



2020-2021
ANNUAL REPORT
Impact & Outcomes



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Women's Spirit Project

Impact & Outcomes Report

2020–2021

Introduction

The 2020-2021 Annual Report contains a summary of information about the activities of the Women's Spirit Project (WSP) over the past 12 months, the impact and outcomes.

The achievements of the last year are exceptional. From the beginning to end, this report highlights the power of women, when they come together with a vision and on a mission. The year 2020-2021, and COVID-19, global pandemic, marked a turning point in the world's history, a time we won't forget.

Despite the pandemic, the WSP Tribe Members dug deep, intent on supporting women during a time of unprecedented change and disruption. The WSP Tribe pivoted its plans on three occasions designing and delivering virtual and face-to-face fitness, health and wellbeing activities. These activities have had a positive impact on the lives of many women as they worked, educated, parented and partnered from home.

The data contained in this report, and the stories and quotes from women, articulate the value of the WSP. This project has filled a gap in the provision of primary prevention programs for women doing it tough; a gap that has grown bigger this past 18 months. Our aim is to help bridge that gap by offering increased numbers of women from all walks of life, an opportunity to be inspired, empowered and supported by other women to transform their lives through fitness, health and wellbeing activities.

To the incredible Tribe of volunteers who have collectively brought this project to life and joined us on this journey - thank you for your support.

On behalf of the WSP Tribe,

Jodie Belyea

FOUNDER & MANAGING DIRECTOR

Participation & Engagement

Women's Spirit Project – Engagement

WSP & WWW MEMBERSHIPS



924 | 273

Public Page;
62% Increase

Closed Group;
480% Increase

JULY-NOV SANITY SESSIONS



20 | 2

20 Fitness, Health and Wellbeing Activities
and 2 Wellness Webinars

LINKEDIN



150%

Increase in Members

CASE STUDY



Showcased In The Royal Commission
Into Victoria's Mental Health System

SHOP



Online Store

Supporting Project Administration

WSP - Women's Spirit Project; **WWW** - Why Women Walk

Why Women Walk Virtual Trek – Around Australia

AUG-NOV 2020

FACE BOOK



17,735

FB Engaged

SIGNED UP



214 Women

From Across 9 Cities Worldwide

DISTANCE



25,141km +

Collectively Walked Around Australia

COMPLETION



137 Women

Completed the Challenge & Increased
Participation In Fitness

VIDEO PROJECT



Case Studies

Documenting Participant's WWW
Journey During COVID

Participation & Engagement

Women's Spirit Project – Engagement

5 TRAINING WALKS



62 | **87**
Kilometers Walked | Women Participated

SIGNED UP



90
Women Registered For the Walk

COMPLETED CHALLENGE



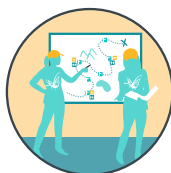
70*
Women Completed Frank to Schanck Challenge

DISTANCE WALKED



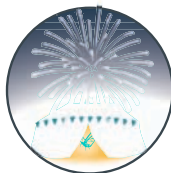
3500km
Collectively Walked Over 3 Days

WALK LEADER TRAINING



16 | **48**
Volunteers | Hours

CELEBRATION EVENT



110 Guests & Supporters
Speakers; Entertainment & Smoking Ceremony

MONASH EVALUATION



45
Pre and Post Participant Surveys

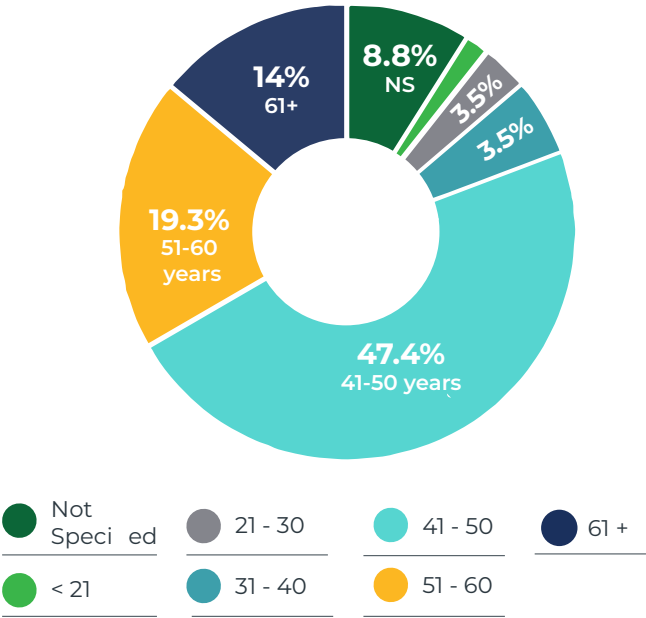


* 20 women withdrew due to illness, injury or not completing sufficient training

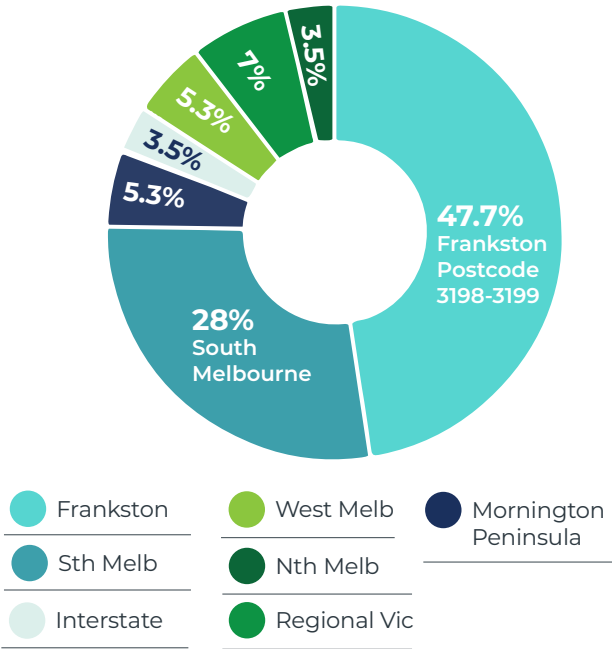
Demographics

Why Women Walk – Demographics

AGES OF WOMEN PARTICIPATING



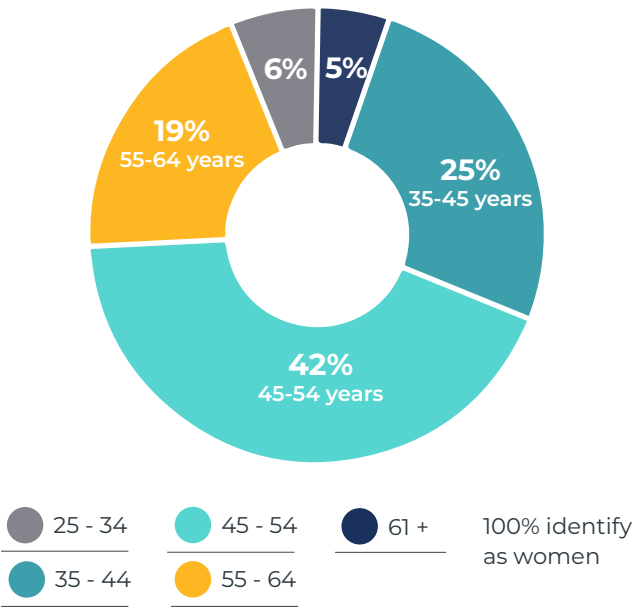
REGIONS OF WOMEN PARTICIPATING



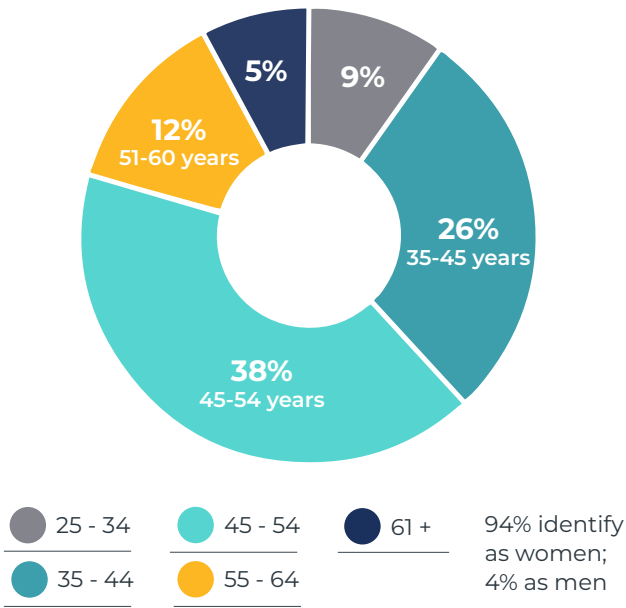
Why Women Walk – Demographics



WHY WOMEN WALK
CLOSED PAGE - AGE DEMOGRAPHIC



WOMEN'S SPIRIT PROJECT
PUBLIC PAGE - AGE DEMOGRAPHIC



NOTE: 20Km of the walk was undertaken in Frankston Local Government Area and 50km on the Mornington Peninsula Shire.

Fundraising & Governance

Women's Spirit Project – Fundraising

APPLICATION FOR GRANTS



3

3 Grants Written;
1 Successful, 1 Pending

GRANTS \$



\$25,000*

Received in 2019-2020
Acquitted 2020-2021

DONATIONS \$



\$30,000

Pressroom Partners,
Family Life and Raffle

IN KIND SPONSORSHIP



\$30,860

\$26,000 In Kind;
\$4,860 In Raffle Prizes

EVENT REGISTRATION



\$12,000

Frank to Schanck
Registration Fee

Women's Spirit Project – Governance Group

EXEC & GG MEETINGS



Exec - 5 | **GG -12**

5 Volunteers; 9 Meetings | 12 Volunteers; 9 Meetings

UP-SKILLING



3

Skill
Sessions

23

Women
Participated

First
Aid

Walk
Leader
Training

Pitch
Training

VOLUNTEER HOURS



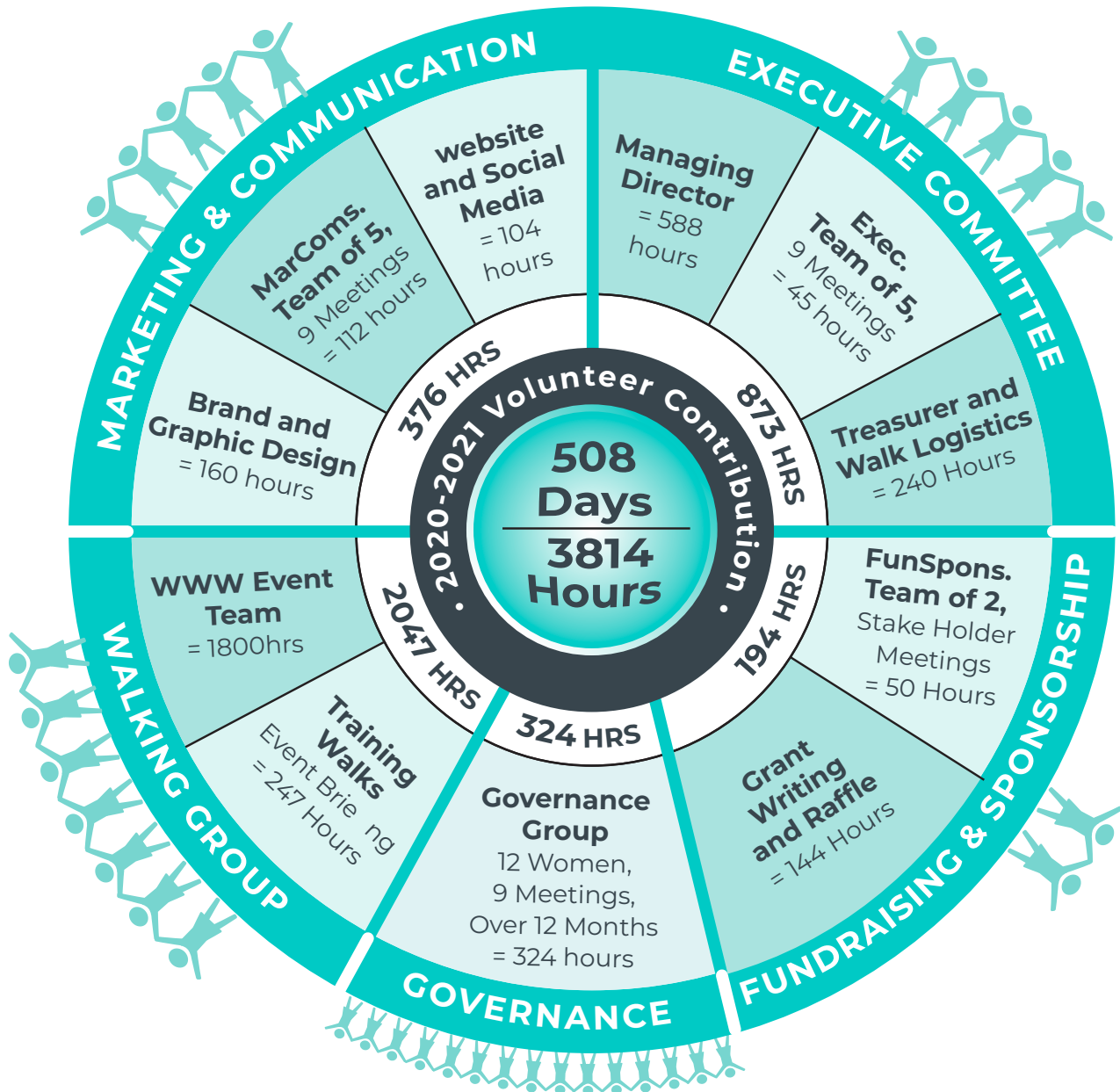
3814

Valued At \$250,000

Exec - Executive; **GG** - Governance Group

Volunteer Contribution

Women's Spirit Project – Volunteer Contribution



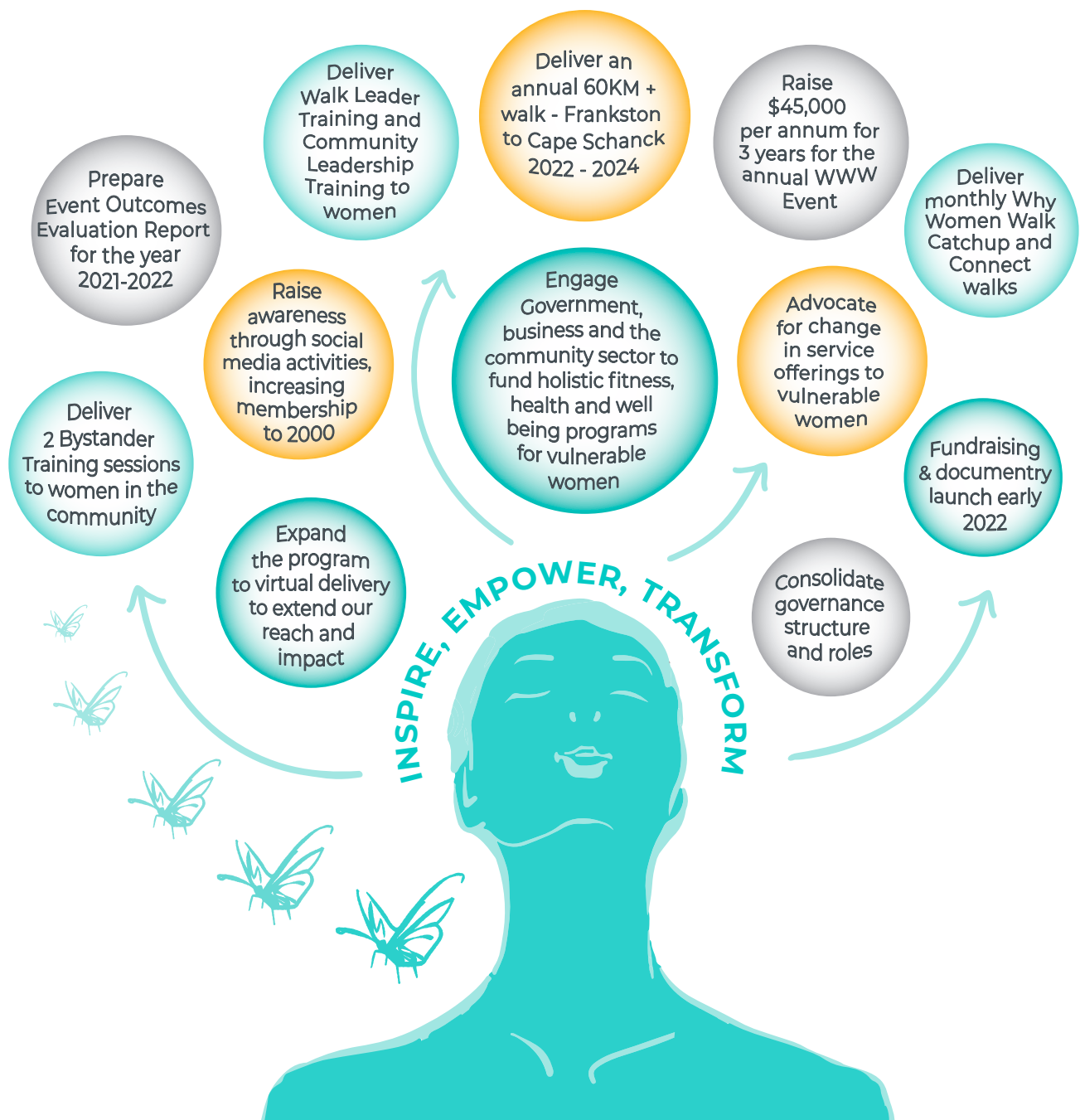
Women's Spirit Project – Vision 2021 - 2022

To manifest our vision to **Inspire, Empower and Support the Transformation of Women** in particular women doing it tough through fitness health and well being activities, the WSP has a short and longer- term vision. The deliverables that the WSP are planning for the next 12 months cover the following areas:

- 1 Governance and Administration
- 2 Fundraising and Sustainability
- 3 Awareness Raising and Engagement
- 4 Programming: activities, events and training

Included below are the key activities that will be the focus for 2021 – 2022 financial year.

A strategic planning session was held in October 2021 to develop a three-year strategy that brings the vision and mission to life!



Why Women Walk – Frank to Schanck



Julie Mazzaglia - June 1, 2021

“...one of the most physically grueling and mentally challenging experience of my life but what I gained from it is invaluable. I do not know if I can truly express how much it helped change my attitude in my day-to-day living.”

“Choosing to join WWW was not something that I was consciously looking for, but from the moment I heard about it, I knew I wanted to be a part of it.

The messaging, women helping other women, ‘The vulnerable’, was something that I truly resonated with. That my 60th birthday fell on the very weekend of the WSP walk did give me some pause, but not for long, it felt right, and I am thankful I followed my instincts.

I started to walk in preparedness for the WSP weekend, starting with 2-3km, to 4-6km, to racking up 10-15km on the weekends. It was exhilarating, I discovered how walking would clear my mind, I was becoming more positive, and how well my body was responding to the exercise.

The WSP walk, Frank to Schanck, was perhaps the most physically grueling and mentally challenging experience of my life, but what I gained from it is

invaluable. I do not know if I can truly express how much it helped change my attitude in my day-to-day living. I was never alone, the connection I experienced with the women is something that I can only describe as a life connection, it would not matter if I ever saw them again, I will never forget them. I feel more empowered and in control of my life, with my thoughts and actions, and that feeling has not wavered. I face each day with renewed vitality and purpose. My experience has inspired me to want to support other women, and to continue this journey that started with WWW on my 60th birthday.

I continue to walk every weekend; it has become an integral part of who I am. My physical and mental wellness depends on it.

Due to this wonderful organization, to Jodie and the group, I found my smile again.”



Tara Hetherington - May 30, 2021

“there is something empowering about being part of a group of women, who are there for each other, whose stories have spilled out over hills and trails, where there is no judgment, just acceptance.”

“On 2nd January I was scrolling through Instagram, the inspiring Cath Wallis had posted her goals for 2021. One of those was Frank to Schanck, and just like that, a little seed was planted, for the first time in a long time, I had a goal, I paid my deposit to seal the deal!

Checking out the WSP website I realized just how remarkable this group of women was. Although I felt daunted by the length of the walk, I also felt inspired, and excited to be a part of this group.

On Friday 30th April, I arrived at Frankston foreshore. I was full of doubt, my friend had pulled out the night before, and Olivers Hill taunted me in the distance. What the bloody hell had I signed up

for?? I took a deep breath, and remembered, this is my adventure, I’m challenging myself, at my pace, and I’ll give it my best shot.

I won’t lie, it was tough, I was still wondering if I would make it to the end with 5km to go on day 3. But there is something empowering about being part of a group of women, who are there for each other, whose stories have spilled out over hills and trails, where there is no judgment, just acceptance.

Whatever adventure comes next, I am capable. I will draw on my Frank to Schanck experience, it just takes one foot in front of the other, and a dash of teal!”

Participant Quotes



Celine Bouttecon - June 7, 2021

“I was very overwhelmed when crossing the finish line. I couldn’t believe that 3 months after finishing chemo, being so weak I couldn’t leave my bed, I went on walking 70km.”

“I will never forget the call I received on a Saturday morning last October. It was my oncologist asking me to pack my bag and go to Frankston hospital straight away. A month before I had been diagnosed with ovarian cancer. Although it was huge news to process, I was told that my type of ovarian cancer was very treatable. I will need to have a full hysterectomy and chemotherapy but it was looking good. I was one of the lucky ones.

The phone call changed everything. I had a CT scan the day before and it showed cancer cells in my abdominal cavity. Things were not looking good. I now had advanced ovarian cancer with a 40% chance to make it through. “You will need to fight for your life” were my oncologist’s word. On my 47th birthday I started chemotherapy.

Chemo was grueling. I was hoping to go for walks between treatments. I have always been active. I love the outdoors and exercising. It helps my physical and mental health. Unfortunately, I was feeling sick a lot of the time. I became very weak and most days going out off bed was a massive effort. I tried to remain positive for my family. My husband was very supportive and he was the one telling me over and over that I could do it.

The last day of chemo came and a few days later my oncologist told me that I was now cancer free. I was with my husband and we cried, tears of joy this time.

In a few weeks, I went from being very weak to being able to walk for 30 minutes then 40 then an hour. It was amazing. In March, I saw a post on Facebook from the WSP. I knew a little bit about this initiative through a friend who took part in the pilot project in 2019. I remember going to the WSP website and thinking how amazing the ladies involved in the project were and what a great initiative it was.

Although I was getting stronger physically, I was struggling emotionally. I was/am still processing everything I went through. I thought being part of the WSP would help me mentally. I would achieve something quite amazing, walking 70 km over 3

days, which I have never done before. Also I would feel like my life was back to normal. I would be walking with a group of women. And finally, I would get to do what I love being outdoors and exercising.

The WSP gave me a subsidy for which I am very grateful. I took part in some of the Sunday trainings and felt very welcomed. Then the date of the big walk came closer and I became a bit nervous. I have neuropathy as a side effect of chemo and I started to wonder if it was such a good idea to challenge myself to walk 70 km with my feet not being their old selves.

I am so glad I didn’t listen to my negative thoughts. The walk was so much more than what I anticipated. I met wonderful and inspiring women. Catherine Wallis’ words still resonate with me. She talked about her passion and how she made it happen despite the many obstacles she was facing at the time. I often think about her determination and try to apply her “philosophy of life,” to my own life.

I was very overwhelmed when crossing the finish line. I couldn’t believe that 3 months after finishing chemo, being so weak I couldn’t leave my bed, I went on walking 70 km. I am so grateful I was given the opportunity to be part of the WSP. I wouldn’t have been able to achieve this challenge on my own. The camaraderie and good spirit of my fellow travellers made the kilometres and discomfort disappear. This walk gave me strength and hope. I realized that I was physically fit and mentally strong.

It is very comforting to think that although life is hard and challenging, people in our community volunteer their time and expertise to care for and help others. That’s what the WSP is all about women caring for women.

Thanks to the WSP and the inspiring women I met I have decided to keep on walking. I would love to go to Tasmania and walk the overland track. That’s my next goal and I will do everything to make it happen!”

Participant Quotes



Julie M - Facebook May 14, 2021

“There is no doubt that we all learn things about ourselves on these adventures, its a real bonus to also learn just how powerful the energy of woman together as one can be.”

“Quite a few people, asked me why I decided to do this walk on my 60th birthday, and to be honest, I wasn't really sure myself, except that it felt right. I felt that sitting under the stars with a bunch of women that I didn't know ring true.

This intuitive feeling was especially confirmed on day 2, (my birthday) when climbing Arthur's Seat. For me, the climb was one of the most mentally and physically cruelest things I've had to face for a very long time, and there were many times when I was ready to give up the challenge. However, there were a group of women, and they know who they are, that would not allow this. Through my physical struggles, they helped with taking my backpack from me, they patiently counted 10 steps and stop for a better part of the climb, they gave me water at every interval, and they never stopped encouraging me. These beautiful women would

simply not allow me to fail. How honoured was I to witness what can only be described as the purest forms of compassion and kindness toward another, a virtual stranger.

I'm sharing this because I feel it's exactly what WSP's messaging is all about. There is no doubt that we all learn things about ourselves on these adventures, its a real bonus to also learn just how powerful the energy of woman together as one can be. We were truly connected that afternoon, and I can honestly say that whenever I need to draw on something extra to get through a day, I go to that afternoon; it is my absolute happy place. Thank you, Jodie, thank you admin volunteers and helpers, and thank you to all the walkers. To those beautiful 6 that stayed with me, thank you, thank you, thank you.



Kana - May 2, 2021

“I am still overwhelmed by the warm hospitality and for the opportunity... And to everyone I've met - thank you for a wonderful weekend lady. Super proud for all of us.”



Jo Pascoe - May 5, 2021

“Hi everyone, this weekend I completed a 70km walk from Frankston to Cape Schanck over 3 days with the ‘Women's Spirit Project’.

It was an amazing experience with incredible woman, all inspiring in different ways. To walk on our beautiful Peninsula seeing parts I had never before definitely made me more grateful for where I live. A big thank you to the WSP team, I'm blown away by the incredible effort and organizing that went into this weekend, a true success all round.”

Executive Group 6 (Exec)	Governance/Operational Group – 14* (GG)	Why Women Walk Challenge & Celebration Event – 28*
<p>Cheryl Campbell Chair, Director</p> <p>Lorraine Riddoch Vice-Chair, Speaker</p> <p>Kate Park Treasurer, Walk Coordinator Director</p> <p>Jodie Belyea Managing Director</p> <p>Mel Flores Secretary, Walk Logistics</p> <p>Louise Allwright Communication Lead, Walk Leader</p>	<p>Erin Derkley Sponsorship & Fundraising</p> <p>Catrin Harris General Member & Raffle Coordinator</p> <p>Simone Morley General Member</p> <p>Penny O'Brien Social Media, Walk Leader</p> <p>Emma Rigby Walk Logistics, Walk Leader</p> <p>Kerry Strickland Cultural Lead, Walk Leader</p> <p>Kim Taylor General Member & Raffle Coordinator, Walk Logistics</p> <p>Greer Watson Design Lead, Marketing & Brand, Walk Leader</p> <p>The members of the Exec are also part of this group</p>	<p>Amanda Bingham Transport</p> <p>Adrian Burrage Entertainment</p> <p>Zorica Djuric Photographer</p> <p>Majella Frick EntertainmentA</p> <p>Carolyn Gowers Entertainment</p> <p>Simon Hookway Transport</p> <p>Dr lisa hunter Evaluator</p> <p>Jo French Walk Logistics</p> <p>Kit McMahon Walk Logistics & Speaker</p> <p>Birte Moliere Walk Leader</p> <p>Neil Prosser Walk Logistics</p> <p>Sarah Sharman Walk Leader</p> <p>Andrea Thompson Walk Leader</p> <p>Aileen Traynor Walk Leader</p> <p>Cath Wallis Walk Leader & Speaker</p> <p>The members of the Exec and GG are part of this group</p>

Volunteer Reflections



Twenty Executive and Governance Group volunteers and Why Women Walk volunteers have undertaken a range of activities and roles that they would never have envisaged or considered 2-3 years ago.

Kate Park – Director Company Secretary and Treasurer

Kate wrote and presented the following poem at the Why Women Walk May celebration event.



The hand of a volunteer

*My empowered self is grateful.
My self-esteem is strong.
I reach a hand towards
one longing to transform.
Inspiration flows to the vulnerable.
Empowerment is transferred.
We share wellness.
Our hands held. Our hearts full.*

Erin Derkley

“Over the last year and a half WSP has challenged and stretched me in many ways. I first chose to jump on board to challenge myself to become more comfortable in groups of women. I wanted to be involved in a committed and driven group where the ultimate goal was the empowerment and wellbeing of women collectively. The group has certainly been that for me. I have met an amazing group of women, ready to take the lead and jump in the deep end. I have extended myself undertaking training, I have written grant applications and done pitch training, I have hosted webinars and most importantly, I have remained motivated and connected throughout the pandemic. Even I wasn’t able to be at the Challenge event, I worked on the project wholeheartedly alongside the team and shared in the sense of celebration and the great achievements that we have made collectively.”

Mel Flores

“I went from being a participant in the pilot program in 2019 to joining the Governance Group, to then becoming the Secretary in November 2020. “WSP has inspired and empowered me to reach goals I never thought possible. During the WWW Frankston to Cape Schanck event 2021 I was in my element being able to give back by supporting, encouraging and empowering other women the same way the pilot program gave to me. It was such an honour. I am extremely proud to be a part of the WSP journey with the team of amazing, phenomenal women”.

Sponsors

Thank You To Our 2020–2021 Sponsors

Thank you to our wonderful partners and sponsors. Our achievements have been made possible thanks to the many supporters we have worked with over the past 12 months. Together, we have inspired, empowered and helped women in our community transform their everyday life, to create a brighter future.

We thank everyone who has been part of this journey to date and look forward to continuing our collaboration. You've made our work possible.



PRESS ROOM
PHILANTHROPY



Thank You To Our 2021 Raffle Donors

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Frankston South

Skin By Science
Mornington Peninsula

Strike Bowling
Frankston

Moonlit Sanctuary
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Mornington Peninsula

The Sports Injury Clinic
Frankston

Colour Your World Art
Mornington Peninsula

Mount Eliza Pottery Studio
Mt Eliza

Living Culture
Mornington Peninsula

Enchanted Adventure Garden
Mornington Peninsula

Garmin

Yupa Napa Gallery
Alice Springs

PARC
Frankston

Beauty Stop
Frankston

Peninsula Hot Springs
Mornington Peninsula

RAW Travel
Mornington

Women's Spirit Project
Frankston

Possibilities

*A smile, when the world seems grey
a reason to get up when you'd rather stay
in bed.*

*I shift the clouds so you can see, the person you are
the mountain you can be.*

*A subtle shift, an elevation of your head,
you meet my gaze.*

*2 feet alone, 4 feet together, I walked, now I run,
I don't recall when my legs got so strong.*

*Not young but vital, not naive but optimistic.
The world feels brighter glowing teal and yellow.*

*Yesterday felt hard but today,
Today I feel anything is possible.*

G. Watson



Women's Spirit Project

Inspire, Empower, Transform



w womensspiritproject.org

✉ jodie@womensspiritproject.org ✉ hello@womensspiritproject.org