

## Welcome to Fundraising Ireland's Spring Newsletter 2010

Everyone at Fundraising Ireland has been very busy recently since our National Fundraising Conference took place at Croke Park on Wednesday 24th March.

We are still collecting your feedback in relation to the event but so far the survey results are extremely positive. We were fortunate enough to have some great speakers at the event covering a broad range of topics for fundraising professionals of all levels of experience and we hope you came away with some excellent ideas for your organisation! We would like to thank everyone who was there to share the day with us, the day could not have happened without your support and we hope to see you again at the next Fundraising Ireland event! If you have any questions or would like to provide us with further feedback, please do not hesitate to contact us by emailing [info@fundraisingireland.ie](mailto:info@fundraisingireland.ie). Check out the photos from the conference [here](#) along with some other photos from other Fundraising Ireland events.



As always this issue is full of news and updates relevant to fundraisers, with many articles coming from our readers. Please remember that we want to hear from you! So if you would like to include something in our next edition simply email: [info@fundraisingireland.ie](mailto:info@fundraisingireland.ie).

### New Business Development Manager

Those of you who attended our recent National Fundraising Conference will know that we are delighted to announce the appointment of our new Business Development Manager, Ed Hurrell. Up until now Fundraising Ireland has been run by its board members. Ed will lighten the load for the board members by taking on the day-to-day running and ongoing development of Fundraising Ireland. Here is what Ed had to say about his new role and his plans for Fundraising Ireland over the coming months:

*I'm delighted to be on-board and I am really excited about the developments that will be unfolding for Fundraising Ireland over coming months. Primarily my role will be roll out a membership programme that will include accredited educational offerings for fundraisers in Ireland. To coincide with the new membership and educational offerings we will be launching a brand new website that will be a portal to all things fundraising. It will be rich in resources such as advice, guidance, and information on networking events for the fundraising community. It will have a member's area where you will be able to log-in and avail of discounts on Fundraising Ireland events and seminars; we will also be able to offer our members significant discounts on other fundraising and charity sector events, both in Ireland and abroad. In addition, our new website will give offers on sector-specific magazine subscriptions and furthermore, we plan to offer downloadable content such as video and audio of key note speeches and presentations from Fundraising Ireland events. Judging from the feedback I received at the recent conference, Fundraisers in Ireland are screaming out for such a support network here in Ireland and I am really looking forward to seeing our plans come to fruition. All of this is just a brief insight to what we will be doing over the coming months to ensure that Fundraising Ireland delivers a membership offering that will be on par with other leading international fundraising bodies. If you would like to know more about the ongoing developments of Fundraising Ireland, please do not hesitate to contact me at [ed@fundraisingireland.ie](mailto:ed@fundraisingireland.ie) as I am interested in hearing about your own specific needs and what aspects of membership you will benefit from the most. In the meantime, watch [this](#) space!*

### Vodafone Launches 'World Of Difference' programme

The Vodafone Ireland Foundation (VIF) has just launched the 2010 cycle of their 'World of Difference' programme, in which four outstanding individuals will be given the opportunity to work for a charity of their

choice for one year.

The World of Difference programme offers four people a once-in-a-lifetime opportunity to work for a charity of their choice with all expenses paid and a salary of up to €40,000.

### **Vodafone World Of Difference**

The judges - Claire Byrne, Ray D'Arcy, Roisin Ingle, Gavin Duffy and Vodafone Foundation Ireland's Carolan Lennon - are now calling for entries before the closing date of Sunday 18th April.

If you are a resident in Ireland and over 18 you are eligible to apply to World of Difference. Just follow the simple guidelines below.

1. Choose an Irish registered charity that you would like to work for. (You might already have volunteered with this charity in the past or you might just have always felt a need to support a certain organisation).
2. Approach the charity and discuss with them the best way you might join the organisation and how you might most add value. Determine the role you will fill within the organisation and the difference you will make.
3. **Become a fan** of World of Difference on **Facebook** where you can keep informed of updates on the programme, listen to what previous winners and ambassadors have to say and participate in online discussions. It may help formulate some of your answers for your application form.
4. Complete your application on or before 5:30pm on 18th April 2010 through the "Apply" tab on the **Facebook page** or by logging onto [www.vodafone.ie/worldofdifference](http://www.vodafone.ie/worldofdifference).

To get started simply click on the Donate Yourself badge on the right.



## **Research on Legacies: The Results**

**By Niall O'Sullivan, Head of Fund Development, Community Foundation for Ireland**

In the previous Fundraising Ireland newsletter, we asked you to consider taking part in a new piece of research on the area of charitable bequests. Bequests are growing in importance within fundraising and philanthropy in Ireland. This survey is the first of its kind and will provide baseline information which should help inform the growth of this area. We would like to thank all of you who contacted us to take part in this survey, below are just some of the findings. Click [here](#) for the full report.

- Total bequests to charities are estimated at €26 million in 2009.
- The largest cash amount left to charity between 2007 and the end of 2009 was €1.2 million. This was in 2008 and is significantly higher than the highest in other years - €405,000 in 2007 and €580,000 in 2009.
- The recession seems to be impacting on legacies with a 30% decline in both the number of people leaving a bequest in 2009 and in the actual number of charitable bequests.
- Families are the overwhelming beneficiaries from wills.
- Charitable bequests in 2009 were in the region of 5.4% percentage of fundraising income / non government funding for Irish charities.
- Despite the fact that, pro rata, there are as many people leaving charitable bequest here as in Britain, the total amount bequeathed here is only about 21% of what is left there. This is primarily due to the fact that some wealthy individuals there leave very large amounts in their wills to endow existing, or to create new foundations or family Donor Advised Funds, whereas our philanthropy culture is still in its early stages.
- Women are one and a half times more likely to include a charity in their will.
- We are living longer: Life expectancy at birth was estimated at 81.6 years for Irish women and 76.8 years for Irish men in the period 2005-2007.
- Women are increasingly leaving larger estates: 44% of the largest published wills from a 2009 sample were from women.

- Approximately one in three adults in Ireland make a will; when people pass away, typically 40%+ have made a will, and of these 10%-12% include a charitable bequest.
- Estimated total wealth in Ireland in 1966 was IR£1.948 billion (€2.474 billion). In May 2009 there was over €86.6 billion in bank deposits alone. Wealth transfer, despite economic woes is growing and there is great considerable scope for people to increase the level of charitable bequests.
- Charitable gifts are more likely to be included in a second, or later, will and later in life.
- Of professional advisors surveyed, 17.9% said that philanthropy is increasingly a consideration by clients when considering or discussing estate planning/ succession issues with solicitors.
- Furthermore, 27% of professional advisor respondents said that philanthropy/planned giving is increasingly considered by law firms when discussing estate planning with clients.
- The largest amount a professional advisor was personally aware of being left in a will by any client for charitable purpose was €100 million.
- Many Irish charities have never received a charitable bequest.
- Only 4.8% of responding charities say they have a full legacy fundraising plan in place.
- Average legacy income for charities in 2008 was €260,355 (for those receiving legacies), up from in €185,097 in 2005.
- Anecdotal evidence among charities – which backs up figures above - however suggests that 2009 has been a bad year as property prices fell and the probate process often took longer – which is particularly hitting residuary bequests.
- Our lack of spread of owned assets, in particular our high levels of property ownership, may have a negative impact on level of charitable bequests.
- It is generally accepted that the wealthiest cohort in Ireland are men aged between 55 and 65. The wealth transfer that has already begun is therefore likely to accelerate significantly, particularly in the years from 2021 as numbers over the age of 65 in Ireland also increase dramatically.
- Charitable bequests represent less than 1% of total transferred assets on an annual basis.
- Arguably, the most unusual charitable bequest received by an Irish charity is a shoe shop in Italy

## Implementation of Guiding Principles for Fundraising in full swing!

By Sheila Nordon, Executive Director ICTR

Implementation of the Guiding Principles for Fundraising by charities is now in full swing following the launch of a toolkit of resource materials designed to assist at recent seminars in Dublin and Cork. The resource materials were developed by the project implementation group with technical assistance from an experienced fundraiser. The materials were formally launched in Cork on the 26th March by Ann Delaney from the Dept. Community Equality and Gaeltacht Affairs (CEaGA) standing in for the new Minister Pat Carey TD.

The *Statement of Guiding Principles for Fundraising* was developed following an extensive consultation process with the charity sector undertaken by ICTR during 2006/7 as part of a detailed feasibility study to develop a practical scheme for regulating the operational and administrative aspects of charitable fundraising through non-statutory codes of practice. The initiative was funded by the Dept. CEaGA in the context of new provisions on fundraising in the Charities Act 2009, which include the development of non-statutory fundraising codes. The primary objective of the guiding principles for fundraising is to protect the public interest through information, accountability and a complaints system to resolve individual complaints and disputes. The Act contains a reserve power for the Minister to introduce statutory regulation of charitable fundraising should the approach through non-statutory codes of practice prove unsuccessful.



The *Statement of Guiding Principles* is not intended to be a detailed operational Code; rather it presents a set of overarching principles and guidelines for fundraising in Ireland. For charities, these principles and guidance are intended to be of practical use when organising fundraising. For donors and potential donors, the Statement offers clarity on what they may expect from the charity, its representatives (whether voluntary or paid) and its management.

The recently released toolkit of resource materials provides practical assistance to charities in setting up

systems for putting the guiding principles for fundraising into practice. The web-based materials can be downloaded from [www.ictr.ie](http://www.ictr.ie) and comprise a set of frequently asked questions for fundraisers and for the general public; samples of a donor charter, a disclosure statement and draft public statements; a suggested feedback and complaints procedure; and an overall compliance checklist. The materials were first released at a lively seminar in Dublin at the end of January and following feedback from participants were further revised in advance of the formal launch by the Minister at the Cork seminar on the 26th March. In addition to the resource toolkit it is intended to develop best practice guidelines on a number of specific issues raised by charities during discussion at the seminars including, data protection, garda permits, dealing with cash donations etc. Once finalised these will also be available on the ICTR website [www.ictr.ie](http://www.ictr.ie). Charities are being given sufficient time to adopt and fully implement the guiding principles as appropriate to their scale of operation before an independent monitoring process is put in place towards the end of the year.

The implementation group is currently working on developing the details of the independent monitoring process to oversee adherence by charities to the guiding principles including the membership criteria and terms of reference for the monitoring group, which is expected to be in place by the autumn. Charities will be made aware of the details of the monitoring process and of when it is due to commence well in advance. To ensure that you are kept informed of all developments email [ictr@ictr.ie](mailto:ictr@ictr.ie) and ask to be added to the mailing list for this project.

A communications strategy is being planned for later in the year to raise public awareness of the fundraising guidelines and what the general public can expect from charities and from those fundraising on behalf of charities.

If you are involved with a fundraising organisation that has not already done so, now is the time to get started on implementing the *Statement of Guiding Principles for Fundraising* with the assistance of the additional resource materials provided on the ICTR website [www.ictr.ie](http://www.ictr.ie). If you have any queries regarding the scheme or need clarification on any of the materials please contact us at [ictr@ictr.ie](mailto:ictr@ictr.ie) or phone 01-400 2100 and we will do our best to assist you.

Sheila Nordon  
Executive Director ICTR  
E: [ictr@ictr.ie](mailto:ictr@ictr.ie)  
P: 01-400 2100  
W: [www.ictr.ie](http://www.ictr.ie)

## Online IFC Fundraising eConference this May

The 2nd International Fundraising eConference will be taking place this May. The IFC Online is the world's first global, virtual fundraising conference which takes place completely over the internet to a live world-wide audience of fundraisers.

### About the Conference

The IFC Online, which will take place on 11 - 13 May, 2010, is *not* a Web Seminar; it is a fully interactive online conference that incorporates online learning, live chat, active movement in and out of exhibit booths and sessions, vendor presentations, and more. Because the conference is 100 percent virtual, you can experience the conference from the comfort of your own desk. Save yourself the travel expenses and get right to the fundraising information and solutions you seek.



The 1st IFC Online took place 12 - 14 May, 2009 and attracted a worldwide audience of over 1800 fundraisers from 40 countries. Over 90% of attendees rated it as good/excellent.

### Online Sessions

There are 3 types of sessions on offer at the 2nd IFC Online:

1. Plenaries - each day, the IFC Online will feature a 60-minute plenary (including 15-minutes of Q&A), which will each be delivered once only. These inspirational and informative plenaries will set the tone for the entire online event.
2. Live workshops - the IFC Online core programme consists of ten 60 minute live workshops (including

15 minutes of Q&A). Most workshops will be delivered 'live' at least twice over the three-day conference period.

3. Insights from... - added-value 'insights' from specially selected speakers will also be offered. These pre-recorded short sessions, typically lasting 15-20 minutes, will be available throughout the conference in the Resource Centre.

#### **Why you should attend**

- Learn from world-class speakers providing everything you want to know about building constituency and fundraising online
- Find fundraising solutions for your organizations and causes
- Participate in educational sessions in real time
- Podcasts available of any sessions you may miss
- Network with other fundraisers from around the world
- Interact with experts and vendors at the Virtual Expo
- No hotels or complicated travel arrangements all you need is a computer and Internet link

#### **How to Take Part**

Participation in the IFC Conference is being offered, for you and your entire team, for \$279. You can also save \$30 off your booking fee by registering for the conference before 1 April, 2010. Click [here](#) or on the IFC logo above to be taken to the conference website now.

### **Special Discount on Summer Fundraising Course at the Vienna University of Economics & Business**

The world-famous Fund Raising School of the Center of Philanthropy of the University Indiana USA, is coming to Vienna. The high-class five day course taking place from 5 - 9, July, 2010 at Vienna's University for Economics and Business is aimed at both fundraising-beginners and experienced professionals.

The Indiana Fund Raising School combines innovative ideas and immediately realisable techniques in this compact high-quality course. You will learn everything about the fundraising process from market analysis, networking and finding donors to ongoing continuous evaluation. In addition to getting to know the traditional methods of fundraising like donation pledges, direct mailing and telephone calls, you will develop your own fundraising strategy including new methods like blogs, newsgroups and online communities.

Members of the European Fundraising Association profit from the Members Discount of €70. If you book until April 16, 2010 you will get the Early Bird Discount of €100 in addition.

Further information of the course available under <http://www.fundraising.at> or by telephone +43 / 1 / 315 14 11-0 or e-mail [sabine.siegert@communications.co.at](mailto:sabine.siegert@communications.co.at).

### **A Message From The Irish Cancer Society**

On a sunny Friday March 26th, over 3,000 volunteers took to the streets across the country selling silk daffodils, fresh daffodils and daffodil pins for the Irish Cancer Society's 23rd Daffodil Day.

We would like to say a heartfelt thanks to everyone who came out to support the Society. Whether you sold Daffodil Day merchandise or bought something on the day, please know that we simply could not do it without you!

Although it is too early to say if we will reach our target of €4 million, we are optimistic of a great result. All monies raised will be used to fund free patient care services for people going through a cancer journey, from diagnosis right through to end of life care if that is required.

For anyone who did not get the opportunity to buy a real daffodil on the day and would like to support us, you



can still log onto [www.plantadaff.ie](http://www.plantadaff.ie) to plant a free virtual daffodil and also make a donation online.

## **Our Online Communities**

In recent months Fundraising Ireland's online communities have grown significantly. We are on **LinkedIn**, **Twitter** and **Facebook**. You can find simple links to each below and on our main **website**. All are free. The groups give us the opportunity to communicate with the rapidly growing Fundraising Ireland network and give you the chance to add to discussions with others in the sector.

Join us on:



## **Your news or comments**

That's it for this issue but please remember to keep in touch with us by email [info@fundraisingireland.ie](mailto:info@fundraisingireland.ie)

[www.fundraisingireland.ie](http://www.fundraisingireland.ie)

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Directors of Fundraising Ireland: Aisling Hurley, Mark Carrigan, Jill Clarke, Harvey Duthie, Deirdre Garvey, Molly Morrisson, Gaby Murphy, Mary O'Kennedy, Aiden Stacey