

# Madrugada

Care and support for people affected by life limiting illness

## **Fundraising Pack**

A guide with handy tips to help you  
fundraise for Madrugada





*“We had a great time organising our own event and raising money in aid of Madrugada – it made us feel we are making a difference.”*

(Eight Daves A Week, Haircut/Shave Fundraiser, Boliqeme)

## **Welcome to Madrugada Associação**

We are thrilled that you have chosen to raise money for Madrugada. Your support means a great deal to the patients and families we care for. While they may be suffering from the impact of cancer or other life-limiting illness, your fundraising efforts will help us to provide physical and emotional support through this hugely difficult time. On behalf of all our patients, carers and families, thank you for choosing to support our much needed cause here in the Western Algarve. **Because you care, we can.**

This useful guide will help you to plan your fundraising; give you some ideas to make it successful and tips on how to keep it legal and safe. We've broken this into six sections, which are:

1. Planning & Organising
2. Raising Money
3. Promotion
4. Keeping it Legal
5. Celebrating
6. Frequently Asked Questions and Extras

If you have any questions we will be happy to answer them, so please do contact us by phone +351 282 761 375 or email [admin@madrugada-portugal.com](mailto:admin@madrugada-portugal.com)

Thank you for your support.

# Introduction

## **The Madrugada Mission**

Madrugada exists to meet the needs of residents in the Western Algarve affected by life-limiting illnesses and to support their Carers and loved-ones who must cope with the challenges.

Madrugada's services, which include advice, care and support, are provided free of charge in the patient's setting of choice.

## **Philosophy and Values**

Madrugada's philosophy is to provide person-centred care and support that ensures the patient's wishes are respected with dignity, sensitivity and compassion.

Madrugada believes that it is essential that patients have access to effective support systems that run in tandem with their clinical treatments and address 'total pain', which includes psychological, social and spiritual care along with the obvious physical symptoms of illness and the side effects of treatment.

## **Why we need your help**

Being a local charity, Madrugada is wholly reliant on the support of the community and generous people such as you, to help us raise the money we need to provide care in peoples' homes, and support at our Centre in Praia da Luz. All our end of life services, regardless of nationality, are provided completely free of charge to patients and their loved ones in the Western Algarve.

## **Our services provided throughout the Western Algarve include:**

### ***Palliative care at home***

Madrugada recognise that it's a person's right to choose where they would prefer to be cared for during their last remaining days and where they would prefer to die. Our professional palliative care teams deliver care in the patient's home and support the needs and preferences of the patient at end of life. Special care equipment is made available to ensure that patients remain as safe and as comfortable as possible.

### ***Madrugada Centre***

Based in Praia da Luz, the Madrugada Centre provides a range of support services from counselling and complementary / holistic therapies to group activity sessions including art classes and yin yoga. These are offered on a free or modest charge basis. The Centre is also the administrative base for Madrugada. Fundraising and event activities are co-ordinated from here. Educational seminars and workshops on palliative healthcare are offered to

professionals, carers and interested individuals. Information and advice on end of life issues is provided as a resource at the Centre.

### ***Family counselling & carer support***

Counselling sessions are offered at the Madrugada Centre in Luz to help come to terms with illness, preparation for end of life and how best to cope with the loss of a loved one.

### ***Complementary therapies***

Madrugada does not intervene in the health care regime of patients. Complementary therapies are offered to alleviate the side effects of treatment and the patients' symptoms. Aromatherapy, reflexology, reiki, tapping, hypnotherapy and yoga are some of the services offered by the Centre.

### ***Bereavement counselling***

When a loved one passes the feeling of loss can be overwhelming. Madrugada offers advice and counselling to loved ones to help alleviate the stress and exhaustion associated with the death of someone close.

### ***Hibiscus Services and products***

Hibiscus is the commercial arm of Madrugada that offers planned, at home nursing services and care equipment for hire or purchase. Typically, patients are not end of life. They may be recuperating from treatment, in need of occasional respite care or require long-term convalescent care at home. Hibiscus charges are competitive.

## **Some more things you might want to know about Madrugada:**

Madrugada's services are offered free-of-charge and patients are assured of high quality, compassionate end-of-life support that treats each individual with dignity and respect. The very significant costs associated with providing these services are defrayed through donations; legacies and commercial activities.

### **What your money does:**

€ 100 pays for 2 counselling sessions for a patient or loved on

€ 420 pays for one period of 24 hour nursing at home

€ 2,500 pays for the palliative care of

# 1. Planning & Organising

**When you are planning your event or activity it is really important to be organised, so start by creating a list of things that need to be done.**

**To get you started here's a few we think are essential for fundraising planning.**

1. Decide what you are going to do
2. Let us know
3. Choose a date and time
4. Set deadlines and stick to them
5. Choose a suitable venue
6. Think about a budget
7. Who will help
8. Equipment needed
9. Don't rely on the weather – have a contingency
10. Madrugada representative



**1 What are you going to do?** There are many different ways to raise money for charitable causes, however, the most important thing is that you do



something you want to do and you feel you can persuade or encourage your friends and colleagues to support. Organise something you enjoy doing as this will make the whole experience even more fun. The simplest events are often the best. Stick with what you know – if you are particularly good at sport or have a special skill like cooking, try to make the most of this by focusing your event around it. Check our A-Z of fundraising ideas.

**2 Let us know!** We would love to know what you've got planned so we can give you helpful advice and share our experience.

Fill in the Event Proposal Form at the end of this guide or on our website and we will get in touch as soon as possible. Send it to [admin@madrugada-portugal.com](mailto:admin@madrugada-portugal.com)



**3 Check your date** to ensure it doesn't clash with other national and local events. Give yourself enough time to be ready for your big day. Securing your venue, recruiting your volunteers and cultivating your audience take a lot more time than many people realise. So the longer your lead-time the better organised you can be.



host a successful venue and any



fundraising event. Confirm the date, time, entertainment or suppliers as far in advance

as possible. If you are sending out invitations, give people an absolute minimum of six weeks' notice to ensure they've got time to put your event in their diaries. Re-confirm the running order and all event or activity details with your venue, suppliers and helpers a week before the event. You might want to use our planning template.

**5 Think about a good venue** and tell them the event is for charity, this may secure it for free or for a discounted price. Think also about: disabled access and parking (any requirement for parking stewards); suitable lighting; safety capacity and maximum numbers; toilet facilities; minimum numbers required by venue or caterers; availability of venue prior to event (decorating, building up); how to leave the venue as you found it, and who will help achieve all of this. Bear in mind that the best venue in terms of cost, space and facilities may not be the most convenient to get to. Transport links and ease of access are important particularly if you will be hosting an event where alcohol will be served.



Carry out a Health & Safety check.

**6 Set a fundraising target**, this will help focus what you are trying to achieve and to define goals. Besides that, you need to keep an eye on your costs for the event. Think about whether or not there is a way you can attract support or sponsorship to cover your costs, or to get items donated so that all the money raised at your event is donated to Madrugada. Feel free to advise prospective sponsors that they will be credited in your advertising and on our website if they provide substantial support for the fundraiser. Section 2 is dedicated to maximising funds. Don't forget to mention in your publicity what percentage of the money raised will be donated to Madrugada.



**7 Form a small committee or team.** Together, you will have more ideas, more hands, more contacts and quite likely more fun as well. It is a good idea to play to people's strengths, so where possible, allocate tasks and duties to take advantage of these. Specifically, have one person in charge and delegate appropriately with deadlines and targets set out clearly for everyone from the outset. Make sure you identify who will handle the finances and stick to that person taking responsibility for the event cash flow and your fundraising event income and expenditure.



**8 Work out any equipment you might need** and how you can source it. Ideally, you will be able to have this loaned or donated for your event. Think about the logistics of securing what you need, its security while in your care and how and when it will be returned to its owner. If your event is to be a large scale initiative, think about insurance against loss or theft in case things do not go to plan. Also, ask supporters who are loaning the event equipment if they have insurance cover for this.



**9 Weather Watch.** Madrugada is based in the Algarve, but your fundraiser might be in a different part of the world with maybe less than 300 days of sunshine a year. If your event is an outdoors one, please think of a contingency plan in case weather conditions are not favourable on the big day. In the unlikely event that you have to cancel or postpone your fundraiser, is there an alternative rain-date that will work for your sponsors?



**10 Madrugada Official.** If you would like a Madrugada representative to attend your event we would appreciate as much notice of this as possible. We are a very small team of volunteers and there are fortunately many events per year to which we are asked to attend.



We always do our best to get to as many events as we can, but we cannot guarantee that we will definitely be able to attend.

## 2. Raising Money

**You've got the idea, now it's time to figure out how to raise money with your activity or event.**

With these two questions you will have a good start:



1. What will my event/activity cost?
2. How much money do I hope to raise to donate to Madrugada?

It is really important to set a budget and even more important to stick to it! To make sure that as much money raised as possible comes to Madrugada, you will need to keep a record of all your costs and the money you have made. After estimating the costs you can set your fundraising target.

## Ways of raising funds

- Sell entry tickets for your event. If at all possible, it is always advisable to collect money before the event takes place. Let people know what percentage of the ticket price will be donated to Madrugada on your posters and tickets.



- Raffles and Tombola's are great fundraisers. Maybe you can get all the prizes sponsored. Restaurants and other local businesses might want to give vouchers and items. In that case make sure their names are mentioned often enough during the event. Please note that licence permits are required in Portugal to run raffles in advance of an event. Your advertising needs to reflect this and pre-event ticket sales are also subject to licensing regulations.
- Auctions are usually very entertaining and can raise good money. Maybe you know a professional auctioneer or someone who is good at presenting to run the show.
- Rent out space (for stalls) so items can be sold. On top of the rent you can ask for a percentage of the turnover or maybe a prize for one of your other sideshows.
- Little competitions, with an entry fee, are appealing to people. For example 'guess the weight of...' or 'name the teddy'.
- In some instances, you may be able to encourage an event sponsor. This is where a business; individual or organisation is willing to pledge support for your event. This can be by way of prizes; use of a venue; promotional materials or even offering to match fund the amount you raise from the event.



## Thank You

Remember to thank people after your event and tell them how well you did with your fundraising effort. Sometimes this can result in a further donation!






## 3. Promotion

### Don't be shy about telling everybody about your event!

**Tell us all about your proposed event!** We can help with tickets and posters, provided we have as much notice as possible. We can also promote you through our shops and centre(s) and mention you in our newsletter. Unfortunately we cannot sell tickets for the event on behalf of the organiser of a third party event. But don't let that put you off, tell us today!



**Use your own contacts:** ask your friends, family and colleagues to spread the word for you. They might be willing to sell tickets as well or put up posters for you.

**Social Media:**    Facebook, Twitter and Instagram might be the easiest ways to tell your friends about what you are planning. Post it to our accounts as well.



**Inform the Press:** we can provide a press release template for you to use. Just get in touch and we will be happy to supply you with this and a list of suggested media contacts in your area to send this to. In some cases we would like to inform the press ourselves, so always get in touch with us first.



**Local Radio Station:** tell them WHY and WHAT you are doing as this will make a difference to your story.



**Advertise everywhere you can:** display posters/flyers in the venue; local shops; sports clubs; supermarkets; workplace; restaurants; bars and other places where your target market goes to gain maximum exposure. Send details to newsletters and local listings and put notices on free publicity websites.

**Be clear about the details:** specify WHAT you are doing and WHERE; the EXACT DATE and TIME; PRICES; how to get TICKETS; how to GET THERE and that it is for charity!

**Take lots of photos on the day:** you can use these afterwards for local media and we can put them on our website. Or why not make a short video and put it on your YouTube channel? No doubt you will be very busy on the day of your event, so ask someone else well in advance to take the photos for you.

## 4. Keeping it Legal and Safe

**If you have any questions at all about legalities please call us and we will be happy to advise you or point you in the right direction**

**Promotion Statement and logo:** all publicity materials should state 'in aid of Madrugada, Associação number NIPC 509121365'. Also we can supply you with our logo for you to use. If necessary we can give you a formal letter giving you authority to fundraise on our behalf.

**Contractors:** make sure that any suppliers and venues have the right experience and can show you a certificate to demonstrate they comply with any insurance and health & safety requirements.

**First Aid Cover:** consider whether you will need first aid cover. Do you need to notify bombeiros or police?

**Handling Money:** make one person responsible for a float (if required) and all the money dealings during the event. Appoint a second person to be present when money is counted and moved. Make sure the money is put in a safe until it is handed over to Madrugada.

**Insurance:** Check that the venue's public liability insurance covers you in the event of a claim.

**Licences:** Check with venues for Music and Liquor licenses.

**Photo Consent:** Check with parents if you are running an event where children will be present and you would like to photograph them during the event.

**Risk Assessment:** we can provide you with a template but the key things to consider are: handling money safely; possible accidents; risk of slips and trips; thinking about heavy items safely; fire exits; access for emergency vehicles; an identifiable First Aider with first aid box/access to the venue's first aid box.

## 5. Celebrating

**You've done it! Now it's time to relax and celebrate your success by:**

**Thanking everyone** who supported you including volunteers, sponsors and all those that attended or donated.

**Sending us the money** you can visit us in our Support Centre in Luz or send us a cheque made payable to Madrugada Associação de Terminais. The other alternative is to use PayPal (you don't need to have an account yourself) to send us the money. Make sure you also send in the money return form, so we have more details of your event and can publicise your success.

**Sending the story to local media** along with any photographs to tell everyone how much you made. This can also sometimes result in further donations. As with the promotion of the event, we would like to inform certain media ourselves, so please get in touch with us first.

**Encouraging others to get involved** and fundraise. Based on your own experience you can see how easy it is and how much fun, so you're the ideal person to encourage others to do the same. We can never have too much support!

**Being proud.** Without you we really could not provide our services free of charge.

**Thank you!**

## 6. Frequently Asked Questions and Extras

**Some tips and tricks to improving your fundraising activities. If you have any further questions don't hesitate to get in touch with us.**

### **How do I prove to others that I'm authorised to raise funds for Madrugada?**

We can send you a letter to show that we know about your fundraising. Just call one of our team and we will send it to you. If potential donors would like further evidence they can always contact our office between 10am and 4pm on 282 761 375 and we will confirm your fundraising activity.

### **I would like to donate money to a specific project. Is this possible?**

It would really help us if the funds you raise for us were not restricted to certain projects. This means we can be flexible and allocate monies where the need is greatest at that time. However, if you do have a specific area in mind that you would like money to go to, please call one of our team and we can discuss it.

### **How can I become a member of Madrugada?**

Madrugada is a Portuguese Association and for that reason needs members. In Portugal, the number of members in an association is the main criteria used by the government to help an organisation or not. For that reason we would be very grateful if you and your friends and family fill in the membership form on our website and join us today. Through the General Meetings the members together choose the management and other boards and they are the most important body in the association.

### **How do I know you are spending my donation wisely?**

All the money you raise is spent on the cost of direct patient care and the services that support its provision. That is something we are very proud of. All other costs the organisation incurs are covered by our commercial activities, i.e. shops and Hibiscus (home nursing and health support).

### **Will I get a letter acknowledging how much I have donated?**

Yes, you will receive a thank you letter from us unless you have requested that we do not send you an acknowledgement. We strive to process your donation within 24 hours of receiving your gift. Our aim is to send a letter to you by 'correio normal' within 48 hours of processing your donation. Please do not hesitate to contact us on 282 761 375 if you are experiencing a delay as we are continuously looking for ways to improve our systems.

## MADRUGADA A – Z of fundraising ideas to get your ideas flowing ...

A	Eyebrow shaving	Marathon events	Seventies night
Abseiling		Master class ...	Soup kitchen
Aerobics marathon	F	Mastermind quiz	Sports contest
Antiques fair	Face painting	Midsummer ball	Swap shop
Assault course	Faire/fete/bazaar	Murder Mystery	
Auction	Fancy dress party	Music gig	T
	Fashion show		Tea party
B	Film night	N	Teddy Bear's picnic
		Nature trail	Tennis tournament
Bacon Butty morning	G	NYE party	Themed evening
Baked Beans bath	Game shows		Tombola
Barbecue	Garden party	O	Top of the Pops
Barn dance	Girls night in	Odd jobs	Treasure Hunt
Beetle drive	Golf tournament	Odd socks day	
Board game event	Guest speaker	Old time music hall	U
Bottle sale	Gym challenge	Open garden	University Challenge
Bring & Buy sale		Opera night	Unwanted gift sale
Bingo	H	Ornament sale	
Bridge event	Halloween party		V
Butler for a day	Head shave	P	Valentine's Day ball
		Painting competition	Vegetarian dinner party
C	I	Pantomime	
Cabaret/talent show	Ironing service	Pancake Day race	W
Cake sale	Italian food night	Parachute jump	Washing cars
Car washing		Penalty shootout	Who's that baby?
Carol singing	J	Pet show	Wine and cheese
Casino night	Jazz night	Photo competition	
Cocktail party	Jewellery sale		X
Coffee Morning	Jumble sale	Q	Xmas hampers
Concert/recital		Quiz nights	Xmas party
Cookery contest	K	Quit something for sponsorship	
Curry lunch/dinner	Karaoke competition		Y
	Kite flying	R	Yacht race
D	Knitwear sale	Race night	
Dance lessons		Raffles	Z
Darts tournament	L	Rapping contest	Zodiac evening
Dinner dance/ball	Lawn mowing	Running event	Zumbathon
Drawing competition	Left-handed day		
	Line dancing	S	
E		Safari supper	
Egg painting	M	School dinner	
European food day	Magic show		