



Fundraising Pack



Key messages



- One in four people in our world do not have a decent place to call home.
- Families are forced to live in conditions that are cold and damp, overcrowded or do not have a door that locks.
- A decent and affordable home provides the strength and stability a family needs to plan a brighter future. Their health improves, children do better at school and parents have a chance to earn a stable income.

Key messages



- Every day, Habitat for Humanity empowers families to build a better tomorrow. Projects include building or renovating homes and community centres, and improving access to clean water and sanitation.
- We advocate to improve access to affordable shelter and support funding models that enable families with limited resources to make vital improvements to their homes.
- Across Ireland, we bring people together from across the community to serve the most vulnerable. We raise funds to support long-term partner programmes in some of our world's poorest communities.
- Your support will help us reach more families in urgent need.

- International volunteer trips are an unique opportunity to work beside communities in need and be part of grassroots development work.
- It is only the beginning. The aim is to motivate and equip volunteers to speak out and inspire more support for Habitat's work when they return home.



Why Fundraise?

- Raise vital funds, making a big difference to families in need
- Raise awareness of housings vital role in breaking the cycle of poverty
- Inspire further support for Habitat's work



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Remember:

- **KEEP IT SIMPLE** –raising funds and a huge amount of work are not always the same thing!
- **PLAN** no more than 2/3 main events – coffee morning, table quiz, sponsored event
- **ASK WELL & BE CONFIDENT** – It can be enough! Practise getting your point across! Use Habitat resources.
- **USE YOUR NETWORK** – ask friends, family, colleagues, team mates to support you.



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- **CONSULT OTHERS** – if you know other Habitat volunteers ensure you ask schools, churches and businesses for support together
- **ASK HABITAT** – there may be an existing link with a school, church or businesses. Check first!
- **THANK YOU** - Pass on the details of all those making donations over £100/€100 to Habitat for thank you letters.



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Plan your strategy

- **WHERE-**

Where will the fundraising take place?
School, church, home, work?

- **WHEN-**

What month? What day?

Will you focus around a holiday?

- **HOW-**

How will you promote this?

What logistics need organised?

What will the costs be?

- **SUPPORT-**

What support do you need from Habitat, other team members, friends or family?

Plan your strategy

- **WHAT-**

What will your fundraising be? Here's some tried & tested ideas!

Sponsored events (eg abseil, walk, marathon, silence, wax), coffee morning, talent show, coffee morning, bake sale, colour run, non-uniform day, table quiz, street collection, bag packing, raffles, sports tournament, Dinner party (could be themed).

- **WHO-**

Who will you promote this towards?

Who are you contacts/networks?

Your family, friends, colleagues, neighbours? Members of the public?



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Resources

These resources are available to help make fundraising as easy and successful as possible!

- Sponsorship forms
- Habitat information cards
- Collection buckets* and labels
- Collection cans* and labels
- Habitat empty belly poster
- Presentations & videos
- Email signature
- Social media images
- Pop-up stands / banners*
- Donation/Gift Aid envelopes
- Habitat t-shirts (£7/€7.50 each)
or a limited supply available to borrow

*(limited supply and requires advanced booking)

Available on www.habitatireland.org
OR email: info@habitatireland.org





Charity Checkout

Set up your Charity Checkout online fundraising page where friends and family can donate online. This is safe and secure and you can also record offline donations to show your progress.

Please note there is small charge on donations plus credit card fees. Given this, make sure personal/family contributions are paid directly to Habitat.

Keeping It Safe and Legal

Food Hygiene

Food safety laws apply when food is available, whether it is for sale or not. Ensure you follow food hygiene procedures. See the Food Standards Agency or Food Safety Authority of Ireland's websites for more information.

Licences

Ask your local council or Garda station whether or not you need to obtain any special licence (such as public entertainment, collection or alcohol licences). Make sure you have permission from those who own the property or land owner.

Risk Assessments

Identify any hazards and assess any risks. Ensure you have adequate first aid cover available for the scale of your activity. If you're not sure, check with your local council.



Collections

Please note that it is illegal in Ireland to collect money on the street or door to door without a PSNI or Garda permit. Please contact the Habitat office with any queries or for help with insurance or applying for a street collection permit.

Insurance

Public Liability insurance is available for non-hazardous events (eg backpacks). Individuals should notify Habitat of any events requiring the use of this. Please remember you are responsible for the activity and Habitat for Humanity cannot accept liability for any fundraising activity or event you undertake.

The Money

For your own protection, make sure you count the money you've collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Habitat for Humanity and not you personally. Make sure any cash is kept in a secure place and is banked as soon as possible.



Trusteeship of Funds Raised for Habitat for Humanity

Every volunteer who raises money from others for any organisation is a trustee of the funds raised and must ensure that the organisation receives all that money. It is your responsibility to ensure that funds raised for Habitat Ireland are transferred to the organisation as soon as is practicable. The systems in place for financial accounting must be completed as required. Please note our registered charity number is CHY15187 (Ireland)/ NIC103240 (N Ireland) and all tickets, posters etc. you produce should display this.

Individuals or teams intending to fundraise for other causes, however worthy, alongside Habitat fundraising, should note that there are very clear legal guidelines about how you can proceed. Please contact Habitat to ensure any such activity complies with all the legal requirements.

Get Consent

You will need to get parental permission if children are helping at your event or if you're taking photographs of children.



Gift Aid & Tax Efficient Giving

This money, at no extra cost to you, will ensure more people in more places have a decent place to live.

Gift aid and Tax Efficient Giving does not count towards your target, but every penny makes a difference!

Gift Aid (Northern Ireland) - Gift Aid enables registered charities to claim an additional 25p in every donated pound from the Inland Revenue.

All that is needed is a signed declaration from donors who are UK tax payers. Declarations & envelopes are available from the office. Please make every effort to get donors declarations signed and in the office we will work out whether it is possible to claim gift aid on the donation.

Tax Efficient Giving (Ireland) - If you donate €250 or more to a registered charity, it makes the charity eligible for tax relief!

Any personal contribution qualifies (if you pay income tax) so please fill in a CHY3 form and return it to our office.

In addition, whenever you receive a donation for Habitat that qualifies, please request that the donor fills in the CHY3 certificate. Contact us to get your form.

Questions? Email: info@habitatireland.org or give us a call on +44 28 9263 5635/+353 1531 0033





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