



FUNDRAISING GUIDE 2025

**THANK YOU AGAIN FOR JOINING THE AUCKLAND CITY MISSION
- TE TĀPUI ATAWHAI TEAM FOR THE BIG MISSION HOME 2025!**

Prior to HomeGround many people living on the streets or experiencing poverty were walking 17km a day to access food, health care, a safe place to rest, support with affordable housing, somewhere to wash and other vital support.

But with HomeGround people can now access these essential services and more under one roof.

Your support will ensure we can continue to help Aucklanders in greatest need - you will change lives.

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

- How your fundraising will make a difference
- How to make your fundraising easy and effective
- Training ideas and what to expect on the day



HOMEGROUND: OUR HUB

People come to the Mission for help for many different reasons including people living on the streets, needing emergency shelter or long term housing solutions, battling addictions, living with physical and mental health issues or struggling to feed their families.



A Safe Place for All: Many people living on the streets don't feel safe at night and get very little sleep due to feeling vulnerable, or inadequate shelter. HomeGround is a safe place to come during the day to rest, wash and connect with Mission staff and services.

Haeata - Community Dining Room: The Mission serves between 250 - 350 warm and nutritious meals every day to people who are living on the streets, inadequately housed or experiencing poverty. For many people this is the only food they have each day.



Calder Health Centre: GPs and nurses provide vital and affordable health care to over 2,000 patients. Many have complex physical and mental health medical needs including the negative effects of trauma, living in poverty or sleeping rough.

Detox - Social Withdrawal Service: HomeGround's fourth floor supports people seeking help to reduce their dependence on alcohol or drugs. For many it is the initial step in their journey to breaking the cycle and recovery.

Accessing Affordable Housing: The Mission has a number of housing opportunities, including 80 long term apartments at HomeGround. Staff also work with Government agencies and private landlords to find suitable housing.



Additional Support: People are able to access support to develop new skills, build self-esteem and strengthen social connections., as well as with job training, budgeting, Government support and community activities.

FUNDRAISING MADE EASY



USE OUR TIPS BELOW TO MAKE YOUR FUNDRAISING EASY AND EFFECTIVE.

Tell your story. Personalise your page. Add a photo and say why you are raising funds for the Auckland City Mission - Te Tāpui Atawhai.

Aim high when setting your fundraising target. It actually encourages people to give more! We suggest a target of \$500 or higher for The Big Mission Home.

Ask everyone for support - friends, family, colleagues! You'll be surprised how many people will want to support you. Tell people why you are raising money for the Mission and how their donations will make a difference.

Keep an eye out for helpful resources that will be sent to you including social tiles and information for you to share.

Make sure the first donation is a good one. This sets the bar for your fundraising page. Approach your most generous contacts first - or, as the event is free, make the first donation yourself.

Know your audience. Both email and social media can be effective when asking for support, depending on who you are approaching. Consider which channels your friends and family are more likely to respond to.

Get personal. The best way to generate support is asking people one-on-one. Send personalised emails, pick up the phone or when you next see a friend, drop an ask into the conversation.

MORE FUNDRAISING TIPS

Be prepared to send a reminder or two. People are busy and often need a little reminder about what you're doing and how they can support you.

Share your progress. Share photos, maps and updates on your training by email, social media or on your fundraising page. Inspire people to support you as they see how hard you're working.

Corporate Matching. Ask your employer if they would sponsor you or match any funds you raise.

Thank everyone who has supported you. You can easily personalise the thank you email template on the dashboard on your fundraising page. Let them know their donation is appreciated and will change lives.

Consider increasing your fundraising target if you are close to reaching it. People will want to help you reach your target and are more likely to support you if you're not quite there.

Team Challenge. Training and fundraising is much more fun with friends! Why not get a team of friends or workmates to join you for The Big Mission Home this year?

Other fundraising ideas. How about organising a raffle or an auction? You could host a fundraising dinner, a bingo or movie night. Organise a sausage sizzle or a bake sale.

Have fun! Most importantly, enjoy all the good vibes that come with making a difference. Your efforts will change lives. Thank you.



HOW TO ASK FOR DONATIONS

WHETHER YOU ARE ASKING FOR SUPPORT BY EMAIL OR ON SOCIAL, WE SUGGEST YOU INCLUDE THE FOLLOWING:

- Why you're fundraising for the Auckland City Mission - Te Tāpui Atawhai.
- How much money you are aiming to raise.
- How their donation will make a difference (see following page) e.g. "A donation of \$64 could provide four warm and nutritious meal for people who are experiencing homelessness."
- A link to your fundraising page.
- What you are raising money for: "to ensure people in greatest need have access to food, healthcare, affordable housing and other services that are all provided by the Mission at HomeGround."



YOUR DONATIONS WILL MAKE A DIFFERENCE



It costs \$16

to provide a hot nourishing meal for someone who is experiencing homelessness



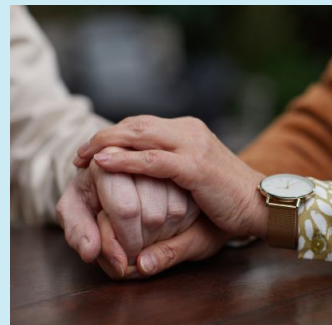
It costs \$30

to provide two health care visits for people living on the streets or experiencing poverty



It costs \$64

to provide four warm and nutritious meals in the community dining room



It costs \$150

to provide a night in residential withdrawal service (detox) for someone who is struggling with addiction

PREPARING FOR THE BIG MISSION HOME

WHETHER YOU'RE A REGULAR WALKER OR TAKING ON THE BIG MISSION HOME TO INCREASE YOUR FITNESS, IT'S A GOOD IDEA TO ENSURE YOU'RE WELL PREPARED FOR THE CHALLENGE.

Walking 17 or 10 kilometres is no easy feat, and the more you've done to train the more you will enjoy the day. We recommend consulting a fitness professional or your GP to create a training plan tailored to you, but here are some general ideas to get you started:

Make walking a regular part of daily routine. Could you walk to work a few days a week? Go for a walk during your lunch break or in the early evening? Park further from the office to get some steps in?

Put some longer walks in the calendar so you've got time in the diary to train. Do several walks over 12kms (or 6 if you are doing the 10km) before the big day.

Practice wearing what you'll wear on the day - including footwear, clothing and a day pack with adequate water and snacks. You don't want blisters slowing you down on the day.

Whether you are creating your own course or using the suggested route, **make sure that you are confident of the route you will be taking.**



Auckland - Tāmaki Makaurau has some beautiful day walks to explore. The [Auckland City Council](#) website is a good place to start for walks across the city.

Keep your fundraising page up to date with how your training is going, any milestones you reach - include photos.

The Calder Health Centre had over 20,000 medical appointments in the year ending 30 June 2024. We must have one of the busiest GPs in the country.

17KM OR 10KM ON THE DAY

TIMINGS & HOMEGROUND

What time you set off is up to you, with celebrations at HomeGround midday to 3pm, time your start so you don't miss out at the finish line. Allow 3.5 - 4.5 hours to walk 17km at an average pace 2 - 3 hours for 10km

Let your supporters know when you start and send photos via your socials along the way. Let them know they can still donate while you are walking (and after) - include your fundraising page link.

REMEMBER THE ESSENTIALS

Make sure you have everything you need for your walk - including lots of water, sunscreen and snacks. A raincoat if it is forecasted to rain. Blister plasters and a good playlist might be a good idea too!

HEALTH & SAFETY

Please take care on your walk and be particularly mindful around busy roads. Keep to footpaths and pedestrian routes and keep walking groups small so you can stay clear of roads. Drink lots of fluids!

Remember if you have children, be prepared to stop and rest where necessary.

ACTIVITIES ALONG THE WAY

This year we will be adding some fun activities, insights into the Mission's work and life on the streets with the walk my city routes.

See you at the Finish Line



THANK YOU FOR WALKING THE CITY AND CHANGING LIVES!

17K YOUR WAY

TIMINGS

Whether you aim to complete your 17k challenge in one day, a weekend or over a longer period of time, you should be completed by 31 March.

Let your supporters know when you are starting your challenge and if your challenge is across multiple days, update each time to are doing more of your challenge. Remind people that they can still donate at any point. Don't forget to include your fundraising page link.

Include photos and even use the blog option on your fundraising page to keep a record of how you are progressing with the challenge

HEALTH & SAFETY

Please take care on your 17k challenge. Be mindful of your surroundings and the weather conditions if you are outside. Remember to keep hydrated!

Remember if you have children, be prepared to stop and rest where necessary.



THANK YOU FOR WALKING THE CITY AND CHANGING LIVES!



Get in touch

If you have any questions or would just like a bit more support, contact The Big Mission Home team, we are here to help:

- fundraising@aucklandcitymission.org.nz
- 027 700 9123

