

**HUGG**  
HEALING UNTOLD GRIEF GROUPS



**HUGG Digital**  
**Fundraising Pack**

# HUGG Digital Fundraising Pack



On behalf of HUGG, THANK YOU!

We are delighted that you are raising much needed funds for HUGG and we are so grateful for your support. Your contribution will play a vital role in helping us to continue to provide free suicide bereavement support to thousands of people across Ireland who have been devastated by the loss of loved ones to suicide.

In this Fundraising Toolkit, you will find more information about what we do, tips and tricks for fundraising, and how we can support you as you so generously raise money for HUGG.

We are on hand to support you as much as we can, do get in touch if you would like to speak with us about your fundraiser. Without our supporters, we would not be able to continue to advocate for better bereavement support for those impacted by suicide, or continue our work to ensure that bereaved people can get the support that they need.

*Fiona Tuomey*  
CEO, HUGG

## Who Are We?

HUGG (Healing Untold Grief Groups) was founded in 2017 by Fiona Tuomey following the death of her 11 year old daughter Milly by suicide. HUGG is a national suicide bereavement charity whose mission is to provide hope and healing to any adult bereaved by suicide.

Our core service is the provision of HUGG Peer Support Groups across the country. We are **unique**, as all of our front line services are led by trained volunteers who themselves have a lived experience of suicide bereavement.



Pic: Milly Tuomey

“ I don't feel alone anymore...I'm not the only one going through this, we are all in it together. Together we can make a difference. Elaine, who lost her husband Kevin ”

## Our Vision

Our vision is to provide hope and healing for anyone bereaved by suicide



## Our Mission

- To offer hope and healing by providing information, telephone support and local peer support groups led by trained volunteers with lived experience
- To engage with suicide research, to better inform public policy, and improve suicide bereavement services
- To collaborate with professionals and organizations in the bereavement sector to advance best practice
- To raise public awareness about suicide bereavement, and be a voice for those bereaved by suicide
- To advocate for change in how state institutions engage with and support those bereaved by suicide

## How We Can Help You?

We promise to help you as best as we possibly can. Contact the HUGG office to get in touch with our team about your fundraising ideas.

A team member will work with you throughout the planning process for your fundraiser, from concept to completion.

We can supply you with HUGG t-shirts, collection buckets, guides, as well as promote your fundraiser to the thousands of supporters of HUGG.

Where possible, a member of our team will attend your fundraiser. We are a small team in HUGG but we will do our best to go to your event and meet all those who are supporting your fundraiser.

**“ From the first meeting I felt hope and  
it gave me the space to heal.  
Trish, who lost her brother ”**

# How Do I Set Up a Fundraiser?



If you need any advice on how to run a fundraiser or need any assistance with your fundraiser, please email [fundraise@hugg.ie](mailto:fundraise@hugg.ie) and we will be happy to provide any assistance you need.

# Things to Consider

## Date

Which date are you planning on holding the fundraiser on?

Determine your date and venue at least 6 months in advance of your event.

Weekends are generally best because more people can attend; just be sure that your event doesn't overlap with any major holidays or competing events.

If the event is in person, you will need to think about the following things before choosing a venue:

- Size.
- Layout.
- Cost—do they charge a fee?
- Parking
- Sound and lighting.
- Permits and licensing.
- WiFi

## Lead-In Time

- How long will it take to organise your event and get everything you need?
- How far in advance does everything need to be planned out?
- When does the venue need to be booked?
- How long will it take you to obtain all of the materials that you need for the fundraiser?
- How long will it take to get everything set up before the event?
- Do people need to RSVP for the event - if so, how far in advance do they need to RSVP?

## Accessibility

- Do people know where to go for the event?
- Is the event accessible for everyone attending the event?

## Raising Awareness

How are you planning on spreading the word about your event?

- Social Media (e.g. posting on your Instagram, Facebook, #hashtags, tagging HUGG in posts, etc.)
- Community Groups (e.g. sports teams, clubs, church groups, school, etc.)
- Newsletters/Radio (e.g. local newspapers, community magazines; local radio stations, church newsletters, bulletin boards, etc.)

# Is the Fundraiser In-Person or Virtual?

*If Your Fundraiser is In-Person,  
Consider the Following:*

## **Venue**

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- How far in advance does the venue need to be booked?
- Will the venue have enough space to accommodate everyone in attendance?
- Does the venue have any specific requirements?
- Do guests know where the venue is located?

## **Public Transportation**

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- Will guests need to take public transportation to reach the venue?
- Will public transportation be available on the day of the event?

## **Parking**

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- Will there be enough parking space for everyone?
- Is there a charge for parking?

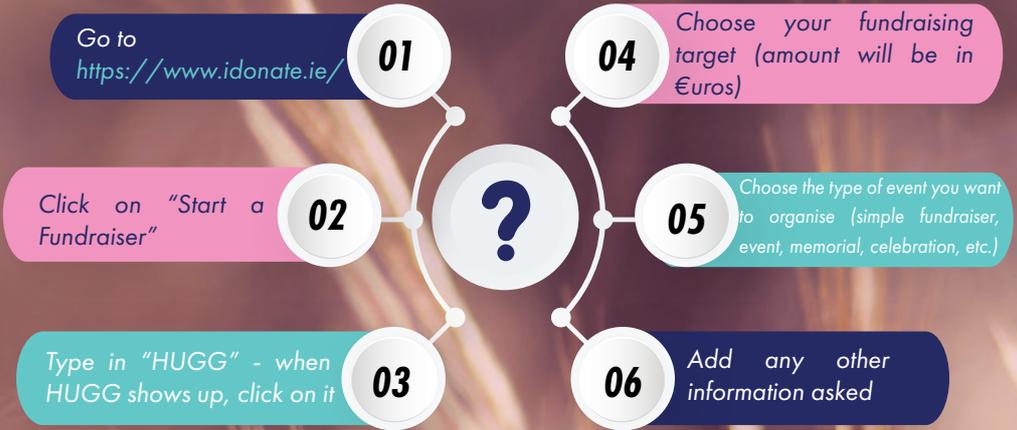
*If Your Fundraiser is Virtual,  
Consider the Following:*

## **Digital Platform**

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- Will the platform allow you to host an event on it?
- Will the platform be able to support everyone attending the event?
- Will the platform be accessible to everyone who plans on attending the event?
- Does the platform have a strict time limit or not?

# How Do I Create an iDonate Page?



# Where Do My Fund Go?

- ▶ **€20** - Hosts our website [www.hugg.ie](http://www.hugg.ie) for a month
- ▶ **€125** - Prints leaflets to promote a local HUGG group
- ▶ **€250** - Buys grief books and resources for a HUGG group
- ▶ **€1,500** - Trains a volunteer to become a HUGG Group Facilitator
- ▶ **€10,500** - Runs a HUGG group for 1 year

## Fundraising Ideas

Whether you're a student or retired, a CEO or a shopkeeper, artistic or athletic, there are a wide variety of events that you can organise in order to raise money for HUGG, such as:

- ▶ **Local Walk or Hike** - organise a group of people to go on a walk or a hike and ask participants to donate a small fee up front (€5 - €10)
- ▶ **Outdoor Workout** - organise a workout (or yoga, tai chi etc), to be held in outdoor space eg local park, back garden or community space and ask people to donate a fee to participate!

For Outdoor Enthusiasts:

- ▶ **Fitness Challenge** (walk, run, swim, skip!) - encourage participants to ask friends, family members, their workplace, etc. to sponsor them as they partake in the challenge (e.g. for every 5 kilometers the participant runs, each sponsor donates €10 - if someone has 3 sponsors and runs 10 kilometers, then they are responsible for €60 worth of donations going towards HUGG)



## For Creative Types:

- ▶ **Virtual Craftalong** (share your skills, make something simple) - prior to the craftalong, ask participants to gather the materials they need to make the craft (the craft should be relatively simple and made with materials that can be found in most locations).
- ▶ **Art Auction or Painting competition**
  - ask people to create drawings, paintings, sculptures, etc. to be auctioned off; ask guests to donate a small fee to participate in the painting competition with cash prizes available for the winners (e.g. first place gets €500, second place gets €250, third place gets €100)

**NOTE:** the cash prizes will not be coming from the donations, but will have been organised beforehand

- ▶ **Photoshoot - humans or animals!** - Use your photography skills and bring some props(e.g. hats, masks, boas, etc.) available for participants to use in photos, and ask guests to make a donation (e.g. €10 or so) to have their photo taken.
- ▶ **Cake Sale** - ask friends, family members, work colleagues, etc. to donate baked goods (cookies, brownies, cupcakes, etc.) and host a 'cake sale' or have a tea/coffee morning and people can donate as they wish.



## For Social Butterflies:

- ▶ **Brunch or Lunch** - reach out to restaurants in your area to see if they would be willing to host a brunch or a luncheon at their location and ask guests to make a donation in order to attend
- ▶ **Black Tie Ball** - reach out to local venues in your area (some venues may be willing to let you host an event for free) as well as local caterers and entertainment and encourage attendees to dress in their best attire
- ▶ **Trivia Night** - ask guests to meet at a local pub or a coffee shop for a trivia night and ask guests to make a small donation (around €10) to participate
- ▶ **Silent Auction** - reach out to different businesses in your area and ask them to donate gift baskets or other items/services (e.g. a basket of bath products, a free cooking class, a new bicycle, etc.) and ask guests to write down bids for the various offerings.

“It was amazing to be in a room with people who didn't know me but knew exactly what I was feeling. It was like I was able to breathe again.  
Eoin, who lost his dad”

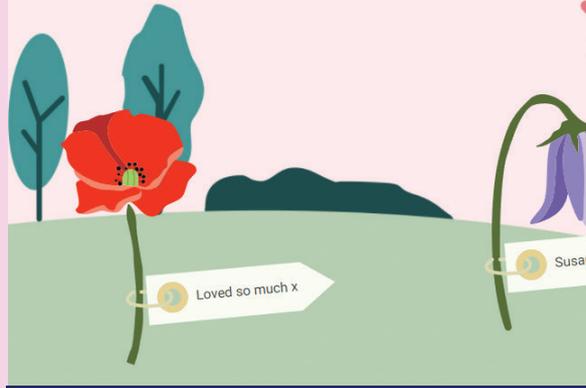
## For Sports Enthusiasts:

- ▶ **Golf outing** - Get prizes for longest drive, hole in one etc.
- ▶ **Darts or Snookers competition** - Gather a group of people for a competition and ask guests to make a small donation in order to participate
- ▶ **Soccer match** - Encourage friends, family, colleagues, etc. to join a team or to come watch; encourage spectators to guess which team they think will win and/or what the final score will be with a prize for the person who gets it the closest (Charge an entry fee for all involved)



## For Digital

- ▶ **Watch Party** - Sit down and watch a movie together, and get guests to donate the amount of a regular cinema ticket
- ▶ **Virtual Board Game Tournament** - use an online platform and charge a fee to participants
- ▶ **Online Car Boot Sale** - ask for clothes donations to sell the on local marketplace
- ▶ **Raffle** - get a prize from a local business and use iDonate to raffle it online!
- ▶ **Digital Memory Meadow** - on our website, in exchange for a donation, you can “plant” a flower in our digital meadow in honor of a loved one



## Our Promise To You

HUGG is committed to complying with the Statement of Guiding Principles for Fundraising, we have adopted the Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland, are registered on the Register of Lobbying, which is maintained by the Standards in Public Office Commission, prepare our financial statements in accordance with the Charities Statement of Recommended Practice (SORP) and and, file an annual return with the Companies Registration Office.

HUGG (Healing Untold Grief Groups) is registered with the following public bodies:

- ▶ Companies Registration Office  
(Number: 640420)
- ▶ Charities Regulator  
(Number: 20204480)
- ▶ Revenue Commissioners  
(CHY number: 22421)



HUGG Fundraising Page

For more information about Governance  
in HUGG, visit our webpage:  
[www.HUGG.ie/about-us/](http://www.HUGG.ie/about-us/)

**HUGG (Healing Untold Grief Groups CLG)**

 01 513 4048

 [fundraise@hugg.ie](mailto:fundraise@hugg.ie)



HUGG Donate Page

[www.hugg.ie](http://www.hugg.ie)

CHY No. 22421.

Registered Charity No. 20204480.

Company Registration No. 640420

