



WePledge.

www.wao.org.my/fundraising





What is WePledge about?

We Pledge to promote gender equality and create a safe community (Komuniti Selamat) in the workplace.

The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated—they recognise that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. *Source: Sustainable Development Goals | United Nations Development Programme (undp.org)*

At Women's Aid Organisation (WAO), we are committed to all SDGs, specifically SDG 5 on Gender Equality -- to achieve gender equality and empower all women and girls.

What does a gender equal Malaysia look like?

- Safe spaces for women and girls free from violence and discrimination
- Women's full and effective participation and equal opportunities for leadership at all levels of decision-making
- Safe spaces in the workplace created through effective and implemented policies
- The elimination of gender stereotypes, toxic masculinity, and harmful practices
- Children growing up in healthy and safe homes
- New parents entitled to adequate parental and maternal leave and support
- Equal pay for equal work across all industries and levels

Why should you pledge?

RM3,000 contribution to WAO for one year will go towards providing 24-hour services for domestic violence care in the form of:



Social work and Case Management



Economic and Emotional Resilience Programmes for Single Mums



Crisis Hotline support



Psychosocial support for survivors of domestic violence



Shelter services



Kids Circle and Educare Programmes



Research and Public Policy Reform



Community Outreach

**All pledges will receive a tax exemption receipt.*

What do you get for pledging?

1

1-hour brown bag talk (1 year validity)

2

Potential collaboration for a CSR engagement (sourcing for essential items / fundraiser)

3

3-hour coaching session for Human Resources team (HR)

4

WePledge Kit

- WePledge Certificate for Contributors
- WAO Digital Booklet (What it means to pledge gender equality in the workplace, little tips on how to promote a healthy work environment)

Our Impact in 2020

Services

WAO provided a total of **7,682 consultations (3,748 consultations in 2019)** and **5,609 Case Management (2,285 in 2019)**

WAO had engaged with **1,843** Women & Children in our WAO Programmes for Shelter & CCC Beneficiaries (Internal) & **299** WAO Programmes for Communities (External)

Advocacy

Led campaigns resulting in government commitment to enact gender equality legislation and improve employment laws for women

Part of campaigns leading to government commitment to enact **sexual harassment** legislation

Coordinated campaigns resulting in notable policy developments on stalking (**#MakeStalkingACrime**)

Capacity Building

In 2020, we engaged **25,925** individuals through various activities with capacity building components (workshops, trainings, consultations, panels, events), achieved an online reach of **2,934,122** through our Girls and Youth Empowerment programmes, and reached a further **224** individuals through supplementary activities such as self-care bag deliveries. This is a huge increase from the **4,284** individuals we engaged with in 2019.

Partnership

WAO had engaged in **38** talks/forums, **3** corporate talks, **6** media interviews/talks, as well as featured in **7** podcast episodes and **4** news articles. **4** event booths were set up in total for 2020; **three were done before the Movement Control Order (MCO) came into effect while the fourth was held in August 2020 during the Recovery MCO.**

WePledge will also contribute to the achievement of the following goals:



SDG 5 : Gender Equality Overview

Target 5.1

End all forms of discrimination against all women and girls everywhere

Target 5.2

Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

Target 5.3

Eliminate all harmful practices, such as child, early and forced marriage and female genital mutilation

Target 5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

Target 5.c

Adopt and strengthen sound policies and enforceable legislation for the promotion of gender equality and the empowerment of all women and girls at all levels



How is Our Current Progress towards the Sustainable Development Goals (SDG)?

The COVID-19 pandemic has adversely impacted any progress on gender equality we have made thus far. For instance, reports on violence against women and children have increased exponentially, and there has been more demand for unpaid care work at home which disproportionately affects women.

The pandemic has highlighted the need for immediate action to address gender inequality globally and to get back on track for achieving gender equality. Women have played a critical role in the response to the pandemic as frontliner healthcare workers, caregivers, and leaders of response and recovery efforts.

Although women have played a critical role in the response to the pandemic as frontline healthcare workers, caregivers, and leaders of response and recovery efforts, they remain underrepresented in critical leadership roles. Moreover, their rights and priorities are often not explicitly addressed in those efforts. This crisis presents an opportunity to reshape and rebuild systems, laws, policies, and institutions in order to advance gender equality.

Discriminatory laws and legal gaps continue to prevent women from fully enjoying their human rights.

According to data for 2020 from 95 countries and territories:

- More than half lacked quotas for women in the national parliament
- 83% included budgetary commitments to implement legislation addressing violence against women
- 63% continued to lack rape laws based on the principle of consent
- More than 90 per cent prohibited discrimination in employment on the basis of gender, yet almost half continued to restrict women from working in certain jobs or industries
- Almost one quarter did not grant women equal rights to men for entering into marriage and initiating divorce proceedings

New estimates based on surveys from the period 2000–2018 confirm that:

- 1 in 3 women – nearly 736 million women – have been subjected to physical violence, sexual violence or both by a husband or intimate partner, or sexual violence by a non-partner, at least once in their lifetime from 15 years of age. This figure has remained largely unchanged over the past decade.
- Intimate partner violence starts early.

Did you know that nearly 24 per cent of adolescent girls (15 to 19 years of age) and 26 per cent of young women (20 to 24 years of age) who have ever had a partner or been married have experienced such violence already?



In 2018, 81% of the 69 countries and territories for which there are data needed to improve their systems for tracking budget allocations for gender equality. In the context of the COVID-19 pandemic, strengthening these systems through the comprehensive use of gender-budgeting tools will contribute to the better targeting of resources for a gender-responsive recovery.

By 2019, women accounted for nearly 39 per cent of the global labour force, but held only 28.3 per cent of managerial positions, a rise of 3 percentage points since 2000. The disproportionate impact of the pandemic on women in the workforce, and female entrepreneurs in particular, threatens to roll back the little progress made in reducing the global gender gap in managerial positions.

Source: Progress towards the Sustainable Development Goals - E/2021/58

Over the past decade, the practice of child marriage has declined significantly, with the global proportion of young women who were married as children decreasing by 15%, from nearly one in four in 2010 to one in five in 2020. As a result of this progress, the child marriages of some 25 million girls have been averted. However, the profound effects of the pandemic are threatening this progress, with up to 10 million additional girls at risk of child marriage in the next decade as a result of the pandemic.

According to data from 31 countries and territories in which the practice is concentrated, at least 200 million women and girls have been subjected to female genital mutilation. Despite some progress, there are still countries and territories in which at least 9 in 10 girls and women ranging from 15 to 49 years of age have been subjected to such mutilation, making the harmful practice almost universal.

The latest data collected on 90 countries and territories between 2001 and 2019 indicate that, on an average day, women spend about 2.5 times as many hours as men on unpaid domestic work and care work.

As at 1 January 2021, data from 135 countries and territories indicated that the global average proportion of women in the single or lower houses of parliaments had reached 25.6 per cent, continuing a slow upward trend that would require 40 years for gender parity to be achieved, while the proportion of women in local deliberative bodies was 36.3 per cent. There are 40 per cent or more women in the lower or single parliamentary houses of only 23 countries and territories and in the local governments of only 22 countries and territories, proportions achieved through the use of gender quotas in most of the countries and territories.

Data for 2020 from 36 countries and territories on national legal framework guarantees for women's equal rights to land ownership show that substantial improvement has been achieved in establishing equal inheritance rights (69%) and establishing spousal consent requirements for land transactions (61%), while progress is lagging in areas including land registration, customary law, and women's representation in land governance.

Empowering more women with mobile telephones has been shown to accelerate social and economic development. However, in the 66 countries and territories with data for the period 2017–2019, average mobile telephone ownership was 8.5% points lower for women than for men.

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How to be a part of #WePledge?

The checklist is grouped into three themes:

LEARNINGS

Taking on the SDGs

The company's SDG activity must be reported and shared to investors and stakeholders as it demonstrates a thorough assessment of the business risks and opportunities.

CEO and/or Chair to champion SDGs

Leadership commitment to champion the SDGs as part of the company's strategy long term must be shared and reported. When leadership commits and promotes the SDGs, will there be impactful change in corporate substance, structure and culture.

SDGs and your business's impact

It's not enough to report only on how the company has improved and moved towards SDGs. It is necessary to report and communicate the positive and negative impacts a company has on the SDGs, showing how the company is both contributing to global problems, as well as helping to solve them.

How to be a part of #WePledge?

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FOCUS AREA

Identify priority SDGs

Identify the key SDGs the company will prioritise on that is most significant to the core business and stakeholder engagement. Report on the potential and actual impact that the company achieves.

Explain the methodology used to prioritize the SDGs

The methodology used to select the most relevant SDGs and focus area for action must be reported for transparency purposes and for stakeholders to understand the process.

Identify specific SDG targets that are relevant to your business

Sharing the SDG targets that are most significant to the business in a report will establish key SDGs focus areas.



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MEASURING SDG PERFORMANCE

Share SDG performance goals

Reporting should clearly identify any SDG-related performance goals the company has set for its business.

Use the SMART methodology to set SDG goals

Set specific, measurable, achievable, relevant and timebound goals (SMART) that can easily be shared and reported on the impacts made by the company. Include specific indicators for more detailed reporting.

Organisation's SDG 5 Checklist. Be on track!

Gauge your performance. Does your organisation have the following?

- Sexual harassment policy
- Implementation of the sexual harassment policy
- Complaints mechanism
- Compliance processes
- Disciplinary actions for misconduct
- Whistleblowing policy
- Maternity leave
- Paternity leave
- Inclusive and non-discriminatory hiring policy
- Employee assistance programme
- Women development programmes
- Opportunities for women in leadership
- Equal pay for equal work
- Flexible working hours for parents

WHAT IS KOMUNITI SELAMAT AT WORK?

The *Integrated Safe Community Initiative* is grounded in WAO's "Safe Community" model, which is a multisectoral and holistic approach to community engagement and gender-based violence prevention.

WHY?

The safe community model aims to help communities learn what domestic violence is, to identify its root causes and how it affects a community, and to understand just how critical it is for community members to take responsibility and not be mere bystanders.

WHO?

Everyone and anyone can help create a safe community within their circle, whether at the workplace or at home.

HOW?

The programme also teaches the community where to refer survivors, family, friends and abusers for help and guidance. By partnering with all levels of a community so that they can respond to and prevent gender-based violence.

Our Safe Community workshop facilitators provide tailored training to the general public, first-responders, community leaders, faith leaders and community businesses, creating critical allies on all fronts and all circles of a community



WAO TALKS (Please select 1)

Contact us at partnership@wao.org.my to schedule your talk session.

- Komuniti Selamat (Safe Community) Workshop
- Bystander Intervention
- Psychological First Aid
- Domestic Violence and How To Help
- Preventing Sexual Harassment in the Workplace
- WAO CSR Induction (CSR Volunteering)

**Pledge
Today!
Take a
stand.**

It's easy! Share the following details with us:

Company Name:

Email Address:

Contact Number:

You can deposit your donation to:

Account Name: Women's Aid Organisation

Account No.: 80-0238299-7

Bank Name: CIMB Bank Berhad

REF: WePledge

Send your transaction receipt no. to
partnership@wao.org.my