

YOUR SCHOOL FUNDRAISING TOOLKIT



**CATHERINE
HOUSE**

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

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



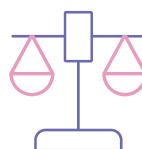
EDUCATION TUTORS & VOLUNTEERS, ACE COURSES



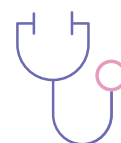
DRUG & ALCOHOL COUNSELLORS



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.



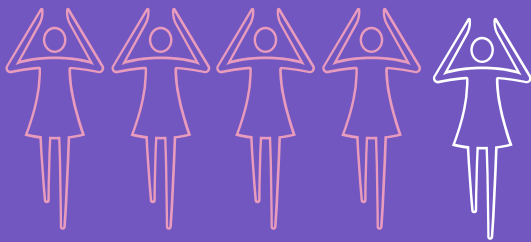
IT IS HARMFUL TO USE PICTURES (LIKE THIS ONE) THAT REINFORCE STEREOTYPES OF HOMELESSNESS.

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.



EDUCATION TOOLS

A DAY IN THE LIFE

Have small groups of students make a list of things that they would do in a normal day. The list could include activities they would do from when they wake up in the morning, through to when they go to sleep at night. Common things like brushing their teeth, having cereal for breakfast, choosing what to wear, driving to school, talking to their families, playing with their friends, watching tv, cooking dinner, having a shower, washing their clothes etc.

After a collective list is developed, go through each activity with the students and discuss whether you could still do this same activity if you were homeless, and how would you manage it. How would this activity be different if you were homeless?

Encourage students to think about how this would feel for each of the activities e.g. how would it feel to brush your teeth in a public toilet, how would it feel to wonder where your next meal is coming from, how would it feel to sleep outside, in a park, on someone's couch, or in a car?

ONLINE SEARCH & FIND ANSWERS

1. Catherine House supports 54 women each night of the year. (*Home page*)
2. Mental health programs, crisis accommodation, education and employment. (*What We Do sub pages*)
3. The arms in the Catherine House logo represent celebration of taking control and giving herself shelter in a difficult time. (*Who We Are page*)
4. Catherine House was founded in 1988. (*About Us page*)
5. Catherine House was founded by the Sisters of Mercy, the South Australian Housing Authority and the Adelaide City Council. (*About Us page*)
6. Catherine House was founded to address an unmet need for women experiencing homelessness in Adelaide. (*About Us page*)
7. The Women's Centre. (*The Women's Centre page*)
8. UniSA, City of Adelaide, Westpac etc. (*Our Supporters page*)
9. Four. (*Leadership Team page*)



EDUCATION TOOLS

The aim of these activities is to allow students to develop empathy for women experiencing homelessness.

These activities are designed to facilitate reflection and for students to understand that homelessness is real; every woman who experiences homelessness has a story, and each of them are individuals experiencing crisis in their lives.

You can adapt these activities further, or you create your own!

CREATE A HOUSE

- Collect some cardboard boxes (the more, the better, and the larger, the better).
- You will also need masking tape and a few pairs of scissors.
- Split the class into groups of 6-12 students.
- Get the students to build a house, imagining that someone will need to sleep there for the night (the house is for one person, not everyone in the group).
- Encourage the students to be as creative as possible.
- Award a prize for whatever criteria you choose eg. most durable, best team work etc.
- After you've finished, have a class discussion to reflect on what it would be really like to stay in a house like this - how it would feel, how it would be in different types of weather like rain, extreme heat, or the freezing cold. How would they feel to live with people they don't know?

- For an extra element, do this activity outside, and use props to simulate different weather conditions eg. use a watering can to pour water over the house to test its water resistance - maybe even with a brave student inside!

ONLINE SEARCH & FIND

Have your students research the Catherine House website (catherinehouse.org.au) to answer the following questions:

1. How many women does Catherine House support every night of the year?
2. What are some of the different accommodation and services available to women at Catherine House?
3. What do the arms represent in the Catherine House logo?
4. When was Catherine House founded?
5. Who was Catherine House founded by?
6. Why was Catherine House founded?
7. Where can Catherine House clients go to take part in activities and courses?
8. Who are some of Catherine House's supporters?
9. How many people make up Catherine House's Leadership Team?

ANSWERS FOR TEACHER ON NEXT PAGE

STORY & REFLECTION ACTIVITY

HAVE YOUR STUDENTS READ THE FOLLOWING CLIENT STORY, THEN
CREATE YOUR OWN QUESTIONS FOR THE STUDENTS TO REFLECT UPON.*

**This task is suited to upper primary/secondary year students*

In December 2018, Maddie found her herself homeless when the university student accommodation she was living in was abruptly shut down and she had a few days to sort out her living arrangements.

At 19, Maddie, a student, unexpectedly found herself without a place to live. She was forced to ask friends to sleep on their couch and had to sleep rough in Adelaide city when she ran out of options.

"I was living at a student college in Adelaide and it was going well, I had a job lined up for this year, I had accommodation lined up and then they said, 'by the way, we're shutting down, we're not offering services next year so you're going to have to find somewhere else to live'."

This completely threw Maddie off-guard. She had no time to find housing, or a way to support herself. Her whole world was suddenly spinning. Sadly, Maddie was estranged from her family, so she couldn't reach out to them for help. Growing up, Maddie describes her life as very dysfunctional.

"My mother has always been quite mentally ill and abusive. She is an alcoholic. My dad wasn't ever around because he was always at work. There were times when we had enough money and I was going to private school, there was also times I wasn't sure if we were able to have a meal that night. It was very up and down. I never knew what was going to happen next. We were moving around a lot. My whole childhood I was on edge."

When she was 17, Maddie decided she needed to get away. Her parents had been divorced for a few years and things had not been good at home. Despite being petrified, she moved from Victoria to South Australia to where she had some old friends. Maddie reached out to her friends, found some student accommodation and started her interim studies, hoping to get into University. When it all fell through, Maddie was left in shock. She called on her friends for help and managed to couch surf, moving from house to house, living in people's lounge rooms.

"It was terrible, by then I lost all hope. It's not a nice feeling, everyday waking up and thinking, where am I going to sleep tonight? Have I overstayed my welcome? Am I going to lose a friendship over this? Will I have somewhere to go? Where else can I go for help? It's exhausting looking for help as well, as you have to jump through so many hoops."

On nights when things didn't work out, Maddie would find herself trying to find a space to sleep on the streets. "I did sleep rough a few nights. I would sleep in secluded little spots, places I knew. At one point I slept behind the college building I used to live in because there was an alcove there and I knew it would stay warm and I'd be fairly safe. Not only do you not have a house. You don't have any idea where you're going to be sleeping. You don't have any idea where your next meal is going to be, you also don't have any idea if you're going to be assaulted or murdered."

STORY & REFLECTION ACTIVITY

During the days, Maddie kept herself busy by applying for jobs. *"I applied for over 250 jobs, I got knocked back because I didn't have a car. I got knocked back because I didn't have an address, and I didn't have an address because I was homeless, and I didn't have a license because I didn't have an address and I couldn't get many jobs because I didn't have a license. It was just a bad cycle."*

After several months, Maddie learnt about Catherine House. She contacted the Catherine House Intake worker Lois. *"Honestly, I hadn't had somebody care like that, so even that was really important. At that point, I'd given up hope. There's only so many times you can be crying out and not receive help before you give up. I'd really given up hope by that point, so it came at such a good time. I cried when I got that first call to say they had a place for me."*

Maddie remembers walking into Catherine House. *"I was so scared of everything, of everyone and of my situation. I barely spoke to anyone and isolated myself for most of the first week I was at Catherine House. I was so ashamed because I was homeless. I felt like I should have done better, I should have done more things to get myself out of that situation."*

While Maddie was fighting her own internal battles, she appreciated the safety she felt at Catherine House. *"It was good to be able to lock the door behind me as I went to sleep and just get up in the night and walk down the hallway to go to the bathroom and just walk downstairs and get a drink. Things like that, you take for granted."*

Slowly, with the help of her case worker Mel, Maddie started getting a little more comfortable and attending some of the education classes and activities at Catherine House. *"I had a really hard time trusting people because everybody in my life had let me down, everybody had left. I'm not putting blame on them. I had no one left, so I didn't trust anyone to stick around or actually, genuinely help."*

Maddie started getting involved in Art classes and became a regular visitor to the Catherine House Women's Centre. Feeling supported, she then decided to do both the TAFE courses offered at Catherine House. This learning was a huge deal for Maddie as she had always believed she was unteachable. "I grew up having my mum and my parents tell me I was never going to get anywhere in life. I was never going to finish high school, I was never going to succeed. I was stupid. That kind of thing. I even had a teacher tell me I'm never going to graduate. I'm never going to amount to anything in life. When you have authority figures tell you that as a young child, you believe it."

Through the process of study, Maddie discovered that she loved learning and she enjoyed meeting new friends. After five months in the Catherine House Emergency Program, Maddie was able to secure some community housing, a small unit for herself. It means she has somewhere to live for up to 12 months, while a case worker helps her find something more permanent. Maddie knows that things aren't going to be easy, but she has something she hasn't had before – hope.

"I'm still learning to cope with the things I've been through and learning to work through them. While I'm nowhere near perfect, I've come so far. I feel like I'm still in a hole but I'm reaching the top. I'm slowly climbing my way out of it. I'm not going to pretend life's all butterflies and fairies. Things are still hard, and things are still rough. But I have hope and I know that there's positivity in the future and I know I've got a future to look forward to now."

Maddie has also decided she is going to continue studying, on her way to do social work to help 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.

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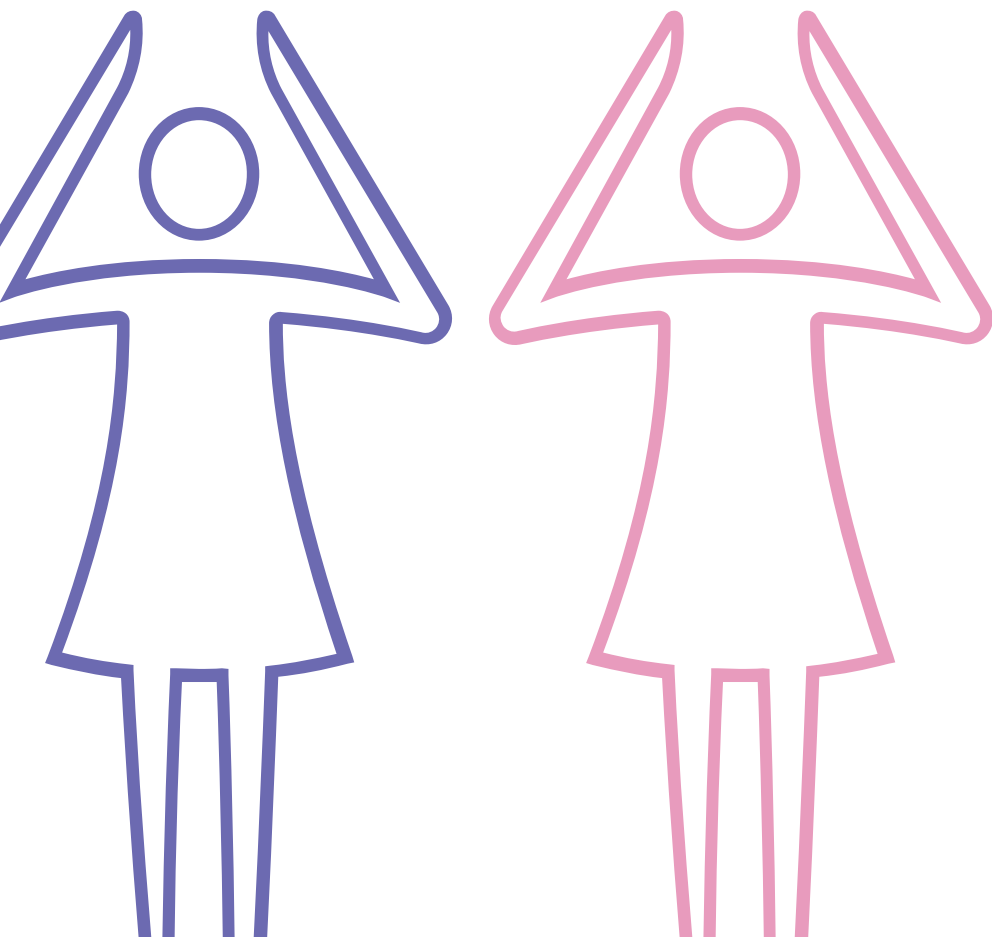
WHY YOUR FUNDRAISING MAKES A DIFFERENCE

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 2021. 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.



FUNDRAISING IDEAS TO GET YOU STARTED

Whether it's kindy, primary or high school, getting your school community involved can really boost your fundraising efforts and raise awareness for homelessness and the work of Catherine House. Here are some fundraising ideas to get you started ...

WEAR PURPLE DAY

A classic! Make sure you ask for a gold coin donation to go towards your fundraising efforts. You could host a morning tea on the day as well - and educate your students on what Catherine House does for women experiencing homelessness.

BAKE SALE

Everyone loves a cupcake for a cause! Get creative with it, you can sell cupcakes with a Catherine House theme - how about purple icing?

WISH LIST DRIVE

Rally the support of the school community to collect in-kind donations from our Catherine House wishlist.

Click [here](#) for a list of items that we accept.

**items MUST be new, we are not able to accept second hand donations.*



READY TO FUNDRAISE?

EVERYTHING YOU NEED TO KNOW ...

1. WHAT DO YOU WANT TO DO?

Whether it's hosting an event, or taking on a challenge... The ideas to raise funds for Catherine House are endless. Please touch base with us if you would like any inspiration.

2. MAKE IT OFFICIAL!

Request permission and get approval. **Fill out the application form** at the end of this Toolkit and follow the instructions to register your event/activity with us!

We'll then provide you with a Letter of Authority, our 'Proudly Supporting' logo and touch base to see how we can support you.

If you would like to create an online fundraising page to accept monetary donations, please let us know and we can set one up for you.

3. GET SOCIAL

Share your event on social media and tag **@catherinehouseadl** - we would love to see photos and videos from your fundraising efforts.

If you have an online fundraising page, share with your school community!

f @catherinehouseadl **ig** @catherinehouseadl **in** Catherine House Inc



READY TO FUNDRAISE?

EVERYTHING YOU NEED TO KNOW ...

4. COLLECT DONATIONS

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 out 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 School Name***

5. THANK YOUR SUPPORTERS

Because of them, you have helped women who are experiencing homelessness. Thank them for their kindness and generosity. If you use social media, you can do a post-event thank you post to your supporters, and tag us!

HOW WE CAN HELP YOU

We can provide you with promotional materials such as 'About Us' flyers or copies of our most recent newsletter. If you are creating your own materials, it is important that you promote your fundraising event as 'Proudly Supporting Catherine House' and use our 'Proudly Supporting' logo

All promotional materials must be approved by the Catherine House Fundraising Team. Please email any flyers/materials for your fundraising event to:

 FUNDRAISING@CATHERINEHOUSE.ORG.AU

We can provide you with Catherine House promotional materials - please note that these must be picked up from the Catherine House administration office in the CBD.

- Catherine House Balloons
- Donation Boxes
- Catherine House Newsletter/Marketing Material
- Link to videos that can be shown to students

KEY DATES

THERE ARE SOME PERFECT TIMES IN THE SCHOOL 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

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 fill out the request form at the bottom of this Toolkit.

**Subject to availability of Catherine House resources*

CONTACT US

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

ABN 32 944 754 177

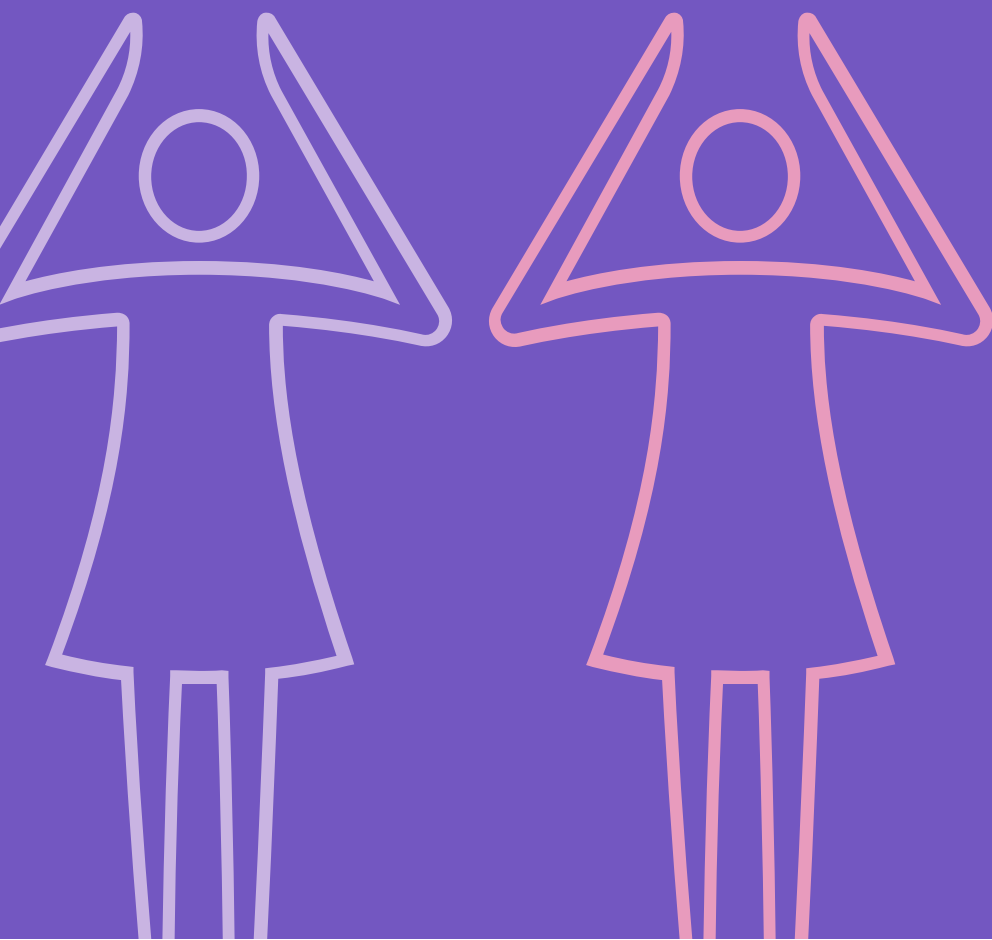
PO Box 6031 Halifax
Street Adelaide SA 5000

reception@catherinehouse.org.au

[f @catherinehouseadl](#)

[@catherinehouseadl](#)

[in Catherine House Inc](#)



**CATHERINE
HOUSE**

Charity Licence CCP2586

CATHERINE HOUSE

FUNDRAISING/EVENT REQUEST FORM

To comply with legal fundraising requirements under the Collections for Charitable Purposes Act 1939 (SA) and Catherine House Inc. policy, please fill out this form and return via email or post.

✉ fundraising@catherinehouse.org.au 📍 PO Box 6031 Halifax Street Adelaide SA 5000

STEP 1 CONTACT DETAILS:

Contact Name (in full): _____

School Name: _____

School Address (street, suburb): _____

Postcode: _____

Contact Phone: _____ Contact Email: _____

Year levels involved: _____

STEP 2 FUNDRAISING ACTIVITY PROPOSAL

Event Name: _____

Event Activity: _____

Event proceeds (e.g. Catherine House will receive 10% of ticket sales): _____

Event Location: _____ Event Date: _____

In Kind Donation? Yes No Description of items: _____

If there are multiple beneficiaries, please list the charity names and percentage of amount to be donated:

STEP 3 SUPPORT FROM CATHERINE HOUSE - DO YOU REQUIRE ANY OF THE FOLLOWING?

Balloons Donation Box Display Banner

Brochures/Newsletter Receipt Record Sheet

Please note all collateral needs to be collected from our office.

ONCE APPROVED, CATHERINE HOUSE WILL ISSUE YOU WITH A LETTER OF AUTHORITY.

Please feel free to display this letter at your event or as requested.

CATHERINE HOUSE

SPEAKING ENGAGEMENT REQUEST FORM

Want a Catherine House representative at your next event?

Catherine House relies on the support of the community to ensure we can continue to provide our much needed crisis and longer term accommodation and support services. You can support the work of Catherine House and make a positive difference in the lives of many women by raising awareness for Catherine House and women experiencing homelessness.

Approval for your speaking engagements are generally based on the following:

- If your event is consistent with our mission
- If we received your request at least 4 weeks from the desired presentation date
- If a Catherine House speaker is available on the date you've requested

Please note there **may be a cost** to cover staff time due to limited resources at Catherine House. Unfortunately, due to a large number of requests and limited staff resources, it is not possible to accept all speaking requests.

Please complete this form and return via email: [✉ fundraising@catherinehouse.org.au](mailto:fundraising@catherinehouse.org.au)

STEP 1 CONTACT DETAILS:

Contact Name (in full):

School Name:

Address (Street, Suburb):

Postcode:

Contact Phone:

Email:

STEP 2 EVENT DETAILS:

Type of Event:

Year levels involved:

Number of Students involved:

Date:

Time:

Time Allocated to Speaker:

Will AV be available? Yes No

Location (full address):

Audience Demographic:

Audience Information:

Any Other Information:

STEP 3 SUPPORT FROM CATHERINE HOUSE - DO YOU REQUIRE ANY OF THE FOLLOWING?

Balloons

Donation Box

Display Banner

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Receipt Record Sheet

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