



ACQUIRED
BRAIN INJURY
IRELAND

Acquired Brain Injury Ireland

FUNDRAISING HANDBOOK

Your Guide to Changing Lives



Everything you need to put the **FUN** into **fundraising** and to make a difference to those living with an **Acquired Brain Injury** in Ireland



You're doing something amazing!

Thank You!

When you decided to support Acquired Brain Injury (ABI) Ireland, you decided to do something absolutely incredible for the thousands of people who live with an Acquired Brain Injury across Ireland.

An ABI does not only change the life of a person living with the injury but it can also have a lasting effect on their families also. Your support is so important to allow us to support these individuals and their loved ones and I can't thank you enough for your efforts.

I know how important your support is because tragedy hit my own family as my brother Peter acquired multiple brain injuries. There were no appropriate services available to him and as a young man, Peter deserved more than living his life in a nursing home without any support to aid his recovery.

That's why my family and I set up ABI Ireland. To provide a place of hope and second chances to brain injury survivors and their families.

So, whether you are thinking about holding a bake sale or running a marathon, we are absolutely delighted to have you as part of our life-changing team because everything you do is helping to change lives.

We know that it takes a special person to organise an event or take part in a

fundraiser and we want to make sure that you know how much we value your support for our work.

I hope this fundraising guide will help you along the way and if you have any questions at all, don't hesitate, even for a second about getting in touch with our team on 01 2804164 - we are here to help in any way we can.

Once again, thank you so much for joining us and for making a second chance a reality for so many.

Best of luck!

Barbara O'Connell
Chief Executive Officer



How we support those living with an Acquired Brain Injury

Acquired Brain Injury (ABI) Ireland is the leading provider of Community Neuro-Rehabilitation services throughout the country. Located in every province, we provide a wide variety of services to address the wide range of needs of the many individuals and their loved ones who desperately require our support. The support that we provide is specific to each person because we know that there is no one size fits all when it comes to our brain.

Every year 13,000 people in Ireland acquire a brain injury. Year on year, more people are requiring our help and to extend our reach, we need your help to ensure we can continue to grow and provide:

- Individual Rehabilitation Plans - unique rehab plan to each individual from our specialist team
- Residential Rehabilitation - a home from home
- Home and Community Rehabilitation - rehabilitation support in the home environment
- Transitional Living Services - to enable a return to life in the community
- Day Resource/ Clubhouse Service - a community based on acceptance and empowerment
- Family Support Services- support for families as they take on a carer role



At Acquired Brain Injury Ireland, we want every brain injury survivor to have access to neuro-rehabilitation and the support they deserve.

How your fundraising efforts can make a difference



€300

10 hours of specialist rehabilitation support with a member of our neuro-rehab team



€1200

6 sessions of occupational therapy to aid recovery and enable participation in everyday life



€2,000

Provides workshops for those who attend our day services to build creatively on their existing strengths and capabilities.



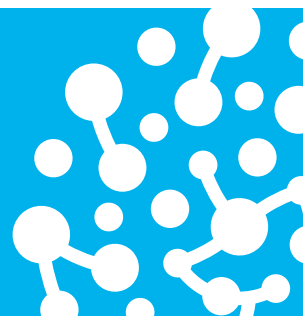
How you can help

- 1. GIVE A GIFT** – You can sign up to our Never say Never club to support ABI Ireland with a monthly gift to help us plan for the future or you can make a once-off donation through our website www.abiireland.ie at any time.
- 2. HOLD A FUNDRAISER** – Host your own event or take on your next big challenge such as climbing a mountain or running a race!
- 3. CORPORATE** – Organise a fundraising event in your place of work or nominate us as your organisation's Charity Partner.
- 4. MAJOR GIFT** – You can give an extraordinary gift to support our work and enable those with an ABI to live meaningful lives.
- 5. IN MEMORY GIFT** – Mark an anniversary or a birthday to celebrate the life of a loved one. You can even let your support of those with an ABI live on and leave a gift in your Will.

If you have any questions, please contact fundraising@abiireland.ie and we would love to help. Keep an eye on our website (www.abiireland.ie) for any upcoming events and further information about our work.

Give even more at no cost to you

If you are a taxpayer and you donate €250 or more in a single year, we can claim a refund from revenue at absolutely no cost to you. Give us a call on 01 2804164 and we will pop a simple form out to you to fill in and return.



TIPS

for hosting your fundraising event

Thank you for helping to provide a second chance to brain injury survivors. We are so grateful that you have chosen to get involved and make a difference. We have included some helpful tips and information below to help you on your road to success!



Make a plan

1. **ENJOY IT** - putting the FUN into fundraising is the best way to ensure success! Choose an event or activity that you will love!
2. **DECIDE ON THE WHERE AND WHEN** - try to avoid clashes with big local events!
3. **TELL US!** We want to support you along the way in whatever way we can!
4. **TELL THE WORLD!** Promote offline where you can and on social media too!



The Financials

1. **HAVE A GOAL** - a target is great to work towards and will motivate all involved!
2. **KEEP COSTS TO A MINIMUM** - ask for donations / charity rates if you have expenses
3. **GO ONLINE** - set up an online fundraising page at everydayhero.ie, just search for Acquired Brain Injury Ireland and design a page so your family/friends can support you regardless of their location
4. **MATCHING GIFTS** - Ask your employer if they can match your fundraised amount and help you achieve and even exceed your target!

TIPS for hosting your fundraising event



Laying down the law!

1. **TELL US** – request an event proposal form* from a local ABI Ireland staff member or by calling the team on 01 2804164 and then return to fundraising@abiireland.ie or your local service
 2. **BE INFORMED** – take note of our terms and conditions outlined on the Event Proposal Form
 3. **BEST PRACTICE** – be open and honest when talking about your fundraiser to the public
 4. **MONEY, MONEY, MONEY!** – follow best practice cash handling procedures. Contact us for more information
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You did it!

1. **RETURN YOUR FUNDS RAISED** – ideally return all monies within 21 days of your event so we can send you a big THANK YOU!!
2. **YOU CAN SEND** a cheque/postal order to our National Office or simply lodge your money into our bank account using the below details:
Bank: AIB Cornelscourt, Dublin 18
BIC: AIBKIE2DXXX
IBAN: IE54 AIBK 9333 9223 500372
3. **SAY THANKS A MILLION** – don't forget to thank all who supported your fundraiser in any way! It's a lovely thing to do and they will appreciate it! Thank them from us too!!

* When we receive your event proposal form, we will issue you with the information and materials that you need to get you on your way so don't forget to return it at least 2 weeks in advance of your fundraiser!





Our Commitment to you

As a charity seeking donations from the public, Acquired Brain Injury Ireland aims to comply with the *Guidelines for Charitable Organisations on Fundraising from the Public* as issued by the Charity Regulator. Our pledge is to treat all our supporters with respect, honesty and openness. We commit to being accountable

We commit to being accountable and transparent so that donors and prospective donors can have full confidence in ABI Ireland. We will ensure that where possible, family members of those who bequeathed funds to ABI Ireland are thanked appropriately and we promise that we will effectively apply your gifts to us for their intended purposes.

We commit that you, our supporters and prospective supporters will:

- Be informed of our mission, and of the way we intend to use donated resources
- Be informed of the identity of those serving on our governing board and that this board will exercise prudent judgment in its stewardship responsibilities.
- Will have access to the organisation's most recent financial statements
- Be assured your gifts will be used for the purposes for which they were given.
- Receive appropriate acknowledgement and recognition
- Be assured that all information about your donation is handled with respect and with confidentiality to the extent provided by law
- Be dealt with professionally by all individuals representing ABI Ireland
- Be informed whether those seeking donations are volunteers, ABI Ireland employees or third party agents
- Easily available complaints procedure. Contact fundraising@abiireland.ie for further details
- Have the opportunity for your name to be deleted from our mailing list
- Be assured that your details will not be shared with third parties
- Receive prompt, truthful and forthright answers to any questions you might have relating to fundraising activities and donations



ACQUIRED
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IRELAND



Get in touch!

Acquired Brain Injury Ireland
64 Mulgrave Street
Dun Laoghaire
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Reg. Charity No. 20046200
CHY 14289

Tel: 01 280 4164

Email: info@abiireland.ie

Web: www.abiireland.ie

Acquired Brain Injury Ireland is the trading name of the Peter Bradley Foundation.