

ZONTA SAYS NO

TO VIOLENCE AGAINST WOMEN

The Orange Lady Toolkit

Her story

The story of “The Orange Lady” started in Australia.

Since 2013, the Zonta Club of Ipswich, District 22 in Australia, has been promoting the Zonta Says NO to Violence against Women campaign during the 16 Days of Activism (25 November-10 December) by distributing 16, free-standing, orange, cut-out ladies.

A template for “The Orange Lady” was created for consistency and ease of use. The template can be adjusted in size for various purposes. Each one can carry a specific message regarding the elimination of gender-based violence.

The Zonta Club of Rockhampton coined the name Zolly and most clubs in Australia call them Zollies. Sabine Voss, Advocacy Representative in Zonta Club Baden-Baden, D30 in Germany, “discovered” the Orange Lady through the Zonta Says NO campaign run by the Ipswich Zonta Club. About a year ago they utilized it for the first time in Germany and Sabine coined the name “Matilda” because the lady came from Australia.

Today “The Orange Lady” has sisters in different parts of the Zonta world. Some of them are called Matilda, Zolly or other names. All with the same purpose and mission!

The purpose

The Orange Lady is always present - here and in many other places!

The Orange Lady says NO:

- to violence against women and girls.
- to violence in any form, whether physical, psychological or via the Internet.

The Orange Lady is there to:

- Observe.
- Be on the watch.
- Take care.
- SPEAK UP!

Violence against women and girls happens:

- More often than expected.
- Closer than imagined.
- Every day, every night, and all year round.

The template

- The correct template can be found on the Zonta Says NO website. https://www.zonta.org/Web/My_Zonta/Tools/Advocacy_Tools_home.
- The template can be converted to the desired size.
- The figure can be made in different materials: plywood, paper, wood or other material.
- The figure should be made orange. For reference, the Zonta orange from the brand guidelines is Pantone 7413C or RGB 225/132/49.

The name

- The name of “The Orange Lady” is decided by each club or district.
- Examples are: The Orange Lady, Matilda, Zolly, Zahra and Zoe.

When to use it

- During the Zonta Says NO to Violence Against Women Campaign (16 Days of Activism, 25 November-10 December).
- All year round when there is an opportunity.

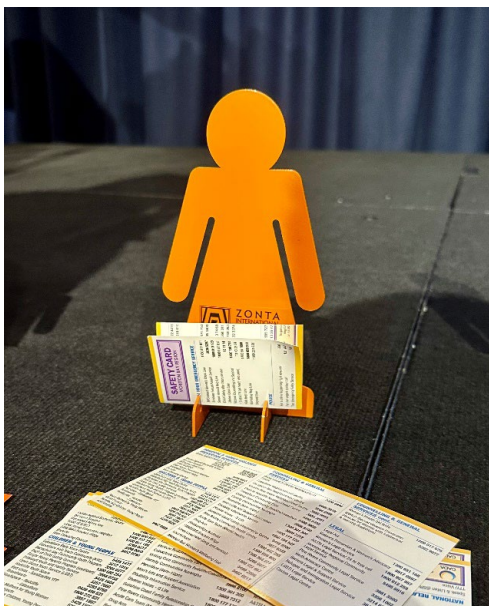
Some examples



The Orange Lady - Australia



Matilda - Germany



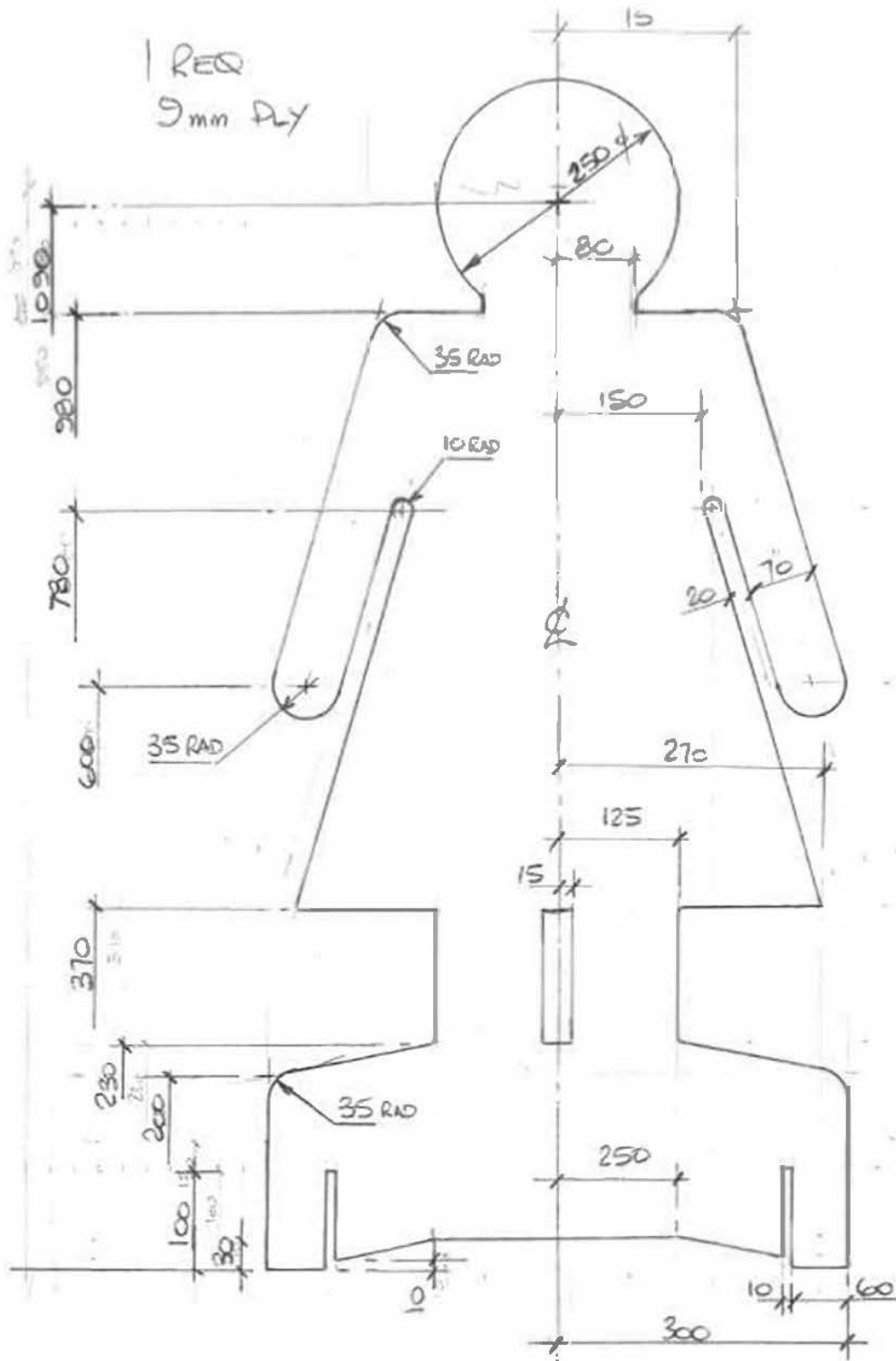
Card holder



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Guide to constructing The Orange Lady





Guide to constructing The Orange Lady

