

FUNDRAISING TOOLKIT 2019



Hello!

Welcome to the Polio Survivors Ireland Fundraising Toolkit. We understand that fundraising is no easy feat, no matter how worthy the cause, so we have put together this information pack to help you in your endeavours. Fundraising is vital to Polio Survivors Ireland and members benefit directly from the efforts you make.

The money that is raised goes to help in different ways, which includes aids and appliances to make life easier for those who have difficulty with mobility. We are also able to provide a heating grant to particularly vulnerable members who may struggle with the heating bills . as you may know, polio survivors can be very intolerant to the cold.

Every amount helps, every cent adds up to make a difference to people who really need it.

We have made lots of suggestions for things you can do in this toolkit, but let your imagination run free . perhaps the next ice-bucket challenge is tucked away in someone's mind.

Do remember to liaise with Polio Survivors Ireland, as your activities can also help us to raise awareness about the needs of Polio Survivors.

Please also read **'essential information'** . with charity regulation increasing, we must adhere to certain codes of practice and governance. We are here to advise if you are unsure in any way.

Be innovative, or stick to what you know, have fun, ask for our help and show us what you can do!

Good luck!

A handwritten signature in black ink, appearing to read 'Pat McGillion', with a long horizontal line underneath.

Pat McGillion
Chairperson
Polio Survivors Ireland

Polio, Post Polio Syndrome & the needs of Survivors

Polio: during the 1940's and 1950's the debilitating disease, Poliomyelitis struck down many people in Ireland, Europe and America. It mainly affected children and young adults. Some were not paralysed, some were partially paralysed and recovered, while others were paralysed partially or severely for life. Vaccines developed in the 1950s made acute polio in the developed world rare. In Ireland presently, there are more than 7,000 survivors. Most of these people are middle aged or becoming elderly.

Post Polio Syndrome (PPS) and Late Effects of Polio:

Post Polio Syndrome is a condition resulting in new symptoms in people who had polio years earlier, but whose condition has been stable for at least 15 years.

Around 20 to 40 years after original infection, 40-60% of survivors are now experiencing new symptoms and may require support and services to help them to live out their lives with dignity.

Most survivors will have some residual or Late Effects of Polio, requiring help and support, though may not necessarily develop Post Polio Syndrome.

Post Polio Syndrome symptoms may include:

- New muscle weakness, Fatigue, Muscle and joint pain, cold intolerance, sleep, swallowing or speech difficulties and respiratory problems.
- In general new difficulties in activities of daily living, particularly mobility related activities

Late Effects of Polio can cause:

- arthritic changes in joints, pain, osteoporosis, fatigue, sensitivity to the cold
- a decline in enjoyment of everyday activities

The Needs of 7,000 Survivors – Where YOUR Fundraising Goes: help us to provide direct, practical help to assist in comfort, mobility and independence:

- **Aids & Appliances** – calipers, customised shoes, wheelchairs, scooters, mobility aids etc.
- **Services** . Physiotherapy, Respite Care Breaks, OT, Counselling, Chiropody.
- **Information** - Medical Alert Cards; booklet: **Post Polio Syndrome . Management & Treatment in Primary Care** aimed at healthcare professionals; ongoing support & information about entitlements; website, magazine.
- **Social Support Groups and a Telephone Support Service**
- **Winter Heating Grant** for those who struggle with the high cost of heating bills in winter as a result of intolerance to cold.
 - **Being unable to get out is isolating** - one man in his 80s does not go out a lot during the winter due to the cold. He struggles to afford to heat the house. Having the Winter Heating Grant means he doesn't have to go to bed as early and feels less isolated.

Tried and Tested

The types of activities volunteers and members run or take part in regularly with success are:

- ✓ Churchgate / Street / Supermarket Collections (permit required)
- ✓ Pub Quizzes
- ✓ Fun runs / marathons
- ✓ Raffles
- ✓ Coffee mornings
- ✓ Bag Packs
- ✓ Fundraising at work by friends or family

EXAMPLE: Table Quizzes

Table quizzes are popular and a good source of fundraising as well as being fun.

Venue: ask a local club or pub to allow you to use a venue free of charge (quiz should bring some business to them)

Advertise: locally, in parish news, noticeboards, local papers, radio or Facebook. It's a talking point also . use our press release to tie in information about Polio Survivors Ireland and issues facing polio survivors . it's an opportunity for awareness.

Costs: keep it affordable to get participants! Around " 10 per person, you can try to raise more funds via raffle, auction or even betting on the quiz results.

MC: look for someone who can keep it light hearted but create some atmosphere.

Topics: such as news, sport, movies, tv or kids cartoon characters. Set questions from online resources or trivia books . keep it fun but with a reasonable level of difficulty.

Rules: ban mobile phones! 8 . 10 rounds is ample. If the teams are from one workplace, insert some questions specific to the organisation . e.g. who is the current CEO or what is the phone number!

Helpers: you will need at least two people to correct the questions, mark the scoreboard and two more collecting the sheets.

Raffle: get sponsored prizes . bottles of wine and spirits and weekend breaks are very popular. Ensure prize for the winning team is decent enough to generate participation.

Social Media: highlight the event and raise awareness of Polio Survivors Ireland in the process.

PLANNING YOUR FUNDRAISER

Various Fundraising Ideas

- A team car wash in a supermarket car park, or workplace in return for a donation.
- A school non-uniform day or workplace no make-up day
- Arrange a sports event. Charge everyone to play and maybe even run a sweepstake on the result.
- A sponsored slim, beard-shave, beard-grow, chest wax etc. Make it fun!
- A birthday card amnesty . ask friends and family to give a donation instead of a gift - can also be adapted for wedding anniversaries.
- A cake sale at work; ask colleagues to bring in cakes that are then sold at teatime in return for a donation.
- Hold a dinner/barbeque/party at home for friends who each pay " 15 (and bring their own drinks!).

Suit Yourself and Be Creative

Everyone is different . you must suit the event or activity to your own abilities and contacts. Think of someone who can get behind the event . maybe a local personality! Think about **who you know** and how your connections can help!

Try to be creative! Think of something that hasn't been done before, or think of something historic that perhaps could be recreated. Consider something that everyone can enjoy, even if they aren't linked with polio.

Spread the Word

- Advertise your event or activity locally in press or community radio.
- Share the information on your own social media.
- Give us the details so WE can share it!
- We can supply a Press Release to help raise awareness of your event.
- Create a poster about your event . if you need help, get in touch with us at DO@ppsg.ie!

Permits

You must generally be over 16 to collect. You will need a permit for:

- ✓ Supermarket bag packs
- ✓ Churchgate collections
- ✓ Street Collections
- ✓ Public raffles (not as part of an event or membership)

Letter of Authorisation

You may need a letter of authorisation to collect prizes. Get in touch with us to arrange to collect on our behalf.

Cashing Out

It is useful to have a target to reach for and then to shout about when you achieve it!

Can you raise enough money to justify the time and effort you and your helpers have put in?

Can you raise enough money to cover all the costs and avoid giving away valuable prizes?

Businesses may only sponsor staff or local causes. Talk to people who may be able to link you to companies, associations or clubs.

After the Activity

Thank you letters are very important to remind participants that you appreciate their efforts in donating, volunteering or sponsoring. We are happy to assist. Don't forget - **we** appreciate *your* efforts!

Handover of Cash

There are guidelines to handling money . such as two people counting it for security.

Subtract any expenses . it can be useful to hold onto receipts for a while and bank or transfer the profit to our account (see below).

Please notify us of any lodgements or transfers you make . put details on the narrative (such as Navan Raffle) and please email DO@ppsg.ie . this helps us to identify the sources of fundraising.

Some Notes on Collecting

- You must be over 16.
- Everyone helping needs a copy of the permit.
- We can provide bibs to wear, buckets and information leaflets.
- The more helpers, the more noticeable you are.
- Be assertive, but not a nuisance.
- Call out WHO and WHY:.. Support Polio Survivors, please give to help people with Post Polio
- Wear something fun to draw attention!
- Prepare for questions about the organisation and cause in case you are asked. It helps to have leaflets handy.
- Be careful transferring money . conceal collection boxes in a bag.

Notes on Fun Runs & Marathons

- Take part in any event and raise money for Polio Survivors.
- We can supply t-shirts, sponsorship cards, online sponsorship via www.idonate.ie
- Encourage any friends or family who are active in these events to help!

Fundraising at Work

- Does your job have a Corporate Social Responsibility (CSR) Programme?
- Often the key areas supported are mental health/youth/disability/older people . look to see what areas might apply to Polio Survivors Ireland.
- Are there volunteering opportunities or one-off donations?
- Are staff fundraising amounts matched by the company?
- When planning work fundraisers, keep it simple to maximize participation.

Some Ideas

- Challenge colleagues to identify each other's baby/childhood photos . charge per go and have some fun prizes.
- Dress down/denim day/wear a hat day/blue (for Polio Survivors Ireland) day etc.
- Coffee morning, run a raffle, have a swear box/collection box.
- Book, DVD or CD sale . ask everyone to bring in unwanted items.
- Organise a social event, e.g. a race night, pub quiz or fashion show.
- Hold a football/tennis competition or sports day.
- Are yours or your colleagues' work skills marketable outside of the workplace? Give your time/services free to others in return for donations.

PUBLICITY / PR / RAISING AWARENESS

Whatever event you chose to hold or participate in, there are a number of ways to raise awareness that can increase attendance at an event or the number of sponsors you can get.

The most simple and traditional way to get publicity is to send a press release to local media . radio, freesheets, local papers, parish news, etc. We will supply the press release, if you can give us a local contact in your area. Please do send us any press cuttings! Tell the office about the event so we can promote it too!

General Tips:

- A good quality, high resolution photo relevant to the event is useful . is there an opportunity to take a photo to generate some publicity beforehand!
- Make sure there are no errors in the information . have someone else proof the details, be it press release, poster or social media post.
- Ensure our charity number (CHY 11356), CRA number (20030926), contact details, and website are included and perhaps a local contact.
- Use our leaflets to show the work we do for polio survivors. Contact us for a supply . 01 889 89 20 or email DO@ppsg.ie.
- Please inform the office about your event so that we can publicise it for you.
- Take lots of photos for social media and for [Survivorqmagazine](#). Photos and sponsorsqlogos in the magazine is a good way to thank people and might encourage others to run the next event!

BANK DETAILS / iDONATE FUNDRAISING

Please inform Polio Survivors Irelandq office of any deposit you may make. Contact 01 889 89 20 or email DO@ppsg.ie. Please make sure you name the lodgement when banking it, such as: [Dublin Fun Runqetc](#).

If you are paying by cheque or postal order please make it payable to [Polio Survivors Irelandq](#) and send to Development Officer, Polio Survivors Ireland, Unit 319, Capel Building, Maryq Abbey, Dublin 7 with a brief cover note of details.

Bank Account Details: Post Polio Support Group (T/A Polio Survivors Ireland)

Bank: Allied Irish Bank
Branch: Capel Street, Dublin 7
Sort Code: 93-11-01
Account: 14174167

General Tips:

- Set up an iDonate page to collect money online . www.idonate.ie
- Our bank details are available on our website at: <https://polio.ie/support-us/donate/>