A Fundraising Guide for Schools
Welcome to Trócaire’s Fundraising Guide for Schools

Fundraising is the oxygen of our organisation. Without the generous support of the Irish public, and in particular schools, we would not be able to do the work we do in tackling the root causes of poverty and injustice.

When it comes to working with students, you are the experts and fundraising would not happen in your school without someone like you driving it.

We understand the pressures you face as educators and acknowledge all that you are asked to do. We are keen to work in partnership with you and provide any support you need if you decide to organise a fundraising activity for Trócaire.

This fundraising guide has been designed to do just that and will assist you if you’re thinking of raising money for Trócaire in your school.

This guide sets out information about Trócaire, the work we do and the impact of our work. It outlines some practical tips, tools and ideas you could use when organising your fundraising activities.

This guide will support you in ensuring the young people in your school involved in fundraising learn from the experience, develop key skills and competencies and get the most out of their fundraising activities!

So if you would like to fundraise for us thank you and we wish you the best of luck in your activities. If you’d like further information or to get involved please contact:

For schools in Republic of Ireland contact Jennifer Brennan, School Fundraising Officer, at jennifer.brennan@trocaire.org or on 01-6549135.

For schools in Northern Ireland contact Trócaire’s Belfast office at infoni@trocaire.org or on 02890 808030.
Firstly to say if you decide to fundraise for us, thank you! Your fundraising support is invaluable, and our work would not be possible without it.

Secondly we are here to support you in whatever way we can when it comes to you organising a fundraising event or activity in your school.

The following pages outline some key fundraising information, guidelines, tips and ideas. We have plenty more guidance, tips and tools to offer you through our fundraising experts and our website. Please don’t hesitate to contact us at any stage throughout your fundraising activities if you need further materials, help or support.

Involvement in fundraising activities can be motivating and fun for young people as well as supporting development agencies in their work. Such experiences can also have huge educational potential, offering opportunities to develop young people’s understanding and skills as active, responsible citizens.

One of Trócaire’s roles is to educate and empower young people about global issues and to give them the necessary tools to take action and create change. Fundraising is one of many actions students can take.

A set of guidelines for good practice in fundraising with young people, which is designed to support you when organising fundraising activities in your school, is available on our website at www.trocaire.org/fundraise.
Fundraising Ideas

There are lots of different fundraising activities you can choose to organise in your school.

Choosing what to do is the perfect time to bring your students together to get creative and decide on an event or activity that is best suited to your school.

Trócaire run a variety of different fundraising initiatives throughout the year, which you could support, including:

**Trad for Trócaire (October)**
Play your part in Trad for Trócaire taking place each October.

Trad for Trócaire is a traditional Irish music fundraising campaign, run in association with Comhaltas Ceoltóirí Éireann, encouraging musicians and music lovers to organise and support a trad music session in their locality and raise money for Trócaire’s work in developing countries.

Get your school involved by organising a trad concert for family and friends of students before, during or after Trad for Trócaire week. Find out more by visiting [www.trocaire.org/trad](http://www.trocaire.org/trad).

**Trócaire Gifts (December)**
Chickens, Goats, School Kits, Houses and more...

Trócaire Gifts are unique gifts that help bring hope to families living in poverty. Why not encourage your students to club together as a class and raise money for their favourite gifts. To find out more and to see how Trócaire Gifts can benefit families in the developing world visit [www.trocaire.org/gifts](http://www.trocaire.org/gifts).

**Lent (March & April)**
Lent takes place from Ash Wednesday to Holy Thursday. During Lent, fundraise for Trócaire by encouraging your students to Wear Blue, Fast for 24 Hours or Organise an Event (Please be advised that Fasting is not suitable for children under the age of 12).

Fundraising packs and Trócaire Boxes are distributed to schools, throughout Ireland, each January. **Contact us today to order your fundraising pack or Trócaire Box.**

**Other Fundraising Ideas**
Alternatively you could opt to design your own event or select a tried and tested idea such as a Sports Day, Sponsored Walk, Cake Sale, Table Quiz, etc.

These are just some of the tried and tested ideas, for lots more check out [www.trocaire.org/fundraise](http://www.trocaire.org/fundraise).
You could choose to Wear Blue for the day like the students of St. Finian’s Community College, Swords, Dublin. Students also organised a 24-Hour Fast to raise funds.

Teachers and students from Ardgillan Community College, Balbriggan, Dublin, who organised a Cake Sale for Trócaire.

Each year the teachers and students of Santa Sabina, Sutton, Dublin, organise a Spring Fair in aid of Trócaire, which invites the whole community to get involved and support!

Students of St. Mac Dara’s Community College in Templeogue, Dublin, who organised and took part in a Sponsored Cycle in Ashfield Shopping Centre, Dublin. The students cycled the distance from Ireland to India, over 10,000 kilometers, to raise money for Trócaire.

Students in Ballyourney’s Colaiste Mhuire, Cork, held a Duck Race across the River Lee in aid of Trócaire.

Millstreet Community School, Cork, students organised a Sleep Out in aid of Trócaire. The picture shows some of the 34 Transition Year Students who took part and School Chaplain John Magee.

Students from Thornhill College, Derry, organised a Fashion Show.
Trócaire is the overseas development agency of the Catholic Church in Ireland.

Trócaire was established in 1973 as a way for Irish people to donate to development and emergency relief abroad. Our dual mandate is to support the most vulnerable people in the developing world, while also raising awareness of injustice and global poverty at home.

Our work is guided by Catholic Social Teaching, recognising the inherent dignity, worth and human rights of all people, as well as the importance of acting in solidarity with each other and in caring for our shared environment. We offer support regardless of race, gender, religion or politics.

Today Trócaire works in partnership with local and church organisations, supporting communities in over 20 developing countries across Africa, Asia, Latin America and the Middle East to bring about lasting change.

Facts about Trócaire…

- Works in over 20 countries across the world.
- The heart of our work is in Africa, Asia, Latin America and the Middle East.
- The key areas of our work include:
  - Humanitarian response
  - Supporting livelihoods
  - Justice and human rights
  - Climate change
  - Empowering women
  - Tackling HIV
- Delivers long-term support through local partner organisations.
- Offers support regardless of race, gender, religion, politics and in a spirit of solidarity.
- Empowers communities and families to help themselves.
- In Ireland, raises awareness about the causes of poverty.
Trócaire works in over 20 countries supporting those in need, however this work is only possible because of your support. Your support is changing lives. Here are some of the stories of those we work with.

The gift of a goat

Thanks to your support Mama Amoti (pictured) received 3 goats in 2010. She has been able to pay her children’s schools fees by selling her goats off spring.

She told us “Today one of my sons Kisenbo has just graduated from the secondary school and my two daughters are getting into the secondary school, I’m short of words but can just say, thanks for giving me and my family hope to live again.”

The Philippines after Typhoon Haiyan

On November 8th, 2013, Typhoon Haiyan – also known as Typhoon Yolanda – struck the Philippines. Winds of 230 kilometres per hour struck the central islands, destroying entire towns and bringing heavy rains and waves that resulted in flooding, landslides and widespread damage.

Over 6,300 people died as a result of the typhoon and four million people were left homeless.

Trócaire responded to the typhoon immediately, working with partners in the country, particularly Caritas Philippines and CRS, to deliver urgent aid to people affected. Trócaire reached over 300,000 people through our response to Typhoon Haiyan.

Long-term focus

Our initial focus was on providing shelter, food and water to people left homeless. Our longer-term focus saw us build disaster-resistant houses for people whose homes had been destroyed.

We are continuing to work with vulnerable people in the Philippines to rebuild their lives and protect them from future storms.

The worsening impacts of climate change means that both the frequency and intensity of storms in the Philippines is likely to increase over the coming years.

Find out more by watching ‘Philippines Typhoon One Year on: Ronald’s story’ at www.trocaire.org.
Retail Therapy in Malawi

Mary Thole (28) from Malawi has a sharp eye for buying clothes. When she displays her second-hand clothes on a mat outside her home, she’s soon surrounded by an eager audience.

For Mary, ‘retail therapy’ has a deeper meaning having helped her to begin again after her marriage unfortunately ended due to persistent abuse. “The ten years of my marriage were very violent and abusive,” she recalls. When her marriage broke up she had to leave home with her four children because she lived in her husband’s village and was no longer welcome.

Mary couldn’t provide for her family until she joined a women’s group funded by Trócaire through the Catholic Development Commission in Malawi. The women, many of whom had experienced the same problems as Mary, were trained in setting up a savings and loans scheme where they could borrow to start their own businesses.

This was how Mary started her clothes business and, although life is still tough, her children are in school and she feels there is hope for the future.

Lighting the Dark & Supporting Education

Education is the key to ending poverty. Without the aid of electricity or running water, members of rural African households all help with the household chores. Very often school going kids like Daniel Okweng, Uganda, are required to spend the day light hours after school fetching water, cleaning clothes or doing other chores. This leaves little time for study while the sun is still up.

Trócaire in Uganda is working to provide a safe and suitable solar lighting source to brighten the dark nights and support children like Daniel to study when the sun goes down. With the addition of a solar light, children like Daniel are able to read and study for many hours after sundown, helping their studies and providing a pathway out of poverty.

It costs €12 to provide a solar lamp to a family. The lamps provide a range of benefits to families including clean light, money saving, study aid, pest control, farming tool and helping enterprises. These simple solar lamps are placed outdoors by day to charge and at night provide up to six hours of clean free light.

In 2012 Trócaire distributed over 2,000 solar lights to rural households in north and north eastern Uganda.
Top Tips for Organising Your Fundraising Activities

1. Start Early
Encourage careful planning and start early to ensure you’re well organised.

2. Decide What You Want To Do
Support one of Trócaire’s fundraising initiatives (Lent, Trad for Trócaire, Trócaire Gifts); use a tried and tested activity (visit www.trocaire.org/fundraise); or come up with your own idea!

3. Select a Date

4. Set Out Your Goals
How much do you want to fundraise? How many people do you want to attend your event? Work with your students to agree your goals and targets for the event.

5. Write the Details Down
Outline the key details about your fundraiser on paper setting out your plan of action. Include budget, venue, your timeline, who needs to do what etc.

Remember to be safe and legal and don’t forget to outline your contingency plan... be optimistic but realistic.

6. Form a Fundraising Committee
Group your students together and assign different roles and activities to different students and or groups. This could include a creative team, PR team, planning team, events team etc.

7. Tell Everyone!
Make sure to advertise and promote your fundraising event or activity. Involve students, encouraging them to roll out different promotional activities (see promotion ideas on the next page) and to tell everyone who will listen not only about what they’re doing but also why they’re doing it.

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Promotion Ideas:
- Talk at the school assembly.
- Visit different classes and give a 5 minute talk.
- Talk at an event or mass in the local community.
- Create posters and put them up in the school and local community.
- Distribute information flyers.
- Talk to the local press and ask if they’ll promote your fundraiser.
- Write an article for the local newspaper, community paper or school newsletter.
- Send emails.
- Write a blog.
- Use social media...Twitter, Facebook.
- Tell Trócaire and we’ll promote it on our website and social media platforms.

8. Get Fundraising
Don’t be afraid to ask for sponsorship. Make a list of people who you could ask. When asking, make sure to not just tell people what you’re doing but why you’re doing it.

Set up an online fundraising page at www.trocaire.org/fundraise.

9. Say Thank You!
Make sure to thank everyone who donated and supported your fundraiser. Don’t forget to tell people how much you raised.

10. Sending the Money Back & Evaluating Your Event
Don’t forget to return the money you raised to Trócaire.

Please also send us on any photos or stories from your fundraiser. We’d love to hear how it goes!

Bring your students together as a group and discuss how the fundraiser went. Identify what worked well and what you’d do differently next time. But most of all celebrate your success and be proud of what you and your students have achieved!
School visits
Would you like your students to learn more about Trócaire, our work, the global issues we face and fundraising? We are available to visit your school to facilitate school talks and workshops on a variety of topics. Please contact us if you would like us to visit your school.

Trócaire online for teachers
Trócaire offers a range of education supports and resources including lesson plans, worksheets, activities, compelling stories, photos, videos and information slide shows. Many of these are also offered through interactive whiteboard resources.

Download the resources and use them to teach about important global issues such as Climate Change, Trade, Poverty and Hunger, Gender Equality and more. You’ll find the resources plus plenty of practical and inspiring ideas for use in the classroom at www.trocaire.org/education.

School projects
Students can take part in a variety of Trócaire Awards Programmes, based on global justice issues. An example of some of our programmes can be found below, however log on to www.trocaire.org/education for a full list of programmes for primary and post primary schools.

- **Trócaire Better World Award** - This is an award that recognises the work and learning that takes place each year while exploring Trócaire’s Lenten theme.

- **Solidarity Award** - Trócaire’s Solidarity Award scheme aims to recognise the effort, energy and commitment that post primary students and their schools give to help Trócaire alleviate poverty and injustice amongst the world’s poorest people. There are two categories – Individual Student and Whole School.

  * Please note this award programme only runs in NI.

Other School Supports Available from Trócaire

Other Resources
Trócaire’s Development Education team provides support for educators in the formal and informal education sectors, school workshops, and a range of resources to explore and critically examine global justice and human rights issues.

Some of the available supports and resources include:

**Educator Support**
Trócaire supports educators to increase their understanding of, and confidence in, using development education methodologies and critical thinking in their practice.

Trócaire aims to support educators in a number of ways:

- Teacher Education and Continuous Professional Development
- Educational Resources
- Schools Workshops

**e-Book: The Ripple Effect – Water around the world**
Explore water as a justice issue, and learn about the impact of the global water crisis in both Ireland and Malawi with this free to download e-Book.

To avail of these, and to find out more, visit www.trocaire.org/education.
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Ananda Chandra Naik, India.
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Page 3:
Students from Corpus Christi National School, Moyross, Limerick, during Lent 2013.
Photographer: Séan Curtin

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Widow Bambeha Amoti Perusi with her 2 sons standing with their goats in front of their house.
Photographer: Saah Nyaambe Lebreton

Page 8:
Ronald and nurse Hilda Ponferrada, who saved many people’s lives.
Photographer: Lukasz Cholewiak/Caritas

Page 8:
Mary Thole, Malawi, with her daughters.
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Page 8:
Daniel Okweng, Uganda, shows us his solar lamp. Daniel is also the boy who was on the 2012 Trócaire Box.
Photographer: John Farrell

Page 9:
Students from St. Mac Dara’s Community College, Templeogue, Dublin, with celebrity chef Donal Skehan, who organised a 24-Hour Fast and Sponsored Cycle.
Photographer: Alan Whelan

Page 10:
Children from first class in Our Lady Queen of Apostles National School, Clondalkin, Cian Murphy (6), left, and Taiki Yoshino Fennell (7) during the launch of a national competition in 2012 for primary schools to design next year’s Trócaire box.
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