



Newsletter – September 2008

Welcome to our September newsletter

Welcome to our September newsletter and thanks to all our subscribers who contributed to this edition. We are working in an exciting, fast paced environment and Fundraising Ireland aims to keep you up to date with all the news relevant to you. If you would like to contribute to our newsletter, email your news to info@fundraisingireland.ie and we will endeavour to add your comments and stories to our next edition.

National Fundraising Conference

Fundraising Ireland is planning an exciting, large scale National Fundraising conference for March 2009. As soon as the date is confirmed we will let you know so that you can put it in your diary in plenty of time. The event will cover an array of topical fundraising issues and will include speakers from Ireland and overseas.

Next Fundraising Ireland event - 'Top Tips for Corporate Fundraising'

Tuesday 30th September, from 2.00pm - 5.15 pm - The Four Seasons Hotel, Ballsbridge, Dublin 4. Speakers include: Lorna Liggett, Charities Manager at Argos and Gerry Loughrey, CSR Manager, Irish Life & Permanent among others. Log onto www.fundraisingireland.ie/events.html to register your attendance. We would once again like to thank the Four Seasons for their continued support.

Fundraising Awards

Register now to attend the inaugural Fundraising Awards presentation event in the Four Seasons Hotel, Ballsbridge, Dublin 4 on September 30th at 5.30pm 2008. If you made a nomination your choice could be the winner! Nominations are now closed but information is available at www.fundraisingawards.ie

Ethical investment

Charities not investing ethically risk losing support. The majority (83%) of the general public would be less likely or unwilling to give to a charity if they found out it was not investing ethically, according to new research by the EIRIS Foundation. Almost all (91%) of those surveyed agreed that charities should be investing their money in an ethically or socially responsible way. A 2006 study found that just 55% of large UK charities had an ethical investment policy. The survey illustrates the growing public interest in the finances of charities and the risks to both reputation and income that charities face by not investing in line with their mission. www.eiris.org

Do you want to know the Six Secrets to Being a Great Fundraiser?

The UK's Institute of Fundraising and its Convention Board interviewed a vast spectrum of fundraisers in order to identify the behaviours and character traits of outstanding fundraisers. The Six Secrets were revealed at the Institute of Fundraising's National Convention 2008 and a podcast revealing all the secrets is now available completely free of charge.

To download the podcast now visit:

DOWNLOAD PODCAST

You might also be interested in the IOF's one and two-day conferences, you can read about these on their website:

CONFERENCES

Ireland Donates Chapters

Ireland Donates is an easy to use portal where companies, individuals and charities can donate or lend necessary goods and services to organisations within the voluntary and social community. This can be done as a direct donation in the "On Offer" section or as a response to a request in the "Wanted" or "Projects and Events" sections. Charities and NGO's can also make online requests through the "Wanted" section.

In an effort to promote our service on a local level, Ireland Donates is currently in the process of establishing county specific Chapters across Ireland. A Chapter will help spread awareness of the service to all the charities and businesses located in that county. We are delighted to announce that two Chapters have opened since our request went out last month. Please don't hesitate to get in contact with these groups if you know any charities or businesses

in these areas.

Fingal (Dublin)

Chapter Head - Adebanke Oluborode

You may contact Adebanke at fingalhead@irelanddonates.com

Dublin City

Chapter Head - Patrick Clowry

You may contact Patrick at dublincityhead@irelanddonates.com

Would you like to open a Chapter for your county?

A Chapter is a county specific branch of Ireland Donates, run by local people for the benefit of social and voluntary communities in their county (in the case of Dublin we would like to see a specific Chapter created for each of the four regions -Dublin City, Fingal, Dun Laoghaire / Rathdown and Dublin South).

We are looking for dedicated people for the following positions:

Head of Chapter

As the founder of your Chapter, you are responsible for promoting and developing the service in your county.

Chapter Member

As a Chapter Member, you will assist the Chapter Head in promoting and developing the Ireland Donates service in your county.

Further information about these positions can be found at www.irelanddonates.com/peopleinvolved.htm or by sending us a mail to admin@irelanddonates.com.

Philanthropist of the Year

Friday September 26th is the closing date for nominations for the 2008 Philanthropist of the Year awards.

Nominating has been made even easier this year with a new application form available on The Community Foundation for Ireland's website.

The three categories in this year's awards are:

- Philanthropist of the Year - Ireland
- Philanthropist of the Year - International
- Philanthropist of the Year - Local (NEW)

The importance of growing philanthropy in Ireland cannot be overstated. The increasing profile of these awards will help increase the awareness of philanthropy, and hopefully in so doing, increase the funds available to fundraisers in years to come. Closing date for nominations is Friday 26th September - on official nomination forms. There's no time to lose...

Check out <http://www.communityfoundation.ie/news/philanthropy.htm> for more information.

Schools fundraising Interest Group

Each year more and more schools are engaging in fundraising campaigns. These range from major capital campaigns funding building projects to small annual campaigns to help finance basic facilities not adequately funded by the state.

Irrespective of the type of campaign, the same principles apply. The success of a campaign, large or small, depends on getting a few fundamentals right and then managing the schools resources and donors to reap the maximum benefit from the campaign. Between them, Irish schools are building up a wealth of unique experience on fundraising in the Irish environment. In addition, there is a growing realisation that fundraising, far from being an inconvenient and distasteful exercise is in fact the very opposite. It offers a unique opportunity to vastly enhance the quality of education offered to pupils in our schools and an opportunity to do this in partnership with the parents and alumni of the institution, where those donors are willing and enthusiastic participants in the project.

I believe we can all improve our fundraising capacity and our expertise as fundraisers by sharing our experiences in a

structured format. To this end, I would like to set up an interest group within Fundraising Ireland for Schools fundraisers. I would hope that we could organise periodic lectures and discussion fora and perhaps even the occasional social event!

If anyone is interested in forming such a group, please contact Fiachra Etchingham at fiachra@gonzaga.ie.

News from Ammodo

Ammodo, the global community of people who care that connects nonprofits, socially responsible companies and engaged individuals, has launched an innovative and exciting donation feature, called the Giving Circle. Allowing micro donations in up to 33 different currencies, the Giving Circle is designed to unleash the untapped potential of online giving. Some of Ireland's best known nonprofits have already signed up to the Giving Circle, including Amnesty International Irish section, Barretstown, The Irish Cancer Society, Special Olympics Ireland to name a few. With the Giving Circle ammodo aims to make giving more fun and flexible for donors. Each ammodo member can easily start a Giving Circle by making a donation to one of the many nonprofits on ammodo who have signed up to the Giving Circle. Members can choose to make a once off donation or set up recurring donations from their profile. The Giving Circle offers the possibility to give micro donations, as little as 4 euro cents, and the flexibility to seamlessly change the recipients and the giving amount every month. Even the smallest contributions are instantly displayed on the change maker's ammodo profile, recognising the donor as an ambassador for change. Donors can also help promote their chosen nonprofits on external sites, as ammodo has also created a bebo widget which allows members to display their Giving Circle on their bebo profile. This will help to reach a huge audience of potential givers. Donating on ammodo is not exclusive to ammodo members, non ammodo members can also donate through the platform. They can use the ammodo platform to make once off donations as often as they like. Also there is more to come as ammodo is currently working on a company solution for the giving circle, which will allow companies to easily set up Employee Motivation schemes via ammodo. All transactions are handled securely by Bibit Global Payments Services, part of the Royal Bank of Scotland group. If you also want to tap into this new resource for online fundraising, sign up at www.ammodo.com. It's free! If you are already a member of ammodo and would like to receive donations via your ammodo profile, please contact ammodo today for more information at support@ammodo.com.

Other news

Ruth Findlater from the Irish Heart Foundation retires this October 2008 after 16 years of dedicated service in Fundraising. Fundraising Ireland wishes her the very best in her retirement. www.irisheart.ie

The Community Foundation for Ireland has launched a new report 'Philanthropy, The Views of Those Who Advise the Rich'. See more on: <http://www.foundation.ie/news/>

Useful links

- <http://www.bigthink.com/philanthropy>
- <http://www.resource-alliance.org/ifc/>
- <http://www.unhcr.org/news/NEWS/48a2fa392.html>
- <http://www.fundraising.co.uk/news/ireland>
- www.fundraisingireland.ie

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