

 **care**® IMPACT CLUB

**FIGHT WITH CARE**®

**TOOLKIT**

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## CARE 101

CARE believes poverty is an injustice, poverty is solvable, and that together we have the power to end it. For good. Working shoulder to shoulder with communities, we build relevant, sustainable solutions to defeat poverty, respond to humanitarian crises, ensure social justice and create a world where all people live with dignity and security. By investing in women and girls, our goal is to help end extreme poverty around the world.

- CARE is an international nonprofit organization focused on fighting poverty in countries all over the world.
- CARE was founded in 1945 just after World War II, shipping the original CARE Package® to people who needed food and lifesaving supplies in war-torn Europe.
- CARE fights poverty for all by focusing on women and girls because they are not only most affected, but also most effective in creating change in their communities.
- CARE works in more than 90 countries and reaches more than 80 million people through over 1,000 poverty-fighting projects in Latin America and the Caribbean, Africa, Asia/Pacific regions, Europe, and the Middle East.

Women and girls in the developing world are hit hardest by poverty. They make up the majority of the nearly 600 million people living in extreme poverty. We deliver the knowledge and support they need to forge new opportunities. Over the years, CARE's work has expanded to address global poverty as we've addressed the world's most threatening problems. The work today centers on four key pillars:



- Disaster response
- Food and nutrition
- Healthy mothers and children
- Education and work for women and girls

At CARE, we are committed to ending poverty by attacking its root causes. This means working to transform the political, social and economic relationships at the heart of poverty. We can't just build a school — we must ensure girls' rights to education. We not only provide reproductive health information, counseling and care, but also fight for every individual's right to be free from abuse or violence.

## CREATING CONTEXT

Learn more about the challenges facing women and girls worldwide, including gender stereotypes, violence, child marriage, and access to education. Share these pieces and videos with potential members, community members or at discussion-based meetings using the questions on p. 10. Find more stories at [news.care.org](https://news.care.org).

### Read and Watch:

- [Power of a Box](#)
- [History of the CARE Package](#)
- [Poverty is Injustice](#)
- [Why Women and Girls](#)

### Education and Work for Women and Girls:

- [Educate a Girl, Change the World](#)
- [#DreamWithHer: A Girl and Her Goats](#)
- [Meet the Runaway Bride Helping to Stop Child Marriage](#)
- [This Basketball Star and Lawyer is Blazing new Paths for Young Kenyans](#)

### Dignified Work:

- [#ThisIsNotWorking](#)
- [Violence Against Women and Girls at Work](#)
- [Forced to Flee a Living Hell in Colombia](#)
- [The Single Mom Fighting to End Workplace Harassment in Cambodia's Entertainment Industry](#)

### Healthy Moms & Children:

- [This Woman's Traumatic Birth Experience Inspired Her to Help Other Mothers in India](#)
- [How Community Activists in Kenya are Working Together to End Female Genital Mutilation](#)
- [Family Planning 101](#)
- [#DearDaddy](#)
- [The Tipping Point: Virtual Photovoice Gallery](#)

### Emergencies and Humanitarian Crises:

- [Suffering in Silence III](#)
- [Far From Home: The 10 Worst Refugee Crises for Girls](#)
- [A Manmade Crisis Has Left Millions on the Brink of Famine in Yemen](#)
- [Millions of Venezuelans are Fleeing Hunger, Poverty and Instability](#)
- [Looming Famine in Somaliland](#)

## STARTING A CARE IMPACT CLUB

This toolkit will advise you on how to launch a CARE Impact Club. Reach out to your school's student leadership to find out what you'll need to start your club. Often, you will need a brief outline of what your club would like to accomplish and a list of leadership roles. We've provided that below. If you have any questions or concerns regarding this please reach out.

It is also important that you let CARE know when you are starting a CARE Impact Club (CIC) so we can support you. Please email us at [getinvolved@care.org](mailto:getinvolved@care.org) with your **school's name and address, your faculty advisor's email address, the names of your CIC's leadership team, and the official email address of your CIC.**

### LEADERSHIP

**Establishing roles as a club is important in making sure work gets done. While you have some flexibility as to what roles you choose to appoint, we have a few recommendations:**

- **President:** Also serves as Chapter Ambassador
  - Sets membership and fundraising goals
  - Represents CARE at community events
  - Arranges opportunities for community involvement
- **Vice President:** Also serves as Education and Advocacy Chair
  - Selects reading materials for meetings
  - Leads discussions
  - Maintains contact with CARE and [Regional Advocacy Coordinator](#) to stay informed about campaigns and upcoming legislative items
- **Treasurer:** Also serves as Fundraising Chair
  - Leads fundraising initiatives
  - Designs promotional materials for events
  - Works with vice president to arrange advocacy action events
  - Creates budget and incoming donations
- **Secretary:**
  - Take notes at meetings
  - Handles all paperwork and documents
  - Works with treasurer to arrange donations to CARE
  - Keeps track of important dates

## MEETINGS

Decide how often your CIC will meet. We recommend every two weeks. Once you have established your club, get ready for your first meeting. It is helpful to create a presentation (Prezi, PowerPoint, posters, etc.) outlining CARE's mission and giving students an idea of what you have planned for the year. In the first few meetings you should establish what the group will do on a regular basis and determine a timeline for events and projects. Here are some ideas to center your meetings on:

- CARE's four pillars
- Discussions
- Event brainstorming and planning
- Social media planning days:
  - What campaigns does CARE have coming up? Get members together to decide what and when to post. A group of people in one community posting at the same time can create buzz for CARE around a campaign.

### *Key moments for CARE:*

- October 11: [Back to School/International Day of the Girl](#)
- March 8: [International Women's Day](#)
- June 20: [World Refugee Day](#)
- November & December: Fighting hunger

## RECRUITMENT

Recruiting members is incredibly important. Having fundraisers, bonding activities, and donation drives throughout the year encourages students to stay engaged. Encourage students to stay engaged with regular meetings and group bonding activities. Here are some ways to encourage students to join:

- Reach out to friends
- Post flyers around school
- Set up at campus-wide student organization events, such as Club Day or organization fairs
- Use social media to spread the word
- Ask teachers to mention the club in class



## FUNDRAISING & EVENTS

### ORGANIZE

We encourage you to organize events and fundraisers. You'll have to ensure that your school approves each fundraiser. Sometimes clubs must request to use school facilities or to host an event. Make sure you follow the procedure at your school and get permission from administration before advertising. Public events open to the community are also a great way to spread awareness of humanitarian issues and create a positive impact. Consider Pay-What-You-Can admission instead of a set dollar amount to make events more accessible. Here are ideas for fun and meaningful events and fundraisers:

- Movie night with small admissions fee
- Set up a bake sale or car wash
- Sell candy or cookie-grams (themed treats with personalized messages that students can purchase for one another) around Halloween, winter holidays, Valentine's Day, St. Patrick's Day, etc.
- Invite club members, other students, teachers, and school faculty and staff to a letter-writing day where they can write, call, text, or set up other channels to contact elected officials in your area. Reach out to your [Regional Advocacy Coordinator](#) for help.
- Invite faculty and staff to contribute \$10 to wear jeans all week
- Organize a panel on CARE-related issues:
  - Are there experts on humanitarian work or current/former NGO employees in your area who can discuss why humanitarian aid is necessary?
  - Are there healthcare professionals who can discuss the importance of health and sanitation services or why healthy babies need healthy moms?
  - Are there schools in your area where students owe lunch money? How could that be tied to a discussion on food and nutrition?
- CARE Impact Day at a local establishment:
  - Locally-owned restaurants and businesses [can sometimes dedicate a portion of the day's proceeds to your cause](#). See if anyone in your area is willing to host one for CARE. Please decline any offers to donate workers' tips.
- Host a board game night and charge a small admissions fee to play

#### **How to organize a successful event:**

- Think about the goal of your event. What would you like to achieve? Build awareness? Recruit new members? From there, work with your team to take the steps necessary to fulfill this goal.
- Fill the room! Use social media, word of mouth, flyers, and other resources to promote your event and encourage attendance. If budget allows, free food always attracts people.
- Communicate with your team! Working together can be challenging, but clear lines of communication really help. Make sure leadership and other members know where to be, what their responsibilities are, etc.
- Be creative! Thinking of new and exciting events will be to your benefit as event organizers.

**BUDGET**

Your club will raise money for CARE, but you'll need money for your CIC's expenses, too. It's always a good idea to create a budget for your club and for each event you host. At the end of each semester, determine how much money raised, how much you'll donate to CARE, and how much you'll invest in future events. CIC leadership should consider budgeting funds for CARE swag for club. To buy T-shirts, hats, and more, create an account at [careswag.org](http://careswag.org) and start shopping!

Some schools provide money to student organizations, but many do not. Don't stress over throwing the perfect event or having the best things; the work you're doing on CARE's behalf is what's important. This [document](#) lists some things to keep in mind while planning your budget.

We recommend splitting your funds in two (ex. 80%/20%, 70%/30%, etc.):

- Higher percentage = Promotions and advertising, events, and operating costs
- Lower percentage = Donations to CARE

**Sample budget template:**

	Event 1	Event 2	Event 3	Monthly Total
<b>Event Name:</b>				\$...
<b>Event Date:</b>				\$...
<b>Total Money Allotted:</b>				\$...
<b>Facilities Rental:</b>	\$...	N/A	...	\$...
<b>Food Cost:</b>	\$...	\$...	N/A	\$...
<b>Equipment Rental:</b>	N/A	\$...	...	\$...
<b>Event Supplies (Non-Food, i.e. tables, chairs)</b>	\$...	\$...	N/A	\$...
<b>Promotions:</b>				\$...
<b>Printing Cost:</b>				\$...
...				\$...
...				\$...



## DONATE TO CARE

Sending your money to CARE is almost as simple as writing a check and putting it in the mail. We need certain personal information about donors to make sure we can send donors tax receipts at the end of each calendar year. With your check and [mail-in donation form](#), send a list of **each CARE Impact Club member and advisor's full legal name and their addresses** to help us process your donation. If you have trouble with your donation, call us at **1-800-521-CARE (2273)** or **+1-404-681-2552**, or send an email to [getinvolved@care.org](mailto:getinvolved@care.org). Your treasurer and faculty advisor will need to hang onto the donation confirmation receipt CARE sends at the end of each calendar year. See more ways to give to CARE [here](#). Mail donations to:

CARE  
Gift Center  
P.O. Box 1870  
Merrifield, VA 22116-8070

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## STAY CONNECTED

An official email address will help keep club business organized in one place, and it'll save members from having to share their personal information with other club members. Additionally, you won't have to worry about losing account access, important information, or connections as students come and go. Here's how we recommend setting up your CIC email address:

1. Pick a free email hosting site, such as Gmail, Yahoo, or Hotmail.
2. Choose your username. We prefer all clubs follow this format: [school name or mascot] for CARE.  
Ex. ShermerforCARE@gmail.com, NorthShoreforCARE@yahoo.com, LionsforCARE@hotmail.com
3. Email [getinvolved@care.org](mailto:getinvolved@care.org) with the names of your leadership team and your faculty sponsor.
4. Use the same name format for any social media accounts you create.

Use social media to highlight CARE's initiatives (such as #FightWithCARE, #DontCutLives, #ThisIsNotWorking, or #March4Women), promote your CIC's events, connect with humanitarian news, and more. We want to see the great work you're doing, and we want our other supporters to see it and get inspired. Follow CARE on Facebook, Instagram, and Twitter. Find and follow other CARE Impact Clubs by using the hashtag #CAREfans. Remember: CICs are an extension of CARE. Use your best judgement when posting and always get a second opinion. If in doubt, don't post it.

We created logos and banner images for you to use on your CARE Impact Club social accounts. Access them [here](#). Please don't make your own graphics; CARE has strict brand standards and all graphics using the CARE logo must go through a rigorous approval process.

## DISCUSSIONS

**A working definition of dialogue:** We are here to engage in dialogue, which can be a more difficult and nuanced form of discussion. Keep in mind that dialogue is not debate, which involves defending a particular position and trying to prove that the opposite position is wrong. In contrast, dialogue is about understanding people with different beliefs through the respectful exchange of ideas and views. In a successful dialogue, there are no losers. It is important to remind ourselves of the attitudes required to realize this kind of success. These are civility, collaboration, and respect.

### **The guidelines:**

- Everyone contributes
- Take no more than two minutes
- Share from personal experience
- Listen respectfully to the person speaking

**Set expectations for your conversation:** You'll be discussing big issues that can't be solved all at once. It's okay to spend time just getting to know the issues and figuring out what role you can play in creating lasting change.

**Have just one conversation:** Try to keep your group united in a single discussion, rather than having lots of individual side conversations. Sharing all of our ideas together can create a more productive and interesting conversation.

**Keep it civil:** CARE Impact Clubs aren't the place for a heated debate. Instead, acknowledge the value of differing opinions and treat disagreements with respect, but continue to move the conversation forward.

**Encourage everyone to use their voice:** Everyone is different, and not all of your members will be extroverts. Be sure to encourage everyone to participate in the conversation in whatever way they feel most comfortable.

**Team up to continue the conversation:** Before the end of each discussion, announce the next time you'll meet. Encourage members to continue the conversation with one another. They can meet up outside the designated discussion time or exchange phone numbers. Send each other articles that remind you of the discussion topics – anything that will keep your conversation going.

**Take time to brainstorm:** Thoughtful conversation is great, but be sure to save time to think about or write down what you plan to do following the discussion. This will help everyone take the conversation with them when they leave.

**Have fun:** Your discussion will include some serious topics, but that doesn't mean it shouldn't be fun.

## TOPIC 1: EDUCATION AND DIGNIFIED WORK

Throughout the world, women and girls bear most of the burden of unpaid household and care work, face gender-based violence, and get paid less for their labor (in terms of lower pay for the same work as men, greater job insecurity, as well as the under-valuing of feminized jobs). Poor women tend to work in low-wage jobs in the informal sector, often with long hours in poor working conditions.

### FOOD FOR THOUGHT

Today, women have less access to education and training, face greater financial exclusion, have less ownership and control over land and other assets, and have less control over their reproductive health.

Structural disadvantages compound the impact of crisis situations on women and girls and are linked to key protection issues. Left without livelihood opportunities, the consequences of humanitarian situations are often multiplied.

School gives girls a chance at life, especially in areas of the world where child marriage, early motherhood and poverty are the only other options.

When more women work, economies grow. An increase in female labor force participation – or a reduction in the gap between women’s and men’s labor force participation – results in faster economic growth.

### DISCUSSION QUESTIONS

- What are some work roles that are seen as traditionally male or female? How do you feel about the role gender plays in your potential job options?
- How can we improve access to education for kids of all ages?
- Do you believe that there is a gender wage gap in America?
- Are you an entrepreneur? Do you often support women-owned businesses? Why?
- How has access to education or skills training impacted your life? What might you be doing today if you weren’t enrolled in school?

CARE Impact Club Dialogue

## TOPIC 2: VIOLENCE

As many as one in every three women has been beaten, coerced into sex or abused in some other way – most often by someone she knows, including by her husband, co-worker/employer, or male family member.

### FOOD FOR THOUGHT

Violence against women and girls is one of the most pervasive and yet least-recognized human rights abuses in the world.

Gender-based violence (GBV) is violence that is directed against an individual or group of individuals based on their gender identity. GBV encompasses violence against women and girls as well as against men and boys, people who are lesbian, gay, bisexual, transgender, and intersex (LGBTI), and other individuals who do not conform to dominant perceptions of gender.

GBV includes physical, sexual, and psychological abuse of women and girls (and in some cases men and boys) in the home, community, workplace, and in schools; trafficking; traditional practices such as genital cutting and honor crimes; and sexual violence and exploitation during and after conflicts and natural disasters.

This violence leaves survivors with long-term psychological and physical trauma, tears away at the social fabric of communities, and is used with terrifying effect in conflict settings – with women as the main target.

### DISCUSSION QUESTIONS

- What do you think about when you hear the term “women’s rights”? Are women’s rights human rights?
- How do you feel about the way our culture views violence against women? What would you change about those views?
- Should violence against women become a more social and culturally accepted human rights abuse? Why?
- Should pervasive violence, like what can be found in the workplace or in school, be more openly discussed? How could we start those types of dialogues?

CARE Impact Club Dialogue

## TOPIC 3: HEALTH AND REPRODUCTIVE RIGHTS

Many women around the world lack the ability to maintain control over their bodies and to decide whether, when, and how often to have children.

### FOOD FOR THOUGHT

Access to sexual and reproductive rights is a human right. An added bonus to that right is that when women and their partners have access to family planning information and services, everyone benefits. Maternal mortality rates drop, children are healthier and better educated, incomes rise, and relationships are stronger.

The unfortunate truth in many countries, is that a woman's social, economic and physical status are inextricably linked to her ability to exercise her reproductive rights.

The health and well-being of women, children, and families is directly connected to changing inequitable gender and social norms and empowering women and girls; increasing the coverage, quality, effectiveness, responsiveness, and equity of health services; and expanding and amplifying women's voices, participation, and influence in society.

CARE's programming and advocacy affirms and supports women and girls' right to safe childbirth and the ability to control and make decisions around their own bodies.

We work to reduce maternal mortality and morbidity, enable women and girls to realize their sexual reproductive rights, and eliminate discrimination and violence.

### DISCUSSION QUESTIONS

- What are your thoughts on women's access to sexual and reproductive health services?
- What barriers (social, cultural, and within the health system) do you think you might encounter both in having children and parenting children in a safe and healthy environment?
- How do you access health and reproductive services if/when you need them?

CARE Impact Club Dialogue

## TOPIC 4: EMERGENCIES AND HUMANITARIAN CRISES

When disaster strikes, women and girls are likely to suffer most. After floods, earthquakes, or conflict, they aren't just left without shelter and food. They're also left without special medical care or defense against dangers like human trafficking.

### FOOD FOR THOUGHT

An unprecedented 81 million people were in need of emergency food assistance in 2017.

The U.N. has declared the global hunger emergency the largest humanitarian crisis since 1945.

Across East Africa and Yemen, starvation threatens over 20 million people – more than the populations of New York City, Los Angeles, Houston, Chicago, and Philadelphia combined.

Ethiopia, Somalia, Yemen, Nigeria, and South Sudan are already experiencing emergency levels of food insecurity and face a credible risk of famine. Consecutive years of poor rains and harvests have decimated crops across South Sudan, Somalia, Ethiopia, and Kenya.

CARE puts a special focus on girls and women when distributing food and emergency supplies. We make sure girls go to school, we raise awareness about violence against women, we provide maternal health services, and we teach mothers skills they need to rebuild their families' lives. As communities start to recover, CARE ensures that women and girls don't lose out – and can fulfill their potential.

### DISCUSSION QUESTIONS

- Are you familiar with any of the humanitarian crises that I've mentioned here? Why do you think that is?
- Research suggests that the western world is directly and largely responsible for climate change and its affects in the developing world, like drought and famine. How do you feel about this claim?

CARE Impact Club Dialogue



## TOPIC 5: VIOLENCE AND HARASSMENT IN THE WORKPLACE

Nearly a quarter of men (23 percent) across eight countries think it's sometimes or always acceptable for an employer to ask or expect an employee to have intimate interactions, such as sex, with them, a family member or a friend, according to a global survey on sexual harassment commissioned by CARE. CARE commissioned the survey to better understand the often-unspoken rules and perceptions that inform views held worldwide. We found wide gaps between what men and women find acceptable at work in most countries surveyed.

### FOOD FOR THOUGHT:

Violence and harassment of women in the workplace remains one of the most tolerated violations of workers' rights worldwide. Only a few countries provide protection against gender-based violence in the workplace.

Beginning in 2018, the International Labor Organization (ILO) is embarking on a three-year process to formally define gender-based violence in the workplace and devise and codify standards to be adopted and implemented by governments and the private sector.

We define workplace violence as any violent act or threat of violence directed towards a person at work or on duty. Below are just a few examples that fall within the definition of workplace violence. Workplace violence can range from threatening language to homicide, and can be perpetrated by co-workers, supervisors, customers, clients, patients, intimate partners, and any other person who commits or threatens to commit a violent act at a workplace:

- Physical abuse including assault, battery, attempted murder and murder
- Sexual violence including rape and sexual assault
- Sexual harassment
- Verbal and sexist abuse
- Bullying, stalking, coercion
- Psychological abuse, intimidation, and threats of violence
- Economic and financial abuse

### DISCUSSION QUESTIONS

- What do you think about when you hear the term "worker's rights"? Would you consider worker's rights women's rights? Why?
- How do you feel about our culture's views on violence against women at work?
- Do you see any connections between economic empowerment for women and girls and a workplace free from violence? What are they?
- Should pervasive violence, like what can be found in the workplace or in school, be more openly discussed?
- What do you think should be done to protect women and girls against violence in the workplace? What are some ways?

### CARE Impact Club Dialogue

## SIGN-IN SHEET

Name/Year: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

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Interested in Volunteering

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Interested in Volunteering

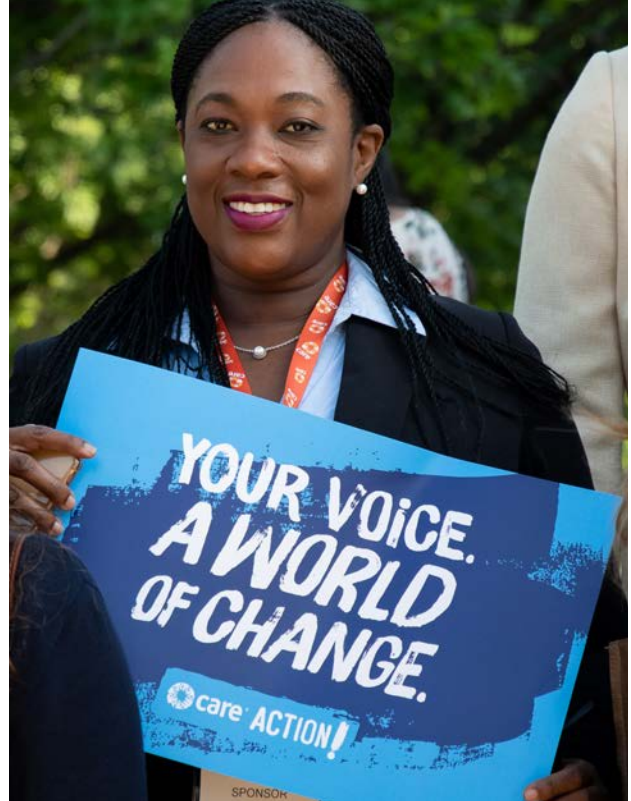
## LET'S CONNECT

### ABOUT CARE ACTION

CARE's sister organization, [CARE Action](#), meets face-to-face with policymakers to get support for key legislation and other actions that will benefit programs to end poverty. Your club can hold meetings with local elected officials to promote awareness of important legislation that impacts women and girls internationally.

The best way to get involved is to contact your regional advocacy coordinator and let them know that your club is interested in advocating with CARE. They'll help you set up meetings, provide materials, and pinpoint specific issues that your group can build awareness about. Find out who your Regional Advocacy Coordinator is [here](#).

CARE Impact Club members are encouraged to attend the annual CARE National Conference. The conference offers training on how to be a better advocate and the change to raise your voice with your elected representatives on Capitol Hill. Learn more at [careconference.org](#).



### **care**® ACTION

#### CONTACT

CARE wants to make sure we are doing all we can to support you and your CARE Impact Club. We also want to hear your feedback on how to better engage young people in our work. If you have questions about running your club or feedback for us, please reach out to [getinvolved@care.org](mailto:getinvolved@care.org).

#### SOCIAL

 **careusa**  
[youtube.com/user/careusa](https://youtube.com/user/careusa)

 **carefans**  
[facebook.com/carefans](https://facebook.com/carefans)

 **@careorg**  
[instagram.com/careorg](https://instagram.com/careorg)

 **@CARE**  
[twitter.com/care](https://twitter.com/care)