



# The Big Mission Home 2024

## Fundraising for the Auckland City Mission

Thank you again for joining the Auckland City Mission - Te Tāpui Atawhai team for The Big Mission Home 2024!

Over the last year very few have seen any relief, more people have continued to approach the Mission and your support will make a real difference.

The money you raise will help provide hot meals, food parcels, affordable health care, crisis care and access to housing for Aucklanders in greatest need.

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



# Aucklanders helping Aucklanders

## That's Our Mission

People come to the Mission for help for many different reasons: some are sleeping on the street, others are looking for emergency shelter and long term housing solutions. Some are battling addictions, some are living with mental health issues and others are struggling to feed their families.

The money you raise through The Big Mission Home will support the Mission's vital, life-changing services for Aucklanders in greatest need. Thank you!

### Nutritious Food

We believe there is enough food in this country that no-one should ever go hungry.

We provide food parcels for hungry individuals and families, plus distribute food to community food banks between Thames and Kaitaia. At Haeata, our community dining room in central Auckland, we provide hot meals 365 days a year.

As well as providing immediate relief for people experiencing food insecurity, we partner with other agencies to research and advocate for lasting solutions to food poverty.

### Health and Wellbeing

At our Calder Health Centre, we provide affordable medical care for Auckland's most vulnerable residents. Our team is experienced in working with the complex medical needs of our patients, including the physical effects of living in poverty or sleeping rough.

We also run a residential detox programme to support people to break the cycle of addiction.

### Addressing Homelessness

Our goal is to make homelessness brief, rare and non-recurring.

We connect with people experiencing homelessness and provide care and practical support, including clothing and hot showers. We support people into transitional and permanent housing and provide ongoing wrap-around support services such as counselling and medical care.

We run classes and activities for street whānau (people experiencing homelessness) at Haeata, creating opportunities to develop new skills, build self-esteem and strengthen social connections.

# Kelly finds her feet with the Mission

Kelly and her children had been living in the East Cape with her Mum who was unwell so that Kelly could care for her. Sadly her Mum passed away. With no other option, when Kelly was offered emergency housing by Kianga Ora in Auckland, she bravely relocated her whānau to avoid becoming homeless.

With no family or friends in Auckland, Kelly was alone without support.

After arriving in Auckland, Kelly heard about the Mission and knew she could count on our support at such a challenging time. She got in touch with our Food Security team who quickly helped her and her children with food. The team also organised clothing for the children as Kelly did not have the means to buy items they needed.

Kelly says ‘I found solace in the Auckland City Mission. Not only food was given when hungry, or clothes when it was cold or the children grew, the warmth, kindness, and right direction by the staff at Auckland City Mission that undoubtedly helped us a great deal. I am forever grateful.’

Through phone consultations and during brief visits to pick up food Kelly connected with many Mission staff and they soon became a source of strength and support when she needed it the most. The team were encouraged with Kelly’s optimism and motivation to improve life for her young whānau.

In one conversation, Kelly told one of our team how she wanted to find a job. They connected Kelly with an agency that supports people in challenging circumstances seeking employment and as soon as her children were settled in school and day care, Kelly began to look for a job.

Kelly has now secured a permanent part-time job and has now turned her focus to get out of emergency accommodation so her children can have a stable home.

Kelly still visits the Mission occasionally when weekly costs mean she needs some extra support with food but is confident that she won’t need our food support in the long-term. She is already well on her way to finding her feet in Auckland.

In 2023, we gave out 50,647\* food parcels to families in need.

figure has yet to be audited \*

# Fundraising made easy

Use our tips below to make your fundraising easy and effective.

**Aim high when setting your fundraising target.** It actually encourages people to give more! We suggest a target of \$600 or higher for The Big Mission Home.

**Personalise your fundraising page.** Add a photo and say why you are raising funds for the Auckland City Mission.

**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.

**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.

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

**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.

**Personalise your emails.** While it takes a little bit longer to personalise to different people or groups, it's worth the extra effort.

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

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

**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 yet.

**Thank everyone who has supported you.** Let them know their donation is appreciated!

# More fundraising tips

**Share your progress.** Share photos and updates about your training - either by email, on social media or on your fundraising page. People will be inspired to support you when they see how hard you're working.

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

**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?

**Dress for Success!** Make it fun by dressing up on the day. You could even let your sponsors choose your outfit as an incentive to donate.

## 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 which are always popular ways to raise money.



**We are working on some great incentives for you and your supporters**

We will keep you up to date on how you and your supporters could be in to win some great prizes!

# 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.
- How much money you are trying to raise.
- What the Mission does:  
"For more than a century, the Auckland City Mission has been supporting Aucklanders in their times of greatest need - providing hot meals, food parcels, healthcare, housing, crisis support and aroha."
- How their donation will make a difference (see following page) e.g. "A donation of \$138 could provide an emergency food parcel for a hungry family."
- A link to your fundraising page.





# How your donations

## can make a difference



### A donation of \$16

Could provide a hot nourishing meal for someone who is experiencing homelessness.



### A donation of \$30

Could give the gift of health with a donation of \$30 towards specialist health care for Auckland's most vulnerable residents.



### A donation of \$80

Could provide hot nourishing meals for five people who are experiencing homelessness.



### A donation of \$138

Could provide an emergency food parcel, with enough nutritious kai to feed a family of four for up to four days.

# 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 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 now so you've got time in the diary to train. We suggest doing several walks over 10 kilometres before the big day.
- 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
- 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 17km course or using one of the suggested routes, make sure that you are confident of the route you will be taking.
- Remember to keep your fundraising page up to date with how your training is going.

With our Calder Health Centre having 21,458 medical appointments in the year ending 30 June 2023, we must have one of the busiest GPs in the country.



# On the day

## Timings & HomeGround

What time you set off is up to you, with celebrations at HomeGround midday to 4pm, 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.

If you can, let your supporters know when you start and send photos via your socials and let people know that they can still donate while you are walking 17km - 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.

## See you at the Finish Line



**Thank you for helping Aucklanders in greatest need!**

## 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:

- [thebigmissionhome@aucklandcitymission.org.nz](mailto:thebigmissionhome@aucklandcitymission.org.nz)
- 09 303 9209

