

Walk in Her Shoes 2022

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

Campaign Report (Summary)



July 2022

CARE International Japan

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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, 2022 is the 11th 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.

【2022 Campaign Overview】

Period

From March 8, 2022 (International Women’s Day) to May 31, 2022 (about 3 months)

How to Join

1) ”Walk in Her Shoes, Anytime and Any Place 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 500 steps.

【Entry Fee】

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

General registration (Feb. 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.

• Confronting Global Water and Gender Issues! “World Water Day“ Sakura Charity Walk

(Participation fee: 2,000 yen)

• Walk in Her Shoes 2022 in Kyushu (Participation fee: General 3,000 yen, Students 1,500 yen)

3) Post "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)

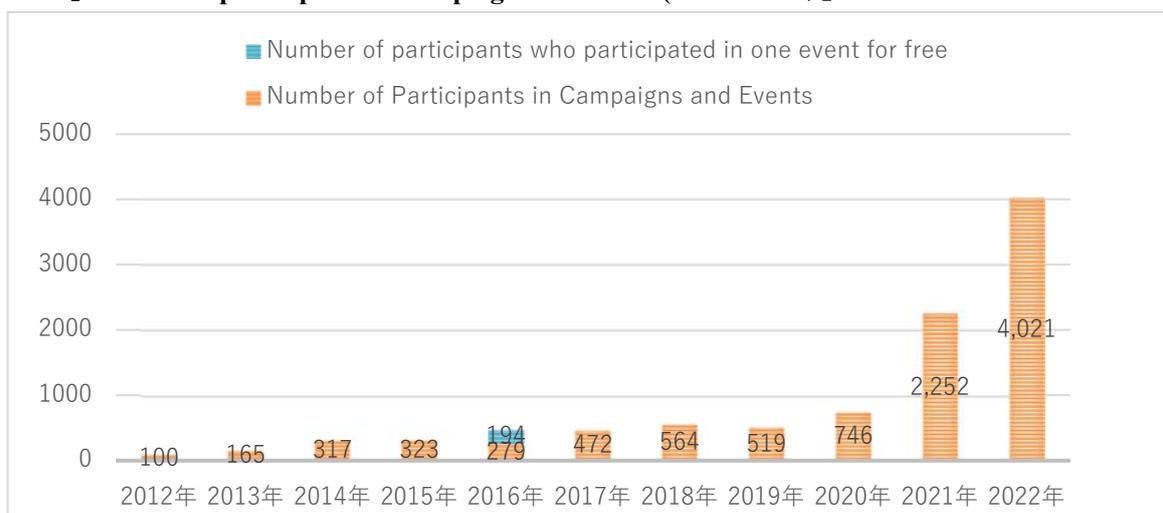
4) ”Organize fundraising or hold your own event” :

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 event (2012 - 2022)】



The number of participants in the campaign increased 178% from last year to 4,021. The number of participants increased due to the first offline event in two years and a significant increase in participation in the "Walk in Her Shoes, Anytime and Any Place You Like" event.

*2016 result includes the November 2015 Tokyo event.

*2018 result includes the October 2017 Tokyo event.

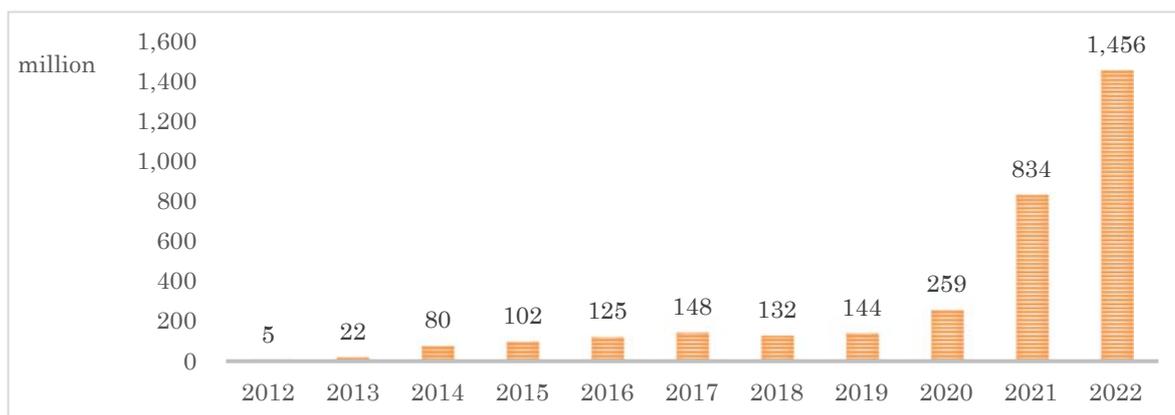
【Breakdown of participants in campaigns and events】

Breakdown of participants in campaigns and events		Price Category	Result (Paid) (case)	Result (Free) (case)	Subtotal	
"Walk in Her Shoes, anytime and anywhere you like"	General Participants	New Participants	641		1,008	
		Repeaters	167			
		Students(General)	123			
		Students(Students Partners)	77			
	Walking Partners	New Participants	1,502		1,958	
		Repeaters	456			
	Ambassador/Junior Ambassadors				42	42
Subtotal		2,966	42	3,008		
T-Shirts	General Participants	¥2,500	113		599	
	Walking Partners	Buy in Bulk	¥2,000			477
		Individual Purchase	¥2,500			
CARE Supporting Group	¥2,500	9				
Face Masks	General Participants	¥1,000	96		98	
	Walking Partners		2			
Event	"World Water Day" Sakura Charity Walk		97	10	107	
	Walk in Her Shoes 2022 Special Event in Kyushu		125		125	
Organize Fundraising or Hold Your Own Event(Organization/individuals)			5		5	
Participation by Donation	¥1,000		70		79	
	¥1,500		2			
	¥2,000		5			
	¥16,931		1			
	¥27,000		1			
Total			3,969	52	4,021	

※ Junior ambassadors are volunteer girl scout members who served as advertisers.
 ※ Four units of the "Participation by Donation (2,000 yen)" are donated by those who were absent from the "World Water Day" Sakura Charity Walk event. One unit of the "Participation by Donation (2,000 yen)" and one unit of the "Participation by Donation (27,000 yen)" are donated at the event "Walk in Her Shoes 2022 in Kyushu". Others are donated by participants of "Walk in Her Shoes, Anytime and Any Place You Like".

【Number of steps reported (2012 - 2022)】

※ Target number of steps for 2022: 700 million steps



The number of steps taken was 174% of last year's total, well over the 700 million step goal of 1,455,683,178. The number of participants in the "Walk in Her Shoes, Anytime and Any Place You Like" campaign increased 178% over the previous year to 3,008. The event was held under COVID-19 pandemic, as last year, and the average number of steps per person reported was about the same (494,000 steps → 483,000 steps).

【Campaign income/expense Year-on-year comparison, vs. target (2022/2021)】

	¥2,022	¥2,021	YOY(¥)	YOY	Target(¥)	VS. Target	
Income	Value in Kind	¥1,775,585	¥308,005	¥1,467,580	576.48%	¥450,000	394.57%
	Entry Fee	¥9,912,000	¥5,266,000	¥4,646,000	188.23%	¥3,495,000	283.61%
	Crowdfunding + Other Donations	¥168,732	¥286,700	¥-117,968	58.85%	¥70,000	241.05%
	Corporate Sponsorship	¥5,170,000	¥5,980,000	¥-810,000	86.45%	¥2,150,000	240.47%
	Total Income (Except Value in Kind)	¥15,250,732	¥11,532,700	¥3,718,032	132.24%	¥5,715,000	266.85%
Expense	Total Expense	¥3,547,843	¥1,257,332	¥2,290,510	282.17%	¥3,272,630	108.41%
	Balance Difference (Except Value in Kind)	¥11,702,889	¥10,275,368	¥1,427,522	113.89%	¥2,442,370	479.16%
	ROI (Return on Investment)	429.86%	917.24%			174.6%	

※ Value in kind equivalent to 1,007,500 yen was provided by ITOCHU SDGs STUDIO of ITOCHU Corporation Provided at the venue

In terms of income, the amount of donations equivalent to sponsored goods was significantly higher than the previous year due to the implementation of offline events.

In addition, entry fee revenues also increased significantly due to a record number of online participation from companies and individuals, as well as the first offline event held in two years.

On the other hand, crowdfunding + other donations and corporate sponsorships were down compared to last year, when donations for the campaign's 10th anniversary were higher. Despite this decrease, total revenues exceeded 15 million yen, the largest amount ever.

Expenses were also significantly higher than last year. Of this amount, about half, or 1.83 million yen, was for expenses related to the step reporting system. Specifically, these were the development costs for the system integration of step reporting (automatic linkage and manual) realized this fiscal year, and the usage fees for the pedometer application and manual step reporting page due to the rapid increase in participants.

Additionally, the cost of producing T-shirts and other merchandise was 28% (approximately 1 million yen), web payment fees were 8% (270,000 yen), and expenses for offline events were also added.

【Year-on-year comparison of sponsorship, backers, and PR results (2022/2021)】

* Excluding the number of special sponsors and supporting companies for "Walk in Her Shoes 2022 in Kyushu".

	2022	2021	YOY (#)	YOY
Number of Special Cooperation Sponsors	15	10	5	150%
Number of Cooperation Sponsors	9	8	1	113%
Number of Cooperating Backers	12	5	7	240%
Number of Walking Partner Organizations	20	10	10	200%
Number of Student Partner Organizations	11	8	3	138%
Number of Media Publications(Newspaper/Websites etc.)	7	1	6	700%

All categories increased. In particular, the number of special cooperation sponsors, walking partners, cooperating backers, and media coverage increased significantly. Media coverage, which was sluggish last year due to COVID-19 pandemic, increased this year due to introductions by special cooperation sponsors, cooperating backers, and individual participants. In addition, five organizations continued to participate in the "Student Partners" program, which was newly established last year, and a total of 11 organizations including new participants were able to participate.

3) Campaign Summary

*** Increase in participation fee revenue due to record number of participants**

Both the number of participants in "Walk in Her Shoes, Anytime and Any Place You Like" and the total number of participants increased 178% over last year, a record number and another year of revenue growth. A major factor is the increase in the number of participants of "Walk in Her Shoes, Anytime and Any Place You Like". Public participation was up 150% and corporate participation as a walking partner was up 201%. The program continues to receive widespread support from both individuals and companies as a means of promoting health, volunteer participation, and team building online in the face of the prolonged COVID-19 pandemic. Moreover, this year, for the first time in two years, we hosted an offline event, the "World Water Day" Sakura Charity Walk, which attracted 107 participants and contributed to an increase in participation fee income.

*** Increase in the number of walking partners and other collaborating companies**

In the area of corporate partnerships, the number of companies and organizations increased in all areas of special sponsors, sponsors, backers, and walking partnerships. In particular, participation by walking partners doubled compared to last year, with 20 companies and approximately 2,000 employees participating. In addition, the amount of income decreased, although the number of special sponsors increased 1.5 times over last year. This is mainly due to the increase in the number of companies that are willing to participate as walking partners as well as other forms of cooperation at the same time, such as special sponsorship. Eight of the walking partners have provided special sponsorship and one has provided backers.

*** Implementation of special projects this year**

This year, the following special events were held.

① Expansion of donations based on the number of steps taken

"100 Steps, 1 Yen Day" was held for five days in April and May, when the donation based on the number of steps taken, which is normally 1 yen per 500 steps, was expanded to 1 yen per 100 steps for a limited number of days.

② Sales of T-shirts and masks with original designs

Original 2022 T-shirts with the logos of special sponsors (only those who requested them) and "Walk in Her Shoes 2022" were created and sold. As a special offer, Walking Partners offered a discounted price of 2,000 yen for bulk purchases. As a result, 599 tickets were sold, 1.79 times more than last year.

Additionally, in response to COVID-19 pandemic, original masks with the logo (set of two) were also created and sold in limited quantities. As a result, 98 sets were sold, mainly to general participants.

③ [Double the Donation] More Support Charity

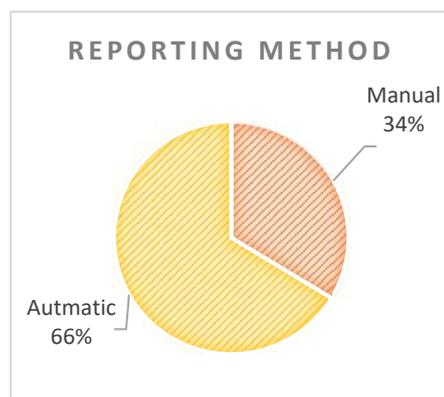
As an additional donation to the campaign, we solicited "[Double the Donation] More Support Charity" in which the same amount of the donation is matched by a special sponsor. As a result, 70 units (1,000 yen per unit) were donated.

*** Steps reporting method ("manual input" and "automatic linkage")**

This year, participants again chose between "manual input" and "automatic linkage" with the smartphone walking app ALKOO for reporting the number of steps taken at their "Walk in Her Shoes, Anytime and Any Place You Like".

In addition, starting this year, the system integration of manual and automatic linkage was achieved with

the cooperation of Navitime Japan Co. This allows for the sharing of step count rankings through



manual input and automatic linkage, and also allows team participation without the need for a unified step count reporting method, allowing each member to choose his or her preferred reporting method.

Against this backdrop, while approximately 60% of participants last year chose to report manually, this year the ratio reversed, with 66% of participants choosing automatic linkage. On an individual basis, many participants find the automatic linkage with the smartphone application to be convenient, indicating that the system integration has been effective.

*** HTML for periodic communication**

As part of efforts to promote and improve participant communication, the "WiHS Newsletter," an e-mail newsletter distributed twice a month to "Walk in Her Shoes, Anytime and Any Place You Like" participants, has been converted to HTML this fiscal year. In addition to text, information on water issues in developing countries, gender issues, and campaigns were delivered in an easy-to-understand manner, using photos as well as text. For a total of six distributions during the period, the maximum open rate was 76.6% for the first e-mail, and thereafter the open rate remained around 50% (statistics excluding walking partner bulk applicants). We will continue to consider improvements in content and other areas so that readers will be able to read the magazine easily and without getting bored during the approximately three-month campaign.

*** Collaboration with LiveRun K.K. (public relations and participation promotion)**

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 with earphones. This year, with the help as a cooperation backer, CARE staff and participants were invited as guests to deliver an introductory session to the campaign on March 8, the day the campaign was launched. In addition, on May 21, at the request of "FreeWill", Social Contribution Club of Ricoh Group in Japan, which is participating as a walking partner, the company held a closed session for its participants for the first time. More than 40 people participated on the day of the event, and the program was used as a measure to promote team participation.

*** Use of SNS and promotion of "C" photo posts**

Campaign accounts of Facebook, Twitter, and Instagram, posted 5~7 days a week during the campaign period. In addition to regular posting, Facebook held a Facebook Live event on March 7, the eve of the campaign launch, and Instagram also held an InstaLive event on February 21 as its first attempt. Furthermore, "Triple Donation Week" was held every month during this year's period again. During this period, for every "C" photo posted, the special sponsor donated 300 yen to CARE, three times the usual amount. We attempted reinforcement of the spread of campaign information by free participation through SNS. Through these efforts, a total of 2,630 "C" photos were posted this year via SNS.

*** Use of campaign sponsorship funds (donations based on number of steps, donations from "C" photo posts)**

Corporate sponsorships are used as a "promotion with donation" budget to promote participation. As shown below, we were able to obtain participation equivalent to 4,339,559 yen worth of donations.

[Breakdown]

For every 500 steps taken, the company donates 1 yen.

(Actual) $1,365,177,776 \text{ steps} \div 500 \text{ steps} = 2,730,356 \text{ yen}$

For every 100 steps taken, the company donates 1 yen (100 Steps, 1 Yen Day)

(Actual) $90,505,402 \text{ steps} \div 100 \text{ steps} = 905,054 \text{ yen}$

For each photo posted, the company donates 100 yen.

(Actual) $100 \text{ yen} \times 1,682 \text{ pieces} = 168,200 \text{ yen}$

Donation amount 3x Week: 300 yen donated by the company for each photo posted.

(Actual) $300 \text{ yen} \times 948 \text{ pieces} = 284,400 \text{ yen}$

[Double the Donation] More Support Charity

(Actual) $1,000 \text{ yen} \times 70 \text{ units} = 70,000 \text{ yen}$

Event "Walk in Her Shoes 2022 in Kyushu" (10 yen donation for every 500 steps taken)

(Actual) $9,077,429 \text{ steps} \div 500 \text{ steps} \times 10 \text{ yen} = 181,549 \text{ yen}$

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 1 million yen" is just an example, and the actual proceeds will not be allocated to each project in 1 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 1 million yen

For example, a farmer group 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 1 million yen

For example, we can distribute approximately 6,000 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 (2nd period)

*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 1 million yen

For example, approximately 200 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) Ukraine Crisis Humanitarian Response

In response to the humanitarian crisis caused by Russia's invasion of Ukraine that began on February 24, CARE around the world, including Japan, has been working in solidarity. We are also working with local partner organizations that have experience working in Ukraine and neighboring countries to provide emergency assistance.

*Main Activities :

1. Distribution of emergency relief supplies such as food, water, hygiene products, and cash.
2. Psychological care to alleviate trauma and psychological impact on Ukrainian people.
3. Other assistance needed by internally displaced people and refugees in Ukraine in the future.



What we can do with about 1 million yen

For example, 100 mothers evacuated to the Ukrainian border can be provided with childcare items needed to care for their babies, such as diapers, wipes, formula, baby food, and thermos bottles.

Thank you very much for your participation and support.
We look forward to working with you on "Walk in Her Shoes 2023"



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