

# ALONE

# FUNDRAISING PACK

We are delighted that you have chosen to help raise funds for ALONE.

All money we receive goes to support our vision of an age-friendly society where older people are included as valued and empowered members of the community.

Fundraising in aid of ALONE is a chance for you to bring together your friends, family, local community and the general public to help make a difference through providing awareness and raising vital funds to support our work.

- **ALONE FAQ**
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- **Guidelines at a Glance**
- **Proposal Form**

Information  
[www.alone.ie](http://www.alone.ie)  
[info@alone.ie](mailto:info@alone.ie)  
01 679 1032

**ALONE Charity Number: CHY 8259**



Please register with ALONE by filling out a proposal form if;

- you are planning an event which is unique
- you are seeking donations from the general public
- you plan to contact companies
- you are holding a large event which will gain media attention.

*I wish you the best of luck with your fundraising.  
Please remember that we're only a quick e-mail or phone-call away.  
If you have any questions or need some advice do not hesitate  
to contact us, Emma*

Emma Morgan, Income Manager  
ALONE, Olympic House, Pleasant St, Dublin 8  
01 6791032/[emma.m@alone.ie](mailto:emma.m@alone.ie)

# WHO ARE WE?

ALONE works with vulnerable older people, providing long term housing and crisis support in the community. We also run a befriending service; 150 volunteers visit more than 200 older people in their homes.

ALONE believes that older people have the right to live independently and age in their own homes for as long as possible. Over the years the public has been very supportive of the work done by the organisation, and it is through their donations that ALONE continues to operate.



# WHAT MAKES US DIFFERENT?

ALONE is a non-denominational charity with a small team of professional staff and a large network of trained and Garda-vetted volunteers. ALONE provides twice as much accommodation as an average housing association.

We have 35 years experience of working with vulnerable people over the age of sixty. We receive no Government funding and rely solely on donations from members of the public. This independence allows us the freedom to act quickly when and where we are needed.

# ALONE SERVICES





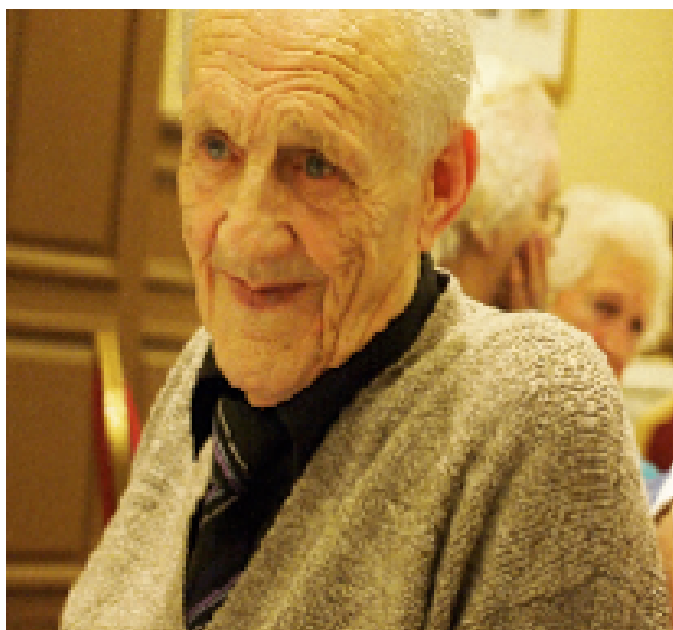
## **WHERE DOES ALONE FIT?**

ALONE delivers essential services based on established needs. In Ireland approximately 15% of older people over 60 are susceptible to isolation, neglect or homelessness. ALONE works in partnership with a network of groups and organisations to meet the emotional and practical needs of the people we help. We bridge the gaps between service providers and promote the importance of community supports.

## **WHERE DOES THE MONEY GO?**

Donations are used to the greatest advantage of our residents and the older people we assist in the community. Funds go directly to our frontline services: Befriending, Supportive Housing and Community Response.

All income is used solely for ALONE's work and will not be used by other organisations unless they are acting on ALONE's behalf.



## **MORE INFORMATION**



**Our ALONE.ie website has many resources, including stories about people we have helped and further information about our services. You can 'Like' ALONE-Ireland on Facebook and keep in touch with us there. Or you can follow ALONE\_Ireland on Twitter.**

**If you keep us informed we can promote your event through these online services!**

# FUNDRAISING IDEAS

## **Involving Friends, Family, Work or Your Local Community**

Auctions and Raffles  
Sports Day or Tournament  
Bingo  
Coffee Morning or Afternoon Tea  
Sponsored Breakfast  
Bake Sale  
Talent Show or Karaoke Night  
Pub Quiz  
Dress Down Day  
Barbeques  
Themed Party  
Night at the Races



## **Challenges**

Sponsored Cycles  
Walks  
Sky Dive/ Parachute Jump  
Bungee Jump  
Race, Marathon or Triathlon  
Break a World Record

## **Overseas / Adventure Challenges**

Mountain Trek  
Euro Cycle

## **Other Ideas**

Comedy Night  
Speed Dating  
Auction Your Skills or Services for a Day  
Waxing Night  
Head Shave



# 5 STEPS TO RUNNING AN EVENT

## 1 PLANNING

Pick an idea or theme you'd like to do, choose from some of our suggestions or come up with something completely different!

Choose the date and venue; will this be a public event or something you will run from your own home?

Think about the time of year. Find out if anything else is happening in your local area that will help you to raise funds. Give yourself time to think about how you will promote your event so you will not be under pressure as the date approaches.

Set a fundraising target and decide your sponsorship goal; will your event have a donation for an entry ticket, have you considered a raffle or lotto to raise further funds?

Think about any costs you may incur and stick to your budget. Also consider if your fundraising target is realistic within the time frame you have to raise funds.

*Contact ALONE and let us know what you're doing, we may be able to provide support along the way.*

## 2 PROMOTION

When running a fundraising event it is very important to engage with people you know to maximise the amount of money you can raise. To promote the event get ideas from your friends, family and colleagues and ask them to help out and donate.

Be creative about how and where you ask for donations. For example some companies engage in Euro-for-Euro fundraising with their employees.

Promoting your fundraiser could include using email or social media such as Facebook and Twitter or creating posters to gain interest. You could also contact local shops, pubs or restaurants to ask them to donate items, prizes or display posters. ALONE is happy to send out an official letter to assist with approaching local businesses. If you would like to put up posters in your local area or contact local papers for coverage we can help with designing the poster.

*Don't forget if making something with the ALONE logo, it will need to be approved first before it is distributed.*

## 3 PREPARING

Have a run through the day before the fundraiser to make sure you are prepared for any changes and have a plan for any emergencies.

As well as having fun it is vital that in holding any event you protect yourself and others, see our 'Guidelines At A Glance' for more information.

## 4 SHARING AND ASKING

Be sure that your guests and sponsors will know how the money will help and why you have personally decided to undertake fundraising for ALONE. Any donations made via MyCharity (see below) will come directly to ALONE at the end of each month.

If you have collected donations by cheque please make the cheque payable to ALONE for the total amount.

Feel free to send donations by post or call into ALONE personally. If you decide to transfer a donation directly to ALONE's bank account please get in touch beforehand so we know who to thank!

## 5 THANKING AND EVALUATING

Be sure to thank your guests and sponsors who helped you make the fundraiser a success. Everyone who has contributed to your fundraiser has helped to make a difference so let them know how much they have helped to raise for your overall donation. ALONE are happy to provide a template for a thank you letter.

Let ALONE know how you got on with the event, we are always interested in hearing stories and sharing photos from fundraisers so we can recognise your hard work in our newsletter and website in order to help encourage others to support us!

Finally, ALONE would like to keep in contact with you and your fundraising participants to keep you updated on our work and how your support helps us. Please be sure to forward your contact information and the details of any other participants in your fundraising effort who are interested in hearing from ALONE in the future.



**ALONE is registered with [www.mycharity.ie](http://www.mycharity.ie)**

Setting up your own fundraising page is a quick and easy way to get your friends, family and colleagues to support you.

# GUIDELINES AT A GLANCE

## LEGALITIES

There are regulations governing how people can collect money or fundraise for charity including public street collections, lotteries and raffles. For example, if you wish to run a street collection, you'll first need to get permission from the local Gardaí. Please be sure to confirm whether you need a license or a permit.

## INSURANCE

ALONE is unable to provide public liability insurance for fundraisers seeking to run an event. If running a fundraising event, think about choosing an insured venue.

## USE OF THE ALONE NAME AND LOGO

Please remember that all funds raised are donated to ALONE through your efforts should not to be represented as fundraising by ALONE directly. All materials with the ALONE name and logo associated with your effort must first be approved by ALONE.

## REPRESENTATION

We ask that the issue of representation is respected when thinking about contacting companies for support. Please check with ALONE in advance as we may already have contacts and could assist you in developing your request for donations.

## PROMOTIONAL MATERIALS

ALONE has information leaflets and materials that you are welcome to use for your fundraising event. Any printed material that you develop, such as leaflets, brochures, products, press or media releases, which use the ALONE name or logo must be forwarded to ALONE for approval in advance of distribution.

## FINANCES, RECORDS AND RECEIPTS

The financial aspects of fundraising, raffles, record-keeping and management of the fundraiser are entirely your responsibility and must comply with the relevant laws and regulations. ALONE cannot pay expenses incurred by you, however you can deduct expenses from the collected total, provided they are legitimate and properly documented through invoices and receipts etc. (Total expenses must be kept to an absolute minimum, if in doubt please contact ALONE).

## BANK ACCOUNT INFORMATION

If you would like to make a direct transfer of funds raised here are our account details (*Please let us know in advance so we know that the donation is coming in from you*):

**Account Name: ALONE**

**Bank: Bank of Ireland**

**Branch: Inchicore**

**Account No: 30255856**

**Sort Code: 90-01-64**

**ALONE Charity Number: CHY 8259**



## FUNDRAISING EVENT PROPOSAL FORM

Contact Information	
Name	
Number	
E-mail	
Address	
Event Information	
Name of Event/Project	
Date	
Time	
Location	
Description	
Amount you aim to raise for ALONE	

### Thank You

*On behalf of all the older people who benef from fundraising endeavours such as yours, ALONE would like to thank you for your generous contribution to our services and helping to improve the standards of so many lives.*



## FUNDRAISING EVENT PROPOSAL FORM

Please attach as much information as possible to give a clear description of your event	
<b>Materials or assistance you may need from ALONE</b>	
<b>What safeguards are in place to look after the money you raise and make sure it is lodged with ALONE</b>	
<b>If you're thinking of contacting companies for support please list who you are planning to contact, we may be able to provide links or ideas</b>	
<b>Do you have a financial stake in the event (for example will event management fees or expenses be paid to the organisers?) If so please provide details</b>	
<b>How will you promote your event/project?</b>	

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return to Emma Morgan  
ALONE  
Olympic House  
Pleasants St  
Dublin 8  
01 6791032 / emma.m@alone.ie**