



Corporate Information Leaflet

Who are we

Peter McVerry Trust is the charity formed by Fr. Peter McVerry, S.J., to tackle the problems of homelessness and drug misuse among young people. We support individuals to break the cycle of homelessness and move toward independent living through our housing and support services.

What we do

Peter McVerry Trust provides a wide-range of services to address the varied needs of some of the most marginalised young people in society. We are committed to reducing homelessness, drug misuse and social disadvantage through a continuum of care model, based around the principles of respect and dignity.

The impact of your support

We must raise 75% of our income through fundraising activities and voluntary donations. By supporting us you are helping to provide services to some of the most marginalised young people in Irish society, enabling them to move out of homelessness and create a better future.

The Business Case for working with the Peter McVerry Trust

Peter McVerry Trust offers you the opportunity to support people in the locality in which you are working. Building a long term and genuine association with Peter McVerry Trust will help you to build strong social and community values into your product or service.

7 in 10 Irish consumers say that a company's commitment to social responsibility is important when buying a product or service.

60% of all Irish adults believe that businesses do not pay enough attention to their social responsibilities.

53% claim they would pay more for products and services that are socially and environmentally responsible.

77% of CEOs and Marketing Directors believe that Cause Related Marketing can enhance corporate and brand reputation.

(Reference: BITC, 2002).

Partnering with the Peter McVerry Trust results in:

- Positive Brand Equity.
- Improving Staff Morale.
- Increasing sales.
- Enhancing the company reputation.
- Developing and maintaining strong stakeholder relationships.

PMVT Services are: Referral & Assessment, Open Access, Outreach, Education, Training & Development Centre, Transitional Accommodation, Residential Community Detox, Residential Drug Aftercare, Settlement and Tenancy Sustainment.

"Peter McVerry Trust gave me the opportunity to get my life back on track"



Ways you can partner with the Peter McVerry Trust

Company Involvement

Corporate Partnerships: Would your company be interested in forging a strategic partnership with Peter McVerry Trust? Your company can simultaneously raise funds and build brand/product awareness.

Corporate Contributions: Support our work by making a donation and help make a difference to the lives of homeless people.

Sponsorship: Would you be interested in sponsoring a Peter McVerry Trust event or service? By sponsoring an event or service you associate your company with a well known and respected organisation, raise your brand awareness and create positive publicity toward your brand.

Gifts in Kind: We would be delighted to discuss the potential your organisation may have to donate any gifts or items that would be of use to the Peter McVerry Trust.

Cause Related Marketing: Peter McVerry Trust can work together with companies to simultaneously raise funds for its programmes and highlight products through co-branding, making them more attractive to ethical consumers.

Group Philanthropy: Fundraise collectively with other organisations to reach a common goal, raising a greater amount together than is possible individually.

Employee Involvement

Employee Volunteering Opportunities: Your employees can support the work of the organisation in a very tangible way, while engaging in team building and corporate citizenship simultaneously.

Employee Fundraising: Would you be interested in discovering the benefits of supporting a chosen charity for a fixed period of time through Employee Fundraising Opportunities? There are many Fundraising ideas that are fun while also benefiting Dublin's homeless.

Recycling: By recycling your used ink cartridges and old mobile phones, your company can raise vital funds for the Peter McVerry Trust and support young homeless people.

Payroll Giving: Donating a regular amount directly from your salary each month is one of the most beneficial ways of supporting the Peter McVerry Trust. If you are interested in this kind of giving, it can be easily organised through the Payroll Department at your place of work.

Special Events: Peter McVerry Trust organises challenge events each year, which your staff may be interested in participating in. The Wexford Cycle and Calcutta Run are also held to support the Peter McVerry Trust. Furthermore, we hold an Annual Gala Ball and an Annual Golf Classic, which may be of interest to your employees or an opportunity to entertain your clients.

To arrange a meeting to discuss the ways your company can support the Peter McVerry Trust, e-mail: corporate@pmvtrust.ie, telephone: 01-8230776, or visit us online: www.pmvtrust.ie.