



YOUNG LIONS COMPETITIONS



BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

FILM CHARITY



WITH THANKS TO:



WHO WE ARE:

Threshold is a leading Irish national housing charity, committed to preventing homelessness and protecting the rights of tenants primarily in the private rented sector. For over four decades, Threshold has been a cornerstone for tenants, offering advice, legal representation, and advocacy to ensure fair and sustainable housing solutions. The organisation has been a vital resource for tenants in the private rental sector over the past 40 years.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

Prevent Homelessness: Threshold is committed to preventing homelessness before it even starts. They work tirelessly to resolve tenancy problems and keep people in their homes, ensuring that they never have to face the devastating consequences of homelessness.

Influence Housing Policy: Threshold actively engages in influencing housing policy and practice in Ireland. They work with policymakers, government officials, and other stakeholders to promote evidence-based solutions that address the root causes of housing problems and create a more equitable housing system.

Educate the Public: Threshold plays a crucial role in educating the public about housing issues. They provide information and resources to renters, landlords, and policymakers, promoting understanding and encouraging informed decision-making.

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVE:

The core objective is to raise widespread awareness about Threshold's critical interventions in preventing homelessness and safeguarding tenants' rights. The aim is to portray Threshold as a beacon of hope and support for tenants facing challenges in the private rented sector.

WHAT PROBLEM ARE WE TRYING TO SOLVE?

Clear understanding of what Threshold do and what they provide in relation to support and information on all tenancy rights.

- ⇒ **Access to information:** Threshold believes that everyone should have access to accurate and up-to-date information about their housing rights. They provide a range of resources on their website and social media channels to help tenants understand their rights, enabling them to act and advocate for themselves.
- ⇒ **Access to free non-judgemental support:** Threshold provides a free confidential & non-judgemental helpline (phone & videocall); webchat service & face-to-face appointments to support people who are renting in the private sector.
- ⇒ **Campaigning for a fairer housing system:** Threshold campaigns & advocates for private renters' rights, pushing for policy changes that will make good-quality housing more secure and more affordable. They conduct research that is vital to understanding Ireland's acute housing problems, providing policymakers & governmental officials with sound evidence to support the creation of solutions that address the root causes of housing problems and create a more equitable housing system.

PRIMARY TARGET AUDIENCE:

The general public who rent, especially those at risk of homelessness or facing tenancy issues. This encompasses individuals and families in the private rented sector who may be unaware of their rights or the support available to them.

Secondary Target Audience (*FYI only*)

The secondary audience comprises potential donors, housing policy makers, and advocates. This group plays a crucial role in supporting Threshold's mission financially and through policy influence.

INSIGHT/TRUTH:

Threshold provides advice to renters in order to prevent housing problems and homelessness. Pre-emptive knowledge of what to do can avert issues, but the wider public do not know this.

All private renters regardless of their age or employment status are at risk of experiencing issues in their tenancies. Homelessness is among the worst and the most widely publicised but not the only consequence of renters facing issues in their tenancies.

Issues in the rental sector are having an impact on both individuals and society, contributing towards poor mental & physical health and impacting immigration rates, emigration rates, as well as recruitment & retention issues for businesses.

The earlier people:

- become aware of their rights and responsibilities in the private rental sector;
- know how and where to access support and;
- take the action of accessing the support available,

the more likely they will be prevented from suffering from the consequences associated with housing issues such as: poor mental & physical health, relationship issues, performance issues in the workplace, relocation or accessing emergency housing services.

KEY MESSAGE:

Know your rights/own your rights.

Supporting Messages

- Take a proactive approach to learning your rights/responsibilities as a tenant)
- All contact channels are free, confidential & non-judgmental. All situations are unique, and the team will help find the best approach to finding a solution for you.
- Thanks to the support of our generous donors almost 20,000 were supported in 2022.
- Every *€340 donation is enough to save a family from entering emergency accommodation (this is an aggregate figure, so please do not include, this is fyi only)
- We are a national service for the republic of Ireland, with offices in Cork, Dublin, Galway & Limerick.

tone of voice:

The tone of voice is empathetic, Independent, reassuring, and empowering. It communicates Threshold's role as a knowledgeable and reliable guide in the housing sector, offering hope and practical solutions to those in need.

PROOF:

In early Jan 2024, the Department of Housing published statistics for November which showed the number of homeless people reached a new record high.

There were 9,409 adults and 4,105 children (an increase of 17% on 2022 figures) accessing emergency accommodation on the week of November 20th to 26th.

Reports have found that the number of families who are homeless has shot up 300% since 2015 and nearly 70% of families becoming homeless had their last home in the rental sector.

It costs €340 to help save a family from losing their home. The cost on the state to host a family in emergency accommodation for a year is €30,000.00 – prevention is key!

In 2022, thanks to its generous donors, Threshold helped almost 20,000 households and prevented 5,883 adults and 3,905 children from the risk of homelessness.

With increased awareness of the services, we offer and increased funding thousands more individuals and families could be supported each year.

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION:

The film should motivate viewers to seek assistance from Threshold for any tenancy-related issues and inspire them to support the organization through donations or volunteering by visiting www.threshold.ie or freephone 1800 454 454

OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing. Particularly relevant to the Film Brief are:

Testimonials and success stories

Supporting stories such as those of Seamus, Niamh, and John Paul in annual report (2022 Annual Report pg19, pg22 and pg26), who found crucial support through Threshold during challenging times. These real-life stories should highlight the tangible difference Threshold makes in the lives of individuals and families.

In Q3, 2023 (from the Impact Report):

- Threshold supported over 900 households to stay in their homes or secure alternative housing, preventing them from entering homelessness
- Almost 9,000 households were supported by Threshold's frontline advisors on wider issues regarding their tenancy

SPECIFIC REQUIREMENTS – FILM

- Create a compelling 60-second film that encapsulates Threshold's impact and outreach and encourage those who are in need of help to reach out to us.
- A 300-word written explanation should accompany the film, providing context and background.

Entries must not contain any agency branding.