



UCDVO FUNDRAISING TOOLKIT

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INTRODUCTION

Congratulations on being part of the UCDVO Volunteering & Development Education Programme! Over the year to come you will participate in many educational and training aspects of the programme and also undertake fundraising. Even if raising funds is new to you, this guide is designed to help provide you with advice, encouragement and tips and also contains key information for the year ahead.

UCDVO strongly encourages volunteers who can afford to cover their travel costs to do so from personal finances, particularly if you are intending on undertaking personal travel after the volunteer project. We understand that not all volunteers will be in a position to self-finance their travel costs and therefore recognise that it may be necessary for some people to fundraise or seek sponsorship for the full amount required. If you are in a position to self-finance some of the costs, make sure to let donors know as this will help attract even more donations for the development projects which you will be working on.

While fundraising is a key part of UCDVO's Programme and the support we provide for development projects overseas, it is also a great opportunity for learning and to develop a new skill. So we wish you the best of luck with your fundraising and hope you have some fun with it along the way!



UCDVO Volunteers, Care and Share Staff and Children, South India 2015

TOP TIPS FOR GETTING STARTED



START EARLY: Starting early is key to reaching your target and avoiding unnecessary stress down the line. The earlier you start on your fundraising, the easier it will be. Map out your events, taking into account the UCDVO payment due dates and also your academic schedule.



SET A TARGET: Think about how much money you need to raise, the amount of time you have to reach your goal, and the resources available to you. Have a contingency plan if your event doesn't raise as much as you expected.



TAP INTO YOUR SUPPORT NETWORK: Friends, family, your local community, no one knows your networks and resources better than you. Consider people who can contribute time or talent instead of money. And it's a good idea to not focus on the same groups of people for all your activities.

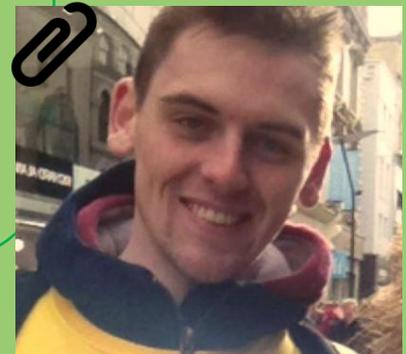


PLAY TO YOUR STRENGTHS: This is about what you are good at and what you enjoy. Fundraising is made much easier if these factors come into play.

FACING-OFF THE FUNDRAISER

"Personally I was terrified of the idea of asking people for money but I think once you start to realise that you are fundraising for a fantastic cause it becomes a lot less frightening. Spreading the word that you are volunteering with VO to your friends and family can lead to greater opportunities to fundraise and once you get a few ideas I think just sitting down and finding the most plausible ones and planning gets the ball rolling.

I started with a simple fundraiser of sending emails to local politicians. For the 12 emails I sent most replied and 4 made donations, which was fantastic and helped me reach the January lodgement. Being specific with what you say in your emails is important, mentioning some of the volunteering work that UCDVO did in the past."



Michael Keely, Haiti 2015

"Raising money wasn't always easy, but in all it was a great experience; I had fun and learnt new skills. To reach my target I did raffles, street collections, ran in RÁS UCD and the Flora Mini-Marathon. I also got sponsorship and money from friends' bus fares in exchange for giving them lifts.



What worked for me was offering people something in exchange for a donation, be it a lift or the chance to win a prize, rather than just asking for money. I did a raffle in Blackrock, selling tickets door-to-door, with prizes coming from local businesses. For UCD, the raffle prize was a tour of Google's legendary Dublin offices. By giving lifts to friends it was really a win-win situation as they didn't have to spend ages getting a bus."

Rachel Herlihy, Tanzania 2014

PLANNING A FUNDRAISING EVENT THINGS TO CONSIDER...



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TIME OF YEAR: Is this a good time for you and your network? Avoid exam time! Christmas or Birthdays are a great time to swap presents for donations.

COSTS: Draw up a list of expected costs before you decide on a particular event. Consider how these will be covered and if any sponsorship may be available. If the event costs are to be covered by the income from the event, they should be minimal so as to have as much profit as possible.

PROMOTIONAL MATERIALS: Access the UCDVO posters available in the Volunteer Office. If you are designing your own posters or leaflets, please ensure to forward a copy to the UCDVO Manager or Programme Assistant in advance of going to print. All UCDVO promotional materials should include the UCDVO Logo and registered charity number CHY 15856.

HEALTH AND SAFETY: If your event involves any high risk activities e.g. a public swim, parachute jumping, closing roads or setting up a structure in a public space, you must contact the UCDVO Manager or Programme Assistant to ensure that it will be covered under UCDVO Insurance.

INSURANCE: Supermarkets will frequently ask for a copy of Public Liability Insurance. A copy of our policy, under which you are covered can be forwarded to you by email and is available in your Google Drive folder.

PERMITS: Any fundraising activities which take place on public property e.g. a street collection, will require a public collections permit from the Gardaí. Contact the Garda Superintendent's office of the district in which your event is being held for permit application procedures. If you are providing entertainment on public property you may also need an entertainment license. This can take a number of weeks to process, so make sure you get in touch at least 6 weeks in advance.

EVENTS ON CAMPUS: If carrying out a large scale fundraising event on Campus, you must inform the UCDVO Manager or Programme Assistant and apply for a permit to the UCD Societies Office to ensure that your event does not clash with another fundraising event on campus.

BE A GOOD AMBASSADOR: When you are fundraising for UCDVO you should be aware that at all times you are an ambassador for the charity. Please bear this in mind in terms of your conduct, for example some obvious considerations about early morning or late night events.

FUNDRAISING AND RAISING AWARENESS



Know your Stuff: Being able to tell people about UCDVO and the work the charity does is important when people are donating money. Take the time to familiarise yourself with the work done by the charity at home and overseas. Check out our website www.ucdvo.org

Promote your Project: It is important to remember why you've chosen to volunteer and to highlight the issues you're likely to face, both within the country you are volunteering in and within your project.

Make some Noise: Write a column for your local Newspaper either before or after you have completed the programme. This is a great way of either raising funds at pre-departure or saying thank you to those who supported you on return home. Please contact Zoe zoe.liston@ucd.ie if you intend to do this.

"In the end I decided to have one big night in our local pub. With enormous help from my parents and friends we had a music night with a raffle and BBQ. We set the date well in advance and started inviting people straight away - musicians, family and friends from all over the country. One of the best decisions I made was to put a short article in the local newspaper about the fundraiser and my plans to volunteer. This made people, who I would never have thought to invite, aware of the music night and people who couldn't come to the event immediately started sending money to me.

The music night was what we in Leitrim like to call 'some session'. Musicians came from all over and played together until the early hours of the morning. The raffle is definitely a great choice, and you can have one at any event. We had plenty of prizes donated by local shops and businesses and it pulled in a lot of money on the night. Another trick I'd advise is to invite some of your friends from other county groups to help out; mine had no shame in shaking the bucket at people, as they knew nobody there."

Martha Baker Kenny, Uganda 2014



FAQ!

MESSAGES TO DONORS



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Who is UCDVO? UCDVO is a registered charity (CHY15856) based at University College Dublin. UCDVO has a voluntary Board of Trustees which is responsible for the governance and financial oversight of the charity. Board members do not receive any financial payment for their work.

Where does the money go? Individuals taking part in the annual Volunteering and Development Education Programme carry out fundraising activities to support the projects on which they work while overseas. Each volunteer has a funding target of €2,600 and this is broken down as follows: €1,600 for volunteer participation costs, i.e. flights, accommodation, food, insurance, visas and €1,000 for the costs of the education, construction and healthcare projects which are implemented by volunteers in partnership with local community organisations in the respective countries. Projects are reviewed on an annual basis.

Is this to cover staff costs? UCDVO has two full-time staff members, both of whom are currently funded by University College Dublin, not via charitable donations. All money raised goes directly to volunteers' funding target for their participation and implementation of the development projects overseas.

Why is it a year-long programme? UCDVO provides opportunities for an average of 140 volunteers annually to work on community development projects in India, Haiti, Nicaragua, Tanzania and Uganda. All volunteers are connected with UCD and take part in a one year programme of development education, awareness raising, and training events before and after their placement overseas. UCDVO firmly believes that students have an important role to play in the area of global development and this programme enables students to become active global citizens, while also enhancing their own career prospects.

Is fundraising undertaken responsibly? UCDVO is a signatory to the Statement of Guiding Principles for Fundraising. We commit to being accountable and transparent so that donors and prospective donors can have full confidence in *UCD Volunteers Overseas*. Our Donor Charter and Audited accounts are available on our website.

BREAKDOWN OF FUNDRAISING COSTS

Volunteer participation costs: €1,600 - flights, accommodation, main meals, visas, insurance, local transport. Volunteers are encouraged to seek support from family and friends, local community and other networks for these costs. Each volunteer must have a minimum of €1,600 lodged to UCDVO by the end of February.

Project Costs: €1,000 - These funds are allocated to the costs of the projects you are working on, i.e. construction of schools, houses, educational resources, physiotherapy equipment etc. It is more appropriate to publicly fund for these costs as they go directly to the project.

FUNDRAISING LODGEMENT DATES

€350 due by 2nd December 2016

€750 due by 27th January 2017

€500 due by 24th February 2017

€600 due by 31st March 2017

€400 due by 31st May 2017

Just to Note! If volunteers manage to raise over their target of €2,600, the additional funds will be taken into account when considering ways to develop the projects further, either during the one-month placement or after the team leaves.

MAKING A LODGEMENT TO THE UCDVO ACCOUNT

You can lodge cash, cheques and coins to the UCDVO account using a standard lodgement slip which you can pick up in the bank (please ensure all coins are in money bags and counted correctly).

Complete a lodgement slip with the correct bank account details:

Sort code 930156 / Account number 17013020

Name: UCD Volunteers Overseas

Branch: AIB Belfield

On the bottom of the lodgement slip you will see the word “narrative” (circled in red below) – it is **ESSENTIAL** that you enter the relevant narrative here in order for us to track your lodgements.

Each project has a narrative code:

- TANZANIA:** “TZ and Your Full Name”
- HAITI:** “HT and Your Full Name”
- NICARAGUA:** “NIC and Your Full Name”
- NORTHEAST INDIA:** “NEI and Your Full Name”
- SOUTH INDIA:** “SIND and Your Full Name”
- UGANDA:** “UGA and Your Full Name”

See Sample Lodgement slip below:

Lodgment/Bank Giro Credit Transfer

Bank use only National Sorting Code: 93 01 56

Branch: AIB Bank

Branch: UCD BELFIELD

Account Name: UCD VOLUNTEERS OVERSEAS

Address:

Paid in by:

Narrative: TZ YOUR NAME

Account Number: 17013020

Notes Large	€20	€10	€5
			4
TOTAL NOTES			
TOTAL COINS			
TOTAL CASH: 350			
Cheques, POs			

€ 350

€ 350

euro euro euro

187558 187558 89

MAKING A LODGEMENT? IMPORTANT TO NOTE



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1. Please **keep a copy** of your receipt from the lodgement slip so as to keep track of how much you've lodged. This may also be needed if there is a problem with your lodgement at any stage. The receipt is the left hand part of the slip which is stamped and torn off by the bank. There is a 6 digit code (circled in red above) at the bottom of the receipt which can be used to trace your lodgement if necessary.
 2. Once you have lodged funds to the UCDVO Account you **MUST** log on to the UCDVO Fundraising Tracker system to **record details** of your lodgement and the source of funds. You can access this [HERE](#)
 3. If you are transferring money from one account to the UCDVO account you must include the **IBAN:** IE44 AIBK 930156 17013020 and **BIC code:** AIBKIE2D
 4. Donation cheques should be made **payable to UCDVO** and lodged into the UCDVO account with the correct narrative that identifies you as the fundraiser.
 5. If you are transferring funds via online banking or using a lodgement kiosk within the bank branch, please ensure to use the same narrative codes listed above and keep all receipts or confirmation numbers provided.

LETTERS TO COMPANIES SPONSORSHIP & GRANTS



Before you write to a company for money, firstly find out about the company's policy with regard to support for charities to see what opportunities there are for fundraising directly or indirectly:

1. Does it take on only one charity a year?
2. Does it have a charity committee?
3. Does it have a fixed amount that it gives to charities based on the merit of applications by charities?
4. Does it give preference to applications for funds that are either supported by staff or presented by staff?
5. Does it have a preference for a particular type of charity e.g. local, children's, environmental etc? Find out the guidelines.
6. Does it match funds that staff members raise in support of charity?
7. Does it donate goods in kind rather than money?
8. Do you know anybody working for the company that could offer advice?

If you are applying to a specific company or foundation for a grant, please consult the UCDVO Manager regarding your application. It may be the case that UCDVO has already received funding from a particular company or organisation in the past or are intending to submit an application. The same applies to any kind of large-scale sponsorship agreement.

TAX EFFICIENT GIVING

Depending on the amount of your donation, you/your company and/or UCDVO may be eligible for tax relief. UCDVO can claim back money on any single donations of €250 or more. Donations are cumulative, so a standing order of just €21 a month will bring you over the threshold. You or UCDVO staff can send donors the appropriate form that is required to claim back the tax (please ensure names and addresses are provided with donations if you would like UCDVO staff to follow up with the donor).

For further information in relation to tax relief on donations in Ireland visit [click here](#) or [download a form](#) to send to a donor which has given €250 or more.

For information relating to tax relief (Gift Aid) on donations made in Northern Ireland, please visit www.hmrc.gov.uk/charities/gift-aid.htm

SOME THINGS TO REMEMBER!



1. Store funds that you have raised securely. Be sure to lodge this money to the UCDVO Bank Account as soon as possible.
2. Keep an accurate record of your total funds lodged and hold on to all lodgement receipts.
3. Avoid dangerous fundraising activities such as sky diving and remember to consider basic safety measures during your fundraising events.
4. UCDVO is a signatory of the Dóchas Code of Conduct on Images and Messages. Choices of images and messages used in fundraising communications should be made based on the principles of respect for the dignity of the people concerned and a belief in the equality of all people. Best practice in communications affects the entirety of the organisation, and not just fundraising.
5. Ensure all public collections have a Garda permit where a permit is necessary. It is your responsibility to secure this permit and to ensure that the activity is in keeping with the regulations set out in association with the permission.
6. Any funds raised in the name of UCDVO must be lodged in to the UCDVO account even if this is above the required €2,600. Funds raised in the name of UCDVO may not be used to 'pay back' personal funds you may have previously lodged.
7. Cash received should to be collected, counted and recorded by two individuals.
8. Where practical donors are encouraged to make donations by cheque made payable to UCDVO rather than cash.

RESOURCES TO HELP YOU FUNDRAISE

Insurance document, Individual Letter of Confirmation, Sponsorship Cards, UCDVO Logo, poster and flyer material, thank-you cards and Information Leaflets about UCDVO and our programme.

UCDVO T-Shirts & Collection Buckets are available for your events: Volunteers must provide a €20 deposit to borrow t-shirts and buckets. T-shirts must be washed before returning or deposit will be withheld. Contact Zoe in the UCDVO office to arrange collection zoe.liston@ucd.ie

LAST, BUT NOT LEAST!

THANK YOU TO YOUR DONORS

Don't forget to acknowledge any contributions you receive and to pass on information about how the donation was used on project. A great way of doing this is by following up with them after your placement. Some volunteers like to return to schools/community groups after volunteering and share their experiences and photos with them. Thank you cards are available from UCDVO and formal acknowledgement of receipt of funds can be made by UCDVO to organisation if it is requested.



ASK FOR HELP!



Reaching your target of €2,600 can seem like a daunting prospect. With the help of friends, family and your fellow volunteers it is very achievable and more often than not volunteers greatly exceed this. The more money we raise, the more of a difference we can make on the ground when we are there. If, however, you are having difficulty in fundraising please do approach your Student Leader or the UCDVO Welfare and Fundraising Officer Michael Dover Email: welfare@ucdvo.org or Zoe at the UCDVO Office zoe.liston@ucd.ie. We are here to help.

CONTACT US



UCD Volunteers Overseas

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UCDVO Welfare and Fundraising Officer Michael Dover

Email: welfare@ucdvo.org

