



# Sunshine House 1935-

## The Sunshine Fund

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# FOREWORD



Firstly, thank you on behalf of Sunshine for taking an interest in the Fund. Every year, people just like you help us raise much needed funds for our life changing work by providing week-long summer holidays for the children of Dublin and surrounding counties!

The Sunshine Fund helps around 1,000 young people each year, and is aided by community support and our 180+ dedicated volunteers. For many of these young people, it could well be the only holiday break they receive during the year.

Sponsoring The Sunshine Fund provides your organisation with a unique opportunity to engage and connect with local community, to build brand awareness and also show your company supports of an important cause: Making a real difference in a child's life.

With no Government funding The Sunshine Fund relies entirely on charitable donations, making fundraising Sunshine's only source of income and the support we get from donors is the only way that we can continue our work.

Thank you for going the extra mile and helping us to support the most vulnerable children who are nominated to Sunshine House.

*Wayne Travers*

*Head of Fundraising,*

*The Sunshine Fund*

# ABOUT SUNSHINE

In 1928, a dedicated group of individuals from the Society of Saint Vincent de Paul decided that providing holidays away from the city would give some of these children a short, but vital time, to play and be children, away from their worries at home. The Sunshine Fund was born.

The Sunshine Fund is a unique branch of the Society of Saint Vincent de Paul which provides week-long Summer holidays for children, aged 7 to 10, from disadvantaged parts of Dublin, and surrounding counties. The Sunshine Fund owns a purpose-built holiday home a short walk from the beach in Balbriggan, North Dublin, where it has been running these holidays since 1935. Over 100,000 young people have passed through our doors since we opened.

The improved economic situation has not quite reached all areas of society and some of families are still feeling the pinch, but some are affected much more than others. Children are most at risk of being left behind, especially if they're living in areas of disadvantage. It's for them that The Sunshine Fund exists: we're trying to make a difference to the most vulnerable members of our community.

For the past 84 years Sunshine House has been imbedded in the local community helping support children and their families. For some it is a holiday, for others it is a short respite from their home situation. The Sunshine Fund is a long-standing pillar within communities and to numerous children and their families, a beacon of hope.

The Sunshine Fund provided holidays initially to elevate the stresses and pressure of the living conditions in Dublin city, then to families in poverty. The Sunshine Fund has stood a constant through Tuberculosis, World War II, drug addiction, mass unemployment in the 1980s.

Since 1928, each decade has presented a different issue affecting struggling families and today homelessness is a major issue for families and a short holiday break is a huge help to families trying to get back on their feet. For over 85 years the issues affecting these families can change, but the only constant for a large amount of families has been The Sunshine Fund. We will continue to support these children and their families, one week away with full positive adult interaction can make a major impact in these children's lives.

## Governance of The Sunshine Fund

The Sunshine Fund are part of SVP Ireland, although the day to day running, fundraising and management of Sunshine is governed by the Sunshine Conference (Board of Management).

The Sunshine Conference is composed completely of volunteers who strive to ensure as many children as possible receive a sunshine holiday. Once a child is nominated by either a SVP home visitation conference, school or social/ family support worker.

Conference Member	Sunshine Fund Position
Patrick Cagney	President
TJ Fleming	Treasurer
Gabrielle Healy	Head of Volunteers Department
Amy Lynch	Head of Children's Department
Wayne Travers	Head of Fundraising
Daniel Harcourt	Head of Safeguarding
John Quinn	Health and Safety
Emily Deasy	Secretary



## *Are you in a position to Help us make a Difference in a Child's Life??*

### The Sunshine Holiday Program

Each summer the Sunshine Fund runs week-long residential summer holidays for children (Saturday-Saturday). Our 13-week season commences at the end of May until the last week of August, with between 60-90 children attending the holiday each week. Although each day in Sunshine is different a basic structure of the holiday is shown below:

Time	Activity
08:30	Children get up
09:45	Breakfast
10:30	Choice of activities (includes football leagues, basketball, arts and crafts, marathon...)
12:00	Beach time! (daily competitions, swimming)
13:45	Lunch
14:45	Afternoon activity (shopping, treasure hunt, crab/shell collecting...)
17:45	Dinner
18:30	Choice of activities (football, face painting, leadership games, obstacle course, long jump...)
20:00	Supper
20:15	Disco, followed by evening activities (talent, musical chairs, generation game, prize-giving, film)
22:00	Bedtime



Throughout the week the children take part in a number of activities and competitions each day and in the evening, time are giving prizes for participation, creativity etc.

Every child receives spot prizes during the week and as the children leave the holiday each get a present from Sunshine.

During the holiday the children receive full time positive adult attention and interaction. As the holiday program progresses the children begin to be more confident as they develop their social, communication and interpersonal skills. This was shown by research conducted by Dr. Bernadette Quinn TU Dublin-City Campus (2008).

## Children's Christmas Parties

Each Year the Sunshine Fund organises a Christmas outing for over 200 children from across the Dublin region. The children who attend the Christmas events are enrolled in DEIS schools and nominated by the school itself. DEIS is a system used to classify the level of disadvantage within the community served by the schools.



The parties are held on the first Saturday and Sunday in December and each day 120 children arrive in Sunshine for a day of fun and entertainment.



While in Sunshine the children get to play in our indoor play area, on bouncy castles. All children are provided with dinner before they all head down to watch the annual Sunshine House Pantomime!

In the afternoon each of the children get a chance to visit Santa and receive a small gift before heading back home to their families.

*Music, Laughter, Christmas Magic....*

## Throughout the year

During our off-season, The Sunshine Fund Children's Department organises community engagement and information events across the region. These are to further connect with the local community, also

engage more with the families which attend the Sunshine Fund holidays/ Christmas parties. Our Advocate and Fundraising teams meet regularly throughout the year to organise events to fund our holiday season.

In addition to these events our Volunteers Department actively recruits, interviews and trains all our new volunteers prior to our next holiday season.

# SOURCES OF INCOME

All the Sunshine Fund's income comes from charitable donations and public support and we believe in being as transparent as possible when it comes to showing you how your donations are spent.

All of the work of the Sunshine Fund is undertaken by volunteers, keeping our administration costs low. The wages included in this breakdown cover a full-time caretaker for the Sunshine House, as well as seasonal household and catering staff.



Each year our volunteers donate over 55,000 hours to The Sunshine Fund in many ways. Primarily during the summer season providing children's holiday breaks. But also, in our office, at our Sunshine House Christmas Parties and at our Annual Advocate collection on Palm Saturday and Sunday Each Year.

When this is valued against the average industrial wage in Ireland of €9.80 per hour, it equates to a return of €593,000 on volunteer time alone, nearly a 2:1 return on investment. This figure does not consider any impact made by the organization or the positive outcomes, experiences or skills gained by our young guests.



## Annual Advocate Collection

The Sunshine's main fundraising activity is the distribution of the Advocate newspaper.

The Advocate Newspaper is available across the Dublin Diocese on Palm Saturday and Sunday every year, when hundreds of volunteers help to distribute the paper and to collect donations all weekend long.



Since 1997, the staff of the Sunday World newspaper have donated their time, energy and enthusiasm to produce the Advocate newspaper. The Sunday World provides the design, publishing and printing of the paper free of charge and staff work on a voluntary basis.

We are lucky with the support we receive from our volunteers and also the public each year, either by donating to Sunshine or by collecting outside one or the many Dublin churches.

Over 80,000 Advocate newspapers are freely distributed each Palm Sunday weekend, the Advocate includes Stories and information about The Sunshine Fund and about our sponsors and donors over the past year.

Each year the collection is the only funding source for sunshine to run our holiday season, but unfortunately a decline in mass attendance has placed pressure on Sunshine to find alternative ways to fund our holiday season.



*In 2020*

*Sunshine House will celebrate  
our 85<sup>th</sup> Holiday Season*

# BREAKDOWN OF A HOLIDAY

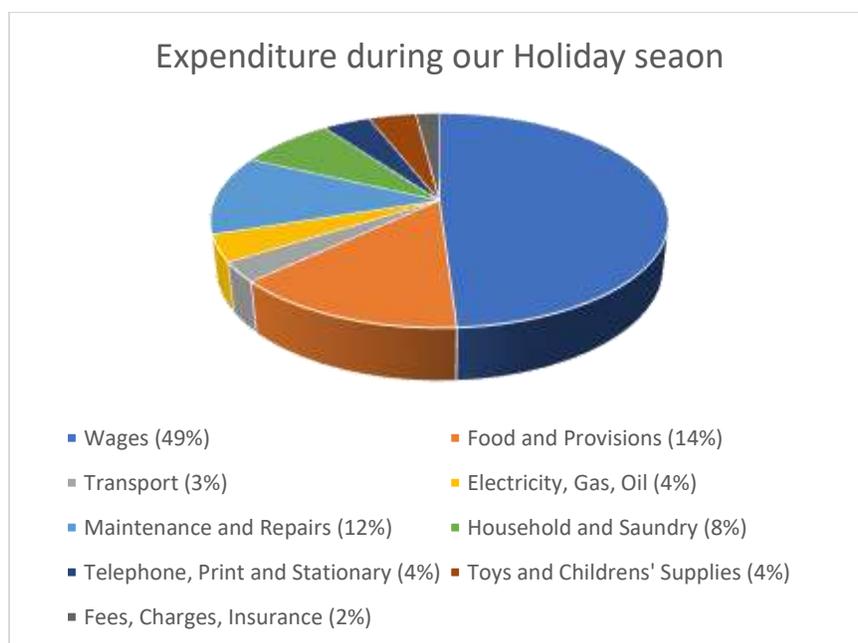
Each week between 60-90 children receive a sunshine holiday and are provided with full food and board for the duration of their stay in Sunshine. The cost of child's holiday is approximately €350 per child, and in addition to the food and board this covers prizes, transport, equipment and staffing of the house.

## Cost of a Sunshine Week

Depending on the number of children on the holiday, it can cost between €21,000 and €31,000 per week of our holiday season. This cost is further broken down below, with the wages covering a full-time caretaker for sunshine house, seasonal household staff and a seasonal on-site Child Safeguarding Officer.

All the Sunshine Fund's income comes from donation and we believe in being as transparent as possible when it comes to showing you how donations are spent.

The breakdown of expenditure is as follows:



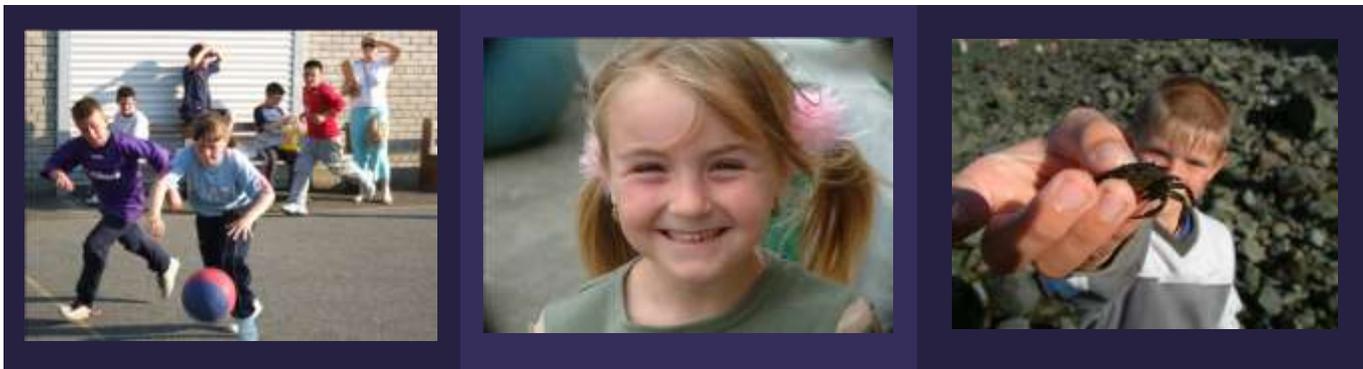
# SPONSORSHIP LEVELS

These are general guidelines. We greatly accept contributions of any level and will work with your organisation to provide adequate recognition of your contribution.

Community	BRONZE	SILVER	GOLD	PLATINUM
€500	€1,000	€2,500	€5,000	€10,000
<ul style="list-style-type: none"> <li>Name Listed in Annual Advocate Newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>Name Listed in Annual Advocate Newspaper.</li> <li>Company Name listed on our Website</li> </ul>	<ul style="list-style-type: none"> <li>Name Listed in Annual Advocate Newspaper.</li> <li>Company Name on Website.</li> <li>Sponsorship promoted via our email list (300+ recipients).</li> </ul>	<ul style="list-style-type: none"> <li>Name and logo in Annual Advocate Newspaper.</li> <li>Company Name and link on our Website.</li> <li>Sponsorship listed at fundraising events.</li> <li>Sponsorship promoted via our volunteer email list (300+ recipients)</li> </ul>	<ul style="list-style-type: none"> <li>Name and logo in Annual Advocate Newspaper.</li> <li>Company Name, Logo and link on our Website (1 year)</li> <li>Sponsorship promoted on social media.</li> <li>Promoted via our email list (300+ recipients)</li> <li>Logo displayed at Sunshine Fundraising events.</li> </ul>

## Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for Sunshine please contact us.



## Advocate Newspaper

Since 1935, Each Year at our annual Advocate church gate collection, The Sunshine Fund have annually distributed over 80,000 free newspapers to the people of Dublin. As part of the sponsoring our work your contribution will be highlighted in our Annual Advocate Newspaper.

## Our Social Media Presence

In addition to you helping us providing children with a much-needed holiday we will also promote the sponsorship on our website and on our social media platforms. As you are helping us, we want everyone to, create a positive brand image, and establish your company as a good corporate citizen.

### Facebook (@SVP Sunshine House)

Our Facebook page has over 1800 likes and a reach of over 4000 people. In addition, there are over 1850 people who actively engage with us on Facebook.

### Instagram (@svpsunshinehouse)

Although Sunshine is a new comer to Instagram, our page has reached over 230 followers in just a few days. Together we can create powerful content which will be mutually beneficial to both parties.

*84 years, One House,  
Countless Memories....*

### Branding at Events

If Sponsoring a fundraising event there is also the option to have signage and your company logo at the events.

# 85 YEARS



The **Sunshine** Fund  
SOCIETY OF ST. VINCENT DE PAUL



*Children are most at risk of being left behind; it is for them that The Sunshine Fund exists!*

# CONTACT US

## Key Fundraising Personnel

### Head of Fundraising

Wayne Travers

### Deputy Head of Fundraising

Dylan Harcourt-Kilalee

### Community Fundraising Officers

Dublin City

Dún Laoghaire/ Rathdown

Fingal

South Dublin

### Corporate Fundraising Officers

Louise Carly- Dublin City

Dún Laoghaire/ Rathdown

Fingal

Ciara Murtagh- South Dublin

Our office is manned by volunteers, Tuesdays evening between 6-8 pm. Outside of these hours or for any other queries please contact us by email:

[sunshine.east@svp.ie](mailto:sunshine.east@svp.ie) : [sunshine.fundraising@svp.ie](mailto:sunshine.fundraising@svp.ie)



**When will your  
Journey Begin?**

