

**GO GREEN
FOR CONCERN**
13 March

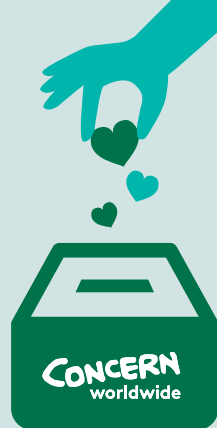
CONCERN
worldwide



**EVERYTHING
YOU NEED TO
GO GREEN!**

Why fundraise for Concern?

Our vision, our mission and our work are all defined by one goal – ending extreme poverty, whatever it takes. We believe that no-one should have to live in fear that they won't have a home to sleep in or enough food to feed their children.



What we do

Concern implements many diverse programmes to address specific causes of extreme poverty. These fall under five key areas.

Our **Health & Nutrition programmes** are improving the survival, health, nutrition and wellbeing of the world's most vulnerable communities.

Our **Livelihoods programmes** contribute to lasting improvements in the income and food security of extremely poor people.

Our **Education programmes** are key to breaking the cycle of extreme poverty; ensuring increased access to quality education, improving literacy and contributing to child well-being.

Our **Emergency programmes** are constantly evolving to ensure that we respond as quickly and as efficiently as possible to emergencies. We also build resilience in communities and attempt to reduce the impact of possible future disaster.

Our **Gender Equality programmes** aim to transform the root causes of gender equality through engaging, educating and empowering both men and women living in extreme poverty.

How money is spent

We're committed to using your donations to transform the lives of people living in extreme poverty.

In 2018, we reached approximately 24 million people in 23 of the world's poorest and most vulnerable countries. We spent over €141 million on our overseas programmes.



■ Relief and Development.....	88.4%
■ Fundraising.....	8.7%
■ Development Education and Advocacy.....	2.4%
■ Governance.....	0.5%

A GREENER WORLD STARTS WITH YOU

This guide is designed to help you recruit your Green Team and give you a snapshot of the different types of fundraising events you could hold on March 13th.

First things first, how will you spread the Green spirit, among your workplace, sports club or school? We have a few tips below but if you would rather speak to someone directly call our inhouse Green Queen Anika on 01 417 8028.

1.

Green to be seen. Here is a **downloadable poster** you can use to put up around your workplace, sports club or school. Wherever you're hosting your event make sure people know you're Going Green on March the 13th.



We suggest asking for a small donation in return for wearing green on March 13th, something as small as €3 could save a child's life.

€3 can provide nine sachets of plumpy'nut, a nutty paste enriched with fast-acting nutrients that can help a child recover from severe malnutrition. Think about how much you could raise if everyone gave as little as €3.

2.

You can also make it personal and spread the word by handing out **these Green business cards!** Print them off and give them to as many people as you can, it acts as a small reminder and can even spur on a few helping hands for you!



Top Tips for holding a fundraising event

These tips can be adapted whether your event is big or small, in your own home, a community or in work!



1 Have you set a target?

Setting a target will kick-start you into action and also keep you motivated to reach the goal! To set a target please visit our **targets section here** and personalise your fundraising goal with one of our three climate smart solutions.

2 Give yourself plenty of time

Remember Rome wasn't built in a day so if you want advice or support running your fundraiser give our Green Queen Anika a call on 01 417 8028 and she'll give you easy ideas to boost your fundraising!

3 Make a to-do list

Create a to-do list and break everything down into manageable tasks. Call in favours and rope in friends and family if needed!

4 Publicise your event

Share your online fundraising page. Tell friends and family. Email work colleagues. Share on Twitter, Facebook or Instagram. Announce at mass or during a school assembly. Publicise in a local paper or in local shops and businesses. The more people who know about it, the better!

Double your fundraising efforts without the effort - check with your workplace to see if you're eligible for **Matched Giving**.



On March 13th you'll be igniting the Green spirit in exchange for a donation, but it doesn't have to stop there. Why not unite your Green team by hosting one of these simple but effective mini fundraisers and have fun doing it!

Green bake sale

If you want to really keep it Green, don't forget the Matcha or Green tea!



Host a Bring A Green Dish Lunch!

Give it a restaurant feel and charge for a serving.



Hold a Green interdepartmental sports day

Get your departments to compete in tug-of-war, volleyball, egg and spoon race and collect entrance fees.



Green Picture Round

There's 14 Disney characters who have worn Green and over 200 flags that have Green in it! Put people's knowledge to test and ask for a fee for entry!

If you need more ideas, give our Green thinking team a call today on 01 417 8028!

Top Fundraising Tips



Once you know what you want to do, our **Top Six Tips** below are guaranteed to boost your fundraiser to make it a huge success!

1

Share your event – Remember to circulate these posters or business cards around your school or workplace.

2

Get social – Take to social media and tell the world about your event! Don't forget to tag Concern Worldwide and use #GoGreenForConcern, so we can see how you Go Green!

3

Tell your personal story – Why do you care? Tell your story about why you are fundraising for Concern.

4

Bring us along for the ride – Why not livestream it? Make sure to tag us so we can share your stories!

5

Be creative – Think of interesting ways to get people excited about your fundraising. “If we raise €1,000 I'll dye my hair green for the day!”

6

Get in touch – Don't be shy! We want to hear from you and support your amazing efforts.

Returning Your Fundraising

Returning your fundraising couldn't be easier.

We have **many safe and secure ways** for returning your fundraising – please choose from the list below.



- 1 You can pick up the **phone** and call us on 01 417 7777. Please have your card details at hand.



- 2 Alternatively, you can **transfer** your fundraising, along with a reference number, to our main bank account in:
Bank of Ireland
Sort Code: 900017
Account Number: 16322733
IBAN: IE40 BOFI 9000 1716 3227 33
BIC: BOFIIIE2D



- 3 If you have an **online** fundraising page, funds come through immediately to Concern. To set up your own fundraising page please visit **yourconcern.concern.net/register**

Online fundraising pages are perfect if you are hosting a fundraiser – those attending can donate to your online page directly!

Thank You for Your Support!

Your support will make such a huge difference to those **living in extreme poverty**. We couldn't do the work we do without people like you. **Remember every Green t-shirt worn, every Green cake sold and every penny raised will help transform communities affected by climate change.**



Hachimou Ali (45) with several vegetable sacks he cultivated in Niger. Photographer: Darren Vaughan / Concern Worldwide



Abdul hold one of his fathers goat given to him by Concern in Malawi. Photo: Kieran McConville / Concern Worldwide



Esime a lead farmer for conservation agriculture with her neighbour Esnart. Photo: Kieran McConville / Concern Worldwide

Concern Supporter Charter

Concern Worldwide operates to the Triple Lock standard of transparent reporting, good fundraising and good governance

Reporting We prepare an annual report and financial statements in full compliance with the Charity SORP (Standard of Reporting Practice FRS102)

Fundraising We comply with the Guidelines for Charitable Organisations on Fundraising from the Public, issued by the Charities Regulator

Governance Concern has adopted and signed up to the Governance Code for the Community and Voluntary Sector, the Irish NGOs Code of Corporate Governance (Dochas) and the Charities Regulator Charities Governance Code. We pledge to ensure that all of our communications are presented in a fashion consistent with the Dochas Code of Conduct on Images and Messages.

In accordance with the Guidelines for Charitable Organisations on Fundraising from the Public, issued by the Charities Regulator, Concern has a Supporter Charter outlining how we operate under the principles of Respect; Honesty & Integrity; and Transparency & Accountability

Respect

All public engagement by Concern respects the rights and dignity of the people we work with, our supporters, and the general public.

The people we work with and their situations are presented in an honest and respectful way and, where possible and appropriate, the people we work with have an input into Concern's public engagement strategies.

We offer many ways in which the public can support our work: whether it suits someone to volunteer their time, to advocate or to donate.

Our fundraising is not unreasonably persistent, intrusive or placing undue pressure on people to donate. Should someone not wish to donate, or wish to cease making a donation to Concern, that decision is respected.

Honesty & Integrity

Our public engagement is conducted in an honest and truthful manner.

Concern staff act with integrity and our public engagement activities honestly represent Concern and our genuine need for support.

Questions about our activities and costs will be answered honestly and in a timely manner.

Information about Concern's charitable purpose and activities is made freely available.

Charitable donations and gifts are used for the purposes for which they were donated.

Transparency & Accountability

Concern takes responsibility for its actions and is capable of explaining, clarifying and justifying those actions.

Concern's Board of Directors and management explain and account to supporters and the public for Concern's action.

We operate in an open, frank and honest way and ensures that transactions, operations, information and communications are easily understood by supporters and the public alike.

We clearly identify to our supporters and the public the cause for which fundraising is occurring and how donations will and are being used.

We provide ways whereby those interested can easily contact us.

We have a procedure in place to address complaints.

CONCERN
worldwide

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EXTREME POVERTY
WHATEVER
IT TAKES



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www.concern.net

Concern Worldwide, a company limited by guarantee

Registered Company Number: 39647, Registered Revenue Number: CHY 5745, Registered

Charity Number: 20009090

Registered in Ireland, Registered address is 52 – 55 Lower Camden Street, Dublin 2.