



Fundraising for the Auckland City Mission

Thank you for signing up to support the Auckland City Mission - Te Tāpui Atawhai

In these challenging times, more people have been turning to the Mission for help than ever before 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:

- the work that your support is making possible
- how to make your fundraising easy and effective
- how we'll support you!



**Aucklanders
helping
Aucklanders**

Aucklanders helping Aucklanders

That's Our Mission

For more than 100 years, the Mission has been supporting Aucklanders in their times of greatest need.

People come to the Mission for help for many different reasons: some are sleeping on the street, some are battling addictions, some are living with mental health issues and others are struggling to feed their families.

Nutritious Food

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

We provide food parcels to individuals families who are struggling to put food on the table and distribute food to community food banks between Thames and Kaitiaia.

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.



Aucklanders helping Aucklanders

That's Our Mission

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 social withdrawal (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 practical support and care, along with transitional accommodation and pathways to permanent housing. This includes wrap-around support services such as counselling and medical care.

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



More than a food bank

Requesting a food parcel is not an easy thing to do and many people feel a sense of shame in having no money for food.

Callers to our food parcel service are often hesitant, fearing judgement or criticism. However, at the Auckland City Mission – Te Tāpui Atawhai, we recognise that access to nutritious kai is a human right, and that it is our privilege to help people get the food that they need. We know that it takes a lot of courage to ask for help.

We ask a few questions - we can provide a better service when we have a full picture of the caller's circumstances. For example, it may be that the caller has had to spend their food money on car repairs. By discussing the situation, we may agree that four weeks of food will be enough to help them through the hard patch.

Another caller might have become unwell and unable to work and therefore be very worried about how they will cope.

Mission staff will check that the caller is receiving all financial assistance they are entitled to, offer a referral to our health service, the Calder Health Centre, and put them in contact with any support services in their neighbourhood. This is in addition to any food needs we can help with.

"If we know a person's situation is not going to change quickly, we can pre-book them for several weeks of food," says Faith Etuata, Team Leader at Food Security. "It takes one worry off their mind. We can also include printed information about support services in their food parcel."

"We are very aware of the shame that can come with accessing a food bank and we strive to preserve the caller's dignity."

"In an ideal world we would not be a long-term solution. We provide food support, and we link people into other services to help them improve their overall situation. A lot of referrals are made." Faith Etuata, Team Leader, Food Security



Demand for our food parcels has doubled since before COVID. In the year ending December 2023, we gave out 50,647* food parcels to families in greatest 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 \$750 or higher.

Personalise:

- your fundraising page - add a photo and say why you are raising funds for the Mission
- your emails. While it takes a little bit longer to do when emailing to different people or groups, it's worth the extra effort.

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.

Make sure the first donation is a good one.

This sets the bar for your fundraising page. Approach a generous contacts first - or 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.

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.



Haeata - Community Dining Room serves a hot meal for up to 300 people 365 days of the year.

More fundraising tips

Increase Your Target

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

Remember Your Link

Include your fundraising page link in as much correspondence and social posts as possible.

Thank Your Supporters

Make sure you thank everyone who has supported you. Let them know their donation is appreciated!

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.

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, if you reach your target.

Corporate Matching

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

Other Fundraising Ideas:

- a raffle or an auction
- a fundraising dinner or a movie night
- a bingo or quiz night at school
- a sausage sizzle or a bake sale

Team Challenge

Training and fundraising is much more fun with friends! Why not get a team of friends or workmates to join you for your challenge?



A standard family food parcel contains enough food for three meals for four people for four days

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.
- 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 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 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.



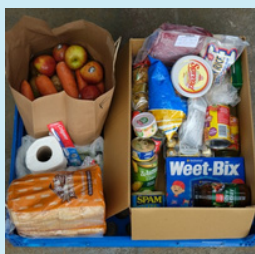
A donation of \$30

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



A donation of \$80

Give the gift of five hot nourishing meals for people experiencing homelessness.



A donation of \$138

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

Thank you

Thanks to support like yours, last year we were able to support Aucklanders in greatest need with:



75,223 Hot Meals served in our community dining room*



20,174 consultations at our Calder Health Centre*



200 People welcomed into permanent homes*



474 People Cared for in our residential Social Detox service*



50,647 Food Parcels distributed to families in need*

Year Ended December 2023

*These figures have not yet been audited

Get in touch

If you have any questions contact
Carol Herbert or Sophia Sharpe -
fundraising@aucklandcitymission.org.nz

