



YOUNG LIONS COMPETITIONS



BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

MEDIA 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:

To inspire the people of Ireland to include a legacy gift to protect tenancies and prevent homelessness.

To achieve this, it is important we create an emotionally engaging and distinctly Threshold-focused legacy campaign. This campaign aims to:

- Effectively communicate to our audience the significance and process of leaving a gift to Threshold in their wills.
- Educate our audience about the meaningful impact that their legacy gift can make in supporting Threshold's mission and the lives of thousands of families at risk of losing their home.

REASONS WHY?

Your support could help us answer the next call from someone facing homelessness, it can also prevent a household from becoming homeless. It currently costs the State over €30,000 per year to put a household up in emergency accommodation, at a huge emotional cost to the individuals and families themselves. Legacy donations are a lasting way to provide secure and safe tenancies for generations to come. We rely heavily on donations to prevent households from becoming homeless. Legacy donations are a lasting way to provide secure and safe tenancies for generations to com.

WHAT PROBLEM ARE WE TRYING TO SOLVE?

- ⇒ **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 take action 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 AUDIENCES:

The general public, 45 plus, Givers, housing advocates– empathetic individuals and groups who see how their legacy can make a difference for future generations in preventing homelessness and continued advocacy for policy change.

Additional note on target audience:

There is a move towards legacies & living trusts being managed by solicitors and wealth management companies. Trends in the US & UK are showing that early legacy/estate planning is becoming more popular with a rise in the 50+ age bracket starting the planning process. However the vast majority of those planning their legacy are in the 75+ age category.

INSIGHT/TRUTH:

Threshold's advocacy and expertise are key drivers for tangible changes in housing policy and legislation, impacting thousands of lives. Legacy giving has played a crucial role in our work in preventing homelessness, for example in facilitating our new Limerick service. The average legacy gift in Ireland is 37K, which shows the tremendous potential in promoting this stream of fundraising.

KEY MESSAGE

Your situation matters, we will support you confidentially with informed guidance.

Supporting Messages:

- Take a proactive approach to learning your rights/responsibilities as a tenant by visiting our website & social media channels.
- Call, email or use Thresholds webchat to answer any questions you have.
- 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 (I think it's around 18) were supported in 2022.
- Every €340* donation is enough to save a family from entering emergency accommodation (* please note this is an aggregate figure and it could raise questions, it is just as an FYI)
- We are a national service for the republic of Ireland, with offices in Cork, Dublin, Galway & Limerick.

tone of voice:

Emotive, inspiring, persuasive, empowering, trustworthy.

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:

Leave a gift in your will to Threshold.

Develop an innovative media strategy that encompasses traditional and new media channels. The strategy should focus on storytelling that highlights Threshold's impact, insights into housing challenges, and the organisation's role in driving policy changes. Media campaigns should be designed to engage a broad audience and inspire action. Explain your idea and how you intend to use your selected media, demonstrating how you; create consumer engagement versus simple persuasion, exploit the value of emerging media and unearth consumer insights that drive effective communication strategies. The strategic idea must be demonstrated clearly across the selected media channels.

OTHER INFORMATION

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

- Emphasizing the donor's role in campaigns like "Home for Good," and its successful lobbying for legislative changes.
- Use real-life stories and case studies to illustrate the direct impact of these policy changes on individuals and families.
- Please also review Threshold brand and style guidelines which include notes on tone of voice, hex codes, fonts and language style (*included in back-up documentation*).

SPECIFIC REQUIREMENTS – MEDIA

- Presentation (PPX/PDF - max: 10 slides)
- 450-word explanation detailing the creative idea, the strategy and the execution

Entries must not contain any agency branding.