



**Irish**   
**Cancer**  
**Society**

Cancer survivors – Margaret Walsh and her daughter Sinéad (14) from Mayo

CHY 5863 RCN20009502

# Daffodil Day

22 March 2024

**All in against cancer**

Community Organiser Fundraising Guide





# Daffodil Day 2024

## 22 March



### All in against cancer

Thank you so much for your amazing support over the years, and for bringing Daffodil Day to your community. Behind every Daffodil Day is a community organiser like you rallying groups of friends, co-workers, neighbours and families, to come together and raise vital funds in creative and innovative ways. For this, we cannot thank you enough.

Last year, thanks to you, we had an amazingly successful Daffodil Day, with over €5.7 million raised to support cancer patients across Ireland.

This Daffodil Day we are going all in against cancer to give hope to every person facing this disease in Ireland. By coming together and going all in on March 22, we can improve the lives of everyone affected by cancer in Ireland.

Daffodil Day helps us to transform the lives of families affected by cancer across Ireland. **Your support helps provide our Support Line, free counselling, lifts to treatment, ground-breaking cancer research, funding to families facing a childhood cancer diagnosis and so much more.** We're all in because you are!

We hope you can join us for Daffodil Day 2024 and go all in against cancer. By doing so, you will be making a real and practical difference to thousands of cancer patients and their families, spurring on research and progress, keeping vital services available and supporting people along the way.

Inside this pack, you will find all the information you need on all the ways you can get involved again this year.

Should you need any help, we are here to support in whatever way we can. If you have any questions or require any assistance, please contact your local community fundraiser detailed in letter accompanying this pack or a member of our Fundraising Team by calling **0818 10 20 30** or emailing [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie).

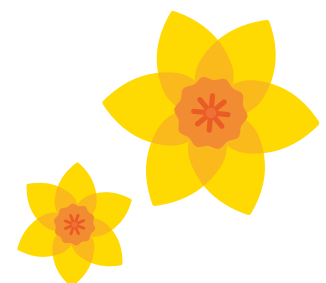
We hope you'll get involved again this Daffodil Day, and help your community to join in too. Your incredible support is what makes it all possible. It shows that no matter what cancer patients and their families are going through; they don't have to face it alone. Thanks to people like you, they never have to.

With my most sincere thanks,



**Sinead Gillespie**

National Fundraising Lead





# Daffodil Day Street Sales

Take to the streets this Daffodil Day – 22 March!

Daffodil Day Street Sales are the heart and soul of Daffodil Day and part of what makes the day so special.

There is nothing more exciting than the buzz of Daffodil Day on streets across the country and in 2024, we will be out in full force once again.

Get in early to order your favourite Daffodil Day stock to sell in your community, as demand is sure to be high.

We will also once again have options for you to take cashless donations and payments to help maximise your sales on the day. Be sure to get your request for cashless options in early as units are limited.

If you would like to conduct Daffodil Day street sales in your community, please let us know by completing and returning the included registration and order form or calling our Fundraising Team on **0818 10 20 30**.

Your support has real and lasting impact!

"I have used the Volunteer Driver Service on several occasions when myself or my family have been unable to drive me to my appointments and I honestly can't speak highly enough of this service – the people who do it and give up their time to get people like me to and from appointments are so kind and generous with their time. I'm so grateful to every single person who has ever driven me."

– Volunteer Driver Service User



# €30

can help cover the cost of driving a cancer patient to and from a chemotherapy appointment using our Volunteer Driver Service



# Virtual Community Collection



**As easy as sending an email or text!**

**Virtual collections are one of the safest and most effective ways to allow your community to donate directly to your collection this Daffodil Day. It's as simple as sending out a text, email or posting on social media.**

A virtual community collection is an online fundraising page and is the perfect accompaniment to your street sales or other Daffodil Day fundraising activities. It allows you to reach a wider range of people who are eager to support Daffodil Day in your community. It is also a terrific insurance policy against a wet or disrupted Daffodil Day. You have a ready-made method by which those that may not be on the streets can still donate, with all the funds going directly towards your Daffodil Day collection.

Whilst virtual collections and online fundraising may seem complicated, it really is simple and you don't have to do a thing (other than tell us what you would like the page to be called!).

**Supporting a virtual collection in your community is simple.**

1. Let us know what you want your virtual community collection to be called. It can be named after your local area, in your own name or dedicated to someone in particular.
2. We will set up your virtual community collection page and text or email you a unique link.
3. Simply send that link to your volunteers, family, friends and colleagues and ask them to donate or share the link with their network. You will be amazed at how quickly your page can reach thousands and all donations and payments will feed directly into your overall total, with the funds sent automatically to the Irish Cancer Society!

If you would like to set up a virtual community collection please let us know by either completing and returning the included registration form or calling our Fundraising Team on **0818 10 20 30**.



# €50

can help provide vital clinical equipment for a Night Nurse

**Your support has real impact!**

"Our Night Nurse didn't just look after Mum, she looked after us too. She sat us down and talked us through everything with such sensitivity and kindness."

**– Irish Cancer Society Night Nurse testimonial**



# Primary Schools Ambassador



Get local primary schools involved!

**What better way to get to the heart of your community than by encouraging your local primary schools to participate in Daffodil Day.**

The Irish Cancer Society will be sending an invitation to all primary schools, asking for their support, to help raise vital funds to support cancer patients and their families in Ireland. Schools will be encouraged to hold a non-uniform day and wear yellow or any colour of their choosing. They will also be provided with materials to help them decorate their classroom. Schools can also deliver a Daffodil Day art experience, a Daffodil Day fitness challenge or both. There will be plenty of ways for primary schools to get involved.

As a Daffodil Day Primary Schools Ambassador, you can help by contacting your local primary schools to let them know of the amazing impact their involvement could have and encourage them to sign up. If you need any materials to help support the outreach, we would be happy to provide them.

If you would like to become a Primary School Ambassador and encourage your local primary schools to get involved this Daffodil Day, please let us know the details of the schools you will approach by completing and returning the included registration form or calling our Fundraising Team on **0818 10 20 30**.



Your support has real impact!

“My message is don’t be afraid to ask for help. I have availed of the Irish Cancer Society’s counselling service and found it be really helpful – it’s important to be able to talk to somebody about what you’re dealing with. You need to be aware of the impact it will have on your mental and physical health. I encouraged others in my family to take up the free counselling, which I found invaluable.”

– *Counselling service user*

# €60

will cover the cost of a counselling session to help a person cope with a cancer diagnosis in their life



# Paint it Yellow Ambassador

## Get local businesses involved!

**This Daffodil Day we are encouraging shops and businesses to 'Paint it Yellow', in support of cancer patients and their families. Why not become a Paint it Yellow Ambassador and recruit local businesses and shops to take part in Daffodil Day whilst raising vital funds and awareness?**

As a Paint it Yellow Ambassador you will be sent starter packs that you can share with local shops and businesses to encourage them to Paint it Yellow, in support of Daffodil Day. Each pack will contain a countertop box of daffodil pins to sell, posters, balloons and other items to help them decorate and promote Daffodil Day throughout March.

At the end of the month you simply collect the boxes and lodge the funds, all of which count towards your Daffodil Day total.

If you would like to become a **Paint it Yellow Ambassador** and recruit local businesses and shops, please let us know how many starter packs you would like sent out to you by completing and returning the included registration form or calling our Fundraising Team on **0818 10 20 30**.

### Your support has real impact!

"We wanted to get him home and he wanted to spend his final days at home and that wouldn't have been possible without the Irish Cancer Society's night nurses. We ended up having them in for three nights and when you're taking turns, me and siblings were looking after him, the respite offered by the night nurses is just indescribable. They're there, of course, for practical medical support, but the mental and emotional reassurance of having them there in case he took a turn or something happened – they're just amazing and we're so grateful to them."

**– Night Nurse Service user**

# €430

will cover the cost of one night of Night Nursing, providing end of life care to a patient in their own home





# Lodge your funds

Thank you for all your work raising vital funds to support cancer patients. To ensure your hard-earned funds can be put to good use immediately, please lodge funds as soon as possible and within four weeks of your event.

## Ways to lodge your funds

### 1. At any AIB

Take your completed Irish Cancer Society giro to any AIB branch.

**Account Details:**  
**AIB Daffodil Day Account,**  
**9 Terenure Road East, Rathgar, Dublin 6**  
**A/C No: 09105304**  
**Sort Code: 93 10 98**

Don't forget to include your Supporter Number, **<MERGE FIELD FOR SUPPORTER ID>**, on any bank giros or ATM lodgements.

### 2. Online

Visit [www.cancer.ie/lodgefunds](http://www.cancer.ie/lodgefunds) and use our online form to submit your funds raised using your credit card, debit card or PayPal.

If you have a virtual collection page or set up your own online sponsorship page, your funds will be transferred automatically to us once every month.

### 3. By Post

Post a cheque or bank draft together with your name, address and Supporter Number to: **Irish Cancer Society, 43/45 Northumberland Road, Dublin 4**. All cheques must be made out to 'Irish Cancer Society'. Please write any further information (such as your supporter ID: **<MERGE FIELD FOR SUPPORTER ID>**) on the back of the cheque.

### 4. By Phone

Call the Fundraising Team on **0818 10 20 30** and donate or lodge your funds by debit or credit card.

### 5. At the Post Office

When lodging funds at your local Post Office, it is important you give us a call on **0818 10 20 30** to let us know the details so we can issue you with a receipt and ensure the funds are allocated to your record.

### Remember:

We want you to enjoy your fundraising event and stay safe! The Irish Cancer Society accepts no liability for any loss, damage or injury caused during the event you undertake. The Society's insurance does not cover property or the property of your helpers or guests, nor does it cover your personal liability for any injury suffered by yourself or your event participants. You should seek independent insurance advice prior to organising your event. Remember to use common sense when it comes to health and safety. Where food is involved, please take care and work to ensure safe preparation, storage and cooking. Please follow good hygiene practices.

### Disclaimer:



The Irish Cancer Society reserves the right to terminate the agreement relating to an event at any time if it appears there is a likelihood of the Fundraiser failing to adhere to any of our terms and conditions. The Fundraiser agrees to release the Irish Cancer Society to the fullest extent permissible under law for claims and demands of any kind, and from all liability that may arise in respect of any damage, loss or injury occurring to any person or property, except where such liability arises because of the negligence of the Irish Cancer Society and its agents.

### Compliance with Fundraising Guidelines:

We are committed to ensuring fundraising is carried out ethically and safely according to Government legislation, the Charities Institute Fundraising Guidelines and the Charities Regulator guidelines on fundraising from the public. Please make yourself aware of these ahead of planning your event. Details of current fundraising guidelines can be found on our website at [Cancer.ie/compliance-with-fundraising-guidelines](http://Cancer.ie/compliance-with-fundraising-guidelines)

**Irish Cancer Society**  
**43/45 Northumberland Road,**  
**Dublin 4**

**Phone: 0818 10 20 30**  
**Fax: 01 231 0555**  
**Email: [fundraising@irishcancer.ie](mailto:fundraising@irishcancer.ie)**  
**[www.cancer.ie](http://www.cancer.ie)**

 @IrishCancerSociety  
 @IrishCancerSoc



**Irish Cancer Society**  


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# Daffodil Day Gifts

We are delighted to bring you our Daffodil Day range for 2024 which includes some new and exciting items alongside our most popular Daffodil Day gifts.



## Card Set

Set of 10 cards.

€7



## Tea Towels

Set of three tea towels.

€10



## Kids' Small Backpack

A small school bag for children.

€10



## Shopping Bag

€8



## Reusable Coffee Cup

€12



## Silk Daffodils

€3



## Cooler Bag

€5



## Key chain

A key chain for your trolley.

€4

## Daffodil Day Pin

€3



## Stainless Steel Water Bottle

€10



## Teddy Bear

€8

## Pen

€4



**Irish Cancer Society**

2024 stock items may include a mixture of 2023 and 2024 designs and branding. This is to help reduce waste and maximise investment outcomes. We will endeavour to ensure a mix of 2023 and 2024 items when shipping however please note you may receive some 2023 stock in your order.