

FUNDRAISING TOOLKIT

Helping you help others

Contents

1. About Novas
2. How you can help
3. Our services
4. How we can help you
5. Fundraising ideas
6. Organising your event



Novas is a voluntary agency that provides services to families, children and single adults who experience social exclusion and marginalisation, particularly those who are homeless or at risk of homelessness. Novas works with some of society's most marginalised individuals, many of whom are not served by mainstream services or existing voluntary agencies – it is this that makes us unique. We start where others stop.

We are now one of the largest providers of homeless accommodation for adults in Ireland. We have 18 services in counties Limerick, Clare, Kerry, Tipperary, Cork and Dublin. We offer a continuum of care for our clients and residents including temporary and long-term supported accommodation, outreach services, tenancy sustainment and preventative services, respite care and outreach services. A full list of our services is available overleaf.

In 2012, Novas provided services to 1,500 people in Ireland, an increase of 25% on the previous year. These figures does not include our voluntary street outreach programme which provided more than 4,000 meals to the needy in Limerick city.

Our vision: To find lasting solutions to homelessness.

Our mission: Novas Initiatives actively supports and promotes social inclusion

There are lots of ways you can fundraise for Novas from bake sales to outdoor activities and even things that are related to homelessness such as a sleep-out, a spare change campaign or a food collection. You can also plan a fundraising idea of your own.

This pack is designed to give you lots of ideas on how you can organise an event and raise vital funds for Novas services throughout the country. If you are planning an event, please get in touch with us and let us know. The ways in which we can help you organise and market your event are outlined on page 4.



Novas Services

McGarry House homeless accommodation: Provides temporary and long-term supported accommodation for male and female clients in Limerick City. It is the largest service of its kind in the mid-west region.

Brother Stephen Russell House homeless accommodation: Provision of temporary and long-term supported accommodation to homeless men in Limerick City.

Intensive Family Support Service: Offers emotional and practical supports to families who are homeless or at risk of being homeless in Limerick City. This is largely a preventative service.

Out of Hours Service: Provision of an out-of-hours service for people who are homeless to access emergency and temporary accommodation in Limerick City.

DIAL House homeless accommodation: Offers a two year programme of supported accommodation and services to young adults leaving the care system.

Street Outreach: Voluntary service providing meals to people who are homeless or impoverished in Limerick, seven nights a week.

Mid-West Community Detox: Providing support and services to people seeking to detox from prescribed and non-prescribed medication in the mid-west region.

Novas Respite Centre: Caring for and improving the lives of families and loved ones of people with addiction, situated in north Tipperary.

Prospect House Homeless Accommodation: Temporary supported accommodation in single apartments for individuals with basic living skills who require low-level support in North Tipperary.

Mitchel Street Homeless Accommodation: Provision of temporary supported accommodation and services to homeless men and women from north Tipperary.

Arlington Lodge homeless accommodation: Kerry's only temporary-supported homeless facility, established by Novas Initiatives in 2003.

Knocklee House homeless accommodation: Temporary supported accommodation for individuals with medium-level support needs in Kerry.

Killeen Woods homeless accommodation: Provision of long-term supported accommodation for young men and women with low-level support needs in Kerry.

Golf Links Road homeless accommodation: Offers long-term supported accommodation for our older clients in peaceful, one-floor setting, situated in Tralee Co. Kerry.

Tenancy Support and Sustainment Service: Securing accommodation and providing supports for people who are homeless or at risk of being homeless throughout west Cork.

Mount Brown Homeless Accommodation: Provides accommodation and services for females in Dublin city centre. It is the only specialized service for homeless women in the capital.

Bellevue House Children's Home: Offers long-term supported accommodation for unaccompanied minors entering the country. This is the only such service in Ireland.

Haarlem Court: eight long-term units of independent accommodation

For further information on our services, please visit our website, www.novas.ie/services



How you can help

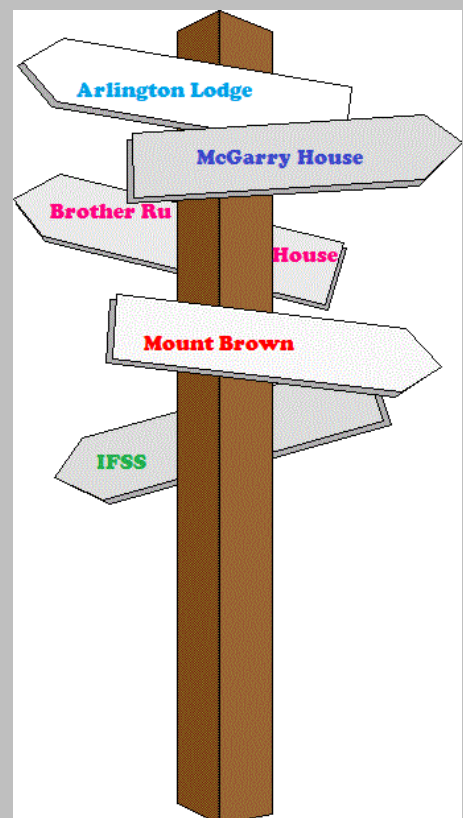
With cuts to funding at a time when more and more people are availing of our services, Novas Initiatives is increasingly reliant on public, community, corporate and school fundraising to continue to provide quality services to people who are homeless and entrenched in poverty. Thank you for taking the time to read this fundraising toolkit. By organising an event to raise money and awareness of Novas services you are helping some of society's most marginalised people. Your help allows us to care for more people experiencing social exclusion and homelessness, as well as those affected by addiction. By donating to Novas we can continue to provide high quality care to these people.

If you have a connection with a particular cause, for example you might feel strongly about a service for children, women or the elderly, you can raise money directly for a service that cares for that particular group. Novas provides care for a range of different people experiencing marginalisation and if you wish to support a particular service, all the money that you raise will go directly to it, you just have to let us know!

Moreover, if you want to raise funds for a specific event such as the Intensive Family Support children's Christmas party or for food for the Street Outreach service, the money will go directly to that...You decide. All monies received through public donations and fundraising events goes directly to supporting clients.

Novas Initiatives is registered with www.mycharity.ie. You can set up a fundraising page for a particular event you are organising, make a direct donation to the organisation or donate to a friend who is participating in an event for Novas. Providing a way for people to donate online will increase the revenue you raise from your event.

You can also donate via paypal through our website,
www.novas.ie



How we can help you

Please let us know about your event by emailing una.burns@novas.ie or ringing Una on 061 370325. We can highlight your event on our website, our Facebook page and our Twitter account. We can also provide you with t-shirts, sponsorship cards and posters where necessary, just get in touch. If you would like further information on a particular service that interests you, we would be delighted to help.

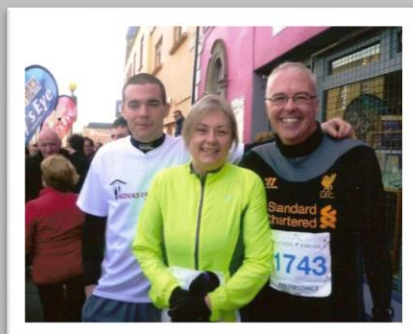
If you are participating in a national event in aid of Novas Initiatives, such as the Flora Mini Marathon, the Dublin City Marathon or the Great Limerick Run, we can provide you with a Novas running t-shirt and relevant sponsorship cards. If there is a group of you, that's even better! It will help raise awareness of homelessness in Ireland.

While our fundraising and communications team is small, we will do our best to attend events where possible. We love to meet those who support us and acknowledge their hard work. If we can't make it we will still meet up with you for a cheque presentation and a photo. If you can think of other ways we can help you, please do let us know.

Thank you and good luck with your event 😊



Comedy night in Dolans Warehouse in aid of Novas Initiatives



Participants of the inaugural Tralee International Marathon in aid of Novas Initiatives



Northern Trust Staff creating a garden in McGarry House Homeless Accommodation

Fundraising ideas



Here you will find some ideas that will help you to identify a fundraising event to suit you. Whether you are planning a small event or something grander in scale, there should be something in here that takes your fancy! The list is by no means exhaustive and if you have an idea of your own, please let us know so we can add it to this toolkit.

Some fundraising ideas

Sponsored Run/Walk/Cycle/Triathlon: The number of outdoor activities you can organise is endless, depending on your budget, number of volunteers and ability! When organising an event like this it is worth considering what will attract the most participants. For example, an extreme sport, such as a bungee-jump, might be exciting but probably won't attract as many participants as a 3k fun run. It is also important to align the event with your interests. If you are part of a cycling club, it will probably be easier for you to organise a cycling event and so on. Plan and advertise your event well in advance. To attract as many participants as possible think of ways to make yours stand out!

You can also get involved in an existing race in your local community or school and donate the proceeds to Novas services in your local area.

Quiz Night: This is a fun night for the whole community and can be held in your school, community hall or local pub. Enlist the help of a seasoned quiz master and source some good prizes for the interval raffle (ensure not to have too many small prizes as people will tire after about prize 15). To make your quiz a little different, add a theme, such as a sports quiz, or make it fancy dress. There are lots of ways to make it unique. Teams usually comprise of 4 people, at a cost of €40 per team.

Street Collections: Street collections are a great way to raise money and awareness at the same time. You must have a number of volunteers arranged for this to be a success. You must also get a permit from your local Garda station. Get your volunteers to wear Novas t-shirts to highlight the cause. Get in touch with Novas to arrange the collection of the money at the end of the day, or arrange to keep it somewhere safe.

Coffee morning: Another popular fundraising event that can be hosted in your school, workplace, local coffee shop or restaurant or in your own home. Make it a bit different by hosting a garden party in the summer or add a theme depending on what time of the year you are hosting it. It can be as large or small as you wish and requires little monetary input. It can be a great opportunity to meet up with old friends or can be easily piggybacked onto another fundraising event.

Occasion cards: Sell packets of cards at Christmas time or other significant holidays. Get an artist on board to help with the design aspect. You will also need volunteers to help with the printing, packing and distribution.

Bring and Buy: Very flexible in scale, this event can be as large or small as your space and number of volunteers allows. As the name suggests, you are asking people to bring items which you can sell and to buy others. Collect as many items as possible in advance so you have a good display at the beginning of the sale.

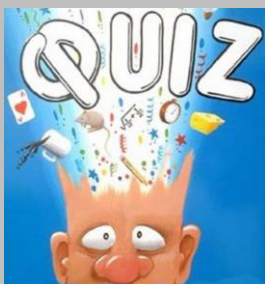
Bake sale: A long-established and popular way of fundraising, this can be done in your school, workplace, community centre, local food market or even in your own home. The event requires little or no capital, just enough money to make some cakes (and this can be divided among lots of people, depending on how many volunteers you can round up).

A good tip to make your bake sale different is to recruit a friend/colleague/parent who is a chef or even has an interest in cooking and asking them to do a cooking demonstration at your stall. This could be something easy with fruit that requires no actually cooking or something more flamboyant, depending on your setting and resources.

Concert/School Talent Show/Musical/Comedy night: Depending on your venue - school hall, local theatre or outdoor arena - plan your event accordingly. These types of events can be a great occasion for the whole school/workplace/local community to get involved and raise awareness about the work Novas Initiatives does. To make it even more exciting, try and secure a local celebrity to open or close the occasion.

Services: The list is endless, from bag packing to washing cars or gardening. Offer your services for a pre-determined cost or a donation. If you are particularly good at something, let people know. Services could be offered at an auction event or you can simply get people to sign up in your office or school. Bag-packing is particularly lucrative and a great way to raise awareness. Organise with your store manager well in advance.

Sponsored street sleep-out: This is a very empathetic way to raise awareness of homelessness while also raising funds for homeless services. It must be done under strict adult supervision, such as parents/teachers or scout leaders. It is also a good idea to let the local Gardai know of your planned event. Highlight it well in advance and get in contact with Novas so they can also help advertise your event.



Monster Raffle: This can be held in your school, workplace or sports club. To make this work lots of high quality prizes must be sourced. Enlist volunteers to help you with this task, it is a great way for local businesses to display their ware. You will also need volunteers to help you sell the tickets. Hold the raffle at a nice time of the week, such as a Friday afternoon or if it's associated with your local club, as part of a family day. This is a great event to piggyback onto other fundraising activities.

Book sale: Much like the 'bring and buy', you will be relying on people to donate their used books to you. You can set up a stall in your school/office/community hall or local market. Enlist volunteers to help you collect books and sell them on. This is a great way for avid readers to buy books cheaply and support a great cause. Plan your event at times when people tend to read a lot such as Christmas or the summer holidays.

Golf classic: Another classic fundraising event. This will take some time and effort to organise so it might be a good idea to set up a committee and allocate different roles to the various members. Identify a local club in which you can host your event, get as many teams as possible involved and organise winner's prizes. This is a good event to get involved in if you or a family member is already a member of a golf club. Book date and tee time well in advance and remember to advertise, advertise, advertise!

Non-uniform/dress down day: This event can take place at work or school and is something that everyone can easily participate in. Everyone donates €2 to the event and the funds go directly to Novas. There are no overheads involved in organising this event.

Church-gate collections: A great traditional fundraiser. Permission from the local parish priest is required for this event. You will also need a number of volunteers to do the different mass times over the weekend. Contact Novas for promotional material.

Wedding favours: If you are getting married soon, you might consider making a donation to Novas Initiatives in lieu of wedding favours. If you decide to do this, please let your guests know, by doing this you will be giving more than your money, you will also be creating awareness of Novas services.

There are lots more innovative and fun fundraising campaigns that you could get involved with so please do plan one of your own.



Planning your Event

So you've decided to do an event...A very big thank you. Now, how do you make this event as successful as possible? Here are some tips and guidelines that should help you along the way and please don't hesitate to get in contact with Una if you need any additional information or guidance.

- First of all plan what kind of event you would like to organise. What are your main interests and what contacts do you have that you can draw on?
- Put together a plan, considering the number of volunteers you will need, any costs involved in running the activity, what type of venue you require, advertising and the number of participants you will need to make the event a success.
- Sponsorship – Your place of work or a local business might be willing to sponsor your event, it's great advertising for them so it might be worth asking!
- Pick a date.
- Draw up a budget if necessary.
- See if it's possible to run a few events concurrently, for example host a raffle during colours day or run a bake sale and book sale together.
- Spread the word well in advance. If people don't know you are organising they can't contribute. Put up posters, advertise in your local media, on your website and social media sites. Let Novas know too so they can advertise on your behalf.
- If necessary, organise a schedule for the event, allocating different roles to different volunteers.
- Make sure the organisers and the volunteers are distinguishable. Get them to wear Novas t-shirts.
- Thank volunteers – after the event make sure to thank those who helped and provided services to you. Novas Initiatives would be happy to send thank you letters if we are provided with the names and addresses of volunteers and the way in which they helped you.



Arlington Lodge Manager, Tom Wall, receiving a donation from the Tralee Flower Club



Great Limerick Run participants in aid of Novas Initiatives

Do's and Don'ts of Fundraising

Be safe and be legal

Most events go off without a hitch but you must ensure your safety and the safety of your participants as far as possible. Below we outlined some of the things to be aware of.

Insurance

Novas Initiatives does not provide insurance for outside events that are not organised by us. It is your responsibility to ensure that adequate insurance is in place for your event. Most venues with public access will carry their own third party insurance. If you are organising an event in your workplace, check with the insurance expert.

Cash handling

Account details can be obtained from Novas head office for bank transfers. If cash is being handed over to a member of staff, please arrange in advance and keep a record of the transaction. Never send us cash in the post. Cheques and postal orders should be made payable to Arlington Novas Ireland. Finally, whatever way you decide to transfer the funds to Novas, please complete the 'lodging funds' form overleaf and return to us via post or email:

Una Burns,
Head Office, McGarry House
Novas Initiatives
7 St. Alphonsus Street,
Limerick
una.burns@novas.ie

Donations

As event organiser, please disclose the percentage of funds being donated to Novas services.

First Aid

If an event is open to the public you must have first aid representatives on site and make sure they are available to transport people who may need hospital care. You can contact Order of Malta for more information on this.

Under 18

Any person under 18 years of age participating in an event must be supervised by an adult, such as a teacher, parent or club leader. If you are under 18 and are organising an event you must have permission from a parent or guardian.

Raffle

Small raffles held as part of a larger event (such as a table quiz or colours day) do not require a permit, however if you intend on selling tickets outside of an event you must get a permit.

Public Collections

You will need a Garda permit for a public collection and also permission from the collection venue e.g. shopping centre or church grounds. If you are organising a bag pack, a Garda permit is not necessary, but permission from the store manager is required.

Volunteers engaging in street collections should always do so in pairs for safety. Collection buckets should be sealed and emptied regularly.

Please allow plenty of notice, usually 4-6 weeks for processing a Garda permit.

Risk Assessment

Think about the worst case scenario and plan for that. Most likely you won't have to use it, but it's a good idea to plan just in case. Do you have a back-up plan or another venue?

LODGING FUNDS

Please complete this form and return to Novas Initiatives via email or post after your event

First name:.....

Surname:.....

Address:.....
.....
.....

Telephone number:.....

Email address:.....

Event type:.....

Please find enclosed €..... For Novas Initiatives

I wish the money to be donated to a specific Novas service ☐ or directed at discretion of management ☐

Name of Novas service I wish to donate to (if applicable):

Any additional comments:

.....
.....
.....

Signature:.....

Date:.....

Novas
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Email: una.burns@novas.ie
Phone: 061 370325
Website: www.novas.ie

Facebook: www.facebook.com/novasinitiatives



Twitter: www.twitter.com/novasireland



Thank you so much for your support