

CARITAS AUSTRALIA PROJECT COMPASSION



Fundraising Guide 2025

**UNITE
AGAINST
POVERTY**
this Lent

[#projectcompassion](https://www.facebook.com/projectcompassion)
fundraise.projectcompassion.org.au

 **Caritas**
AUSTRALIA

Welcome to Project Compassion

Welcome to Caritas Australia's Project Compassion 2025.

My name is Leanne Langdon and I'm the Community Fundraising Manager here at Caritas Australia.

This year I'm so excited to invite you and your community to *Unite Against Poverty this Lent*.

Project Compassion is my favourite time of year. It gives us all the opportunity to stand in solidarity with vulnerable communities around the world, and create lasting change – together.

By putting your faith and compassion into action this Lent, and fundraising for Project Compassion, you'll help people in those communities lift themselves out of poverty. And change their lives forever.

This year, Project Compassion brings us three stories of resilience and strength from three different countries around the world - Samoa, Vietnam and the Democratic Republic of the Congo (DRC) - we can't wait to share these with you!

2025 is also a particularly special year as it marks the Year of Jubilee in the Catholic Church. It's a time of great significance and celebration. A time for forgiveness, renewal, and hope. And what better way to embody the spirit of the Jubilee than by taking part in Project Compassion?

Each year, Project Compassion reminds us of the values of mercy, justice and love. These principles are at the very heart of the Caritas Australia mission. Will you join that mission, *Unite Against Poverty this Lent*, and support some of the most vulnerable communities worldwide?

See the difference your compassion and commitment can make for people in need.

Thank you so much for taking part in what's set to be the biggest Project Compassion yet!



Leanne Langdon
Community Fundraising Manager



Unite with your loved ones, colleagues, school or parish community. Help empower vulnerable communities to lift themselves out of poverty.

Join Caritas Australia's Project Compassion and set up your fundraising page today.

fundraise.projectcompassion.org.au



Image Credits

Samoa images © Caritas Australia

Vietnam images © Caritas Australia

DRC images © Arlette Bashizi/Caritas Australia

Irene accompanies her eldest son and niece to school

© Arlette Bashizi/Caritas Australia

Getting involved is so easy!



STEP 1

Register

Sign up for free, then raise funds to support families, communities and schools across the world. Head online to get started now fundraise.projectcompassion.org.au



STEP 2

Choose your activity or challenge

Will you give something up for Lent? Host a Lent event? Or take on a walking challenge? However you take part in Project Compassion, you'll be part of a powerful force for change.



STEP 3

Raise funds and *Unite Against Poverty*

Project Compassion is your chance to unite with your community, raise funds, and transform lives around the world.

Project Compassion your way!

Choose how you'll *Unite Against Poverty this Lent*:



THE LONG WALK FOR WATER

Every day, 292 million people around the world walk 30 minutes or more to collect water. Will you walk in solidarity with them this Lent, and raise funds to help bring clean, safe drinking water to vulnerable communities?



Schools

THE BIG WATER WALK

Unite your school community and hold a one-day walking event during Lent, around your oval, local park or around school grounds. Your walk, and every dollar you raise, will create lasting change and bring clean, safe water to communities around the world.

[Click through](#) to access additional ways your school can fundraise for Project Compassion.



GIVE IT UP FOR LENT

Unite as a parish, as a school, as a family, or just team up with your friends and turn your Lenten sacrifice into a powerful force for good. Pledge to give up something BIG together and raise funds to create HUGE change for people living in poverty.



Here is some inspo: Give up junk food, give up your daily coffee, limit your screen time, give up Netflix.



HOST A LENT EVENT

Be the host with the most this Lent. Create an event of your choice. Invite your family, friends, colleagues, parish or school. Unite to raise funds that will empower the lives of people living in poverty.



Here is some inspo: Hold a Pancake Tuesday, a movie night, a TikTok dance challenge, a morning tea, a trivia night or a basketball hoop-shooting competition.

Top Fundraising Tips!

You're doing something wonderful by being part of Project Compassion. Here are some tips to help you *Unite Against Poverty this Lent*, and beyond!



TIP 1

Personalise your fundraising page

Give your fundraising page a personal touch with a selfie and share updates about why you're passionate about taking part in Project Compassion this year.



TIP 2

Donate to your own page

Lead the way for others! Donate to your own fundraising page to show your commitment and get your fundraising off to the best start possible.



TIP 3

Create and grow your team

Reach out and ask others to join your fundraising team! Project Compassion is more fun when you unite with others.



TIP 4

Ask everywhere. Ask often

Let people know about your fundraiser every chance you get. Share updates on socials and group chats and put up posters in your workplace, school or parish.



TIP 5

Chat to local business owners

See if shops and local businesses can help with donations – they could even donate goods and services that you can raffle off to raise funds.



TIP 6

Host a fundraising event

How ever you take part in Project Compassion this Lent, you can make it even better with a fundraising event. Host a morning tea, movie night or anything you like! Ask people to donate to attend your event.



TIP 7

Thank your supporters

Be generous with your shout-outs! Keep the positivity flowing, publicly and privately thank those who donate.



Take your Project Compassion to the next level

Here are 4 ways to make the most of your fundraising this Lent.



Inspire others to act charitably

Connect with your community and inspire them to help you fundraise. You'll support long-term programs that help communities lift themselves out of poverty, and support emergency relief programs around the world.



Spread the message

Inform your community about how their donations make a difference. Show the Project Compassion films, display the printed materials around your community, organisation, school, home or parish and include notices in your bulletin or newsletter.



Unite in solidarity

Take action this Lent by starting a challenge or activity to support vulnerable communities. It's a powerful way to strengthen connections while standing in solidarity. Invite others to join you, take a stand and raise vital funds together to amplify your impact.



Advocate for change

By participating in Project Compassion, you'll gain the knowledge and tools to raise your voice and push for lasting change, helping to create a more just and sustainable world. Use your voice to make a global impact.

Shout out to these amazing fundraisers!

Need inspiration for your Project Compassion this Lent?
Check out these fantastic stories from Project Compassion 2024.

Fundraising – it's their bread & butter



St Helena's Catholic Primary School in Ellenbrook WA hosted a lunch of bread and butter for Project Compassion 2024 and raised over \$1,600! It was a great way for students to learn about food scarcity around the world.

Hooping for a great cause



St Andrew's College in Marayong NSW put on a teachers vs students basketball game for Project Compassion and raised over \$1,100! The real winner? Communities who will benefit from the school's terrific fundraising.

What a treat!



Year 6 social justice leaders from St Francis of Assisi School in Newton SA organised Project Compassion stalls selling cakes, lemonade, cookies, cupcakes and jelly cups. Not only was it delicious, but they raised an amazing \$2,100!

Purple rain



St Aloysius Catholic College in Huntingfield TAS hosted a hugely successful Purple Day with purple outfits, hair and nail colouring, raising a whopping total of over \$4,000!

Your support gives clean water to students like Toefuata'iga



📍 SAMOA

The funds you'll raise as part of Project Compassion can bring clean drinking water and improved hygiene to communities around the world.

Toefuata'iga, (Toy-foo-ah-tah-ing-ah) a 13-year-old primary school student in Samoa, faced severe challenges and disruptions to her learning due to water scarcity. After Caritas Australia's partner Caritas Samoa installed a 10,000 litre water tank at her school, Toefuata'iga and her classmates saw improved health, consistent attendance, and more opportunities to prioritise education.



\$35

Can provide hand sanitiser to increase health and hygiene.



\$100

Can provide water tank maintenance training, so a community can have sustainable access to clean water.



\$500

Can provide hygiene training for a whole community.



\$2,000

Can provide a 5,000 L water tank for access to clean drinking water.

Your compassion enabled Lam to follow his dreams



VIETNAM Lam faced limited career prospects due to his disability. Thanks to incredible Project Compassion fundraisers like you, he was able to further his education and pursue his passions. Now, Lam runs a successful graphic design business.



\$25

Can provide disability screenings, early intervention advice and procedures to 5 children.



\$200

Can support people or children with disabilities with equipment like wheelchairs and hearing aids.



\$500

Can support start-up livelihood opportunities for youth and women with disabilities.



\$2,000

Can provide community-based vocational training that suits the needs of youth and women with disabilities.

Your fundraising will help someone like Irene



**DEMOCRATIC
REPUBLIC OF
THE CONGO**

Your support can help a single mother living in extreme poverty like Irene. Thanks to fundraisers like you, Irene was able to access a program that teaches valuable livelihood skills, like sewing and farming. Now she is able to support her children's education for a brighter future.



\$76

Can provide a family with the resources they need to start their own chicken farming business.



\$153

Can support a household to start selling food products, allowing them to generate a source of income.



\$688

Can secure education and skills training for a young person.



\$1,530

Can support 10 individuals to start their own business activities.



THANK YOU

Thank you for supporting Caritas Australia's Project Compassion 2025. You're on your way to helping empower vulnerable communities lift themselves out of poverty.

To set up your fundraising page head to fundraise.projectcompassion.org.au

We're here to help! If you have any questions or if you need extra fundraising tips, reach out to our friendly team at projectcompassion@caritas.org.au or (02) 7254 5120

UNITE AGAINST POVERTY

this Lent



PROJECT COMPASSION



Home

fundraise.projectcompassion.org.au



Phone

(02) 7254 5120



Email

projectcompassion@caritas.org.au

Stay up to date:



x.com/caritasaust

[#projectcompassion](https://twitter.com/projectcompassion)



instagram.com/caritasaust

[#projectcompassion](https://www.instagram.com/projectcompassion)



facebook.com/caritasAU

[#projectcompassion](https://www.facebook.com/projectcompassion)

Caritas Australia Head Office

Level 2, Building 3, 189 O'Riordan Street, Mascot, NSW, 2020

ABN: 90 970 605 069