

AustCham Korea – Corporate Social Responsibility:

AustCham-ESWS Walkation

Location: Anywhere!

Duration: Until September 30, 2021

Registration Deadline: August 31, 2021

Supporters Event Briefing



KOREA AUSTRALIA
호주 한국
1961-2021



AustChamKorea
Australian Chamber of Commerce in Korea

CSR: Walkation | Event summary

AustCham Korea is pleased to partner with one of our long-standing CSR partners, the [Eastern Social Welfare Society \(ESWS\)](#), in holding a 'AustCham-ESWS Walkation' to raise funds to support single mothers.

Although arranging a group event is difficult given the Level 4 social distancing restrictions, we encourage you to sign up to the event individually or arrange to walk in groups of 2-4 at a time and place that suits you. The AustCham Korea Secretariat, CSR Committee and Board Members will be supporting the initiative and encourage other members, companies, and families to join the event!

'WALKATION' is...a combination of the words, WALK and VACATION; it's a contactless fundraiser in which you can take part in whenever and wherever you want during your summer vacation (without having to meet people in person to participate in it).

While the walkation requires participants to walk 10,000 steps each, we are encouraging that we all work together in achieving a total collective amount of 8,925,196 steps, which is the equivalent of the distance between South Korea and Australia (6,801km).

Remember, the walkation doesn't have to be completed in one go and you have until September 30 to count your steps in total.







Key details:

- The participation fee is KRW30,000 per person
- All proceeds will go to ESWS projects and initiatives that support vulnerable single mothers
- There is no set course, just need to walk 10,000 steps (around 8 km)
- RSVP deadline: August 31
- Participation (walking) deadline: September 30

If your organisation would like to sponsor or participate in the initiative, please reach out to one of the AustCham Team for more information.



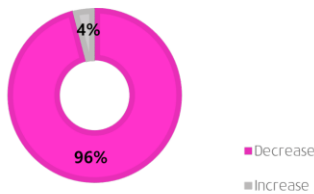
CSR: Walkation | Event Details

REGISTRATION DEADLINE	August 31, 2021
EVENT DURATION	Until September 30, 2021
VENUE	No set venue – complete the 10,000 in your own time at a destination of your choice.
PARTICIPATION & REQUIREMENTS	<p>The walkation involves participants walking 10,000 steps (or more!) to raise funds and awareness about the difficulties faced by single mothers in South Korea.</p> <p>There is no set location or date, but participants are encouraged to share photos of their participation and use the following hashtags:</p> <p style="text-align: center;">#AUSTCHAMKOREA #AUSTCHAMESWS #ESWS #WALKATION</p>
PROVISIONS	<p>Each registered participant will receive an ESWS giftpack, which includes a bottle, a tote for a bottle, a soap made by single mothers, 2 boxes of vitamin, disinfecting wipes & hand sanitizer and a mask pack.</p> <p>Present kit</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>A bottle</p> </div> <div style="text-align: center;">  <p>A tote for a bottle</p> </div> <div style="text-align: center;">  <p>A soap made by single mothers</p> </div> <div style="text-align: center;">  <p>2 boxes of vitamin</p> </div> <div style="text-align: center;">  <p>Disinfecting Wipes & Hand sanitizer</p> </div> <div style="text-align: center;">  <p>Mask pack</p> </div> </div>
AUSTCHAM CONTACT	<p>Rowan Petz Executive Director 010 2574 5093 exec@austchamkorea.org</p> <p>Kate Kalinova Project Manager 010 26565581 comm@austchamkorea.org</p> <p>Jade Son Business & Admin Manager 010 58209659 admin@austchamkorea.org</p> <p>General Enquires events@austchamkorea.org</p>
EVENT PARTNERS	<p>Easter Social Welfare Society (ESWS)</p> <p>02-332-3997/ spon@eastern.or.kr</p>

CSR: Walkation | Importance

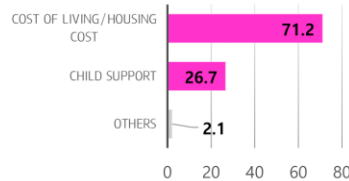
The Goal of the Event Walkation: Walk to share your love for single mothers

INCOME STATUS AFTER COVID19



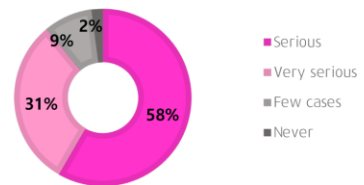
▲ 2020. 7 Post COVID-19 housing and caring of single-parent families in Korea

THE MOST SERIOUS DIFFICULTY CAUSED BY COVID19



▲ Korean Single Parents Association(2020)

SOCIAL PREJUDICE AND DISCRIMINATION SINGLE MOTHERS FEEL



▲ KOREAN WOMEN'S DEVELOPMENT INSTITUTE (2019)

① Financial Support for Single mothers

All the proceed of this event goes to programs supporting single mothers who have financial difficulties such as cost of living and child-supporting cost after COVID19.

② Awareness Raising for Single Mothers

Through SNSs, a campaign is to raise awareness through 10,000 steps challenge and messages to support single mothers who are suffering from prejudice and discrimination

Projects of ESWS Supporting Single Mothers



Projects for Self-reliance and Livelihoods of Single Mothers

Job searching support ('Moms' Future' program), entrepreneurship education, 'Café Eastern, Onsaemiro Handcraft Shop, Eastern Mom Store, etc.

Group Homes for Single Mothers and children

6 of housings for single mothers all over Korea

Mental and Emotional Support Projects

Art therapy, play therapy, and counselling therapy
Book reading club and book publication support

Projects for Raising Awareness of Single Mothers

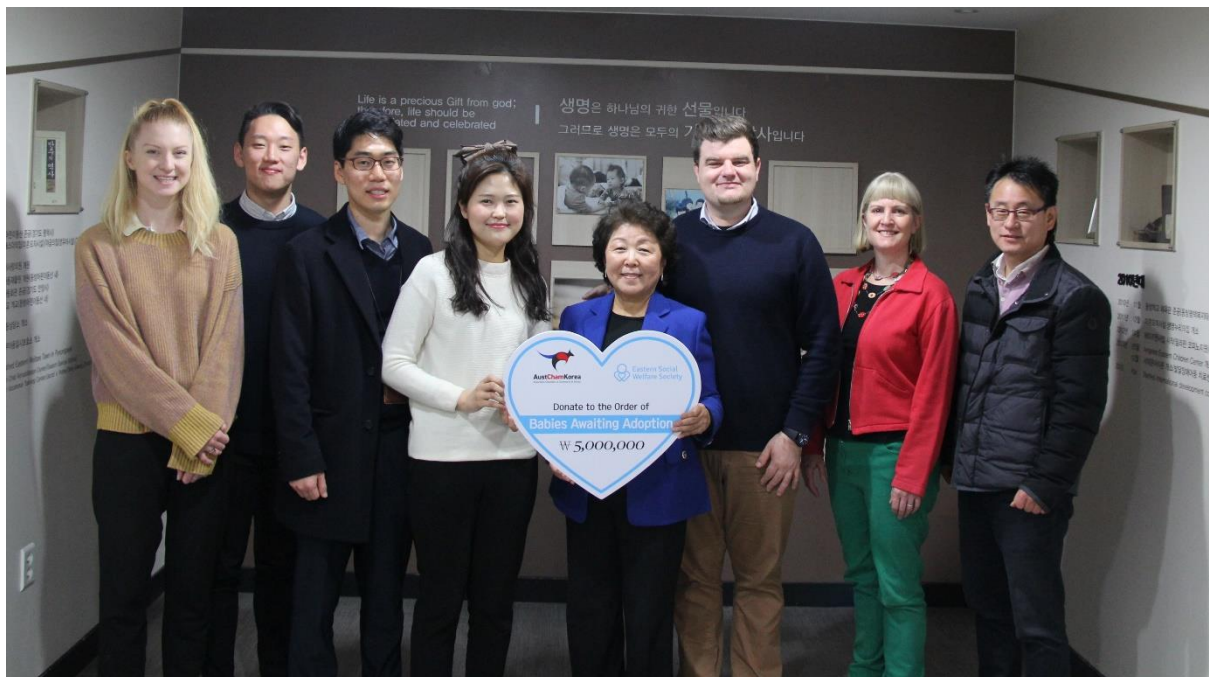
Story book and webtoon contests on Single Mothers

CSR: Partner Introduction | Eastern Social Welfare Society

In 1972, the Eastern Social Welfare Society was founded for the children and neighbors who were suffering and rejected from society at the time.

For the past 40 years, ESWS have directly and professionally helped those in need while offering them a happier and better quality of life. As a professional social welfare organization, ESWS has actively operate social welfare services for children, single parents, disabled people and the elderly. They also operate social welfare services for Korea as a whole, along with international regions. In their midst, there are still parents who cannot raise their own child, people who are struggling due to their congenital disability, adolescents about to give up on their education due to poverty and elderly people who have to live a lonely life all by themselves.

These people all need a neighbor's helping hand. Through the constant support and sponsorship of many people, the Eastern Social Welfare Society is fulfilling its mission of helping people who are in need realize the value of life.



CSR: Walkathon | Sponsorship Opportunities

To assist with raising additional funds for the CSR project, AustCham Korea is seeking sponsor/s to support this initiative. Sponsorship funds will go towards supporting single mother outreach programs hosted by Eastern Social Welfare Society.

Tier One Sponsor – KRW1,000,000

- Tier One logo placement on AustCham’s event page
- 20 participants in the CSR Walkathon
- Each participant will receive a ESWS gift pack of goods
- SNS article highlighting your participation and donation

Tier Two Sponsor – KRW500,000

- Tier Two logo placement on AustCham’s event page
- 10 participants in the CSR Walkathon
- Each participant will receive a ESWS gift pack of goods
- SNS article highlighting your participation and donation

Tier Three Sponsor – KRW250,000

- Tier Three logo placement on AustCham’s event page
- 5 participants in the CSR Walkathon
- Each participant will receive a ESWS gift pack of goods
- SNS article highlighting your participation and donation



CSR: Walkation | Participation Steps

Individual

- Fill out registration details: <https://austchamkorea.glueup.com/event/austcham-esws-walkation-42053/>
- Pay KRW30,000 participation fee
- Receive ESWS present pack to your Korean postal address
- Walk 10,000 steps (or more!)
- Share photos of you joining the activity by tagging AustCham Korea and ESWS on social media and using the following hashtags **#AUSTCHAMKOREA #AUSTCHAMESWS #ESWS #WALKATION**
- Email your photos to events@austchamkorea.org to be added to a special event feature article

Sponsor

- Select Sponsorship package [KRW1,000,000 (20 tickets), KRW500,000 (10 tickets), KRW250,000 (5 tickets)]
- Choose a postal address (corporate office) to receive all present packs
- Share photos of you joining the activity by tagging AustCham Korea and ESWS on social media and using the following hashtags **#AUSTCHAMKOREA #AUSTCHAMESWS #ESWS #WALKATION**
- Email your photos to events@austchamkorea.org to be added to a special event feature article
- Have your photos featured in a special AustCham CSR EDM and social media campaign.





AustChamKorea
Australian Chamber of Commerce in Korea