



# FIA Conference 2023

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# Life in the middle – our journey on developing a unique mid-value program

MIDDLE, MAJOR & PHILANTHROPY

Aylin Salt – Planned Giving Manager

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Australia for UNHCR

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# Agenda

1. Our Why?
2. Behavioural insights
3. LWF priority project
4. LWF launch concept
5. Recruitment webinar
6. New proposition
7. Connecting Worlds
8. Branding
9. Retention activities
10. Results
11. Key learnings

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**“My business gives me purpose. The pressure that I couldn’t provide anything for my children has gone”**

GHADA, SYRIAN REFUGEE ENTREPRENEUR

 **UNHCR**  
The UN Refugee Agency  
Australia for UNHCR

 **Leading Women Fund**

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## Our why?

To create a community of women to mobilise funds to protect and empower the 80% of refugees who are women and children.


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**“If you’re going to have a voice, you should probably use it for people who don’t.”**

**MARTA DUSSELDORP,  
AUSTRALIA FOR UNHCR  
SPECIAL REPRESENTATIVE**

 **UNHCR** |  **Leading Women Fund**

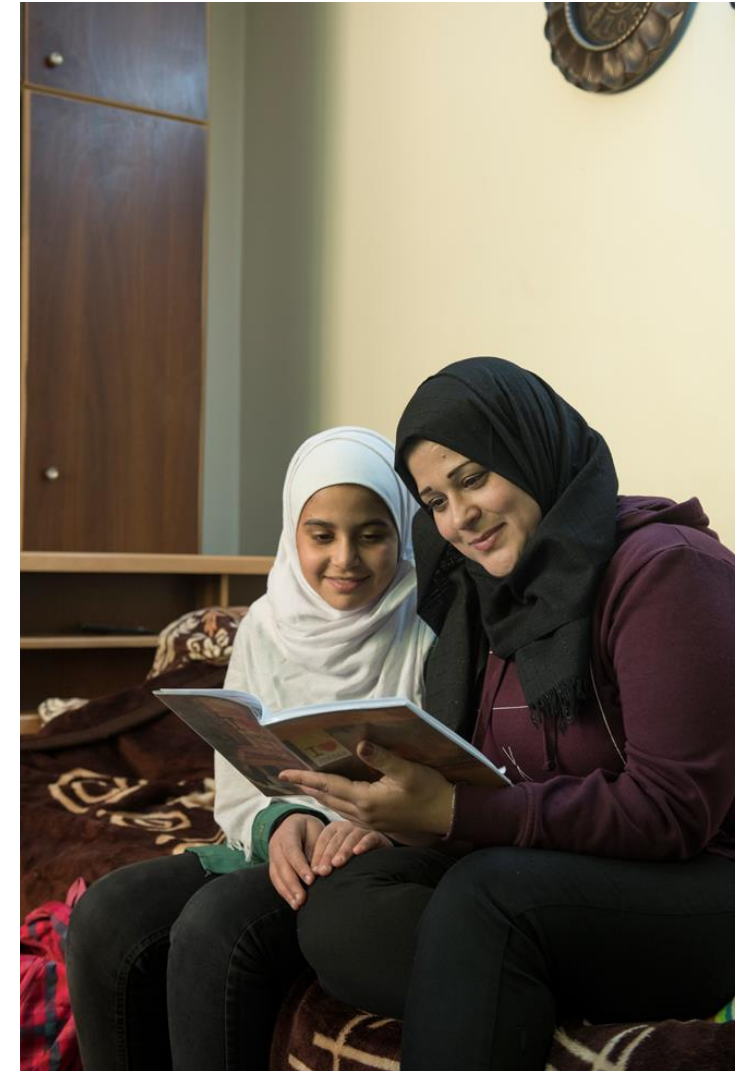
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**We asked 4 key questions...**

**Q1.**

**Could Australia for UNHCR harness the global rise in female philanthropy and collective giving to create a new community to improve the lives of refugee women and their children?**



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**Q2.**

**Could we acquire new audiences by focusing on women beneficiaries donors?**



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**Q3.**

**What are the motivations and behaviours of Australian female donors?**



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**Q4.**

**Could meaningful connection amongst women create behavioural and attitudinal change and increase donor LTV?**

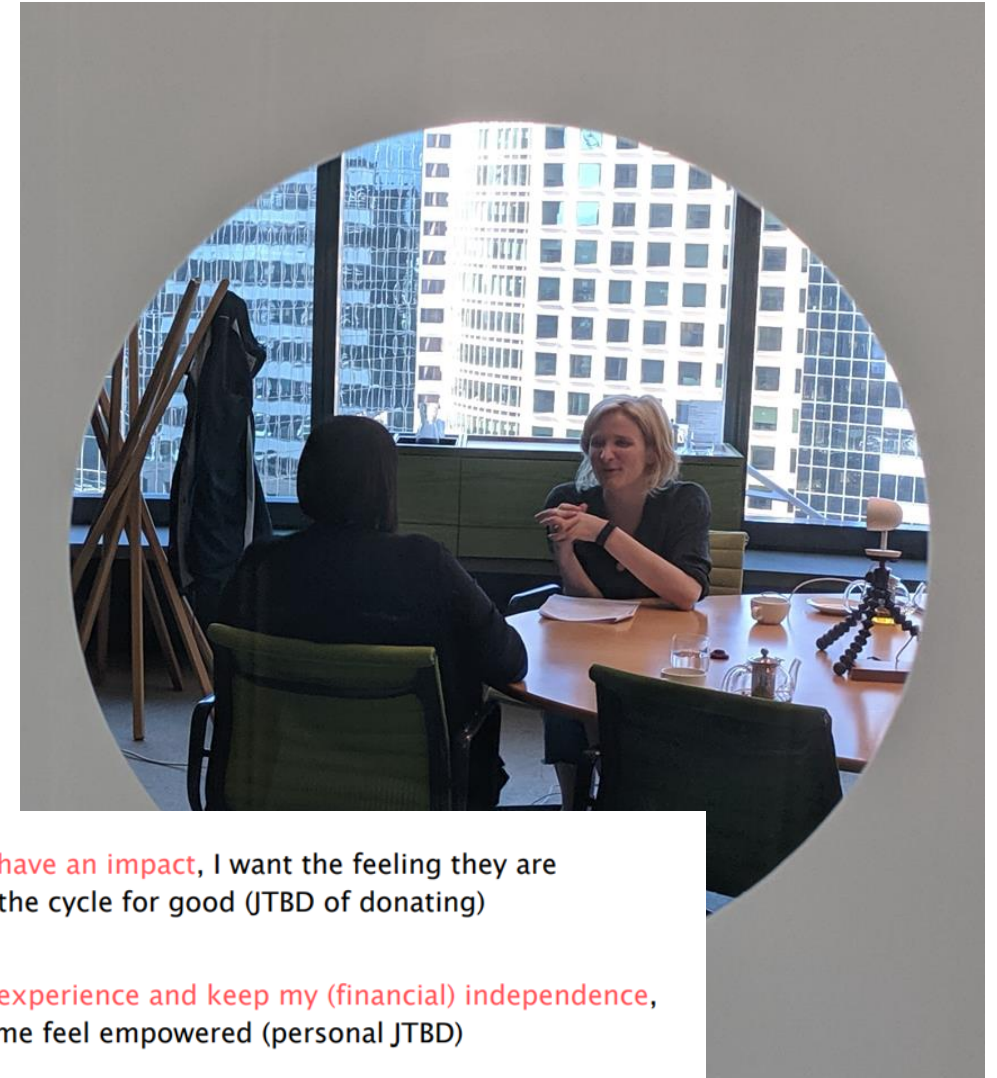
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# Gathering Insights

A Human Centred Design Sprint with 16 Australian women leaders identified the opportunity to create a program for:

- Professional women aged 35-55 with ability to give at mid-value level
- Influential women in business; corporate decisions makers able to give or influence corporate giving



I want to **have an impact**, I want the feeling they are breaking the cycle for good (JTBD of donating)

I want to **experience and keep my (financial) independence**, it makes me feel empowered (personal JTBD)

## Underlying goals of these women's behaviour

These women are involved in many charities, mentoring many people (a lot helping out their family, being a warm thoughtful leader. As well as they are working very hard, grew a lot in their profession and are new things.

Once I am **exposed** to something that isn't right, I want to **do something** about it.



**Insight: Female donors want to enable financial resilience as a path to refugee women's empowerment and equality**

**We designed a content and event rich, networking program for collective giving...**

**With some incredible Leading Women at the centre...**

**And... despite our reservations we launched during the 2020 COVID lockdown**



## What is the Leading Women Fund?

The LWF is our initiative aimed at building a community of professional corporate women in Australia to use their ideas, skills, strengths, and networks to make a direct difference in the lives of refugee women.

Only 4% of the allocated work permits for refugees are given to women, and very few have formal paid employment

LWF Priority Project #1 - Lifesaving Cash Assistance for Syrian refugee women in urban Jordan who have found themselves sole head of household in displacement.

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# Leading Women Fund Launch Concept

We launched with a time sensitive and exclusive offer...

Become one of the Founding 50



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## Founding 50 recruitment was 3 step

1. July - Launch Webinar (Awareness raising)
2. Sept - Recruitment Webinar (Founding 50 exclusive offer)
3. Telemarketing the day following recruitment webinar (TM by in-house team)

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THURSDAY JULY 30, 4PM AEST

# LEADING WOMEN FUND LAUNCH WEBINAR



**NAOMI STEER**  
Australia for  
UNHCR National  
Director



**JANINE ALLIS**  
Entrepreneur and  
Leading Women  
Fund Ambassador



**ZOE CHANI**  
Tech leader,  
Australia for UNHCR  
Board member &  
former refugee

BROUGHT TO YOU BY:



**UNHCR**  
The UN Refugee Agency  
Australia for UNHCR



Leading  
Women Fund.

# Recruitment Webinar Events Amplify the Voices of UNHCR's Leading Women



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## An authentic and impactful price-point

### Why \$3000 per annum

The amount of Cash Assistance a family receives from UNHCR and aligned to our need to create a new mid-value proposition

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**"Now I'm working with Australia for UNHCR to support other refugees like me"**

LYNN DANG, HR LEAD FOR MICROSOFT SINGAPORE AND AUSTRALIA FOR UNHCR BOARD MEMBER

UNHCR Leading Women Fund

**In 2022...**

**We decided to pivot after conducting a focus group with our founding 50 donors.**

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**"The seven years I  
spent at medical school  
were finally worth it"**

DR BASMA, 31, A YEMENI REFUGEE NOW WORKING IN JORDAN

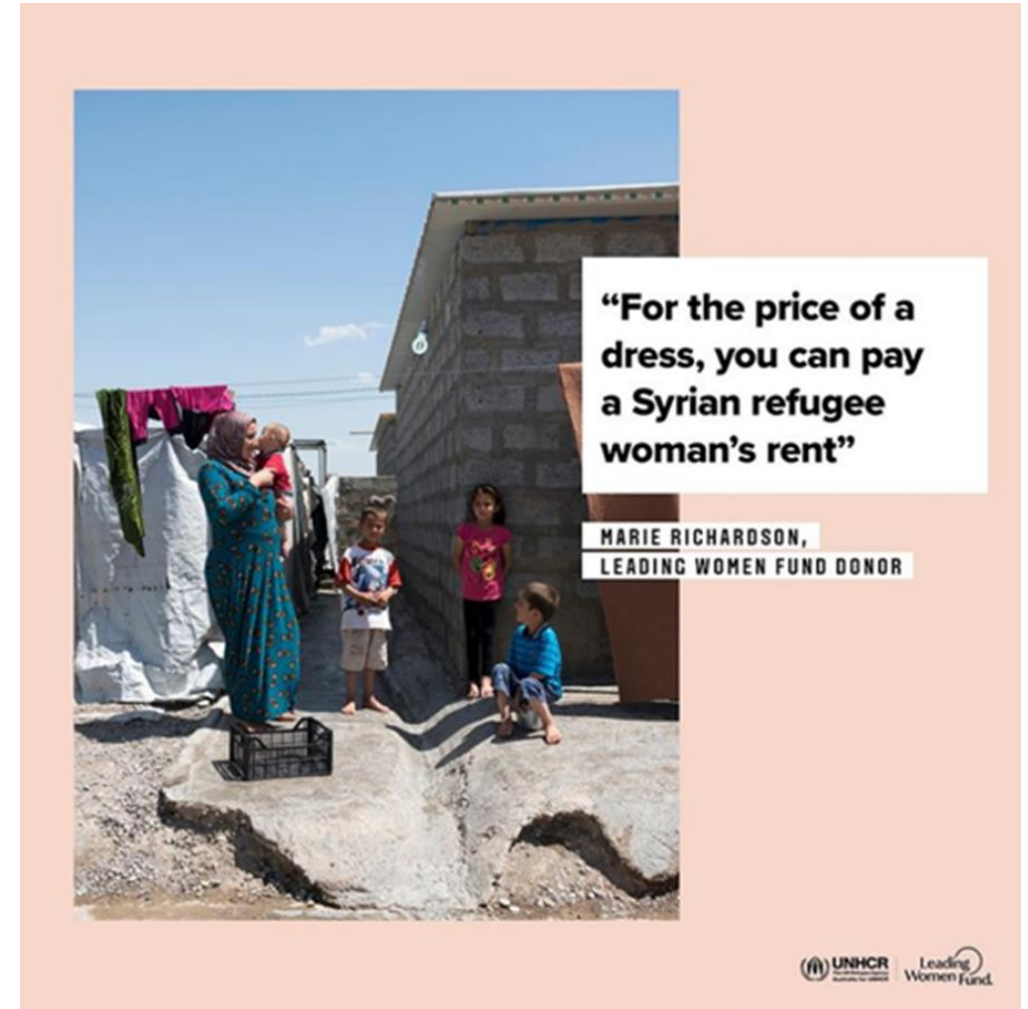


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## New proposition

The Leading Women Fund (LWF) is a movement that aims to empower refugee women with life changing opportunities to women and girls who have been forced to flee their homes, communities and lives.



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## The LWF centres around 3 core donor needs

### **GIVE:**

A regular gift (\$230 every 4 weeks) will enable a Syrian mother in Jordan to provide for her family including food and rent.

(\$140 every 4 weeks) will support a Syrian woman in Jordan to provide essentials for herself.

### **LEARN:**

LWF donors have the opportunity to attend exclusive webinars & events with inspiring refugee women, UNHCR women leaders & field experts

### **CONNECT:**

The opportunity to connect directly with a refugee woman supported by the Fund using **UNHCR's Connecting Worlds app**

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## Leading Women Fund Branding



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# Retention activities

- Welcome Pack
- Monthly newsletter
- Member webinars/events
- LinkedIn Group
- Casual member catch ups
- WRD
- Connecting Worlds
- January retention mailing
- July tax receipt mailing



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## Innovation at the Core – Connecting Worlds

Members of LWF use the Connecting Worlds app which gives users direct insight from a female-headed refugee family about their situation and how support is making a difference to them in real time. It gives refugee women the opportunity to talk with Australian women on equal terms and tell their story in their own words.

Virtual webinars have attracted more than 2600 registrations, many of them from new audiences

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**"No one asks  
refugee single  
mothers how  
they're feeling.  
Having someone  
check in with them  
means more than  
we can imagine."**

LARA SCHLOTTERBECH, CONNECTING WORLDS PROJECT LEAD, UNHCR



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# Connecting Worlds



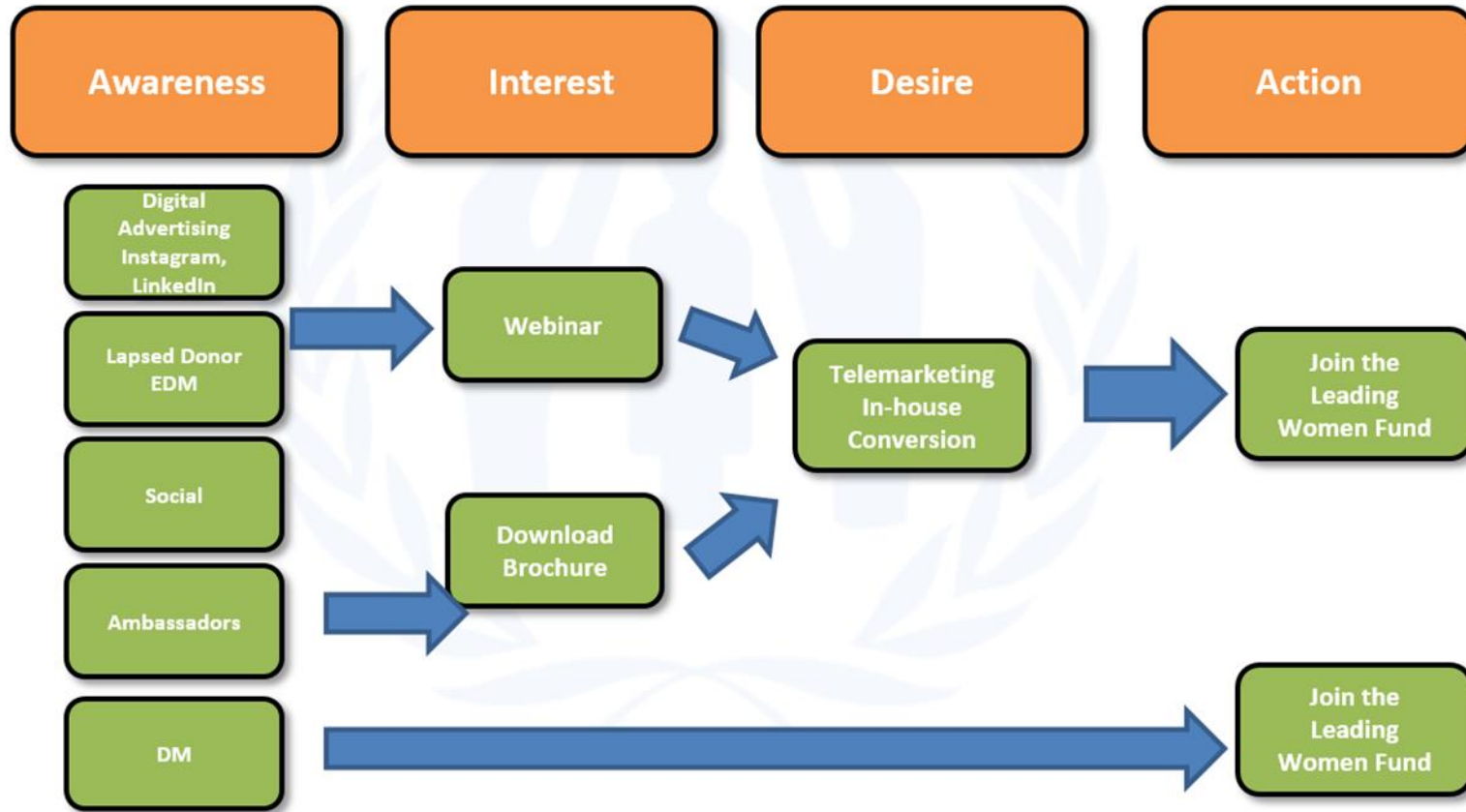
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**Results....**

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# LWF Acquisition journey



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# Digital acquisition creative winners



The Leading Women Fund empowers refugee women to build their skills and financial independence

LEARN MORE

UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.



Contribute your skills, knowledge and energy to change refugee women's lives

LEARN MORE

UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.

AN ONLINE EVENT  
UNLIKE ANY  
YOU'VE  
ATTENDED  
BEFORE...



WOMEN  
SUPPORTING  
WOMEN

COUNT ME IN

UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.

EMPOWERING.  
INSPIRING. UPLIFTING.

TOGETHER SUPPORTING WOMEN WORLDWIDE

Leading The Way -  
Join me at this special  
online briefing on  
Thursday 26 August,  
4-5pm



Janine Allis, Boost Juice  
Founder & Leading Women  
Fund Ambassador

COUNT ME IN

UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.

AN ONLINE EVENT  
UNLIKE ANY YOU'VE  
ATTENDED BEFORE...

WOMEN SUPPORTING WOMEN



COUNT ME IN

UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.

EMPOWERING.  
INSPIRING. UPLIFTING.

TOGETHER SUPPORTING WOMEN WORLDWIDE

Our world-first app  
will connect you with  
a refugee woman.  
Sign up for our  
webinar to  
learn more.



Wednesday  
24 August, 4 -5pm

COUNT ME IN

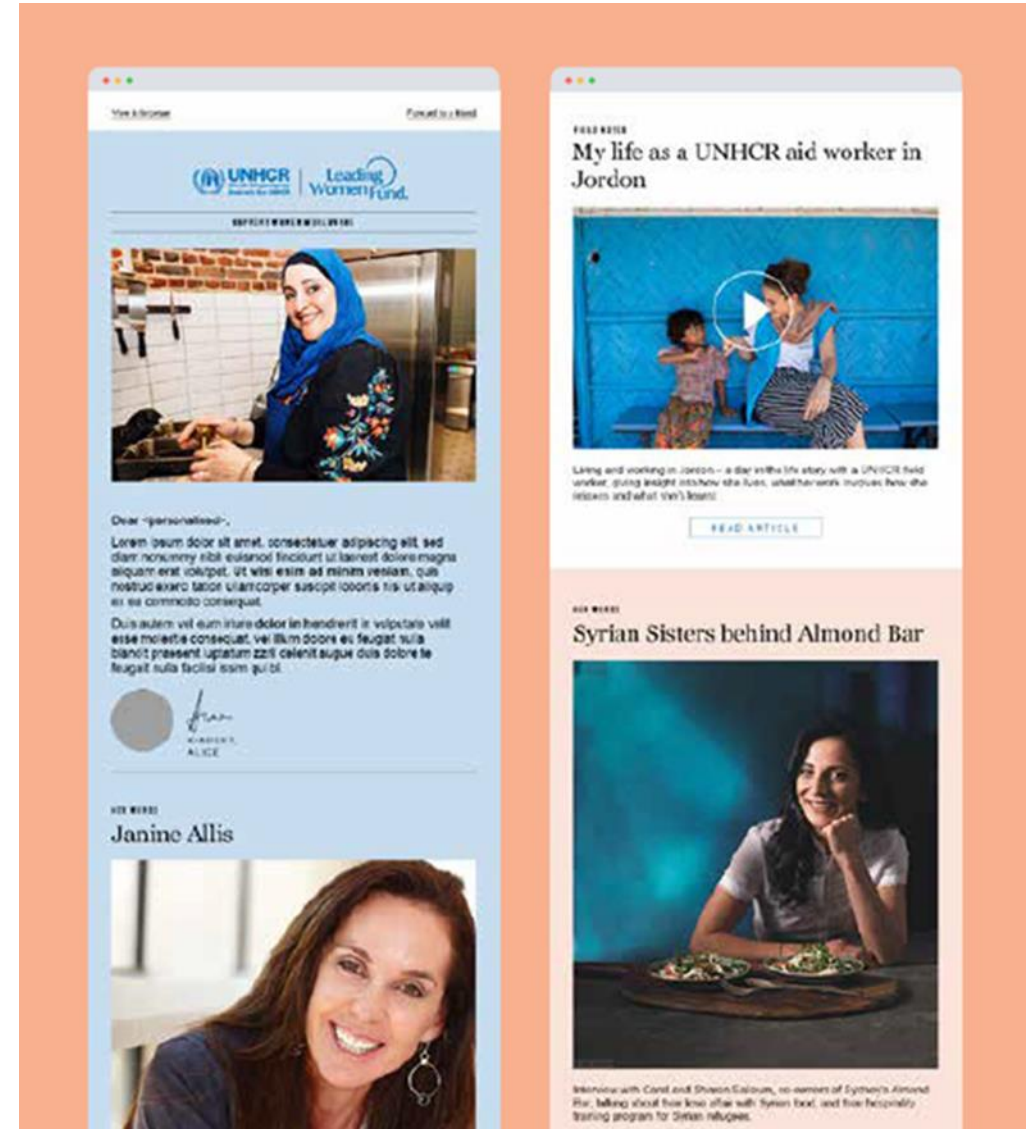
UNHCR The UN Refugee Agency Australia for UNHCR Leading Women Fund.

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# Impact

- 80 LWF members
- \$532k raised since launch
- Strong retention rate of approx 80%
- 2600 attended events over the past 18 months
- 1200 in the Leading Women Fund community – newsletter subscribers and event participants
- Strong engagement, propensity to upgrade giving

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## Key Learnings

- Innovative programs require commitment and focus
- Key to success is innovation culture at work
- And, setting up an agile team
- A high touch program requires a great Community/Relationship Manager
- Our target audience want to network and this was challenging during COVID

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## Next Steps

- **Grow the number of LWF members**
- **Launch new priority projects –higher education female scholarship program/DRC maternal health care/primary education for refugees, many more underfunded projects**
- **Continue to test RG + Cash and or upgrade opportunities**
- **Further app development**



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# Thank you

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