Fundraising Pack

Patron: Miriam O'Callaghan

How you can get involved....

There are lots of ways to get involved with Cliona's Foundation from registering to taking part in a marathon, making a donation, becoming an ambassador and organising your own fundraising event in your local community, school or club.

Your support is very much appreciated and without your help Cliona's Foundation would not be where it is today, helping families with critically ill children. Since the Foundation began in 2007, it has helped over 150 families throughout Ireland. Each year we rely on the generosity of the public to raise much needed funds to continue supporting families with critically ill children.

The ordeal of a child's grave illness or injury tests families far beyond their endurance, taking an enormous toll financially, emotionally and physically. While we cannot cure a child, we want to help them cope and soften their heartbreaking journey, by uniquely providing financial assistance to families, who have exhausted all other resources. Cliona's Foundation believes that no family should have to face any added financial stress when they are already struggling to cope with the devastation and trauma of a seriously ill child.

Ambassadors

Cliona's Foundation has helped over 150 families with critically ill children since the Foundation began. These families are our Ambassadors and we hope to develop a network of support created by Ambassadors and their friends. In this way, Cliona's Foundation can use this network of Ambassadors to support and run charity fundraiser events for the Foundation in the future. If you are one of these Ambassadors and feel you could help us by managing an event or taking ownership of an annual fundraiser in your county, we would be delighted to hear from you and we will assist however we can.

Cliona's Foundation has an annual Celebratory night usually held in January each year. We will have details on our website www.clionasfoundation.com about the event in late summer. The evening plays host to a Celebratory guest. We would also like to invite Ambassadors who have managed fundraising events for us during the year. It's our way of recognising the challenges involved in fundraising.

Volunteering

We are always looking for volunteers for our services, to assist the Fundraising Team, and to take part in our events and appeals. Whatever time you can spare, we would love to hear from you. Your efforts truly can make a difference.

Events and Appeals

- Run your own fundraiser or event
- Sponsor a friend
- Take part in one of our fundraising activities

Sponsored Events

Throughout the year Cliona's Foundation run a number of events – a Cycle in September, Celebratory evening, Harvest day appeal, Pub quizzes, Dog nights and others.
You can take part in any of these events by contacting the office at 061 400640 and we'll send you sponsor cards, posters, letter of authorisation, TShirts and assist in any way we can.
Once you have signed up you can begin collecting sponsorship money from your friends, family, colleagues etc. Our fundraising team are always on hand to assist you every step of the way.

Keep an eye on our website for details of upcoming events and challenges
www.clionasfoundation.com

Community Fundraising

Take the initiative in your community and help Cliona's Foundation reach its goals whilst having fun, making friends, learning new skills and fulfilling one of your ambitions – all at the same time. Whatever your interest we have something to suit you. In this pack you can find a list of fundraising ideas as well as valuable tips on how to organise your event. If you are interested in getting involved with us in any way please contact us on 061 400640 or email: info@clionasfoundation.com.

Background

Cliona's Foundation
Providing financial assistance for critically ill children.

Cliona's Foundation Vision
The ordeal of a child's grave illness or injury tests families far beyond their endurance, taking an enormous toll financially, emotionally and physically. While we cannot cure a child, we want to help them cope and soften their heartbreaking journey, by uniquely providing financial assistance to families, who have exhausted all other resources. Cliona's Foundation believes that no family should have to face any added financial stress when they are already struggling to cope with the devastation and trauma of a seriously ill child.

A to Z of Fundraising

Perhaps you are not in a position to take part in an organised fundraising event and would like to organise your own event, at a time that suits you.

Here are some easy ideas to get you going.

- Hold a coffee morning for your friends and neighbours with all donations going to Cliona's Foundation.
- If you have children, nieces/nephews or young neighbours at a local school, try and get the school to organise a non-uniform day in aid of Cliona's Foundation.
- Promise auction: you will need the help of all your friends with special skills (e.g. Hairdressing, decorating, cooking, gardening etc.). Ask them to donate some of their time then organise an auction.
- Sponsored beard-shave, beard-grow chest wax etc… anything that would amuse your friends & colleagues usually works best.
- Cake sale at work. Ask a few people to bring in cakes which can be sold at tea time in return for a donation.
- Arrange a €15 menu at a local restaurant on one of their quiet nights and charge friends €30.
- Arrange a football / basketball / rounder's match. Charge everyone to play and maybe even run a sweepstake on the result. This is a good one for a large workplace.
- Car boot sales – ask friends & neighbours to have a clear out in the name of charity.
- Wash people's cars in a supermarket car park while they do their shopping in return for a donation.
- Pack bags in your local supermarket (permission required from store manager)
- Hold a dinner/barbeque/party at home for friends who each pay €10.

If you are using a sponsorship card here are some suggestions:

- Make sure the first person to sign your card gives you a reasonably large amount of money. Others often follow their example.
- Keep your sponsorship card with you at all times with Cliona's Foundation information leaflet. If necessary have several cards on the go at once – one at home, one at work, one in the car etc.
- Put your sponsorship card up on your staff-room or canteen notice board.
- Enlist family and friends to help you find sponsors.

To make things easier for you we have included an A-Z list of fundraising which has lots of ideas to choose from including tips on how to plan and organise your event and ways that can support you

A
Afternoon Tea Party
Alternative Marathon
Angling Competition
Antiques Fair
Art Exhibition
Arts and Crafts Fair

B
Baby sitting
Backwards walk
Bag Packing at Supermarket
Balloon Race
Barbecue
Bridge Night
Bazaar
Beard Shave
Bedroom tidying
Bingo
Book Sale
Bring and Buy Sale
Buffet Lunch

C
Cake sale
Car Boot sale – get the neighbors involved
Car Wash
Car Draw
Card Night
Carol singing – special permission required if held in public
Casual day at work

Cheese & Wine Party
Children's sports day
Church fete
Coffee Morning
Computer games marathon
Concert
Cookery Demonstration
Craft Fair
Crazy Golf Match

D
Dog walking
Dress Down Day

E
Easter egg hunt
Egg and Spoon Race
Exhibitions

F
Face Painting
Fete
Film Premiere
Flag Day
Flower Arranging Demonstration
Football Match
Fun Run
Five-a-side

G
Garden Party
Garage Sale
Golf Tournament

H
Halloween Party
Hat Sale
Head Shave sponsorship
How many... sweets in a jar?
Hula Hoop Contest

I
International food dinner party

J
Jelly Eating Competition
Jumble Sale

K
Karaoke Night

L
Line Dancing
Loud Tie Day
Lunchtime quiz

M
Magic Show
Make Up Demonstration
Marathon
Mycharity.ie page www.mycharity.ie
Market

N
Non-Uniform Day

O
Odd Job Day
Open Garden
Orienteering

P
Pancake Race
Parachute jump
Pizza Party
Poetry Reading
Pram Race
Pub Quiz

Q
Quiz Night
Q & A session with a celebratory

R
Race Night
Raffle
Read-a-Thon
Record Breaking Attempt
Rugby Match

S
Sailing Race
Sale of Work – Local community Hall, GAA premises etc.
Skipathon
Soccer Expert game
Sponsored Silence
Sponsored Swim
Sports Day
Staff Payroll Donations
Street party
Swear box

T
Table quiz
Talent Show
Tennis tournament
Theme Evening
Three Legged Race
Treasure Hunt
Tug-o-war
Texting CLIONA to 57030

U
Unwanted Gift Sale

V
Vampire dress up day at work or school

W
Walks and Cycles
Welly Throwing Competition
Windsurfing Competition
Wine and cheese evening
Wine tasting
Work Fundraiser

X
Xylophone Concert

Y
Yacht Race
Yodelling Competition
Yoga Marathon
Yo Yo Competition

Z
Zany Clothes Day
Zoo Trip

Planning Your Event

So, after reading our A-Z of fundraising ideas, you will have decided on the type of fundraising event you want to organise. These steps will help the smooth running of your event and will help you keep the fun in fundraising.

Plan – Planning is a key part of any fundraising event. Firstly, decide on what your fundraising target is, and then look at the various steps you will need to make in order to achieve this. Send the fundraising team an outline of your fundraising plan. This helps us to help you.

Budget – Once you have decided on how much you wish to raise from your event, you need to decide what your costs are. As this is a charity event, it's important to keep your costs as low as possible. Local businesses are usually very helpful and will sponsor food, beverages and spot prizes for your event. In some cases you may be able to obtain the venue or entertainment for free.

Sponsor – We will supply you with a sample letter requesting sponsorship which you can tailor to your event for distribution to local businesses in your community. We will also provide you with a **letter of authorisation** stating that you are fundraising on our behalf. You should include a copy of this letter, when requesting sponsorship from your contacts.
If a potential sponsor wants to give you products rather than money, organise a raffle

Family & Friends – Remember you cannot do everything yourself. It's very useful and more enjoyable to work in a team so rally friends and family around to help you with your event. Make sure that everyone involved knows what task they have to complete.

Why You Are Fundraising – Make sure everyone involved knows why their help is so important.

Venue – Depending on the type and size of your event you may need to choose a venue. The types of venues to consider are your home/garden, community centre, local pub, local school/playground or even your workplace. If you event is taking place outdoors, you will need to be prepared for bad weather, so you may need to consider alternative arrangements.

Advertise – You will need to generate as much interest in your event as possible. We have attached a sample press release which you can tailor and distribute to your local newspaper or radio station. Cliona's Foundation can help with and provide flyers and promotional literature for your event. Flyers can be distributed using friends and family and usually local shops and clubs are happy to promote a charity event and even happier if you are known to them personally. Use Community notice boards, shop fronts and local pubs and make sure as many people as possible know about your event. Get local celebrities or perhaps your local GAA/soccer or rugby team involved.

In Your Workplace - if you are doing a fundraising event in your work place many companies sponsor their employers for these type of events – some give €1 for every €1 that their employees raise. This can be very good PR for the company.

Your colleagues will support you. Do you have e-mail? – can you get to all the staff at your company with a well-prepared e-mail?

See if you can obtain a donation from your company's charity budget.

Always take photos of any events you have at work. Your company may wish to use them in its own publications and local papers may use them.

Permits – Check with your local Garda Station to see if you require a permit. This is normally required for events taking place in a public area e.g. street collections etc. For example a permit is required as part of the organisation in a cycle.

Health & Safety – Please make sure that the venue where your event is taking place is safe for all those taking part. Some events, ie a cycle, will require a detailed Health and Safety plan. Cliona's Foundation can assist with this task and can advise on Health and Safety contacts.

Merchandise – As we have limited resources the publicity that we gain from your fundraising events is just as important to us as the money that you will raise. You will often find that when people attend a charity event, they have come to support their friend/relative and are often unaware of what charity they are supporting. We need your help to make our name known to people nationally. We can provide posters and sponsor cards for your event along with literature on Cliona's Foundation.
Cliona's Foundation can supply you with tshirts and hats to make your event a success. Items can be collected from Cliona's Foundation office or alternatively we can send them out to you.

- Sponsor cards
- T-Shirts
- Event Posters
- Collection Buckets
- Collection Bucket stickers

Cliona's Foundation Support – we are always happy to attend your organised event and give a short speech to show our thanks for your support and let you know how the money can help. Please let us know in advance if you would like a Cliona's Foundation representative at your event and we will do our best to accommodate you. Also if you would like us to write a note of thanks to relevant people we would be delighted to do so.

After the Event - It is important to remember that there is still work to be done even after your event has taken place. You may need to follow up on monies still outstanding and please remember to thank everyone for their support and involvement. Hopefully they will get involved in some way in the future with Cliona's Foundation fundraising events. You can also send thank you letters or even placing a notice and some pictures in the local paper with details of the total amount raised.
We will upload any pictures of the event to our social media sites following the event.
It is also very useful for us if you can give us feedback as to what worked well and what didn't so that we can refine the process for other people who might be considering running the same type of event. Again we can supply you feedback sheets for this.

Guidelines for Fundraisers

These guidelines have been prepared to:

- Protect our fundraisers from allegations of fraud.
- Respect the need of the public to know what you do in the broad name of "Charity", and in Cliona's Foundations' name in particular, is governed by standards and a code of practice which you are prepared to adopt and to which to adhere.
- Ensure that all Cliona's Foundation Fundraisers continue to protect the right of the persons with whom we work to have their dignity respected at all times and not diminished by fundraising practises or statements which promote helplessness or generate unfocused pity.

Registration Form – We ask you to complete a registration form below so that we have your details. We require two passport photos, one of which will be used to create an official badge which must be worn when fundraising.

Specific Letter of Authorisation – We will issue a specific letter of authorisation. This letter will detail the authorisation from Cliona's Foundation for you to fundraise for a certain period.

State Clearly the Event - When raising funds you must state clearly the event and the purpose for which the funds are being raised e.g. Support Cliona's Foundation Quiz night in (name and location) to raise funds for Cliona's Foundation to provide financial assistance for critically ill children.

Receipts – All money should be receipted.

Are there any up front costs, if so what are they and will your fundraising activity be able to absorb the costs and still leave you with a reasonable profit?

Cliona's Foundation normally ensures that costs on Fundraising Events are no higher than 10% of expected income and we would recommend this as a guideline for any event.

Cliona's Foundation will provide promotional material that will describe Cliona's Foundation and background to the Foundation.
Anticipate the worst – what could go wrong? What is your contingency plan?

All publicity must carry the charity number (CHY 18127) & address (Unit B3, Eastway Business Park, Ballysimon Road, Limerick)

What to do with the Funds Raised

Once you have received all the funds from you event and paid out all costs, you will need to return the final amount to Cliona's Foundation. Please ensure that two people count the money and remember to keep a copy of any receipts you have,

You can send the money to Cliona's Foundation by any of these methods:

- Call in or send a cheque/postal order or bank draft (made payable to Cliona's Foundation)
- Donate via internet banking
- Lodge the cash into our bank account :

Bank of Ireland
Main Street
Bruff,
Co. Limerick
Cliona's Foundation (NAME OF ACCOUNT)
Sort Code: 904165
Account Number: 82777066
IBAN: IE13BOFI 90 41 65 82777066
BIC: BOFIIE2D

Whichever option you decide, please ensure to include your contact details so that we can acknowledge receipt of your funds and issue you with a receipt and thank you letter.

Also if you would like to hold a cheque presentation with a representative from Cliona's Foundation, please let us know about it in advance and we will do our best to arrange this.

Cliona's Foundation, Unit B3, Eastway Business Park, Ballysimon Road, Limerick
Tel: 00 353 61 400640
Email: info@clionasfoundation.com
www.clionasfoundation.com

Thank You – Where your Money Goes

We greatly appreciate your work and your support and want to thank you for the money you raise as it will be used to provide financial assistance for critically ill children for non medical expenses.
Here are a few lines from families who have been helped by Cliona's Foundation to help you understand how the money you raise can change their lives:

"I would just like to thank you from the bottom of my heart for your generosity ..... It has been a really tough year for all my family and we are truly grateful for your kindness."

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"As you are well aware it is very difficult to keep going at times when you are faced this kind of situation. Not only from a financial point of view but also from an emotional one. It was touch and go for us for long periods of time and at one stage we were preparing to say goodbye to our beautiful son but thanks to some sort of intervention along the way, whether it was spiritual or practical, we don't know but we have been given some more time with him. Your cheque will go a long way to fill in the gaps we lost out on over the long period of time and for that we are truly grateful."

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"I really want to thank you for the money you sent to us and also for the nice dreams we can realise for her before the tumour comes back and takes her from us."

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" *We can only tell you that at a time in our life when we are facing such an uncertain future with regards to our wonderful little boy, that this shows us that we are not alone and that there are people who have travelled the road we now face and understand what this journey means."*

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"Thank you for your kindness and all the good work you do. Your little girl's name has touched so many people's lives. "

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''We have been able to adapt our living area in our home to facilitate our son who at 5 years of age is confined to a wheelchair. Thank you so much for the €2000 you sent to us, we are truly grateful.''

<u>Remember any amount can help us</u>

FUNDRAISING AUTHORISATION REGISTRATION FORM

Please complete in block capitals and post or return by email:

Name: _____

Address: _____

_____

Tel (Work):_____

Tel (Home):_____

Tel (Mobile):_____

Email: _____

Occupation/Job Title:_____

Employer: _____

Employer's Address:_____

_____

Have you ever fundraised previously? Brief details:

_____

_____

Signed:_____Date:_____

Please return to: Cliona's Foundation,
Unit B3, Eastway Business Park, Ballysimon Road, Limerick.
Email: info@clionasfoundation.com tel: 061 400640

Bag Packing at the Supermarket

Bag packing is a great form of fundraising and is still as successful as ever since the introduction of the plastic bag fee. It is best to pick a busy time like Saturday afternoon in a large Supermarket. If you can get enough people together on a busy day in a large supermarket, you can expect to raise in the region of €1,000.

1. Write to your local supermarket asking permission for a bag packing day or evening. Make sure to enclose information about the charity (Cliona's Foundation can always supply you with extra leaflets/posters etc.).
2. When you receive permission we can provide you with buckets and collector's vests for you and your helpers.
3. You need to round up as many friends and colleagues to help. If the supermarket has 10 checkouts, try and get 20 people to help you as you will probably need two people per checkout and to ensure that no one helper is there for hours! If you can't cover every checkout leave a collection bucket on the unattended ones anyway as people see the work you are doing and will be happy to contribute

Please make sure that your helpers are briefed about Cliona's Foundation. Often shoppers will ask about the Foundation & your helpers will need to know the basics of what we do.

E-Fundraising

Cliona's Foundation is a member of www.mycharity.ie. Through this website we have an online presence and the ability to take donations direct from the public online. In addition it has the ability for you to create your own unique fundraising page for any event, at no cost to you, and to raise money for Cliona's Foundation in a way that is easy, safe and very secure.

You can customise your page to your own liking and the page will allow you to fundraise for your event without the need for keeping lists of sponsors, collecting and checking money, writing cheques etc. Everything happens online in a safe and secure environment. It is free to create your own page and the following is a list of instructions of how to do so. If you have any problems please do not hesitate to contact the fundraising team in Cliona's Foundation. It only takes a few minutes and can be viewed by anyone you choose

Instructions

- Click on "mycharity.ie, click 'create a fundraising page' on the left on the homepage.
- Click the red button 'create your own fundraising page' and enter Clionas Foundation in the Charity search button. You will be directed to information on Clionas Foundation. Click select and red button 'continue' on next page.
- "What sort of fundraising page" appears. Choose an option eg "Special Occasion"

- Decide how long you would like to keep your fundraising page open. If this is your first time, click "I'm new to this site" and fill in your details.
- Click on "create your page".
- Fill in details on your page. Write as much or as little as you wish. Click "publish your page"
- Set up your address book and email all your friends and family.

Fun runs & marathons

Summary:
If you are taking part in a local or national marathon or fun run and would like to raise funds for a great cause, we can send you a fundraising pack today.

There are a range of marathons and fun runs Nationwide that you can take part in and fundraise for Cliona's Foundation at the same time. In the past our supporters have run the Limerick and Dublin City Marathon, the New York Marathon and Hell and Back to name but a few.
Once registered with the official event organisers call us on 061 400640 for sponsor cards and posters.
Thank you for your support.

Table Quiz

Table Quizzes are very popular and can be a very good source of fundraising as well as a lot of fun. Here's how to do it:

1. Get in touch with your local pub/sporting club and ask them for the use of their premises for a table quiz. You don't want to pay for this, so sell it to them on the basis that you will be bringing lots of people and business there for the evening. Generally owners/managers are delighted to run an event knowing that they will earn some revenue from drinks or refreshments. You could also ask that they provide finger food or ask for a discount on food, this will make your table quiz more attractive to potential participants.

2. Spread the word as much as possible that you are having a charity table quiz and encourage everyone to get a team of 4 or 5 together. Charge about €40 per team.
3. Contact Cliona's Foundation for a list questions (and answers of course!) You will need a friend or colleague to act as MC for the night. It is entirely up to you to decide how many questions/rounds you have. If the teams are from work or a club, put in some questions specific to that organisation – e.g. who is the current Managing Director or what is the phone number of the organisation. Put in some humorous ones as well: who drinks the most coffee?

4. You also need a few friends to help you out on the night itself. You should have at

least two people correcting the questions and marking the scoreboard and two more floating around the teams collecting the sheets etc.

5. You can make a lot of money by holding a raffle. Get as many prizes sponsored as you can – bottles of wine and spirits, weekends away and similar items are very popular. Get your MC to appeal to everyone to buy as many tickets as they can and then hold the raffle at the end of the night.

6. Try and get the winning prizes for the quiz sponsored as well. You may wish to offer a cash prize for the winning team to generate interest.

7. Don't forget to bring lots of cloakroom tickets for the raffle and make sure you have a board to mark up all the scores. People get quite competitive and like to see how they are doing!!
8. Enjoy the night!

Raffles

Raffles are a very effective way of raising money. A raffle can be an extra way of generating money at another event (e.g. dinner, pub quiz, work social night)

Do I need a permit? All public raffles require a permit obtained from the Gardai. There are restrictions on the number of permits issued and the Gardai can advise on these restrictions.

I am holding a raffle during the pub quiz, do I need a permit? If you are selling tickets for a raffle as part of a pub quiz / race night/ match in a private venue or just at work then it is not strictly open to the public and a permit is not normally needed. Contact us if you need any more advice on permits.

What should I charge for the tickets? Charge what the market will bear and take any costs into account. Raffle tickets are best sold in groups e.g. 5 for €2 or 15 for €5 rather than singly. Obviously if you have a big prize you can charge more for the tickets.

Where can I buy raffle tickets? All good stationers including Tesco hardware stores will supply books of raffle tickets in various colours at a reasonable price.

Do I need a letter of authorisation? When asking businesses for prizes it helps if you have some form of letter authorising you to collect prizes for a raffle on behalf of the charities. All team members will be supplied with an authorisation letter from Cliona's Foundation. If you need letters for other people collecting money/prizes on your behalf just let us know and we can arrange them.

Where can I get prizes for a raffle? Businesses are often asked for prizes and many will have a clear policy e.g. only giving to contacts (staff/colleagues), local causes or those charities with whom they will have a personal contact. To obtain a prize, ideally

talk to someone in the business who knows you or who may have a 'relationship' with you or your work. Follow up the phone call with a letter so that the business has something on file confirming the offer to donate and arrangements for collecting the prize and enclosing a copy of the letter of authorisation.

Looking after the money. Just do a count at the end of the event, take out any overheads and bank the money. Please thank everyone who helped: those who donated prizes and those who sold tickets. We will always be pleased to send out letters of thanks if needed. And most importantly, thank you, as we do appreciate all the hard work you have put into collecting the money.

Soccer Expert Game

It's really simple! This game works well in a large work place or sports club. All you do is ask a number of people to pick a Premiership team to win each week. If the person picks a winning team, they stay in the competition and if their team loses or draws they are gone. You cannot pick the same team twice i.e if you pick Liverpool in week 1, you cannot pick them again until the next competition starts.
This idea can also be adapted to suit several different sports.
(The trick is to pick some of the less fancied teams early on and keep the big guns in reserve for the weeks you need them).
The winner is the last person standing. If there are a number of people left and nobody picks a winning team that week, the prize is shared.
You can charge as much you like for entry, but €10 per person seems to work well.

What happens now?

- Each person pays €10 in advance of the start date.
- Every Monday a list of fixtures to choose from is circulated. This can easily be found on the internet and emailed to those taking part or pinned on a notice-board.
- Each person's choice of team must be returned by Thursday afternoon. If for any reason your choice is not returned you are eliminated. Can two people pick the same team?
- The following Monday the list of remaining participants is circulated, together with the fixture list for the following weekend

It usually takes about 4/5 weeks, is good fun and costs each person just €10.
The prize money is half the pot and goes to the last entrant left.
So if you get 100 participants the prize will be €500 and your profit will also be €500. You could also raise the entry fee or reduce the prize fund in order to make more money.

Walks/Cycles

Organise a sponsored community based walk or cycle.
Organising a cycle takes organisation especially if you plan on a big turnout. Its a great fundraiser with relatively small costs.
Firstly decide on a date and one that doesn't clash with a big sporting event or another cycle in the area. Check www.cyclingireland.ie for cycling events throughout Ireland.
Decide on a route or two. It's a good idea to have two routes, one shorter, circa 50km for leisure cyclists and a 100km + for more experienced cyclists. Decide on a start time, start the leisure cyclists at least an hour and a half before the experienced cyclists as it creates a better atmosphere when both leisure and experienced cyclists arrive back at roughly the same time.

Contact the local guards to apply for the permit. The Gardai will most likely need sight of a Health & Safely Plan and details of support and back up on the day. They will also want to see the route and details of how the route will be properly signposted for cyclists.
Decide on the format of the day...where will the cycle start? Is there a facility for tables etc for cyclists to register? Will food be provided before or after the cycle? How will cyclists signing up to the cycle be managed? Can they pay on the day? Or up front on mycharity.ie page? How will registration on the day be managed? You will need friends and family to help out on the day, setting up tables, chairs, signage, organising water, food for food stops. Ask your local shops to sponsor some of the food, ie scones, water or energy bars or at least support towards the cost.
Decide on the food stops and how many.
Decide on entry fee and discounts for club members. Circulate an email to cycling friends on the event and ask them to circulate to their friends etc.
The roads may need to be marked with spray line paint to ensure cyclists don't get lost; a map of the route is a good idea for each cyclist.

Contact us to help with a poster and sponsor cards designed around your event.
Use family and friends to spread the word and put up posters in their area, in shops, clubs, theatres, credit unions etc. Ensure there is a telephone number and 'call to action' clearly communicated on the poster ie contact Paul at 087 xxxxxxx to obtain your sponsor card and sign up or log onto mycharity.ie/clionasfoundation.com etc to donate.
Send sponsorship cards out to all cyclists who contact you for details.

Cliona's Foundation has an annual cycle each year in September, why not participate in our cycle in 2013 and see for yourself how it is organised and you will have an opportunity to ask the organisers any questions.

Work Fundraiser

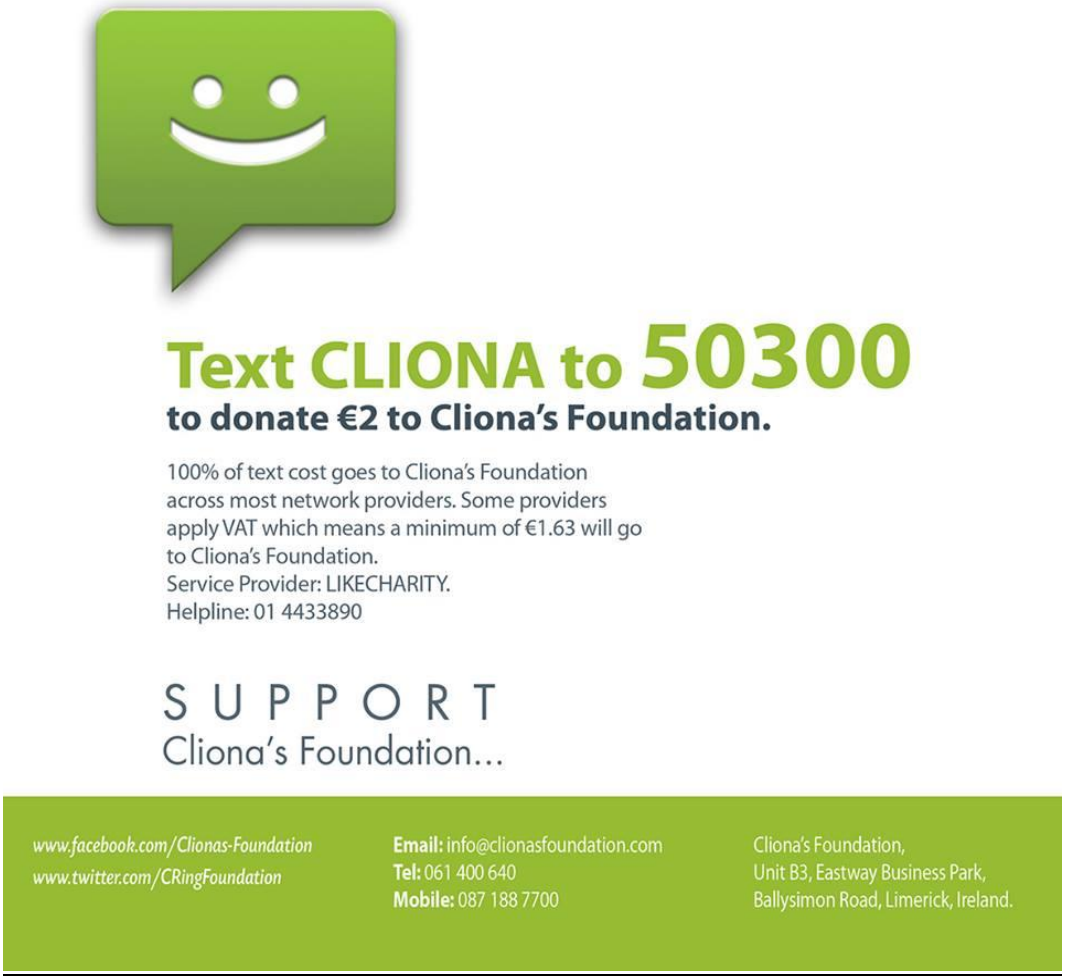
When seeking funds or support from your employer:
Before you ask for money, firstly find out what is your company's policy with regard to support for charities

- Does it take on only one charity a year?
- Does it have a charity committee?
- Does it have a fixed amount that it gives to charities based on the merit of applications by charities?
- Does it give preference to applications for funds that are either supported by staff or presented by staff?
- Does it have a preference for a particular type of charity e.g. local, children's, environmental etc? Find out the guidelines.
- Does it match funds that staff members raise in support of charity?
- Does it donate goods in kind rather than money?

Most employers, big or small, will have a policy (even if informal), find out what the policy is first, as it will tell you what opportunities there are for fundraising directly or indirectly within your company.

Text CLIONA to 50300

Another fundraising option is Texting. This service is provided by a third party provider and so the cost of your text is apportioned between the phone companies and the provider. This service has been authorised under licence by the Commission for Communication Regulations. By texting CLIONA to 50300, your text will cost €2.00 of which at least €1.63 (in some cases more than this minimum) will go to Cliona's Foundation.



Sample letter & donation form asking a company for a donation

Dear (Name),
In (Date) I will be participating in (give brief description of the event)
I am writing to you in the hope that you will be in a position to help me raise my sponsorship target of €xxxx. The funds raised from this event will go directly to Cliona's Foundation... www.clionasfoundation.com

Cliona's Foundation provides financial assistance for critically ill children all over Ireland and specifically contributes towards non medical expenses. To date over 120 families have been helped by this Foundation
Your support will make a difference to the lives of families with critically ill children, so please help if you can (attached is a donation form). And remember, your company can claim a tax deduction on donations over €250 as if it were a company expense.
If you have any questions please do not hesitate to call me on (Your Number) Thank you for your time, I hope to hear from you soon.
Yours sincerely,
(Your Name)

Sample Press Release for a Charity fundraiser

Fundraiser for Cliona's Foundation in The Moat Theatre, Naas, Co. Kildare on XXX date.
The Moat players from the Moat Theatre, Naas will perform 'I'll go on and keep going' an adaptation by Barry McGovern with all funds raised going towards a very worthy charity – Cliona's Foundation.
Providing financial assistance for critically ill children, this unique Foundation has helped over 120 families throughout Ireland.
Tickets cost €x and can be purchased on the door or by contacting Ross on 08x xxxxxx.

Please support!

Remember Cliona's Foundation can help with suggestions and advice on any fundraiser and we will be happy to assist in any way we can.
Please contact us on:
Unit B3, Eastway Business Park, Ballysimon Road, Limerick.
Email: info@clionasfoundation.com tel: 061 400640
Website: www.clionasfoundation.com