

OPPORTUNITY SWAP

Recycle your wardrobe, empower a woman

*Want to have a little fun while making
a lot of difference?*

*A clothes swap is a great opportunity to
come together with friends, recycle your
wardrobes and raise much-needed funds
for women living in poverty.*

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Need some assistance with your clothes swap?

CALL Kate Otto, Events Coordinator
on (02) 9270 3331

EMAIL kotto@opportunity.org.au

POST Opportunity International Australia,
GPO Box 4487, Sydney NSW 2001

WEB www.opportunity.org.au



Opportunity International
AUSTRALIA



International Women's Day

OPPORTUNITY SWAP

A clothes swap is a great opportunity to come together with friends, recycle your wardrobes and raise much-needed funds for women living in poverty.

- You can swap women's fashion, guys' threads, children's clothes, shoes or even accessories.
- Raise funds by asking guests to make a donation before attending the swap – these funds will then be directed to Opportunity's work with people living in poverty.
- Choose to invite friends and family to 'swap' at your home; or perhaps host a swap with co-workers after work. For those who like thinking big, get the local community involved with a clothes swap at your church, sports club, school or university. If you're planning a bigger event, please give us a call (call our Events Coordinator Kate Otto on (02) 9270 3331).
- Want to raise funds but a swap's not for you? How about...
 - Running a stall at your local markets to sell unwanted clothes or other items
 - Hosting a garage sale at home
 - Selling unwanted items on eBay or Gumtree
 - Running a fun run or marathon and choosing Opportunity as your charity of choice

By giving the proceeds to Opportunity's work, you can still help empower women in need this International Women's Day.

EVENT CHECKLIST – HOW TO HOST A SWAP

01. Register your clothes swap

02. Get ready for your event

03. On the day

04. Follow up

REGISTER YOUR CLOTHES SWAP

1. If you haven't already, visit www.opportunityswap.org.au, click on the 'Host an event' link and complete your details.
2. Once you've successfully registered, you'll receive a confirmation email and a link to your personal Opportunity Swap fundraising page.
3. Next, customise your personal fundraising page. Here you can provide details of your event (the when, where, why etc) and set a fundraising goal.

GET READY

1. Plan out the details of your event

- What type of clothes do you want to swap at your event?
- Do you want to offer food and drinks to your guests?
- Do you want to include a specific time at your event to discuss International Women's Day, poverty and Opportunity's work, or perhaps play an Opportunity video?

2. Decide how you want to fundraise

We recommend asking guests to make a donation before attending the swap – you may want to ask for a specified amount that will help you achieve your fundraising goal (depending on how many will attend) that you also know is appropriate for your guests. It's easiest to ask people to donate via your online fundraising page, but they can also donate at www.opportunity.org.au or by calling 1800 812 164. If you wish to take donations at your event, there are some guidelines that need to be taken into account (see 'On the day' overleaf).

3. Send out invitations to your guests, either via email, post or via a Facebook event

- Tell guests to bring a designated number of garments to swap. You can also specify the type of clothing you want (and what you don't want). Ask that each item is clean and in good condition.
- Include a link to your online fundraising page so that your guests can make their donation and get their clothes ready for your event.

4. Print out as many donation forms (on page 5) as you think you'll need at your event (you may want to provide guests with envelopes to collect donations).

5. Print out as many clothes tags (page 6) as you think you'll need – these can be attached to garments on the day with string and safety pins.

6. Organise 'tokens' to give to guests at your event as 'currency' for each item being swapped (ie they get a token for each item when they arrive, then pay a token for each item they leave with). These might be buttons, ribbons or pieces of paper. You may even want to offer different colour categories for different items – eg high end/designer clothing is represented by blue; while mid range or chain store clothing is represented by yellow. People then swap items within these categories.



ON THE DAY

1. When guests arrive, 'check in' their clothes and give them a token for each item. Attach a printed Opportunity 'clothes tag' to each garment.
2. You'll need to allow time between when guests start arriving and the actual swap to organise and display the clothes. Organising by type is always helpful for guests eg tops, pants, dresses, or by colour coded category if you are using this method.
3. Once the swap begins, it's a good idea to have a changing area with a mirror available for guests. Depending on the nature of your swap, you may want to limit the number of clothes each person can try on at one time so nobody 'hoards'.
4. As guests find the items they want, check them out by having them hand over their tokens (one for each item).
5. If you feel comfortable doing so, talk to guests about why you decided to host a clothes swap and raise money for women in need. You may even want to show a video of Opportunity's work to inspire people to get involved. Contact us if you would like to be posted a copy of a DVD.
6. If you decide to take cash/cheque donations at your actual event, please give us a call. The following information will help with your collection:
 - For all cash or cheque donations, please ensure guests also complete a donation form. (Please note: complete name and address is needed to issue tax receipts. All donations over \$2 are tax deductible. All cheques should be made out to Opportunity International Australia.)
 - If there are any cash donations made, please fill in the 'Cash Count Sheet for Fundraising Events' that we can send you. Two people will need to complete this form and sign off.
7. If you'd like, take pictures and videos of your event to share with Opportunity on Facebook (www.facebook.com/opportunityaus) and Twitter (www.twitter.com/opportunityaus) – we'd love to see them!

FOLLOW UP

1. After your event, it's a great idea to send your guests a thank you email or card – this will also remind them to donate if they haven't already.
2. If you have any, leftover garments can be donated to charitable organisations such as The Salvation Army or St Vincent de Paul.
3. Please deposit the cash donations collected into Opportunity's bank account and obtain a deposit receipt:
Donations account:
Bank name: ANZ
Bank address: 388 George St, Sydney 2000, NSW.
Account name: Opportunity International Australia Ltd
Account number: 252 630 156
BSB number: 012 006
4. Please send all the donation forms and any cheque donations back to Opportunity's Sydney office for processing within seven working days, including the 'Cash Count Sheet' and the deposit receipt if applicable (required for tax receipt purposes).

Address:

Opportunity International Australia,
GPO Box 4487, Sydney NSW 2001

IF YOU HAVE ANY QUESTIONS WHILE YOU ARE PLANNING YOUR EVENT, PLEASE CONTACT:

Kate Otto, Opportunity's Events Coordinator
on 02 9270 3331 or kotto@opportunity.org.au



ABOUT INTERNATIONAL WOMEN'S DAY

International Women's Day is held annually on 8 March all over the world to give a voice to the world's women. The day aims to empower, educate and inspire both men and women to take action and make a difference in the lives of women in need.

Why all the fuss about women?

There are many cases of women being disempowered around the world, but this is especially true for poor women in developing countries. Did you know that women perform 66% of the world's work and produce 50% of the world's food, but earn only 10% of the income and own only 1% of the property?

- **Over 70% of the world's poor are women and girls.**
- **Two thirds of all children who are denied or unable to access education are girls. An adequate education increases the likelihood of a girl securing employment and escaping the cycle of poverty.**
- **Two thirds of the world's 774 million adults who are illiterate are women.**
- **Throughout the world, over half a million women die each year from treatable and preventable complications of pregnancy and childbirth, an average of about one death every minute.**

This could be your mother, your daughter, your wife, your sister - or you.

Sources: United Nations, UN Women.



International Women's Day



HOW OPPORTUNITY INTERNATIONAL AUSTRALIA HELPS

Opportunity International Australia uses microfinance to solve the problem of poverty. Rather than a hand-out, we provide a hand up to people in developing countries in the form of a small loan, helping them to start a business, earn an income and provide for their families. They can then afford food, clean water, proper shelter and an education for their children.

94% of our clients are women.

With these loans, women are empowered with new choices and new hope – they are able to take control of their family's future. Many even grow their enterprises to the point of employing other people. As a result, microfinance has flow-on effects for local economies – increasing employment and providing incomes for other poor families in the community, too.

The facts

- **97% of loans are repaid, allowing donations to be recycled and go on to help someone else. As a result, microfinance is a sustainable solution to poverty.**
- **Our average loan size is \$200.**
- **We are currently serving more than 2.7 million people in India, Indonesia and the Philippines.**
- **For their businesses, our clients...**
 - run small grocery stores, food stalls, fruit and vegetable stalls, bakeries, clothes shops;
 - are involved in agriculture such as animal husbandry, fishing, vegetable farming;
 - offer services such as tailoring, carpentry, taxi driving;
 - make crafts such as jewellery, woven fabric, rope and so on.
- **We have been working with the poor for more than 40 years, providing socially focused microfinance and support services to help people work their way out of poverty.**
- **Microfinance includes small loans as well as savings accounts, insurance and money transfers.**
- **Our founder David Bussau was named 'Senior Australian of the Year 2008'.**

For more information about us visit:
www.opportunity.org.au



Opportunity International
AUSTRALIA

I WOULD LIKE TO MAKE A DIFFERENCE!

All donations of \$2 or more are fully tax-deductible.

I would like to give:

- \$50 \$100 \$200 \$300 \$500
 \$1,000 \$5,000 \$10,000 \$_____ (please specify)

Total amount to be donated: \$ _____

My payment details are:

Cheque
(make payable to Opportunity International Australia Ltd)

Credit card
 Visa Mastercard Amex Diners

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Name on card _____ Expiry / / _____

Signature _____

My details:

Name _____

Receipt name _____

Address _____

State _____ Postcode _____

Home ph _____ Work ph _____

Email _____

I do not wish to receive any communications from Opportunity International Australia

Please send this form to:

Opportunity International Australia
GPO Box 4487
Sydney NSW 2001 Australia
ABN 83 003 805 043



12AE05

I WOULD LIKE TO MAKE A DIFFERENCE!

All donations of \$2 or more are fully tax-deductible.

I would like to give:

- \$50 \$100 \$200 \$300 \$500
 \$1,000 \$5,000 \$10,000 \$_____ (please specify)

Total amount to be donated: \$ _____

My payment details are:

Cheque
(make payable to Opportunity International Australia Ltd)

Credit card
 Visa Mastercard Amex Diners

□ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □

Name on card _____ Expiry / / _____

Signature _____

My details:

Name _____

Receipt name _____

Address _____

State _____ Postcode _____

Home ph _____ Work ph _____

Email _____

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Please send this form to:

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GPO Box 4487
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12AE05



CLOTHES TAGS

Print out multiples of these tags, cut them out and attach them with string and a safety pin to each garment in your swap to help tell the story of how small loans from Opportunity can help women turn their lives around.

Cut along the stitching



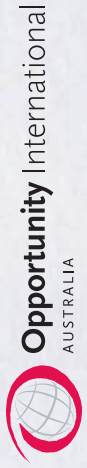
OPPORTUNITY SWAP

ANA'S STORY

For 20 years, Ana scavenged for food and scraps on a garbage dump in the Philippines just to survive – even at nine months pregnant. Now, thanks to a small loan of A\$91, Ana has a small grocery store of her own and is using the profits she earns from her business to send her children to school and to give back to the street children in her community.

Find out more at

www.opportunity.org.au



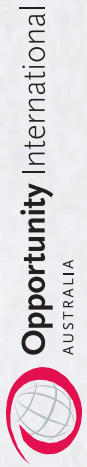
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