

This Christmas, Give Dignity

it's in the bag

share the dignity

A community call to action
supporting Share the Dignity's
It's in the Bag campaign.



About the Campaign

It's in the Bag is Share the Dignity's annual Christmas campaign encouraging Australians to fill handbags with essential everyday items for women and girls experiencing hardship, homelessness or domestic violence. Each donated bag provides practical support but also sends a powerful message: *you are seen, valued and cared for*.

Why It Matters

Christmas can be an especially difficult time for women and girls experiencing domestic violence, homelessness and hardship. A donated bag filled with essentials can provide comfort, dignity and connection.

How the Campaign Works



Pack a Bag

Fill a handbag with
essential items.



Drop it Off

Donate your completed
bag at your closest
Bunnings



Help Restore Dignity

Your bag is distributed by *Share the Dignity's*
incredible volunteers through frontline
charities supporting women and girls in need.

What to Include in a Bag?

ESSENTIAL ITEMS

- ☐ Period products
- ☐ Shampoo
- ☐ Conditioner
- ☐ Toothbrush & Toothpaste
- ☐ Roll on deodorant
- ☐ Soap or Body Wash



How You Can Support

SUGGESTED ACTIONS FOR COMMUNITY LEADERS

- ☒ Pack and donate a bag
- ☒ Share your involvement on social media
- ☒ Include the campaign in an electorate newsletter
- ☒ Visit or promote local collection points
- ☒ Encourage schools, workplaces and community groups to get involved
- ☒ Share recipient stories and feedback from your community

Help us meet the growing need of our charity partners across Australia by donating a bag and supporting our goal of collecting 150,000 bags for people doing it tough this year.



www.sharethedignity.org.au/what-we-do/its-in-the-bag

