



# HOUSE OF CARDS

Don't just send a card this Christmas.  
Address a problem.



Your organisation can support families and individuals who don't have a secure, safe place to call home this Christmas by contributing to the Simon House of Cards appeal which benefits Simon Communities across Ireland.

In recent years, the homeless and housing crisis has worsened rapidly. Each year, Simon Communities across Ireland support thousands of people experiencing homelessness through a range of wraparound services. The stark reality of those living on the streets is visible daily, and we need to act now to help those in this vulnerable situation. This year, the Simon House of Cards appeal will support many vital services in your local area, that could include:

- Warm beds in supported emergency and long-term accommodation for people who have been sleeping rough
- Safe homes for men and women who have detoxed from alcohol and substances and are rebuilding their lives

• Clinical and therapeutic services, where nurses, counsellors, and social workers provide healthcare for the physical and mental needs of people currently homeless

• Client development services that help people return to education, find jobs, and rediscover purpose after years of living on the margins of society

Your organisation's involvement in this campaign will have a life-changing impact on those experiencing homelessness in your local area, at a time when we are seeing record-breaking numbers of people in homelessness. You can support your local Simon Community today and show your employees, customers, suppliers, and The Irish Times readership that you are proudly helping those in need this Christmas by choosing the campaign package that best suits your organisation.

The campaign is supported by our partnership with **The Irish Times**

## Platinum Contributor: €12,000-€16,500

- ▶ Large logo with premium positioning in full-page print and one week of online ads with The Irish Times.
- ▶ Volunteering opportunities in 2025 with your local Simon Community, for a limited group.
- ▶ Your organisation's logo and tagging on two thank-you posts on LinkedIn.
- ▶ A customised e-card and email signature with your logo.

**Pricing: €16,500 donation:** 3 print ads & 1 week online ad • **€14,000 donation:** 2 print ads & 1 week online ad • **€12,000 donation:** 1 print ad & 1 week online ad

## Gold Contributor: €8,000 to €11,500

- ▶ Medium logo in full-page print and one week of online ads with The Irish Times.
- ▶ Volunteering opportunities in 2025 with your local Simon Community, for a limited group.
- ▶ Your organisation's logo and tagging on two thank-you posts on LinkedIn.
- ▶ A customised e-card and email signature with your logo.

**Pricing: €11,500 donation:** 3 print ads & 1 week online ad • **€10,000 donation:** 2 print ads & 1 week online ad • **€8,000 donation:** 1 print ad & 1 week online ad

## Silver Contributor: €4,000 to €7,500

- ▶ Organisation's name listed in full-page print and one week of online ads with The Irish Times.
- ▶ Organisation's name listed and tagging on two thank-you posts on LinkedIn.
- ▶ A customised e-card and email signature banner with your logo.

**Pricing: €7,500 donation:** 3 print ads & 1 week online ad • **€6,000 donation:** 2 print ads & 1 week online ad • **€4,000 donation:** 1 print ad & 1 week online ad

## Bronze Contributor: €1,750 - €3,500 donation

- ▶ Organisation's name listed in full-page print ads with The Irish Times.
- ▶ Organisation's name listed and tagging on two thank-you posts on LinkedIn.
- ▶ A customised e-card and email signature banner with your logo.

**Pricing: €3,500 donation:** 3 print ads • **€2,500 donation:** 2 print ads • **€1,750 donation:** 1 print ad

## E-card Contributor: €200-€1,600 donation

- ▶ All organisations donating between €200 - €1,600 will receive a customised e-card and email signature banner with your organisation's logo.

Contact us on [hoc@dubsimon.ie](mailto:hoc@dubsimon.ie) or call **01-6728966** and ask to speak about the House of Cards campaign