

# YOUR COMMUNITY FUNDRAISING

## TOOLKIT

*2023 EDITION*



**CATHERINE  
HOUSE**

EVERYTHING YOU NEED TO KNOW  
TO RAISE AWARENESS AND FUNDS  
FOR CATHERINE HOUSE.

# SUPPORTING CATHERINE HOUSE

Thank you for choosing to support Catherine House. Importantly, your support will ensure we can continue to provide crisis, longer-term accommodation and support services for women experiencing homelessness.

The support of the South Australian community ensures that we can keep our doors open for the hundreds of women who so bravely walk through our doors every year. Community support includes events or activities that are organised by a person, organisation or community group outside of Catherine House.

**Currently, the Catherine House Crisis Accommodation Service is only 50% funded by government, meaning that we rely on the generosity of the wider South Australian community to make up the shortfall.**

There are many ways to fundraise and raise awareness for the work of Catherine House and homelessness more broadly.

Our Fundraising Team are here to support you every step of the way to make sure your fundraiser is not only a success but *FUN*!

This Community Fundraising Toolkit will provide you with the information you require to register and run a fundraising activity/event to support the work of Catherine House.

## FOR MORE INFORMATION PLEASE CONTACT:

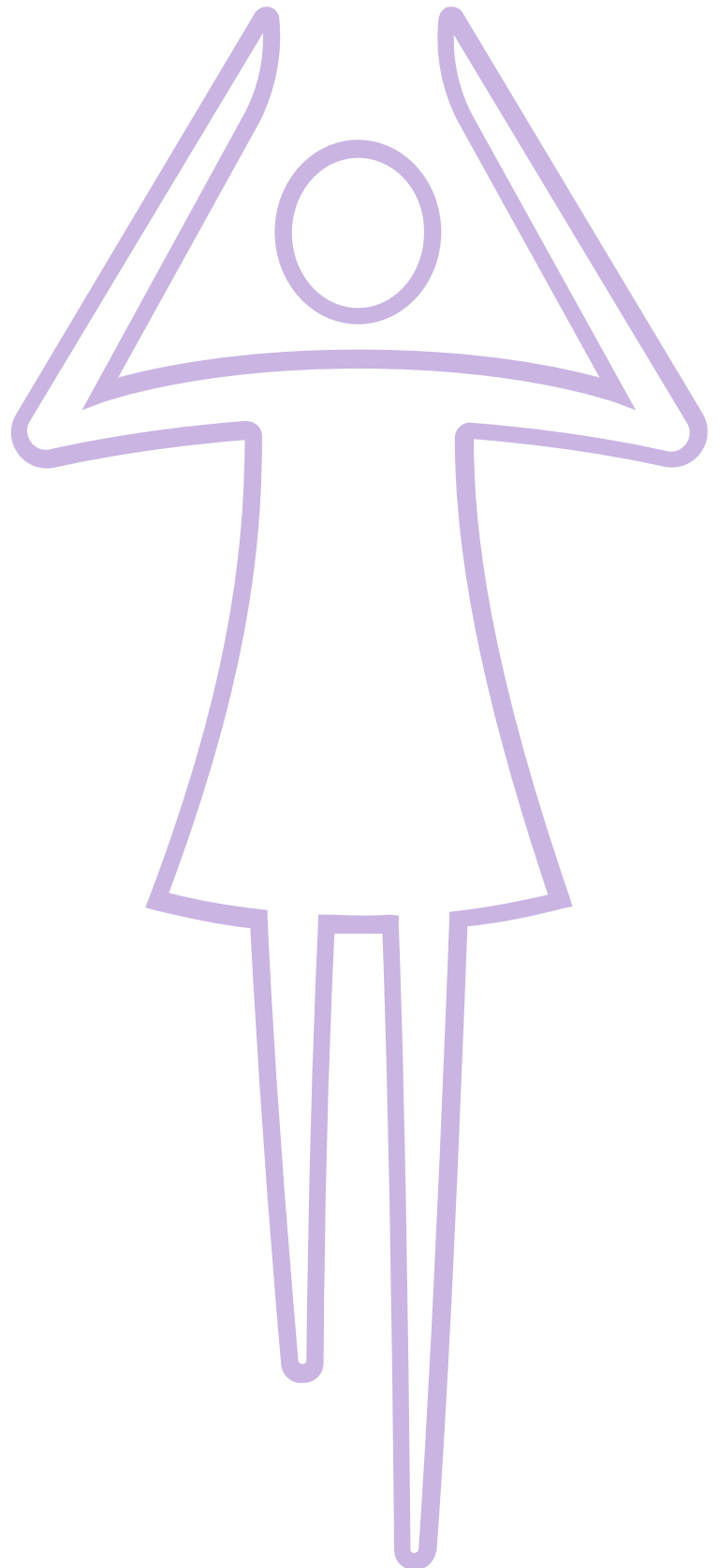
Molly Dyer, Fundraising & Campaign Coordinator



M: 0481 572 863 / O: 08 8232 2282 (option 3)



[mollyd@catherinehouse.org.au](mailto:mollyd@catherinehouse.org.au)



# ABOUT CATHERINE HOUSE

Catherine House provides supported accommodation services to women experiencing homelessness in South Australia, who are 18 years and older, and unaccompanied by children.

**CATHERINE HOUSE IS THE ONLY ORGANISATION PROVIDING THIS SERVICE IN SOUTH AUSTRALIA.**

We work with every woman to provide her with a housing solution and the tools she may need to positively change her life.

At Catherine House we aim to end homelessness for every woman we support - **for good**.

Our Crisis Accommodation Service is the entry point to Catherine House.

Every woman is provided with her own bedroom, shared bathroom and lounge/dining facilities. Upon arrival, clients receive a welcome pack including new sleepwear, underwear and toiletries. All meals and snacks are provided thanks to partnerships with several Adelaide organisations. Importantly, the program also offers a dedicated worker to start the process of ending the women's homelessness.

In addition to this program we have two recovery mental health programs, as well as a large number of support services from government, private and pro bono partnerships ensuring that each woman has the opportunity to link with the services she needs to recover from the issues that brought her into homelessness.

In addition to providing accommodation and health services, we also provide education support, which aims to develop practical skills such as literacy, numeracy and job seeking. This support also offers self-development courses that help women who have experienced trauma to rediscover their voice, learn to make good decisions for themselves and make plans for their future.

**CATHERINE HOUSE SUPPORTS  
54 WOMEN NIGHTLY.**

## SUPPORT SERVICES



HEALTH, WELLBEING, SOCIAL &  
PERSONAL DEVELOPMENT ACTIVITIES



EDUCATION TUTORS &  
VOLUNTEERS, ACE COURSES



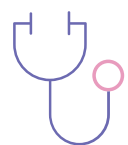
DRUG & ALCOHOL COUNSELLORS



MENTAL HEALTH & NDIS  
SUPPORT



LEGAL & FINANCIAL ADVICE



MEDICAL SERVICES

# HOMELESSNESS FACTS

Domestic Violence and Mental Illness are the two biggest drivers of homelessness in Australia.

**ON ANY GIVEN NIGHT IN AUSTRALIA, 1 IN 200 PEOPLE ARE HOMELESS.**

60% of people facing homelessness are under 35.

Women over 55 are the fastest growing cohort of all people experiencing homelessness.

1 in 2 adults will experience mental illness in their lifetime; this is a major contributing factor to homelessness.

Aboriginal people are highly overrepresented in the homelessness population.

In the 2016 Census, there were more than 116,000 people experiencing homelessness in Australia.

## HOMELESS: DEFINED

The ABS statistical definition of homelessness classes a person as homeless if their current living arrangement lacks one or more of the elements of 'home'. These elements are informed by an understanding of homelessness as the absence of a home rather than rooflessness.

A person is considered homeless by the ABS if their current living arrangement:

- is in a dwelling that is inadequate;
- has no tenure, or if their initial tenure is short and not extendable; or
- does not allow them to have control of, and access to space for social relations.

This includes people living in severely crowded dwellings, people living in supported accommodation for the homeless and people rough sleeping.

## PUBLIC PERCEPTIONS OF HOMELESSNESS

The common and misunderstood perception of a person experiencing homelessness is often an older man with a drinking or drug problem that sleeps on the street. However, we know that that perception is untrue, and that **homelessness can look like many different things to many different people.**

Homelessness can affect men, women, and children from a variety of backgrounds, living in metropolitan, regional and remote areas. **Homelessness does not discriminate.**

Homelessness is often not as visible as someone sleeping on the streets or in the parklands - people experiencing homelessness often move from one temporary solution to another, couch surfing, staying with friends or in crowded accommodation until they find a more permanent solution.



**IT IS HARMFUL TO USE PICTURES (LIKE THIS ONE) THAT REINFORCE STEREOTYPES OF HOMELESSNESS.**

## 66 Catherine House

is so much more than a bed and a hot meal.

**THE RESOURCES YOU CAN ACCESS  
AND THE INFORMATION THAT THE  
STAFF HAVE IS WONDERFUL, AS IS  
THEIR WRAPAROUND SUPPORT.**

Between doctors, counsellors, education courses,  
the Women's Centre – which in itself is amazing.  
The staff treat you with respect, they don't look  
down on you, and they always find time to talk to  
you if you want to.

”

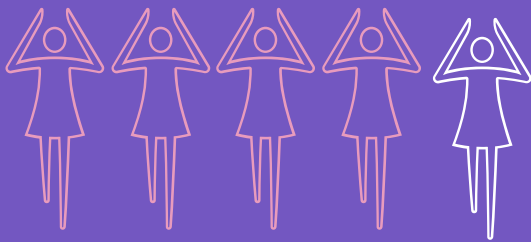


# HOMELESSNESS IN SA

IN ADELAIDE, ON AVERAGE, APPROXIMATELY 120 PEOPLE SLEEP ROUGH EVERY NIGHT.

IN SOUTH AUSTRALIA,

**6,224** people are experiencing homelessness **44%** of homeless people are women



**ALMOST 1 IN 5 SOUTH AUSTRALIANS EXPERIENCING HOMELESSNESS ARE AGED BETWEEN 25 AND 34.**

**6.2% OF THE HOMELESS POPULATION** is sleeping rough, the others are staying in boarding houses, severely crowded dwellings, staying with others, or in homelessness accommodation.

The main reasons for people seeking assistance with homelessness services were for housing crises, family and domestic violence, and inadequate or inappropriate dwelling conditions.

## FUNDRAISING ... WHERE DO I START?

Before you start fundraising, it's always a good idea to ask yourself (or your team!) the following questions:

1. How much time do I have to dedicate to fundraising?
2. What resources do I have to fundraise?
3. Who are my contacts and networks to reach out to for support?
4. Why is fundraising and Catherine House important to me?
5. What will my fundraising goal be?
6. How will I raise money? Will it be an event or an activity?
7. How much support will I require for my fundraising?



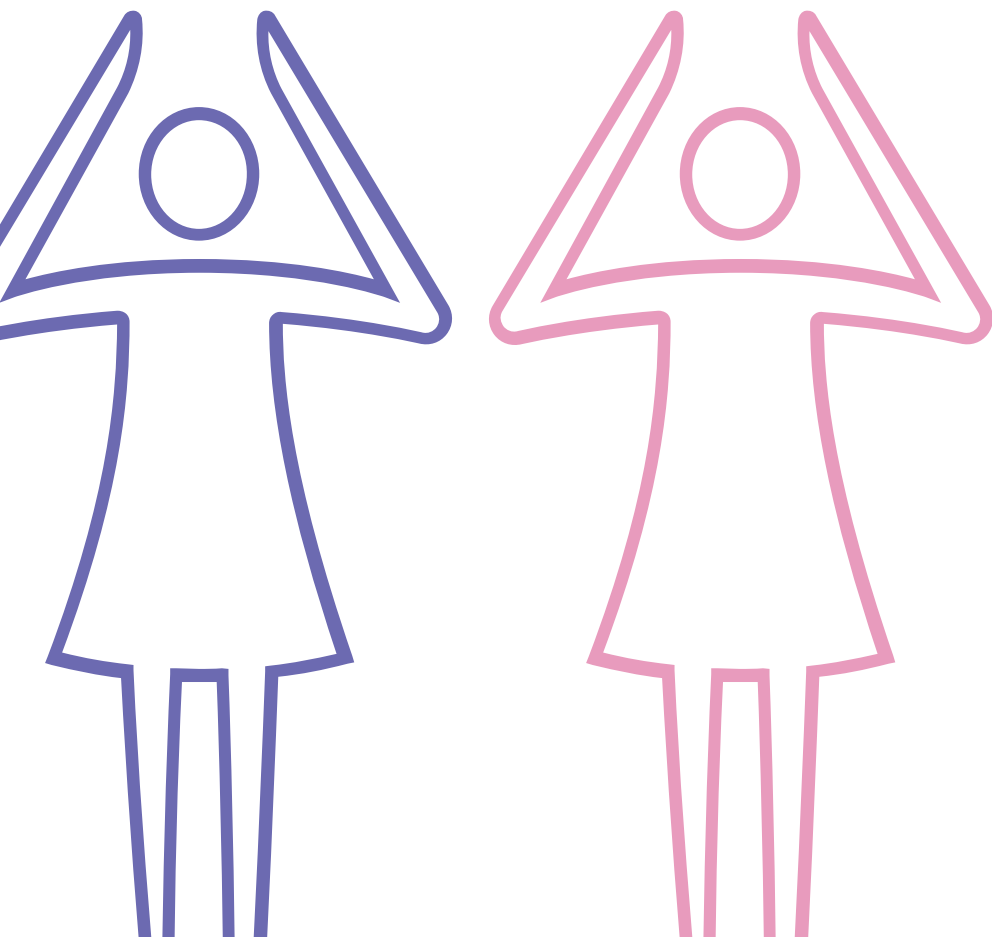
# WHY YOUR FUNDRAISING MAKES A DIFFERENCE

## WE NEED YOUR KINDNESS!

We rely so very much on the support of the community to ensure we can provide our crisis and longer term accommodation and support services for women experiencing homelessness.

Catherine House is the only homelessness and recovery service for women in South Australia and the demand for our services continues to grow. All funds raised by your fundraising activity will be allocated to our Crisis Accommodation Service.

This program receives less than 50% Government funding after a significant loss of government support in 2020. This Service is really the entry point to Catherine House and the first door that is opened for women to start the journey of ending their homelessness for good.



# READY TO FUNDRAISE?

## EVERYTHING YOU NEED TO KNOW ...

### 1. DECIDE ON YOUR FUNDRAISING ACTIVITY

Decide what type of fundraising activity you would like to organise and determine what is needed to host your activity.

### 2. MAKE IT OFFICIAL!

Once you've decided what your activity will be, let our team know! Please download our [Fundraising/Event Request Form here](#) and follow the instructions provided.

If you have any questions at all, please do contact us:

☎ 08 8232 2282 (option 3)

✉ [fundraising@catherinehouse.org.au](mailto:fundraising@catherinehouse.org.au)

### 3. COLLECT YOUR RESOURCES

There are a number of materials available to you to support your fundraising activity, from banners to balloons, fundraising posters and donation boxes. You can let us know what materials you require on the Fundraising/Event Request Form, and can pick it up from our CBD location!

*\*please note that our fundraising collateral is limited and we may not have banners or donation boxes available depending on demand. Please let us know what you require in advance to avoid disappointment.*

### 4. START YOUR FUNDRAISING!

This is the fun part - start raising funds! Create your [online fundraising page](#) and spread the word for extra support. Don't forget to tag us on social media and we will also promote your event!

**f** @catherinehouseadl

**ig** @catherinehouseadl

**in** Catherine House Inc





# READY TO FUNDRAISE?

## EVERYTHING YOU NEED TO KNOW ...

### 5. BANK YOUR FUNDS

Within 30 days of completing your activity, deposit any funds raised to us!

#### ONLINE FUNDRAISING

If you have an online fundraising page set up with us, donations will come straight through to us - easy! Tax deductible donation receipts are automatically issued to your donors. If you have an online page and receive cash donations, take any cash and cheques to the bank as quickly as possible. Once deposited to our bank account, we will add to your online fundraising page so you can see your overall total.

#### FUNDRAISING WITH CASH

If you are only collecting cash donations, please take to the bank as quickly as possible to deposit it.

#### IN-KIND DONATIONS

If you are collecting items off our Wishlist, please ring our office on (08) 8232 2282 (option 3) to arrange drop-off of the items.

#### TRANSFERRING FUNDS TO US

There are a couple of options to transfer fundraising funds. You can either deposit the funds through a bank transfer or via the [Catherine House deposit hub](#).

### BANK TRANSFER DETAILS:

BSB: 105-148

Account: 022823240

Name: Catherine House Inc

Reference: ***Your First & Last Name***

### 6. THANK YOUR SUPPORTERS

Because of them, you have helped women who are experiencing homelessness. Thank them for their kindness and generosity.

Please ensure your donors have been receipted for their gift - Catherine House will issue receipts on your behalf.

# FUNDRAISING IDEAS TO GET YOU STARTED

Get creative - there are lots of ways that you can fundraise for Catherine House! You could hold a Sausage Sizzle at your local Bunnings, host a cocktail night, plan a Golf Day, set up donation boxes at your workplace or business ... the opportunities are endless!

## FUNDRAISING IDEAS FOR INDIVIDUALS

- Online Fundraising - simply set up your fundraising page online (we can help!) and use your social media platforms to promote the page and encourage donations.
- Take on a challenge - and ask your friends and family to support you through donations.
- Host your own Gala Dinner or Cocktail Party.
- Collect In Kind donations for us - please contact us to see what items our highest items of need are, as we have limited storage and these items change regularly for us.
- Host an afternoon tea for your friends and family and ask for a gold coin donation.
- Invite your friends over for a special dinner and ask them to donate what they would spend at a restaurant.
- Ask for donations in lieu of birthday, wedding or anniversary gifts.
- Ask your sporting club to dedicate a match day for Catherine House.
- Hold a movie night and add an extra amount to the ticket price to raise funds for us.

## FUNDRAISING IDEAS FOR WORKPLACES

- Casual Day at your workplace - ask your coworkers/employees to donate a gold coin to Catherine House in exchange for a casual day of dress.
- Hold an 'hour of power' where staff donate an hour of their wages.
- Hold a client Movie Night, Golf Day or Cocktail Reception and donate a percentage of the ticket price.
- Ask staff, family and friends to make their own lunch for the work-week and donate what they would have spent.
- Hold an office raffle for that exclusive car parking space, an extra day off or another item of value.

## TIPS FOR SUCCESSFUL FUNDRAISING

- Ensure you have enough time to plan and make sure it doesn't clash with any other events (like football games, public holidays etc.)
- Ask your venue manager if they can waive/reduce hire fees as your event is for charity.
- Promotion is key - social media is free and a great way to promote your event/activity. Set up a Facebook Event to increase your reach!
- Have fun, and know that you are making a positive difference in the lives of women experiencing homelessness.

# FUNDRAISING THINGS TO REMEMBER

The Catherine House Fundraising Team are here to support your fundraising and ensure that you do it in a fun, safe and legal way! If you are organising a raffle, door-to-door fundraising or collection, please ensure you comply with all relevant state and national laws and regulations. For more information, please contact the Catherine House Fundraising Team.

## TAX DEDUCTIBLE DONATIONS

If any of your donors require a receipt for their donation (\$2 or more), please record all details on the *Receipt Request Form* and send to Catherine House at the completion of your fundraising.

### Please note:

- You cannot claim a personal tax deduction for monies received and or donated on behalf of others.
- You cannot claim a tax deduction for gifts that are donated to your activity and are not a "true" donation i.e. buying a ticket for a fundraising event or a raffle ticket is not tax deductible.
- For more information on tax deductible regulations please visit the [ATO website](#).

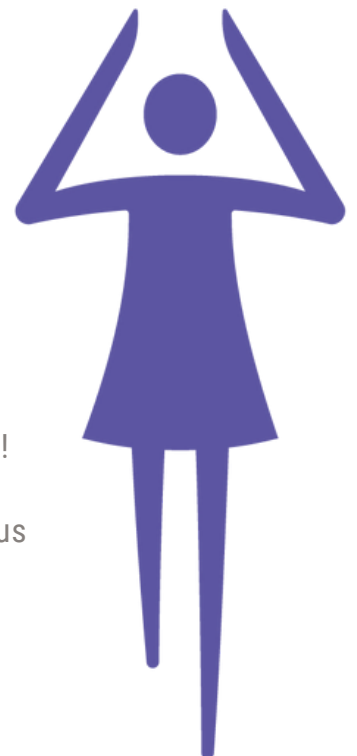
## OUR LOGO

*"The Catherine House logo is a woman standing tall, her legs elongated to give the impression of inner strength and resilience. She is holding her arms up in celebration of taking control and giving herself shelter in a difficult time. Her legs are different lengths to emphasise movement - she is moving forward, she is progressing positively with her life."*

Looking to create your own promotional material for your fundraising activity? We can provide you with copies of our "Proudly Supporting" logo!

**Before** any materials are published, we ask for you to send the design to us for approval of logo usage. We can also assist with wording to promote your support to Catherine House and provide key messages.

### Logo examples:



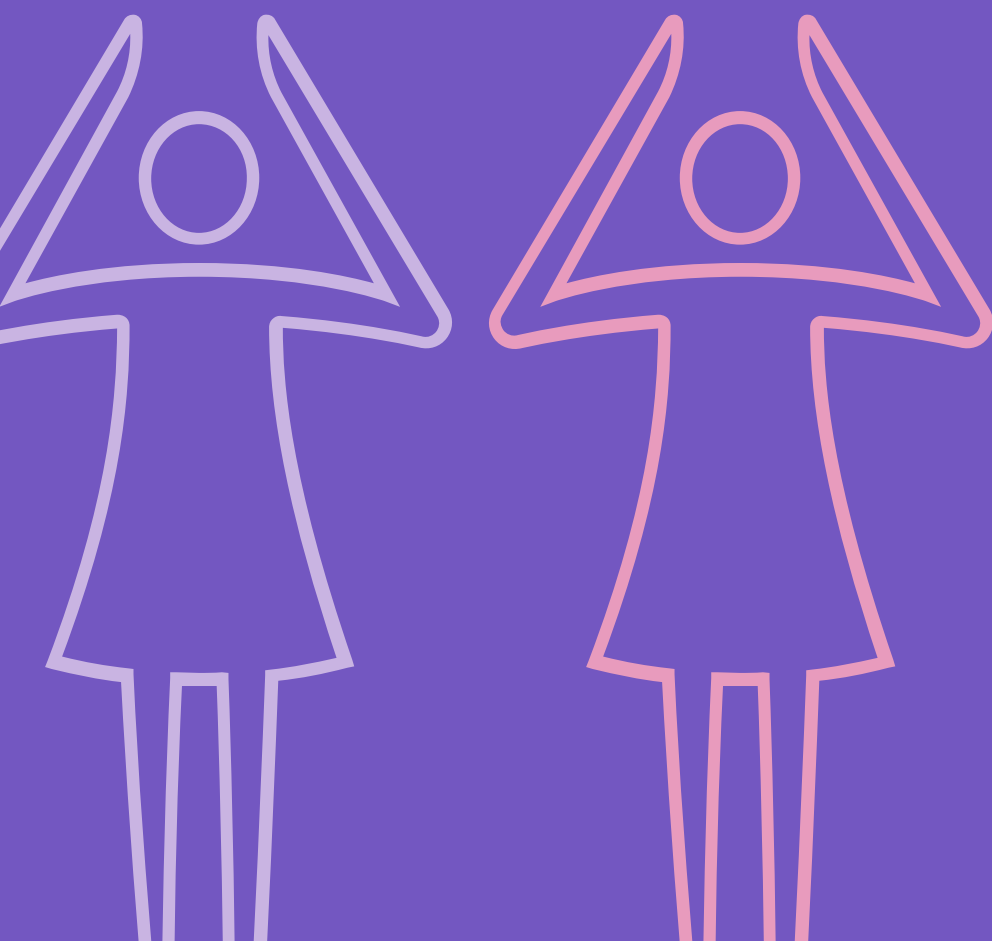
## CONTACT US

☎ Tel: (08) 8232 2282  
Fax: (08) 8223 7548

ABN 32 944 754 177

PO Box 6031 Halifax  
Street Adelaide SA 5000

[reception@catherinehouse.org.au](mailto:reception@catherinehouse.org.au)



**CATHERINE  
HOUSE**

Charity Licence CCP2586