

FOCUS Ireland

FUNDRAISING PACK

Your Guide to Fundraising Success



Challenging homelessness. Changing lives.

FOCUS Ireland

Thank you for joining our passionate community of fundraisers!

Your commitment to our cause means the world to us and our customers.

Why It Matters:

Every euro you raise directly impacts Focus Ireland's mission to end homelessness in Ireland.

With your help, we are able to provide families and individuals with the tools and resources they need to prevent and move away from homelessness, empowering them to flourish and lead sustainable lives.

Your Role:

As part of our team, you're not just raising funds; you're creating positive and lasting change in our society. We're here to support you every step of the way.

Inside this guide, you'll find a range of ideas, tips and guidance to inspire you in your fundraising; from setting up your iDonate page to spreading the word to your family and friends.

If you have any questions or need any more support, feel free to reach out to us at events@focusireland.ie.

Our work wouldn't be possible without the incredible support from fundraisers like you!



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How to get started

1. Get Creative!

Anything can be turned into a fundraiser. The first step is choosing your idea. Whether it's a sporting challenge, putting your skills or hobbies to use, or even bringing everyone together for some fun, there's always something for everyone. **Check out our [inspiration page](#) for some ideas.**

3. Plan your event

Set a time, date, budget and fundraising target for your event. Remember, you don't need to do everything by yourself. Set up an event planning committee if needed. Make a checklist of all the things you'll need including permits and insurance if required.

Head to our [website](#) for downloadable posters and bunting you can use.

5. Commit and run your event

Finally, remember to enjoy yourself! Your event is making a tangible impact on those experiencing homelessness and you can see that for yourself on [our website](#).



2. Register your event with us

Letting us know about your fundraiser will help us provide you with the support and materials you need, like fundraising tips, posters and collection buckets. **Let us know through [email](#) or head to our website and fill out the [registration form](#).**

4. Get online and share!

Setting up an online fundraising platform for your event is a convenient way to fundraise and promote your event. **automatically deposit donations directly to Focus Ireland, taking the hassle out of collecting donations. Create a fundraising page through [iDonate](#).**

Get Inspired

Fundraising on your own

- Make fundraising your excuse to take on a bucket list challenge you've been putting off and make your adventure more meaningful.
- Creative hobbies could be an easy way to fundraise, like holding a bake sale or hosting an art exhibition or fashion show.
- De-clutter and sell some of your pre-loved items like used books or vintage clothes in a garage sale.

Church Collections

- Lent or Christmas special collections

Social Events

- Dinner Dance
- Talent Show
- Games night
- Christmas Carols

Teach a Class

- Improv Acting
- Art class
- Yoga

Bucket list Challenges

- Hike The Four Peaks of Ireland
- Do a Skydive
- The Ring of Kerry Cycle
- Walk The Camino

Creative Hobbies

- Bake Sale
- Art Exhibition
- Fashion Show

Pre-loved sales

- Used Books
- Garage sale
- Vintage clothes

Fundraising as a group or social club

- Get together for a social event like a Dinner Dance, Talent Show, or Christmas Carolling and sell tickets.
- If your social club come together for an activity like gaming, improv acting, drawing, or yoga you could invite the public to participate for an entrance fee.
- Hold special collections with your Church group for religious celebrations like Lent or Christmas.

Fundraising with your school

- Everyone loves an excuse to dress up - why not charge €2 for a non-uniform day or a crazy hair day?
- Students love an opportunity to challenge their teachers and parents. Host a teacher or parent versus student competition!
- Have a class-bonding night by doing a sponsored sleep out to help raise awareness of the challenges of homelessness. Our team are also happy to do a presentation about Focus Ireland's work to end homelessness in Ireland.

We can do a school presentation for your students!

Kids versus Adults

- Student vs. Teacher sports
- Children vs. Parents games

Special day

- Non-Uniform Day
- Crazy Hair Day
- School Sleep Out

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Online Fundraising



Get started with your online fundraising page by creating an iDonate page.

Setting up an online fundraising platform for your event is a convenient way to fundraise and automatically deposit donations directly to Focus Ireland.

Customise your page with your personal story, photos, and updates.

Think about why you're raising money for Focus Ireland and why the cause is important to you. Writing a personalised page summary allows people to relate to your cause and can increase the amount you raise by 65%.

Set yourself a fundraising target

Setting up a fundraising goal gives your supporters a goal to get behind and can also lead to an increase in the amount you raise.

Share, Share, Share!

Email your family and friends with the link to your fundraising page; share it on social media; print out the QR code for people to scan! Tell everyone about the kind of impact your fundraiser is making.

Thank your supporters

Personalise your Thank You emails and ask your supporters to spread the word to their family and friends.



Your impact

€250



Provides a child struggling with the trauma of homelessness with 45 hours of one-on-one support with a dedicated Child Support Worker.

€500



Provides 100 subsidised nutritious meals in the Focus Ireland Coffee Shop which caters specifically for people affected by homelessness and don't have access to hot meals.

€1,000



Provides 277 hours of Focus Ireland's education service PETE (Preparation for Education, Training & Employment) to help people leave homelessness forever.

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Shine on social media

Social media is a great way to let people know about your fundraiser, keep them engaged in your activity, and get them excited for your event.

Here are our top tips to keep in mind when posting on your social media. Feel free to download our Focus Ireland branded graphics on the [next page](#) for your social media posts.



TIP #1

Make sure you're adding a link to your online fundraising page for your updates on Facebook, Instagram and LinkedIn.



TIP #2

Tag Focus Ireland on your posts @FocusIrelandCharity on Instagram and Focus Ireland Charity on Facebook.



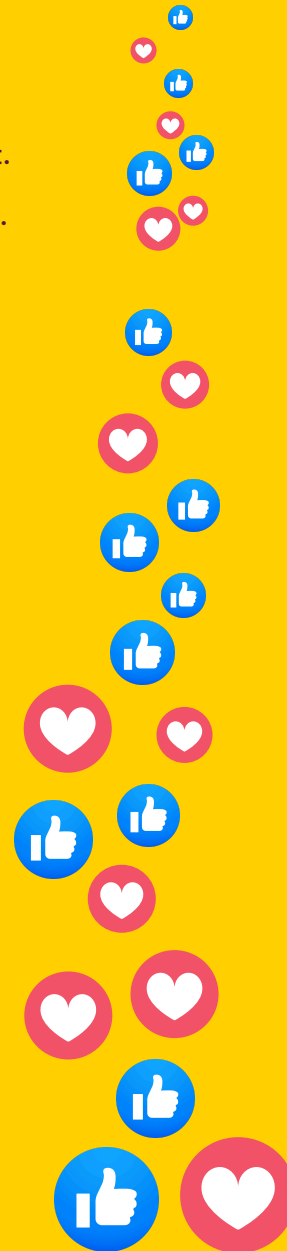
TIP #3

Make a hashtag (#) for your posts. For example #ChallengingHomelessness or #FundraisingforFocusIreland. People following your hashtag can easily stay up to date on your progress.



TIP #4

Remember to always add pictures to bring your fundraiser to life, people are always more engaged if there's a picture.



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Social media images

Spread the word about your fundraising using these social media graphics. Just click on the image to download and use for your posts!



Sending Fundraised Donations

Make sure your donations are attributed to your fundraising event by letting us know when they're coming in. Email us at events@focusireland.ie or call 01 881 5900.

Online platforms

The best thing about online platforms like iDonate is you don't have to think about transferring the funds to us - it's done automatically! Just make sure you set an end date for your page so that we know when to send you a Thank You for your total fundraised amount!

Cash, Cheques, and Sponsorship Cards

Any cash, bucket collections, cheques payable to 'Focus Ireland', and sponsorship cards can be brought directly to any of our offices below.

DUBLIN: 9-12 High Street, Christchurch, Dublin 8

WATERFORD: Grange Cohan, St John's Park, Waterford

LIMERICK: Catherine Place, Limerick

KILKENNY: Unit 2 John's Gate Castlecomer Road, Kilkenny

CORK: 40/41 Grand Parade, Cork City

SLIGO: 2 Wine Street, Sligo, F91 K093

Banking information

You can directly bank your raised funds to our bank account using the details below. Make sure you put a reference with your name and event and send us a screenshot.

Bank: Bank of Ireland, College Green, Dublin 2

Acc Name: Focus Ireland CLG

Acc No: 15834518


Sort Code: 90-00-17

IBAN: IE30 BOFI 9000 1715 8345 18

SWIFT: BOFIE2D

REF: Name/organisation + event

Make sure to put a reference so we know its coming from your event!



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You're all set to go!

For any questions, contact the Community Fundraising Team on events@focusireland.ie
Check out our [website](#) to access branded posters, graphics, and decorations.



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