VOICES OF HOPE

Fundraising Kit
Voices of Hope aims to create and implement change for mental health while spreading hope through the voices of those with lived experience. We aim to provide a safe place for people facing mental health challenges, so they can feel inspired, supported and empowered.
At Voices of Hope, we believe in the power of sharing your lived experience to create positive change. Our storytelling platform exists to bring better understanding of mental health challenges, promote help-seeking behaviours and useful resources, and ultimately spread hope. Voices of Hope (VoH), a mental health charity, was founded in 2017 by Genevieve Mora and Jazz Thornton, individuals who have personally battled mental illness. Using their past experiences and their passion for content creation, they built a new narrative around mental health. Over the years, VoH has grown into a community of people around Aotearoa and the world, who contribute to the ever evolving mental health conversation. Our aim is to inspire and educate others, fostering empathy and understanding around mental health.
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 author of ‘Bite Back – a compassionate guide to navigating Eating Disorders’ and is the co-creator of Love your Kite, a global eating disorder resource app. Alongside Jazz she was named in 2023 Forbes 30 under 30 Asia and uses the power of social media to advocate and meet people where they are.

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 Leaane 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, was the winner of 2022 Dancing with the Stars and alongside Genevieve, she was named in 2023 Forbes 30 under 30 Asia.
Fundraising Guidelines

By following these fundraising guidelines, you ensure that your efforts align with Voices of Hope’s mission and values. Your commitment to making a difference in the lives of those affected by mental health challenges is truly commendable. Thank you for your support.

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

1. REGISTER YOUR FUNDRAISING IDEA/PROJECT:
   Please register your fundraising idea or project with us by filling out the online form, Fundraise for Us on our website. This helps us provide necessary support and ensure alignment with our mission and values.

2. USE OF VOICES OF HOPE LOGO:
The Voices of Hope logo is protected under copyright laws. Please obtain permission before using it or any of our branding materials. To request authorisation or the appropriate logo files, contact us directly.

3. COLLABORATIONS AND PARTNERSHIPS:
   For enquiries regarding collaborations and partnerships, please contact us directly. We value your interest and are happy to discuss potential opportunities.

4. ONLINE FUNDRAISING:
   If you plan to organise an online fundraiser, we recommend using our registered Givealittle page. You can create your fundraising page here and put Voices of Hope as the beneficiary.

5. OFFLINE FUNDRAISING:
   For offline fundraising activities, please reach out to us. We will provide our direct account information for donation transfers. If necessary, we can also issue donation receipts for offline contributions.

6. COMPLIANCE WITH LEGAL REQUIREMENTS:
   Ensure your fundraising activities comply with all relevant local laws and regulations regarding fundraising, charity events, and financial reporting. Voices of Hope is committed to transparency and ethical practices in all fundraising endeavours.

7. PROMOTION:
   Please note that donating funds to Voices of Hope does not imply our endorsement of any product, person, service, or organisation.

8. DEADLINES AND REPORTING:
   Funds raised should be submitted to Voices of Hope within 30 days of completing your fundraising activity. This allows us to promptly acknowledge and allocate the contributions. Please keep detailed records of your fundraising efforts and submit a brief report summarising the outcomes.

We truly 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.
WHERE DO MY DONATIONS GO?

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 and 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.

HOW ELSE CAN I 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:
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 our website. 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.
To make a donation, please find our account details below. Please use the appropriate references. We are also able to provide you with a donation receipt if needed.

The Voices of Hope Trust
Bank: ANZ
Account Number: 01-0129-0469993-46

Charity Number: CC55430

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