



One Day Together!

Educate Together's National Fundraising Day

Friday October 6 2017

Fundraising Pack



Educate
Together

In Ireland schools are only partially funded by the State. The Department of Education pay teachers' salaries and makes a contribution to the operating costs of the school, but this money is rarely enough to cover all of the school's costs. This means that schools need to fundraise to balance their books.

Likewise Educate Together as the national representative organisation for equality-based schools is a charity that must fundraise in order to provide support for and management of Educate Together schools, the development of teaching and learning resources, as well as the opening of new equality-based schools. To support this work, we hold an annual national fundraising day called **One Day Together**, and we invite you and your community to participate in this year's fundraising day!



Educate Together's vision for Irish education

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.

For every €1 we receive we spend



on Managing and Supporting Our Schools



on Opening New Schools



on Fundraising and Administration



One Day Together!

Why does Educate Together need to fundraise?

to develop the Learn Together Ethical Education Curriculum



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

to bring Educate Together to Second-level

- we mentor Educate Together's new second-level Principals and teachers.
- we research & develop the modern curriculum, assessment tools, professional development of teachers and learning spaces for our new second-level schools.
- we work with parents in areas that are lobbying for an Educate Together second-level school.
- we will open at least four more second level schools in 2018



to support Educate Together schools

- we are the representative body for equality based schools
- we manage and support existing Educate Together schools
- we provide support to Principals and Boards of Management, including training and a confidential advice service.
- we assist schools with representations to the Department of Education and Skills, politicians, planning authorities and legal bodies.



to expand the Educate Together network



- we work 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.
- we open second-level schools: since 2014 Educate Together has opened nine second-level schools in Cork, Dublin, Louth and Wicklow



Fundraising Fever!

Educate Together runs fundraising events every year but some of the most effective events are run by you our supporters. You know what Educate Together offers, so it's a powerful message when you make the effort to help bring Educate Together to more families.

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.



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.

Step 4

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

Step 5

Send in the money raised to Educate Together.



Choosing an Event or Activity

Baby Rave (Useful for Start-up Groups)

Baby Rave is a unique interactive dance and music event for babies, children under 4 and parents, a real rave but child-sized, it can feature a live DJ, lights, projections, soft floor coverings and sensory toys. Find out within your school community whether you have a DJ /sound engineer or anyone who can help out with music. Find a location that will accommodate buggies. Ask around for people to donate sensory style toys and soft floor coverings. Make sure you have nappy changing facilities. Extra money could be made on selling drinks and child friendly food.

Bake Sale

Bake sales have long been one of the most popular ways of raising funds for schools. They can be great moneymakers because there is little or no actual capital required.

Things to keep in mind for a successful fundraiser are; advertise as much as you can, make sure you have plenty of change to break larger notes on the day, present the cakes nicely and have paper bags for people to take the cakes home with them. Sweet food makes people thirsty so make sure you sell drinks as well - tea and coffee.

Some twists on the average run-of-the-mill bake sale

- Get a parent who is a chef or even with an interest in cooking and ask them to do a cooking demonstration.
- Ask local shops or pubs to sell your cakes at the counter or by the till, customers can throw €2 into a container and take a cake. Providing a container and small sign will remove the responsibility of selling from the shop or pub.



Barbeque

Another very flexible format. For a (very) small fee, people will bring their own food to be barbecued. You can charge more if you supply the goods. A band, some entertainers, somewhere safe for the children, wet weather cover and a bar could also influence the salability of your event.

Remember too that you can barbecue far more than just sausages and burgers, though some dishes are better pre-cooked, and finished over the coals (especially formerly frozen chicken!). Look into food hygiene if you don't have experience.

Bridge/ Whist/ Beetle Drive

You need someone who knows the game you are to play, to referee the night. You will need playing tables, which for card players means small square tables with nonreflective covers, though sometimes you can get the players to provide their own!

You charge admission, which can be individual, team or table, and provide light refreshments. You must also provide prizes for the winners. You can run a raffle, so long as it does not interfere with the game.

Remember, your players will be sitting in one position for a long time. A warm, draught-free venue is essential.

The same principle could be applied to most games, though these have, over the years, proved most successful because

they combine social interaction with competition and skill.

Bring and Buy

As above, a very flexible format, though a large scale Bring and Buy takes some organising. As the name suggests, you are asking people to bring an item to sell, and then to buy other goods.

Begin with a respectable show of items for sale. If the B&B is the main attraction, get your supporters to give their contributions well in advance. This is not the same as a Jumble Sale: you want tins, jars, handicrafts, bric a brac. Don't be afraid to refuse jumble or other forms of rubbish - they will lower the tone and depress the prices of good quality donations.

Coffee Morning

An enduring favourite because of its flexibility, a coffee morning can be as large or small as you wish. It can be simply an opportunity to meet other people over coffee, or it can be combined with any number of other activities. Fairtrade products may be promoted.



You could hold one in your front room, or you could take the local hall or even better associate your morning with a well know café/ restaurant and get the photographers in!



Concert/Reading

The first and last essential for these events is to match the venue and the type of entertainment. A nice old hall may fit nicely with a Shakespeare reading, while a nightclub may be more conducive for a live band. You may have the opportunity to use a celebrity, or a professional; if so, build the event round them.

Cooking with your School

Create a cooking with your school cookbook. Ask children what their favourite meals are and create a healthy and fun cookbook. Contact a local printer to get them produced. Make sure to ask if they have a charity rate as all National Schools can apply to get a charity number. Online books are also becoming very popular and made be a cheaper alternative to printing.

Duck race



You need will plastic ducks, a flowing river and a bridge or other dropping off point. Number

all your ducks, in such a way that the numbers won't come off in the water.

When you have sold all your ducks, assemble the spectators round the drop-off point.

You can either drop all the ducks together from a bridge, or line them up using a suitable obstacle. Once released, the winner is the first to cross the finish line.

There are two ways of making money off this event - you can sell the ducks, with the owner of the winning duck getting a prize, and you can also run a "book" on the event

You could add a couple of variations to this. Most people "sell" the ducks for the duration of the race, and collect them back for future use. You might, however, let the owners personalise their duck, to make it more streamlined.

Check with the owners of the river, or whoever is in charge of what goes on - 1000 ducks might be a hazard! Make sure you collect all the ducks at the end of the race.

Any activity involving water is potentially dangerous. Watch for small children who may get over-excited and fall in. Make sure all your helpers have secure stations from which to carry out their tasks.

Food Tasting

First, find your expert! Perhaps a friend or associate is involved in the Irish Slow Food Movement or knows an organic farmer, cheese monger..

If you have a local gourmet society, or even just some friends who are interested in food and drink, tie your event to their interests, and don't be afraid to discuss the idea with some of your prospective market. If they feel they have helped to plan the event, they may well help to sell the tickets.

Prices according to the product and venue, the range of tastes to savour and

whether or not you get a percentage of sales from the event.

Games/Sports and Tournaments

It helps if you are interested and involved in the games or sports yourself, or if you can get a club to run the event for you.



Having said that, any competitive game or sport can be organised into a tournament, though a Monopoly tournament could take a long time to reach its conclusion!

You will need to organise the prizes and the registration procedure.

Does the tournament need to take place in one venue, in one day, or could the ties be spread about over a given period of time? A 5-a-side football competition could be run on a school playing field in one day, with several games in play at once (but remember that each game needs a referee and line officials).

Jumble Sales

Key points in organising a good Jumble Sale are:

- Venue - is it accessible?
- Jumble - where will you get your goods to sell?
- Layout - have you got enough tables, rails etc, and can the customers get round all the stalls? (Could a customer in a wheelchair get round all the stalls?)

- Helpers - have you got enough people to man the stalls?
- Prices - they all want a bargain, but you want a profit! Select the best items for separate display; put realistic prices on them;
- Refreshments - tea and biscuits will make people stay longer, and spend more money.
- Raffles: raffles and tombolas always go down well, and a raffle drawn just before you want to finish your sale should keep the customers with you throughout your event.
- Publicity - if they don't know, they won't come!

Occasion Cards

Sell packs of cards at christmas or any other significant holiday. Check to see if there is parent in the school who is an artist and ask them to design a card for the school.

Contact a local printer to get them produced. Make sure to ask if they have a charity rate as all National Schools can apply to get a charity number.

Quiz Night

A very popular form of event in many areas: Try to get an established quiz given over to you for one night a week or month, or have one organised for you by the local pub or club. If you are running one yourself, you will need a warm, convivial venue. Set a maximum number of players per team, and lay out your tables accordingly.



Take great care appointing your quizmaster: if your teams come principally from the local youth club, they may be out of their depth with questions about quantum physics,

Or have a themed quiz i.e. an Eastenders quiz night where every contestant has to dress up as a character! You provide the main prizes and spot prizes (which could be a cash portion of the entry fees); you make money on entry fees (individual or team?) and the inevitable raffle.



Raffle/Tombola

Both of these need good quality, brand new prizes, or alternatively, items of unique interest. In

a raffle, tickets are sold for the chance to win one of a number of prizes.

When all the tickets are sold, or at a given point in time, a draw is made to determine the winners.

A raffle should never have too many prizes, because of the time it takes to draw them out; the audience may lose interest after the twelfth small prize.

A tombola is similar to a raffle, except that tickets are allocated to prizes in advance. The customer buys a ticket sealed in an envelope or crimped round the edges. They then open their ticket to see if they have won. There is no need to wait for a draw to take place. A tombola can hardly have too many prizes. Decide in advance what the winning numbers are going to be, and obtain your prizes

accordingly. Commercial sets of tickets and prizes commonly have 30 or 40 prizes to 1000 tickets. You may wish to offer more by having some very small consolation prizes, especially if there are to be children at the event.

Services

Washing cars, packing shopping trolleys in supermarkets, sweeping or gardening, decorating... The list is potentially endless.

You could charge a fee for the service, or seek sponsorship for the length of time spent or number of services achieved. Or both!

Bag Packs tend to be lucrative, and great opportunity highlight a new project (ask permission to put leaflets in bags also).

Sale of Work

Do you know any people who are good with their hands? If so, would they come together to sell their own handicrafts, either as donations or on a 50/50 or commission basis?

Any hall, or indeed any large space (weather permitting!) can be used for this event.

Admission can be free, as long as you price the goods fairly. Remember, every item of craftwork cost so much in materials, and then took time to make. Offering a 5lb fruitcake for sale at €1.00 could constitute an insult to the cook!

Tea towels, aprons, eco friendly bags and mugs are great school fundraising ideas.

Children's art exhibitions are a great way to raise money as parents are usually delighted to be able to buy their child's art.

World Music Event

First, find your venue! This can be large or small, but the venue is critical. Seating capacities and dancing capacities are not the same thing, so check with the venue before you price your tickets.

The musicians are the most important ingredients in the event. Get advice on bands, if you don't have them in mind. Think about refreshments.

Public Collections

- Collecting in public can be a great way to raise money and profile, if it's done properly.
- It is essential to obtain the relevant permissions and permits.
- An organised collecting event in a shopping centre or similar venue

might afford the opportunity to use volunteer's energy and enthusiasm.

- Try to make your collection something special. An isolated volunteer with a collecting tin will get bored, cold and tired very quickly. Two people collecting together (or within "hailing distance") will keep each other going. Fancy dress, or a special attraction (music perhaps) will provide a focus, and draw the crowds.
- Make sure you have procedures in place to deal with the large volumes of coin you will have at the end of the day. Have help available to count the money, and put it in bags to take to the bank. You should have ready a supply of the correct bags for each type of coin, and it is wise to discuss with the bank how and when they would like to take delivery, especially if you expect to collect more than a couple of hundred euros!

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!

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



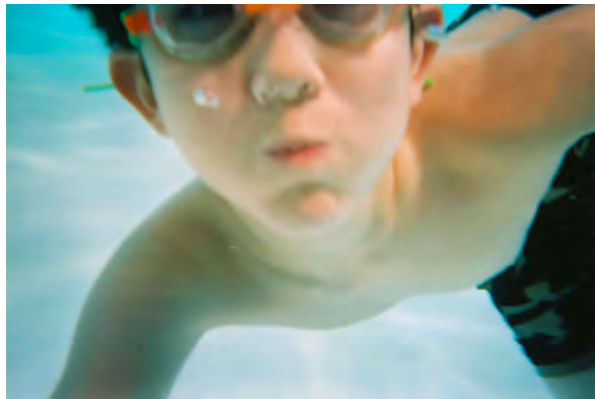
Sponsored activities

Read

The task must be quantifiable: number of books read, number of pages of a particularly difficult book, or perhaps (for young children) the time spent reading in silence!

Swim

Your local pool may be happy to participate, and they would then look after the safety requirements, but take care to ensure that enough lifeguards and helpers for tired swimmers are available. Sponsor by number of lengths or by time in the water, letting the less athletic into the honors.



Run, walk, climb

By distance, time or level of difficulty. As ever, great care must be taken with sponsored feats of endurance.

Build

If you have something which needs to be built, combine it with a fundraising event: sponsorship by the brick or board, by the foot, or by the length of time spent.

Treasure Hunt

A simple theme with lots of variations: a big course with maps to read, participation on foot or by bike: or a collection of everyday items to be stuck to a card with sticky tape.

Paper chase, clean up

Sponsorship by the volume of rubbish collected or by the time spent in an activity, which is in itself worthwhile.

Sport Skills

Penalties, Darts, Snooker and other marathon events. Any one of these could be sponsored in itself, but how about a multi-sports event? An objective standard needs to be set for each sport, and points awarded for achieving or getting close to that standard.

Sponsorship by the number of points or by the number of standards achieved.

(Standards depend on ages, experience and local conditions).

Parachute jump

There are several centers where training and jump facilities can be arranged, with special rates for charity jumps.



Fundraising Online

An easy way to process your fundraising efforts is to direct your supporter to our fundraising page. Simply visit the Educate Together charity profile (www.altruism.ie/charity/educate-together).



You can share the link to the page via email or social media. Every donation made is recorded on our page. Every donation goes securely to the Educate Together Altruism account and then on to Educate Together's bank



Press Release

Let People Know!

Tell people about your event is crucial - so that they can support you and to raise awareness of Educate Together in general.

Posters and Promos

There's no better way to raise awareness than using Educate Together branded items and material. We can send you branded posters, t-shirts and other merchandise so that you get noticed!

Internet & Social Media

Use social media sites like Facebook and Twitter to tell people about your event. Ask friends and family to share news of your event on their social media pages.

Contact Local Media

It's always a good idea to let local media know what you're doing. Use the template provided to tell local radio and newspapers about what you're doing and why you're doing it.

Make sure that you include details on when and where the event is being held – and most importantly how people can support you.

Photographs

It's worthwhile considering booking a photographer (if your budget permits) to record your event, for circulation of images to the local media, and for use in future promotional literature and/or social media. If you know a friend that can assist, even better!



Date:

For further information contact:

Event Name:

Local man / woman is set to raise / has raised €

for Educate Together, by

on

Quote from fundraiser:

NOTE TO EDITORS

Educate Together is the patron body for 80 national schools and nine second-level schools in Ireland. All of its schools are non fee-paying schools and deliver the national curriculum. All Educate Together schools are co-educational, boys and girls learn, play and interact together throughout their school life.

Educate Together national schools are non-fee paying, state-funded primary schools that teach the national Primary Curriculum. They are open to all, irrespective of social, cultural or religious background. They are child-centred and focussed on the best educational outcome. Educate Together's Ethical Education curriculum 'Learn Together' , supports children's moral and spiritual development and teaches children about different belief systems. Everyone takes part and no-one has to opt out.

The **Educate Together approach at second-level** moves away from 'teaching to the test' and towards an emphasis on the learner. Students develop skills in creative and critical thinking, communication, teamwork, research and leadership. A broad Ethical Education Curriculum along the lines of Educate Together's Learn Together primary curriculum is followed. The ethical curriculum is based on values of equality, human rights and active citizenship. Students engage in project work and problem based learning which looks to find the connections between areas of study and make learning meaningful and relevant.



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.

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

By Post: 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

In Person 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

Online 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



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 let us know before using the Educate Together logo in promotional or publicity material.

