



UL ENGAGE

Community Briefing

2018 No. 34

Investigating Possible Fundraising Initiatives for the Limerick Mental Health Association

Julia Dexter
Margart kliebhan

Supervised by: Bernie Quillinan



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Promoting University Community Collaboration

THE BRIEF

Project Aim and Objectives

The aim of this project is to establish worthwhile fundraising opportunities for the Limerick Mental Health Association.

The objectives of the project were to first to audit the Limerick Mental Health Association Website for information about their current activities and promotional events. Then, we were to investigate fundraising events put on by other Mental Health organizations both locally and internationally as well as brainstorm event ideas creatively. We used those ideas to propose and discuss a variety of event ideas with members of the Limerick Mental Health Association Board and to narrow down the possible events into four feasible events. After that, our main objective was to research the four events in further detail using online materials and contact with local professionals. This involved contacting the Strand Hotel about the standard costs of holding a Charity Gala. We also strove to estimate the costs and effort that would be required to put on each of the proposed events in comparison to the potential revenue of the event and to organize these findings in the form of a PowerPoint presentation. Finally, we plan to present this PowerPoint to the Limerick Mental Health Association Board.

Project Rationale

The Limerick Mental Health Association wanted to hold events to not only fundraise but also to bring attention to mental health as well as connect more with the community. We were asked to think of some ideas that might bring in money and raise awareness for the Limerick Mental Health Association. These events will not only be fun for the community but also educational by providing more information about mental health as well as helping people learn about how the Limerick Mental Health Association would be beneficial to them.

COMMUNITY

Overview of Community Organisation



The Limerick Mental Health Association is a voluntary organization whose goal is to promote positive mental health across Limerick County. They aim to support people struggling with mental health problems by not only trying to reduce the stigma around mental illness but also to educate people about mental health and useful coping strategies.

They provide many services and events throughout the year. Their primary program is the Le Chéile Peer Support Project. These meetings feature peer support, friendship, activities and wellness programs in an accepting and supportive environment. They help their members recover and develop wellness using services include like the Wellness Recovery Action Plan (WRAP), a tool that can help people manage their mental health difficulties empowers them to feel like they have more control over their lives. They also organize Limerick Mental Health Week, which takes place every year in October. This week of talks, workshops, and activities raises awareness of mental health in the local communities as well as highlights the supports and services that Limerick Mental Health Association provides.

Community Partners



Claire Flynn- Project manager and Board member

Claire Flynn joined Limerick Mental Health Association as a part-time Project Coordinator for the Le Chéile Peer Support Project in 2014 and is now the Project Manager of Le Chéile Peer Support Project. She has always had a passion for equality and advocacy and loves what she does because she plays a direct role in reducing social isolation and increasing social inclusion. She hopes the organization will grow so that it can help more people, promote positive mental health, and advocate for those in need. Claire loves to wind down by watching reality TV. She is passionate about movies and hopes to one day make her own film



Tony Sheridan- Board member, Social Media, Marketing, PR, and Fundraising

Tony Sheridan is the Social Media and Digital Content Officer for the University of Limerick. He is also a Mental Health Campaigner who has undertaken fundraising initiatives, blogged, delivered talks and lectures on Mental Health to variety of audiences over the last 5 years. He began work with Limerick Mental Health Association by coordinating the Social Media and Marketing efforts for Limerick Mental Health Week 2017. He has recently been invited to be a board member of Limerick Mental Health Association undertaking the PR and Fundraising Role.

STUDENTS



Julia Dexter – University of Massachusetts Amherst, USA

Julia is currently a third year student studying at the University of Massachusetts Amherst in the United States. She studies psychology with a minor in natural resource conservation. She enjoys working with kids, as she was a camp counselor for a couple of years in the past. She has also expressed an interest in mental health and wants to one day own a therapeutic horseback-riding barn. Working with the Limerick Mental Health Association helped Julia see a little bit of the inner workings of an association and see a glimpse of how to organize and run events to promote and fundraise.



Margaret Kliebhan – University of Minnesota, USA

Maggie is a third-year from the Chicago suburbs in the United States. Her major area of study is biochemistry with a minor focus in mathematics. She likes using her science background when working with people and is, therefore, applying to medical school in the next year. She has enjoyed helping a mental health organization because she can see the role that mental health plays in a person's overall well being. This project with the Limerick Mental Health Association has given her experience in event planning and insight into the role of nonprofit organizations in the community.

OUTCOMES

Our work brought potential fundraising initiatives to the LKMHA. We engaged members of the LMHA board with brainstorming and planning fundraising event ideas and were able to give them a student's perspective on event possibilities. Our work laid the groundwork for an annual fundraising strategy for the Limerick Mental Health Association.

We plan to show the board our ideas and explain the pros and cons to each potential initiative. They will be able to decide which ones are worth the investment, time, and effort to put them on. Hopefully, our presentation will also provide inspiration and ideas for many aspects of the event plan, which the committee can use if they decide to put on the event. Our work will not only help LKMHA raise money for their association, but also will help the community in Limerick county and city learn more about mental health and about the resources that are available to them. We were able to lay the groundwork for an annual fundraising strategy for LKMHA.

Other outcomes include the learning outcomes that we, as students, gained from the project. For both of us, this was our first chance to be involved in budgeting and planning for a large event. We both developed research and brainstorming skills while investigating and proposing event ideas. We also experienced being part of a project group that contained both mentors and students working towards a common goal, similar to what would be found in the workplace. We also received guidance on the mentality needed to approach the organization of public events that we can apply toward future event planning.

“The work they carried out was really important for us in LKMHA. Ideally LKMHA would have more staff and be able to carry out more research like this ourselves but unfortunately it is not the case. As the board member with oversight over the fundraising aspect of LKMHA I will use the work of our engage students to form the basis of the fundraising strategy employed by LKMHA for years to come. As I am a volunteer myself it would have been impossible for me to dedicate the time these students did to this project. It has been really beneficial and important for me.” – Tony Sheridan

“ It has allowed me to base the strategy for fundraising for LKMHA on a base of research, stats and evidence which is very important in terms of how our decisions are informed.” – Tony Sheridan

TESTIMONIALS



“The girls were very pleasant to work with overall. They were professional, dedicated, and punctual. They were open to taking ideas and always came back with more. Their project really provided the groundwork to jump-start a definitive fundraising plan. We are grateful to them for assisting us in taking the first step to a more organized funding strategy.” – Claire Flynn

I found working with the students from UL engage to be a really positive experience. The students were completely enthusiastic, really listened to our guidance and acted on it and the quality of work produced exceeded our expectations.” – Tony Sheridan



RECOMMENDATIONS

Short Term

- Prioritize the events for which the expected revenue will be worth the time and effort put into it
- Consider other events not accounted for that the association is interested in
- Survey the current members and local community about their interest
- Outline a plan for the year that includes a rough timeline of when the preparation of each planned event would take place

Long Term

- Put on the fundraising events and initiatives agreed upon by the board
- During those events take note of what worked, what didn't, and things that were not accounted for
- Conduct a survey of the people that attend the events about what they enjoyed and what they would change

For Future UL Engage Students

- When working in fundraising event planning, account for every aspect of the event and lay out an appropriate timeline before beginning the work
- If seeking sponsorship, start contacting local organizations early and don't be afraid to ask

GALLERY



Claire, Julia and Maggie meeting at Stables at the University of Limerick where all of their meetings were held. Julia and Maggie are going over their research with Claire and talking about the pros and cons of each fundraising idea that they had researched.

Julia and Maggie at Stables doing research after a meeting with Claire and Tony. They are reviewing input they had received in the meeting.



Julia, Maggie, Clarie and Tony meeting at Stables to go over the final touches of the powerpoint presentation for the board.

*In the past 5 years, I have seen a large change in Ireland's attitude to mental health, and I am very happy to have been a part of that. We have a long way to go and I am looking forward to being part of that journey also." – **Tony Sheridan***

APPENDICES

<http://www.healthpromotion.ie/hp-files/docs/HSP00612.pdf>

This website sourced the statistics we had in our poster about mental health in Ireland.

Estimated total cost for Gala

€ 1,500 for food
 € 600 for live band
 € 6 per car after the first hour = -€ 216 if we assume that 28 people are travelling with one other person and 29 people are travelling in a group of 3+
 Total = € 2,316

Knit-a-thon

Where: Limerick Mental Health Associations location

Fee: have sponsors- however many things you knit, a person donates x amount of money (if someone sponsored someone for €3 each thing they made and the person made 10 items then that person who sponsored them owes €30.
 - Each person who enters the knit-a-thon has to have at least 3 sponsors or at least €15

Materials: people bring their own yarn, we provide chairs
 food and drinks (tea, coffee) are € 3 for all you can eat

Easter egg hunt



Location: People's Park, Clare St. Park

Materials

For kids: chocolate eggs, small bags, prizes
 For adults: raffle, prize basket
 To eat: refreshments, bake sale

Costs: materials, insurance, promotion
 Money making: paid entry, concessions, raffle

Prices for the people

Total amount of people allowed is 100
 Let's say - 85 people show
 € 60 per person
 € 375 per table of 6
 Raffle tickets € 5 for one ticket or € 25 for 10

Estimated total made

€ 5,765 - € 2,316 = € 3,449

Estimated revenue

If we have 15-25 people show up
 - €225 - €375 euro for sponsors
 - €45 - €75 euro for food
 Total = €270 - €449 euro
 Total if we used a caterer = €245 - €424

Gala

Place: Limerick Strand Hotel
 Parking is €2 after 90 minutes - €6 per car - say free parking
 Guest speakers/panel of people talking about mental health
 - Hopefully have them be a volunteer
 Raffle (prizes)- get someone to donate something in return we say the gala is sponsored by or have their logo somewhere

Estimated income - Let's say 85/100 people show

8 tables are bought = € 3,000
 21 individual seats are bought = € 1,260
 8 people don't buy a raffle ticket
 21 people buy just one = € 105
 56 people buy 10 raffle tickets = € 1,400
 = € 5,765

Estimated cost

Food and drink - Have volunteers/staff make something
 Or
 Have a caterer for - €25

Easter egg hunt

Cost of Materials

Cadbury Creme Eggs	€65	(96 eggs)
Other Chocolate Eggs	€22	(600 mini eggs)
Prizes	€15	(5 large shell eggs)
Plastic Bags	€4	(40 bags)

For 50 kids in attendance,
each would get 2 cadbury eggs, 12 mini eggs, and a 1/12 chance at a prize
Cost €106 / 50 kids = **€2.12 per kid**
Charge **€5 per kid**
Revenue for 50 kids = **€145 profit**

Easter egg hunt

Raffle Prizes

Ask Local Businesses for Donations

- Items for a Prize Basket
- Gift Cards

Tickets to a sports game, movie, performance, or event
50/50 - split the pot

Cost: Raffle Ticket Roll €5
If 100 adults present, maybe 40 people buy raffle tickets, and 120 tickets are sold at €1 apiece = €120 - €5 = **€115 profit**



Easter egg hunt

Registration online or in person

Discounts for families / Family Prices
Discounts for registering in advance

Item	Charge	Expected Return
Candy	€145	€215
Raffle	€115	
Tables and chairs	€195	
Refreshments	€150	

Easter egg hunt

Other Considerations

Apply for an [Outdoor Event Permit](#)
Have a Rainy-Day Backup Plan

Effort Involved

Volunteers: Marketing
Purchasing
Gathering a Raffle Prize
Set-up

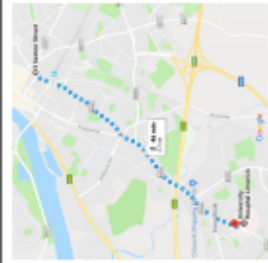
Sell drinks and baked goods
Sell raffle tickets
Clean up

Charity Run



Charity Run

Proposed Route
From the LIMA office to the University Hospital is 3.7km
Extend the route in either direction to have it be 5k
Or have people run there and back and extend it to 10k
Important if the race will be run seriously



Easter egg hunt

Sell Refreshments

Charge €2 for tea, coffee, biscuits, baked goods (cost per item €0.50)
100 adults - 100 items sold **€150 profit**

Rent Tables and Tents
Rental costs: €5 per table 10 tables **€50**
€1.35 per chair 100 chairs **€135**
roughly **€300 expense**

Easter egg hunt

Sources

- amazon.co.uk
- www.partyworld.ie
- budgetevents.ie
- www.comix.com/organize-raffis-7-easy-steps

Charity Run

Considerations in Choosing a Route

close busy streets
route difficulty
access for spectators and transportation
permission from city and gardai, red cross

Considerations of Choosing a Date

avoid conflict with other events of a similar type in the area
feel a need for that type of event
"Beat Blue Monday" - late January
check [MunichBavaria](#) and [AthleticsIreland](#)

Charity Run

Choosing a name

- The catchier the better

Logo

- graphic artist (paid or volunteer)
- hold a contest on social media
- make one yourselves using images from the public domain

Tee Shirt Giveaways

- Memento and promotion for next year
- Either built into registration cost or sold separately

Charity Run

Promotion

- Social media
- Local Radio Stations
- Newspaper Event Coverage
- Flyers in Local Businesses (€170 for 250 flyers)
- Market to Runners
- Promote the event at local Running supply stores
- Register the event with websites that cater to runners
- More participants

Contact local organizations

- Willing to display flyers or distribute print-outs in their shops
- Donations of products, such as food, drinks, services, or rental equipment
- Contact the local running store for help

Charity Run

Registration

- Online registration
 - Wordpress linked to LMHA website
 - Tee shirt sizes
- In person option in paper at the LMHA office
- Optional: allow registration that morning
- Late fee
- More participants
- Extra supplies

Typical Registration Fees

5K	€10-20
10K	€20-35
Fun Run	€10
Kids Race	€5

separate charge for tee shirt?

Assume 300 adult entrants

€35 entrance fee - €7 per shirt = €7500 - €2100 = €5400 Intake

Charity Run

Equipment

- start/finish arches €200
- time-keeping device €110
- portable toilets (4) €240
- pop up tents (2) €360
- mile markers €50
- medals €10

Total: €970

Provided with free tee shirts

30 shirts = €210

Charity Run

Permits

- event permit for use of city roads
- insurance in case of injury (Roughly €360)

Safety

- Emergency plan so that immediate action can be taken
- First aid and an EMT on site = €80 cost

Charity Run

Estimated Revenue

Item	Charge	Expected Return
Registration	€6000	€3670
Tee shirts	€2100	
Equipment	€970	
Volunteer Tee Shirts	€210	
Injury insurance	€360	
EMT	€80	
Flyers	€170	

Charity Run

Sponsorship

- Corresponding rewards - "For donations up to \$200, we'll put your logo in all of our email blasts. For donations up to \$500, we'll put your logo on our official T-shirts."
- Donations of water, food, rental equipment

Donations at the Event

- Donation receipts available
- Create a go fund me page for easy online donations
- All volunteers prepared to say exactly where the money is going
- Sign-up fees and donations - tax deductible
- Option for Runners to solicit pledges

Sources

- <https://www.imerick.ie/council/how-can-we-help/contact-us>
- <https://www.walkhow.com/organize-a-walk-or-run-for-charity>
- <https://www.classy.org/blog/9-weeks-plan-organizing-5k-charity-run/>
- <https://www.raceentry.com/how-to-organize-a-5k>
- <https://www.events.afrika.com/face-management-cost-calculator/>
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LIMERICK MENTAL HEALTH ASSOCIATION

Goals

- promote positive mental health across Limerick city and county
- support people struggling with mental health
 - reduce mental health stigma
 - educate for coping and recovery

Le Chéile Peer Support Project

Peer support, friendship, activities and wellness programmes in an accepting and supportive environment.

Limerick Mental Health Week

Talks, workshops, and activities for awareness and education.

WHAT DID THE ASSOCIATION NEED FROM US?




Limerick Mental Health Association needs yearly fundraising events that would bring in money for the organization and generate awareness around mental health.

They asked us to brainstorm and research potential initiatives that would generate revenue and suit the association's mission statement.

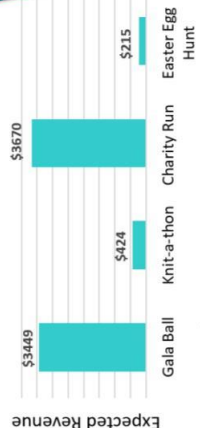


Students Julia and Margie with their community partners, Claire Flynn and Tony Sheridan.

WHAT WE DID

1. Researched Similar Organizations
 - Gala Ball 
 - Charity Run 
2. Brainstormed Event Ideas
3. Investigated Four Key Fundraising Events
 - Easter Egg Hunt 
4. Planned Each Event and Estimate Expected Revenue
5. Presented to LKMHA Board

RESULTS



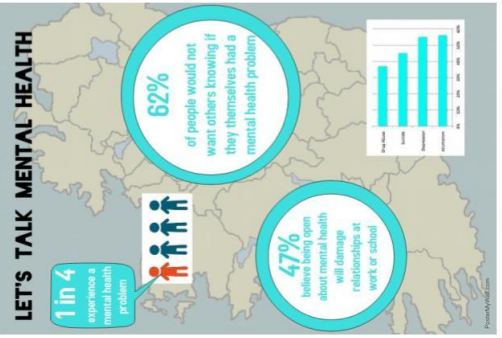
OUTCOMES

We engaged members of the LKMHA board with brainstorming and planning fundraising event ideas.

Our body of work will inform the board's decision about the fundraising initiatives they will choose to pursue based on expected revenue and effort involved.

The stigma around mental health problems is a barrier to those who need treatment and support.

MENTAL HEALTH IN IRELAND





www.ul.ie/engage E-mail: ULEngage@ul.ie
Telephone: +353 61 202096