

# Fundraising Guide

Auckland City Mission - Te Tāpui Atawhai



# Thank you for fundraising for Auckland City Mission - Te Tāpui Atawhai



In these challenging times, we continue to see people turning to the Mission for help and your support through your fundraising will make a real difference.

The money you raise will help provide warm meals, boxes of food, affordable health and crisis care, and access to housing for Aucklanders doing it tough.

**In this fundraising guide,**  
**you'll find information about:**

- the work that your support is making possible
- how to make your fundraising easy and effective



# We're on a Mission

For 105 years, the Mission has been supporting Aucklanders through tough times, offering care, connection and hope. We walk alongside people facing homelessness, addiction, food insecurity and barriers to healthcare - offering both immediate relief and long term pathways to wellbeing.

## Homelessness & Housing

We offer wrap around support starting with practical care and transitional accommodation, then assisting to find a permanent safe home.

We hold classes and activities creating opportunities to develop new skills, build self-esteem and strengthen social connections.

## Health & Wellbeing

Our **Calder Health Centre** is a 'very low cost access' (VLCA) service. Many people are unable to access healthcare anywhere else as they don't have a home address or GP visits are unaffordable.

The **Socially Managed Withdrawal Service** is a safe and supportive environment where people can safely detox from alcohol and other drugs.

We also now offer a VLCA Dental Service.



## Tackling food insecurity

The Mission provides food support to thousands of Aucklanders every year — from individuals experiencing homelessness, to whānau struggling to put food on the table.

We operate **Haeata, our community dining room**, serving warm, nutritious meals 365 days a year. For many, it's the only meal they'll have that day.

We also provide food parcels and kai support to people and families in crisis through our **Food Security programme** — helping ensure people have what they need to get through tough times with dignity.

# HomeGround



**Opened in 2022, HomeGround is the Mission's central city hub – a place of transformation and care, under one roof**

- 80 permanent apartments with 24/7 access to support
- 25-bed residential detox service
- Calder Health Centre and pharmacy
- Dentistry clinic
- Haeata community dining room
- Therapeutic spaces, counselling, and creative workshops
- Community rooms for learning, connection and growth

# Fundraising made easy

Mix and match our tips to maximise your fundraising impact.

**Aim high when setting your fundraising target- but keep it realistic. Higher targets actually encourages people to give more!**

- **Personalise your fundraising page:**  
Add a photo and make the text your own. Share why you're proud to be raising funds for Auckland City Mission - Te Tāpui Atawhai.
- **Get creative with your own content:**  
Photos, posters, videos - the more personal and fun, the better. Make your page your own and let your passion shine.
- **Set the tone with your first donation:**  
Research shows the first donation sets the benchmark. Ask a generous contact to kick things off - or consider making the first donation yourself.
- **Send reminders:** People are busy - sometimes they just need a friendly nudge. Remind them what you're doing and how they can support you.
- **Ask everyone:** Friends, family, colleagues! You'll be surprised how many people will want to support you when they know why it matters.
- **Go one-on-one:** the most effective way to raise funds? Ask personally. Chat with people face-to-face or over the phone, then follow up with a quick email or message.
- **Personalise your emails:** Email is still one of the best fundraising tools. Tailor your message, make it heartfelt and **always include your fundraising page link.**
- Need inspiration? Check the resources and dashboard on your fundraising page

**Haeata - Community Dining Room served a record 8,000+ meals in May 2025. Overall, 90,492 people were served a meal at Haeata in 2025**



# Fundraising made easy

- **Keep people updated:** Share your fundraising progress, any events you're hosting, or if you are doing a physical event, training photos or videos. Updates keep people engaged and encourages more donations.
- **Raise the bar:** Close to hitting your goal? Consider increasing your fundraising target - people are more likely to give when they see you're close but not quite there.
- **Show the impact:** Use the stories and info we'll share to show how donations are helping provide food, health care, dignity and support to Aucklanders doing it tough.
- **Say thank you:** A quick thank you goes a long way. Let your supporters know their donation matters - because it truly does.
- **Use your social media:** Platforms including LinkedIn, Instagram, Facebook and TikTok are great tools to share your journey. Be creative, have fun - and don't forget to **include your fundraising page link**.
- **Team Challenge:** For physical challenges, training and fundraising is much more fun with friends! Why not get a team of friends or workmates to join you for your challenge?
- **Use our resources:** Check out the resources available on your fundraising page.



**Calder Health Centre provides health care support to people who are unable to access GP services. In 2025 the Centre carried out 21,203 consultations.**

# Fundraising ideas

In addition to asking for donations in person, via social media and/or email, here are some other fundraising ideas

## Corporate Matching:

Would your employer be prepared to match some or all of the donations you raise? If so, let everyone know that their donations will be doubled by your company.



## Run an event:

Organise a bingo or quiz night with friends, family and colleagues.

Hold a raffle, auction, bake sale or hold a morning tea at work or via your social media.





**Have fun with your fundraising for physical challenges:** If you are planning a training run or walk in the weekend - let people know and say you will do an extra 5km or you'll wear a tutu or similar, if you reach a specific goal.



**Host a personal prize draw:** Offer a fun prize such as a homemade cake, free car wash, or babysitting. For example, "Donate \$20 or more between [dates] to go in the draw for a free car wash." Share photos when delivering the prize and announce future draws to keep interest high.

**Dress For Success for physical challenges:** Have fun by dressing up on the day. Why not let your sponsors choose your outfit - let them know you'll wear it if your reach your fundraising target!

**Food Security provided 32,011 boxes of food to people who were struggling to put food on the table during 2025.**



# How to ask for donations

Whether you are asking for support by email or on social media, we suggest you include the following:



- Why you're fundraising for the Auckland City Mission - Te Tāpui Atawhai.



- What the Mission does: "For more than a century, the Auckland City Mission - Te Tāpui Atawhai has been supporting Aucklanders in their times of greatest need - providing nutritious meals, food parcels, healthcare, housing, crisis support and aroha."



- How much money you are trying to raise.
- How their donation will make a difference (see following page) e.g. "A donation of \$138 could provide a family of four enough good food for four days."



- A link to your fundraising page.



**"The Mission is my family. The people here have always got a smile for you. They're here for everybody.**

**It's really important to know that there's somebody there for you who does actually care. It saves people's lives."**

Christopher, Haeata Community Dining Room and Calder Health Centre client

# How your donations can make a difference



## **A donation of \$16**

Could provide a hot nourishing meal at Haeata - Community Dining Room for someone who is experiencing homelessness.



## **A donation of \$30**

Could go towards specialist health care appointments at Calder Health Centre for people who are unable to access other health services.



## **A donation of \$80**

Could provide five warm nourishing meals at Haeata - community dining room for people experiencing homelessness.



## **A donation of \$138**

Could provide a box of food, with enough nutritious kai to feed a family of four for four days.



# Thank You

Thanks to support like yours, in the last year  
we were able to assist Aucklanders doing it tough:



**1.5 Million**  
meals distributed  
through boxes of food



**537**  
admissions to our social  
detox programme



**90,492**  
nutritious, warm  
meals



**465**  
people welcomed into  
Haeata for Christmas lunch



**21,203**  
consultations at our  
Calder Health Clinic



**4,342**  
families were supported  
with parcels of food  
during Christmas



**24,253**  
Christmas gifts were  
distributed to tamariki

## Get in touch

If you have any questions or fundraising ideas you would like to discuss  
contact Carol Herbert [fundraising@aucklandcitymission.org.nz](mailto:fundraising@aucklandcitymission.org.nz)