



## Walk in Her Shoes 2023

Let's support her future by walking.

### Campaign Report (Summary)



July 2023

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 2011<sup>1</sup> 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, 2023 is the 12th 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.

### 【2023 Campaign Overview】

#### Period

From March 8, 2023 (International Women’s Day) to May 31, 2023 (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】

General registration – Early entry: 3,000 yen (Dec 12<sup>th</sup> 2022 - Feb 12<sup>th</sup> 2023)

General registration – Late entry: 3,500 yen (Feb 13<sup>th</sup> 2023 - Mar 14<sup>th</sup> 2023,  
extended until Apr 26<sup>th</sup> due to high demand)

Repeater discount price: 2,000 yen (only during Early entry)

University students and other students at younger age: 1,500 yen

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

2) “Participate in walking events” :

Participate in 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 2023 in Kyushu (Participation fee: General 3,000 yen, Students 1,500 yen)

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

3) Post "C" with #歩く国際協力 (Participate by posting photos on social media) :

Take a picture of "C" as 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.

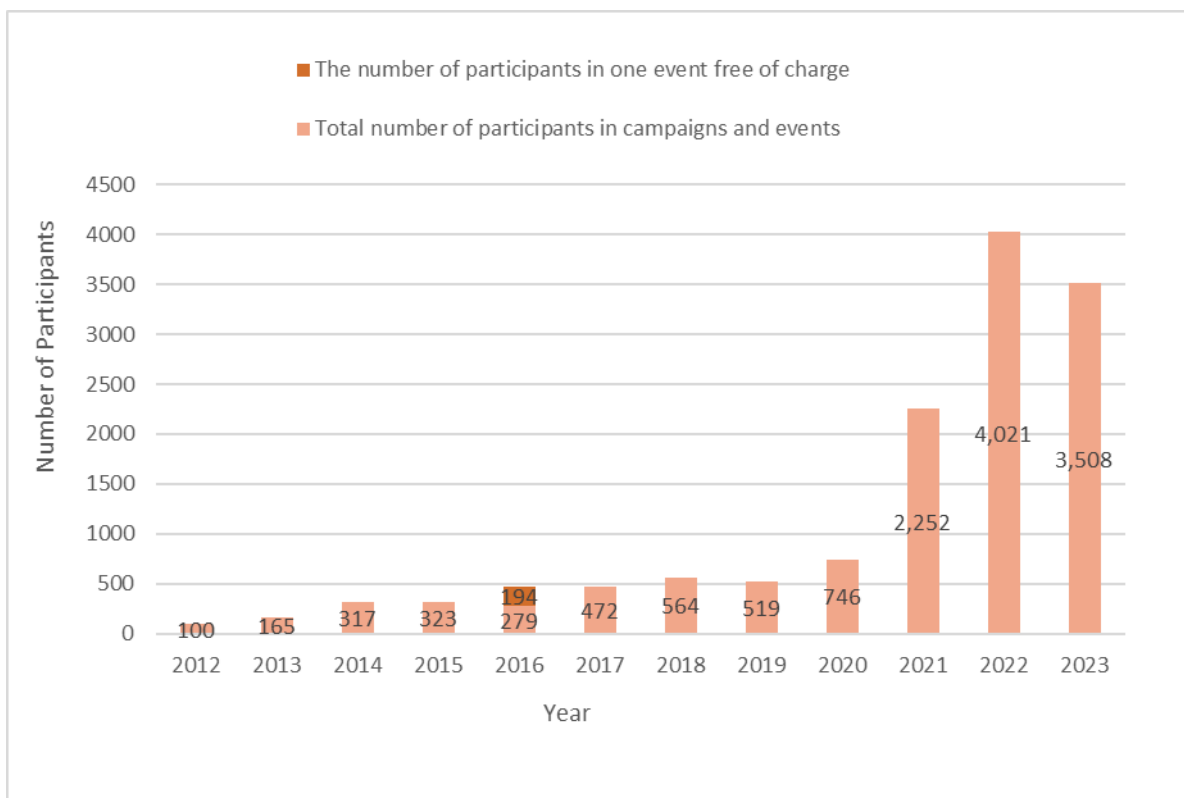
(No charge for participation)

4) "Organize and hold your own fundraising event" :

Participants plan and hold their own events to collect donations, which are then donated to CARE. The purposes of those events would be to raise awareness of global water and poverty issues.

## 2) Campaign Result

### 【Number of participants in campaigns and event (2012 - 2023)】



The number of participants in the campaign was 3,508 people which is 87.2% of last year.

\*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		Price Category	Result (Paid) (Number)	Result (Free) (Number)	Subtotal
"Walk in Her Shoes, anytime and anywhere you want"	General Participants	New Participants (1st round)	149	/	733
		New Participants (2nd round)	228		
		Repeaters	224		
		Students (General)	74		
		Students (Students Partners)	58		
	Walking Partners	New Participants (1st round)	1,209		1,911
		New Participants (2nd round)	62		
		Repeaters	640		
	Ambassador/Junior Ambassadors				
Subtotal			2,644	53	2,697
T-Shirts	General Participants	¥ 2,500	117	/	333
	Walking Partners	¥ 2,000 (3/26)	179		
		¥ 2,000 (By group)			
CARE Supporting Group	¥ 2,500 (Individually)	37			
Event	"World Water Day" Sakura Charity Walk		75	7	82
	Walk in Her Shoes 2023 Special Event in Kyushu		183		183
Organize Fundraising or Hold Your Own Event (Organization/Individuals)			136		136
Participation by Donation	¥1,000		63	/	74
	¥2,000		6		
	¥2,500		1		
	¥6,000		1		
	¥17,625		1		
	¥26,600		1		
	¥30,000		1		
Total			3,445	60	3,505

\*Regarding the number of walking partners who are repeating, participants from Nissan (600 people) and Nissan Motor Sports & Customize (34 people) were excluded because they participated without repeater discounts (counted as regular participants instead)

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

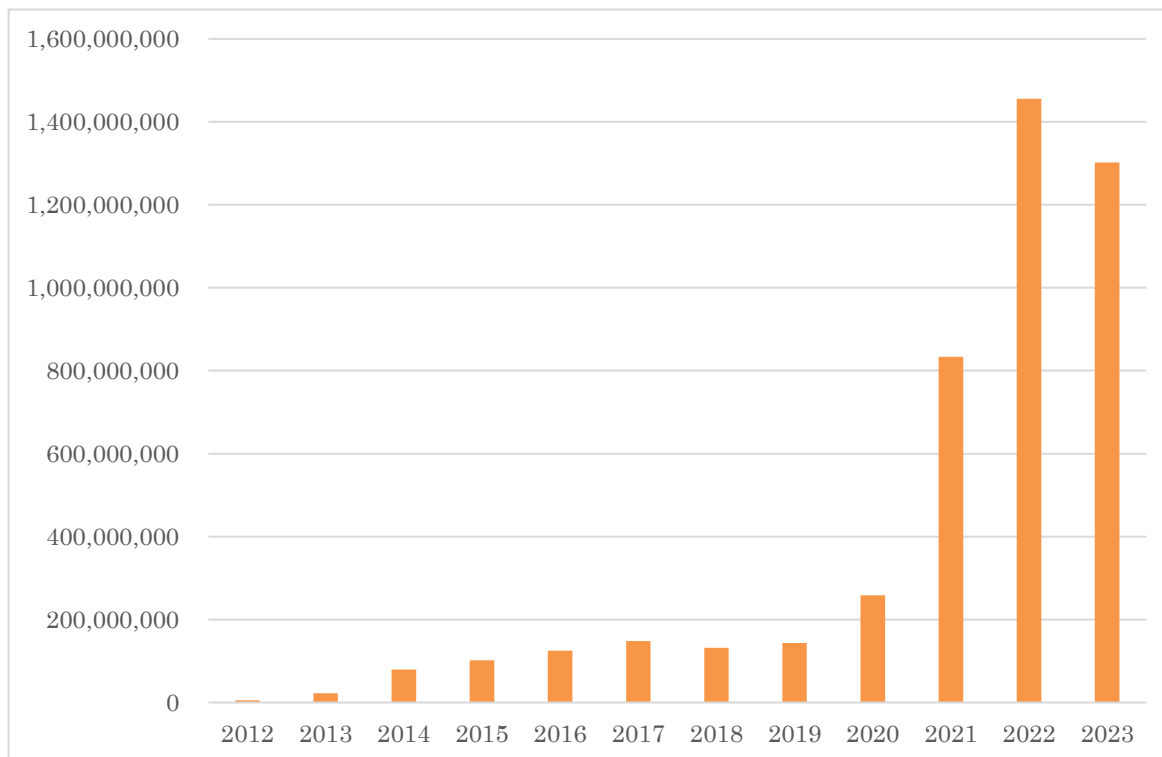
\*"Organize and hold your own event to collect donations" was implemented by 5 organizations, and the total number of participants is shown

\*"Participation by Donation" ( ¥ 2000) are donations made by those who were absent from the event "World Water Day" Sakura Charity Walk.

Also, the amount ¥ 2,500 ¥ 6,000 ¥ 17,625 ¥ 26,600 from "Participation by Donation" are donations made from "Organize and hold your own fundraising event". The amount ¥ 30,000 from "Participation by Donation" is a donation made from "Walk in Her Shoes 2023 Special Event in Kyushu". Others are donations from those who participated in "Walk in Her Shoes, Anytime and Anywhere You Want".

**【Number of steps reported (2012 - 2023)】**

※ Target number of steps for 2023: 1.5 billion steps



The number of steps taken was 1,301,753,358, and it did not reach the target of 1.5 billion steps. The number of participants in the " Walk in Her Shoes, Anytime and Any Place You Like " campaign was 2,697 which was 89.6% of last year. The average number of steps per person per day reported was 8,345.

**【Campaign income/expense Year-on-year comparison, vs. target (2023/2022)】**

		2023 (year)	2022(year)	YOY(¥)	YOY	Target (¥)	vs Target
Income	Goods sponsored (equivalent to donation)	¥888,030	¥1,775,585	¥-887,555	50.01%	¥1,525,000	58.23%
	Income from entry fees	¥8,568,905	¥9,912,000	¥-1,343,095	86.45%	¥9,460,000	90.58%
	Organize and hold your own event + other donations	¥137,725	¥168,732	¥-31,007	81.62%	¥200,000	68.86%
	Cooperate Sponsorship	¥5,400,000	¥5,170,000	¥230,000	104.45%	¥5,250,000	102.86%
	Total Income (excluding the goods sponsored)	¥14,106,630	¥15,250,732	¥-1,144,102	92.50%	¥14,910,000	94.61%
Expense	Total Expense	¥3,239,707	¥3,547,843	¥-308,136	91.31%	¥3,837,500	84.42%
Balance Difference (excluding goods provided)		¥10,866,923	¥11,702,889	¥-835,966	92.86%	¥11,072,500	98.14%
ROI (return on investment)		435.43%	429.86%			388.5%	

"Goods sponsored" is a negative figure, but the amount of donation by providing goods is substantially equivalent to the amount of donation. (This is because last year's income included 1,075,000 yen for the ITOCHU SDGs STUDIO venue and exhibition set-up expenses paid by

ITOCHU)". Decrease in online participation from individuals resulted in a decrease in revenue due to a decrease in original T-shirts.

Expenditures also decreased from last year. ROI (Return on Investment) increased by 5.6%. About two-thirds of the expenditures, or 2.2 million yen, were related to the step reporting system. Specifically, the cost was for the development of the system integration of step reporting (automatic linkage and manual) and the usage fees for the participating pedometer application and manual step reporting page.

Additionally, the cost of producing T-shirts and other merchandise was 16% (approximately 530,000 yen), web payment fees were 7% (230,000 yen), and expenses for in-person events were also added.

### **【Year-on-year comparison of sponsorship, supporters, patrons and PR results (2023/2022)】**

\* Excluding the number of special sponsors and supporting companies for "Walk in Her Shoes 2023 in Kyushu".

		2023	2022	YOY(#)	YOY
Special sponsorship	Sponsorship fee (300,000 yen or more)	9	2	7	450%
Sponsorship	Sponsorship fee (300,000 yen or less)	6	13	-7	46%
In-kind sponsorship	Provision of goods and services	9	9	0	100%
PR sponsorship	Public Relations Support	12	12	0	100%
Walking Partners	Promotion of employee participation	21	20	1	105%
Student Partners	Promoting University Student Participation	4	11	-7	36%
Media Publications (Newspaper/Websites)		6	7	-1	86%

Beginning this year, support through sponsorship funds will be classified as special sponsorship and co-sponsorship. Special sponsors were differentiated by printing their corporate logo on the campaign T-shirts, which increased the overall sponsorship amount.

This year, the sponsorship was divided into two categories: special sponsorship and co-sponsorship.

### **3) Campaign Summary**

#### **\* Decrease in participation fee income due to less number of participants**

As for the number of participants in the most focused "Anytime and Anywhere You Want", repeat individual participants increased by 134.1% compared to the previous year.

While the number of repeat individual participants increased from the previous year, the number of new individual participants decreased significantly (58.8% from the previous year), resulting in an overall participation rate of 89.6% from the previous year. As the restriction of activities due to the COVID-19 eased, allowing for more options to conduct outdoor activities, the challenge is how to increase the number of participants in the future. The revenue was maintained at the 10 million yen for the second year since last year.

#### **\* Support from collaborating companies such as Walking Partners**

In corporate partnerships, we received support from companies and organizations in all areas of special sponsors, sponsors, patrons, and walking partners (similar to last year). In addition to obtaining significant sponsorships of 300,000 or more through establishing a new special sponsorship quota, efforts were made to maintain and expand the number of Walking Partners. As

for the Walking Partners, five new corporations have joined. The number of employees participating in the "Walking Partners" program was 1,911, about the same as last year, accounting for 70.9% of all participants who "Anytime and Anywhere You Want".

**\* Implementation of special projects this year**

This year, the following special events were held.

① Expansion of donations from posting "C" on social media and the number of steps

Normally, 1 yen is donated per 500 steps, and 100 yen is donated for 1 photo of "C" posted on social media. For the period of 16 days from the end of April until the end of May, the donation amount was increased - 1 yen was donated per 100 steps and 300 yen was donated per photo.

② Sales of T-shirts with original designs

Original 2023 T-shirts with the logos of special sponsors (only those who requested them) and "Walk in Her Shoes 2023" were produced and sold. This year, two types of materials, cotton and mesh, were available in M and L sizes, respectively. As a special offer, Walking Partners offered a discounted price of 2,000 yen for bulk purchases. As a result, 333 shirts were sold, which is 55.5% of last year.

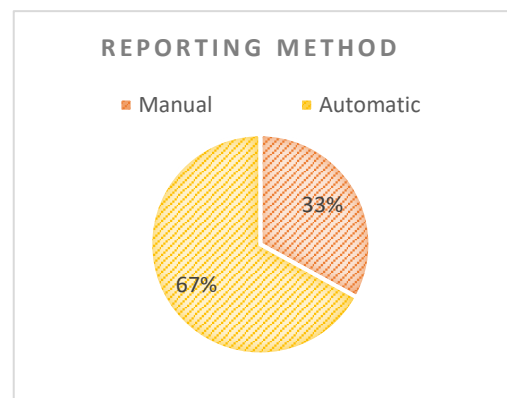
③ [Double the Donation] More Support Charity

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, 63 units (1,000 yen per unit) were donated which is 90% of last year.

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

In regards to "Walk in Her Shoes, Anytime and Any Place You Like" step counts, participants were able to select "manual input" or "automatic linkage" with an app ALKOO which one can download on smartphones.

Similar to last year, about 70% of the participants chose "automatic linkage" method due to its convenience. In both of the two methods, about 20% of the participants said it was "difficult to use." Further improvement of systems and manuals is required.





**\* HTML for periodic communication**

As part of efforts to promote and improve participant communication, the "WiHS Newsletter," an e-mail newsletter was sent twice a month to " Walk in Her Shoes, Anytime and Any Place You Like " participants. The content mainly covered the issues related to water availability and gender in developing countries as well as information on CARE's work and campaigns. For a total of 7 email communication sent since the campaign started until the end of June, the open rate was 57% on average (excluding walking partner bulk applicants).

**\* Online event in collaboration with LiveRun corporation**

LIVERUN app allows people in different locations to connect in real time through running, yoga, muscle training, etc., while listening to a trainer with earphones in real time. This year, with the support as a cooperation patron, an event was held on April 22<sup>nd</sup> (sat) in collaboration. On that day, Yoko Ito who is a project manager of "Improvement of Agricultural Water Supply System in East Timor" joined on site and talked about the campaign and the situation in local area. 156 participants walked, run while listening to the host and Ito discuss while others listened to them as radio.

In addition, on April 15<sup>th</sup> (sat) and May 14<sup>th</sup> (Sun), 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. About 25 people participated on the day of the event for each, and the program was used as a measure to promote team participation.

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

During the campaign period, contents were posted on social media (Facebook, Twitter, Instagram) campaign accounts. In addition to regular posting, Facebook group for only the participants was used to promote a place where they can interact and socialize with each other.

Furthermore, "Triple Donation Week" was held again this year. During this period, for every "C" photo posted, the special sponsor donated 300 yen to CARE, which is three times the usual amount. We attempted to spread the awareness of the campaign by free participation through social media. Through these efforts, a total of 1,737 "C" photos were posted this year on social media.

**\* 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 4,940,635yen worth of donations.

[Breakdown]

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

→ (Actual)  $1,046,500,361 \text{ steps} \div 500 \text{ steps} = 2,093,000 \text{ yen}$

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

→ (Actual)  $242,613,536 \text{ steps} \div 100 \text{ steps} = 2,426,135 \text{ yen}$

For each photo posted, the company donates 100 yen.

→ (Actual)  $100 \text{ yen} \times 813 \text{ pieces} = 81,300 \text{ yen}$

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

→ (Actual)  $300 \text{ yen} \times 924 \text{ pieces} = 277,200 \text{ yen}$

[Double the Donation] More Support Charity

→ (Actual)  $1,000 \text{ yen} \times 63 \text{ units} = 63,000 \text{ yen}$

**\* Measures to improve efficiency of campaign management**

Given the increasing number of participants, the application period was moved forward significantly this year. Individuals were carefully informed of existing participants and walking partners, and the event was rolled out without significant disruption. In addition, in terms of corporate correspondence, the company took efficient measures such as holding several online joint participation briefings and, for the first time, a briefing session on setting and reporting the number of steps taken in the presence of NAVITIME employees who provide a step counting application. Further improvement is needed in handling inquiries from individual corporations.

## 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 2024"



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