

# BREAK THE BIAS ON INTERNATIONAL WOMEN'S DAY



The grassroots and marginalised women and girls face discrimination, stereotypes and bias daily.

On International Women's Day, HER Fund invites you to join us to #BreakTheBias to build an equitable world.



**HER FUND**  
婦女動力基金

## PARTNER WITH HER FUND TO ACHIEVE SDG 5 TOGETHER

International Women's Day is a significant day to foster influential conversation, impactful actions and a global celebration of women and girls.

### 10 WAYS TO IMPACT HER

Join forces to engage your communities to #BreakTheBias on 8 March 2022.

#### Join Forces

Donate a percentage of all purchases on 8 March to Gender Equality

#### Community Engagement

Launch an IWD campaign and donate \$1 USD / \$ 7 HKD to HER Fund for every post using #BRANDNAMEempowerHER

#### Direct Support

Donate HKD10,000+ to HER Fund, and we will acknowledge you on our socials and website

#### Meet HER on the Journey

Encourage your community to visit your store during the IWD week to celebrate how far we have come towards gender equality

#### Share the News

Promote our collaboration all year round with a percentage of sales donated to gender equality. We will too!

#### Break the Bias Nomination

Join HER Fund's nomination to strike the IWD pose and share the image on socials with #IWD2022 #BreakTheBias

#### Gender Equality Collection

Launch a #BreakTheBias product or collection, \$5 USD / \$35 HKD of each purchase goes to support grassroots women

#### Social Media Power

Join us in celebration by promoting our work as a women's fund and our impact via socials

#### Online IWD Shopping

On International Women's Day weekend, donate a percentage of online sales to HER Fund

#### Gender Moment Video

Join HER Fund in a 20s video about the life-critical gender moments from women figures and share it on socials

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## ABOUT HER FUND

As the only community women's fund to advance equality by grant-making and capacity building in Hong Kong. We are committed to empowering the capacity of marginalized women to become self-sufficient and enable them to create, lead, and sustain better lives.