



# Walk in Her Shoes 2026

Let's support her future by walking.

## Campaign Report (Summary)



June 2026

CARE International Japan

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# 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 is the 15th anniversary. Participation fees and donations from this campaign will be used, excluding various expenses related to the operation of this campaign, through CARE International Japan’s overseas project in Timor-Leste, the “Livelihood and Nutrition Improvement Project in Remote Communities,” and will be carefully utilized to improve access to water for agriculture and daily living in remote communities.

### 【Overview of the 2026 Campaign】

#### Period of implementation

From 8 March 2026 (International Women's Day) to 31 May 2026 (approximately 3 months)

#### How to participate

##### 1) “Walk in Her Shoes, Anytime and Anywhere You Want” (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 (the 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 2025 - 12 Feb 2026)

General 2nd call: 3,500 yen (13 Feb 2026 - 23 Apr 2026)

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

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

University students and below: 1,000 yen

##### 2) “Participate in a Walking Event” :

Participate in “Confronting Global Water and Gender Issues! World Water Day Charity Walk,” hosted by CARE International Japan (Participation fee: 2,000 yen)

##### 3) Post "C" or “Water” with #歩く国際協力2026 (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2026. 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2026 #GPSアート. With the cooperation of special cooperation sponsors, 100 yen will be donated per post. (No charge for participation)

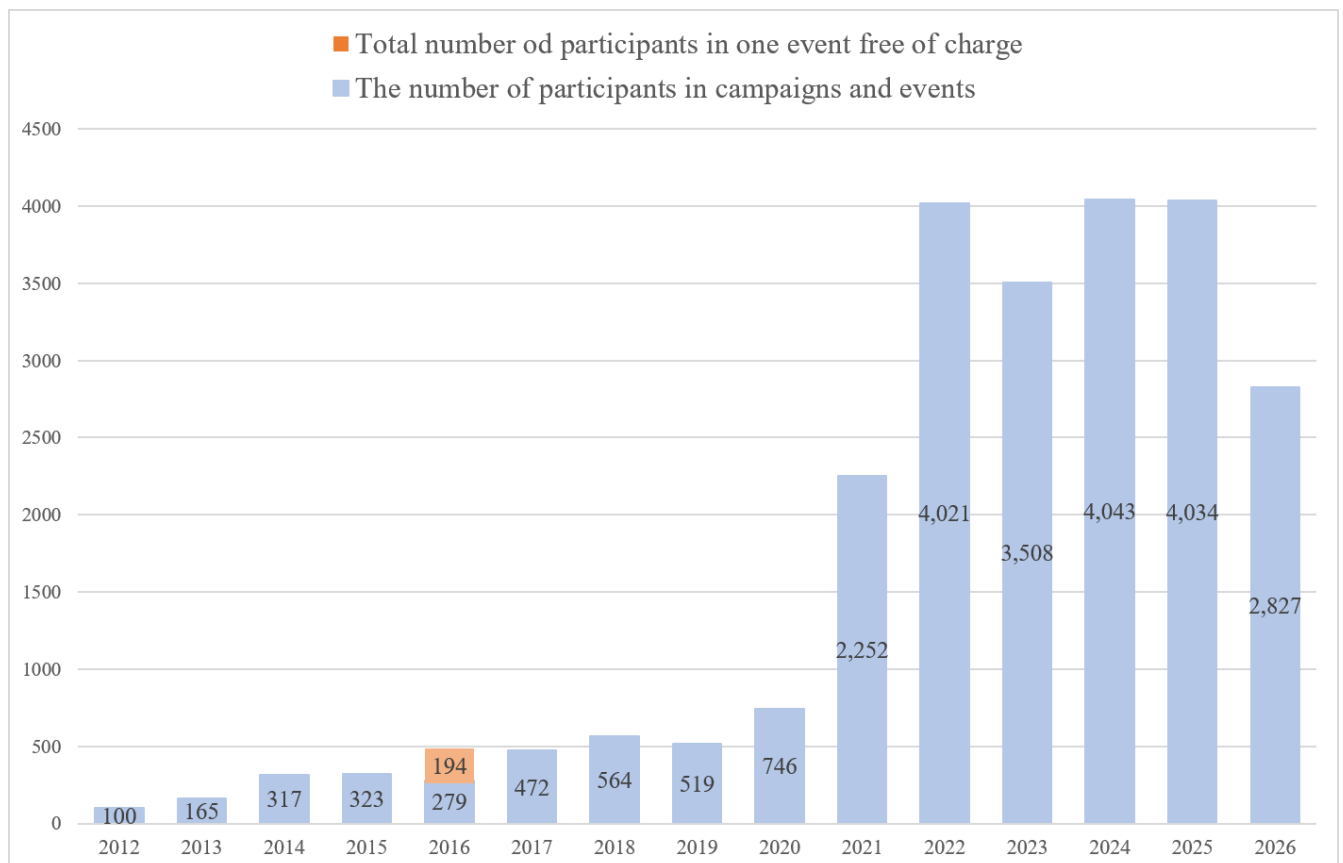
5) ” Organize and hold your own fundraising event” :

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.

## 2) Campaign Result

### 【Number of participants in campaigns and event (2012 - 2026)】

(Excluding 770 participations by photo/GPS art submissions)



\*Campaign participants were 2,827, or 70% of the previous year's total.

\*2016 results include the November 2015 Tokyo event.

\*2018 results include the October 2017 Tokyo event.

## 【Breakdown of campaign and event participants】

(Excluding 770 participants through photo/GPS art submissions)

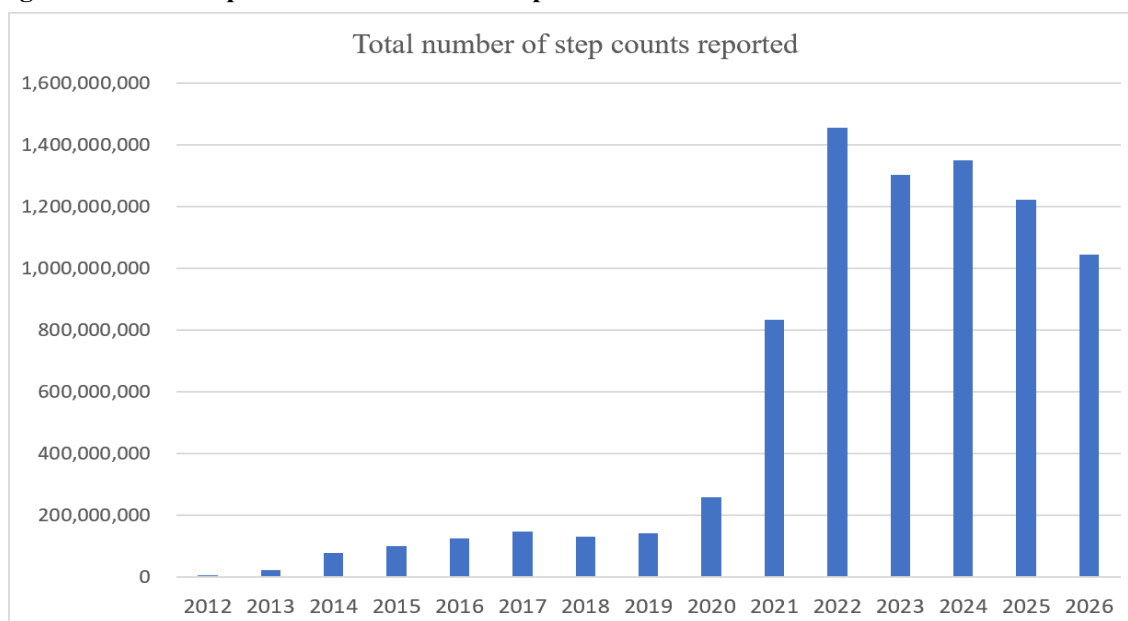
Breakdown of participants		Price Category	Result (Paid) (Number)	Result (Free) (Number)	Subtotal
"Walk in Her Shoes, anytime and anywhere you want"	General Participants	New Participants (1st round)	222		1,206
		New Participants (2nd round)	823		
		Repeaters	63		
		Start Campaign		1	
		Students (General)	38		
		Students (Students Partners)	59		
	Walking Partners	New Participants (1st round)	345		826
		New Participants (2nd round)	58		
		Repeaters	423		
	Subtotal			2,031	1
T-Shirts/ 15th Anniversary Commemorative Set	General Participants	¥3,200	43		88
	Walking Partners	¥3,000	22		
	Purchase at walk events	¥2,700	23		
	Commemorative Set	¥1,200	97		
	CARE Supporting Groups			14	
	Subtotal		185	14	
Event	"World Water Day" Charity Walk		66	21	87
	LiveRun special session connecting with Timor-Leste		188		188
Organize Fundraising or Hold Your Own Event (Organization/Individual)			288		288
Participation by Donation		¥1,000	30		33
		¥30,300	1		
		¥7,275	1		
		¥10,046	1		
Total			2,791	36	2,827

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

\* ¥30,300, ¥7,275, and ¥10,046 were raised through self-organised events.

## 【Number of steps reported (2012 - 2026)】

※ Target number of steps for 2026: 1.4 billion steps



The number of steps walked was 1,043,823,848, 85.5% of the previous year's figure. The number of participants in the campaign “Walk anytime and anywhere you want” was 2,032, 82% of the previous year's figure. The reported average number of steps per person per day was 8,102, 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 (2026/2025)】**

		2026 (year)	2025 (year)	YOY (¥)	YOY	Target (¥)	vs Target
Income	Goods sponsored	¥1,106,710	¥714,302	¥392,408	154.94%	¥700,000	158.10%
	Income from Entry fees	¥4,842,721	¥8,453,600	¥-3,610,879	57.29%	¥7,924,000	61.11%
	Organize and hold your own event + other donations	¥77,621	¥167,032	¥-89,411	46.47%	¥30,000	258.74%
	Cooperate Sponsorship	¥5,178,590	¥4,900,000	¥278,590	105.69%	¥5,340,000	96.98%
	Total Income (excluding the goods sponsored)	¥10,098,932	¥13,520,632	¥-3,421,700	74.69%	¥13,294,000	75.97%
Expense	Total Expense	¥2,934,336	¥3,051,468	¥-117,132	96.16%	¥4,485,900	65.41%
Balance Difference (excluding goods provided)		¥7,164,596	¥10,469,164	¥-3,304,568	68.44%	¥8,808,100	81.34%
ROI (return on investment)		344.16%	443.09%			296.4%	

Due to the withdrawal of several major corporate participants and the discontinuation of “Walk in Her Shoes in Kyushu,” the number of campaign participants decreased significantly. Although corporate sponsorship revenue exceeded the previous year's level thanks to enhanced promotion of the campaign's 15th anniversary, participation fee revenue fell significantly below 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 260,000), web-based payment processing, and offline event implementation, total expenses were slightly lower than the previous year.

As a result, the overall financial balance fell significantly below the previous year's level.

**【Year-on-year comparison of sponsorship, supporters, patrons and PR results (2026/2025)】**

		2026	2025	YOY(#)	YOY
Special sponsorship	Sponsorship fee (300,000 yen or more)	8	10	-2	80%
Sponsorship	Sponsorship fee (300,000 yen or less)	9	3	6	300%
In-kind sponsorship	Provision of goods and services	10	9	1	111%
PR sponsorship	Public Relations Support	15	18	-3	83%
Walking Partners	Promotion of employee participation	17	22	-5	77%
Student Partners	Promoting University Student Participation	3	3	0	100%
Media Publications (Newspaper/Websites etc.)		61	19	42	321%

The campaign maintained a level of participation from corporations and universities comparable to the previous year. In terms of publicity, media coverage increased significantly, particularly through online media and women's magazines.

### 3) Campaign summary

\*Special initiatives to mark the 15th anniversary campaign

As this year marked the 15th anniversary of the campaign, which was launched in 2012, a number of special initiatives were implemented to enhance publicity and encourage participation.

- The proceeds from the campaign were designated for CARE's project "Improving Livelihoods and Food Security in Remote Communities in Timor-Leste". By specifying that donations would directly support a project improving access to water, rather than being used as general donations for CARE's activities, the campaign was able to gain greater public empathy and support.
- Publicity activities included official endorsement from the Embassy of Timor-Leste and a video message from the Ambassador. In addition, an introductory video showcasing the project in Timor-Leste was produced and used on the campaign website and at events, helping to raise awareness of water and gender issues in developing countries as well as CARE's activities.
- A special 15th anniversary campaign logo was introduced, and limited-edition commemorative goods featuring the logo were promoted, creating additional opportunities to participate in the campaign through merchandise purchases alongside online and offline participation.
- Special feature articles and promotional videos highlighting the campaign's achievements over the past 15 years and the positive changes experienced by communities were also released, demonstrating how the campaign has contributed to CARE's work.
- To commemorate the anniversary, companies were invited to provide additional support beyond the usual sponsorship framework. As a result, both the number of sponsorships and the total sponsorship income exceeded the previous year's figures, particularly through special sponsorship and sponsorship packages.

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

The special participation fee introduced in 2025 for teams of three or more people (¥2,000 per person) was continued this year, encouraging participation through 'introductions by acquaintances', which has traditionally been a major 'trigger for participation in campaigns'.

As a result, the number of individual participants in the "Walk anytime and anywhere you want" campaign increased from 814 to 1,206, a significant increase of 48% compared to the previous year. In addition, the number of registered teams reached 106, up from 81 the previous year, showing that team participation by inviting acquaintances, colleagues and family members has become even more firmly established alongside individual participation.

**\*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 (59 companies in total, down three companies from the previous year, including 16 new companies). The number of employees participating under the Walking Partners umbrella who took part in the “Walk anytime and anywhere you want” campaign fell significantly to 826 (50% of the previous year's figure), mainly due to the withdrawal of several major corporate participants. Although 16 new corporate partners joined the campaign, mainly through sponsorship packages, this was not sufficient to offset the loss, becoming one of the factors behind the decline in overall campaign revenue.

Many Walking Partners actively engaged their employees throughout the three-month campaign by organising internal communications and offline events. Some companies even positioned the campaign as part of their 90th anniversary charity programme, expanding participation into a company-wide initiative involving multiple departments.

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 exceeded 50%, recording a high retention rate as an annual campaign.

**\*Revised participation fee to encourage greater participation by younger generations**

Recognising that participation among people in their twenties and younger has traditionally been relatively low, the student participation fee was reduced from ¥1,500 to ¥1,000. As a result, the number of participants using the student rate reached 97, representing 194% of the previous year's figure.

In addition, by strengthening collaboration through the University Partner programme, participation evolved from being mainly student-led to university-led, helping to promote continued participation in the campaign in a similar way to corporate partnerships.

**\*Diverse self-organised events realised**

Self-organised events were encouraged through the promotion of locally organised “Walk in Her Shoes in ○○” events and special campaign merchandise discounts. As in the previous year, seven self-organised events were organised.

A wide variety of self-organised events were realised, including charity concerts for International Women's Day and walk events. The total number of participants reached 288. These self-organised events contributed to increasing participation from across Japan, including regional areas, in a campaign where the overwhelming majority of participants are from Tokyo and three neighbouring 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 anytime and anywhere you want” campaign, charity participation through social networking services was promoted by encouraging participants to post photos of CARE’s “C” and “water” or GPS art of the “C”, with sponsor companies making donations to CARE for each eligible submission.

Participation was further encouraged through enhanced donation periods during Golden Week and towards the end of the campaign. As a result, participation through photo and GPS art submissions reached 770 posts, representing 128% of the previous year's figure.

\*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 Newsletter” was distributed to participants of the “Walk anytime and anywhere you want” campaign, providing information on water and gender issues in developing countries, CARE’s activities and campaign updates, together with photographs and other content.

This year, the newsletter also featured introductions to participating teams and a five-part health column, helping to maintain participants’ interest throughout the campaign. The average open rate of the eight newsletters distributed from the start of the campaign to the end of June remained high at 59% (excluding Walking Partners who applied in batches).

In addition, Instagram, Facebook and X were operated under dedicated campaign accounts, with a total of 61 Instagram posts. As in previous years, a Facebook group was also maintained exclusively for participants who “walk anytime and anywhere you want”, providing opportunities for participants to interact with one another.

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

With regard to step count reporting for “Walk anytime and anywhere you want”, this year again adopted a format where participants could choose between “automatic linkage” or “manual input” on the smartphone walking app ALKOO.

The proportion of participants choosing automatic linkage has continued to increase year by year, reaching 80% of all participants this year (up from 77% the previous year). Although improvements to the system and revisions to the manuals reduced the proportion of participants who found the system “difficult to use”, 20% of manual-input users and 10% of automatic-linkage users still reported difficulties, indicating that further improvements will continue to be required.

**\*Use of campaign sponsorship**

(Donations based on the number of steps, “C” and “water” photos, “C” GPS art and additional donations through the Double More Support Charity)

Corporate sponsorship was used as a “promotion with donation” budget to encourage participation.

As shown below, participants contributed a total of 1,043,823,848 steps, 770 social media posts and 30 additional donations, resulting in participation equivalent to a total donation of JPY 5,134,913.

				Amount of donation	
Step counts	500 steps, 1 yen	687,015,688	steps	1,374,031	¥
	100 steps, 1 yen	356,808,160	steps	3,568,082	¥
	Step total	1,043,823,848	steps	4,942,113	¥
Photo submission	100 yen per photo	332	photos	33,200	¥
	300 yen per photo	394	photos	118,200	¥
	Photos total	726	photos	151,400	¥
GPS Art submission	100 yen per photo	9	art	900	¥
	300 yen per photo	35	art	10,500	¥
	GPS Arts total	44	art	11,400	¥
Donations double more support charities	1,000 yen per unit	30	units	30,000	¥
Total				5,134,913	¥

**\*Donations UP period:**

12 Apr - 19 Apr (8 days)

26 Apr - 6 May (11 days)

24 May - 31 May (8 days)

## 2. Use of Campaign Proceeds

Your entry fees and donations for “Walk in Her Shoes 2026” will be used, excluding various expenses related to the operation of this campaign, through CARE International Japan’s overseas project in Timor-Leste, the “Livelihood and Nutrition Improvement Project in Remote Communities,” and will be carefully utilized to improve access to water for agriculture and daily living in remote communities.



In many rural areas of Timor-Leste, water shortages during the dry season are severe, significantly affecting agricultural production and people's livelihoods. In addition, limited agricultural income and restricted access to financial services make it difficult for many families to escape poverty.

The project improves access to water for livelihoods and agriculture by installing water storage tanks and irrigation systems. It also enables the cultivation of vegetables during the dry season and creates a basis for linking farmers to markets. In addition, the project promotes access to financial services so that women can have a positive impact on household finances, thereby diversifying livelihood opportunities and improving household incomes.

\*Project Video

<https://youtu.be/I5NHziKxMYw?si=CRICmroPAMKsGCcf>

\*Story | Beatriz – Freed from the Burden of Fetching Water



"Previously, people in our community had to walk long distances to the river to fetch water for farming. Almost every day, I had to carry heavy buckets of water to our fields. After cultivating the land and planting seedlings, I still had to walk long distances to water the crops. It was extremely hard work.

Thanks to CARE's support, we can now grow crops throughout the year. We can store water in tanks even during the dry season, and with the installation of a drip irrigation system, we no longer need to walk long distances to fetch water. I am truly grateful to be part of this project. By growing vegetables, I can support my children's education, provide food for my family, and sell our produce at the market."

Thank you very much for your participation and support.  
We look forward to the 16th anniversary of Walk in Her Shoes 2027.



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