



Registered Charity CHY 10962

Fundraising Guide

Our Vision: To achieve recognition, empowerment and a better quality of life for family carers.

We will achieve this vision by being an effective national advocate for equality and social justice and by providing nationwide family-carer focused services and supports.

January 2009



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1. Who are Family Carers?

Just about anyone with a heart-beat will either become a Carer, or need to be cared-for. At any stage of life ordinary people can be visited by circumstances that require them to care for a relative, partner or friend at home for as long as possible. For reasons ranging from old age and frailty, diagnosis of chronic illness, an accident, or living with a physical or developmental disability, **over 160,000 people in Ireland give care at home every day to somebody who needs their help.**

These family Carers work a combined 3.7 million hours per week* and contribute more than €2.5 billion a year to Ireland's social economy. *Census 2006

2. There's No Place Like Home

Numerous studies show that most people prefer to be looked after in their own home by those who they're closest to. There are strong economic arguments in favour of this approach to long term health care. Caring may also be viewed as an expression of familial, societal and inter-generational bonds and one of the core barometers of the social capital of our country. For these socio-economic reasons, people must be supported when they assume the demanding role of a family Carer.

While caring for a loved one at home for as long as possible is a deeply rewarding experience, for many Carers the effects of caring over the long term can be poor physical health and emotional wellbeing, isolation, missed opportunity and even poverty.



Most people prefer home-based care

The detrimental effects of long-term caring on the social, emotional, physical and psychological well-being of Carers are documented in the Comhairle Social Policy Report, *Supporting Carers*, 2002; the Houses of the Oireachtas Joint Committee on Social and Family Affairs *Report on the Position of Full-time Carers*, 2003; and the Equality Authority Report 2006.

3. About The Carers Association

Our mission is to achieve recognition, empowerment and a better quality of life for family Carers.

Founded in 1987, The Carers Association is a national voluntary body and registered charity (CHY 10962.) We give emotional and practical support to family Carers, promoting their interests and those receiving care in the home through effective partnership and advocacy. Our goal is to gain recognition and social justice for Carers' invaluable contribution to Irish society.

We participate on national bodies such as the Equality Authority, National Economic and Social Council and the Community and Voluntary Pillar of the Social Partnership. Our voice advocates for changes in social policy to enshrine the rights of Carers in Irish law.



4. Our Core Services

We reach Family Carers through our **FREEPHONE National Care Line 1800-240724** and 16 drop-in Resource Centres in Blanchardstown, Bray, Clondalkin, Clonmel, Cork, Kilkenny, Limerick, Mullingar, Naas, Portlaoise, Rathgar, Sligo, Tullamore, Tralee, Waterford and Wexford and 2 Service Projects in North Tipperary and Roscommon co-ordinated by a National Office in Tullamore, Co. Offaly.

National Care Line – FREEPHONE 1 800 24 07 24

This free listening service is a vital link for the isolated Carer. Staff are able to refer callers to their closest Resource Centre, look up information for them on the internet, advise on rights, entitlements and benefits or just chat with Carers in a supportive, understanding and non-judgmental way. Occasionally, other support services are enlisted to assist Carers who are in crisis. The National Care Line currently operates from 9am to 5pm weekdays.

Carers Resource Centre – a Home from Home

Carers' isolation and exclusion arises partly from the feeling that no-one else can ever understand their situation. Each Carers Association Resource Centre is operated as a drop-in facility and administered by a manager who responds to telephone enquiries and visitors to the centre on a variety of welfare, social care, health care, training, personal awareness and advocacy issues. Resource Centre managers schedule in-home respite service, arrange training courses and run monthly support group meetings for Family Carers and Pamper-Days-Out for family Carers **where funds permit**.

In-Home Respite Service – the need for a break

Although some Carers may experience feelings of guilt for wanting some time to themselves away from the caring role, regular respite breaks of just a few hours a week are essential to restore the Carer and maintain the caring situation. Since 1994 The Carers Association has extended an in-home respite service to families in need either through self-referrals or referred by GPs, Public Health Nurses and Social Workers. This service is subject to limited funding and waiting lists apply.

Training – Care In The Home Course

For many Carers, their first priority is often to learn and understand the very basics in how to properly look after the person they love. The Carers Association's vision is that all family Carers will be equipped with the new technical skills and information they need to be a confident, competent Carer to the person they look after by enrolling in our City & Guilds and FETAC Level 5 accredited *Care In The Home* course.



Family Carers need the technical skills to help them in their role and stay healthy.



5. Why we Fundraise

Fundraising helps The Carers Association meet the costs that are not addressed by government support. Fundraising gives us independence and autonomy in how we serve family Carers. The unrestricted income raised from donations means that we can **keep our centres open**, outreach to more Carers through national campaigns like the **Pre-Budget Submission**, the **Carers of the Year Awards**, the **National Conference**, and other forms of **lobbying and outreach**. These are the activities that government funding cannot be used for, and are an essential part of lobbying, advocating and making gains in social policy for family Carers.

6. Get Inspired!

Whether it's a bake sale or a car boot sale, concert or auction, your fundraiser should work around your passions and benefit from your unique talents. Most importantly, it should be fun. So put your thinking cap on and start brainstorming! But first, here are some suggestions to help inspire you:

Dinner, Concert, Play, Food Fair, Talent Show, Theme Party, Table Quiz

Recruit sponsors and charge guests for admission. Make it an evening they won't forget! Add a raffle, live and silent auctions and/or product sales.

Enlist support at work -- Jeans Day

Work with your HR department to organize a jeans/casual day for a nominal donation.

Wild and Whacky

Head and beard shaves, parachute jumps... – think of creative events that haven't been tried before!

Sporty -- Bowling, Golf, Tennis, Soccer, Tag-rugby Tournament

Have a set fee for individual players or teams. Double your fundraising potential with a 50/50 draw or auction.

Community -- Plant Sale, Car-Boot Sale, Car Wash, Bag-pack

These events can be enjoyed by larger groups of people who want to have fun together while doing something worthwhile for the community.

Business -- Donate Proceeds for the Day

Show your customers that you are committed to your community; donate a portion of your sales from the day or proceeds from a specific item.

Seasonal Events-- Host an Easter Egg Hunt or St. Patrick's Day costume party.



A – Z of Fundraising Events and Activities

A

Antiques Fair, Alternative Marathon, Arts and Crafts Fair, Art Exhibition, Auction, Auction of Promises, Antique Roadshow, Angling Competition, Animal Quiz, Acrobatics, Aquarobics, Abseil, Aerobathon, Afternoon Tea Party, Apple Bobbing, Autograph Sale.

B

Bad Hair Day, Bad Tie Day, Baked Beans Bath, Barn Dance, Bedroom Tidying, Bingo Nights, Blind Date, Book Sale, Boot Sale, Bring-and-Buy Sale, Ball, Balloon Race, Barbecue, Bazaar, Bed Race, Bridge Party, Breakfast Party, Barn Dance, Buffet Lunch, Burns Night Party, Barbecue, Beaujolais Nouveau Evening, Bike Ride, Bell Ringing.

C

Carol Singing, Coffee Morning, Chain Letter, Concert, Covenants, Cricket Match, Car Wash, Champagne Lunch, Collecting Boxes, Cake Sale, Caribbean Evening, Clay Pigeon Shoot, Curry Party, Cookery Demonstration, Christmas Ideas Day, Car Treasure Hunt, Car Boot Sale, Cook Book. Cabaret, Car Wash, Cartwheel Competition, Christmas Ball, Christmas Bazaar, Christmas Card Sale, Christmas Pantomime, Competitions, Computer Games Marathon, Concert, Conker Championship, Corny Joke Competition

D

Dance Marathon, Darts Tournament, Dinner Dance, Disco, Dog Walking, Drawing Competition. Darts Competition, Dice For A Car, Disco, Donkey Derby, Dog Show, Dutch Auction, Duck Race, Diminishing Coffee Morning, Demonstrations.

E

Eating Baked Beans with a Cocktail Stick, Egg-and-Spoon Race, Egg Painting, Expert Talk.

F

Fashion Show, Fete, Fifty-Fifty Sale, Face Painting, Film Show, Flag Day, Flower Festival, Football Match, Film Premier, Fish & Chip Evening, Fun Run, Fair, Fifties Evening, Fancy Dress Party, Fancy Dress Football, Fireworks Party, Flower or Fruit Sale, Foam Party, Funny Face Competition.



G

Garage Sale, Garden Party, Good As New Sale, Gala Evening, Gymkhana, Golf Tournament, Gardens Opened To The Public, Games Night, Garden Evening, Game shows based on TV quizzes, Girls v Boys day, Gigs, Go-karting, Guess the Height, Weight, Amount or Name Game.

H

Hair Plaiting, Hangman Competition, Head Shaving, Hockey Match, Hopscotch, Hugathon, Halloween Party, Hula Hoop Contest, Hat Sale, Horse Show.

I

Ice Skating Show, Icing Cookies, International Food Dinner Party, It's a Knockout.

J

Jazz Event, Junk Collection, Japanese Evening, Jelly Eating, Jigsaw Puzzle, Joke Competition, Judo Competition, Juggling, Jumbo Sale.

K

Knit (sponsored), Keep-fitathon, Kite Flying, Kiss Chase, Knobbly Knees Competition, Knockout Pillow Fighting.

L

Lecture, Lambada Marathon, Line Dancing, Lottery, Loud Tie Day, Luncheons.

M

Magic show, Make-up Demonstration, Maggot racing, Marathon, Medieval Fair, Masked ball, Midnight feasts, Market, Mufti day, Murder mystery event, Musical bumps, Musical chairs, Music quiz, Mile of Jokes or £1 coins, Miss World Night, Midsummer Ball, Midnight Matinees - Theatre/Film, Money Murals, Murder Mystery Dinner, Matched Giving (From Employer)

N

Nearly New Sale, Nature Walking, Netball Tournament, New Year's Party, No Smoking Day, Non-uniform Day.



O

Old Tyme Musical, Opera, Obstacle Course, Odd Jobs, Odd Clothes Day, Odd One Out, Onion Peeling Competition, Open Garden Day.

P

Pet Show, Pantomime, Plant Sale, Pram Race, Pop Concert, Party Plans, Pub Crawl, Progressive Dinner, Ploughing Competition, Panel Game, Pancake Race, Punch Party, Plastic Duck River Race, Pyramid Coffee Mornings, Punch & Judy, Pets Advice Evening, Pancake Day, Panel Games, Penalty Shoot Out Competition, Pet Show, Pie Eating, Plant Sale, Poetry Writing Competition, Pyjama Party, Play, Pram Push.

Q

Quiz Night, Quasar Night.

R

Races, Radio Controlled Car Racing, Rapping Competition, Reading Shakespeare's Plays Marathon, Record Breaking, Rock 'n' Roll Night, Rugby Match, Race Night, Recipe Swap, Raft Race, Run (sponsored), Rag Week

S

Santa's Grotto, School Fair, Shoe Shining, Silly Games, Skateboarding, Slide Evening, Soapwatching, Songwriting Competition, Sponsored Slim, Sponsored Bike Ride, Sponsored Dog Walking, Sponsored Knitting, Sponsored Haircut or Headshave, Sponsored swim, Sponsored silence, Sponsored anything, Sports competition, Stalls at Fairs, Swap Shop, Swear Box. Sale, Shop, Slave for a Day Auction, Sherry Morning, Strawberry Tea, Supper Party, Sweep Stake, Silent Auction, Sheep Shearing Competition, Shows (flower, etc.), Steam or Traction Engine Rally, Skittle Evening, Sunday Brunch, Skipathon, Swimathon, Swear Box, Sponsored Snowman, Stepobics.

T



Talent Contest, Tombola, Toy Fair, Treasure Hunt, Trusts, Two Hundred Club, Theatre Premier, Tea Dance, Theme Evening, Tug of War, Ten-Pin Bowling, Teddy Bears' Picnic, Three-legged Races, Throw Wet Sponge at Teacher.

U

Ugly Legs Contest, Ugly Face Pulling Contest, Uniform day, University challenge.

V

Valentine's Ball, Vanity Fines, Variety Show, Vicars and Nuns Day, Valuation Day, Vintage Car/Bike Rally.

W

Whist Drive, Walk (sponsored), Water Games, Wear Wellies Full of Jelly, Wellie Throwing Competition, Wacky Races, Wheelbarrow Racing, Wine-tasting Evening.

X

X Files day, Xylophone Concert, Xmas Stockings, Xmas Cards, Xmas Gifts.

Y

Yacht Race, Yeti Hunt, Yogathon, Yo Yo Competition.

Z

Zany Clothes Day, Zany Parties, Zany Races, Zoo Trips, Zodiac Readings.



8. You have an idea, now what?

Let us know - Contact us to let us know your idea.

Choose a date, time and venue - Work backwards and make sure you have enough lead time.

Set a fundraising goal - The expenses should make up less than 50% of the gross income from the fundraising event.

Plan your strategy - Who will attend? Who will help? How much will you charge? Access all of your networks and connections for help.

Organize your team - Fundraising is all about teamwork. Involve as many volunteers as possible and give each of them a specific task to be in charge of. Where people are made responsible, they will respond!

Promote, Promote, Promote! Get the word out... tell everyone about your event.

Have fun! Enjoy the weeks of organization and of course, the big day!

9. Wrapping up

Congratulations!

Your event is a huge success thanks to your hard work, planning and dedication. Follow these steps to wind down your fundraiser:

Share the love - Say "thank you" to everyone who volunteered and participated

Do the maths - Calculate the total funds raised at your event.

Send in the proceeds!

Lodge the funds with **your numbered lodgement slip** and send the copy, or deliver the total funds raised as a cheque payable to The Carers Association to:

The Carers Association
National Fundraising Manager
Market Square
Tullamore, Co. Offaly

Smile! Take pride in knowing you have helped to support the invaluable work of family carers in the home!



10. Fundraising Code of Good Practice

The Carers Association has adopted a Code of Good Practice for fundraising, it's a common-sense approach to maintaining public confidence our charity.

This Code makes sure that all of our fundraising volunteers know how to act within the law and can communicate clearly our charity's work and the purpose of the fundraising event:

Fundraising volunteers commit to:

Familiarise themselves with sections 1-6 of this guide so that they're aware of and can generally communicate the purpose of our organisation and specifically The International Walk.

Conduct themselves at all times with integrity, honesty and trustworthiness. They will act at all times openly and in such a manner that donors are not misled.

Ensure that their actions enhance the reputation of themselves and the charity.

Not knowingly or recklessly disseminate false or misleading information in the course of their fundraising.

Comply with the laws of the land both in letter and in spirit, ensure that all public collections have a Garda permit or, where no permit is necessary, permission from the relevant authority (such as for collections in church grounds and shopping centres.)

Exercise particular caution not to solicit funds from people who may be considered vulnerable (e.g. very young or very elderly people, people with a developmental or intellectual disability.)

11. Contact Details

Please let us know about your event, and direct any questions from the public to:

fundraising@carersireland.com

or by post to

The Carers Association

National Fundraising Manager

National Office

Market Square

Tullamore, Co Offaly

Tel : 057 9370210