



Fund Raising Pack

2010

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Why Donate to Camara?

Camara is a volunteer organisation dedicated to educating disadvantaged communities in Africa and Ireland. Development is about trying to offer choices to people so they can make rational changes to improve their lives. Camara has recognized the desperate need for quality education empowered through technology and is striving for a world where even the poorest can have access to the gift of advanced education.

Camara operates as a social enterprise model and provides education delivery through computer reuse. To do this, we rely solely on the generosity of our local and international partners to provide computer donations; money to refurbish and transport the computers; and volunteers to streamline productivity. Please join and share in our vision to create a world where even the poorest can have access to quality education.

Getting Started

Decide on the type of fundraiser.

Holding an Event

Camara request that you fill out an event proposal form (page 6), and return a minimum of three weeks prior to the event. The event should not proceed until you receive authorisation from Camara.

Below are some examples of popular events and guideline amounts that can be raised. Can you do better? Give it a go!

Bag packing in supermarket	€500
Barbeque Event	€400
Coffee Morning	€200-300
Fantasy Football League	€150-300
Gig/Music Night	€1000
Casual Office Day	€500
Table Quiz	€600

Give yourself plenty of time. Draw up a plan for the event.

What activities need to take place ?

How long will they take?

What's the event date?

Note: When choosing the date(s), make sure it doesn't clash with a local/national event. Have a few dates in mind. That way you can choose which one best suits the availability of all your family and friends - the more help you'll have to organise things, the better.

Sponsored Activities

- To organise a sponsored activity, all you need is a great idea and a sponsorship form and you're away! Contact us to receive a sponsorship card or download www.camara.ie/
- Some tried and tested activities are: sponsored walk, sponsored silence, sponsored cycle, or for the younger ones, sponsored 24 technology free (no nintendos, no mobile phones, no playstations, etc.. for 24 hrs!) Choose one of these - or come up with a few ideas yourself.
- Approach the people who are likely to sponsor generously, first so that you get them at the top of your list.
- Bring a card with you at all times - never know when or where you might get sponsorship
- Raising money can seem like quite a daunting task, but once you've started it does get easier. So don't be shy in telling people about your event, and more importantly, why you're doing it.

You may need a permit from the Gardai to collect funds in a public place, or run a raffle or lottery.(See Safety and legal issues for further details). Permits may take few weeks/months to obtain so obtain your permission as soon as possible!

Organise a team of your friends, family, and colleagues. Get as many people on board as you can.

Draw up a budget. Make sure you have considered all costs (including insurance) and that you are able to cover them. Be sure to keep a record of what you have to spend with receipts.

You may require items to help with your fundraising, such as collection buckets, posters, bibs and sponsorship forms. Contact marketing@camara.ie to request such items

You need to obtain publicity. Use posters, emails, word of mouth. Get the message out to as many people as possible! One of the most effective ways of getting people to attend your event is to send a press release to your local radio stations and newspapers.

When the big day arrives, have a schedule prepared for the day. Distribute it to everyone involved in the organization so they all know their roles. Have fun!

Fundraising Do's and Don'ts

Do:

1. Prepare well. Develop a plan of action, showing what needs to be done, by when and by whom.
2. Draw up a budget and stick to it. Costs should not usually exceed 30% of the planned return.
3. Make a list of your fundraising sources: friends, family, work, local schools, pubs, clubs...
4. Try to get your event sponsored by a local business or source free items from colleagues.
5. Advertise your event as much as possible.
6. Write a press release. Contact local radio and press and post on notice boards in supermarkets etc.
7. Maximise your fundraising! If you're hosting a barbeque, why not hold a raffle at it also?
8. Be passionate about you cause. Be willing to speak to anyone and everyone about your cause.
9. Say thank you to everybody who gives you their time, whether it be helping you in your event or donating.
10. Give yourself plenty of time to plan your event.
11. Write a blog about your fundraising events and we'll put it up on our website.

Don't:

1. Over-estimate your fundraising target or the support you'll receive for your event.
2. Rely too much on family and friends.
3. Under-estimate the potential of tried and trusted local events.
4. Lose sight of your target.
5. Do door to door collections.
6. Be afraid to ask people to donate—you may be surprised at people's generosity when given a little nudge!
7. Forget to have fun!

Guidelines for Handling Cash

We ask that all those involved in fundraising to adopt the procedures outlined below when transferring funds raised at collections or events:

- Cash received must be kept in a secure location, and to preserve the integrity of the fund-raiser, counted and recorded by at least two people at a time.
- Cash should be banked as soon as possible. If money is collected over a long period then we ask that you transfer it at regular intervals
- All proceeds from your fund-raising activities, should be lodged directly to Camara's Bank account.

**Allied Irish Bank,
98 Sandymount Road,
Dublin 4**

Sort Code: **93 36 00**

Account Number: **05010000**

- The name of the Fund-raiser should be included as the reference on the lodgement slip. For audit purposes, all documentation relating to individual donations or contributions, eg. sponsorship cards, should be forwarded to ; Administration, Camara, The Digital Hub, 10 -13 Thomas St, Dublin 8.
- Details of the Fund-raiser ie, Name, address should also be included to ensure Camara can issue a receipt for the funds
- In the lucky event that a donor contributes greater than 250, and they are a Payee employee, Camara can claim back on that donation. To facilitate this we would ask you to get the donor to complete the attached CHY2 form, and return to; Administration, Camara,The Digital Hub, 10 -13 Thomas St, Dublin 8.
- Forms can also be downloaded from www.revenue.ie/en/tax/it/leaflets/chy2.pdf

Safety and Legal Issues

Advance planning will reap dividends from your valuable time and energy. While we will try to help in any way we can, Camara cannot be held responsible for any errors on your behalf.

Public Collections

You need a permit from the Gardai 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 on site, you should always check with the Gardai on the need for a permit. Permits may take a few weeks or even months to obtain, so **advance planning is necessary**.

Raffles and Lotteries

Simple raffles at events usually do not require a license, but raffles involving tickets sold in advance may require one. Check with your local Garda station.

Health and Safety

As you organize your event, plan in such a way to ensure efficiency and safety. Make sure that those involved are fully aware about the event, including 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.

Supervision

Your event must be adequately supervised. Where children are involved, this includes proper adult supervision at all times in a safe and secure environment as well as checking that the child's parents have given permission for their child to take part.

Insurance

Consider what insurance coverage 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 large scale outdoor events, adventure pursuits, etc. Contact Camara at fundraising@camara.ie for additional information if you need event insurance coverage.

Transparency

A breakdown of costs and income should be available if members of the public request these details.

Fund-raising Ideas

Annual Dinner Dance / Party

Annual Event – **dance/fireworks/New Year party, etc**

Annual Subscription/Membership

Art Sale / Auction

Auction of Promises

Auctions of Promises

Bad Hair Day

Balloon Races

Balls & Dances – **mid-summer, Valentines Day, New Year or Christmas**

Barn Dances

Bingo

Bucket or Street Collections outside stores and in shopping malls

Burns Night Celebrations

Cake Bake

Car Boot sales

Car Wash

Carol Singing

Celebrity Speaker Event (eg.figures)

Challenge Events

Charity Stall for Sales of Second Hand items

Cheese & Wine Evenings

Chess Competition

Christmas Card & calendar sales

Christmas Fair

Clay Pigeon Shoot

Clothes Swap - **ask people to donate those unwanted items with their price tags still on**

Coffee Morning

Concerts

Cookery Book

Cookery Demo or Themed Food Evening

Country Walk or Ramble

Craft Fair

Crazy Golf Match

Disco

Doughnuts - make and sell

Donations

Duck Races

Easter Egg Hunt

Face Painting

Family Portrait / Photo

Fancy dress party

Fashion Shows

Fetes

Fifty Fifty Raffle

Film Premiere – **sponsor or show a new film, though you may have to consider asking for “donations” rather than charge a fee**

Fireworks Display

Flower Arranging Demonstration

Football Match / Tournament

Fun Runs

Garden Parties

Generous Giving from Wealth Individuals

Gladiators / It's a Knockout

Golf Events

Grants from Fundraising Bodies & Trusts

Helping Hand service – **offer to cut peoples grass, walk their dogs or look after their home whilst they're on holiday, asking for a donation in return**

Horse Racing evening

International Evenings – **themed evenings, Italian, Indian, Australian, etc**

Just Giving – **use Facebook and MySpace to let your friends and family know all about it**

Karaoke Evening

Litter Picking - Sponsored

Make Overs

Mile of Pennies / Coins

Mufti, Dress Down or Non-Uniform Day

Murder Mystery evening

Music Quiz

Mystery Tour / Trip

Open Garden Events

Paintballing

Pancake Day party

Parachute Jump

Plant Sale

Playstation party – **get your mates to bring their PS2 & PS3's round and charge everyone to play the different games**

Poetry Competition

Pub Tournaments – **e.g. darts, Skittles, darts, pool, cards**

Quit It – **give up chocolate / smoking / etc for a week / month**

Quiz Night

Raffles - **the first year just go with what prizes you can. As you repeat though, you'll find businesses are more willing to donate to something with a successful history, so you'll probably find that you're "on a roll" and things will just get bigger and better every year.**

Rambles

Readathon - **ideal for primary schools, students get sponsored for every book they read or just a flat donation for pupils that just need to be encouraged to read**

Run a Marathon

Santa Letters writing

Santas Grotto

Scavenger Hunt

Selling Christmas Gifts from Catalogues

Seventies Night / Disco

Singing Telegrams on Mother's Day. Ideal for students, call your mother and sing the song of your choosing for a small charge.

Smarties tubes – collect €1 coins for your cause

Sponsored Abseiling

Sponsored Head/Hair shave

Sponsored Jail break

Sponsored Silence

Sponsored 24hrs tech-free (**no nintendo, mobile phone, playstation, computer**)

Spring clean your wardrobes and sell on eBay

Spring Flowers & Hanging Baskets – Demonstration & Plant Sale

Strawberries & Cream Tea party – **at Wimbledon time. Also how about hand dipped chocolate strawberries as a student graduation or end of exams event**

Talent Show

Ten Pin Bowling

Tennis tournament

Treasure Hunts

Trips & Outings

Unwanted Gift Sale – **perfect after Christmas**

Used Stamps

Wine Tastings

Salsa Night

Welly Throwing

Fundraising Event Proposal Form

Note: Completing this Event Proposal Form does not imply authorisation from Camara to undertake the event on its behalf.

Please print clearly in **BLOCK** letters and where appropriate.

Organiser Details:

Contact Name: (Title)

(First Name)

(Surname)

Name of group/company planning event (if applicable):

Address: _____

Tel. (Day)

(Evening)

(Mobile)

E-mail:

Event Details:

Name of proposed event:

Date of event:

Time:

Location:

Address:

Brief description of proposed event:

Estimated Revenue:

Estimated Expenses:

Estimated Net Proceeds:

Do you require a Camara representative at your event?

Yes

No

Note: A representative from Camara may be available to attend your event, however, we'll need plenty of notice. Determination for representation will be based upon staff availability and date of event.

Resources required from Camara:

We will do our best to provide you with all the items you request, however some items are subject to availability.

Item	Quantity
Sponsorship Cards	<input type="text"/>
Fliers	<input type="text"/>
Collection Buckets	<input type="text"/>
Posters	<input type="text"/>
T-Shirts	<input type="text"/> Small <input type="text"/> Medium
	<input type="text"/> Large <input type="text"/> Extra Large
Do you require a Camara representative at your event?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Note: A representative from Camara may be available to attend your event, however we'll need plenty of notice. Determination for representation will be based upon staff availability and date of event.

Please return completed form to:

Camara Education
The Digital Hub
10-13 Thomas Street
Dublin 8, Ireland

E-Mail: fundraising@camara.ie

admin@camara.ie

To contact a member of our staff, call **01 65 22 670** or **01 65 22 665**

A huge THANK YOU for offering to organise an event in support of Camara.
We look forward to contacting you regarding your fundraising initiative.

Camara Supporter Press Release

Date: []

Event Headline: []

Local [man / woman] ['name'] is set to raise/has raised ['target amount']

for Camara charity, by ['event description']

['event description']

'Event is on where and ['when'] . ['name'] was inspired to raise money

for Camara because of their invaluable work to improve education using technology in disadvantaged schools.

['Quote from fundraiser']

['Quote from fundraiser']

For information regarding the event contact

['fund-raiser name']

['email']

['phone']

NOTE TO EDITORS: Camara's vision is a world where even the poorest can have access the gift of advanced education. Camara's mission is to use technology to deliver education more effectively to disadvantaged communities in Africa and Ireland.