

Orangesky

Aotearoa

Community
Fundraising Toolkit





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What We Do

Orange Sky is a non-profit organisation providing a free mobile laundry and shower service for people experiencing homelessness.

Our first Aotearoa van was launched in Tāmaki Makaurau (Auckland) in October 2018, followed by a second van in Te Whanganui-a-Tara (Wellington) a year later in October 2019. Our third van will be arriving shortly and will support our Auckland service, which is very busy!

Each week, more than 150 volunteers give their time to help positively connect some of the 41,000 New Zealanders doing it tough. The focus is on creating a safe, positive and supportive environment for people who are too often ignored or feel disconnected from the community.

We want to make sure that everyone has access to free laundry and shower services – but most importantly – the opportunity to connect and feel welcome.



OrangeSky

— Aotearoa —

Kenneth's Story

Tonight in Aotearoa, 41,000 people are experiencing homelessness and are without a place to feel safe and welcome. Kenneth is one of those people and he told us it's the conversations with Orange Sky that help him feel connected and part of a community.

"I haven't always lived on the streets but I find myself in this situation at the moment. I am trying to hide it from people around me because there is a fair bit of shame.

I motivate myself everyday to get up, especially with Orange Sky here. You are part of my plans everyday.

Without Orange Sky, I wouldn't be walking around with clean clothes and I wouldn't be sleeping on clean blankets."





What can you do to help?

You've already taken the first step by deciding to raise funds for Orange Sky! Fundraising and koha help keep our vans on the road and support friends doing it tough through free laundry, warm showers, and genuine conversation.

Kōrero is at the core of everything we do and through your fundraiser, we hope you'll raise awareness about the importance of human connection. We've got some tried and tested conversation starters for you to help kick off your chats!

Have you heard of Orange Sky?

1 in 120 people are experiencing homelessness in New Zealand

More than 41,000 Kiwis are doing it tough





— Aotearoa —

Fundraising Ideas

Want to raise funds but not sure where to start? There's nothing better than having a kōrero over some kai, but we've included some great ideas below:

Casual dress day – wear orange!

Quiz night or virtual trivia

Fun run or active events

Raffle or auction

Contribution from products or sales

Bake sale or sausage sizzle

Golf or other sports day

Staff morning tea or lunch

Sleep out



Your Impact

Below are some of our popular dollar handles, these are great for setting a fundraising target. Many fundraisers choose a certain number of shifts that they aim to fund.



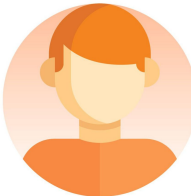
\$26

Provides clean laundry and a warm shower for a friend



\$52

Gives two friends access to clean laundry and warm showers



\$122

enables a volunteer to provide two hours of genuine connection through conversation



\$295

Supports an entire shift of free laundry, showers, and genuine conversations



\$576

Enables six hours of genuine conversations, warm showers, and clean laundry



\$2,950

Supports a van on the street for one week





Are you up for the Challenge?

The Sudsy Challenge is a three-day event held every year in September. Participants wear the same clothes for three days, take part in kōrero to wash away the stigmas around homelessness and raise funds to support people experiencing homelessness across Aotearoa.

The Sudsy Challenge is one of the easiest ways to raise funds and awareness for Orange Sky. You can register as an individual or make a team with friends, your workplace, or school!

Find out more

www.thesudsychallenge.com





Using Our Logo

DO:

- Use the logo in its original/un-edited form

DO NOT:

- Use any other Orange Sky logo unless approved by the fundraising team
- Remove the logo background
- Stretch or skew the logo
- Re-colour the logo
- Rotate the logo
- Add custom text to the logo





How We Kōrero

At Orange Sky, conversations are what we do best and this is reflected in the way we talk. We always aim to be passionate, fun and simple. We know the issue of homelessness is a serious one, but we like to focus on what we can practically do to help; provide friends with clean clothes, warm showers and non-judgmental conversation. We want everyone who interacts with Orange Sky to leave feeling hopeful, inspired, and connected.

Our mission is to positively connect communities

We provide laundry and shower services, but above all, we want to positively connect people through genuine and non-judgmental conversation.

Label Free

For most people, homelessness is a temporary experience and not a definitive label. We prefer to say 'people experiencing homelessness' or 'people doing it tough' instead of 'homeless people'.

We don't like the 'C' word but we love the 'F' word

We steer clear of words like client, customer and consumer. The people who use our services are friends or friends on the street.

Not everyone is 'sleeping rough'

Not all people who are experiencing homelessness are sleeping on the street. The majority of friends we help are living in shelters, boarding houses, temporary accommodation or overcrowded homes.

Talking Points

We love a good chat – that's why we carry six orange chairs in every van so we can sit down for a yarn. We don't attempt to preach anything or discuss politics, and this is the same for our brand.

Focus on the positives

We don't have all the answers. Homelessness is complex with many contributing factors, but we know that clean clothes and a shower is a start towards helping a person get back on their feet. We focus on how we're helping friends feel positively connected through genuine and non-judgmental conversation.



Let's Get Social

Our social media is a place where we get to share the incredible stories of our friends, volunteers and supporters. We try to be upbeat, informative, and genuine when telling stories - but less is usually more. Be sure to post about your fundraiser on your social media channels. It's usually best to be direct, keep it simple, and focus on one call to action or message per post.

#hashtags

Use #OrangeSkyNZ when telling people about your fundraiser and so we can see your awesome posts.

Our favourite platforms are Facebook, Instagram and Twitter – be sure to follow us for updates on our work.



Fundraising FAQs

We are so lucky to have amazing people (like you!) supporting us. We've answered some questions you might have below.

Can you promote my event on your social media platforms?

Our social media is used primarily to share the stories of friends and volunteers on shift and not as a promotional tool. We would still LOVE to see photos from your fundraiser or event - you can either email them through to us or post on your socials with our approved hashtags (you never know, we might even re-share them!).

Can Orange Sky supply donation tins or collect money?

Unfortunately we're not able to accept or collect cash donations, but there's lots of easy ways for you to get your fundraising money to us. We can also help you create an online fundraising page specifically for your event, just ask us.

Can Orange Sky help organise my event?

We know that a heck of a lot of work goes into organising an event - and we're so grateful for people giving their time to raise funds for Orange Sky. We have a pretty small team so we're not able to take a coordination role in your event (like assisting with ticket sales, participating in raffles or giving out prizes).

Can an Orange Sky representative attend my event to accept funds or a cheque?

If you'd like to hand over a cheque once your event is completed, get in touch and a staff member or volunteer may be available to attend.



Fundraising Guidelines

General

Some fundraising activities don't align with Orange Sky's ethos. Orange Sky can't endorse or approve activities that:

- promote a high level of personal or public risk;
- may be interpreted as rude, offensive or inappropriate;
- involve the collection of funds from the public through door-to-door knocking; or
- involve telemarketing or are of a similar nature to telemarketing.

Financials

As the community fundraiser, you are responsible for all financial aspects of the activity or event, including record keeping, management of funds, and depositing funds raised into the bank account of Orange Sky.

Orange Sky cannot pay or reimburse expenses incurred as a result of your fundraising activity or event. You can deduct any reasonable expenses from the proceeds of your fundraising activity or event, provided they are properly documented. As a guide we suggest the total expenses should not exceed 30 percent of total proceeds.

Issuing Receipts

Upon request, Orange Sky can provide individual donors with tax-deductible receipts for donations of \$5 or more. We can only issue receipts up to the total value of the amount donated. Please ensure the details of individual donors who require a receipt are noted with their full name, email address and donation amount. Send these details to Orange Sky and we will issue receipts to all donors who request a receipt.

A tax-deductible receipt cannot be issued when a supporter receives goods or services in return for money given (e.g. purchased raffle tickets or prizes at auction). As the fundraiser, you cannot claim a personal tax deduction for money received and/or donated on behalf of others. You are also not entitled to claim a tax deduction for any gifts that are donated to Orange Sky during your event or activity.

Public Liability Insurance

Some venues may provide public liability insurance to cover your fundraising activity or event – you will need to confirm this with the venue when booking. Orange Sky cannot indemnify or provide insurance cover of any kind for your fundraising activity or event in the instance the venue does not provide public liability insurance. It is the responsibility of the fundraiser to arrange this in conjunction with the venue.

Donating Funds

The funds raised throughout your event or activity can be donated to Orange Sky in the following ways:

Direct Deposit

Bank Name: BNZ

Account Name: Orange Sky New Zealand Limited

Account Number: 02-0506-0140131-000

Tax Receipt: If you require a receipt for your donation, please email your details to hello@orangesky.org to receive an official tax receipt

Credit Card

Visit orangesky.org/nz-donate to donate via credit card and receive an automatic tax receipt

Cheque

Please make your cheque payable to Orange Sky and post to the following address:

Orange Sky

PO Box 75-111

Manurewa Auckland 2243

Tax Receipt: We will post or email you an official tax receipt according to your preference



A white van with orange accents is parked in a lot. The van has 'HUGO' written at the top, 'OrangeSky' in large letters, 'New Zealand' below it, and 'Actively Connecting Communities' in a smaller font. There are social media icons for Facebook, Instagram, and Twitter, and a 'Follow Us' sign. A license plate 'LPP765' is visible. A sign on the back door says '416 CDI' and 'Donate today at orangesky.org.nz'. In the foreground, two people are sitting on orange chairs, one of which has 'HUGO INNOVATION AND TECH' written on it. There are laundry baskets and boxes around them.

OrangeSky

— Aotearoa —

Contact us

hello@orangesky.org

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