



BUILDING FOR THE FUTURE

Focus on Fundraising

Welcome to the first-ever Resource Development feature in Brainstorm!

Here you can read about our various fundraising and volunteering efforts, without which our Association would not be able to function.

You, our members and supporters, play a crucial role in ensuring that we not only continue to provide our services, but that we are also able to expand them and introduce new ones.

On the following pages, we will show you how we fund our various programmes and activities. We also encourage you to become involved in the development of your Association and give you ideas on how you can help us raise necessary funds.

If you would like more information on anything mentioned in this feature or on how to get involved in our fundraising drives, please contact Mikie at the number or email below.



For further information or to discuss anything in this feature, contact Mikie at 01 8064121 or email mikiegoldstein@migraine.ie



Is the MAI a "charity"?

In preparation for this feature, I got busy Googling the meaning of "charity," which threw up the following definitions.

An institution, organization, or fund established to help the needy (American Heritage Dictionary)

Public provision for the relief of the needy (Merriam-Webster)

An organisation set up to help those in need (Oxford)

As members and service users, we certainly wouldn't classify ourselves as needy! Does that mean then, that the Migraine Association is not a charity, but some form of service provider, living off some mysterious source of income?

Then I came across the following, modern definition:

A foundation created to promote the public good (WordNet)

Draft new Irish legislation regulating charities proposes that they must have "public benefit" and fulfil one of a number of "charitable purposes," such as "the advancement of health including the prevention or relief of sickness, disease or human suffering".

I'm sure you'll agree that we fit the bill perfectly! Sometimes we can forget that the Migraine Association is a charity and, consequently, what that means to the running and financing of the organisation.

I personally don't like to use the word "charity" in our own context because it conjures up ideas of helping the poor, assisting people who can't help themselves,

giving alms. Perhaps you feel the same way... you don't like to think of our Association as a charity, precisely because you are not necessarily needy or poor as a result of having migraine.

The fact that we pay professionals to run the MAI office and aim to operate according to professional standards may also contribute to some people's perceptions of us as a service provider and not a charity.

The Migraine Association is all about getting people to help themselves, providing them with tools to do so and improving their quality of life. So while we're certainly not your old-style charity, we do fit into the more modern definitions.

Like any charitable organisation, we need to raise funds and get volunteers to help in our work. We are fully reliant upon public funds and charitable giving. The HSE and other public funders recognise our good work, and we hope that our members can do so too, each in their own way.

There are two main ways in which you can contribute: time or money. Gifts in the form of volunteering or donations will ensure that we meet our mission: "to assist, support and represent people with migraine and headache disorders, while raising awareness of the nature of their conditions."

I invite you to be a part of this mission!



Mikie Goldstein
Resource Development Officer

Tax benefits on donations

If you are a PAYE taxpayer, you can make your donation stretch even further. The Migraine Association can claim back tax on gifts at the donor's highest rate of tax.

The minimum amount to qualify for this scheme is a total of €250 in any given tax year, which can be paid in instalments.

That allows us to transform a €250 donation into €423 if you are in the higher tax bracket, or €312 if you are in the lower bracket.

If you donate €250 in any tax year, we will automatically send you a letter to sign which allows us to reclaim the tax you paid on your total donations to us in that year.

If you are self-employed, you can claim back tax in your own returns for donations over €250, meaning that the donation costs you less.

Act now – increase your donation and see it stretch further!



Planned giving

We all know about the effects of migraine, but what are we doing to help others who suffer, perhaps even worse than us? The Migraine Helpline, Advice Line, information seminars, *Brainstorm* – we all know how much we've benefited from these services.

Help us to ensure the continuation of these services, as well as to develop new ones, such as our Self-Help Groups.

You can do this by planned giving: donating a small amount each month. Become an **MAI Supporter** by filling out the direct debit form and signing up to a monthly donation. You choose how much you would like to give us each month, from €5 to €500 – no amount is too small or too large.

SSIA

Wherever we turn, we see adverts about how best to dispose of our SSIA's. Of course, there's nothing like putting it all back into savings, or splashing out on that once-in-a-lifetime dream. But what about helping those who have helped you?

We at the Migraine Association have two suggestions for you:

1. When your SSIA payments finish, make one more equal payment to the MAI, as a gift.
2. When your SSIA matures, decide on an amount that you would like to give to the MAI.

Remember that gifts of €250 or more are eligible for a tax rebate. So, please remember us when enjoying your SSIA.

Leaving Your Migraine Legacy

As members and beneficiaries of our services, you are well able to gauge the importance of our work. Much of the success of our Association is thanks to the hard work of our members and to their financial support. To ensure the future of the MAI, you can help by remembering us in your will. Gifts from legacies enable the Association to develop in the future, beyond its present capacity.

As we move on in life, we realise the importance of preparing for the day after, ensuring that our wishes will be followed after we pass on. Making a will is an easy process, but should always be done in consultation with a solicitor.

A legacy is a gift made as part of a will, to an individual or an organisation such as the Migraine Association. Naming the MAI in your will allows you to make a gift to the Association without affecting your current income and helps secure our future. No legacy can be too big or too small.

For information about leaving a legacy to the MAI, you can call Mikie at the office. For information about making a will, seek professional help from a solicitor.

Advocate for MAI at work

Here are two very simple ways in which you can help raise funds for the MAI and at the same time raise awareness of migraine, especially in the workplace.

Does your workplace hold health days or run information seminars?

If yes, then why don't you suggest holding a Migraine Workplace Outreach activity? We all know that our employers and colleagues often don't view migraine as the debilitating condition it really is. We offer a tailor-made presentation, for both people with migraine and their work colleagues. We also provide advice for employers on adapting the workplace for the migraineur. The cost of this service starts at just €250.

Does your workplace have a grant-making committee?

If so, we could make an application to fund one of the MAI's projects. Your company could join the growing number of businesses that support our work.

Get in touch for further information.

Monthly Gift Form – Banker's Order

Name _____

Address _____

Bank & Branch _____

Account no. _____

Sort code _____

Please pay the sum of €_____ to the account of the Migraine Association of Ireland at AIB, Array Quay, Smithfield, Dublin 7, Sort code: 93-13-14, Current a/c no. 11350086, on the first of every month, starting from the 1st _____ 2007

Please return this form to us and we will forward it to your bank.

Signed _____

Date _____

A monthly gift of €21 could net the MAI €423 if you are in the 41% tax bracket. And a monthly gift of €50 could be worth over €1,000 a year!

In recognition of those who give €250 or more a year, we will offer free membership. We are also looking into other benefits to encourage members' giving.

And when members vote with their chequebooks, it serves as a catalyst for raising more funds from other prospective supporters, especially in the private sector.

If you have any questions regarding this please contact Mikie on the usual number.

Credit/Debit Cards: payments made easy

We offer you a quick and trouble-free way to pay membership, other fees and make donations, using your VISA, MasterCard or Laser. Make your payment via our secure online server (www.migraine.ie), by phone or by sending us your card details.

Marathons

If you like running, jogging or even just walking, there are many opportunities to take the sporty route to help raise funds for MAI.

Perhaps the most famous is the Flora Women's Mini-Marathon, a 10 km run that takes place every June Bank Holiday. Drop Mikie a line now, and he'll remind you next March to register for the 2008 run.

Other events in which you can raise funds for the MAI include:

January	<i>Longford Marathon and Half-Marathon</i>
April	<i>Connemara Marathon and Half-Marathon</i>
	<i>Great BUPA Ireland Run</i>
June	<i>Flora Women's Mini-Marathon, Dublin</i>
	<i>Cork City Marathon</i>
July	<i>Achill Marathon and Half-Marathon</i>
September	<i>Adidas Dublin Half-Marathon</i>
	<i>Cork Evening Echo Women's Mini-Marathon</i>
	<i>Clare Mini-Marathon</i>
October	<i>Adidas Dublin Marathon</i>

Migraine Association on eBay

Unwanted gifts?

Clearing your garage?

Do you have items you could donate to MAI for auction on eBay?

MAI is now an eBay seller and we will begin our online auctions very soon. Everything sells on eBay – books, mobile phones, computer games, toys, clothes, DVDs, all kinds of collectibles – we can sell just about anything!

So if you have something that you would like to offer, get in touch with us at the usual number.

The first MAI auction will begin on May 1st. You can find us at <http://myworld.ebay.ie/migraineireland/>

Migraine Association of Ireland Services

Why do we need funding...?

Information and Support services

- Helpline
- Advice Line
- Brainstorm newsletter
- Migra-zine electronic news service
- Information Leaflets and Publications
- Migraine in Teenagers resource
- Migraine Record Diary
- Migraine ID cards
- Self-Help Groups
- Public Information Seminars
- Workshops
- Website

Awareness & Advocacy

- Migraine Action Week awareness campaign
- Workplace Outreach Service
- Information Stands
- Posters
- Lobbying for Specialist Services
- Migraine Studies

For Health Professionals

- GPs Information Resource Pack
- Diagnosis and Treatment chart
- A&E tools
- Pharmacists Information Resource
- Meetings for Health Professionals



Fundraise and have fun

20 simple ways to raise money for MAI

1. Table quiz
2. Run a mini-marathon
3. Coffee morning
4. Golf classic
5. Auction
6. Poker Night
7. Sleep in
8. Loose change
9. Church-gate collection
10. Garage/car-boot sale
11. House party, house warming party
12. Dinner event
13. Sporting competition
14. Involve friends or family
15. Raffle
16. Parachute jump
17. Sweepstake
18. Race night
19. Swear box
20. Garden party



Take a parachute and jump!

Haven't you always dreamed of jumping out a plane?

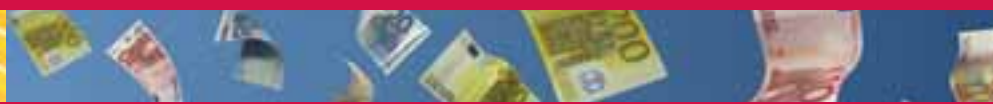
Now you have a chance to do this for the benefit of the Migraine Association.

We're looking for people to take this challenge and raise at least €640, from which we will cover the cost of the jump (€320).

So if you're over 16 and want to feel the air rush by you at 200 mph, call the MAI now for further information or to book a place. If it's not *your* cup of tea, then ask someone close to you to take up the challenge. We aim to get a group of people together to jump in September, to mark Migraine Action Week. The date and location of the jump will be set shortly.

After training, jumpers will make a tandem jump with a qualified trainer, who will ensure that you both return to earth safely!

How are we funded?



HSE increases annual grant

Back in 2000, the Department of Health, through what was then the Northern Area Health Board awarded the MAI its first core-funding grant, enabling us to cover operational costs and recruit staff.

Despite rising inflation and considerable growth in the work we do, the amount of funding did not increase between 2001 and 2006.

Finally, in March this year, the HSE conferred us with a 15.7% increase for 2007, which will be linked to public sector increases in future years.

Although we were seeking a larger amount to assist in sustaining and developing our high-quality support services, we see this as a first step toward securing the funding needed to implement our new strategic plan.

We also benefit from public funding through the Dormant Accounts Programme and the National Lottery.

We would like to express our appreciation to the HSE for helping to ensure the continuation of migraine services in Ireland.

Members' Giving

First of all, let us say "Thank you!" to you, for paying your annual subscription. At just €20 for regular membership, this support enables us to send you *Brainstorm* four times a year and offer you a number of other benefits.

Many of our members also add a most-welcome voluntary donation to their annual membership.

Members provided about 6% of our budget in 2006, from membership fees, voluntary donations and fundraising initiatives such as the Flora Women's Mini-Marathon.

We would like to grow members' contributions to at least 10% of our annual budget over the next three years. This will provide funding to augment our services, as well as show other supporters that we have a vote of confidence from those we serve.

By making even a small donation, increasing your current annual gift, or actively helping with our fundraising effort, you will help ensure that many other migraineurs in Ireland will benefit from our programmes. See pages 6 & 7 for some suggestions.

Corporate Sponsorship

The Migraine Association is fortunate to benefit from corporate sponsorship, both from the pharmaceutical industry and from other sources in the business sector.

Sponsorship from companies such as A. Menarini, Janssen-Cilag and GlaxoSmithKline allows us to provide a wide range of events, campaigns and publications and continues to be an important source of one-off project funding.

We also benefit from grants from a number of companies outside the pharmaceutical sector. See Page 6 for details about how you can help us secure funding from your company!

We would like to thank all our corporate sponsors for their ongoing support.

To guarantee our independence and integrity, the MAI has developed a Fundraising and Sponsorship policy to ensure that sponsors have no influence whatsoever over the content of the event, campaign or publication they are sponsoring. You can view this policy in full in the Members section on www.migraine.ie.

MAI funding - the present and future

The HSE provides us with core funding, allowing us to run our offices and provide basic services. Our other sources of income enable us to deliver services such as seminars, website, information leaflets, self-help groups and more.

The graph on the right shows that income from public sources, members and the private sector remains stable, but that grants from the pharmaceutical industry are waning. We must therefore find alternative sources of

funding to ensure the future growth of the Association.

To do this, we plan to enhance member giving programmes, utilise income-generating services (based on our Migraine Workplace Outreach programme) and increase funding from public sources.

As mentioned in this feature, you can assist us attain these goals, through personal gifts, identifying potential benefactors and volunteering in our fundraising efforts.

