



# Hard Hat Host Pack



PROPERTY  
INDUSTRY  
FOUNDATION

RAISING FUNDS FOR HOMELESS YOUTH

[hardhatday.com.au](http://hardhatday.com.au)



## Contents

1. What is Hard Hat Day
2. How to host a Hard Hat event or activity
3. How you are helping
4. Quotes on the impact you are making
5. Pitch your fundraising idea to the boss
6. Getting publicity for your Hard Hat event or activity – a cheat sheet
7. Donation Form
8. Speech notes for your event





## What is Hard Hat Day?

Every young Aussie deserves a safe place to sleep. Hard Hat is your chance to rally the team and help build brighter futures.

Host a barbie, run a raffle, or lay the groundwork with payroll giving. How you fundraise is up to you! The official date is 29 August 2025, but events can be held anytime before November.

In 2024, the Property Industry Foundation delivered 93,075 safe sleeps for homeless youth. With 46,000 young people without a home each night, we're aiming for 100,000 in 2025 –and we need your help to get there. Let's raise the roof and build real change, one safe sleep at a time.



Register your team now at  
[www.hardhatday.com.au](http://www.hardhatday.com.au)



## How to host a Hard Hat event or activity

You can host any time and by taking part, you'll be helping build homes for homeless youth through a cost-efficient model, The Haven Project.

There are four easy steps to hosting a Hard Hat event or activity:

### 1. Register and set up your online fundraising page

Online fundraising is the best and easiest way to collect donations for your event, a fundraising page is automatically set you up when you register.

### 2. Plan your fundraiser

Set a date in August and a fundraising target you'd love to hit. Lock in your venue. It could be on site or in the office. This is your choice. Organise a raffle or auction on the day. Approach your tradies and partners for raffle or auction prizes – goods, gift cards, or coupons for free or discounted services. Check out the Host Pack tab for promotion and posters, plus heaps of ideas about what to do.

Here are the most common:

- Set up your online fundraising page and collect donations online
- Host an event like a bake-off, a book sale, or an international food day. Or you could hold an auction and collect donations
- Host an event like a BBQ for breakfast or lunch for a fixed price or a gold coin donation, or organise a raffle to collect donations

### 3. Share

Share your Hard Hat fundraising page to let everyone know why you are taking part and how they can support your event or activity. The best way to maximise your fundraising is to also encourage everyone who cannot make your event to donate to your page online. Donating online is so quick and easy, and it's tax-deductible

### 4. Fundraise

Have fun knowing you're funding a tangible solution to homeless youth. What you do at your event or activity matters. Aim to make it memorable for all involved. Remember, the more you raise, the more we make a difference.





## How you are helping

### Youth Homelessness is a complex issue:

- 40,000 young people aged 15–24 asked for help. 1 in 2 were turned away due to lack of beds.<sup>1</sup>
- Youth homelessness affects 46,000<sup>2</sup> young Australians, and the property and construction industry, as the creator of new communities, can play a meaningful role in addressing this issue.
- Affordable, suitable, and stable housing is fundamental to ensuring the economic, social, psychological, and physical well-being of young people. But unemployment, casualised and unstable jobs, increasingly high rental costs, and a lack of affordable, suitable and stable housing makes transitioning to, and maintaining, independent living a huge challenge.
- The major trigger for young people leaving home is family conflict and violence. Other reasons include relationship breakdown, alcohol and other drug use, and leaving state care. Tragically, many escape one dangerous situation only to find themselves in another.

### The impact we can have working together is more than the sum of our parts:

- We build safe and supported environments for homeless youth through our The Haven Project, a cost-efficient model. Your Hard Hat event helps us raise funds for the entire build of Haven House.
- For every \$1 you raise through your Hard Hat event, we double its value. It is matched through in-kind donations of skills, labour and goods by the property and construction industry.
- It's about having a place to call home. • With safe housing and the right support, the benefits are felt not just by the young people, but across society.

<sup>1</sup> Specialist homelessness service annual report 2021–22.

<sup>2</sup> Australian Bureau of Statistics, 2021 Census Data



## Quotes on impact

### Quotes from our young people:

- **From Crisis to Stability** "Before I came here, I was couch surfing and didn't know where I was going to sleep next. Now, I have a safe place to live, and I'm working towards getting my life back on track." – A resident of Haven House Camperdown
- **A space for family** "This is my home—a warm, modern, and welcoming place purpose-built for young mums like me and our children, who have been at significant risk of homelessness. It's more than just a house; it's a safe haven where I feel supported and cared for". – Julia's Story Haven House Clayton
- **Empowerment Through Support** "Living at Haven House gave me the stability I needed to focus on my studies and start building a future. The support from the staff has been invaluable." – A former resident of Haven House Parkview
- **Finding home** "I had my own room, my own things and people who cared about me. Every morning I knew that my Carer and I could have breakfast together, and after a while, I actually wanted to come home for family dinners" – Dylan's Story Haven House Heathmont
- **A Fresh Start** "I never thought I'd have a place to call home again. Haven House gave me that, and more. It's not just a roof over my head; it's a chance to rebuild my life." – A resident of Haven House Shepparton
- **The industry is making a tangible impact:** "The industry's ongoing efforts will create a safe place for children and young people at risk or experiencing homelessness to heal, build resilience, create connections and become the very best they can be. This is an invaluable gift." – Jason Juretic, CEO of Stepping Stone House





## Pitch your fundraising idea to the boss

- ☐ If you've settled on a fundraising idea for Hard Hat and you want to get your boss' support, we've come up with a list of tips.
- ☐ Personalise your appeal. Connect the issue to the company values or their personal interests.
- ☐ If your boss is not familiar with Property Industry Foundation and Hard Hat Day, then provide them with the information at the bottom of this page.
- ☐ Tell them why it's a cause you care about. You'll be more convincing.
- ☐ If they are familiar with Hard Hat, ask them if they are open to supporting an event or activity to raise funds for homeless youth.
- ☐ Take them through your idea (What, where, when, how).
- ☐ Think about the benefits your event might bring to your workmates (Team bonding, well-being etc).
- ☐ When asking for support: Be specific. And be comprehensive (Better to ask for everything upfront than keep going back to ask for more later).
- ☐ Be prepared to address any concerns or questions they may have (eg, why the Foundation? why now?).
- ☐ Be prepared for silence (They may be thinking about what they are willing to give).
- ☐ Be prepared for a 'no'. Just say thank you and move on. You can always set up your own personal fundraising page and ask your family and friends to support you.
- ☐ Be prepared for a yes!
- ☐ If they are really positive, then consider asking if the company would be able to match every dollar raised by the employees.
- ☐ **Keep them updated. And don't forget to thank them!**



## Getting publicity for your Hard Hat event or activity – a cheat sheet

### Publicity helps you to:

- Boost attendance and donations
- Raise awareness about youth homelessness and a worthy cause
- Get prizes and donations to increase your fundraising
- Get a spot of well-deserved recognition for your good work.

### Sharing on social media is easy. People like to see:

- A story about what you or your company are doing for worthy causes
- The industry likes to see who is participating
- Something unusual: Are you doing something different? Perhaps some sort of unusual or quirky activity? Are you aiming to raise a big number, or set some kind of record? Anything that stands out makes your story more newsworthy.
- Real stories that connect you to the cause: Does someone in your organising group have a direct connection to working on building a Haven House? Do they know of any young person who is at-risk or has experienced homelessness?

### Four easy steps to getting social media coverage:

1. Know which social media tool suits your content: videos and photos are good for Instagram, stories about what you are doing as an employee or a company are good for LinkedIn.
2. Share on your personal account, but also ask the company marketing or communications team to share on the official organisation account.
3. Use the social media tiles in the Host Pack page
4. Keep us posted! Let us know at the Property Industry Foundation by using the following hashtags: #PIFhardhatday #hardhatday #building #homes #homeless #youth #constructionindustry #homelessyouth





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## Donation Form

### Please accept this gift of:

☐ \$50    ☐ \$100    ☐ \$250    ☐ \$500    ☐ My choice \$ \_\_\_\_\_

### I would like to pay via:

☐ **Credit Card**    ☐ Mastercard    ☐ Visa    ☐ American Express    ☐ Diners

Name on card

Card number

Expiry  /     Signature

☐ **Cheque/Money Order** Payable to Property Industry Foundation

☐ **Bank Transfer** Westpac  
BSB: 032 134    ACC: 43 26 30  
Ref: HH [Event Name]

### My details are:

Name

Position     Company

Phone     State

Email

### Please return this form:

✉ Post it to us at **Property Industry Foundation, Suite 5, Level 2,  
Grafton Bond Building, 201 Kent St, SYDNEY NSW 2000**

💻 Scan it in and email it to us at **pif@pif.com.au**

🌐 Go online and donate at **hardhatday.com.au** or scan here





## Speech Notes

### Introduction:

- Across Australia tonight, 46,000 children and young people, reflecting over 25% of Australia's homeless population, won't have somewhere safe to call.
- The Property Industry Foundation is a not-for-profit organisation that unites the property and construction industry to make a tangible impact on homeless youth, and in 2024 they provided over 91,000 safe sleeps for young people in need.
- PIF's mission is to increase the number of safe bedrooms available for homeless youth and support initiatives that have a tangible impact on youth homelessness.

### What is Hard Hat:

- Hard Hat is the Foundation's longest running fundraiser and is our opportunity as a team and site to come together to raise vital funds needed to keep building more homes for young people in need.

### Call to Action:

- By donating your money today, you are directly contributing to the Property Industry Foundations mission to provide over 100,000 safe sleeps for young people in need. We all know building is expensive, and today is our opportunity to give every young Australian what is their basic right – the right to a safe place to call home.
- You can donate through (list your simple donation mechanism) and donations of \$2 or more are tax deductible. Every dollar counts. Together we can change the lives of young Australians in need.