

NO
PARKING
2:00 AM
TO 6:00 AM

OPEN

WALK A MILE IN HER SHOES™

PARTICIPANT GUIDE 2020



Presented by and benefitting
Women In Need, Inc.

NEW IN 2020!



WALKERS & SUPPORTERS

For the first year ever, men who do not want to wear heels, along with women and children, can register to walk as Supporters!

Supporters are encouraged to wear red sneakers, flip-flops, or flats to the walk, as well as help fundraise.

Supporter registration includes a Walk a Mile in Her Shoes event t-shirt.

WALK A MILE IN HER SHOES™

PARTICIPANT GUIDE 2019

WHY WALK?

About Sexual Violence
About Women In Need
About Walk a Mile in Her Shoes™

WALKERS & SUPPORTERS

Walk a Mile Challenge
Who Are Supporters?

FUNDRAISING

Online Donations
In-Person Donations
Fundraising Ideas

THE WALK

Parking
Check-In
Photo Opportunities
Weather
High Heel Rental
The Walk

FREQUENTLY ASKED QUESTIONS





WHY WALK?

ABOUT SEXUAL VIOLENCE

Sexual violence is any sexual act that is not consensual. This includes rape, sexual assault, child sexual abuse, sexual harassment, human trafficking, and more.

While we usually think of sexual violence as a women's issue, it does not discriminate.

1 IN 4 WOMEN AND 1 IN 10 MEN
will experience sexual assault in their lifetime.

1 IN 3 GIRLS AND 1 IN 6 BOYS
will experience sexual abuse.

LGBTQ individuals experience sexual violence
AT EQUAL OR HIGHER RATES.

Together, we can put a stop to sexual violence.

ABOUT WOMEN IN NEED

Women In Need, Inc. (WIN) provides comprehensive services to men, women, and children in Franklin and Fulton counties who have experienced domestic or sexual violence, as well as their family members.



All of WIN's services are **free** and **confidential**.

- 24-Hour Hotline (717.264.4444)
- Emergency Shelter
- Individual Counseling & Support Groups
- Legal Advocacy
- Sexual Assault Response Team
- Prevention Education

Learn more at www.winservices.org.

ABOUT WALK A MILE IN HER SHOES™

There is an old saying: "You can't really understand another person's experience until you've walked a mile in their shoes." Walk a Mile in Her Shoes® is the International Men's March to Stop Rape, Sexual Assault & Gender Violence. It is a fun way to get the community to talk about the difficult topic of sexual violence.

While the walk started out as a way for men to support female victims, we now know that male victimization is very common. So why still use the heels? One of the main causes of sexual violence and reasons male victims do not come forward is due to gender norms. By challenging these norms, we can prevent future violence and give victims the voice to speak out.

And it's a lot of fun!



WALKERS & SUPPORTERS

In previous years, this event was only open to males willing to don or carry the red heels. This year, we are opening up a second category for anyone else who wants to register, support a good cause, and help raise awareness about sexual violence.

WALK A MILE CHALLENGE



Men ages 16 and older can still register as walkers to participate in the challenge of trying to walk a mile in red high heels.

The registration fee includes the rental of our official Walk a Mile stillets and an event t-shirt.

WHO ARE SUPPORTERS?

Supporters are anyone who does not want to participate in the Walk a Mile Challenge, but still wants to walk at the event. This category is also open to women and children.

The registration fee includes a Walk a Mile event t-shirt.

Supporters are also encouraged to wear **red sneakers, flip-flops, or flats** to show solidarity in the fight against sexual violence.



Walkers and Supporters are both encouraged to help us fundraise!

FUNDRAISING IDEAS

Not sure where to start with fundraising? We've come up with a few ideas to help you out!

DOLLAR DONATION DAYS!

Pick a few days and ask people to donate just \$1 (but they can give more if they would like). That is less than a cup of coffee!

SPARE CHANGE

Almost everyone has spare change just lying around. Offer to collect everyone's spare change. You can bring the change to the event or take it to your local bank to have it counted and exchanged for cash.

TUESDAY, APRIL 6th IS SEXUAL ASSAULT AWARENESS MONTH DAY OF ACTION

WEAR TEAL

Wear something teal to support Sexual Assault Awareness Month. You can use it as a conversation starter and talk about the walk. You could also make it an office-wide teal day and charge a donation fee for anyone who doesn't wear teal.

EMAIL BLAST

Send an email about Sexual Assault Awareness Month (nsvrc.org/saam has great resources and graphics you can use). Ask people to donate to your walk to help prevent sexual violence in your community.

FIVE DOLLAR FRIDAYS

Ask people for just a \$5 donation. You could even combine it with a dress down day at the office or other incentive.

MAKE IT A COMPETITION

Is your friend, co-worker, or partner also walking? Make it a competition to see who can raise the most. There could even be an incentive like the loser pays for dinner after the walk, or has to give an extra donation.

OTHER FUNDRAISING IDEAS

There are lots of ways to collect donations besides just asking! You could...

- Host a car wash or car show
- Put pledge jars in your office, gym, or favorite place
- Host a balloon raffle, 50/50 raffle or BINGO game
- Host a trivia, movie, or game night
- Offer to do a chore in exchange for a donation
- Host a dinner or bake sale
- Hold a book sale, garage sale, or craft sale
- Ask your business or organization if they will match what you raise



THE WALK

PARKING

Parking is available in surrounding public parking lots. Parking meters are in effect until 5 p.m. at a rate of 25 cents per hour.

Street parking is also available. Main Street between King Street and Washington Street will be closed to traffic only during the walk.



CHECK-IN

Check-in will be open from 5 PM to 6 PM in the King Street Church Parking Lot on the corner of King Street and Main Street. Look for the CHECK-IN HERE Signs on the big white tent.

At check-in you will receive your t-shirt and be offered a sign to carry during the walk.

If you have any cash or check donations, please turn them in at check-in.

PHOTO OPPORTUNITIES

Returning this year will be our Walk a Mile photo backdrop. Make sure you get your chance to have your photos taken.

Any photos taken by event staff will be posted on the WIN website and Facebook page.

WEATHER

The walk will be held rain or shine.

Check your local forecast and prepare for the weather.



HIGH HEEL RENTAL

If you registered as a walker, you will be directed to the other side of the tent, after check-in, to get your high heels. Event volunteers will collect your regular shoes and give you a pair of heels.

Don't forget to take some time and practice standing and walking in your heels!

After the walk, shoe return will be on the same side of the tent where you picked up your heels. When your heels are received, your regular shoes will be returned.

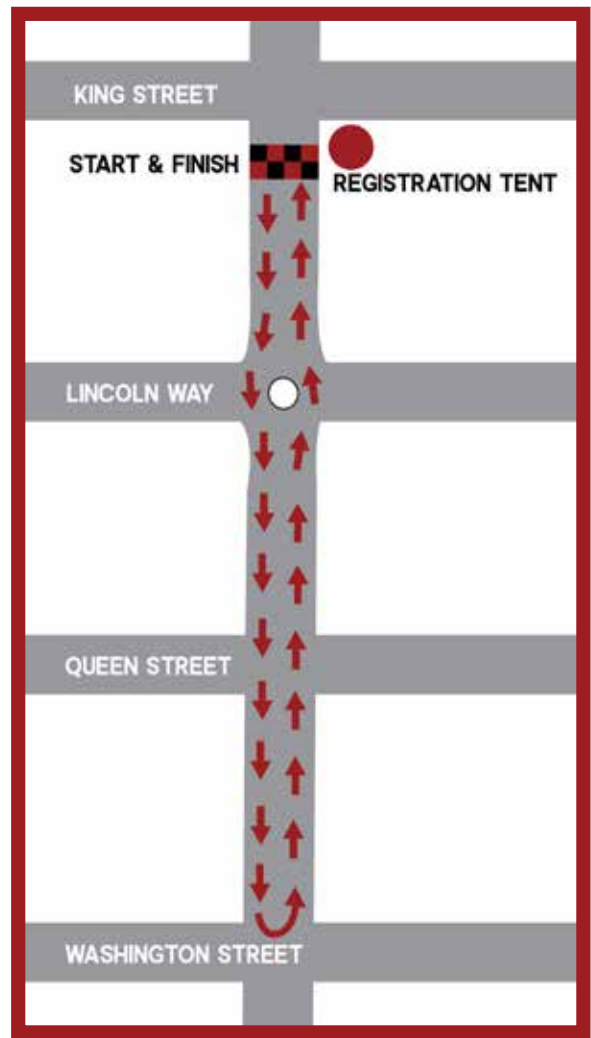
THE WALK

The walk will start at 6 PM.

The route is approximately one mile. It starts in front of the King Street Church Parking Lot and goes up Main Street to E Washington Street before coming back via Main Street.

Main Street will be closed to traffic during the walk.

It is not a race, so do not feel like you need to rush or run. The walk will continue until all participants have made it back to the King Street Church lot.



FREQUENTLY ASKED QUESTIONS

Q: Do I have to raise money?

A: While you don't have to, this event is a fundraiser. All the money raised goes to WIN to provide services to victims in Franklin and Fulton Counties.

Q: Can women participate?

A: Yes! This year, women and youth can register as supporters. This registration gets them an event t-shirt.

Supporters are also encouraged to wear red sneakers, flip flops, or other flat shoes.

Q: What if I can't wear heels?

A: No problem! You can either register as a walker and carry the red heels or you can register as a supporter. As a supporter, you are encouraged to wear red sneakers or other flat shoes.

Q: What should I wear?

A: Fun socks are a great accessory! Supporters are also encouraged to wear red sneakers or flat shoes to keep with the red theme. You can also add some fun, red accessories!

Also, dress comfortably for the weather, which usually means jeans and our WAM t-shirts. We only ask that any accessories be appropriate as this is a family-friendly event and that men do not wear dresses.

Q: Can I make my own sign or shirt?

A: Yes! You can make your own signs to carry or have your own shirts. However, staff reserves the right to ask you not to carry or wear anything that is deemed offensive or inappropriate.

Q: What happens if it rains on the day of the walk?

A: Bring your umbrella! We will be out walking rain or shine.

Q: What do I do with cash donations or checks?

A: You can send or bring them to the WIN office before the event, or bring them to the Check-In at the walk. If you used a donation form, keep that with the money you raised so donors can get tax deductible receipts.

Q: What if I have other questions?

A: Give us a call at 717.264.3056 or like us on Facebook and send us a message!



SEXUAL VIOLENCE IS MORE THAN JUST A WOMEN'S ISSUE.

It affects both men and women.

1 in 4 women and 1 in 10 men experience sexual assault.

1 in 3 girls and 1 in 6 boys experience sexual abuse.

WOMEN IN NEED OFFERS FREE AND CONFIDENTIAL SERVICES.

WIN offers services to men, women, and children who have experienced sexual violence, including individual counseling, support groups, and medical accompaniment and advocacy during sexual assault exams.



Women In Need, Inc.

24-Hour Hotline

717.264.4444

THANK YOU FOR SUPPORTING



WALK A MILE IN HER SHOES™



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THANK YOU TO OUR SPONSORS

