

Shine A Light Night

Proudly supported by
Bord Gáis Energy

Shine A Light Night
Fundraising for Companies

FOCUS
Ireland



Why do we need your support?

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities.

Focus Ireland is driven by the fundamental belief that **homelessness is wrong**. We work to prevent homelessness and find sustainable long-term solutions to help people leave homelessness forever.

Shine A Light Night is our flagship fundraising campaign. Together, with the support of Bord Gáis Energy and your amazing fundraising, we're aiming to raise **€1.5 million** to support people experiencing homelessness across Ireland.

Shine A Light Night

10,325 people are homeless in Ireland.
3,028 are children.*

Top tips for fundraising

Post online

You are sleeping out for one night to change a life and stand in solidarity with people experiencing homelessness. So, share your story online through social media, WhatsApp and e-mail. Ask your friends, family and colleagues, to support you. Don't forget to include your fundraising page link so people can donate!

Stick to the facts

Figures and statistics about homelessness can be powerful motivators for people to donate or join Shine A Light Night. Educate yourself and people in your network about the facts and what you can do to help. You can find the latest homelessness figures in Ireland on the [Focus Ireland website](#).

Matched Giving

Many employees don't know that their company offer matched giving when employees fundraise for a great cause. Get your colleagues together and speak to the Corporate Social Responsibility or Human Resource team at your company, as you could raise even more vital funds for people experiencing homelessness. It's worth an ask!

Use your network:

Tell your friends, family, colleagues, clients, suppliers and anyone who will listen about Shine A Light Night! Ask them to give one night to stand in solidarity with people experiencing homelessness alongside you.

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Tips for your fundraising page

Personalise your page story

Why are you taking part in Shine A Light Night? Make sure you add a story to your page to let your supporters know why you got involved and why you believe homelessness is wrong.

Upload a profile picture

Fundraisers who add a profile photo raised 86% more on average. It can be a smiling selfie, a picture from last years event or a snap of your dog or cat – whatever it is, make it personal!

Create a team

You can fundraise as a team to amplify your efforts in supporting people experiencing homelessness. Each member of your team will have their own individual fundraising page that links to a team page. You can easily create a team when you register for an event.

Share, share and share again

You will receive a personalised fundraising page URL when you register for Shine A Light Night. Share this link far and wide so your supporters can donate. Research shows the number one reason people donate is because they were asked. So, don't be shy!

Shine A Light Night

The power of social media

Social media is a powerful tool for creating awareness.

Please like and follow our social media pages to keep up to date with Shine A Light night news. We also frequently share statistics and figures about homelessness and other interesting content on our work which you can re-share.

Don't forget to tag friends, family or colleagues who are taking part and ask them to donate and share their own posts!

Use **#ShineALightNight** when you post or re-share content! Together, we can share the message that homelessness is wrong.

Shine A Light Night

Example post for social media

On Friday October 14th, I will be sleeping out in **[Insert location]** to give one night to shine a light on homelessness. You can help people experiencing homelessness as well.

Please sign up to sleep-out or donate to my page

#ShineALightNight

The Focus Ireland team are here to help. If you have any questions, please feel contact us.

E: shinealight@focusireland.ie

T: 01 881 5900

W: www.focusireland.ie

Thank you!

Together, we have moved one step closer to ending homelessness.



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Disclaimer: You will be taking part in Focus Ireland's Shine A Light Night at your own risk. Focus Ireland cannot be held responsible for loss or damage to personal effects, for personal accidents, for injury or loss to third parties.