



Fundraise your way

Everything you need to
raise money for the Marie
Keating Foundation



Marie Keating
FOUNDATION

HELLO

Thank you for considering raising money for the Marie Keating Foundation, and we hope you find this short guide useful in your efforts. Your time and effort is very much appreciated and will go a long way to help with the 123 people that hear the words “You have cancer” every single day.

After the death of their Mam, Marie, from breast cancer, the Keating family were determined to provide the people of Ireland with information and advice on the signs and symptoms of cancer and that is still our goal 25 years later.

Thanks to kind supporters like you, we make a difference to thousands of men and women every year. It means

our nurses can travel up and down the country, including hard-to-reach communities, offering life-changing advice.

For people who have finished treatment, adjusting to normal life can be hard. That’s why we created the Survive and Thrive programme. This helps anyone who has come out the other side of treatment adapt to the ‘new normal’, with advice from our nurses and cancer survivors. It costs about €2,000 per person to run each of our Survive & Thrive Programmes. The group is free to attend and is only made possible by generous donations.



THE DIFFERENCE YOUR SUPPORT MAKES



€1,425

Could help run our community nursing team and deliver 250 potentially lifesaving conversations in the communities they serve, helping people detect the early signs of cancer.



€552

Could support one cancer patient for a full year in our Positive Living group, providing them with the skills and tools they need to deal with an advanced cancer diagnosis.



€425

Could help a cancer patient focus on getting better and not worrying about the hidden cost of cancer. Helping with essentials such as travel to hospital, heating at home during chemo and medications.

SETTING UP YOUR OWN FUNDRAISER IS EASY

Choose your fundraiser

Whether you’re a runner, baker or a karaoke singer we’ve got a fundraising idea for you.

By yourself or as part of a team pick one of the ideas featured in this guide or come up with your own fun crazy idea. Enjoy yourself.

Set a target



Now you know what you want to do – set yourself a target and set up your fundraising page. We even have a webpage ready for you, just scan the QR code.

Tell everyone

Get the word out Facebook, Twitter, Instagram. Make sure to let people know about your event and get your friends and family to share the word too. Put up posters in your office or sports club or in a local newsletter. But remember, the most powerful advertising tool of all is word of mouth. So, tell everybody you know what you’re doing and why. Make sure you follow the Marie Keating Foundation and tag us in so we can share with our friends.

In this book you will find lots of ideas for fundraising in our A to Z along the bottom of every page, on page 6 you’ll find more tips and tricks and for those doing something a little more active we have included some nutrition and fitness tips on pages 8 to 10.



A TO Z OF FUNDRAISING IDEAS

Auction

A great way to raise some money, they can be held as a standalone event or as part of another event.

Bake sale

A tried and a tested fundraising idea and for good reason, everyone loves cake.

Church gate collection

A collection outside mass has always been a great way to support a worthwhile cause.

GET ACTIVE

Walk, run, or cycle

Organise a run or walk for the Marie Keating Foundation. This can take place in a park, your local GAA club, or anywhere else you can think of. It could be 5K, 10K or even a marathon. This is a fantastic way to promote fitness and raise money for a worthy cause at the same time.

You could raise €100-1,000

30 day challenge

Create a fitness challenge that can be done individually or as a team to raise money. For example, you could challenge people to run a certain number of miles, complete a certain number of push-ups or squats, or even hold a plank for a certain length of time. The options are endless. Do it solo or as a group, it's completely up to you.

You could raise €100-300

Sports day

Get together with your friends, family, or co-workers in the local park or sports pitch and host a sports day. Reel out all the classics, wheelbarrow races, egg and spoon, three-legged race, fancy dress race and many more. Have a great day out and support a great cause while you're at it.

You could raise €100-250

Employer matched giving

A lot of employers have a charity or community fund and offer matched giving to their employees. Whatever way you decide to fundraise, check if your employer will match your fundraising total.

Dinner party

Fancy yourself a chef? Why not sell plates to your own dinner party for friends and family.

Football

Host a football match or a five a side to support the Marie Keating Foundation.





Guinness book of records attempt

What better way to grab attention than by breaking a world record? It could be something silly or a challenge. A record's a record.

Hair

Why not shave or dye your hair to raise funds and awareness.

International day

Hold a theme day at the office or in school. Pick a country and celebrate its culture, food, music, or clothes. You could also have a table quiz.

Jumble sale

Invite people to bring over their unwanted clothes and items to swap and sell.

OTHER IDEAS

Fancy dress day

This one's great for the office or school. Organize a day when everyone comes in either dressed up or dressed down. You could have an 80's theme, there could be a costume contest, or even make it a pyjama party. It's completely up to you.

You could raise €50-200

Get online

If you don't want to physically host an event why not move it online. You could throw anything from a virtual game night to a movie marathon. Invite everyone to join in and make a donation or sell tickets if you like. You could even stream it to the world to get more people involved.

You could raise €25-100

Coffee morning

Why not try your hand at hosting a coffee morning. You can do it at home, in the office, or at your community centre. Get the kettle on, bake some treats, and invite everyone around. You could even ask people to bring their own snacks and have a potluck.

You could raise €50-200

Ladies' night

Get the girls together for a big night in or out. You just need to set a date and pick the entertainment.

Karaoke

Set up a karaoke machine at home or ask a local pub to host. Simply charge each participant a fee to take part and let the vocal chords do the rest.

Movie night

Sell tickets to a special screening of an old favourite or a recent must-see. Serve a few treats, a nice cuppa, or refreshments.



TIPS AND TRICKS

Here are some of our top tips to help make your fundraising a real success and to make sure you have fun along the way.

Set a Goal

One of the best ways to make your fundraiser a success is to set a target. It really helps to focus people's attention and encourage them to give as much as they can. Remember, the funds you are raising help support vital cancer services, so be as ambitious as you can with your target.

Make a plan

Create a list of tasks that need to be done so you don't forget anything. This will help make sure that everything goes off without a hitch.

Get the word out

Facebook, Twitter, Instagram... they all help. Make sure to let people know about your event and get your friends and family

to share the word too. Put up posters in your office or sports club or in a local newsletter - it all helps. But remember, the most powerful advertising tool of all is word of mouth. So, tell everybody you know what you're doing and why.

Don't do it alone

Organising a fundraiser can be very time consuming, but you don't have to do it alone. Ask a friend or family member to help you organise it. It'll help make your fundraising event a real success and it'll be much more fun together.

Ask

Sometimes we don't like asking people to make a donation. But you will be surprised at how many people really want to help you, especially when they realise what you're doing and why.

Have Fun

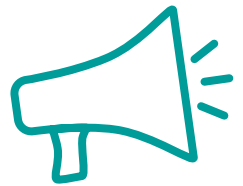
Last but not least. No matter what you do make sure you have fun along the way. You're doing good by helping support those living with a cancer diagnosis and you should keep that in mind!

Step 1
Visit our website



Step 2
Select your activity

Step 3
Set your goal and tell everyone



Step 4
Start fundraising and have fun

Nomination challenge

Nominate your friends to do a challenge and make a donation. It could be push-ups or parachuting, you decide.

Oldies disco

Celebrate the 60s, 70s, 80s or even the noughties with an 'oldies' disco. Encourage your friends to dress up to represent the decade and charge for admission.

Pyjama party

A great event for home, school, or the office. Just get everyone involved to make a small donation to the Marie Keating Foundation.

Quiz night

A pub quiz is a great way to fundraise. Pick your venue, source prizes, a good MC and promote your event through colleagues, friends and at the venue.

Raffle*

Everyone loves to win prizes so try organising a private raffle. Ask your local shops and restaurants for prizes or vouchers. Give yourself lots of time to sell the tickets. A great fundraising idea for schools.

Sponsored activity

Ask people to sponsor you taking on a challenge like a hike or run. If you don't know what to do take a look at our own events calendar for inspiration.

*If you plan to sell tickets publicly you would require a license from the gardai.



STAYING SAFE

No matter what, make sure to stay safe, whatever fundraising event you choose to organise. Here's a few considerations that might help.

Follow the rules

Make sure you're following all the local regulations and guidelines for your event, like crowd size, social distancing, and mask-wearing.

Be prepared

Before the event, take a look around and think about any potential hazards. Then take steps to prevent them.

Make it clear

Make sure everyone knows what the safety guidelines are before and during the event, and make sure they're following them.

Have a plan

Be prepared for emergencies and make sure everyone knows what to do in case something happens.



Be sun smart

If you are going to be hosting your event outside, especially in the summer months please make sure you and everyone else involved are being sun smart. This can include wearing sunscreen, providing adequate shade, or wearing wide brim hats.

Workout class

Ask a local gym or sports centre to host and help promote your fundraiser. Charge a fee for entrance to this special one-time class with everyone's favourite instructor.

Yoga

Ask your local studio to donate their class fees or download an app for a yoga morning you can hold with friends.

Xbox

Gaming nights are great opportunity to get together and raise some money with your friends, in person or virtually.

Zumba

Ready to feel the rhythm and burn? Fundraise for the Marie Keating Foundation with a zumba session.

Talent show

Host a talent show for friends and family. Charge a small fee to attend or even sell raffle tickets. You could also have prizes for the best performance.

Ugly jumper party

Everyone has a less than fashionable jumper lying around that they could bring and if not, it's a great opportunity to support a local charity shop.

Vintage party

Get a taste of days past with a vintage event. You'll have fun researching what people wore – from togas in Cleopatra's ancient Egypt to a medieval Irish monk.



FITNESS AND NUTRITION

Your fundraising is helping to educate schools and communities about cancer and the lifestyle changes we can make to reduce our risk of many cancers. This includes advice on nutrition and activity, so to keep you going through your fundraising efforts we want to share some of those tips, but please always check with your doctor if you have any concerns or special dietary needs.

Nutrition and training

Before physical activity eat approximately 2 hours beforehand, to ensure the food can be digested and used as an energy source.

After training we need to refuel our bodies for optimum recovery. Protein is important here so try to include another balanced meal within 90 minutes, or have a protein based drink or snack.

Focus on staying hydrated throughout the day and have water to sip on while training or to drink after.

Physical health and training

Achieving 5000-8000 steps per day can significantly impact markers of health such as blood triglycerides. If you have your walking nailed maybe it's time to introduce some jogging or running? You can get started with a couch to 5k programme.



Resistance training and sufficient protein will help build and sustain lean muscle mass and help prevent frailty as you age. It also contributes to bone health, strength, fitness and self-confidence. It does not matter if you have never done it before, it is never too late to reap the benefits of resistance or weight bearing training.

Body weight training also counts as weight bearing and can be a great place to start. Working against gravity by walking, jogging and dancing are a good start. If you're pushed for time, push-ups and pull-ups are very effective for the more experienced.

Be mindful to talk to your doctor or health care specialist before starting a new exercise programme if you have any limitations or concerns.



Protein

Protein is essential for good health. We need it for muscle gain and retention, immune function, satiety (protein really fills you up, which is great for sticking to a diet). It also supports healthy hair, skin, bones, teeth and nails! Here's our choice:

Meat and Seafood

Lean meats like chicken and turkey. Lean cuts of beef. White fish like cod or haddock. Try to include an oily fish like salmon or sardines 1-2 times a week. Other seafood such as prawns, mussels and crab.

Vegetarian

Eggs, quorn, high protein dairy such as Greek yogurt, kvarg or whey protein.

Vegan

Tofu, tempeh, soy protein, nuts, seeds and beans.

Carbohydrates

Carbohydrates are brain and body fuel. Approx 50% of our energy should come from high fibre carbohydrates. Try potatoes, wholegrain pasta, wholegrain rice, brown or wholegrain bread, porridge oats, sweet potatoes, buckwheat or quinoa.

Fibre

Fibre is so important to our overall health and wellbeing. It helps to maintain good bowel and gut health.

Try wholegrains, legumes, seeds, nuts and of course all the veggies and fruit are great sources.

Fats

Over consuming saturated fat increases the risk of bowel cancer and breast cancer. Reduce saturated fats including animal fats, butter and cheese. Instead, look for products which contain monounsaturated and polyunsaturated fats.

Try olive or rapeseed oil, avocado, nuts and seeds and oily fish like salmon or mackerel.

Fruit and vegetables

Most people don't eat enough veggies and fruit so miss out on the vast range of nutrients available in plant-based foods.

Try to eat more fruits and vegetables, wholegrains, legumes, seeds and nuts. They are packed full of vitamins and minerals and are vital to a healthy lifestyle.

MY TRIBE

"My name is Niamh and at the age of 44, I was diagnosed with stage 4 colorectal cancer.

I first noticed symptoms in October 2021, but I didn't think too much of it. I thought it was probably just because of menopause or my diet. But by December, I became concerned, and after various tests, I was diagnosed with cancer. The news was hard to take, but what came next was even more difficult.



me and my husband on a day out

It was a lonely and isolating experience. Even after my treatment, I continued to struggle emotionally. My family was there for me, but they couldn't understand what I was going through. I needed the support of people who had been through something similar, but I didn't know where to turn.

That's when a friend recommended the Marie Keating Foundation's Positive Living Group. At first, I was hesitant, but I decided to give it a try. It was life-changing. The support I found there was invaluable. I finally had a tribe of



me and my daughter baking

people who understood what I was going through, and I felt less alone. The group provides support for men and women living with metastatic cancer.

The Foundation's goal is to put an end to avoidable deaths from all cancers, including bowel cancer."



me in the hospital during chemo

Bowel cancer affects so many people, and every day, two families in Ireland lose someone they love to this terrible disease.

Your support means we can continue to offer free advice and support across Ireland.

If you or someone you know has cancer and needs advice or support, we're here for you. Give us a ring on **01 628 3726** or email **info@mariekeating.ie**

If you would like more information on how to support the foundation please email **supportercare@mariekeating.ie**



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