YOUR COMMUNITY FUNDRAISING TOOLKIT

2024 EDITION



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

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At Catherine House, we are committed to reconciliation. We acknowledge that this building is located on traditional land for Kaurna people, and we respect their spiritual relationships with their country. We recognise their continued connection to the land and waters of this beautiful place, and acknowledge that they never ceded sovereignty.

WELCOME & THANK YOU

On behalf of Catherine House, I would like to sincerely thank you for your interest in supporting Catherine House

This year, Catherine House celebrates 36 years of supporting women in South Australia experiencing homelessness. While our need to support women unfortunately continues to grow, we take great comfort in knowing we have a supportive and compassionate community alongside us.

Catherine House can accommodate 54 women who are experiencing homelessness each night. Sadly, the number of women now experiencing homelessness is at an all-time high, with the fastest growing cohorts being women aged 35 - 45 and girls under the age of 18.

There are many reasons why women might face homelessness; they could be escaping an abusive relationship, experiencing mental health issues or financial hardship through job loss or relationship breakdown, a lack of affordable housing, or simply struggling to pay their everyday expenses, which results in them losing their home or rental accommodation.

No matter the reason, women are in crisis when they arrive at our Crisis Accommodation Service.

Catherine House is a place of hope. A place where women can start their recovery from homelessness.

Our support begins the journey of ending every woman's homelessness from the moment she bravely walks through our doors.

ALL FUNDS RAISED WILL SUPPORT THE CATHERINE HOUSE CRISIS ACCOMMODATION SERVICE.

Our Crisis Accommodation Service is less than 50% funded by the Department of Human Services. This means we rely on the generosity of the South Australian community to support the shortfall. Without the community's support, we couldn't provide our vital services for South Australian women.

There are many ways to fundraise and raise awareness for the work of Catherine House and how homelessness affects our community as a whole.

On behalf of Catherine House, I wish you all the very best in your fundraising efforts and hope this is a truly rewarding experience for you.

Thank you again for making such a tangible difference in the lives of women experiencing homelessness. Your kindness does not go unnoticed

Heartfelt thanks.



INTRODUCTION —

Learn more about Catherine House and women's homelessness.





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 make positive changes in her life.

At Catherine House, we aim to end homelessness for every woman who walks through our doors - for good.

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

Every woman has her own bedroom, shared bathroom, lounge, and 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 South Australian businesses and our monthly Kitchen Sponsors. Importantly, the program also offers a dedicated and skilled case worker to start the process of ending the woman's homelessness through housing and additional vital support services

In addition to this program, we have two mental health programs and many support services from government, private and pro bono partnerships.

At Catherine House, we ensure that each woman has the opportunity to link with the services she needs to support her from homelessness.

As well as accommodation and health services, we also provide education support. which aims to develop practical skills such as literacy, numeracy and job seeking. We also offer 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 IS SO MUCH MORE THAN A BED AND A MEAL. **OUR SUPPORT SERVICES INCLUDE:**



SERVICES





FINANCIAL ADVICE



EMPLOYMENT PATHWAYS



A NDIS SUPPORT



PERSONAL DEVELOPMENT

WHERE IS CATHERINE HOUSE?

Due to the nature of our work, our address is secure and confidential. We are located in the Adelaide CBD.

HOMELESSNESS FACTS

HOMELESSNESS IN AUSTRALIA

On any given night in Australia, nearly 1 in 200 people are experiencing homelessness.

Women comprised the majority (81.7%) of people who were 'newly homeless' in the 2021 census.

The most recent census data showed growth in women's homelessness increased over six times more than men's homelessness (+10.1% increase in women, +1.6% increase in men).

First Nations peoples are significantly overrepresented in the homeless population.

In the 2021 census, there were 122,487 people experiencing homelessness in Australia.

As the housing crisis has worsened since 2021, with soaring rents, mortgage rates and extremely low vacancy rates, it is certain that if the census were conducted today. homelessness numbers would be much higher.

HOMELESSNESS: DEFINED

The definition provided by the Australian Bureau of Statistics (ABS) 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.

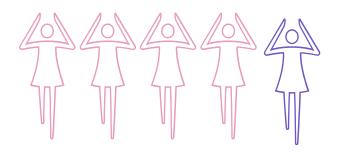
This includes people living in severely crowded dwellings, people living in supported accommodation for the homeless and people sleeping rough.

HOMELESSNESS IN SOUTH AUSTRALIA

7.428 people are experiencing homelessness.

47% of these people are women.

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



20% OF SOUTH AUSTRALIAN WOMEN EXPERIENCING HOMELESSNESS ARE AGED BETWEEN 25 AND 34.

31% ARE UNDER 18 YEARS OLD.

THE NUMBER ONE CAUSE OF WOMEN'S HOMELESSNESS IS DOMESTIC & FAMILY VIOLENCE.

87% of women who are physically assaulted by men know the perpetrator.

65% of the time the assault is committed by their intimate partner.

75 women in Australia died as a result of violence in 2023 (1 woman every 5 days).

39% of Australian women (3.9 million) have experienced violence since the age of 15.

SUPPORTING CATHERINE HOUSE

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

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

This School 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

Catherine House receives limited government funding to support our crisis services. We need to raise over \$1.3 million each year to support our Crisis Accommodation Service, Mental Health Programs, and Women's Centre.

Your support means we can continue to provide our services and importantly continue to change the lives of women who so bravely walk through our doors each year

FOR MORE INFORMATION PLEASE CONTACT.

Molly Dyer, Fundraising & Campaign Coordinator



M: 0481 572 863 / O: 08 8232 2282



mollyd@catherinehouse.org.au

ALL FUNDS RAISED WILL SUPPORT THE CRISIS **ACCOMMODATION SERVICE**



Allows a Catherine House client to receive a giftcard for a essential items.



\$50

Provides a welcome pack to a woman arriving at Catherine House.



Supports one night of accommodation for a woman entering our crisis program.



Supports **one night** of accommodation, onsite support & clinical services in our crisis program.

RAISING AWARENESS

Community education about homelessness and its effects on the community is vitally important.



Discuss how homelessness affects your community and how Catherine House helps.



Use your social media for good! Share Catherine House posts, resources, photos or stories.



Continue to educate vourself and share what you learn with others.

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.

FUNDRAISING

Everything you need to know to get started with your fundraising event or activity. Set up your online fundraising page, create a checklist, and learn how to communicate about Catherine House.





FUNDRAISING EVENTS: TIPS & IDEAS

Events are a fantastic way to raise vital funds and awareness of Catherine House within your networks. Get creative - there are lots of different ways that you can fundraise! You could host a morning tea or cocktail night, plan a golf day, set up donation boxes at your workplace, or hold a movie night... the opportunities are endless!

IDEAS FOR INDIVIDUALS

- Take on a challenge and ask your friends and family to support you through donations.
- Host a Cocktail Party or Trivia Night.
- · 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.

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 clothes day.
- Hold an 'hour of power' where staff donate an hour of their wages.
- · 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.
- Collect in-kind donations for us please contact us to determine our current highneed items, as they regularly change.

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 the venue manager if they can waive/reduce hire fees as your event is supporting a 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 CHECKLIST

DECIDE ON YOUR FUNDRAISING EVENT OR ACTIVITY

REGISTER YOUR EVENT

Community Fundraising Application Form

RECEIVE APPROVAL AND RESOURCES

CREATE AN ONLINE FUNDRAISING PAGE WITH RAISELY (OPTIONAL)

Create your online fundraising page here

PROMOTE & SHARE

and tag @catherinehouseadl - we would love to see photos and videos from your

- @catherinehouseadl © @catherinehouseadl in Catherine House Inc

6. TAKE PHOTOS AT YOUR EVENT

POST EVENT WRAP UP

Fundraising with cash - If you are only collecting cash donations, please take to the bank

In-kind donations - If you are collecting items off our Wishlist, please ring our office on

Transferring funds - There are a couple of options to transfer fundraising funds. You can

Bank transfer BSB: 105-148

Account: 022823240

Name: Catherine House Inc

Catherine House Deposit Hub

SEND US PHOTOS

■ We would love to share your support with our wider community. If Catherine House social media channels.

THANK YOUR SUPPORTERS

social media, you can do a post-event thank you post to your supporters, and

BE PROUD

FUNDRAISING EVENTS: CHECKLIST

Use this basic checklist to help plan your successful fundraising activity or event.

PRE EVENT

- TYPE OF EVENT

 Be creative and pick something you enjoy!
- Ensure you give yourself enough time to plan and advertise your event. Look at what else is happening on that date. (AFL, long weekends, etc.)
- Indoors, outdoors, at your house, community hall. Does the venue require insurance or a liquor license?
- WHO WILL ATTEND

 Can you share your invitation with any local groups or communities?
- WHO CAN SUPPORT
 Ask family and friends for help.
- BUDGET
 Use our Fundraising Income/Expenses
 Statement as a template.
- SET GOALS
- TELL US ABOUT YOUR EVENT So we can help promote it.
- SELLING TICKETS

 Make it easy for people to come along.
- Ask people to attend or make a donation to your event.

DAY OF EVENT

- YOU'VE GOT THIS
- CHECK-IN WITH VENUE

 Make sure everything is ready to go.
- GREET ALL GUESTS

 It's important to take the time to welcome and thank guests.
- RUN SHEET

 To help you keep on track.
- TAKE PHOTOS
- **HAVE FUN**

POST EVENT

- THANK ALL PARTICIPANTS
 It's important to thank all donors,
 quests, and supporters.
- RECONCILE BUDGET

 Transfer funds, send Fundraising
 Income/Expenses Statement.
- SHARE PHOTOS WITH US
- RETURN BORROWED ITEMS
- **BE PROUD**

SUPPORT FROM CATHERINE HOUSE

PROMOTIONAL MATERIALS

We can provide a number of promotional materials to support your fundraising activity, let us know what you need! Collection is available from our administration office, located in the CBD.

*Please note that our fundraising collateral is limited, and we may not have all materials available depending on demand. Please let us know in advance what you require to avoid disappointment.

CATHERINE HOUSE CAN SUPPORT YOUR FUNDRAISING EVENT WITH:

- Donation boxes
- Newsletters
- Balloons
- Donation forms (credit card donations)
- Donation record sheets (cash donations)
- Pull-up event banners
- Donation receipts
- Catherine House Proudly Supporting Logos
- Social media/website promotion

GUEST SPEAKER REQUEST

If you have been fundraising for Catherine House and would like a representative to speak to your class or school assembly, please complete our Speaking Engagement Request Form *please note, due to a large number of requests and limited staff resources, it is not possible to accept all speaking requests.

<u>Speaking Engagement Request Form</u>

KEY DATES

There are some perfect times throughout the year when you can start fundraising!

- 8 March International Women's Day
- 1-7 August Homelessness Week
- 24 September Catherine McAuley Day
- 1-31 October Mental Health Awareness Month
- 16-22 October Anti-Poverty Week
- 25 November White Ribbon Day
- 35 November 10 December 16 Days of Activism against gender-based violence

From the moment I walked through the door, I felt safe. I was relieved and able to relax for the first time in years.

I'VE BEEN ABLE TO FOCUS ON MYSELF THROUGH CATHERINE HOUSE, FOCUS ON WHAT'S IMPORTANT TO ME -

getting more permanent housing, getting a full-time job, getting my children back.

GUIDELINES & IMPORTANT INFO

Answers to your most frequently asked questions, a guide on person-centred language and access to support services



FUNDRAISING GUIDELINES

OUR LOGO

It is important to distinguish between fundraising activities performed by Catherine House as an organisation, versus fundraising activities initiated by the community which are supporting Catherine House. Community Fundraisers are not permitted to use our standard Catherine House logo when promoting a fundraising event.



This logo is used by Catherine House staff for official documents and marketing materials for events organised by Catherine House.

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



This logo is used to signify support of Catherine House! Please utilise our **Proudly Supporting** logo for your Community Fundraising.

APPROPRIATE LANGUAGE

Don't use: "homeless women"

Catherine House never uses this term.

Homelessness does not define a person. People are much more than their current situation.

Don't use: "Women's/Homeless Shelter"

Catherine House is not a women's shelter or homeless shelter. This implies that clients stay for a short period of time and then leave.

Don't use: "abused women"

Catherine House is not a domestic violence service. Many clients may have experienced domestic/family/sexual abuse, but it is not the only reason women come to Catherine House.

Use: "women experiencing homelessness"

Person-centred language puts people first, describing what a person is experiencing, not defining them by their circumstances.

Use: "Homelessness Service"

Instead of a shelter model, we provide longterm support to our clients while case workers assist them in ending their homelessness.

Use: "women who have experienced trauma"

Domestic and family violence is one of the biggest drivers of homelessness, but we do not define someone by their abuse. This is another example of person-centred language.

MEDIA INTEREST IN YOUR FUNDRAISING EVENT

We encourage you to let as many people know about your fundraising event/activity. This may occasionally generate interest from local media. If this is the case, please notify us immediately.

FREQUENTLY ASKED QUESTIONS

WHERE IS CATHERINE HOUSE I OCATED?

Catherine House has a confidential address. Please contact us for further information.

WHEN IS THE CATHERINE HOUSE OFFICE OPEN?

Our office hours are Monday to Friday, 9:00am - 5:00pm, our office is closed on public holidays.

HOW DO I ARRANGE TO COLLECT PROMOTIONAL MATERIALS?

You can arrange to come by our office (located in the CBD) and collect promotional materials, such as donation boxes, flyers, banners, etc. Please get in touch with us before hand so we can provide you with the address. Please note, materials must be returned within five working days.

CAN I COLLECT IN-KIND DONATIONS (E.G. TOILETRIES) AS WELL AS RAISING FUNDS?

Absolutely! Before asking for and collecting in-kind donations, please make sure you read our guidelines for what we can and cannot accept: Guidelines for Donations Our high-needs wishlist is updated regularly. Please note: all donations must be brand new, unopened and full size (e.g. no hotel minis).

DO I NEED TO TELL CATHERINE HOUSE ABOUT MY FUNDRAISING EVENT OR ACTIVITY. OR CAN YOU JUST DONATE THE MONEY RAISED?

It's a legal requirement that everyone fundraising needs to obtain authority to fundraise from their nominated charity. Simply register your event *here* or contact us at fundraising@catherinehouse.org.au. Please note that Catherine House reserves the right to reject any fundraising activity or donation that does not align with our values.

CAN I USE THE CATHERINE HOUSE LOGO ON MY FUNDRAISING EVENT OR ACTIVITY?

Yes. Catherine House will provide you with their supporter logos for you to use to promote your event. Once you register your fundraiser we can provide you with our supporter logos and usage guidelines that you must follow. Any events using our supporter logos must have approval from our Fundraising Team.

CAN A REPRESENTATIVE FROM CATHERINE HOUSE MAKE A PRESENTATION OR ATTEND MY FUNDRAISING EVENT?

Requests for Catherine House staff to attend fundraising events are decided on a case-by-case basis. If you would like to make this request please register here.

CAN A CLIENT FROM CATHERINE HOUSE ATTEND MY FUNDRAISING EVENT TO SPEAK ABOUT THEIR LIVED EXPERIENCE?

Requests for a Catherine House client to attend fundraising events to speak about their lived experience are decided on a case-by-case basis. Please email fundrasing@catherinehouse.org.au for further information.

CAN CATHERINE HOUSE PROVIDE INSURANCE FOR MY EVENT?

No. Catherine House will not be able to provide public liability insurance for your fundraising event or activity. We suggest you hold your event at a venue that is already covered by public liability insurance.

DO I NEED A GAMING LICENSE TO HOLD A RAFFLE OR COMPETITIONS?

Some fundraising activities, including raffles, require a permit or licence under some state or territory laws. Please visit SA.GOV.AU - Fundraising for organisations (www.sa.gov.au) for more information

ARE DONATIONS TO CATHERINE HOUSE TAX DEDUCTIBLE?

Catherine House is a registered charity. Donations of \$2 or more are tax deductible. Spending money in exchange for a good or service cannot be claimed on tax.

WHAT ISN'T TAX DEDUCTIBLE?

You can't claim gifts or donations that provide you with a personal benefit, such as: raffle tickets, auction items, ticket costs for attending a fundraising event, wine purchased from a 'wine wall' or items such as chocolates, t-shirts or stationery items that have an advertised price 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.

WHAT ARE THE CATHERINE HOUSE BANKING DETAILS?

BSB: 105-148

Account: 022823240

Name: Catherine House Inc.

Reference: Your First & Last Name

FOR MORE INFORMATION PLEASE CONTACT:

Molly Dyer, Fundraising & Campaign Coordinator

M: 0481 572 863 / O: 08 8232 2282

mollyd@catherinehouse.org.au

SUPPORT **SERVICES**

As a Community Fundraiser, you may encounter times when you or someone you know would like to connect to a support service. Please reach out to an appropriate service when necessary. In an emergency, contact 000 immediately. For non-urgent police attendance, please call 131 444.

COUNSELLING SERVICES

Relationships Australia - 1300 364 277

Personal, relationship and family counselling services.

13Yarn - 13 92 67

24/7 confidential support for mob to yarn with an Aboriginal or Torres Strait Islander Crisis Supporter.

SHINE SA - (08) 8300 5300

Sexual health and relationship counselling, education and clinical services.

Lifeline - 13 11 14

24/7 crisis support, suicide prevention services and mental health support.

Kids Helpline - 1800 55 1800

Free, confidential 24/7 online and phone counselling service for young people aged 5 to 25.

DOMESTIC AND FAMILY VIOLENCE AND SEXUAL ASSAULT SERVICES

1800 RESPECT - ph: 1800 737 732 or SMS: 0458 737 732

24-hour national sexual assault, family and domestic violence support.

Domestic Violence Crisis Line - 1800 800 098

24-hr crisis support and information services.

Ninko Kurtangga Patpangga (Southern Regional Aboriginal Family Violence Service) - (08) 8297 9644 Support for Aboriginal and Torres Strait Islander women experiencing domestic violence.

Yarrow Place - 1800 817 421

24-hr rape & sexual assault service

Men's Referral Service - 1300 766 491

Assistance, information and counselling to help men who use family violence.

HOMELESSNESS SERVICES

Catherine House Intake Service - (08) 8232 2282 (option 1)

If contacting by email is a safer option: supported accommodation service@catherinehouse.org.au

Homeless Connect SA - 1800 003 308

24-hr information and referrals for people experiencing, or at risk of experiencing homelessness.

Street Connect - www.streetconnect.sa.gov.au

Create a referral if you see someone you think may be sleeping rough in the Adelaide CBD.

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

f @catherinehouseadl

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in Catherine House Inc

