



UL ENGAGE

Community Briefing

2017 No. 19

Limerick's Gateway to Education

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UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH

UL Engage

share

enable

grow

Promoting University Community Collaboration

Project Aim

For our practicum project we were placed with Limerick's Gateway to Education, a support charity that provides school uniforms, book, supplies, and tutoring services to families who struggle financially. Our main goal was to raise funds for Limerick's Gateway. Through our combined effort we were able to create a new and improved GoFundMe campaign. This page was then shared to various Facebook pages as well as our own personal accounts. In the end we raised about \$500 U.S. dollars. With this money we were able to present Limerick's Gateway with a new sign for the front of their store (pictured below).

Another goal we accomplished was planning and executing a fundraising event for the homework club since these services are less known compared to the shop. We were able to gain access to Limerick's Gateway's Facebook pages where we posted a flyer indicating the type of fundraiser it was and where it would be located. Through this event we were able to get the children in the club excited for Halloween as well as raise an additional 30-euro through our bake sale.

Project Rationale

We believe that Limerick's Gateway to Education does important and meaningful work, but their hard work and efforts go unnoticed by the Limerick community. Since Limerick's Gateway is a non-profit business everyone who is working there is doing so on a voluntary basis. Limerick's Gateway runs on donations from the community to help keep their shop and homework club running at its highest standard. We believe in Limerick's Gateway to Education's mission in making sure children receive the best possible opportunity when it comes to their education. We know that they are a worthwhile cause because we have seen what they have been able to do for hundreds of families first hand.



COMMUNITY



Gateway to Education LIMERICK

Overview of Community Organisation:

Limerick's Gateway to Education is a non-profit organization created in 2012 by Suzanne Roche. Suzanne was a struggling mom of four who thought Limerick city was missing a business that strictly focused on gathering educational supplies. So, through her own struggle she dreamt up Limerick's Gateway to Education. Through the shop, located on Wickham Street, they have been able to relieve some financial pressures by selling second hand school uniforms and books to families who need it.

While huge donations were being made to the shop, as far as, uniforms and books, Suzanne was also receiving donations of clothing, novels and household supplies. Along with these extra donations, Suzanne was encountering another problem. Parents were coming into the shop asking if she had any experience with tutoring children. This is where the inspiration came to form Limerick's Gateway to Education's homework club. The homework club houses almost forty volunteers and children ranging in age for primary school to secondary school. The club has been able to help students of all levels.

Community Partners:

Suzanne Roche:

Suzanne is the founder and CEO of Limerick's Gateway to Education. She has lived in Limerick for almost 50 years and loves the city and the amazing people she gets to interact with everyday. Suzanne has four children who all attend school in or near Limerick. It was through her own struggle with her children that gave her the idea of opening up a second hand shop for school books and uniforms. Suzanne has given hundreds of families the opportunity to send their children to school with nice uniforms without them having to break the bank. The Limerick community is very thankful for Suzanne's contributions.

Paul Kelly:

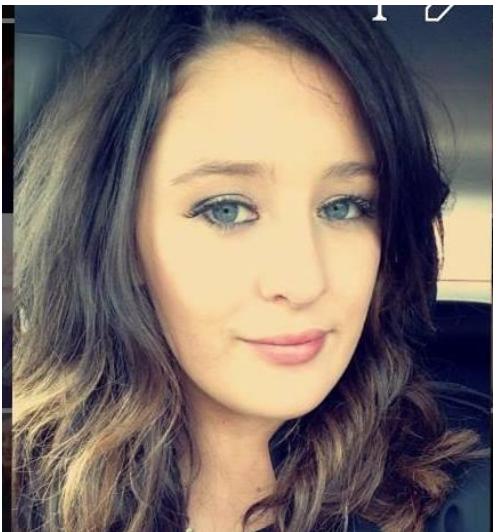
Paul is Limerick's Gateway to Education's financial manager/marketing head. Paul has spent many years living in Limerick. He joined the team about two years ago and cannot imagine where he would be if he did not. Paul provides Limerick's Gateway with an upbeat and positive environment. You will never catch him without a smile on his face.

STUDENTS



Julia Avallone – State University of New York at New Paltz

Julia is a junior at the State University of New York at New Paltz in the United States. She is studying Psychology with a minor in Disaster Studies, and she plans to achieve her degree and go on to graduate school to become a clinical psychologist. She was very excited to have been given this opportunity to participate in the UL Engage program. She was happy to be placed with Limerick’s Gateway because she believes in community service and what it means to help local businesses.



Hayley O Doherty – University of Limerick

Hayley is a fourth year student at the University of Limerick, in Ireland. She is studying Politics and International Relations, and she plans to graduate with her degree and work for a non-profit organization that helps children. She was also very excited to be given this opportunity to work with a business that is a non-profit through the UL Engage program. She was extremely excited to be placed with Limerick’s Gateway because they help families in need and that is what Hayley would love to pursue.

TESTIMONIALS

“Julia and Hayley were a Joy to work with, their communication with us was fantastic and all tasks were completed to the highest standard. They were a credit to the UL engage Project”

Quote from Paul Kelly Limerick’s Gateway to Education’s financial manager/marketing head

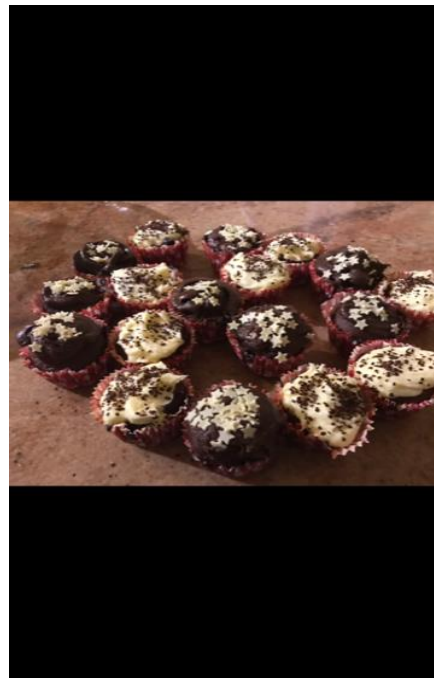
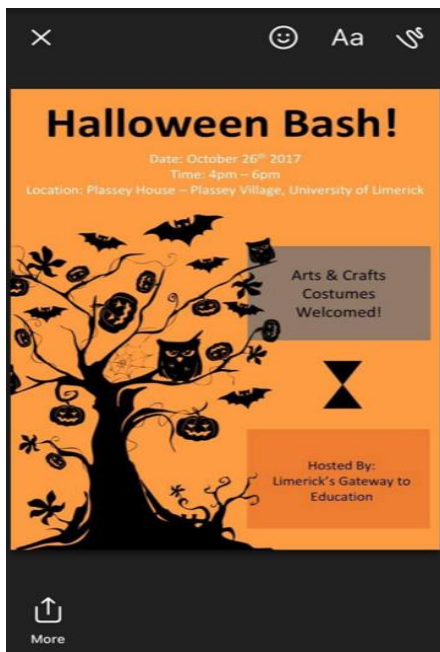
RECOMMENDATIONS

Going forward for the future we have three simple recommendations for the Limericks Gateway to Education organisation.

- Firstly we recommend that the organisation simplifies their social media platforms, the organisation seems to have too many accounts which seems to make it hard for them to send out as many posts as it required to build up a big enough following.
- Secondly we recommend that the organisation hires a social media intern to run all of their social media accounts full time, this would allow the organisation have a bigger presence online and build up their brand name and following, which seems to be a top priority for the organisation at the moment.
- Thirdly and finally we recommend that the organisation continues with the GoFundMe accounts, which can be promoted on social media, their campaigns can be geared towards the organisation in general or they can be focused on a more specific aspect of the organisation such as the homework club.

GALLERY

Below are the pictures produced from our Halloween fundraiser at the Limericks Gateway to Education homework club. Featured is our Halloween Poster publishing the event, you can also see the baked goods that we made for the Fundraiser. Shown below are two volunteers from the homework club who supervise and facilitate the activities run with the children, you can also see the face painting that we choose to do with the children as part of the Fundraiser.





Below you can see the pictures of the Limericks gateway to education, we visited the gateway to education shop to deliver the funds raised from the GoFundMe campaign.



Halloween Bash!

Date: October 26th 2017

Time: 4pm – 6pm

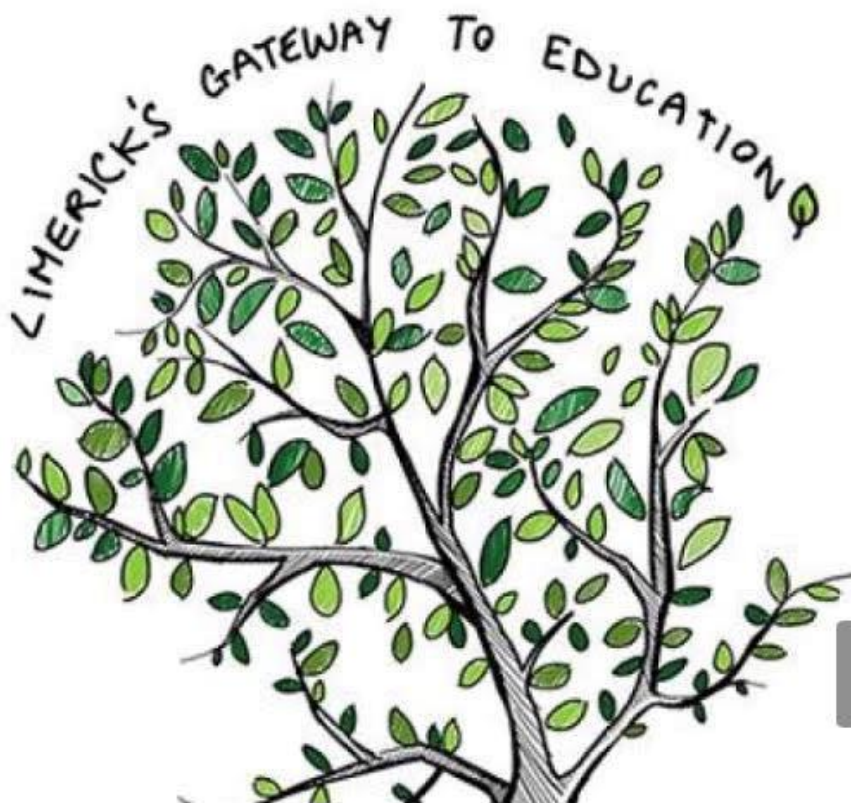
Location: Plassey House – Plassey Village, University of Limerick



Arts & Crafts
Costumes
Welcomed!



Hosted By:
Limerick's Gateway to
Education



Limerick's Gateway to Education

\$460 of \$550 goal



Hello Everyone!!

As you all know, I am working on a project over here in Ireland with my friend Hayley and our fantastic community leader Paul, helping out Limerick's Gateway to Education. This shop helps families in need who find it hard to pay for new uniforms and books for their children. They sell most of their goods at marked down prices to help the families in the community. They also run a homework club where children come and get tutored by some of the local teachers. While I am over here I would really like to raise some money to help them keep their business going because everyone who works for the shop and homework club does so on a volunteer basis. I greatly appreciate any donations!

COMMUNITY VIDEO

For our community project we had the pleasure of working with Limerick's Gateway to Education. Limerick's Gateway to Education is a non-profit organization created in 2012 by Suzanne Roche. Suzanne was a struggling mom who thought Limerick city was missing a business that strictly focused on gathering educational supplies. So, through her own struggle she dreamt up Limerick's Gateway to Education. Through the shop, located on Wickham Street, they have been able to relive some financial pressures by selling second hand school uniforms and books to families who need it. Also they have started up their own homework club where volunteers come in and help the local primary and secondary school children with their homework.

Our main goal was to raise funds for Limerick's Gateway; we tackled this task by creating a GoFundMe page. This page was then shared to various Facebook pages as well as our own personal accounts. In the end we raised about \$500 U.S. dollars. We were also in charge of planning and executing a fundraising event for the homework club since that is less known compared to the shop. Through this event we were able to get the children in the club excited for Halloween as well as raise an additional 30-euro.

Our group responsibilities entailed creating the GoFundMe campaign, organizing a fundraiser for the homework club, securing/ making donations to the fundraiser and advertising for the organization. Through these tasks we were able to accomplish almost all of them. We can say with confidence that more people in the Limerick community now have a better idea of what exactly Limerick's Gateway to Education is all about.

This project was important because this organization deserves to be congratulated for all the hard work they have put into helping the Limerick community. It has impacted Hayley and I profoundly. Since we had no prior experience working with a non-profit organization we knew we had to put in extra effort to making sure this organization got the recognition it deserved. Through the implementation of the GoFundMe and our activity on our own personal Facebook pages talking about this organization I feel more people are aware of their business and now they have a reach in the United States as well as Limerick.

Since we only had a limited time working with Limerick's Gateway we were unable to accomplish some of the other goals we had set in the beginning of this project. Our plan going forward would be to leave a list of things that we planned on starting for the next group of UL engage students so that way they have a starting point. Through working with Limerick's Gateway Hayley and I have realized that working with non-profits is something we would be willing to pursue in our future.

Video Link: <https://media.heanet.ie/page/eac26e4f4e87157f92ce27880069f87e>



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