



Newsletter – October 2008

Top Tips on Corporate Fundraising

Over 80 fundraisers attended our Corporate Fundraising event on Tuesday 30th September in the Four Seasons. Attendees heard from a diverse range of speakers including Gerry Loughrey from Irish Life and Permanent who gave a great insight into the good, the bad and the ugly of charity applications, Lorna Liggett from Home Retail Group who spoke about charity partnerships and Aidan Stacey from the Irish Heart Foundation who presented a corporate fundraiser's essential toolkit. We are really grateful to all our speakers for participating at this event. We are also always keen to hear feedback so please contact info@fundraisingireland.ie with suggestions for future events.

Winners of Inaugural National Fundraising Awards Announced

The winners of the inaugural National Fundraising Awards were announced at a special ceremony at the Four Season's Hotel in Simonscourt on Tuesday, 30 September.

The Fundraiser of the Year Award went to Peter Ireton of Bóthar, an organisation that specialises in providing livestock to families in developing countries. The judges were impressed by both the "innovative approach" and "sustainable nature" of Ireton's fundraising.

Concern, a charity focused on providing emergency humanitarian and development aid, won the Fundraising Campaign of the Year Award for their campaign "Help Concern without spending a cent". This focused on increasing the level of return of CHY2 forms from higher level donors and was very successful. This is of course an issue for all charities.

A second award was made to Legacy Promotions Ireland in a sub-category for smaller organisations. You may be aware that their legacy advertising campaign was recently launched. More information on www.mylegacy.ie

The Volunteer Fundraiser of the Year Award was shared by Caroline Downey (for Exploration Station and others) and Maureen Forrest (for the Hope Foundation). Volunteers make an enormous contribution to Irish charities and by association to Irish society and we were particularly delighted to make these awards.

The National Fundraising Awards is the highest accolade for fundraisers working in Ireland's community, voluntary and charity organisations. Developed by Fundraising Ireland and The Wheel and sponsored by the Vodafone Ireland Foundation, the awards aim to improve the standard of fundraising practice in Ireland. Further information is available at www.fundraisingawards.ie - its never too early to start thinking about next year!



FLTR: Caroline Downey (joint winner, Volunteer Fundraiser of the Year), Nicola Mullen receiving the award on behalf of Legacy Promotion Ireland (winner, Fundraising Campaign of the Year - Small & Medium Organisations), Maureen Forrest of the Hope Foundation (joint winner, Volunteer Fundraiser of the Year), Angela Whyte receiving the award on behalf of Concern (winner Fundraising Campaign of the Year - Larger Organisations) and Alison McNamara of Bothar, representing the Fundraiser of the Year, Peter Ireton.

Volunteering Ireland - Recognising Voluntary Engagement

Now that the Fundraising Awards have been announced we can look to other awards scheme which recognise work being undertaken across the country. Volunteering Ireland have launched the first national awards for voluntary

contribution encompassing cross sector engagement.

Ireland InVOLved

an awards scheme with a difference

Volunteering Ireland is delighted to open nominations for the Ireland InVOLved awards campaign: the first national comprehensive award campaign for voluntary contribution in the Republic of Ireland encompassing cross-sector voluntary engagement. The nomination period will be open until the close of business on 15th October 2008. For more information, or to access the online nomination form, please visit: www.irelandinvolved.wordpress.com

Challenging Times Ahead for Fundraising...

On Tuesday 6th of October Richard Dixon of Concern hosted an informal meeting of fundraisers to discuss some of the challenges that may be ahead as a result of the changing economic climate. There was a general feeling that events based fundraising may feel the pinch and that regular and planned giving was a better strategy to follow.

Kingsley Aikens of the Ireland Funds suggested that we should look at how we can ensure that charities - large and small - have the resources and knowledge to support their fundraising programmes during the challenging times ahead and others mentioned that the time may have come for charities to do more than just talk about mergers and consolidation.

3 committees were formed to examine specific areas relating to fundraising:

- How to communicate with the media and general public
- How to upskill our fundraisers
- How to join forces on specific fundraising initiatives (such as a nationwide payroll giving campaign)

Fundraising Ireland has offered to play a leading role in ensuring that the sector comes together in a meaningful way to address these challenges and also to highlight to the public and various funder organisations the huge impact their donations can have. Over the coming months, we will keep you informed of any developments and future meetings as this forum develops.

Upcoming Fundraising Events:

Resource Alliance International Fundraising Conference, Holland 14th-17th October 2008 www.resource-alliance.org/ifc
Centre for Non-Profit Management Fundraising Training Programme 20th-24th October
www.cnm.tcd.ie

www.fundraisingireland.ie