



THE
BIG BUSK
FOR FOCUS IRELAND

The logo features the word 'THE' in a white, bold, sans-serif font inside a dark blue banner. Below it, 'BIG BUSK' is written in a large, bold, blue, sans-serif font. The word 'FOR' is in a smaller, blue, sans-serif font, and 'FOCUS IRELAND' is in a blue, italicized, sans-serif font. The text is surrounded by colorful, stylized illustrations of musicians: a person in a purple shirt and blue pants holding a microphone, a person in a red shirt and blue pants playing a drum, a person in a blue shirt and orange pants playing a guitar, and a person in a blue shirt and green pants playing a saxophone.

TODAY fm

FOCUS
Ireland

Why do we need your support?

Homelessness affects real people; men, women, children, families, young people, elderly, and people with disabilities.

Focus Ireland is driven by the fundamental belief that homelessness is wrong. We work to prevent homelessness and find sustainable long-term solutions to help people leave homelessness forever.

8,914 people are homeless in Ireland, including 1,077 families and 2,451 children.



Top tips for fundraising online

Online Fundraising

- Online fundraising is a great way to maximize your fundraising efforts.
- Statistics show that 54% of donors worldwide prefer to give online.
- It allows you to keep your family, friends and colleagues, informed about your fundraiser and makes it easy for them to support you no matter where they are in the world.
- You can set up your online fundraising page now on [iDonate](#).

Personalisation

- Personalise your fundraising page
- Let everyone know why you're fundraising for Focus Ireland and why it is important to you. Make sure you to let your supporters know why you got involved and why you believe homelessness is wrong.
- Pro Tip! Upload a profile picture.
- People who post a profile picture raise up to 10 times more! It can be a group photo or even your school crest.
- Create a team.
- You can easily create or join a team when you register your fundraising page.

Stick to the facts!

- Figures and statistics about homelessness can be powerful motivators for people to donate to your fundraiser. Educate yourself and people in your network about the facts and what you can do to help. You can find the latest homelessness figures in Ireland on the Focus Ireland website.
- Share, share and share again!
- Why? Because research shows the number one reason people donate is because they were asked! Share your fundraising page far and wide so your supporters can donate and support you!

Sending your donations to Focus Ireland

Donate Online

If you have set up an [online fundraising page with iDonate](#) your donation will be automatically transferred to Focus Ireland.

You can also make your donation directly to our website. Simply donate the total funds you raised and be sure to select 'Monies raised for The Big Busk' on the donation page.

Cheques/Cash

You can send in your donation to our office at the address below. Please be sure to make all cheques payable to:

Focus Ireland,
9-12 High Street
Christchurch,
Dublin 8

Bank Transfers

You can make the donation directly to our bank account using the details below. Please make sure to add your name/details when transferring donations and reference The Big Busk!

Our bank transfer details are:

Account Name: Focus Ireland CLG
Account No: 15834518
Sort Code: 90-00-17
IBAN: IE30BOFI90001715834518
SWIFT: BOFIE2D



Thank you!

The Focus Ireland team are here to help. If you have any questions, please feel contact us.

T: 01 818 204 200

W: focusireland.ie

E: busk@focusireland.ie

Together, we have moved one step closer to ending homelessness.

