptimist International (SI) is a world-wide women's service organisation. We work together to transform the lives of women and girls through a network of around 72,000 club members in 121 countries working at a local, national and international level to educate, empower and enable opportunities for women and girls. **Soroptimist International St Albans and District** is your local club and we are leading this year's Orange the World campaign in your area. We have been serving the local community for over 60 years.

SI has consultative status at the United Nations, and works in line with the UN's Strategic Development Goals (SDGs). Individual Soroptimist clubs carry out activities in their local areas in recognition of SDG5 - Achieve gender equality and empower all women and girls - through project action, fundraising and club events to raise awareness.

Contact [sistalbans@hotmail.com](mailto:sistalbans@hotmail.com) to find out more about joining us and becoming part of our community.

### Our Vision

Women and girls will achieve their individual and collective potential, realise aspirations and have an equal voice in creating strong, peaceful communities worldwide.

### Our Mission

Soroptimists transform the lives and status of women and girls through education, empowerment and enabling opportunities.

Visit our website to find out more and keep up to date with the campaign here:  
[www.sigbi.org/st-albans/orange21](http://www.sigbi.org/st-albans/orange21)

## Gender violence and domestic abuse in Hertfordshire

Home Office statistics show that women are disproportionately impacted by sex crimes and are more likely to be victims of stalking, harassment and domestic abuse than men.

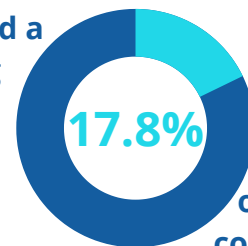
An analysis of figures from Hertfordshire Constabulary reveals the risks that women face, with murder, rape and abuse contributing to what campaigners describe as a deadly '**global pandemic**' of violence against women. In the recently published 2020-2021 Annual review by Hertfordshire Domestic Abuse Helpline, they report that in the year ended 31st March 2021 there were:

**21,714** reported cases  
of domestic abuse in  
Hertfordshire

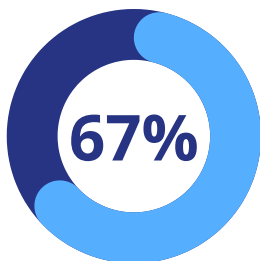


**4%**  
increase from  
the previous  
year

Domestic Abuse  
constituted a  
staggering



of all Herts  
constabulary  
crimes



of calls continue to be  
from female victim-  
survivors with 5% being  
from male victims-survivors  
and 26% from professionals  
seeking advice

**2,270** calls and  
emails to the  
helpline



**11%**  
increase from  
the previous  
year



**11 women and girls were killed in Hertfordshire  
due to gender violence between  
April 2016 and March 2019.**

**700**

On average over  
women report a rape in  
Hertfordshire in a year



## PART TWO: HOW TO ORANGE THE WORLD

### How do I 'orange' my building?

If you are used to lighting up your building or landmark, then you can simply light up your building with a bright orange filter.

It can be any shade of orange, but the brighter and bolder the better!

There are various ways that you can light up orange, whether it is covering your existing lights with orange filters or gels, or it may be as simple as setting a timer on your in-built lighting system.

Companies such as Stage Depot and White Light Ltd can provide you with information regarding installation and costs of filter/gels. Local Hertfordshire companies may also be able to help.

If you are unable to cover the costs, perhaps you could ask a local business to sponsor the light up, and you could thank them publicly via your local press or social media. Or perhaps you could look at joining with someone else. You'd be surprised by how many places and different types of venues would be willing to get involved.

We understand that sometimes lights can be physically hard to get to and there might be maintenance costs involved aside from the cost of the filters/gels. If you are not able to light up your building, on page 5 we have lots of alternative ideas for getting involved.

*Please note, Soroptimist International St Albans & District do not have any funding available to support organisations with their campaign.*

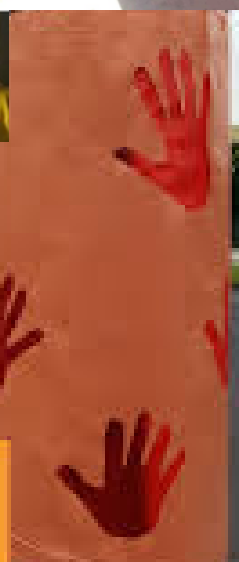


## What else can I do to 'Orange the World'?

If you do not have the facility to light up your building, there are many other creative ways to get involved to **Orange the World!** Take inspiration from the ideas below and from previous campaigns shown here from around the world:

- decorate your building with orange bunting
- put up some orange balloons
- wear orange clothing, such as an orange tie, scarf or hat
- create an Orange the World sign and encourage your team to stand by it and share on social media
- get together to create some orange artwork to display in the workplace
- use an orange umbrella
- freshen up your workplace with some orange flowers
- tie orange ribbons around the shop floor
- if you work on computers, encourage your employees to change their desktop image to something orange

These are just a few ideas to get you started. Whatever you choose to do, please keep us updated. We would love to hear about what you are doing.





## Can I fundraise or make a donation?

Orange the World is primarily an awareness raising campaign. However, if you would like to make a donation or hold a fundraiser as part of your campaign, we would definitely encourage it.

Soroptimist International St Albans & District will be fundraising for the following organisations during Orange the World and we welcome any donations towards these worthy causes during the campaign:



Soroptimist International St Albans & District can take donations via PayPal [HERE](#) which will be split evenly between the two charities- please include the reference OTW when you make a donation. Alternatively, each charity can accept donations directly via the links below :

Donate to  
Herts Domestic Abuse Helpline [here](#)

Donate to  
St. Albans & Hertsmer Women's Refuge [here](#)



You may instead decide to fundraise for a charity your choice that is taking action to end gender-based violence.

This is a Soroptimist international St Albans and District initiative and we are hoping to get a lot of publicity. So whatever you do, please keep us informed of any brilliant fundraising so that we can measure the impact of the campaign by emailing **[sistalbans@hotmail.com](mailto:sistalbans@hotmail.com)**

Please also post it on social media as covered on page 7.



## Ideas for promoting your campaign

Firstly, thank you for taking part in **Orange the World** and for helping us to raise awareness of Gender-based violence and domestic abuse in your community. The next step is to promote what you are doing far and wide, so that we can spread awareness of the campaign even further and reach as many people as possible! Below you can find some ideas on how you can promote your campaign:



- Promote your campaign using the [downloadable images, logos and data](#) on the UN Women website [here](#)
- Hold a **launch event** on 25 November to 'turn on the lights' to **Orange** your building
- Put up the **poster** templates we have provided around your building (Appendix i & ii)
- Hold a **fundraiser** during the #16daysofactivism to increase engagement and support local services in your community
- **Take photos** of your campaign action and post them on your [website](#) and on your organisation's [social media](#) (use the template we have provided in Appendix iii)

- Ask your staff to film a short **video** talking about why you are getting involved in the campaign and what it means to you to end gender-based violence in your local community
- Send an **email to your mailing list** asking them to support your campaign
- **Write to your local MP** to campaign for change and **sign petitions** pushing for change. Women's Aid have some great templates for current campaigns [here](#)
- Write a '**Letter to the editor**' of your local newspaper
- If you are holding an event or lighting up your building, **write to your local newspaper** to see if they can cover the story and tag them in your social media posts



[@sistalbans](#)

**#orangetheworldHERTS**

No matter what you do, **please keep us updated** on any promotion you do or coverage you get as part of your campaign by emailing [sistalbans@hotmail.com](mailto:sistalbans@hotmail.com) with your news and photos.

If you are posting on social media please follow our page and tag us in any posts [@sistalbans](#) and use the local hashtag **#orangetheworldHERTS**

Please use the global campaign hashtags:

**#orangetheworld #16daysofactivism**

## PART THREE: TRAINING AND SUPPORT

### Domestic Abuse Awareness training

All organisations and buildings that sign up for Orange the world are also invited to attend **FREE Domestic Abuse Awareness training** that will be held online during the **#16daysofActivism** by St. Albans and Hertsmere Women's Refuge (SAHWR). The training is aimed at informing members of the public and organisations in Hertfordshire about domestic abuse.



#### Domestic Abuse Awareness

**Two dates available:**

**Thursday 02 December 2021**

**09.30 - 10.30**

**Book your free place [HERE](#)**

**Thursday 09 December 2021**

**12.00 - 13.00**

**Book your free place [HERE](#)**

Led by [SAHWR](#), this short workshop is tailored for the workplace and will introduce staff and managers to what is meant by domestic abuse, what effects it can have and provide guidance on what to do if you have a colleague who needs support.

Places are free and open to all organisation staff and individuals taking part in Orange the World. Please book your place via the link above. If you have any queries about the training please contact SAHWR directly at [info@sahwr.org.uk](mailto:info@sahwr.org.uk)



*SAHWR is a registered Charity established in 1982. We have developed our services to meet the needs of all victims of domestic abuse. Since October 2017 we have worked in Partnership with Safer Places.*

*All our services are person centred and holistic ensuring the needs and wishes of the service user are at the centre of our work.*

[sahwr.org.uk](http://sahwr.org.uk)

## Employee Resources

Below are two employee resources to support your organisation in understanding Domestic Abuse how to support victims in the workplace:



### Employers' initiative on domestic abuse Toolkit for employers

This is a **free downloadable** resource to help your organisation, whether private business, public sector or charity, large or small, to support your employees and contribute to tackling domestic abuse. It offers guidance on steps to take and measures to implement to respond appropriately when an employee discloses abuse. It sets out steps that are easy to follow and helps you choose the best free resources for you and your team. It also signposts to external organisations that offer advice and support to employers and employees.

[www.eida.org.uk/toolkit-for-employers](http://www.eida.org.uk/toolkit-for-employers)



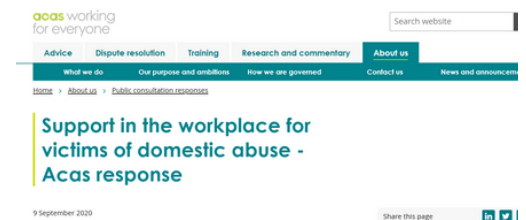
### Acas

#### Support in the workplace for victims of domestic abuse

Acas is an independent public body that receives funding from the government, providing free and impartial advice to employers, employees and their representatives.

They have an excellent webpage with signposting for support in the workplace for victims of domestic abuse, which can be found here:

[www.acas.org.uk/support-in-the-workplace-for-victims-of-domestic-abuse-acas-response](http://www.acas.org.uk/support-in-the-workplace-for-victims-of-domestic-abuse-acas-response)



9 September 2020

This is the Acas Council response to the government consultation on support in the workplace for victims of domestic abuse which aims to give survivors of domestic abuse the support they deserve in the workplace.

Share this page





## Information & support services

### More information on Gender-based violence:

**Imkaan:** UK-based organisation dedicated to addressing violence against Black and minoritised women and girls [Imkaan.org.uk](https://imkaan.org.uk)

**Soroptimist International:** Gender Based Violence statement [soroptimistinternational.org/members-area/si-statements](https://soroptimistinternational.org/members-area/si-statements)

**UN Women:** 'Ending violence against women'  
[unwomen.org/en/what-we-do/ending-violence-against-women](https://unwomen.org/en/what-we-do/ending-violence-against-women)

**Women's Aid:** National charity working to eliminate domestic abuse  
[womensaid.org.uk](https://womensaid.org.uk)



### Do you need to talk to someone?

**Citizens Advice Hertfordshire** (free, confidential, impartial advice)  
Telephone: 0800 144 8848  
[hcas.org.uk](https://hcas.org.uk)

**Herts Domestic Abuse Helpline** (specialist domestic abuse helpline):  
Telephone 08 088 088 088  
[hertsdomesticabusehelpline.org](https://hertsdomesticabusehelpline.org)



**My Ally** (support services and groups for women affected by domestic abuse): Telephone 01923 927 500  
[www.cplus.org.uk/MyAlly](https://www.cplus.org.uk/MyAlly)

### Organisations that can signpost you to the right support service in Hertfordshire:

**Herts Help:** A network of community organisations in Hertfordshire  
[hertshelp.net](https://hertshelp.net)

**Herts Sunflower network:** Service directory  
[hertssunflower.org](https://hertssunflower.org)



## YOU ARE NOT ALONE

## Appendix:

All items below will be attached separately to this document.  
Please contact [sistalbans@hotmail.com](mailto:sistalbans@hotmail.com) if you have not received them:

### Appendix i) Internal poster template: *Editable word document*

Can be turned into a PDF and emailed to staff, put in your staff bulletin/intranet or printed and put up physically around your building, such as in staff rooms and notice boards.



### Appendix ii) External poster template: *Editable word document*

Can be put on your website, social media or used in news bulletins during the campaign. You could also put it up physically around your building, such as in bathroom stalls or outside your building on an external notice board.



### Appendix iii) Social media image template *Transparent PNG*

Place this transparent frame on top of your photos to help promote your campaign on social media. encourage your employees to do the same.

We hope you have found this pack  
informative and that you  
now feel confident to

**Orange the World!**

Good luck with your campaign and don't  
forget to keep us updated on  
your brilliant work  
[sistalbans@hotmail.com](mailto:sistalbans@hotmail.com)

Keep up to date on our website here:  
[www.sigbi.org/st-albans/orange21](http://www.sigbi.org/st-albans/orange21)

Thank you for taking part,  
together we can make a change

