

**Help us raise funds.
Help us raise awareness.
Help us give hope.**



Your community fundraising starter kit.

HELP 
Preventing sexual abuse.
Supporting survivors.

A little HELP goes a long way.

When you fundraise for HELP Auckland, you're doing so much more than raising money.

You're helping to raise hope for survivors of sexual abuse, so that they can heal the hurt and reclaim their lives through crisis support, therapy and advocacy. You're helping to raise awareness in our schools and communities to better protect our children and young people from harm. And most of all, you're helping to bring us one step closer to realise a future, free from sexual violence.

In this guide you'll find everything you need to create and run a successful fundraiser. Fundraising can be as fun or serious, large or small as you like – and remember, every little bit helps.

We're committed to ending sexual abuse in Aotearoa.

Since 1982, HELP has been a specialist provider of sexual abuse support services for Tāmaki Makaurau Auckland.

We believe that sexual abuse has no place in our society. But, for as long as it continues to occur, we will continue to enable people of all ages and families suffering from the effects of abuse to heal, and we will advocate for the rights of survivors. We will also keep challenging the social conditions which support abuse, so that together we can make the change we all want to see in our society... and ensure Aotearoa New Zealand is a safe place for all of us.

We've helped thousands of sexual abuse survivors and their families to heal and move forward. With your support, we can help thousands more.



I think the one thing that I've taken away from HELP is that I'm learning how to be okay. I'm learning how to self-soothe when it gets hard, and when it's not hard... Having my own agency and knowing that I'm capable of giving myself what I need.

Lila, Survivor



HOW WE HELP

Supporting survivors. Preventing sexual abuse.

**Fundraising for HELP Auckland has the power to change lives.
The money you raise goes towards...**



Helping us to heal survivors

Funds raised help us to support victims and survivors through crisis support, counselling and helpline services, enabling them to reclaim their rights to live good lives.



Helping us to educate our community

Your support enables us to teach the Auckland community about sexual abuse, raising awareness and reducing stigma, so we can all support those who have been hurt.



Helping us to prevent sexual abuse

With your help, we can continue working with families, preschool centres and communities, teaching them how to prevent the targeting of children and young people.



Helping us to create the change we all want to see

Fundraising gives us the means to advocate for the rights of sexual abuse survivors, collaborate with others to develop innovative paths to change, and support young people as change-makers in their own communities... so we can help protect future generations too.

WHO WE HELP

We help Aucklanders of all ages

Every year, we support thousands of survivors of sexual abuse and their families, and work in our community to educate and protect those who are most vulnerable.

HELP's therapy service was incredible. They really made me feel like what I was feeling mattered. I felt seen and heard and worthy of a better life.

Tamara*, Survivor

It's a really special thing, especially when the girls come up to you afterwards and say 'this is awesome'. Being able to have a positive impact on those girls feels like I've come full circle – it's really, really special.

Meg*, Dear Em Ambassador

The programme truly changes lives – parents and caregivers are given the tools to have these important conversations. And children are given the tools to talk about it if they're being harmed.

Jude, Early Childhood Learning Centre Leader

HOW YOUR FUNDRAISING HELPS

You're changing lives. Every day.

Every single day, we support the survivors of sexual abuse and their families; those who are in crisis, and those who are on a journey towards healing. Last year alone, your support meant that:

2,597

survivors and families were supported across our range of services.

466

crisis support sessions were provided to survivors by our crisis team.

6,645

therapy sessions were attended to help survivors heal from sexual abuse.

118

survivors received direct court support by our justice team.

With your help raising funds, we can do so much more!

Where the money goes

\$50

Can help keep our HELPLine available 24/7, providing compassionate support to survivors of recent or historical sexual abuse.

\$75

Can help our crisis team to support survivors while they give a police statement or undergo a medical exam.

\$100

Can help us protect young children from harm through our We Can Keep Safe programme in early childhood education centres and community groups.

\$150

Can help provide ongoing counselling and psychotherapy support to sexual abuse survivors and their families, helping them heal and process the trauma.

How to start fundraising

Fundraising really is a wonderful, sociable and fun way to make a difference – and there are lots of ways to get involved. Whether it's at work, home or school, on social media or in your local community, every dollar you raise helps!

Need some HELP figuring out what to do?

Here are some helpful ideas from our team...

Art exhibition, auction, athletics match

Bake sale, ball, breakfasts, BBQ, bingo, beach games, bouncy castle

Charity ball, concert, cake-off, car wash, crochet, clean-out, car boot sale

Do Something Helpful, dance party, dancing lessons, dinner party, dress-up days

Easter egg hunt, exhibition, escape room, extravaganza

Fancy dress day, fair, fashion show, Facebook challenge, family day

Garden party, golf tournament, gym challenge, gatherings, gnome hunt

HELP-a-thon, haircut challenge, horse trek

Instagram challenge, ice skating, inter-office competition

Jaffa race, jelly-making competition, jump-a-thon

Karaoke night, kindness challenge, keepsakes

Live auctions, ladies' lunch, lemonade stand, lamington making, laps of a pool or speedway track

Marathon, movie nights, morning tea, mufti day, mid-winter swim, music performance

Netball tournament, nail painting, neighbourhood clean-up challenge, night walk

Ocean swim or clean-up, op-shop-a-thon, office Olympics

Purple hair day, paint & pinot event, pyjama party

Quiz night, quickfire raffle, Quordle competition

Raffles, road trip, race, rubbish collection, rap competition

Sausage sizzle, silent auction, swim challenge, soccer tournament, sit-ups, star jumps

Talent quest, T-shirts, top town challenge, top office competition, tug of war

Ultra-challenge, ukulele concert

Video challenges, vineyard visit, vintage car show

Walk-a-thon, work challenge, wine tasting, weird hat day

Xylophone recital (okay, this one is definitely made up)

Youth challenge, YouTube content creation, yoga sessions, yacht races

Zero waste challenge, zoo trip

As you can see, just about anything goes... so get creative and have some fun!

If you need some help, please call our Fundraising & Communications Manager on 0800 623 1700 or email supporthelp@helpauckland.org.nz.

HELP us at our annual fundraisers

Not ready to organise your own event right now? Why not join one of our annual fundraisers instead? Either way, you're helping to make a difference.

Do Something HELPful



Held annually during May

Small actions can make a big difference, so take on the Do Something HELPful challenge in May. Ask your friends, whānau or workmates to sponsor you, and raise funds for HELP Auckland. Pledge to do something positive and perhaps even challenging for yourself, for others, or the environment – and HELP free more New Zealanders from sexual abuse.

[Learn more >](#)

Join our HELPathon



Held annually in late October

Become a HELP Champion by Running the City with the HELP team at the Auckland Marathon. Whether you choose to run for your mother, sister, daughter, son, partner, friend, or yourself, your support means the world to us and those we help.

[Learn more >](#)

Help them Heal



Held annually in February

Support 'Help them Heal', our Giving Day in February. In 2023, Gilmours Mt Roskill generously doubled the impact by matching every donation. Together, we raised nearly \$38,000 (gross) towards helping survivors rebuild their lives, and towards our much-needed community education and prevention programmes.

[Learn more >](#)

Some helpful tips

1. **Set up an online fundraising page**

If you're creating your own fundraiser, you can set up an online fundraising page [here](#). Online fundraising is an awesome way to make collecting donations quick and easy. Simply personalise your page with your story or reason why you're raising funds, share it with your friends and family, and watch as the donations add up!

2. **Keep it simple**

Fundraising can be easy! Simple ideas make great fundraisers and give you more time to focus on raising money (see page 7 for some thought-starters). Create a plan for your fundraiser, set yourself a fundraising target and start letting people know about what you're up to and why you're doing it.

3. **Get your friends, whānau and workmates to help**

Getting as many people involved as you can makes it easier on you and gets people engaged... your mates, your neighbours, anyone really. You could even ask your workplace to get involved or match the funds you raise. Better still, get a team together and amplify your effort.

4. **Spread the word**

Use social media, local businesses, posters at your workplace or in your community, and anything else you can think of to promote your fundraiser. If you need help drafting your wording, just get in touch and we can help out.

5. **Safety first**

Consider any health and safety implications of your fundraiser and ensure you have a plan in place. This is especially important if you're taking on a physical challenge or cooking food for others. If you have any questions about this, please get in touch.

6. **Remember that donations over \$5 are tax deductible**

As a registered charity, all individual donations over \$5 are tax deductible. This can be a good incentive for people to donate \$5 or more! Simply email us at supporthelp@helpauckland.org.nz if you don't receive a receipt automatically. Note: If you're organising an offline event and need advice about requesting tax receipts for donors, please email us.

7. **Enjoy it!**

Don't forget to enjoy yourself. Getting others involved puts the 'fun' into 'fundraising', plus you're supporting a really important cause.

If you have any queries about your fundraising idea or how to get underway, please contact us at supporthelp@helpauckland.org.nz and we'll be happy to help.

Resources to help you fundraise your way

Ask your friends, whānau, and workmates to sponsor your fundraiser. Below are some ideas for social media posts and an email template to help you get started.

1. Ask for support on social media

Get social on Instagram, Facebook, LinkedIn, or Tik Tok. Tell everyone why you're fundraising for HELP Auckland, and add a link to your fundraising page:

- Hey friends and whānau, I need your help! I'm fundraising to reduce New Zealand's horrific rates of sexual abuse by _____ (describe your fundraiser). Every little bit helps, so please donate and make a difference.
- I'm _____ (describe your fundraiser) to raise funds, awareness, and hope for the survivors of sexual abuse, and I really need your help! Please support my goal of raising \$_____ for HELP Auckland's much-needed support and prevention services.
- Please help! I'm _____ (describe your fundraiser) to raise funds for HELP Auckland. By sponsoring me, you'll be helping to support survivors of sexual abuse, educate vulnerable Aucklanders, and prevent future generations from harm.
- Did you know that 1 in 4 Kiwi women, 1 in 5 girls, and 1 in 9 boys are affected by sexual abuse in New Zealand? I'm committed to raising awareness and changing these shocking rates of abuse, so I'm _____ (describe your fundraiser) to raise funds for HELP Auckland. Please sponsor me and help to support survivors and protect more New Zealanders from harm.

2. Email friends and whānau

You can personalise the following message to send out via email. Remember to fill in the blanks and/or personalise your story of why you're fundraising for HELP Auckland.

Hi (name),

Please help me raise funds for HELP Auckland

Did you know that 1 in 4 Kiwi women, 1 in 5 girls and 1 in 9 boys are affected by sexual abuse in New Zealand? It's time we all did something to reduce these horrific rates of abuse, so I'm _____ (describe your fundraiser) to raise funds for HELP Auckland – and I need your help!

By sponsoring my fundraiser, [add the link to your page], you'll be helping to support survivors of sexual abuse and advocate for their rights, to educate children and young people to keep them safe, and to protect future generations of New Zealanders from harm that lasts a lifetime. You can learn more about HELP Auckland's life-changing work here.

Ngā mihi, thank you! Every little bit raised helps to raise funds, awareness, and most of all, hope for the survivors of sexual abuse.

Thank you for helping,

(Your name)

3. Share your journey

Please tag HELP Auckland in your fundraising posts on Instagram (@helpauckland), Facebook (@HELP: Auckland), and LinkedIn (@HELP Auckland)... so we can also share with our audiences.

Don't forget to share photos of your fundraiser on social media with the hashtags:
#helpauckland #helpsurvivors #helpsupport #helpprevent #helpprotect

All done? Well done!

You've finished your fundraising – thank you! We love hearing about our amazing fundraisers, so please get in touch with the team at supporthelp@helpauckland.org.nz to let us know how it went.

Please send some photos so we can feature you on our social media or website page (just let us know if you'd rather not, or if you would prefer your name to remain confidential).

Wondering how to get the funds to us? Check out the options below. Whichever method you choose, please ensure that you include your name and mobile number so that we can thank you properly.

Online fundraising page

If you've used an online fundraising platform such as Raisely or Grassrootz, you're all sorted! The funds will come directly to us.

Bank transfer

Transfer the funds using internet banking, or deposit the money you've raised at any ASB Bank, account number 12-3011-0321794-00. Please include the name of your event/fundraising initiative in the reference (i.e. t-shirt sales, spring social etc).

Thank you so much for helping

On behalf of the thousands of survivors of sexual abuse, and the thousands of New Zealanders who will be safer in the future... thank you.


Sexual abuse happens to far too many of us, and it's horrifying how many survivors are still struggling to get the help they need – which is why the work that HELP does is so important.

Laura*, Survivor

It's a genuine honor to help raise money and awareness for HELP. It's a deeply personal issue I grapple with daily and want to do anything I can to help. Many of the closest and most impactful women in my life have experienced the tragedy of sexual violence and I wish everyday for good to outshine the bad.

Ben, fundraiser

Contact us

-  0800 623 1700
-  Text 8236
-  supporthelp@auckland.org.nz
-  helpauckland.org.nz

Connect with us



HELP

Preventing sexual abuse.
Supporting survivors.

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