

One Day Together

Friday 18 November 2016



Educate
Together

Fundraising

All the information
you need to fundraise
for Educate Together on
One Day Together 2016

Pack



North Kildare Educate Together National School coin trail fundraiser for One Day Together 2015

Educate Together's vision for Ireland

Educate Together's objective is to dramatically raise the quality of education being offered in Ireland and make equality-based schools available to more families all over Ireland.

With your support we can work towards providing more schools which will also guarantee equality for children of all cultures, religions and social backgrounds, fostering interaction and understanding, and ensuring that Ireland's future generations are best prepared for the 21st Century.

Fundraising Fever!

Every year everyone at Educate Together gets fundraising fever! Baking cakes, packing bags, playing bingo, eating pies, face painting, egg painting, treasure hunt, hopathons, spinathons, hoolathons, and just about every other kind of 'thon' you can think of.

Educate Together receives less than 20% of our funding from the state so we need to generate the rest of our income from other sources, including fundraising. Schools are a really important part of that. You can make the difference. Our schools are not 'fee paying' or 'private' schools, so we rely on charitable donations, volunteers, and funds raised from events to keep us going and growing.



Pelletstown Educate Together National School welcomed the Minions for its first One Day Together in 2015!

Educate Together in 2016

90 schools: 81 primary and 9 second-level schools, providing Ethical Education to 22,000 students across Ireland

1,200 school staff, including principals and teachers

Tackling disadvantage: 27% of schools qualify for support under the DEIS support scheme for schools in areas of social disadvantage

Promoting inclusion: 14% of schools with specialist facilities for children with autism/ special education needs

Growing pressure to accelerate the establishment of a national network of schools to meet increasing demand

Why does Educate Together need to fundraise?

Generating sustainable funding is a constant challenge for Educate Together, a registered Irish charity. Educate Together receives less than **20% of our funding from the state**. So we need to fundraise to support:

Existing Educate Together schools

- Providing support to Principals and Boards of Management, including training and a confidential advice service.
- Assisting schools with representations to the Department of Education and Skills, politicians, planning authorities and legal bodies.

Expanding the school network

- Working with parents to open new schools in areas where there is no access to an Educate Together school. It costs Educate Together between €60,000 and €100,000 to open a new school. The maximum grant available for opening new primary schools at present is €10,000 and there is no standard grant for opening new second-level schools.
- Opening second-level schools: since 2014 Educate Together has opened nine second-level schools. This September, Educate Together opened five brand new second-level schools in Cork, Dublin and Wicklow as well as four primary schools in Dublin and Mayo.

The *Learn Together* Ethical Education Curriculum

- Providing in-school professional development for teachers.
- Lobbying to increase the presence of the *Learn Together* in Education Colleges in Ireland which are currently state funded but denominationally run.
- Developing courses for teachers on the *Learn Together* Ethical Education Curriculum.
- Providing practical resources for teachers, such as lesson plans and library resources.

Second-level Schools

- Mentoring Educate Together's new second-level Principals and teachers.
- Researching & developing the modern curriculum, assessment tools, professional development of teachers and learning spaces for our new second-level schools.
- Working with parents in areas that are lobbying for an Educate Together second-level school.

5 Steps to a Fun and Successful Fundraising Event

Step 1

Work out what type of fundraising activity you would like to organise (try and think of something fun that suits your school community). You also need to decide if you would like to hold an event or be sponsored for an activity.

Step 2

Read through this pack to make sure you understand your responsibilities as a fundraiser for Educate Together. This page may be a bit dull, but it's important for us to make sure you have all the right information.

Step 3

Start organising your fundraising activity:

- a) Set a fundraising target (with a realistic budget).
- b) Don't be afraid to ask for venues, prizes and services to be donated. You may be surprised how generous people are!
- c) Create a plan on how you are going to reach your target and give everyone who is helping you out a copy so you can all stay inspired and aligned with your ultimate goal.
- d) Publicise and promote your fundraising activity.
- f) Assess any potential risks associated with your fundraising activity and create a plan as to what you will do if these risks turn into reality.

Step 4

Hold your fundraising activity. Have fun while you raise funds!

Step 5

Send in the money raised to Educate Together.

Fundraising Online / Setting up an online sponsorship profile

If you'd like to use an **online platform** to help raise funds for Educate Together, you can easily set up your own fundraising page on our fundraising web page. Simply visit the Educate Together charity profile (www.altruism.ie/charity/educate-together) and click 'Create fundraising page'.

It's really easy for your school to set up a fundraising page (www.altruism.ie/charity/educate-together) where you can share your story of why you're fundraising for Educate Together. This page can be shared across social media. See the accompanying leaflet for a full guide on how to set up a fundraising page.

Once your page is set up, you can share with the link to the page via email or social media. You can update your page at any time to let your supporters know how you are doing. Every donation made is recorded on your page. Every donation goes securely to the Educate Together Altruism account and then on to Educate Together's bank

Choosing an Event or Activity

Here are some examples of popular events and amounts that could be raised.

Bag packing in supermarket €300 - €500

Sponsored walk/run €600 - €2,000

Coffee morning €200 - €300

Fantasy Football League €150 - €300

Gig / Music night €500 - €1,000

Casual Office Day €500

Table Quiz €500 - €600

You could also do a

- School Movie Day
- Culture Day
- Bingo Day

As well as receiving donations from individuals, you may want to approach local businesses to support your fundraising activity. The opportunities for business support are endless.

For example approach your:

- local shops to provide refreshments for your event
- hairdresser to donate a voucher for a free hair cut
- book or music shops to give vouchers to use as prizes
- restaurants for vouchers for meals

Don't forget to thank everyone involved. Also, let us know in the Educate Together office what you have done so we can thank you properly.



The children of Rathfarnham Educate Together National School had a Dress Up Day in 2015

Managing Money

As the organiser, you are responsible for the financial management of your fundraising activity. We've outlined some guidelines that might help you with this.

Collecting the money

- Money can be collected in the form of cash or cheques (these should be made out to 'Educate Together').
- We recommend setting up an **online platform** to help raise funds for Educate Together. See the accompanying leaflet for a full guide on how to set up a fundraising page.

Your costs

- No expenses can be incurred in the name of Educate Together.

Sending your money to us

You can drop the money into the office or send in a cheque, please make it out to 'Educate Together' and send it to:

Educate Together,
Equity House
16/17 Upper Ormond Quay
Dublin 7

or

Make a direct lodgement into the Educate Together account:

Beneficiary A/C Name: Educate Together /
Ag Foghlaim le Chéile Deposit A/C

Beneficiary A/C No. 26358179

Bank Sort Code: 93-36-78

Beneficiary Bank: AIB, Blackrock, Co. Dublin

Swift BIC: AIBKIE2D

IBAN: IBAN IE23 AIBK 9336 7826 3581 79

Reference: PLEASE QUOTE 'Fundraising event name' HERE

or

Use the donations page on our website

www.educatetogether.ie/donate. Once you have made payment please let us know that you have done this by emailing:

info@educatetogether.ie

If you would prefer to make a donation to Educate Together please go to our website and click on the green donate button on the front page.

www.educatetogether.ie/donate

Some Fundraising Tips

Ask. Don't be afraid of asking people to contribute - you are doing a great thing and people will respect you for having the courage to make it a success.

Help your supporters feel good about sponsoring you. Any contribution – no matter how big or small – will make a difference.

Don't limit your fundraising activity to just one idea. If you are having a coffee morning have a baby photo competition in the lead up and release the results on the day. Hold a guessing competition on how many jelly beans in the jar at the coffee morning. Be creative and think outside the box!

Fundraising Safety and Legal Guidelines

While we are really appreciative of your support, Educate Together cannot organise, supervise or host your fundraising activity. We will endeavour to assist you in any way we can, however we also cannot accept responsibility for any errors or omissions on your part.

Public Collections

You need a permit from the Gardaí to collect funds on the street or in a public place. While the owners of some private properties including pubs and shopping centres may allow collections onsite you should always check with the Gardaí on the need for a permit.

Health and Safety

You should ensure that your event is organised efficiently and safely. Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected.

Always check if a hired venue has adequate safety procedures in place; trained first-aid personnel may be required particularly if outdoor venues are used.

Outdoor events may also require you to notify local authorities or to obtain special permissions. Risk assessments reports may be necessary when applying for permission.

Supervision and Insurance

Ensure that your event is properly and adequately supervised. Where children are attending, this includes providing proper adult supervision at all times in a safe and secure environment.

Checking that the child's parents/guardians have given permission for their child to take part.

Consider what insurance cover you need for your event. Owners of venues with public access should have adequate cover in place but certain categories of events demand additional or specified insurance cover e.g. large scale outdoor events, adventure pursuits etc. Additional insurance cover may have to be factored into your budget.

Fundraising Materials and Publicity

All of your fundraising should make it clear that you are fundraising in aid of Educate Together rather than formally acting on behalf of the organisation. You should always check with Educate Together before using our logo in promotional or publicity material.



The Junior Infants of New Ross Educate Together National School celebrated in style last year!



Educate
Together

Our Donor Charter

- 1** We will keep administration and fundraising costs to a minimum.
- 2** You will receive a prompt acknowledgement of your gift, at your request.
- 3** You will receive information about the projects and advocacy work that your gifts help to support.
- 4** We will observe the highest professional fundraising standards at all times.
- 5** Your right to privacy will be respected and Educate Together will comply with the laws relating to fundraising and the use of personal data.
- 6** Your gift will be handled responsibly and to the greatest advantage of the people for whom it is intended.
- 7** Where applicable, tax relief on donations will be claimed.
- 8** We will prepare external audited accounts.
- 9** We will also prepare an annual impact report, summarising our activities and financial results.
- 10** We will seek to maximise the value of public donations, and funds raised through events, by applying for funding from official funding bodies on an ongoing basis.