



GREEN!

FOR CONCERN
worldwide

March 8th – 12th

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.

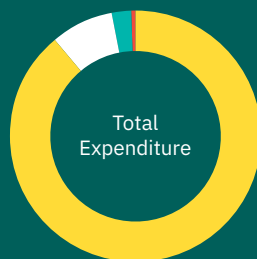
Our **Emergency programmes** are constantly evolving to ensure that we respond as quickly and as efficiently as possible to emergencies. We also build resilience in communities and attempt to reduce the impact of possible future disaster.

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 2019, Concern worked in 24 of the world's poorest and most vulnerable countries to alleviate poverty and hunger.



• **88.9%**
Overseas Relief
and Development

• **8.3%**
Fundraising

• **2.3%**
Development, Education
and Advocacy

• **0.5%**
Governance

LET'S WORK TOGETHER TO TURN THE WORLD GREEN FOR CONCERN

Five days and five ways to Go Green for Concern.

From March 8th – 12th, we want to turn the world green by getting as many people as possible to snap and share a different 'green' picture every day and share with friends and colleagues on social media and company internal communications. The pictures can be taken in and around the home and will relate in some way to combatting climate change. Pictures of things like green vegetables or a re-usable water bottle or recycling bin. It'll be easy!

For those who want to bring a competitive edge to the campaign, we've added points to each activity. Why not challenge your colleagues or teams to some healthy competition and see who can accumulate the most points over the course of the week. The winner will be crowned the Go Green Hero!

Ideally, everyone that takes part will make a small donation during the week - we'd be delighted if all participants could spare at least €5 each. Every photo shared and every cent donated will help transform communities affected by climate change.



Pick 1 activity per day for the 5 days of Go Green



REDUCE FAST FASHION

Picture of an item of green clothing: **5 points**



FLIGHT-FREE HOLIDAYS

Picture of your favourite location in Ireland: **10 points**



BUY LOCAL

Picture of something you bought locally: **20 points**



REDUCE WATER CONSUMPTION

Picture of green water bottle or garden water butt: **25 points**



REDUCE DIGITAL FOOTPRINT

Picture of hobby or activity that doesn't involve Phones/TVs, - reading, knitting, jigsaw, etc.: **30 points**



REDUCE CAR USE

Picture from your daily exercise: **35 points**



PLANT BASED MEAL

Picture of vegetables/veggie meal: **40 points**



LOWER CARBON EMISSIONS

Picture from a visit to the bottle bank or Bring Centre: **50 points**



RECYCLING

Picture of upcycling something in the home: **75 points**



PLANTS AND NATURE

Picture of seeds being planted or composting: **100 points**

Challenge staff and colleagues to see who can raise the most points over the course of the week, use our downloadable score card to keep track of your activities and share your progress on social media and with your colleagues.

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!



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.

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 Go Green Team a call on 01 417 7756 and they'll give you easy ideas to boost your fundraising.

Make a to-do list

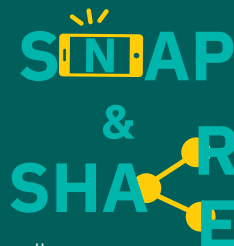
Create a to-do list and break everything down into manageable tasks. Call in favours and rope in friends and family if needed!

Publicise your event

Share your online fundraising page. Tell friends and family. Email work colleagues. Share on Twitter, Facebook or Instagram. The more people who know about it, the better!

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 lay down a friendly challenge to colleagues and other teams at work to encourage sign ups. Post it on your employers internal communications, share it with your charity committee or HR department.
- 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! Visit www.concern.net/go-green to download ready to use Go Green social media assets!
- 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 Funds

Returning your funds couldn't be easier.

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

Closing date for return of funds is 16th April.



- 1 You can pick up the **phone** and call us on 01 417 7777. Please have your card details to hand and remember to tell us it's for **GO GREEN!**



- 2 Alternatively you can **transfer** your fundraising, along with your name and **Go Green** as the reference, 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 <https://www.justgiving.com/campaign/gogreen>

Online fundraising pages are perfect if you are hosting a fundraiser – those participating 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 cent 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 holds one of his fathers goats 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

**ENDING
EXTREME POVERTY
WHATEVER
IT TAKES**



We hope this campaign will generate a sense of
togetherness while your colleagues are apart.
But, more importantly, you'll be helping Concern
make a difference to the lives of those worst
affected by climate change.

**THANK YOU
FOR CONSIDERING GOING
GREEN FOR CONCERN.**

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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.