

# Orange the World

**25 November - 10 December**

## **INFORMATION PACK**



**Join Soroptimist International St Albans & District to**  
**OrangetheWorld**  
**And say NO to violence against women & girls**



# Orange the World

25 November - 10 December

## INFORMATION PACK

This information pack covers...

### PART ONE: Why you should Orange the World

1. What is 'Orange the World'?
2. What is Soroptimist International?
3. Violence against women and girls in Hertfordshire

### PART TWO: How to Orange the world

4. How do I 'orange' my building?
5. What else can I do to 'Orange the World'?
6. Can I fundraise or make a donation?
7. Ideas for promoting your campaign

### PART THREE: Support Resources

8. Employee resources
9. More information and support in Hertfordshire



## 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.

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.

**As we mark the annual 16 Days of Activism campaign, 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'm helping women and girls all over the world"

"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. Soroptimists 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 the 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:

<https://sigbi.org/st-albans/orange-the-world/>

## Violence Against Women and Girls in Hertfordshire

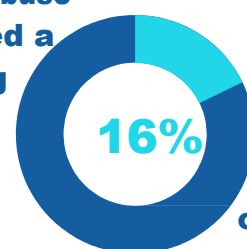
Violence against women and girls includes a variety of experiences such as domestic abuse, harassment and homicide. Home Office statistics show that women are disproportionately impacted by sex crimes and are more likely to be victims of stalking and harassment than men. Evidence also shows that violence is a common cause of homelessness amongst women and that a high proportion of women who are homeless have experienced violence.

An analysis of figures from Hertfordshire Constabulary reveals the risks that women face in Hertfordshire are no different to those nationally. In the 2020-2021 Annual review by Hertfordshire Domestic Abuse Helpline, they report that in the year ended 31st March 2021 there were:

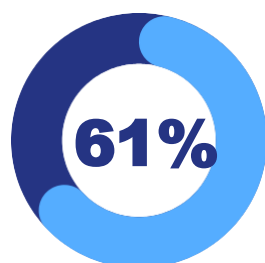
**20,748** reported cases of domestic abuse in Hertfordshire.....

well above pre-Covid levels

Domestic Abuse constituted a staggering



of all Herts constabulary crimes



of calls continue to be from female victims-survivors with 6% being from male victims-survivors and 26% from professionals seeking advice

**2,349** calls and emails to the helpline

Increasing year on 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 regularly light 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.*



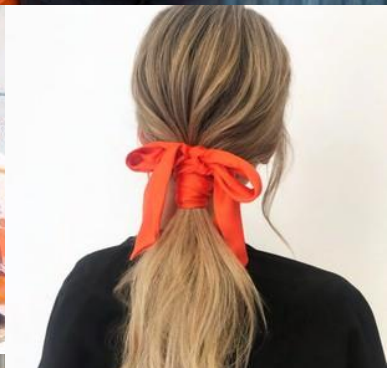


## What else can I do to 'Orange the World'?

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 which will be split evenly between the two charities- please contact us for our bank details.

Alternatively, each charity can accept donations directly via their websites:

<https://www.hertsdomesticabusehelpline.org/donate>

<https://sahwr.org.uk/give>



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**

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



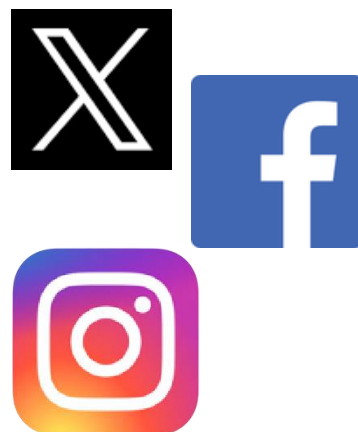
## Ideas for promoting your campaign

Firstly, thank you for taking part in **Orange the World** and for helping us to raise awareness of violence against women and girls 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** from UN Women <https://trello.com/b/r98ukL1H/16-days-of-activism-2022>
  - ◆ Hold a **launch event** on or near 25 November to 'turn on the lights' to **Orange** your building
  - ◆ Put up **posters** around your building
  - ◆ 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**

- ◆ 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** 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 also use the global campaign hashtags:

**#orangetheworld #16daysofactivism**

## 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/resources/employer-toolkit](http://www.eida.org.uk/resources/employer-toolkit)



### 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)





## Information & support services

### More information on Domestic Abuse:

**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)

**White Ribbon:** White Ribbon UK is the leading charity engaging with men and boys to end violence against women  
[whiteribbon.org.uk](https://whiteribbon.org.uk)



### Do you need to talk to someone?

**Herts Domestic Abuse Helpline** (specialist confidential 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):  
[www.plus.org.uk/da](https://www.plus.org.uk/da) or telephone 01923 927 500

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

### Other organisations that can help you find the right support service in Hertfordshire:

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

**Herts Sunflower network:** Service directory created by Hertfordshire County Council as part of their DA strategy  
[hertssunflower.org](https://hertssunflower.org)

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

