

## Why support Habitat for Humanity Ireland

Habitat for Humanity Ireland builds homes, working in partnership with some of the most vulnerable people both here in Ireland and across some of the poorest regions of the world. We believe that everyone everywhere has the right to a decent place to live. Our mission is to lift families and communities out of poverty through a helping hand, assisting people to build their own homes, where they can raise their children in a secure and safe environment.

### Why build a home?

A home is more than just four walls and a roof. A home provides families with a secure and safe place for children to do their homework, improving their chances of completing school. It provides families with a vital asset and the opportunity to create income. It provides families with a clean environment, reducing the risk of contracting disease. (photo – Nepal boy do homework in house)

A home can give a vulnerable family the stability they need to improve their lives and break the cycle of poverty.

## Buy a Brick. Build a Home

We're asking companies, organisations and individuals all over Ireland to support the goal of eliminating housing poverty around the world, through the simple and straightforward act of "buying a brick" It's that simple.

Each 'virtual' brick costs just €4 to buy

The more bricks you buy, the more families that can be assisted

In Zambia for example, it takes 1,300 bricks to build a home - that's €5,200

You can buy just one brick or bundles of bricks

20 bricks, 50 bricks or maybe a pallet of 500 bricks (€2,000). It's up to you and your fundraising efforts.

Our target is to sell 250,000 bricks and raise €1m to assist vulnerable families across our housing programme. It's our biggest campaign ever and we need your support. So go on give it a go!

## Fundraising tips

Ok, you've now decided you would like to support the **Buy a Brick, Build a Home** campaign for Habitat for Humanity Ireland. Brilliant and thank you! Here are our top tips to help you meet your Fundraising Targets:

### Get started straight away

Don't procrastinate! Start planning your fundraising initiatives now. The sooner you start the easier it will be later on. Write all your fundraising ideas down in the one place, somewhere easy to access, whether that is a journal or a file on your computer. Whenever you get an idea, make a note of it!

Build a team around you: Get your work colleagues involved and if you have one, the CSR committee. You may have friends who want to help out too? The more people you have helping you, the greater the chance you have of hitting your fundraising targets. Many hands make light work!

### What kind of fundraising activity should I do?

Most people like to hold an event at their office as part of the sports and social activities of their company. You may also look at having a sponsored event. Have you a hobby or something particularly you like doing? Maybe this could form part of your fundraising too?

#### For example, do you:

- Play sport? Organise a sport's day, run a marathon, etc.
- Like to read? Hold a book-sale
- Play a musical instrument? Play a gig
- Enjoy baking? Hold a cake sale
- Love socialising? Host a special dinner

#### More fundraising ideas:

- Coffee morning at work or home
- Casual office day
- Wear your team colours to work
- Bake a cake
- Table quiz
- Head shave
- Sponsored cycle
- Birthday bricks – ask people to buy bricks for your birthday rather than presents
- Bag-packing at your local supermarket
- Laughter Lounge
- Sleep out
- Face-painting
- Hold a raffle
- Car boot sale at work
- Non uniform day (schools)
- Race night
- Karaoke night
- Halloween/New Year's party
- Sponsored silence
- Carol singing

Another easy way to fundraise is to set up your own Everyday Hero or Altruism.ie page, which you can link to your email, Facebook and Twitter accounts. Please be aware that Everyday Hero deduct a 6% service charge. With Altruism Ireland there is a minimal processing fee (approx. 25%). They are, however, an easy way to bump up your fundraising and help reach your target

### Let everyone know!

It is really important to let as many people as possible know about your fundraising event. What's happening? Where is it taking place? What are the dates and times?

Send emails around to everyone at your office

Let your friends and family know too

Post the event up on social media and if you have one, post it up on your company intranet

Maybe do a press release or contact your local radio station for publicity

Put up posters and flyers (download here) around areas of your office where people meet such as the reception, canteen and so on.

## Cash Collections

Another fundraising activity that is very straightforward to organise is a cash collection

### Cash Collections on private property (church gate, bag pack etc.):

You will need:

- Permission from the property owner/Management.
- A private agreement.

### Cash Collections on public property (on-street, train station etc.):

You will need:

- A Garda Permit – apply for one 4-6 weeks in advance of your collection (may take longer).
- To be aged 14+.
- A Collector's Authorisation document with you during your Cash Collection (Habitat for Humanity Ireland can provide that)
- Sealed collection boxes, which display Habitat for Humanity Ireland's name (we can lend these to you).

## Dates for your event

If you decide to hold your fundraising activities on a specific event, then the date you pick is very important. Double check it doesn't clash with any other major events. There are some dates though that would make sense for you to host your event on. Here are some suggested dates that could work well:

World Habitat Day - October 2<sup>nd</sup> 2017 (first Monday of October each year)

Giving Tuesday – November 28<sup>th</sup> 2017 (first Tuesday after Black Friday and Cyber Monday)

International Day of Families – May 15<sup>th</sup> 2018 (same date every year)

Is there a key celebration date this year at work or a milestone birthday you might have?

Is Christmas in the mix? People tend to be more generous round Christmas time, what could you do to make the most of that generosity?

## Have fun!

Whatever you decide to do, ensure you have fun!! Remember we are here to help you, so please drop us an email on [buyabrick@habitatireland.ie](mailto:buyabrick@habitatireland.ie) if you need anything.

Thank you again for all your support and good luck with all your fundraising!!

The team at Habitat for Humanity Ireland