

Walk in Her Shoes 2024

Let's support her future by walking.

Campaign Report (Summary)



July 2024

CARE International Japan

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1. Campaign Overview and Summary

1) Campaign Overview

“Walk in Her Shoes” is a global campaign launched by CARE Australia in 2011¹ with the goal of inspiring people to take new actions, by experiencing “reality” and “poverty” faced by people in developing countries, through walking 8,000 steps (about 6 km) women and girls in developing countries take every day to fetch water and collect firewood. In Japan, 2024 is the 13th time the program has been implemented. The participation fee for this campaign will be used to support the activities of CARE International Japan, which aims to reduce poverty by supporting the self-reliance of women and girls in difficult situations in developing countries and areas of conflict and disaster.

【2024 Campaign Overview】

Period

From March 8, 2024 (International Women’s Day) to May 31st 2024 (about 3 months)

How to Join

1) “Walk in Her Shoes, Anytime and Any Place You Like” (Online Participation) :

After the application process, walk approximate 8,000 steps (average per day) required for women and girls to fetch water in developing countries. Participate by manually registering your steps online or by downloading a pedometer app and automatically linking your steps. (Participants can also form teams and check other teams' step counts and rankings online.) Thanks to the cooperation of special cooperation sponsors, 1 yen will be donated per 500 steps.

【Entry Fee】

General registration – Early entry: 3,000 yen (Dec 8th 2023 - Feb 7th 2024)

General registration – Late entry: 3,500 yen (Feb 8th 2024 - Apr 24th 2024)

Repeater discount price: 2,000 yen (only during Early entry)

University students and other students at younger age: 1,500 yen

Original campaign T-shirt: 2,600 yen (tax and shipping included)

2) “Participate in walking events” :

Participate in offline events hosted or co-hosted by CARE International Japan.

- Confronting Global Water and Gender Issues! “World Water Day” Charity Walk (Participation fee: 2,000 yen)

- Walk in Her Shoes 2024 in Kyushu (Participation fee: General 3,000 yen, Students 1,500 yen)

¹ In 2011, the event was cancelled due to the Great East Japan Earthquake in Japan.

3) Post "C" or "Water" with #歩く国際協力 (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. 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. With the cooperation of special cooperation sponsors, 200 yen will be donated per post. (No charge for participation)

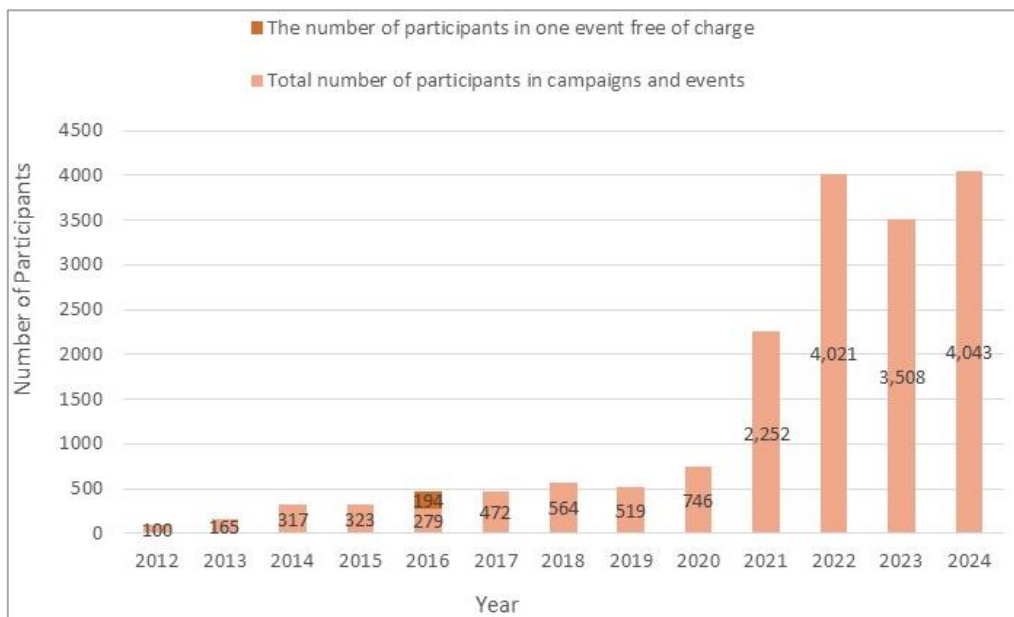
5) "Organize and hold your own fundraising event" :
 Participants plan and hold their own events to collect donations, which are then donated to CARE. The purposes of those events would be to raise awareness of global water and poverty issues.

6) Participate in "Repost Campaign" (Participate by reposting posts on X)
 Follow the official X account and repost posts eligible for the "Repost Campaign" pinned to its profile. 50 yen will be donated per repost. (No charge for participation)

2) Campaign Result

【Number of participants in campaigns and event (2012 - 2024)】

(Excluding 1,686 entries from the photo/GPS art posting campaigns and 147 entries from the Repost Campaign)



The number of participants in the campaign was 4,043 people which is 115.3% of last year.

*2016 result includes the November 2015 Tokyo event.

*2018 result includes the October 2017 Tokyo event.

【Breakdown of participants in campaigns and events】

(Excluding 1,686 entries from the photo/GPS art posting campaigns and 147 entries from the Repost Campaign)

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)	121	/	667		
		New Participants (2nd round)	138				
		Repeaters	202				
		Repeaters' Acquaintances	85				
		Start Campaign	8				
		Students (General)	42				
		Students (Students Partners)	71				
	Walking Partners	New Participants (1st round)	963		2,100		
		New Participants (2nd round)	83				
		Repeaters	1,054				
Ambassador/Junior Ambassadors				3	3		
Subtotal			2,767	3	2,770		
T-Shirts	General Participants	¥2,600	93	/	466		
	Walking Partners	¥ 2,100 (By group)	332				
	Purchase from Organize Fundraising or Hold Your Own Event	¥2,100	6				
	Purchase from Walking Event	¥2,000	15				
	CARE Supporting Groups	¥2,500	17				
	Others	¥1,680	3				
	Others					19	19
	Subtotal					466	19
Event	"World Water Day" Sakura Chairty Walk		66	19	85		
	Walk in Her Shoes 2024 Special Event in Kyushu		116		116		
Organize Fundraising or Hold Your Own Event (Organization/Individuals)			523		523		
Partipation by Donation	¥1,000		50	/	64		
	¥2,000		8				
	¥1,557		1				
	¥2,348		1				
	¥15,256		1				
	¥16,000		1				
	¥30,000		1				
	¥63,000		1				
Total			4,002	41	4,043		

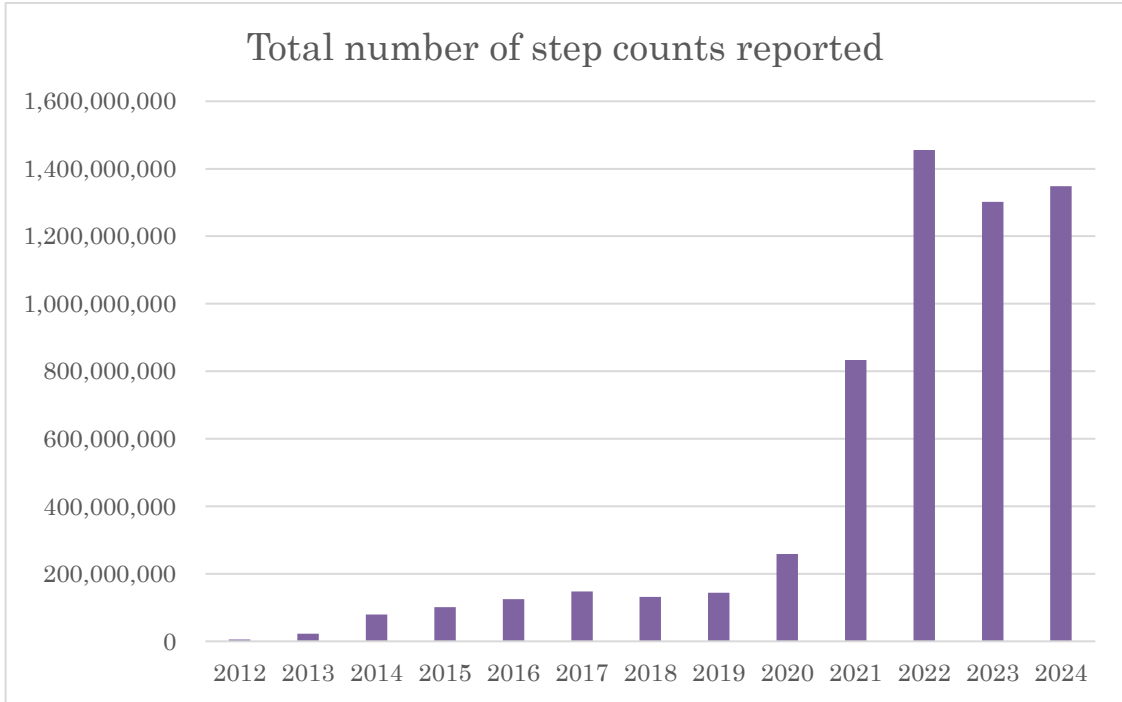
*"Organize and hold your own event to collect donations" was implemented by 7 organizations, and the total number of participants is shown

*"Participation by Donation" (¥ 2000) are donations made by those who were absent from the event "World Water Day" Charity Walk. Also, the amount ¥ 1,557 ¥ 2,348 ¥ 15,256 ¥ 16,000 and ¥ 63,000 from "Participation by Donation" are donations made from "Organize and hold your own fundraising event." The amount ¥ 30,000 from "Participation by Donation" is a donation

made from "Walk in Her Shoes 2024 Special Event in Kyushu." Others are donations from those who participated in "Walk in Her Shoes, Anytime and Any Place You Like".

【Number of steps reported (2012 - 2024)】

※Target number of steps for 2024: 1.4 billion steps



The number of steps taken was 1,348,758,251 (103.6% of last year), and it did not reach the target of 1.4 billion steps. The number of participants in the "Walk in Her Shoes, Anytime and Any Place You Like" campaign was 2,770, which was 102.7% of last year. The average number of steps per person per day reported was 8,485, which was around 8,000 steps that women and girls in developing countries take every day to fetch water.

【Campaign income/expense Year-on-year comparison, vs. target (2024/2023)】

		2024 (year)	2023(year)	YOY(¥)	YOY	Target (¥)	vs Target
Income	Goods sponsored (equivalent to donation)	¥1,188,339	¥888,030	¥300,309	133.82%	¥800,000	148.54%
	Income from entry fees	¥8,971,800	¥8,568,905	¥402,895	104.70%	¥9,567,000	93.78%
	Organize and hold your own event + other donations	¥164,161	¥137,725	¥26,436	119.19%	¥30,000	547.20%
	Cooperate Sponsorship	¥5,100,000	¥5,400,000	¥-300,000	94.44%	¥5,270,000	96.77%
	Total Income (excluding the goods sponsored)	¥14,235,961	¥14,106,630	¥129,331	100.92%	¥14,867,000	95.76%
Expense	Total Expense	¥3,622,050	¥3,239,707	¥382,343	111.80%	¥3,837,500	94.39%
Balance Difference (excluding goods provided)		¥10,613,911	¥10,866,923	¥-253,012	97.67%	¥11,029,500	96.23%
ROI (return on investment)		393.04%	435.43%			387.4%	

Income from participation fees increased due to an increase in the number of Walking Partner participants, which is 110% of last year, and an increase in the number of original T-shirt purchases, which is 146% of last year. On the other hand, only corporate sponsorships fell below the previous year's level.

Regarding expenditures, 2.3 million yen, or 63% of the total, was for the development and operation of the step reporting system and usage fees. Other expenditures accounted for 21% (¥ 760,000) for T-shirt production, 6% (¥ 200,000) for web-based payment fees, and additional expenditures for offline events.

【Year-on-year comparison of sponsorship, supporters, patrons and PR results (2024/2023)】

* Excluding the number of special sponsors and supporting companies for "Walk in Her Shoes 2024 in Kyushu".

	2024	2023	YOY(#)	YOY
Sponsorship fee (300,000 yen or more)	9	9	0	100%
Sponsorship fee (300,000 yen or less)	5	6	-1	83%
Provision of goods and services	8	9	-1	89%
Public Relations Support	15	12	3	125%
Promotion of employee participation	24	21	3	114%
Promoting University Student Participation	5	4	1	125%
	15	6	9	250%

The number of Walking Partners increased by three companies over the previous year as a result of our proposal, which was based on campaign's awareness-raising objectives and placed the highest priority on expanding the number of corporate sponsors and employees participating. In addition, from the previous year, sponsorships were classified as special sponsorship and co-sponsorship. For these sponsors, we promoted participation by differentiating them by printing their corporate logo on our campaign T-shirt, and so on. However, the number of corporations participating as sponsors was lower than that of the previous year.

3) Campaign Summary

*** Support from collaborating companies such as Walking Partners**

In corporate partnerships, we received support from companies and organizations in all areas of special sponsors, sponsors, patrons, and walking partners (total of 61 corporations which is an increase by 4 companies over the previous year/14 out of 61 companies were new partners). In

particular, the number of employees participating in the Walking Partners' participation in the "Walk in Her Shoes, Anytime and Any Place You Like," which is the most focused program, increased to 2,100 (110% of the previous year), leading to an increase in participation fee income. The percentage of repeaters in the total number of participants also increased from 33.5% last year to 50.2% this year. The campaign recorded a high retention rate as an annual campaign. The number of participations of family members and acquaintances, which was attempted for the first time this year, was only five people.

*** Increase in the number of participants from the “Organize and Hold Your Own Event”**

This year, 7 events were self-organized by participants, which increased by 2 events compared to last year. Some large-scale events were widely publicized, such as the "Kawasaki Women's Jazz Festival 2024" with 372 participants, bringing the total number of participants from self-organized events to 523 (384.6% of last year's figure), boosting the overall number of campaign participants.

*** Decrease in the number of individual participants in the “Walk in Her Shoes, Anytime and Any Place You Like”**

Despite the active implementation of the refer-a-friend campaign, team participation promotion, and offline events during the application period, the number of individual participants in the "Walk in Her Shoes, Anytime and Any Place You Like" program has reached a plateau, with both repeaters and new participants at 91% of the previous year's level. How to increase the number of individual participants is an issue for the future.

*** Implementation of special projects this year**

This year, the following special events were held.

① Expansion of donations from posting "C" and "Water" on social media and the number of steps

Normally, 1 yen is donated per 500 steps, and 100 yen is donated for 1 photo of "C" posted on social media. For 17 days during the period from the end of April to the end of May, the donation amount was increased - 1 yen was donated per 100 steps and 300 yen was donated per photo. This year, in addition to the "C," the "Water" photos were also eligible for this project.

② Repost Campaign

As a new initiative, we organized a "Repost Campaign" three times on X during the campaign period for the purpose of spreading the campaign. 50 yen was donated for each repost.

③ Donation from posting "C" drawn with GPS art

As a new initiative, we run a project that donated 200 yen per post of "C" drawn with GPS art. For specific seven days during the campaign, we also expanded the amount of donation to 300 yen per post.

④ Sales of T-shirts with original designs

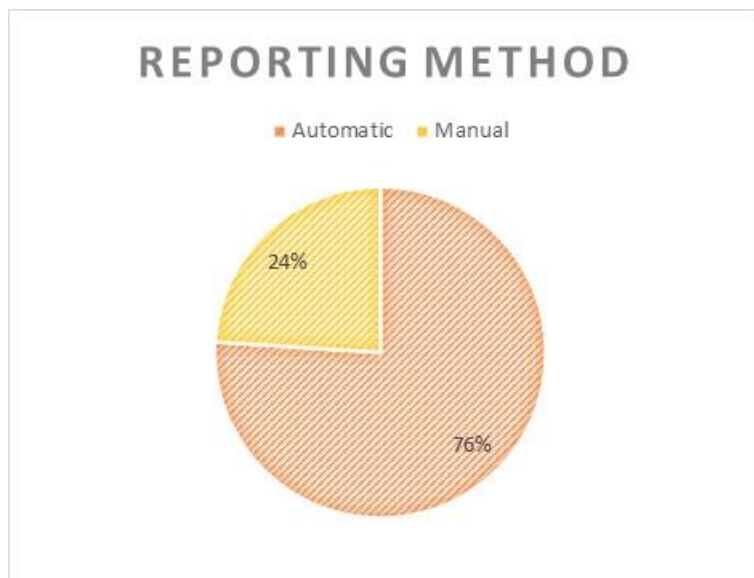
To promote and raise awareness of the campaign and to improve participant satisfaction, we have publicly solicited from the public a new design of our campaign T-shirt for the period from October 1st 2023 to October 31st 2023. Out of 24 submissions, we decided a grand-prize-winning work and printed it on this year's campaign T-shirt with sponsors' logo (only those who requested it) and "Walk in Her Shoes 2024." Two types of materials, cotton and mesh, in M and L sizes, respectively, were available. We also offered a special discount price of 2,100 yen to Walking Partners who purchased in bulk and to participants who self-organized a fundraising event. We produced and sold 485 pieces (145.6% of the previous year's sales).

⑤ [Double the Donation] More Support Charity

As an additional donation to the campaign, we solicited "[Double the Donation] More Support Charity" in which the same amount of the donation is matched by a special sponsor. As a result, 50 units (1,000 yen per unit) were donated which is 79.4% of last year.

*** Steps reporting method ("manual input" and "automatic linkage")**

In regards to "Walk in Her Shoes, Anytime and Any Place You Like" step counts, participants were able to select "manual input" or "automatic linkage" with an app ALKOO which one can download on smartphones. Similar to last year, about 76% of the participants chose "automatic linkage," which increased from last



year's 67%. Although the ratio of people who responded that "the app was difficult to use" has decreased since the previous year because of system improvements and revisions to manuals, 20% of those who chose manual input and 10% of automatic linkage still responded "the app was difficult to use" this year. Further improvements are expected in the future.

*** HTML for periodic communication**

As part of efforts to promote and improve participant communication, the "WiHS Newsletter," an e-mail newsletter was sent twice a month to "Walk in Her Shoes, Anytime and Any Place You Like" participants. We have renewed the contents this year and delivered such information as, with pictures, the issues related to water availability and gender in developing countries as well as information on CARE's work and campaigns. We also made an improvement by including hyperlinks for more details to prevent the body of the email getting too long. For a total of 7 email communication sent since the campaign started until the end of June, the open rate was 63.9% on average, which exceeds the last year's ratio of 56.9% (excluding walking partner bulk applicants).

*** Online event in collaboration with LiveRun corporation**

LIVERUN app allows people in different locations to connect in real time through running, yoga, muscle training, etc., while listening to a trainer with earphones in real time. This year, with the support as a cooperation patron, an event was held on April 20th (Sat.) in collaboration. 161 people, which increased by 5 people compared to last year, participated from all over Japan. On that day, Yoko Ito, a project manager of "Improvement of Agricultural Water Supply System in East Timor," joined on site and talked about the campaign and the situation in local area.

*** Use of SNS**

During the campaign period, contents were posted on social media (Facebook, X, Instagram) campaign accounts. In addition to regular posting, Facebook group for only the participants of "Walk in Her Shoes: Anytime and Any Place You Like" was established to promote a place where they can interact and socialize with each other. Furthermore, we attempted to further spread the campaign information through SNS with a project which sponsors donated to CARE when participants posted a picture of "C" or "Water" or "C" drawn with GPS art, or reposted a post from the campaign account on X (no charge for participation).

*** Use of campaign sponsorship funds (donations based on number of steps, donations from "C" and "Water" photo posts, "C" drawn with GPS art, donations from the repost campaign, and additional donations from "[Double the Donation] More Support Charity")**

Corporate sponsorships are used as a "promotion with donation" budget to promote participation. As shown below, we were able to obtain participation equivalent to 5,277,397 yen worth of donations with 1,348,758,251 steps, 1,833 posts on social media, and 50 units of additional donation. Therefore, we reached the maximum amount of 5.1 million yen from sponsors as a matching donation.

[Breakdown]

For every 500 steps taken, the company donates 1 yen.

→ (Actual) $1,073,241,888 \text{ steps} \div 500 \text{ steps} = 2,146,484 \text{ yen}$

For every 100 steps taken, the company donates 1 yen (100 Steps, 1 Yen Day)

→ (Actual) $275,516,363 \text{ steps} \div 100 \text{ steps} = 2,755,164 \text{ yen}$

For each photo posted, the company donates 100 yen.

→ (Actual) $100 \text{ yen} \times 882 \text{ pieces} = 88,200 \text{ yen}$

Donation amount 3x Week: 300 yen donated by the company for each photo posted.

→ (Actual) $300 \text{ yen} \times 671 \text{ pieces} = 201,300 \text{ yen}$

For each GPS art posted, the company donates 200 yen.

→ (Actual) $200 \text{ yen} \times 110 \text{ pieces} = 22,000 \text{ yen}$

Donation amount up Week: 300 yen donated by the company for each GPS art posted.

→ (Actual) $300 \text{ yen} \times 23 \text{ pieces} = 6,900 \text{ yen}$

For each post reposted, the company donates 50 yen.

→ (Actual) $50 \text{ yen} \times 147 \text{ reposts} = 7,350 \text{ yen}$

[Double the Donation] More Support Charity

→ (Actual) $1,000 \text{ yen} \times 50 \text{ units} = 50,000 \text{ yen}$

*** Measures to improve efficiency of campaign management**

Given the increasing number of participants, the application period was divided into two and started in December as well as last year. The entry fee for the first application period was set lower than that for the second application period, and the preferential price for repeaters was applied only to the first application period, in order to disperse the number of applicants. As a result, the number of applicants from the first application period was 469, and that from the second period was 198, which enabled us to improve the operation and the accuracy of participant support.

In addition, given the relatively high number of questions related to the initial setup of the step count application and step count reporting throughout the campaign period, we have prepared and begun operating a dedicated form to receive step count-related questions, resulting in a smoother customer service.

In regards to the corporate support, we updated the manual for walking partner representatives. In addition, we held two different online joint information sessions prior to the campaign, and an online debriefing session after the campaign. We also shared archived videos to effectively and efficiently share information and promote understanding among those in charge. In addition, in response to requests from each corporate, we provided individual consultation services via e-mail and online, as well as seminars for employees.

2. Donation Usage Overview of CARE International Japan Activities

Entry fees and donations to this campaign will be used to support the overall activities of CARE International Japan, which aims to reduce poverty by supporting the self-reliance of women and girls in difficult circumstances in developing countries and areas of conflict and disaster. CARE International Japan is currently engaged in the following main projects.

*The following "What you can do with approximately XXX yen" is just an example, and the said amount is not directly allocated to each project in reality.

1) Timor-Leste : Atsabe Rural Development Project for Improvement of Agricultural Water Supply System

*Project Objective :

To diversify their means of livelihood, the project aims to improve the livelihood conditions of farmers in remote villages by cultivating vegetables during the dry season and creating an environment that connects farmers to markets.



*Main Activities :

1. Enable farmers to grow vegetables during the dry season and build a foundation to connect farmers to the market for future vegetable sales promotion.
2. Facilitate access to financial services of women so that they can have a positive impact on household finances.

What we can do with about 1 million yen

For example, roads and bridges in a village at high risk of disaster can be reinforced or renovated. By reducing the risk of disruption of mobility each time a disaster strikes, and by ensuring the movement of people and goods, the project can help revitalize farmers' livelihood activities.

2) Timor-Leste : “The Lafaek Project”, Support for Self-Reliance through Educational Material Lafaek

*Project Objective :

The project aims to improve the development and educational status of children in rural areas and the livelihood capacity of the entire household to become a self-reliant community.



*Main Activities :

1. Improve basic computing and literacy skills
2. Improveq management of agricultural production and family health care
3. Promote residents' understanding of entrepreneurship and microfinance services
4. Promote parents' understanding of the health and development of young children and of sending their children to school

What we can do with about 1 million yen

For example, we can distribute approximately 6,000 copies of Lafaek, a learning magazine that is used as supplementary material in elementary and junior high schools where local language textbooks are not widely available.

3) Nepal : ” Remote school facilities improvement project in Nepal”

*Project Objective :

Through the renovation of classrooms and girl-friendly restrooms, the project aims to create a safe, high quality learning environment for children.

*Main Activities :

1. Renovate unfinished school buildings.
2. Improve and maintain water and sanitation facilities.
3. Raising awareness – provide training to teachers and students on safe hygiene practices, including a hygienic handling method of menstruation.



What we can do with about 2 million yen

For example, we can construct school exteriors for a high-quality learning environment, renovate water and sanitation facilities, and train adolescent male and female students and teachers in safe hygiene practices, including a hygienic handling method of menstruation.

4) Ukraine Crisis Humanitarian Response

We ensure the life and dignity of refugees from Ukraine to neighboring countries and internally displaced persons in Ukraine.

*Main Activities :

1. Distribution of emergency relief supplies such as food, water, hygiene products, and cash.
2. Psychological care to alleviate trauma and psychological impact on Ukrainian people.
3. Other assistance needed by internally displaced people and refugees in Ukraine in the future.



What we can do with about 1 million yen

For example, 100 mothers evacuated to the Ukrainian border can be provided with childcare items needed to care for their babies, such as diapers, wipes, formula, baby food, and thermos bottles.

Thank you very much for your participation and support.
We look forward to working with you on "Walk in Her Shoes 2025"



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