



5 WAYS YOUR ORGANISATION CAN SUPPORT OUR USERS

Donate

Direct from [our website](#)

Organise

Organise a fund-raiser individually; with friends & colleagues through [turn2me](#) @ [iDonate.ie](#)

Participate

Participate in a [turn2me](#) fundraiser and donate through [our website](#) or [turn2me](#) @ [iDonate.ie](#)

Sponsor

Services, events, podcasts and mental-health & well-being programmes in partnership with [turn2me](#)

Support

Support us by funding operational, technical and professional resources at [turn2me](#)



GET INVOLVED

auction, bake, cycle, donate, egg & spoon race, fun-run, games, hurling, icing, jump, knit, lip-sync, marathon, name 5..., organise, participate, quid, rowing, scrabble, triathlon, unicycle, volley-ball, walk, x-box, you-tube, zumba....

Download our fundraising pack

Learn more at www.turn2me.ie/fundraising

Contact: Oisin Scollard oisin@turn2me.org to discuss corporate funding options

Our story

turn2me was founded in 2009 stemming from the very personal experiences of Oisín and Diarmuid Scollard, who lost their brother Cormac to suicide. They had the vision to create a space for people to get professional support online.

Today, **turn2me** delivers online counselling and wrap-around support for anyone in Ireland seeking mental health support and information online. The organisation has specialist resources for adults and frontline workers. It is seeking funding support to continue services for young people, couples, parents and guardians. Demand for services has grown and extra funds are needed to ensure anyone who needs our support knows they can **turn2me**.

We value your support

"Our purpose is to ensure that mental health and wellbeing resources and interventions are accessible to everyone so that fewer lives are lost through suicide.

We are Ireland's longest-serving provider of online mental health services. We support thousands of people at the time when they most need support. Our organisation has a network of professional counsellors, community building volunteers, and a youth advisory council which informs our work www.turn2me.ie

You can support the **turn2me** team by donating, organising a fundraiser, and most important of all letting friends know that **turn2me** services are open and available to everyone in Ireland.

If you have any questions. Get in touch!"

from everyone at **turn2me**



SPONSORSHIP: ROW YOUR DEMONS

*Row your demons: rowing challenge.
October 2022 to 2024*

turn2me's Row your Demons Challenge is scheduled to run every October virtually or in person. It is supported by our volunteer network. The event is available for corporate sponsorship and can be used for employee & community engagement activities where virtual and local events can be arranged, and sponsors can co-deliver a mental health & well-being campaign in the run-up to the event.

Participants can join the event virtually and/or in person and complete the challenge during October in aid of **turn2me**. The event is suitable for young people and adults participating individually or in teams. Corporate and media sponsors can avail of branding opportunities and support a fantastic fundraiser designed to lift our spirits. The event can also be adopted as part of an employee and/or customer engagement programme.

We are seeking a three-year corporate sponsorship commitment designed to build awareness of 'Row your Demons' and grow the programme into **turn2me's** major fund-raising event at community level. Budget: on request

Where your money goes

Your support allows us to:

- Continue to deliver **turn2me's** core services our online support forums, group support sessions, and free 1 to 1 counseling.
- Adapt our services to meet the mental health needs of our users
- Ensure that mental health and wellbeing resources and interventions are accessible to everyone in Ireland so that fewer lives are lost through suicide.

If you have any questions about where donations go – get in touch, we're happy to let you know info@turn2me.org



SPONSORSHIP: PODCAST SERIES

Podcast series

turn2me's podcasts are available for corporate sponsorship and used to deliver a mental health & well-being information in a topical and upbeat manner.

Corporate and media sponsors can avail of branding opportunities to increase the reach of the podcast. It can also be adopted as part of an employee and/or customer engagement programme.

We are seeking a two-year corporate sponsorship commitment to increase the reach and frequency of our podcast series. Our goal is to position the programme as an accessible, relevant mental health resource with a loyal following and a wicked sense of humour. Cost: € 25k per year



SPONSORSHIP: CORE FUNDING

*Specialist services, dedicated
resources, educational programmes,
media resources*

turn2me has developed a series of packages to fund services, operations, and professional services which directly impact people who need affordable (and free) access to mental health in Ireland. For example, by sponsoring a series of counselling sessions, peer and specialist groups or community moderators who when funded keep the service running. Commissioning a film series to engage with hard-to-reach communities or conducting specialist research on online mental health and well-being to increase impact.

We are seeking funding to maintain programmes for a minimum of six months to three years. Our goal is to position the specialist resources in key areas of the community so that we can engage with and support hard-to-reach and vulnerable groups. Funders can contribute to core funding and become supporters of **turn2me** or sponsor specific resources such as our youth panel, advisory groups, and technical support which are acknowledged *"this service is made possible with a funding grant from..."*.

Proposal on request. Cost: €25k to €160k per year

How you can help

Mental health and well-being is something to celebrate and embrace. Donating and fundraising for **turn2me** means we can reach more people who need support and know we are there when they need us.

Telling friends that you are a **turn2me** supporter and mental health advocate encourages every day discussions on mental health and well-being and that seeking support is the right thing to do

EVENT PLANNING:

Organise, plan, communicate and enjoy!



How do I run an event?

There are many ways to organise a fundraiser but we can make two main distinctions. You can do an individual activity by getting sponsorship for doing something out of the ordinary, like running a marathon or a sky-dive. Another great option is to run an event like a table quiz or BBQ in aid of **turn2me**.

This section focuses on how to plan an event and includes some fund-raising ideas.

Step 1: Choose your event

- It is important to pick an appropriate event for your fundraiser. There are a few things to keep in mind while you are making this decision! Things to consider before planning an event. Who is your audience? What kind of things do they like? When would suit them? (see appendix i) Where can you hold the event?

Step 2: Organise your event

- *Plan & get approval from **turn2me**:* Once you have an idea for your fundraising project, it's time to put a plan in place. To help you out please fill out the plan of action document (see appendix ii) and send this completed plan to your fundraising contact in **turn2me** to get event approval.
- *Pick a date:* When picking a date, keep in mind: What dates suit your family and friends – they are going to be your main supporters. Is your event time-specific – like a summer BBQ, Winter Swim, etc? Avoid dates of National events (for example an All-Ireland Final) unless it can be linked in with your particular event, such as a Bank Holiday BBQ or something similar.
- *Choose the right venue:* Book early! This should be the first thing you do after deciding which event you will run. Table quiz – ask your local pub if you can use a section of the pub for your charity event. BBQ's, Coffee Mornings – home is a great place to have a fundraiser! Remember to follow up with venue two weeks before the event to ensure there has been no double-booking. Be aware that public areas like streets and parks require permits for fundraising.
- *Enlist your mates:* Think about who might help you out with your fundraising. Work out what tasks you need to delegate to others. For example, a quiz needs a Quiz Master, people to correct the questions, people to collect answer sheets and sell raffle tickets, etc.



EVENT PLANNING:

Continued:

Step 2: Organise your event

- *Budget:* Depending on the nature of your event, you may need a little seed money. Remember that the aim of the game is to generate new money coming into the organisation, so be thrifty and avoid any elaborate overheads.

Due to budget constraints, **turn2me** is not in the position to give our community fundraisers financial assistance with this, although if you are an experienced fundraiser and your idea has the potential to raise a large amount of money there might be some seed money available.

Aim to make at least four times the amount you spend on any event. This way you avoid the effort outweighing the benefit of your fundraiser.

- *Running order, roles, and responsibilities:* for the day of your event, have a delivery plan ready so that you remember everything you need for the day and so you can keep track of what should be happening when and where, and who should be doing what.
- *Communications:* Think about how you are going to describe **turn2me's** work that. If **turn2me** has been useful for you, this message will be really powerful to the people around you and will help them realise that the charity is worthy of their support. We recommend that you prepare a few sentences in advance so that you can communicate our message effectively. Tip: see the "About Us" section on www.turn2me.ie for appropriate wording.
- *Don't panic if things don't go to plan:*
Have a plan B! Especially for events that depend on good weather. For example, if you are having a BBQ, try having some sort of inside space just in case, like a gazebo, or have the garage open. If your DJ cancels last minute, have backup playlists made.

It's easy

Supporting our work through, fun-runs, cake sales, corporate donations creates meaningful ways to open up and discuss mental health. You and your friends help generate much-needed funds and in-turn open up the dialogue on mental health.

Getting involved, bringing people together to fund-raise feels good! It also opens up the discussion on mental health motivates us to focus on self-care and look out for others who might benefit from a nudge in the direction of **turn2me** or other support networks

EVENT PLANNING:

Continued:



TIP:

The most important thing to focus on during your fundraising is to bring people with you on your journey.

If appropriate, explain why the issue of mental health is important to you (only share a personal story if you are comfortable doing so).

Include your network (friends, family, colleagues and online networks) with updates on your successes and milestones (eg. first training goal completed, on-going preparation of event, first fundraising milestone).

Thank all your donors for their continued support and keep them updated with your progress.

Step 3: Marketing your event

As we are all aware, the internet is an ideal place to advertise. So why not use it for your own event!

- *iDonate.ie:* It is quick and easy to set up a fundraising page for your event on www.idonate.ie. **turn2me** is already set up on the site, simply select **turn2me** as your charity and follow instructions to set up your page.

- *Facebook:* is the quickest and most effective way of generating interest and awareness about your event. Create a Facebook event for your fundraiser and add some of your friends as 'admin' so that they can invite all their friends too.

Remember to link all your notifications back to **turn2me** by putting "@" in front of "**turn2me**". This will have the double effect of raising awareness about **turn2me** amongst your friends and family and we might even get a few new Facebook "likes" to boot!

- *Twitter:* This can be a great way to get information out about your event, especially to people who may not be too familiar with Facebook. We are active on Facebook (@turn2me), Twitter (@turn2me) and Instagram (@turn2me.ie). We can publish a post about your event, send us details as early as you can!
- *Mass emails:* Sending a mass email amongst all your contacts can catch people that would not necessarily use social networking sites. REMEMBER if you are using your college or a work contacts database to YOU NEED PERMISSION TO DO SO. Ask permission first and avoid sending spam emails!

EVENT PLANNING:

Continued:

Step 3: Marketing your event

- *Blog / online updates:* If you are doing something that requires a period of training, like a marathon, write a blog or post a video update about your training. Check out WordPress or BlogSpot to set up your own blog.
- *Off-line:* There are a number of ways to advertise your event offline. It is still very important to do this to reach people in your locality whom you may not have email addresses for.



Tips:

Health & Safety

- Have you thought about any risks or dangers involved in your event?
- Does the venue you booked have proper fire exits in place?
- For any event where food is being served, hygiene is very important.
- Think about where the food will be prepared and who is preparing it.

Permits

- For any events being held outside your own home or in an external venue, you should check with your local Garda Station to see if you need a permit. For example a street collection will require a Garda permit.
- If your event is on private property, like a pub or club, you won't need a Garda permit but you will need permission from the property owner!
- If you need assistance applying for a Garda permit such as a verification letter, we can help out with that.

Poster campaigns

Supermarkets and community centres are ideal places for placing posters with information about your event. Keep your posters snappy and interesting to create interest in your event. If you are organising something like a "concert" or a "Battle of the Bands", ask permission to put your posters up in local venues and pubs.

Letters to local businesses

Write some letters to local businesses or better yet companies where you might have a personal contact. Local businesses are also good to target for 'donations in kind' for a raffle.

Get in the paper / on local radio

Most local and regional papers operate on a weekly or fortnightly basis and radio stations have daily updates. Get your press release in early and ask them to support your event.

Promotional Materials

We have a range of fundraising materials online such as poster templates, sponsorship cards, **turn2me** logos & thank you cards that you can use to support your event virtually. Contact us in the office to get access to these resources.

EVENT PLANNING:

Continued:



Every cent counts:

Keep it simple, authentic and enjoy reaching out to people you know to support **turn2me**. We know the time and energy it takes to bake, cycle, run an online auction and remember donations large and small add up.

Every €75 you generate pays for the running costs of a one hour online group session, a peer group or moderator resources - thank you ❤️

Step 4: Event follow-up

- *Counting your money:* It is good practice to have a second person count monies raised with you and double-check the amounts. Keep track of all of your expenses and keep receipts.
- *Where to send the money you raised:* you can lodge directly into our bank account or via the iDonate platform. Contact Roisin (roisindoolan@turn2me.org) for details.
- *Donor contact details:* If it is appropriate and only with their permission, obtaining the contact details of donors allows us to keep them updated on **turn2me** activities and future events.
- *Say thank you!:* Thanking your sponsors is so important. Remember to keep track of who has donated what so you can thank them accordingly. It is difficult to keep track so it is best to follow-up with them straight away rather than leaving all thank you messages until after your event.

€ 75	pays for a one-hour peer group session
€ 100	pays for two hours of counseling
€ 500	pays for ten hours of counseling
€ 1,000	pays for peer group and moderator support for one week
€ 5,000	pays for peer group and moderator support for one month
€ 10,000	pays for community support for two months
€ 20,000	pays for a full-time counselor for six months
€ 40,000	pays for a full-time counselor for one year
€ 80,000	supports turn2me 's peer service for six months
€ 160,000	supports turn2me 's peer service for one year

EVENT IDEAS

A to Z:

A

Auction, Art Exhibition, Abseiling

B

Basketball Tournament, Beach Party, Battle of the Bands, Blind Date, BBQ, Bungee Jump,
Book Sale, Bingo Night, Bike-Trip, Bag-Packing in Supermarkets

C

Car-Wash, Car-Boot Sale, Concert, Comedy Night, Cake Sale, Coffee Morning,
Carol Singing, Cabaret Night, Christmas Day Swim

D

Disco, DJ Competition, Duck Racing, Dinner Dance, Darts Tournament

E

Easter Egg Competition, Egg and Spoon Race, Eighties Fancy Dress

F

Fancy Dress, Fashion Show, Football Tournament, Fun Run,
Foam Party, Fun Day Out, Famous Couples Party

G

Game Show, Garden Party, Gala Evening, Golf Tournament, Graffiti Walls

H

Head Shaving, Hockey Match, Hug-a-Thon, Halloween Party

I

Indie Music Night, International Night

J

Juggling, Jenga, Joke Competition, Jelly Eating, Jazz Night

K

Kids Party, Karaoke Night, Keepie-Uppies

L

Leg Waxing, Lotto, Line Dancing

M

Murder Mystery, Marathons, Movie Stars Party, Magic Show, Music Quiz, Musical Chairs

N

New Year's Party, New Year's Day Swim, Non-Uniform Day, Night Run

O

Obstacle Course, Odd Clothes Day, Open Mic Night, Oscar Party, Olympics

P

Party, Parachute Jumps, Penalty Shoot-Out Competition, Pop Concert, Pub Crawl

Q

Quiz Night (general knowledge or specific themes like Sports Quiz or Music Quiz)

R

Run, Rag Week, Raffles, Record-Breaking, Rubber Duck Race, Raft Race

S

Sports Day, Sponsored Silence, Sleep Out, Swimming Gala,
Salsa Night, Second-Hand Clothes Sale, Spelling bee

T

Talent Show, Trekking, Tug-O-War, Theme Night, Three-legged race, Talent Show, Trivia

U

Unicycle Race, University Challenge

V

Valentine's Day Ball, Valentine's Delivery Service, Variety Show

W

Where's Wally, Welly-Throwing Competition, Winter Wonderland,
Winter Swim (Christmas/New Year), Window Cleaning, Waxathon

X

Xmas party, X-Factor Competition

Y

Yacht Race, YMCA Party

Z

Zip Line Challenge, Zumba Party, Zombie Night

FUNDRAISING IDEA

email your concept to us so we can confirm your idea fits within our fundraising guidelines. Send your idea to: oisin@turn2me.org and aofewalsh@turn2me.org, sinead@turn2me.org:

1. My fundraising idea is:

2. When & where will it take place?

3. Who will be involved in organising & supporting the event:

4. Here's how I plan to promote and promote the event :



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If you have access to a potential sponsor, we'd love to discuss how they can support services, events, podcasts and mental-health & well-being programmes in partnership with [turn2me](#)

Support

Your employer or a business you know might be able to support us by funding operational, technical and professional resources at [turn2me](#). (see our corporate folder for more information)

GET INVOLVED

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Learn more at www.turn2me.ie/fundraising

Contact: Oisin Scollard to discuss corporate fundraising supports available at [turn2me](#)