



Walk in Her Shoes 2025

Let's support her future by walking.

Campaign Report (Summary)



June 2025

CARE International Japan

Table of Contents

1. Campaign Overview and Summary3

- 1) Campaign Overview
- 2) Campaign Result
- 3) Campaign Summary

2. Donation Usage Overview of CARE International Japan Activities10

1. Campaign Overview and Summary

1) Campaign Overview

‘Walk in Her Shoes’ is a global campaign that started in CARE Australia in 2011 with the aim of experiencing the “reality” and “poverty” faced by people in developing countries and inspiring new action. This year marked the 14th implementation of the campaign in Japan. Participation fees and donations from this campaign are used to support the foundation's activities aimed at reducing poverty by helping women and girls in difficult circumstances in developing countries and conflict zones to become self-reliant.

【Overview of the 2025 Campaign】

Period of implementation

From 8 March 2025 (International Women's Day) to 31 May 2025 (approximately 3 months)

How to participate

1) “Walk in Her Shoes, Anytime and Any Place You Like” (Online Participation)

After entry, set up an initial step count report and set the 8,000 steps required for women and girls in developing countries to fetch water (per day (average per day) to walk. Download a pedometer app to link the number of steps automatically or register the number of steps manually. Teams can also take part. The number of steps taken by you and your team can be ranked. With the help of special sponsors and sponsorship companies, 1 yen will be donated for every 500 steps taken.

<Entry fee>

General 1st call: 3,000 yen (10 Dec 2024 - 12 Feb 2025)

General 2nd call: 3,500 yen (13 Feb 2025 - 23 Apr 2025)

Repeater discount price: 2,000 yen (accepted during 1st call only)

Team (3 or more people): 2,000 yen

University students and below: 1 JPY 1,500

Campaign original T-shirt: JPY 2,800 (including consumption tax and postage)

2) “Participate in walking events” :

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

- Confronting Global Water and Gender Issues! “World Water Day” Charity Walk (Participation fee: 2,000 yen)
- Walk in Her Shoes 2025 in Kyushu (Participation fee: General 3,000 yen, Students 1,500 yen)

3) Post "C" or “Water” with #歩く国際協力 2025 (Participate by posting photos on social media) :

Take a picture of “C” as in “CARE” or a picture of water and post the photo on Facebook, X, or Instagram

with #歩く国際協力 2025. With the cooperation of special cooperation sponsors, 100 yen will be donated per photo. (No charge for participation)

4) Post GPS art of “C” (Participate by posting photos on social media) :

Draw “C” as in “CARE” with GPS art and post it on Facebook, X, or Instagram with #歩く国際協力 2025 #GPSアート. With the cooperation of special cooperation sponsors, 100 yen will be donated per post. (No charge for participation)

5) ” 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.

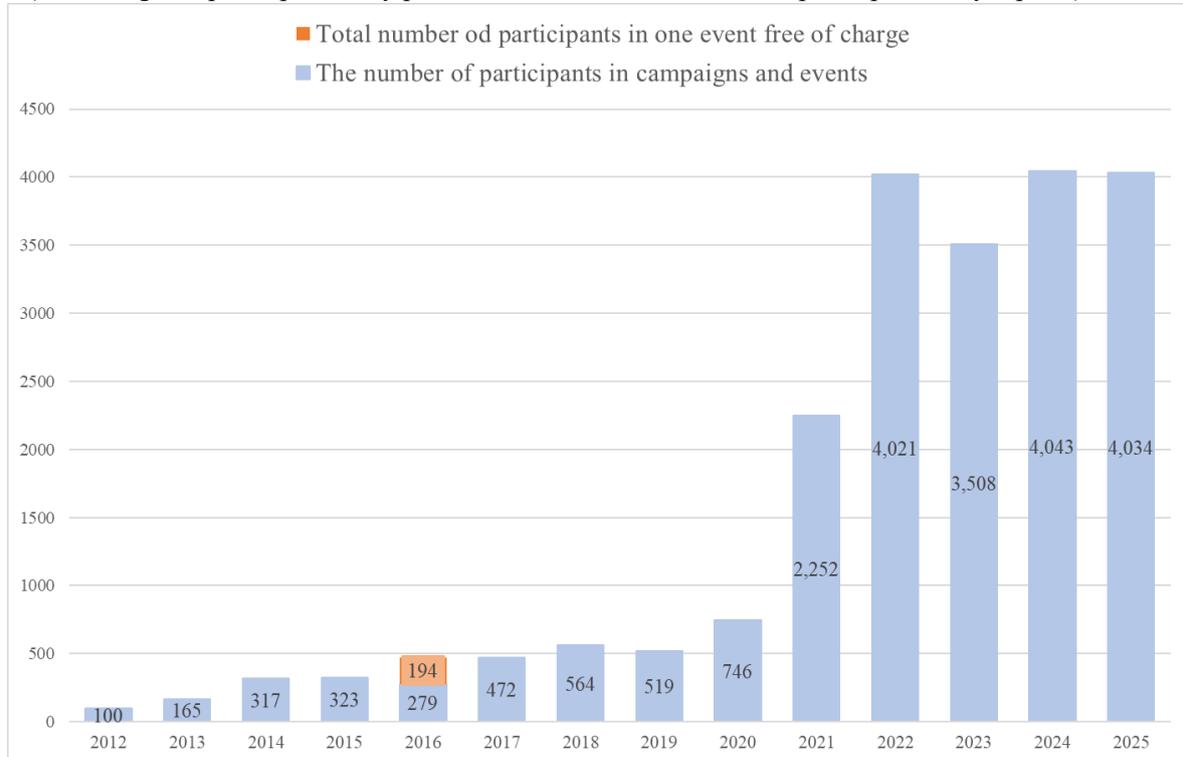
6) Participate in “Repost Campaign” (Participate by reposting posts on X)

Follow the official X account and repost posts eligible for the “Repost Campaign” pinned to its profile. 50 yen will be donated per repost. (No charge for participation)

2) Campaign Result

【Number of participants in campaigns and event (2012 - 2025)】

(Excluding 608 participations by photo/GPS art submissions and 97 participations by reposts)



*Campaign participants were 3,821, 94.5% more than in the previous year.

*2016 results include the November 2015 Tokyo event.

*2018 results include the October 2017 Tokyo event.

【Breakdown of campaign and event participants】

(Excluding 608 participants through photo/GPS art submissions and 97 through reposts)

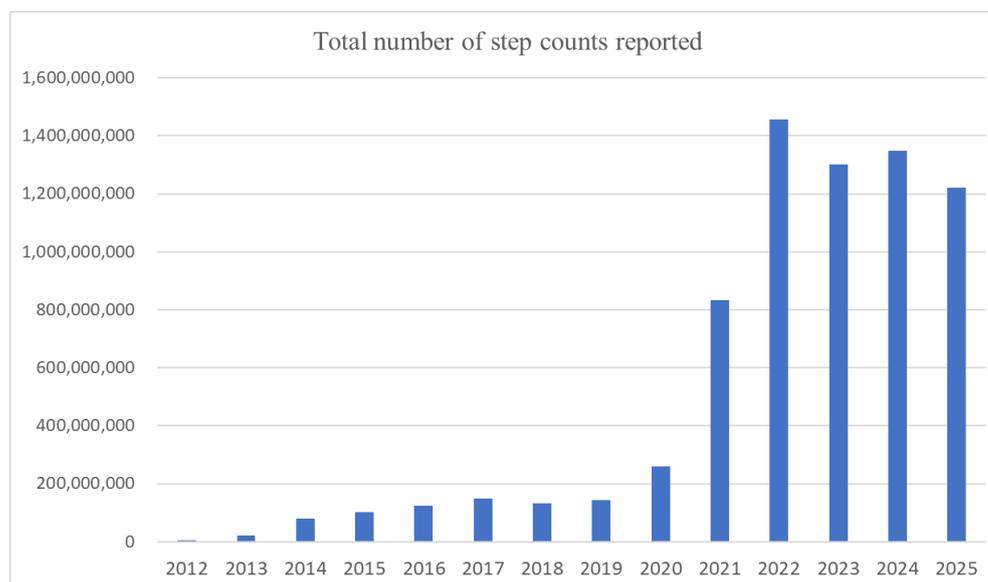
Breakdown of participants		Price Category	Result (Paid) (Number)	Result (Free) (Number)	Subtotal
"Walk in Her Shoes, anytime and anywhere you want"	General Participants	New Participants (1st round)	171		814
		New Participants (2st round)	493		
		Repeaters	97		
		Start Campaign		2	
		Students (General)	18		
		Students (Students Partners)	33		
	Walking Partners	New Participants (1st round)	979		1,651
		New Participants (2st round)	6		
		Repeaters	666		
	Subtotal			2,463	2
T-Shirts	General Participants	¥2,800	43	18	368
	Walking Partners	¥2,100	311		
	Purchase at walk events	¥2,000	14		
	CARE Supporting Groups				
	Subtotal		368		
Event	"World Water Day" Charity Walk		51	15	66
	Walk in Her Shoes 2025 in Kyushu		227		227
	Wakasa and Mikata Goko Tour Day March Charity Programme			100	100
	YouTube LIVE -Tips for healthy walking			27	27
	LiveRun special session connecting with Timor-Leste			186	186
Organize Fundraising or Hold Your Own Event (Organization/Individual)			543		543
Participation by Donation		¥1,000	32	1	34
		¥18,332	1		
		¥100,000	1		
合計			3,686	348	4,034

*"Organize and hold your own event to collect donations" was implemented by 7 organizations, and the total number of participants is shown.

*"Participation by Donation" is ¥18,332. ¥100,000 donated for self-organised events.

【Number of steps reported (2012 - 2025)】

※Target number of steps for 2025: 1.4 billion steps



The number of steps walked was 1,221,282,679, 91% of the previous year's figure. The number of participants in the campaign “Walk when and where you want” was 2,465, 89% of the previous year's figure. The reported average number of steps per person per day was 8,200, which is more than the “8,000 steps it takes women and girls to fetch water in developing countries”.

【Campaign income/expense Year-on-year comparison, vs. target (2025/2024)】

		2025 (year)	2024 (year)	YOY (¥)	YOY	Target (¥)	vs Target
Income	Goods sponsored	¥714,302	¥1,188,339	¥-474,037	60.11%	¥1,200,000	59.53%
	Income from Entry fees	¥8,453,600	¥8,971,800	¥-518,200	94.22%	¥8,934,750	94.61%
	Organize and hold your own event + other donations	¥167,032	¥164,161	¥2,871	101.75%	¥30,000	556.77%
	Cooperate Sponsorship	¥4,900,000	¥5,100,000	¥-200,000	96.08%	¥5,740,000	85.37%
	Total Income (excluding the goods sponsored)	¥13,520,632	¥14,235,961	¥-715,329	94.98%	¥14,704,750	91.95%
Expense	Total Expense	¥3,051,468	¥3,622,050	¥-570,582	84.25%	¥4,485,900	68.02%
Balance Difference (excluding goods provided)		¥10,469,164	¥10,613,911	¥-144,747	98.64%	¥10,218,850	102.45%
ROI (return on investment)		443.09%	393.04%			327.8%	

Due to a decrease in corporate sponsorships and the number of campaign participants, total revenue fell short of the previous year's figure.

On the other hand, although expenditures were incurred for the development and operation of the step reporting system (JPY 2,310,000), T-shirt production (JPY 240,000), web-based payment processing, and offline event implementation, total expenses were lower than the previous year. As a result, the overall financial balance remained approximately at the same level as the previous year.

【Year-on-year comparison of sponsorship, supporters, patrons and PR results (2025/2024)】

		2025	2024	YOY(#)	YOY
Special sponsorship	Sponsorship fee (300,000 yen or more)	10	9	1	111%
Sponsorship	Sponsorship fee (300,000 yen or less)	3	5	-2	60%
In-kind sponsorship	Provision of goods and services	9	8	1	113%
PR sponsorship	Public Relations Support	18	15	3	120%
Walking Partners	Promotion of employee participation	22	24	-2	92%
Student Partners	Promoting University Student Participation	3	5	-2	60%
Media Publications (Newspaper/Websites etc.)		19	15	4	127%

In light of the campaign's awareness-raising objectives, the campaign aimed in particular to increase the number of corporations and employees participating in the Walking Partners. In addition, the campaign aimed to strengthen publicity, increase the number of sponsors, and increase the level of cooperation by co-sponsoring and collaborating on events aimed at increasing publicity and participation.

3) Campaign summary

* Increase in the number of individual participants who ‘walk at their favourite time and place’

For the first time, a special price was set for teams of three or more people, at ¥2,000 per person, lowering the bar for participation and encouraging participation through ‘introductions by acquaintances’, which has traditionally been a major ‘trigger for participation in campaigns’. As a result, the campaign has been able to promote participation in the “Any time, any day” campaign. As a result, the number of individual participants in the “Walk when you want, where you want” campaign reached 814, a significant increase of 122% on the previous year. In addition, the number of registered teams reached 81 (132% compared to the previous year), showing that team participation by inviting acquaintances, colleagues and family members, as well as individual participation, has taken root.

*Participation and cooperation from walking partners and other cooperating companies

In terms of corporate cooperation, many companies and organisations cooperated as special sponsors, co-sponsors, cooperators, supporters and walking partners, as in previous years (62 companies in total, up by one company compared to the previous year, including 11 new companies). The number of employees participating under the Walking Partners umbrella who take part in the “Walk when you want, where you want” fell to 1,651 (79% of the previous year's figure), largely due to a decrease in participation from large existing participants with more than 100 members (249 from three companies) and a drop in participation from one company (140 from one company). As a result of promoting the application of the repeater price throughout the first and second recruitment periods, the percentage of repeaters in the total was more than 40%, recording a high retention rate as an annual campaign.

*Diverse self-organised events realised

Seven self-organised events were organised, mainly walk events (down one from the previous year). A wide variety of selforganised events were realised, including a charity concert for International Women's Day, PR activities at international film festivals, and online charity projects by celebrity fans. The number of participants totalled 543 (104% of the previous year), contributing to an increase in the number of participants from all over the country, including rural areas, in this campaign, where the overwhelming majority of participants are from Tokyo and three other prefectures.

*Promoting participation and strengthening publicity through the use of social networking services
Aimed mainly at people in their teens and twenties, who are less likely to participate in the ‘Walk when and where you want’ campaign, the campaign was launched as a charity event through social networking services, in which participants who posted a photo of the “C” and “water” of CARE or GPS art of the “C” and reposted the Secretariat's X post (free participation) would receive a donation to CARE from the sponsor company. Charity participation was promoted through social

networking sites, where donations were made to CARE. Although a certain amount of participation was promoted by setting up a period of enhanced participation during Golden Week and towards the end of the campaign, when donations were increased, participation by posting photos/GPS art and by reposting remained at 608 and 97 respectively.

*Distribution of regular communications to raise awareness during the campaign period

This campaign aimed to inform people about the current situation of people in developing countries, have them experience it through daily walks and then trigger new values and actions. Therefore, the bi-weekly email newsletter “WiHS Regular News Letter” was distributed to participants of the “Walk when and where you want”, providing information on water and gender issues in developing countries, information on CARE activities and information on the campaign, along with photos and other information. The emails were sent in html format, with a compact text and links to detailed information. The average open rate of the eight emails sent from the start of the campaign to the end of June was a high 59.3% (excluding walk partners who applied in batches).

In addition, Facebook, X (formerly Twitter) and Instagram were operated under dedicated campaign accounts, with a total of 108 Facebook posts. In addition, as in previous years, a Facebook group was set up exclusively for participants who ‘walk when and where they want’, providing an opportunity for participants to interact with each other.

*Improved step count reporting method (“automatic linkage” and “manual input”)

With regard to step count reporting for “Walk when and where you want”, this year again adopted a format where participants can choose between “automatic linkage” or “manual input” on the smartphone walking app ALKOO. Three-quarters of all participants (77%) chose automatic linkage (up from 76% the previous year). The proportion of participants who said the system was “difficult to use” decreased compared to the previous year due to improvements to the system and revisions to the manuals, etc. However, 20% of participants who used manual input and 10% of participants who used automatic linkage still said it was “difficult to use” this year, and further improvements are required in the future.

*Use of campaign sponsorship (donations based on number of steps, “C” and “water” photos, “C” GPS art, donations from the Repost campaign, additional donations from the Double More Support Charity)

Use of sponsorship from companies as a “promotion with donation” budget to promote participation.

As shown below, the cooperation included 1,221,282,679 steps, 608 social networking posts and 32 additional donations, for a total participation equivalent to a donation of JPY 4,619,577.

				Amount of donation	
Step counts	500 steps, 1 yen	969,637,440	steps	1,939,275	¥
	100 steps, 1 yen	251,645,239	steps	2,516,452	¥
	Step total	1,221,282,679	steps	4,455,727	¥
Photo submission	100 yen per photo	251	photos	25,100	¥
	300 yen per photo	305	photos	91,500	¥
	Photos total	556	photos	116,600	¥
GPS Art submission	100 yen per photo	26	art	2,600	¥
	300 yen per photo	26	art	7,800	¥
	GPS Arts total	52	art	10,400	¥
Repost campaign	50 yen per case	97	cases	4,850	¥
Donations double more support charities	1,000 yen per unit	32	units	32,000	¥
Total				4,619,577	¥

***Donations UP period:**

26 Apr - 6 May (11 days)

24 May - 31 May (8 days)

2. Donation Usage Overview of CARE International Japan Activities

Entry fees and donations to this campaign will be used for CARE International Japan's overall activities aimed at reducing poverty by supporting the self-reliance of women and girls in difficult circumstances in developing countries and areas of conflict and disaster. The Foundation is currently working mainly on the following projects.

The following 'What you can do with, for example, XXX million yen' is only an example and does not mean that the amount will actually be used directly for each project.

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

*Project Objective :

To diversify their means of livelihood, the project aims to improve the livelihood conditions of farmers in remote villages by cultivating vegetables during the dry season and creating an environment that connects farmers to markets.



*Main Activities :

1. ensure access to water for livelihoods and agriculture throughout the year by installing water storage tanks and irrigation systems.
2. enable the cultivation of vegetables during the dry season and create a basis for linking farmers to markets to promote future vegetable sales.
3. promote access to financial services so that women can have a positive impact on household

finances.

What we can do with about 1 million yen

For example, roads and bridges in a village at high risk of disaster can be reinforced or renovated. By reducing the risk of disruption of mobility each time a disaster strikes, and by ensuring the movement of people and goods, the project can help revitalize farmers' livelihood activities.

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 livelihoods of entire households, and to create self-sustaining communities.



*Main Activities :

1. improving basic numeracy and literacy skills
2. improving management of agricultural production and family health care
3. promoting population understanding of entrepreneurship and microfinance services
4. promoting parents' understanding of early childhood health and development and of sending their children to school

What we can do with about 1 million yen

For example, approximately 5,000 copies of the learning magazine Rafaek, which is used as supplementary material in primary and secondary schools where local language textbooks are not widely available, could be distributed.

3) Nepal : ” Remote school facilities improvement project in Nepal”

*Project Objective :

Through the renovation of classrooms and girl-friendly restrooms, the project aims to create a safe, high quality learning environment for children.

*Main Activities :

1. Renovate unfinished school buildings.
2. Improve and maintain water and sanitation facilities including toilets and hand-washing facilities.
3. Raising awareness – provide training to teachers and students on safe hygiene practices, including a hygienic handling method of menstruation.



What we can do with about 2 million yen

For example, schools can build school exteriors for a quality learning environment, renovate water and sanitation facilities, and train adolescent male and female students and teachers on safe hygiene practices, including menstrual hygiene coping.

4) Ukraine Crisis Humanitarian Response

We ensure the life and dignity of refugees from Ukraine to neighboring countries and internally displaced persons in Ukraine.

*Main Activities :

1. Distribution of emergency relief supplies such as food, water, hygiene products, and cash.
2. Psychological care to alleviate trauma and 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 the 15th anniversary of Walk in Her Shoes 2026.

Thank you very much for your participation and support.
We look forward to working with you on "Walk in Her Shoes 2025"



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