

2023

**Fundraising Kit**

**VOICES**  
*of hope*



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# Overview

At Voices of Hope we believe in the power of sharing your story and changing how we talk about mental health in Aotearoa and beyond.

Voices of Hope (VoH), a mental health charity, was established in 2017 by Genevieve Mora and Jazz Thornton, individuals who have personally battled mental illness. Motivated by their own struggles, they recognised the importance of leveraging their past experiences and their passion for content creation to ignite change.

Voices of Hope serves as a platform for lived experience storytelling. The organisation shares narratives of individuals who have confronted mental health challenges, emphasising the skills and tools they utilised during their journeys. Through the voices of those who have experienced mental health issues firsthand, Voices of Hope provides authentic, unfiltered, and vulnerable content.

Both founders actively engage in public speaking engagements at schools, corporations, and conferences, where they openly share their own lived experiences. Their aim is to inspire and educate others, fostering empathy and understanding around mental health.

Since the launch of Voices of Hope, their content has received both national and international recognition and has caught the attention of people and organisations wanting to support their vision.

Jazz & Gen have received the Queen's Commonwealth Points of Light Award for their work and Jazz has spoken at the UN General Assembly with world leaders. After signing a publishing deal with Penguin NZ, they created *My Journey Starts Here*, a guided journal which is filled with the tools Jazz and Gen used in their journeys as a resource people from all different backgrounds can use.

# Our Mission

Voices Of Hope aims to create and implement change for mental health, whilst providing hope through the voices of those with lived experience. Through advocacy, campaigning and story-telling, Voices Of Hope produces strategy and content with intent to influence global, communal and individual change.

# Fundraising Impact

Voices of Hope is a registered charity that focuses on addressing the high prevalence of mental health challenges. As a result, any donations we receive go directly towards supporting our work within the community and beyond.

The statistics surrounding mental health are disheartening, underscoring the urgency for action. With your help, we can continue to make a difference in the mental health space by advocating for change and sharing stories of lived experiences from individuals of diverse backgrounds. Your financial contribution, regardless of the amount, plays a vital role in our ability to produce impactful work that reminds people they are not alone on their journey. We are immensely grateful for your support.

# Founders

## Jazz Thornton

Having overcome childhood adversity and multiple suicide attempts, Jazz Thornton has now dedicated her life to speaking hope and creating change in the area of mental health. Jazz co-founded Voices of Hope and her unique experience and practical message has gained worldwide recognition, being shared through media, international speaking engagements and through documentary feature film, The Girl on the Bridge (directed by Leane Pooley). Jazz is also the award-winning director of Jessica's Tree and author of Stop Surviving Start Fighting, My Journey Starts Here and Letters to You. She also won the 2021 Young New Zealander of the Year award and was recently named in the Forbes Asia 30 under 30 social impact category

## Genevieve Mora

Genevieve Mora spent most of her teenage years battling Mental Illness. As part of her recovery she has made it her mission to offer hope to those fighting mental illness. Genevieve co-founded Voices of Hope and through this uses her lived experience to show people that recovery is possible and that there is no shame in having a mental illness. Genevieve is the co-creator of Love your Kite, a global eating disorder resource app, as well an advisory member of the Whāraurau Eating Disorder Advisory Board. She is the co-author of My Journey Starts Here and Author of Bite Back. Gen was also named as a Westfield Local Hero and recently named in the Forbes Asia 30 under 30 social impact category.



**VOICES OF HOPE**

# Board Members



## Kirsten (Kp) Patterson

Kirsten (known as KP) is the Chief Executive of the Institute of Directors. She is a lawyer and a Distinguished Fellow of Human Resources. KP is actively involved in supporting not-for-profit governance and is a Board Member of the New Zealand Rugby Foundation and Wellington Homeless Women's Trust. KP is a mother of two and is passionate about teen mental health. She is committed to helping Voices of Hope provide love and hope to young people across New Zealand and the world



## Chris Tan

Chris Tan is a lawyer with extensive experience practising in both private and public sector organisations and in governance roles for not for profit entities in New Zealand. He is committed to seeing Voices of Hope develop and grow its reach to make a genuine difference to people of all backgrounds by spreading a message of hope and advocating for change.



## Stephanie Taylor

Stephanie is a General Practitioner who has worked in primary care for over 15 years. Stephanie is passionate about shaping the future of mental health care in New Zealand and has both the enthusiasm and experience to ensure that the Voices of Hope can continue to give hope to those that are struggling. Stephanie is also a mother of three, a director of Procure Network Limited (New Zealand's largest Primary Health Organisation) and is a member of the New Zealand Medical Association General Practice Council.



## Wayne Huirua

Wayne is an international multi-award winning music producer, director of an Auckland performing Arts School, and an ordained pastor who has been caring for people of all ages for over 30 years. He is passionate about the mission of Voices of Hope, about mental health and seeing this generation of NZers rise to an unprecedented level of hope, life and wellness.

# Media Coverage

For a comprehensive compilation of our notable media coverage, including links, quotes, and excerpts from news articles, interviews, and features, please visit our website – [Media](#).

# Contact Information

For general inquiries, requests, funding, speaking events, or campaign-related matters, please reach out to us at:

Email: [contact@thevoicesofhope.org](mailto:contact@thevoicesofhope.org)

For shop inquiries:

Email: [shop@thevoicesofhope.org](mailto:shop@thevoicesofhope.org)

For blogger inquiries:

Email: [writer@thevoicesofhope.org](mailto:writer@thevoicesofhope.org)

Please feel free to contact us through the respective email addresses above, and we will respond to your queries as soon as possible.

# Social Media Links

- [TikTok](#)
- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [Youtube](#)
- [Voices of Hope](#)

# Fundraising Guidelines

To ensure a smooth and successful fundraising experience, please adhere to the following guidelines:

## 1. Register Your Fundraising Idea/Project:

We appreciate your enthusiasm for raising funds for Voices of Hope. Kindly register your fundraising idea or project with us by contacting us at [contact@thevoicesofhope.org](mailto:contact@thevoicesofhope.org). This allows us to provide you with necessary support and ensure alignment with our mission and values.

## 2. Use of Voices of Hope Logo:

The Voices of Hope logo is our intellectual property and is protected under copyright laws. Any usage of the logo or branding materials requires prior permission from Voices of Hope. Please refrain from using the logo without explicit authorization. To request permission or obtain the appropriate logo files, please contact us at [contact@thevoicesofhope.org](mailto:contact@thevoicesofhope.org).

## 3. Collaborations and Partnerships:

While we deeply appreciate your desire to collaborate with us, we are currently unable to enter into new partnerships. However, we encourage you to mention in the online description of your product/service that a portion or specific amount is being donated to Voices of Hope, once your activity has been approved by Voices of Hope. Remember, donating funds to Voices of Hope does not imply endorsement of any product, persons, services, or organisations. Please also fill in this form for future [partnership opportunities](#).

## 4. Online Fundraising:

If you plan to organise an online fundraiser, such as an event, a marathon participation, or a crowdfunding campaign, we recommend using our registered [Givealittle](#) page as a platform for collecting donations. You can create your own fundraising page and link it to the Voices of Hope page to ensure transparency and accountability.

## **5. Offline Fundraising:**

For offline fundraising activities, such as organising a raffle at your workplace or school, please reach out to us at [contact@thevoicesofhope.org](mailto:contact@thevoicesofhope.org). We will gladly discuss the details with you and provide our direct account details for donation transfers. If necessary, we can also issue donation receipts for offline contributions.

## **6. Compliance with Legal Requirements:**

When organising a fundraising activity, please ensure that you comply with all relevant local laws and regulations regarding fundraising, charity events, and financial reporting. Voices of Hope is committed to upholding transparency and ethical practices in all fundraising endeavours.

## **7. Resources and Support:**

Voices of Hope is dedicated to supporting the mental health needs of individuals. If you or anyone associated with your fundraising campaign requires mental health assistance from a trained counsellor, we encourage you to seek help. Contact the helpline number 1737 by phone or text, available 24/7. Additionally, you can find a comprehensive list of helplines and resources on our [website](#).

We sincerely appreciate your efforts in supporting Voices of Hope. Please let us know about the progress and outcomes of your fundraising activity so that we can express our gratitude and acknowledge your contribution appropriately.

By following these fundraising guidelines, you are ensuring that your efforts align with Voices of Hope's mission and values. Your commitment and dedication to making a difference in the lives of those affected by mental health challenges are truly commendable. Thank you for your support, and together, we can create a positive impact and provide hope to individuals and communities in need.

# FAQS

## Where do my donations go?

**Your donations play a crucial role in supporting the life-saving work & initiatives of Voices of Hope. Here's how your contributions make a difference:**

Sharing Lived Experience Stories: Donations help us produce and share powerful stories of lived experiences related to mental health challenges. These stories create awareness, reduce stigma, and provide hope and inspiration to individuals facing similar struggles.

Funding Media Projects: We use donations to fund media projects, including video productions, podcast episodes, and written content. These projects allow us to reach a wider audience and provide valuable resources and support to those in need.

Administrative Support: A portion of donations goes towards essential administrative functions, such as managing our website, organising events, coordinating campaigns, and ensuring smooth operations. These administrative efforts are vital in enabling us to continue our work effectively.

Community Support: Your donations contribute to initiatives that support the mental health community. This may include funding workshops, support groups, educational events, and resources for individuals seeking help and guidance.

Growth and Expansion: Donations help us expand our reach & impact. They support efforts to improve our online presence, develop new programs, and collaborate with other organisations, all aimed at providing hope and support to more people struggling with mental health challenges.

At Voices of Hope, we are committed to transparency & accountability. We ensure that your donations are utilised responsibly and efficiently to further our mission of promoting mental well-being, empowerment, and recovery.

We are incredibly grateful for your support, as it enables us to continue our life-saving work and create a positive change in the lives of individuals battling mental health issues.

# How can I support Voices of Hope?

**There are several ways you can contribute to and support Voices of Hope**

Share Our Content: By sharing our content on social media platforms, you can help spread our message of hope and raise awareness about mental health challenges. Sharing our posts, videos, and articles allows more people to access the valuable resources and insights we provide.

Engage With Our Content: Interacting with our content by liking, commenting, and subscribing to our channels helps boost visibility and reach. Your engagement signals to others that our content is valuable and worth exploring, encouraging them to join the conversation.

Refer Others To Voices Of Hope: If you know someone who could benefit from our resources, direct them to our website or social media platforms. Encourage them to explore the content and find support through our community.

Donate Financially: Financial contributions play a vital role in enabling us to continue our work and expand our reach. Consider making a donation to support our media projects, events, and initiatives aimed at fostering hope and empowerment.

To find out more about how you can get involved and support Voices of Hope, please visit [Get Involved](#). There, you'll find detailed information about various opportunities, including volunteering, fundraising, and collaborating with us to make a positive impact in the mental health community.

Your support and involvement help us create a greater impact and inspire positive change. Together, we can make a difference in the lives of those struggling with mental health challenges.

