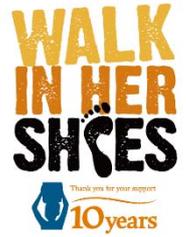




Walk in Her Shoes 2021



Let's think about the world through the familiar issue “water”, and take action!

Campaign Report (Summary)



July 2021

CARE International Japan

Table of Contents

1. Campaign Overview and Summary	1
1) Campaign Overview	
2) Campaign Result	
3) Campaign Summary	
2. Donation Usage	
Overview of CARE International Japan Activities	8

1. Campaign Overview and Summary

1) Campaign Overview

“Walk in Her Shoes” is a global campaign launched by CARE Australia in 2011¹ with the goal of inspiring people to take new actions, by experiencing “reality” and “poverty” faced by people in developing countries, through walking 8,000 steps (about 6 km) women and girls in developing countries take every day to fetch water and collect firewood. In Japan, 2021 is the tenth time the program has been implemented. The participation fee for this campaign will be used to support the activities of CARE International Japan, which aims to reduce poverty by supporting the self-reliance of women and girls in difficult situations in developing countries and areas of conflict and disaster.

【2021 Campaign Overview】

Period

From March 8, 2021 (International Women's Day) to May 31, 2021 (about 3 months)

How to Join

1) “Walk in her Shoes, anytime and anywhere you like” (Online participation) :

After the application process, walk approximate 8,000 steps (average per day) required for women and girls to fetch water in developing countries. Participate by manually registering your steps online or by downloading a pedometer app and automatically linking your steps. (Participants can also form teams and check other teams' step counts and rankings online.) Thanks to the cooperation of special cooperation sponsors, 1 yen will be donated per 100 steps until the initial goal of 270 million steps, and 1 yen per 500 steps thereafter.

【Entry Fee】

Priority application for repeaters (Feb. 1 - Feb. 28): 2,000 yen

General registration (February 1 - April 30): General 3,000 yen, Students 1,500 yen

Original campaign T-shirt: 2,500 yen (tax and shipping included)

2)“Participate in walking events” :

Participate in online events hosted or co-hosted by CARE International Japan.

- Learn about a day in the life of a girl in developing countries! Virtual Walk Day

(Participation fee: 500 yen)

- Walk in Her Shoes 2021 in Kyushu (Participation fee: General 3,000 yen, Students 1,500 yen)

3) “Post photo of “C” with #歩く国際協力” (Participate by posting photos on SNS) :

Take a picture of “C” in CARE and post the photo on Facebook, Twitter, or Instagram with #歩く国際協力

With the cooperation of special cooperation sponsors, 100 yen will be donated per photo. (No charge for participation)

4)“ Organize fundraising or hold your own event” :

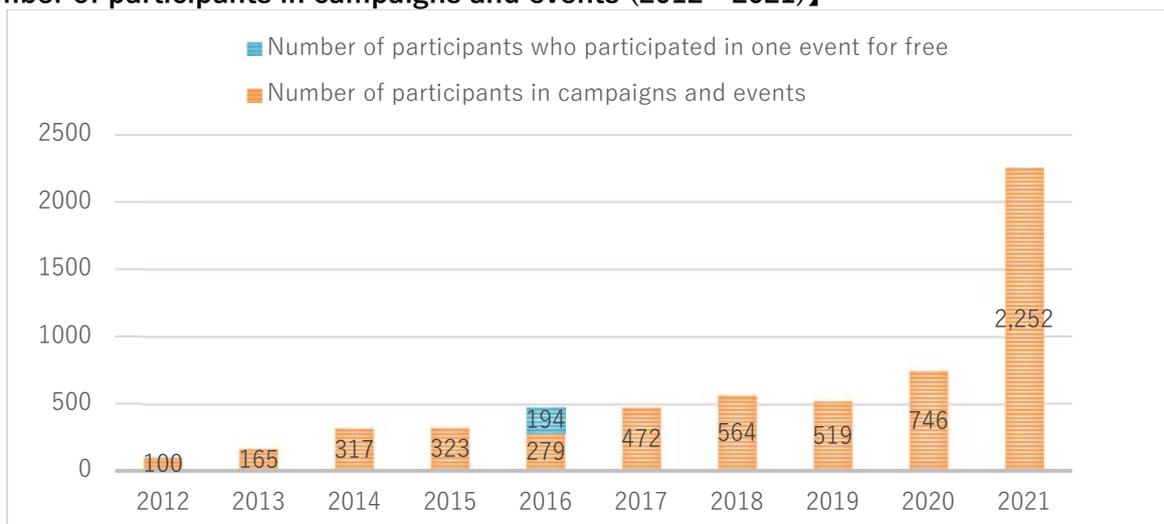
Participants plan their own events and challenges to collect donations, which are then donated to CARE

There are two ways to do this: “challenge crowdfunding” and “hold a walking event”.

¹ In 2011, the event was cancelled due to the Great East Japan Earthquake in Japan.

2) Campaign Result

【Number of participants in campaigns and events (2012 - 2021)】



The number of participants in the campaign increased 301% from last year to 2,252. Although some online events were cancelled due to the spread of the new coronavirus infection, overall participation increased due to the increase in the number of online participants of "Walk in her Shoes, anytime and anywhere you like".

*2016 result includes the November 2015 Tokyo event.

*2018 result includes the October 2017 Tokyo event.

【Breakdown of participants in campaigns and events】

Breakdown of Participants in 2021		Price Category	Result (Paid) (case)	Result (Free) (case)	Subtotal
"Walk in her Shoes, anytime and anywhere you like"	General Participants	New Participants (Except Students)	430		671
		Repeaters (Except Students)	140		
		Students (General)	24		
		Students (Student Partners)	77		
	Walking Partners	New Participants	635		972
		Repeaters	337		
Junior Ambassadors			41	41	
Subtotal			1,643	41	1,684
T-shirt	General Participants	¥2,500	141		333
	Walking Partners	¥2,000	127		
	CARE Supporting Group	¥2,500	65		
Online Event	Walk in Her Shoes in Kyushu		66		66
Organize Fundraising or Hold Your Own Event (Organizations/Individuals)			3		3
Participation by Donation		¥1,000	147		166
		¥500	17		
		¥10,000	1		
		¥100,000	1		
Total			2,211	41	2,252

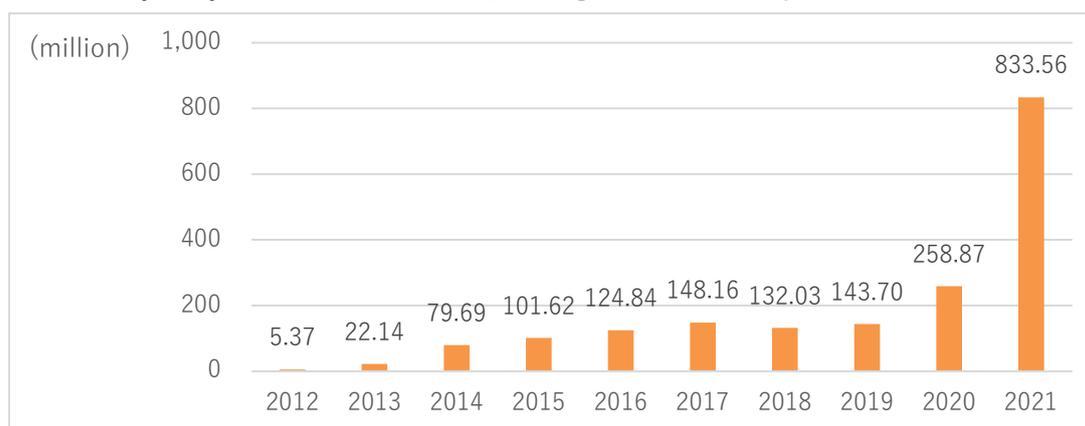
※Junior ambassadors are volunteer girl scout members who served as advertisers.

※In view of the impact of COVID-19, we did not hold offline events this year, but planned online events. However, due to the spread of the infection, we decided not to hold the "Learn about a day in the life of a girl in developing countries! Virtual Walk Day".

For those who had already applied before the decision was made to cancel the event, the participation fee of 500 yen was recorded as "Participation by donation (500 yen)" because it was received as a donation.

In addition, five units of "Participation by Donation (1,000 yen)," "Participation by Donation (10,000 yen)," and "Participation by Donation (100,000 yen)" are donated at the online event "Walk in Her Shoes 2021 in Kyushu."

【 Number of steps reported (2012 - 2021)】 ※Target number of steps for 2021: 270 million steps



The number of steps taken was 321% of last year's total and far exceeded the goal of 270 million steps, reaching 833,559,995 steps. The number of participants in the "Walk in her Shoes, anytime and anywhere you like" campaign increased 259% over last year to 1,684. Following last year's event at COVID-19 crisis, the average number of steps per person reported increased compared to last year (from 398,000 steps to 494,000 steps).

【Campaign income/expense Year-on-year comparison, vs. target (2021/2020)】

		2021	2020	YOY(¥)	YOY	Target(¥)	VS. Target
Income	Value in Kind	¥308,005	¥202,560	¥105,445	152.06%	¥700,000	44.00%
	Entry Fee	¥5,266,000	¥1,691,500	¥3,574,500	311.32%	¥1,981,000	265.83%
	Crowdfunding + Other Donations	¥286,700	¥117,350	¥169,350	244.31%	¥90,000	318.56%
	Corporate Sponsorship	¥5,980,000	¥700,000	¥5,280,000	854.29%	¥500,000	1196.00%
	Total Income (Except Value in Kind)	¥11,532,700	¥2,508,850	¥9,023,850	459.68%	¥3,271,000	352.57%
Expense	Total Expense	¥1,257,332	¥538,393	¥718,939	233.53%	¥872,760	144.06%
Balance Difference (Except Value in Kind)		¥10,275,368	¥1,970,457	¥8,304,911	521.47%	¥2,398,240	428.45%
ROI (Return on Investment)		917.24%	465.99%			374.8%	

As we did not hold any offline events this year, the equivalent amount of donations for goods sponsorship was less than the target. On the other hand, due to the effect of the 10th anniversary of the campaign, the number of participants in the "Walk in her Shoes, anytime and anywhere you like" program reached a record high, resulting in a significant increase in revenue from participation fees. In addition, corporate sponsorships increased significantly. Besides, we were able to hold three self-organized events this year that were not held last year, and other donations have also increased due to the "Double Donation" 10th Anniversary Donation Project (see below). In terms of expenses, there was an increase from last year due to an increase in the number of participants, which led to an increase in web payment fees, production and shipping costs for T-shirts, and payment for the use of the pedometer app service.

【Year-on-year comparison of sponsorship, backers, and PR results (2021/2020)】

	2021	2020	YOY (#)	YOY
Number of Special Cooperation Sponsors	10	5	5	200%
Number of Cooperation Sponsors	8	11	-3	73%
Number of Cooperating Backers	5	7	-2	71%
Number of Walking Partner Organizations	10	8	2	125%
Number of Student Partner Organizations	8		8	
Number of Media Publications (Newspaper/Websites etc.)	1	1	0	100%

This year, due to the spread of the COVID-19 infection, one of the online events was cancelled and the number of media coverage was sluggish to one due to the difficulty in actively promoting outdoor walking. In addition, the number of sponsors through the provision of goods decreased because no offline events were held. On the other hand, the number of special sponsors and walking partners both increased from last year. Moreover, a new "student partner" was established to encourage students of university international cooperation groups to participate in the "Walk in her Shoes, anytime and anywhere you like" program.

3) Campaign Summary

*** Increase in participation fee revenue due to tripling of the number of participants**

The number of participants in the "Walk in her Shoes, anytime and anywhere you like" program increased 259% from last year, and the total number of participants increased 301%, resulting in a significant increase in revenue. The reason for this is that it was widely supported by both individuals and companies as a way to promote health, volunteer participation, and team building online in the face of the prolonged corona disaster.

As for the charity walk event organized by CARE International Japan, an online event was planned for this year, but was cancelled due to the spread of COVID-19 infection.

If we can organize an offline event next year for the first time in two years, we can expect a further increase in revenue.

*** Increase in sponsorship income by doubling the number of sponsors**

The number of special cooperation sponsors doubled compared to last year, and the amount increased 7.8 times compared to last year to 5.52 million yen (of which 3.09 million yen was from Nissan Motor Co). In addition, the online event "Walk in Her Shoes 2021 in Kyushu" received a total of 460,000 yen in sponsorship from 33 local companies with the cooperation of CARE supporting Groups in Kyushu², resulting in a total of 5.98 million yen in sponsorship income.

*** Increase employee participation through walking partners**

A total of 10 companies agreed to be our walking partners, and many employees participated in the "Walk in her Shoes, anytime and anywhere you like". The total number of participants was 3.5 times that of last year, or 972, accounting for 57.7% of the total participants. In addition, four of the walking partner companies provided special cooperation sponsorship and one company provided cooperation(goods) sponsorship.

*** Implementation of measures to promote participation in walking partner companies**

As a measure to promote employee participation in walking partner companies, the following new initiatives were implemented.

① Online event for employees

² CARE Supporting Groups is a voluntary organization located in eight areas throughout Japan that continuously supports the Foundation's activities by recruiting and interacting with members and by holding charity lectures and bazaars.

Conducted online events at several companies for tens to 200 employees to educate employees, promote international understanding, and encourage participation in the campaign.

② Introduce examples of internal initiatives

With the cooperation of all the walking partner companies, we introduced case studies of internal initiatives on our website to promote corporate participation and to share information among participating companies.

③ Dealing with Diversity

By dealing with the diverse needs of participants, including foreign employees living in Japan, employees of overseas subsidiaries (in Asia), and teams of people with disabilities, we found the potential to further expand the campaign.

*** New partnerships with students and increased student participation**

In order to promote student participation in "Walk in her Shoes, anytime and anywhere you like" program, the student price was revised from 2,000 yen to 1,500 yen, and a new "Student Partner" category was established to invite participation from university students of international cooperation groups. As a result, 8 organizations participated as student partners, with 77 students participating (76% of all student participants).

*** Increase the number of participants belonging to a team**

In "Walk in her Shoes, anytime and anywhere you like" program, 62 teams registered, double the number of last year's 32 teams. The total number of step reporters on the team, excluding walking partners, was 459, which is 68% of the total number of general participants. Participation by forming their own teams by individuals is also spreading.

*** Strengthen English-language participant support**

In response to the needs of overseas participants and foreign employee participation, English-language versions of the website, step report manual, regular communications (e-mails), and other communications for participants were developed. On the other hand, information not related to the campaign, such as various events, SNS, and the activities of CARE International Japan, was available only in Japanese.

*** Implementation of 10th anniversary project**

This year, as the 10th anniversary of the campaign, the following special programs were held.

① Expansion of donations based on the number of steps taken

Due to the large increase in special cooperation sponsorship, the donation based on the number of steps taken, which used to be 1 yen per 500 steps, has been increased to 1 yen per 100 steps until the goal of 270 million steps.

② Sale of 10th anniversary original design T-shirts

Original T-shirts with the 10th anniversary logo and the logos of special cooperation sponsors (only those companies that requested them) were created and sold. Walking partners were also sold at a discounted price of 2,000 yen as a special offer. As a result, we were able to sell 333 copies, 6.1 times more than last year.

③ [Double Donation] 10th Anniversary Donation

As an additional donation to the campaign, we solicited the "[Double Donation] 10th Anniversary Donation," in which the amount of the donation is matched by special cooperation sponsors. As a result, we were able to get 142 donations (1,000 yen per unit), 3.3 times more than last year.

④ 10th Anniversary Special Award

With regard to the "Walk in her Shoes, anytime and anywhere you like", in addition to the existing monthly lottery for those who have registered their steps, and the awards for the top people and teams in the total number of steps taken during the period, we have also set up awards for the 100th and 1,000th place individual and 10th place team in the total number of steps taken during the entire period.

*** Use of social networking services and promotion of "C" photo posting**

We operated Facebook, Twitter, and Instagram with dedicated campaign accounts, and posted 5-7 days a week during the campaign period. In addition to the regular posts, held Facebook event using Facebook Live on the night before the campaign started on March 7, posted Instagram three short videos introducing the campaign using the "Reels" function for the first time. The most played Reels was over 2,600 views to extend its reach.

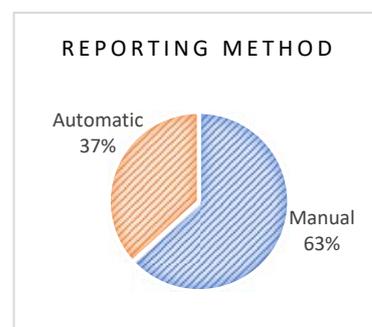
Moreover, "Triple Donation Week" project was held again this year from May 15 to 21. During this period, if you post a photo with the letter "C" according to the theme, the special cooperation sponsors will donate 300 yen per photo, three times the usual amount, to CARE. The campaign was designed to strengthen the spread of campaign information through free participation via SNS.

As a result of these efforts, a total of 2,891 "C" photos were received via SNS this year, more than last year.

*** How to report steps ("manual entry" and "automatic linkage")**

This year's "Walk in her Shoes, anytime and anywhere you like" report was again based on the participant's choice of either manual input or automatic linkage with ALKOO, a walking application for smartphones. In order to strengthen the security of the "manual entry" system, a new website was built with the help of pro bono.

While the automatic linkage is convenient, as in the previous year, there are some limitations such as the inability to share the ranking of the number of steps between manual input and automatic linkage, and in the case of team participation, team members need to choose the same reporting method. Next year, we will aim to integrate the manual



and automatic linkage systems.

*** Collaboration with LiveRun**

The company's LIVERUN app allows people in different locations to connect in real time through running, yoga, muscle training, etc., while listening to a live trainer through earphones. For this year's campaign, campaign introduction sessions were delivered on March 9 and March 28. In addition, a special session featuring guests and CARE staff was scheduled for the online event "Learn about a day in the life of a girl in developing countries! Virtual Walk Day," but due to the spread of COVID-19, the event was cancelled and could not be implemented.

Besides, this year saw the active participation of LIVERUN app users in the "Walk in her Shoes, anytime and anywhere you like" program, and eight teams (10 members each) were formed under the name "LiveRunners". This was not a call from the company, but a spontaneous call from some LIVERUN app users, showing the affinity between this campaign and the LIVERUN app user base.

*** Utilization of campaign sponsorship (donations based on the number of steps taken, donations for posting "C" pictures)**

Sponsorship money from companies is used as a "promotion with donation" budget to promote participation.

As follows, we were able to obtain participation equivalent to 4,529,758 yen worth of donations.

Breakdown:

- For every 100 steps taken, the company donate 1 yen.
(Actual) 270 million steps / 100 steps = 2.7 million yen
- After achieving the above, for every 500 steps taken, the company donate 1 yen.
(Actual result) 563,550,595 million 9,995 paces ÷ 500 paces = 1,127,119 yen
- 100 yen donation from the company for each photo submitted
(Actual) 100 yen x 2,642 photos = 264,200 yen
- Donation amount tripled Week: 300 yen donation from a company for each photo submitted
(Actual) 300 yen x 249 photos = 74,700 yen
- [Double Donation] 10th Anniversary Donation
(Actual) 1,000 yen x 142 units = 142,000 yen
- Event: "Walk in Her Shoes in Kyushu(Donation of 500 yen for every 8,000 steps taken)
(Actual) 3,547,826 steps / 8,000 steps x 500 yen = 221,739 yen

2. Donation Usage Overview of CARE International Japan Activities

Entry fees and donations to this campaign will be used to support the overall activities of CARE International Japan, which aims to reduce poverty by supporting the self-reliance of women and girls in difficult circumstances in developing countries and areas of conflict and disaster. CARE International Japan is currently engaged in the following main activities.

*The following "What you can do with approximately 2.5 million yen in campaign proceeds" is just an example, and the actual proceeds will not be allocated to each project in 2.5 million yen increments.

1) Timor-Leste: Atsabe Rural Development Project for Improvement of Agricultural Water Supply System

* Project Objective :

Water storage tanks and drip irrigation systems will be installed to draw water from the water source in the mountains to the village and then to the fields, with the aim of ensuring a stable harvest of crops. In addition, it reduces the burden of agricultural work on women by eliminating the need for fetching and sprinkling water, which is mainly the role of women and children.

* Main Activities :

1. Preserve water sources and build water storage tanks and canals.
2. Install drip irrigation to ensure effective use of water in farmland.
3. Establish and strengthen the capacity of the Water Management Committee to maintain the drip irrigation system.
4. Gender equality training for water management committees and community members.



What we can do with about 2.5 million yen in campaign proceeds

For example, two farmer groups can set up a water management committee to maintain drip irrigation facilities and capacity building. In addition, gender equality training can be provided to members of farmer groups and community members in the target areas.

2) Timor-Leste: "The Lafaek Project", Support for Self-Reliance through Educational Material Lafaek

* Project Objective :

The project aims to improve the development and educational status of children in rural areas and the livelihood capacity of the entire household to become a self-reliant community.

* Main Activities :

1. Improve basic computing and literacy skills
2. Improved management of agricultural production and family health care
3. Promote residents' understanding of entrepreneurship and microfinance services



4. Promoting parents' understanding of the health and development of young children and of sending their children to school

What we can do with about 2.5 million yen in campaign proceeds

For example, we can distribute approximately 15,000 copies of Lafaek, a learning magazine that is used as supplementary material in elementary and junior high schools where local language textbooks are not widely available.

3) Thailand: "Youth Leadership Development (YLD) Project", Leadership Training through STEM* Education

*STEM" is an acronym for Science, Technology, Engineering, and Mathematics.

* Project Objective :

It aims to expand the future academic and vocational opportunities of young people by enhancing their leadership, vocational skills and ability to live in society, regardless of gender.

* Main Activities :

1. Conducting training and vocational activities for youth, especially girls
2. Conducting training for teachers



What we can do with about 2.5 million yen in campaign proceeds

For example, approximately 500 middle and high school students with challenging learning environments can participate in a two-day camp to learn leadership skills through discussions, games, and role-playing.

4) COVID-19 Global Response

As CARE International, we provide comprehensive emergency relief, including hygiene awareness raising to prevent infection, in countries around the world based on global collaboration and solidarity.

* Main Activities :

- Preventive measures against viral infections and hygiene awareness, such as encouraging hand washing
- Provision of safe water, hygiene products, food, etc. (including cash benefits and coupon distribution)
- Provision of soap, disinfectants, medicines, medical masks, protective clothing, blankets, etc. to schools and medical facilities
- Support for front-line health care workers and caregivers
- Dissemination of appropriate information on COVID-19 and their prevention, etc.



What we can do with about 2.5 million yen in campaign proceeds

For example, approximately 500 hand-washing facilities with soap can be established in areas with fragile sanitation conditions, such as refugee camps.

Thank you very much for your participation and support.
We look forward to working with you on "Walk in Her Shoes 2022".



[Inquiries about this report]

Public Interest Incorporated Foundation CARE International Japan

In Charge : Jin

〒171-0031 Mejiro Culture Building 5F, 2-2-1, Mejiro, Toshima-ku, Tokyo

Office : 03-5950-1335 | fax : 03-5950-1375

email : wihs@careintjp.org | www.careintjp.org