



## **Organising a Fundraising Event for Shine**

### **About Shine**

Shine is the national organisation dedicated to upholding the rights and addressing the needs of all those affected by mental ill health including, but not exclusively, schizophrenia, schizo-affective disorder and bi-polar disorder, through the promotion and provision of high-quality services and working to ensure the continual enhancement of the quality of life of the people it serves.

### **Fundraising**

There are lots of ways you can raise funds for Shine, on your own, with friends, school or work from coffee mornings, sporting events, cake sales, table quiz etc. You can organise a fundraising event around things you love doing. Whatever you decide to do make sure you have fun doing it. Please see below a list of fundraising event ideas. However you may come up with some better ideas of your own. This toolkit gives you all the information you need to start organising a Shine fundraising event.

### **Your support will make a real difference to Shine**

The funds you raise will make a real difference to people with self-experience of mental health problems and their families. Funds raised will go towards providing the following much needed services:

- Training and educational courses
- Counselling services
- Facilitation of support groups
- Resource centres which provide social, vocational and recreational support to people with self-experience of mental ill health.

Shine will help you out with your event in whatever way we can by providing the following:

- Advice and tips on organising your event.
- Promotional material for your event if required.
- Promotion of your activity on the Shine website and Facebook pages.

## Fundraising Event Ideas

<u>Workplace activities</u>	<u>Community activities</u>	<u>Sports &amp; lesiure actities</u>
BBQ	Art competition	Abseiling
Beard/ Head shaving	Art exhibition at local school/parish hall	Aerobics
Blind date	Bag packing	Basketball
Book sale	Barn dance	Bowling night
Cake sale	Beard/ Head shaving	Bungee Jumps
Car wash	Bingo	Cycling
Casino night	Blind date	Darts tournament
Cheese and wine night	Bob a job	Football tournament 5-a-side
Coffee morning	Book/ Cake sale	Fun run
Comedy night	Car boot sale/ Jumble sale	Golf classics
Disco	Churchgate collection	Golf tournament
Fast	Coffee morning	Greyhound races
Football tournament 5-a-side	Comedy night	Hike/ Hill walking
Give up smoking challenge	Cookery demonstration by local head chef	Horse races
Golf tournament	Disco	Indoor games (board games, cards)
Charity Trek Challenge	Face painting	Marathon/ Mini marathon
Karaoke night	Fancy dress event	Orienteering
Music event	Fashion show	Parachute jumps
Non-uniform day at work/ Dress down day	Film evening	Pilates
Race night	Flag day	Poker Tournament
Raffle	Information night at local library/ community hall	Sponsored walk
See Change awareness day at work	Magic show	Sports day
Slimming challenge	Music event/ Music recital	Surfing
Sports day	Play/Pantomime	Swimming Gala
Swear box	Poetry/ W riting competition	Tennis tournament
Table quiz	Raffle	Treasure hunt
Talent competition	Rag week event in colleges	Tug-o-war
Talks on mental health in the workplace	Readathon	Yoga
Treasure Hunt	Street collections	
W ages donation	Table quiz	
	Talent competition	

## Activity Planning Tips

### **1. Think of a good idea:**

Choosing the right idea is the first step to make sure your activity is a success. Keep it simple and make sure you have enough time to plan your activity. Do some research and ask family and friends for their opinion.

### **2. Plan the essentials:**

Decide on the following giving yourself enough time to organise the activity:

- **Date**

Make sure your event does not clash with any important local or national events.

- **Budget**

- Set out a clear budget that takes account of fixed (venue hire, insurance) and variable costs (food and drink, promotional materials).
- Make sure that you set up proper financial processes to record income and expenditure and keep copies of all receipts and records of donations made.
- Ask local businesses to sponsor your event

- **Venue**

The venue you choose can have a big impact on the atmosphere and attraction of your event. Some outdoor venues need permission from the council or landowners so this could take some time to organise. The venue should be wheelchair accessible, easy to get to and suitable for the activities you have planned.

When you book your venue make sure that you get written confirmation detailing:

- Date/ time area will be used for event
- Hire costs and other potential costs
- Site plan of event layout
- Venue contacts for the event day
- Full terms and conditions

### **3. Register your activity/ receive promotional materials**

To register your activity please send an e-mail to [info@shineonline.ie](mailto:info@shineonline.ie) or call us on 01-8601620 with the following information:

- Date/ Time/ Location of activity
- Type of activity
- Contact name and delivery address for promotional materials if required
- How many participants you are expecting

Shine will issue promotional material for your event if required (e.g. T-shirts, stickers, sponsorship cards, leaflets)

### **4. Have fun!!**

### **Shine's Charity Number:**

Shine's registered charity number is CHY 6380

### **How do I promote my activity?**

Publicity is the key to getting your event noticed and getting people to come along. Here are some ideas on creating awareness of your event:

- Post details on your **Facebook** page and ask your company to post it on their website also. Shine will also post the event on our Facebook and Twitter pages and website once you have registered your event.
- Send **e-mails** to all your friends, family and colleagues and ask them to send on to their contacts.
- **Get on Twitter** and tweet about your event.
- **Use local media** to publicise your event.
- Put up **posters** and **leaflets** in your workplace, local shops, libraries, schools, colleges, hospitals, community halls, sports centres and anywhere else you can think of.
- Ask local businesses for **sponsorship**
- Create **partnerships with mental health organisations**, service user and carers, voluntary groups and local businesses to help raise the profile of your event.
- Do you know any local **celebrities** who would be prepared to come along and support the event, maybe a GAA player, local radio DJ, TV personality?
- Is there a **local spokesperson** that could open the event or talk to media, maybe someone with self-experience of mental health issues or a local health professional?

### **Working with the Media**

Engaging with the local media can result in free publicity for your event. Media coverage also helps spread key messages about mental health and gets people talking openly about mental health issues.

## Top Tips

1. **Contact details.** It is important to know who the right reporter to contact is. You can find this out by calling the news desk.
2. **Finding an angle.** Your activity will be more appealing to local newspapers if it has an interesting angle. Figure out what is unusual or interesting about your activity and highlight this to your local media in advance of your event.
3. **Local radio.** Talk to your local radio station and see if they have any programmes that will cover your event.
4. **TV.** If your event will be visually interesting or unusual the TV news may attend.
5. **Spokespersons.** Have a local spokesperson for your activity. This can be a local person with experience of mental health problems, a local celebrity or a local mental health professional.
6. **Media contact.** Have a designated media contact person for your event. This will be the person who handles media queries and requests for information.
7. **Personal experience.** The media are always interested in the stories of people with personal experience of mental health problems.
8. **Deadlines.** Remember that media organisations work to very tight deadlines. Be as organised as possible and pass on any information required as promptly as possible.
9. **Media monitoring.** Keep a copy of any media coverage of your event. Shine can help you monitor media coverage of your event.
10. **Press Release.** Send a press release to local newspapers with details of event.

## Recruiting volunteers to help with your event

- You may need to recruit some enthusiastic volunteers to help with the organisation on the day of the event. Volunteers can help you with registration, putting up signs and banners, handing out promotional material, setting up and clearing up after the event.
- Shine can provide you with t-shirts for volunteers to wear.

- Apart from asking friends, family and colleagues for help, you can also ask volunteering organisations, local sports clubs, employers, colleges and local charities to support you.
- It is good practice to pay volunteers travel expenses for the day and provide breaks throughout the day.
- You will need to ensure that you are covered by insurance for your event.

## **Health and Safety/ Legal Requirements**

### **Permission**

- Always seek permission from the owner of the premises before you hold your event.
- If you are holding an event in a public space you must get a Garda permit from your local Garda office. You will need to apply to your local Garda station a couple of weeks in advance for this.

### **Insurance**

- You will need to ensure you are covered by insurance: Check public liability insurance.
- Events such as art exhibitions and concerts may require additional cover.

### **First Aid**

- If an event is open to the public you must have first aid representatives on site and make sure they are available to transport people who may need hospital care. You can also contact St John's Ambulance or the Order of Malta.

### **Disability Access**

- Ensure that there is wheelchair/ disabled access to your venue
- Ensure that there are disabled toilets and changing facilities
- Disabled parking should be available
- Ask people to contact you with their access needs so you can book activities and venues appropriate to your participants needs.
- Information should be clear and concise and easily accessible for those with disabilities.

### **Mental Health**

- In addition to the physical well-being of participants at your event, make sure that your event is supportive to people experiencing mental health problems by providing a quiet area away from the activities.

## **Stay Safe**

- For public collections please ensure that all collection boxes are sealed and that they are never too full and are emptied regularly. Volunteers should collect in pairs for safety reasons and make sure that you are aware of their location. Please ensure that they do not carry personal valuables with them as Shine cannot be held responsible for any loss or damage to items.
- Please ensure that all money is kept secure and that there is someone in charge of looking after it throughout the event and when counting funds raised please do so in the presence of another person to avoid discrepancies.
- Risk assessment of venue: Identify any possible hazards that may occur on the day of the event and try to minimise or prevent them. Make sure your event is child friendly and that there are meeting points for children and parents.
- Ensure that the venue has fire safety regulations in place and it is also a good idea to have an evacuation procedure in place. Make sure all volunteers and staff are aware of this procedure in advance.
- Check if the venue has Public Liability Insurance to cover the event in case of accident or damage. Ensure that the insurance policy fully covers the activities that are taking place.

## **After the Activity**

- You should thank all the volunteers and organisations who have helped out with your event and let them know how much was raised.
- Once you have collected all funds raised please send a cheque/ postal order made payable to “Shine” to: Shine, 38 Blessington Street, Dublin 7 and we will issue you with a receipt.
- Funds can be lodged directly to our bank account:  
Bank: Bank of Ireland, Drumcondra Road, Dublin 9  
Account Number: 27559605  
Sort Code: 90 05 19  
Account Name: Schizophrenia Ireland T/A Shine
- If you have any photographs from your event please send them into us and we will upload them to our Facebook page and the Shine website. We would love to hear from you after the activity to see how it went.