

Orange the World

**25 November - 10 December
2023**

INFORMATION PACK



Join Soroptimist International Winchester & District
Orange the World
And say NO to violence against women & girls

Orange the World

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INFORMATION PACK

This information pack covers...

PART ONE: Why you should Orange the World

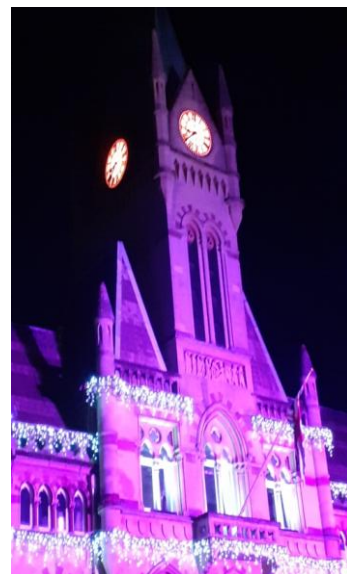
1. What is 'Orange the World'?
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PART ONE: WHY YOU SHOULD ORANGE THE WORLD

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. It is also known as White Ribbon Day [White Ribbon Day 2023 – White Ribbon UK](#)



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 against Gender-based Violence 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 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

Soroptimist International (SI) is a world-wide women's voluntary 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 Winchester 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 winchestersoroptimists@gmail.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: www.sigbi.org/winchester-and-district/

Gender-based violence in Hampshire

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.

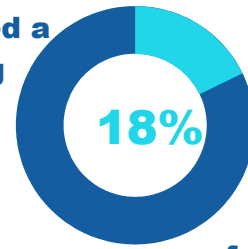
An analysis of figures from the Hampshire and Isle of Wight Constabulary reveals the risks that women face in Hampshire are no different to those nationally. The report from April 2022 to March 2023 for Hampshire shows:

30,771 reported cases of domestic abuse in Hampshire

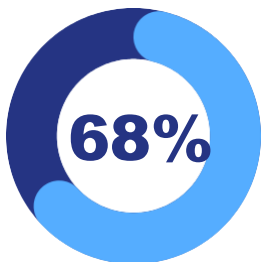
18.9% increase from the previous year



Domestic Abuse constituted a staggering



of all Hants constabulary crimes



of calls continue to be from female victim-survivors, with 5% being from male victim-survivors

2,640 of 7,156 reported sexual offences in Hampshire were rape and national average shows one in four women have been raped or sexually abused as an adult



Around 43000 children under 18 have been exposed to domestic violence between adults in their home during their childhood in Hampshire

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.

If you are unable to cover the costs of lighting up, 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.

In 2022 SI Winchester and District partnered with SI Solent East to light up the Spinnaker Tower and intend to do so again.

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 Winchester & District does not have any funding available to support organisations with their campaign.



SUN
WOMEN

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. Use the hashtag **#orangetheworldHANTS**

Facebook: @SI Winchester

X (formerly Twitter): @si_winchester

Instagram: @winsoropts

Email: winchestersoroptimists@gmail.com



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 Winchester & District will be fundraising for Trinity Winchester Women's services and Stop Domestic Abuse agency Hampshire, who run the Winchester women's Refuge, during Orange the World and we welcome any donations towards these worthy causes during the campaign:



Soroptimist International Winchester & District can take donations via Paypal [HERE](#) which will be split between the two charities - please include the reference OTW when you make a donation.

Alternatively, each charity can accept donations directly by clicking below:

[Trinity Winchester](#)

[Stop Domestic Abuse Hampshire](#)



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

This is a Soroptimist international Winchester and District initiative and the club is 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 winchestersoroptimists@gmail.com

Please also post it on social media as covered on pages 5 and 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:

New drive to shed light on true scale of domestic abuse



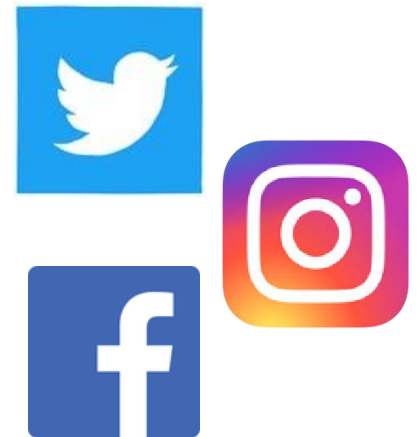
By Adele Bouchard

SOROPTIMIST was leading an Orange the World campaign in the Winchester & District area last week. The campaign is a global drive to shed light on the true scale of domestic abuse.



- ◆ 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 a [poster](#) 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



[#orangetheworldHANTS](#)

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 winchestersoroptimists@gmail.com with your news and photos.

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

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. [Role of the Employer | Employers' Initiative on Domestic Abuse \(eida.org.uk\)](#)



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



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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

Soroptimist International: Gender Based Violence statement
soroptimistinternational.org/members-area/si-statements

UN Women: 'Ending violence against women'
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

Women's Aid: National charity working to eliminate domestic abuse womensaid.org.uk

Do you need to talk to someone?

Citizens Advice Hampshire (free, confidential, impartial advice)
Telephone: 0800 144 8848 citahants.org

Hampshire Domestic Abuse Partnership (initial advice and referral services)
Telephone 03300 165 112 Domestic abuse support and information | Health and social care | Hampshire County Council (hants.gov.uk)

Stop Domestic Abuse Hampshire (helpline for all parts of Hampshire)
Telephone: 0330 0533 630 stopdomesticabuse.uk

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

Paragon Hampshire (domestic abuse service of the You Trust)
Telephone: 0800 916 9878 paragonhants@theyoutrust.org.uk

Paragon Isle of Wight (domestic abuse service of the You Trust)
Telephone: 0800 234 6266 paragonIOW@theyoutrust.org.uk

MANKind (information and support to men suffering from domestic abuse)
Helpline: 01823 334244 mankind.org.uk



PARAGON
TOGETHER EMPOWERING CHANGE

