



**Orange Day, 25<sup>th</sup> May 2017**

**Mobilizing Resources to End Violence against Women and Girls**

**BACKGROUND**

The 25<sup>th</sup> of every month has been designated “Orange Day” by the [United Nations Secretary-General’s Campaign UNiTE to End Violence against Women](#), to raise awareness and take action to end violence against women and girls. As a bright and optimistic colour, orange represents a future free from violence against women and girls for the UNiTE Campaign. Orange Day calls upon civil society, governments, and UN partners to mobilize people and highlight issues relevant to preventing and ending violence against women and girls, not only once a year on the International Day for the Elimination of Violence against Women (25 November), but every month.

In 2015, all 193 Member States of the United Nations adopted the 2030 Agenda for Sustainable Development. Through its 17 goals, the Agenda 2030 calls for global action over the next 15 years to address the three dimensions of sustainable development: economic, social, and environmental. All the Sustainable Development Goals are fully integrated with one another; thus, we cannot think of them in isolation.

Sustainable Development Goal 5 recognizes gender equality and the empowerment of women as a key priority pledging that “no one will be left behind.” Building on this vision, throughout 2017, the UNiTE campaign will mark all Orange Days (25<sup>th</sup> of every month) under the overarching theme “**Leave No One Behind: End Violence against Women and Girls**” to underscore its commitment towards reaching the most underserved.

## ORANGE DAY

This Orange Day, 25 May 2017, the Campaign reinforces its call on **Mobilizing Resources to End Violence against Women and Girls.**

A framework such as the 2030 Agenda for Sustainable Development, which includes a specific target on ending violence against women, offers a huge promise to significantly change the lives of women and girls worldwide. However, a promise is not enough. Adequate and durable resources are needed to increase efforts to prevent violence, provide survivors with access to essential services, and ensure that laws and policies are implemented and enforced with real world impact.

Violence against women is a manifestation of gender discrimination and inequality and its financial and economic impacts mean that it is a barrier to development. The SDGs acknowledge this and challenge governments and the international community to provide adequate response services for survivors and to put in place prevention mechanisms to stop violence against women and girls from happening in the first place. Achieving Goal 5 by 2030 will require a concerted international effort, a key part of which is realizing global spending that recognizes both the scale of the problem and the potential benefits of a world free of violence against women. All available evidence shows the immense cost of violence against women and girls on many levels. It also illustrates how even relatively small-scale investments that are timely and well targeted can bring enormous benefits to women and girls and to their wider communities.<sup>1</sup>

**Investing in preventing and ending violence against women and girls is not only a human rights imperative, it is essential to sustainable development.<sup>2</sup>**

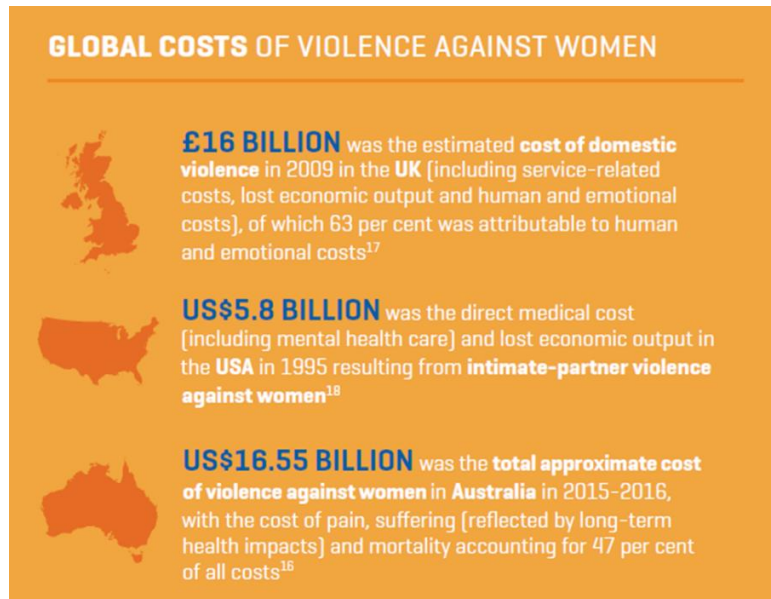
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<sup>1</sup> UN Secretary- General's UNiTE Campaign to End Violence Against Women, [Why money Matters In Efforts to End Violence Against Women and Girls](#), 2016, p.5

<sup>2</sup> UN Secretary- General's UNiTE Campaign to End Violence Against Women, [Why money Matters In Efforts to End Violence Against Women and Girls](#), 2016, p.8

## A FEW STATISTICS:

- A recent study estimated that the cost of violence in 2013 could be as high as 11.2% of the global economy with intimate-partner violence accounting for 5.2 per cent of the total. Find out [more](#) about why money matters in efforts to end violence against women and girls.
- Recent studies from the **Association of Women in Development (AWID)** and the **OECD-DAC Gendernet** provide a comprehensive overview of the restricted financing in which women's rights organizations operate. The [AWID study](#) in 2011 of 740 women's rights organizations from every region in the world found the average median income for these organizations was USD 20,000. Further, the OECD-DAC GENDERNET [report](#) on funding trends, published in November 2016, noted that just 8% of gender-focused overseas development assistance went directly to women's rights organizations in developing countries.
- Check out the **Development Data Hub** which provides comprehensive financial [resource flow data](#) alongside poverty, social, and vulnerability indicators.



## SOME RELEVANT PROGRAMMES AND PROJECTS:

- An important source of funding for initiatives focusing on preventing and ending violence against women and girls is the [United Nations Trust Fund to End Violence against Women](#) (the UN Trust Fund). As the only multilateral grant making mechanism addressing this issue, the Fund is a good example of the potential impact and local results that are possible when programmes aimed at ending violence are adequately funded. The UN Trust Fund's grants range from youth engagement programmes, to community-based interventions, to initiatives providing social, medical, financial, and psychological support to survivors of violence and those at risk. Since its creation in 1996, the UN Trust Fund has awarded USD 129 million to 462 initiatives in 139 countries and territories. Its current

portfolio comprises 106 grants totaling USD 54 million in 77 countries and territories. Watch [this video](#) about the last 20 years of grant-making from the UN Trust Fund.

- Find out more about why sustainable financing matters to women and girls and what [UN Women](#) is doing to ensure that gender-sensitive financing is an integral part of the 2030 Agenda.

### TAKE ACTION THIS **ORANGE DAY!**

- **Focus your government's attention** on the need for and results of adequate financing for programmes to prevent and end violence against women in the context of the SDG target on violence against women.
- **Stimulate country level conversations** with a focus on the need for adequate resources while providing costing examples, highlighting best practices and “what works” with a clear focus on productive dialogue and the spread of information about achievements so far.
- **Call for concrete monetary commitments** to address the prevention of and response to violence against women and girls in your community.
- **Raise money** for your local shelter.
- Donate to the **UN Trust Fund to End Violence against Women** [here](#). Like the [Trust Fund's Facebook Page](#) and follow [@UNTrustFundEVAW](#) on Twitter!

### USEFUL RESOURCES

- Review the UNiTE Campaign's [latest brochure](#) to learn more about **why money matters to end violence against women and girls**.
- Find useful tips and advice on how to make the most of your fundraising activities in the **Orange the World** [Fundraising Toolkit](#).
- UNDP's [toolkit](#) on Financing Solutions for Sustainable Development provides guidance for policy makers and practitioners to critically review and operationalize financing solutions needed to implement sustainable development strategies.
- Advance draft of the 2017 [report](#) of the **United Nations Inter-Agency Task Force on Financing for Development**.

## SOCIAL MEDIA MESSAGES

Click [here](#) to access a drobox of key message images.

### TWITTER

Investing in ending violence against women and girls is imperative for sustained global economic development. <http://bit.ly/1fXiNmW> @SayNO\_UNiTE [UPLOAD any key message image OR Cost of VAW]

#OrangeDay today is about the need to mobilize resources to end violence against women

<http://bit.ly/1fXiNmW> @SayNO\_UNiTE [UPLOAD any key message image OR Cost of VAW]

Find out why robust funding is critical to ending the pandemic of violence against women and girls

<http://bit.ly/1fXiNmW> @SayNO\_UNiTE [UPLOAD any key message image OR Cost of VAW]

Why money matters in ending violence against women and girls. Find out more this #OrangeDay

<http://bit.ly/1fXiNmW> @SayNO\_UNiTE [UPLOAD IMAGE: Nicole Kidman]

Violence against women is preventable. Donate now to end violence against women:

[owl.li/YbzG30aZFmz](http://owl.li/YbzG30aZFmz) #OrangeDay [UPLOAD IMAGE: Dollar handle OR Cost of VAW]

### FACEBOOK 1

Experts assert that the benefits of ending violence against women and girls would far outweigh the resources required to prevent future violence and to respond adequately to the needs of survivors. This month, find out why it matters to invest in ending violence against women girls: <http://bit.ly/1fXiNmW> via [@SayNO-UNiTE to End Violence against Women] #OrangeDay [UPLOAD any key message image]

### FACEBOOK 2

The UNiTE campaign has declared the 25th of each month as #OrangeDay – a day of action to end all forms of violence against women and girls. This month, we are highlighting the importance of funding initiatives to end violence against women and girls: <http://bit.ly/1fXiNmW> via [@SayNO-UNiTE to End Violence against Women] #OrangeDay [UPLOAD IMAGE: ED Message or Collage]

### FACEBOOK 3

The [@UNTrustFund] is a critical source of funding for initiatives to end violence against women and girls. Donate today and contribute to creating a world without violence against women and girls:

<http://bit.ly/2ePlhN1> via [[@SayNO-UNiTE to End Violence against Women](#)] #OrangeDay [UPLOAD IMAGE: Dollar Handle]

#### Facebook 4

Bride kidnapping and early or forced marriage is a prevalent form of violence against women and girls in Kyrgyzstan. But, now no one can take Aiturgan from her mother, because the two know about their rights. Read about this project, supported by the [@UNTrustFund](#), and learn more about why mobilizing resources to end violence against women is so vital: <http://ow.ly/cPwJ306hddL> via [[@UN Women](#)] [[@UN Trust Fund to End Violence against Women](#)] #orangetheworld #OrangeDay [UPLOAD IMAGE: Kyrgystan]