

One Day Together

**FRIDAY**

**22nd MARCH 2013**



Educate  
Together

# Fundraising Pack

All the information  
you need to fundraise  
for Educate Together  
on March 22nd 2013

# Thank you,

Our objective is to dramatically raise the quality of education being offered in 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.

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.

All so that we can make Educate Together available to more families all over Ireland.

Less than 10% of the funding we need comes from Government, and 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.

So here's your opportunity to join us for One Day Together in 2013.

# One Day Together

Friday 22nd March 2013



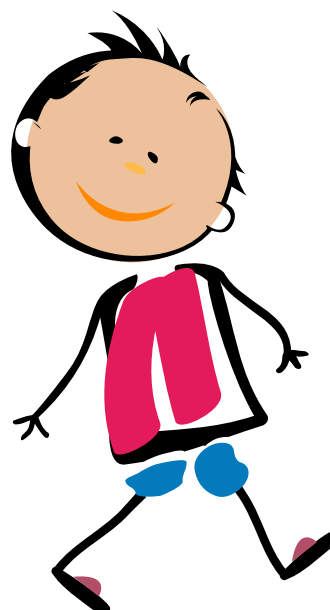
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## Donating to make a difference!

### Who is Educate Together?

Educate Together is a small Irish charity which pioneered a unique approach to rights based, equality driven education in Ireland 35 years ago. There are now 65 primary schools in the Educate Together network (2013) and we are facing major demand from parents all over Ireland to open more primary schools, and expand into second-level education.

### The Educate Together Model

Our objective is to dramatically raise the quality of education being offered in Ireland through our “Learn Together” ethical curriculum. The “Learn Together” ethical education programme is a discrete modern curriculum that is delivered in half hour segments each school day and whose values permeate the entire school programme of an Educate Together school. It has been widely praised in Irish education and has already been recognised as an example of best practice in inter-cultural education by the EU.

Educate Together has developed a model of primary school that provides guarantees of equality of access and esteem to children irrespective of their social, cultural or religious backgrounds.

This model creates a dynamic and respectful space in which children of many backgrounds can interact and learn. Educate Together’s goal is to provide children with the skills they need to participate in the democratic process, seek knowledge, and thrive in a diverse and open environment. We believe that our approach nurtures the critical thinkers of tomorrow.

### Why does Educate Together need to fundraise?

Educate Together is a charity and we receive less than 10% of our funding from the state. So we need to fundraise to support:

#### Existing Educate

### Together schools

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

### The Learn Together Curriculum

- 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.
- Development of courses for teachers on the Learn Together
- Practical resources for teachers, such as lesson plans and library resources.

### Second-level Project

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

### Expanding the national school network

- Working with parents to open new schools in areas where there is no access to an Educate Together school.

**We invite you to join with our dedicated staff - and hundreds of volunteers - to make a practical contribution to change the Irish education system for the benefit of all children. By contributing to our work you are making a lasting and meaningful investment in the future of Irish society.**



## Part 1 - 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 lifestyle and will appeal to your friends and family). You need to decide if you would like to hold an event or be sponsored for an activity.

### Step 2

Read through Section 2 of this pack to make sure you understand your responsibilities as a fundraiser for Educate Together. This section 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:

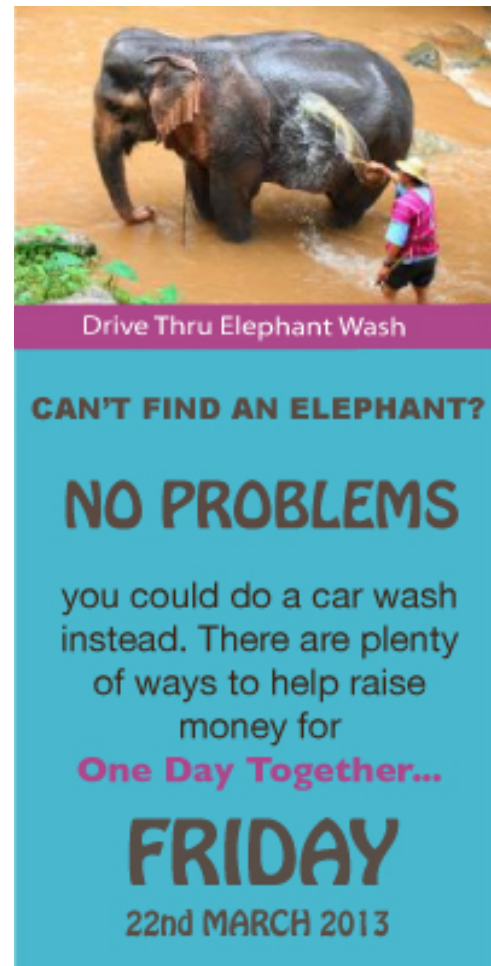
- a) Set a fundraising target (with a realistic budget).
- b) Don't be afraid to ask for venues, prizes and services to be donated. You may be surprised how generous people are!
- c) Create a plan on how you are going to reach your target and give everyone who is helping you out a copy so you can all stay inspired and aligned with your ultimate goal.
- d) Arrange any necessary permits or insurance to make sure everyone is covered. Remember to read the guidelines outlined in Section 2 of this pack.
- e) 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. See section 2 of the pack for options.



### Publicising your event

**If you are being sponsored:** set up a [www.mycharity.ie](http://www.mycharity.ie) online sponsorship page.

Go to [www.mycharity.ie](http://www.mycharity.ie) and click on 'Create a fundraising page' (left side of page).

**Next** click on 'create your page'.

**Then** search for Educate Together and then click on the green 'select' button.

**After** that follow the prompts through to 'publish your page'.

Once your page is set up, email your friends, family and colleagues with the link to the page and they can donate by credit or debit card. 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 (along with any messages of support) and you can also add in any funds you raise in cash. Every donation goes securely to the mycharity account and then on to Educate Together's account. Sponsor's personal details are protected at all times.

Facebook is also a wonderful fundraising tool that allows you to let all your friends know what you are doing and how they can get involved.

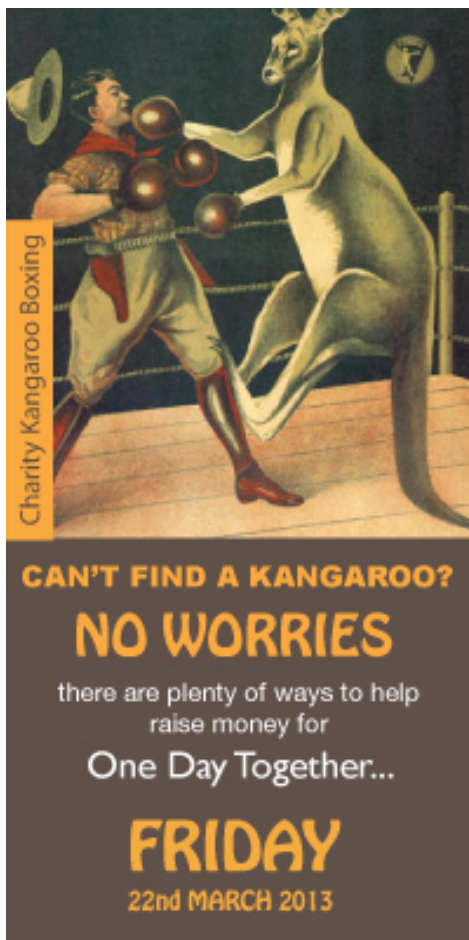
### Press Release

If you are holding an event: why not publicise it through a press release to your local radio stations and newspapers. If you don't know how to get in touch with them, give Masina Johnston a call for details 01 429 2500.

#### Tips for writing a press release:

If possible, type it up, using double spacing. Try to keep it to one side of A4 paper. Always put a date on it. Keep it simple and to the point. The first paragraph is all-important and should contain the most relevant information. Remember to use the five Ws: Who, What, When, Where and Why.

Make sure that you include your contact details on it, so someone can always get in touch with you if they need more info.



## Choosing an event or activity

### Holding an event

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

Bag packing in supermarket €300 - €500

Barbecue event €400

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

- Movie Night
- Wine and Cheese Night
- Collect donations instead of presents for your birthday or special event
- Bingo Night

### Sponsored Activities

To organise a sponsored activity, all you need is a great idea and a [www.mycharity.ie](http://www.mycharity.ie) page and you're away! A template sponsor form can be downloaded from the 'Get involved' of our website if you would like something to hand around to friends, family and colleagues.

Some tried and tested activities done by our very own CEO, Paul Rowe, are: Cycle, Run & Parachute.

### Organising a Table Quiz

#### Getting started

- List everyone you can think of who might like to get involved. Everyone loves a good quiz, so getting teams together shouldn't be difficult.
- Find the best way of reaching them. e.g. word of mouth, email, posters, facebook.
- Approach local companies. Many are happy to donate prizes once they know it's for a good cause. Start off by getting in touch with shops and companies you might already know.
- Decide on an entry fee, €5 per person is common. We recommend selling tickets in advance if possible.

## What you'll need

- A good venue, think about size and location. A pub is an ideal venue. Schedule with the pub well in advance and double-check closer to the date.
- Quiz questions. Ensure you have lots of questions for the night and find a firm but fair adjudicator and compère in advance of the quiz.
- Raffle. This always adds to the excitement of the night.

## Organising a Coffee Morning

### Getting Started

- Advertise the event - word of mouth, email, facebook event, posters. Make sure that any ad says when, where, what time, how much plus where all the funds raised will be donated.
- Decide whether to sell tickets in advance, or charge admission on the day. It may be easier to charge on the day for this event, but selling tickets in advance does give you an idea of how many people to expect.
- Approach local companies. Get in touch with local shops/supermarkets to see if you can get the coffee, tea and snacks donated. Anything extra you can get donated could go towards a raffle on the day.
- Raffle. Enlist the help of friends and family to sell tickets so you can sell as many as possible.

## Some Fundraising Tips

- Agree to match the highest donation. People will dig deeper if they know that you are personally committed to the success of the fundraising activity.
- 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.
- 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, ask your boss if everyone can come in casual clothes for the day with a €2 donation. Be creative and think outside the box!

- 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 butcher to provide sausages for a BBQ
  - hairdresser to donate a voucher for a free hair cut
  - music or entertainment store to give vouchers to use as prizes
  - bakery to provide bread and rolls
- Draw comparisons that are relevant to your donors. For example, if you have a movie night



with your friends, ask them to think about how much they would spend on a normal night out and to consider donating a decent proportion of what they have saved by attending the night.

- 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.

### 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 a [www.mycharity.ie](http://www.mycharity.ie) page for donors who wish to make a donation via credit card.

#### 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,  
11-12 Hogan Place  
Dublin 2

or

Make a direct lodgment 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](http://www.educatetogether.ie/donate). Once you have made payment please let us know that you have done this by emailing [masina.johnston@educatetogether.ie](mailto:masina.johnston@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](http://www.educatetogether.ie/donate)