

# CHEESE *for* CHANGE

 In support of  
**White Ribbon**

[DATE]

Dear [RECIPIENT NAME]

In Australia, one in three women has experienced physical or sexual assault in her lifetime. These women are our mothers, girlfriends, wives, daughters, colleagues, friends and neighbors.

This March I am making a stand by hosting a Cheese for Change event in support of White Ribbon Australia, to help prevent the cycle of violence against women in our community.

Awareness and funds raised at my event will help White Ribbon's mission to change the attitudes and behaviours that support or excuse this violence against women in Australia.

The White Ribbon Campaign objectives are:

- to create widespread awareness of the positive role that men can play in stopping violence against women
- to enable leadership, particularly by men and boys, to bring about social change, and
- to build collective knowledge and understanding of the effective prevention of violence against women.

[EVENT NAME] will be one of many events taking place across Australia to raise awareness for White Ribbon Australia, as part of a new fundraising campaign - Cheese for Change.

[PROVIDE DETAILS OF WHO WILL BE ATTENDING YOUR EVENT. I.E., NUMBER OF PEOPLE, TYPE OF PEOPLE, ETC.]

I am proud to invite you to support White Ribbon and to be recognised as an official sponsor of [EVENT NAME]. I would be thrilled if you would make a donation to the event, either in cash or in kind. [INCLUDE DETAILS OF WHAT YOU'D LIKE THEM TO DONATE. I.E. A CHEESE PLATTER, A CHEESE BOARD, ETC.]

To recognise your support, we will provide you with the following:

- [INCLUDE DETAILS OF HOW YOU WILL RECOGNISE THEIR SUPPORT. I.E. RECOGNITION IN YOUR FLYERS, A BANNER AT YOUR EVENT, A MENTION IN ANY SPEECHES, ETC.]

I welcome the opportunity to discuss the finer details with you. Please feel free to contact me at any time using the following contact details:

Phone: [PHONE NUMBER]

Email: [EMAIL ADDRESS]

In the meantime, please visit [www.whiteribbon.org.au](http://www.whiteribbon.org.au) to find out more about White Ribbon, or visit [www.whiteribbon.org.au/cheeseforchange](http://www.whiteribbon.org.au/cheeseforchange) to learn more about the campaign.

Kind regards,

[NAME]