

Student Event Pack




Barnardos
 **Schools**

We'd like to start by telling you a bit about Barnardos.

Barnardos is Ireland's leading children's charity, working directly and indirectly with over 5,900 children and their families across Ireland every year. By speaking out publicly on behalf of children and their rights, we make an impact on thousands more children and young people.

We believe that every child has the right to reach his or her full potential.

We work with children at risk, children who are coping with bereavement, children whose lives are drastically affected by drugs or alcohol, violence and poverty. We work directly with those children and their families to build on the strengths we believe all families have.

And to let you know your support makes a real difference.

Childhood should be a very special and happy time in a child's life, but sadly for many thousands of children in Ireland today, life is anything but special. Currently there are 91,000 children in Ireland living in consistent poverty. But every day at Barnardos we meet children and families who overcome these difficulties to build brighter, better futures. Without your support we could not continue our work.

And finally to say - thank you!

We wish you luck with your fundraising.

In this pack you will find loads of information to help you get started, but if we can help in any way, please do not hesitate to contact us. We can supply t-shirts, posters, sponsorship envelopes and a letter of confirmation that you are raising funds on behalf of Barnardos.

On behalf of all the children and families we work with – thank you.

To get involved contact:

John Wills on 086 833 9860 or a member of the events team.

Barnardos National Office, Christchurch Square, Dublin 8.

T: 1850 222 300

F: 01 453 0300

E: schools@barnardos.ie

W: www.barnardos.ie

Barnardos Fundraising Events

Throughout the year Barnardos runs a series of fundraising events that you might like to get involved in. These range from a Bunny run at Easter time to Santa dash at Christmas.

We would be happy to help you with advice as well as providing you with t-shirts, posters and sponsorship forms for your event.

Create Your Own Event

Creating your own event gives you the opportunity to be as creative as you wish. It's really simple to organise especially with all our handy hints and tips in this pack.

All you have to do is pick something which you are going to enjoy organising, and which you think people are going to want to come to. Perhaps you might like to think about events you have been to. What did you enjoy the most, what was the most successful, why was it so good?

You should also bear in mind the timing of your event; if you are going to run it in the summer, would an outdoor event be better than an indoor one? If your event is in the autumn, is the weather going to affect what you are planning? You should also find out if someone in the local area is already organising an event which might compete with yours.

Money Matters

Remember that you don't need to spend much money putting on your event and any money that you make, however large or small, will be very gratefully received. You may even be able to run the event free of charge or at a minimal cost if you know someone who has a venue or prizes they could offer you.

However if you do need to spend some money to get your event off the ground we recommend you try to work to a fundraising ratio of 1:3. So for example if you spend €20 putting on your event, you should aim to make back €60 leaving you with a €40 profit.

We have loads of suggestions for events you might like to put on, or you can come up with something yourself. Have a look at the list on the next page for some initial ideas to get you started!

Ideas A to Z

- A** Athletics races, Action project event
- B** Basketball tournament, BBQ, Battle of the bands
- C** Concert, Comedy evening, Carol singing, Cake sale
- D** Disco, Duck racing, DJ competition, Darts tournament
- E** Endurance contest, Easter ball, Easter egg hunt
- F** Fancy dress event, Fashion show, Football tournament, Festival, Film night
- G** Games day, Graduation party
- H** Half marathon, Hockey tournament, Hill walking
- I** Indie night
- J** Jumble sale, James Bond Ball
- K** Karaoke, Karting
- L** Live music event, Line dancing
- M** Murder mystery, Marathons
- N** Non-uniform day
- O** Open mic event, Olympics tournament
- P** Pantomime, Paintball competition
- Q** Quiz event, Quasar
- R** Race event, Record attempt, Raffles
- S** School disco, Sleep over, Sports day, Swimming gala
- T** Talent show, Table quiz, Treks, Tug-of-war
- U** Unicycle race, Ultimate challenge
- V** Valentine's ball, Virtual events
- W** Winter wonderland, World record breaking, Window cleaning, Wear uniform backwards day
- X** Xmas Party, X-Men party, X Factor
- Y** Yo-yo competition
- Z** Zombie night

“ The Barnardos speaker really opened our eyes to the lives of many children living in Ireland. ”

Transition Year Student

Step-by-step Guide to Events

- 1 Decide the kind of event you want to run.
- 2 Form an event team (like running a small business). Divide your event group into four teams who each take responsibility for particular parts of the event. Here are some ideas:
 - **Events Team** - Decides upon the how, when and where of the chosen event. This team should also decide upon the number of volunteers they need and any equipment which may be required
 - **Public Relations (PR) Team** - Promotes the event by using various media (i.e. radio, newspapers, notice boards, Facebook, Twitter, etc). See our sample press release on page 7
 - **Creative Team** - Supports the PR team by designing posters and other promotional materials which will be used around the school and in your community to further promote the event.
 - **Corporate Team** - Contacts local businesses to see if they can get sponsorship for the event. You might get some financial support and/or receive merchandise for raffle prizes. Don't forget to let us know who has sponsored you
- 3 Remember to consider your competition. This is vital as you need to ensure you get as many people as possible along to your event on the day. Think about whether there are any similar or competing events on the same day/night in the area. Also think about any sporting events, festivals etc that may prevent people from wanting to come along to your event.
- 4 Allow enough time to prepare before setting the date.
- 5 Contact us on 1850 222 300 or email schools@barnardos.ie to discuss the event and find out how we can help.



- 6 Make a timetable working backwards from the event date so you know what has to be done. Remember to conduct a risk assessment at your venue and obtain the necessary permissions and licenses.
- 7 Meet up regularly to keep a record of progress and any problems that might crop up.
- 8 If you are selling tickets, try and sell as many as possible before the event, so you have an idea of numbers attending. Ask friends if they will sell tickets for you.
- 9 On the day, set up your venue as early as you can.
- 10 Ensure first aid and security plans are working.
- 11 Make sure you have enough help during the event and for clearing up afterwards.
- 12 After the event count up all the money and make sure all expenses have been paid out. Then lodge the rest to Barnardos' account using the lodgement slip(s) provided to you.
- 13 Thank the venue, any sponsors you had, and everyone who helped.
- 14 Celebrate your success in the knowledge that you have made a real and lasting difference to a child's life.

Promoting your event

You could have planned and put on the best event in the world but unless people know about it, it won't go that well! Promoting your event is as important as the planning of the event itself. When you are promoting your event, remember the three Ws:

WHEN

Is it taking place? Include the day, date and time.

WHERE

Will the event take place? How can people get there?

WHAT

It is important people are aware that the event is in aid of Barnardos. Barnardos is a widely respected charity and there is a public appreciation of the work we do.

Think about how you find out about what is going on in your community. Is it through posters and flyers, or through press or the internet?

Find out what methods of promotion are available to you and use them in the way that you think will get most attention. Word of mouth is a great way of letting people know what is going on; if your publicity grabs people's attention you can get them talking!

We can help you with poster design and with media contacts for your local area. Just call us on 1850 222 300 or email schools@barnardos.ie.

Barnardos Supporter Press Release [SAMPLE]

Scoil Terenure Take on Wheely Big Challenge for Barnardos

25th August 2011 - Transition Year students from Scoil Terenure Dublin 6W are calling on the public to support them as they cycle from Dublin to Paris next month to raise much needed funds for Barnardos, Ireland's leading independent children's charity. The six students have organised the epic challenge themselves and will virtually cycle the gruelling 600 kilometres on stationary exercise bikes located in the Centra shop in Terenure on Friday and Saturday, 9th and 10th September. Supporters can visit a secure webpage www.barnardos.ie/sponsorship to sponsor the students online. Donations can also be made in the shop itself during the challenge.

The students have been busy organising the challenge for the past two months, from sourcing the exercise bikes, organising training cycles to drawing up a cycling schedule that will ensure they cover 300km on each day of the challenge. The group of six students will take turns to cycle on two exercise bikes on loan from Murphy's Sports Shop with each student required to cover a distance of 50km per day.

School Principle Brian Ryan said: "The students decided to organise a fundraising event for Barnardos after the Barnardos Schools Officer visited the class to tell them about the work the charity is doing to support children and families in Ireland. They have put a huge amount of thought and effort into the challenge and we wish them the best of luck with it. We hope that people will be generous in their support of the boys."

One of the students, Paul Murphy, 16, said "We were shocked to hear that more than 91,000 children in Ireland today are living in consistent poverty and felt we had to do something to help. The Dublin to Paris Challenge is a real challenge for us in terms of organising the event, cycling the distance and of course raising funds for the charity. We are calling on people living in the area to support us and donate whatever they can afford."

To sponsor Scoil Terenure students visit their sponsorship page at www.barnardos.ie/sponsorship

ENDS

For further information, contact:

Paul Murphy, Student, 086 1234 567

Brian Ryan, Scoil Terenure Principal, 01 7123456

About Barnardos

Barnardos supports children whose well-being is under threat, by working with them, their families and communities and by campaigning for the rights of children. Barnardos was established in Ireland in 1962 and is Ireland's leading independent children's charity.

Press Release Template for You to Use

Insert Your Heading Here

Tip: include Barnardos and your school name in the heading

6 August 2011 (Tip: Insert date the press release is issued here, not the date of your event)

Tip: Your first paragraph should answer the following: who, where, when, why and how. It should also include your call to action – do you want people to buy tickets, sponsor you online etc...

Tip: Following paragraphs can provide more detail

Tip: Include a quote from a representative of your group explaining why you are fundraising for Barnardos

ENDS

Notes to the Editor:

Tip: If you have any additional information that a journalist might need to write an article you can include it here.

For further information, contact:

Contact name and phone number of spokesperson 1

Contact name and phone number of spokesperson 2

“ The Barnardos talk really made me want to work to keep children safe when I finish school. ”

First Year Student

Things to remember

When you are running your event you need to ask yourself whether you need permission to do anything – from the Gardai, from the council, from the owners of private property etc. Other points to consider:

- Please do not collect money door to door. We recommend collecting only from family and friends.
- Any fundraising materials you use should say ‘In aid of Barnardos’ Registered Charity No. 6015.
- Use of Barnardos name and logo is only allowed with prior permission from Barnardos. Call us on 1850 222 300.
- If you are unsure whether you need permission for something, or if you would like us to apply for permits on your behalf, then just get in touch!
- Please let us know of any approaches you make to companies for sponsorship, either as direct contributions or as goods for prizes and draws.
- Small raffles held as part of a larger event are fine as long as ticket sales and the announcement of results take place during the event and there are no cash prizes.
- Please remember to take care of your own personal security when counting funds.



So Why Fundraise For Barnardos?

Obviously no two cases are the same, but at Barnardos the children we deal with do have one thing in common. It is that they could otherwise be forgotten by society. We want to live in an Ireland where all children are cherished equally and we will do everything in our power to make this happen. Our aim is to inject hope into what sometimes seems to be a hopeless situation.



Ciara

You can help vulnerable children in Ireland to find their feet in life. Children like Ciara.

Three years ago, Ciara's mum was hurt when a stolen car crashed into her. She has severe brain injury. She finds day-to-day tasks impossible. She can't walk without help and has moved into the living room permanently. The toilet is upstairs so Ciara and her dad take turns to help her to the bathroom.

Ciara is 12, but already she has the responsibilities of a mother. She makes sure her brothers and sisters get up for school and gets them dressed. When her dad is busy she looks after them too.

Ciara doesn't want to go to school any more. It is the last place she wants to be. She has missed so many days in school that she feels stupid when the teacher asks her to read out loud.

The washing machine in the house is broken so she has to hand-wash her uniform. That takes ages. Sometimes the other girls say she smells. Ciara hates them for making fun of her. The days Ciara makes it to school she finds it really hard to concentrate as she worries about her mum. Will she be OK by herself? Is her dad going to be home early to look after her? Will one of her brothers or sisters get hurt if she is not looking after them?

Sometimes Ciara wishes it was her that had been hit by the car. Then her mum could look after them all.

Testimonials from Students

“ We really liked fundraising for Barnardos, it was fun and they gave us loads of ideas. ”

Transition Year Student - De La Salle College, Churchtown, Dublin

“ We wanted to make a difference to children in Ireland and so we chose Barnardos and raised €400 from a book and cake sale. ”

2nd Year CSPE student - Loreto College, Rathfarnham, Dublin

“ Our class fundraised as part of our CSPE action project and donated the money we raised from a non-uniform day. ”

1st Year Student - CBS, James St, Dublin

“ Barnardos were so easy to fundraise for and helped us all the way to make our fashion show the best ever. ”

Transition Year Student - Rathdown School, Glenageary, Dublin

“ We held a sponsored silence for victims of domestic abuse and gave the money to Barnardos. ”

2nd Year Student - St. Josephs School, Rush, Dublin

“ Barnardos came to our school and we were shocked to learn how many children in Ireland live in poverty. After this we decided to do a sponsored sports day and raised €240. ”

Transition Year Student - Asbourne Community School, Meath

Any questions?

If you have any questions on how to deal with the media please do not hesitate to call the Events Team on 1850 222 300 (Mon-Fri 9-5).

We really appreciate your support. **Thank you!**

Events Questionnaire - Please return to Barnardos before planning your event

Please tell us about you / your school / your group / your committee etc. (contact name, address, phone number etc.)

Contact Name:

Address:

Phone Number:

Email:

How would you like to support Barnardos? What type of event are you planning?

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Please provide information regarding the activity you would like to organise (time, date, location, description etc.)

.....
.....

How much money do you think this activity might raise?

.....

In what way do you see Barnardos supporting you with your fundraising event?

Providing information on Barnardos' work Supporting your fundraising work Permission to use the Barnardos logo and name Help with PR or publicity

Events Questionnaire, continued

Any additional information you feel is relevant?

What made you choose Barnardos as the charity you would like to fundraise for?

Whatever you decide to do, please **make sure you let us know** about your planned event.

Please note

- Use of Barnardos name and logo is not allowed without prior written permission from Barnardos.
- Any event involving collections from the public requires a Garda permit. Please contact your local Garda station.
- Please inform us of all approaches you make to companies for sponsorship either as direct contributions or as goods for prizes or draws etc.
- Please also inform us of any media promotion (newspapers, radio or printed) that you are planning to do.

Call us on **1850 222 300** if you need us at any stage.

Events Team,
Barnardos National Office,
Christchurch Square, Dublin 8.

T: 01 453 0355

F: 01 453 0300

E: schools@barnardos.ie

W: www.barnardos.ie

Barnardos' vision is an Ireland where childhood is valued and all children and young people are cherished equally.

Barnardos' mission is to challenge and support families, communities, society and government to make Ireland the best place in the world to be a child, focusing specifically on children and young people whose well-being is under threat.

