

Fundraising Pack

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BEYOND
THE
PALE

IN AID OF
DUBLIN SIMON
COMMUNITY



Dublin
Simon
Community



PRESENTS

BEYOND THE TRAIL



MARLAY PARK, DUBLIN
GLENDALOUGH, WICKLOW



DISTANCE: 17.5KM | ESTIMATED DURATION: 5.5 HOURS

FRIDAY, 13TH JUNE 2025





Why should you take part in Beyond the Trail?

With Over 10,000 people currently experiencing homelessness in Dublin alone, we need your help to raise vital funds for Dublin Simon Community. Why not challenge yourself by taking on a 5-hour guided walk through the breathtaking Wicklow Way—all leading to an unforgettable festival experience.

Your Challenge: A Scenic Trek with Purpose

You will be joining a group of fellow adventurous walkers on a stunning journey through Wicklow's ancient trails, led by certified guides, as we make our way to the heart of Beyond the Pale Festival—a celebration of music, arts, and community in the majestic woodlands of Glendalough.

3 days of Music, Arts and Food in the Majestic Woodlands of Glendalough

Once you arrive, immerse yourself in a vibrant atmosphere filled with world-class music, innovative art, and delicious food. Dance under the stars, connect with like-minded festivalgoers.

Walk. Celebrate. Make a Difference.

“

Last year I went to Beyond the Pale and really enjoyed the vibes and community spirit. I think the scenic hike to start off the festival as well as knowing that I'm making a difference by supporting Dublin Simon will really add to my enjoyment this year

”

Eve Hanley
Dublin Simon
Volunteer

Why should you fundraise for Dublin Simon Community?

The money that you fundraise will go directly to our services. In 2023 alone, these services provided 344,925 nutritious meals to clients and made home a reality for 3,204 people through prevention, settlement and provision of housing.

Here is a small breakdown of what your funds can pay towards:

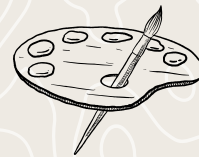
€40

Medical Support Kit



€150

Art / Literacy Classes



€200

6 Counselling Sessions



€350

1 week in Recovery



€750

1 Week of Light & Heat



€1000

Gift of Independence



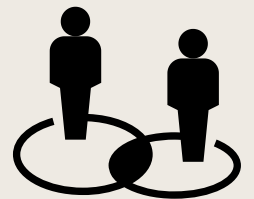
Fundraising Tips



Top tips that have helped create successful fundraisers in the past

Here are some of our top tips for fundraising for Beyond the Trail, if you have any more tips then please let us know

Don't box yourself into your online Fundraising: Although you've been set up with an online fundraising page on sign up, you're more than welcome to do an in person fundraiser and then either transfer us the funds so we can update your page or you can include them in your page yourself. In person fundraisers could include a bake sale, and office whipround, a music night or anything else that you would like to organise



Get the ball rolling: Don't be afraid to add the first donation to your page, this will help get the ball rolling and should increase total donations - Your initial €10 deposit will also be included as your first donation

Get your local community involved: Local businesses and communities love to get involved in social events. Approach shops, churches, clubs and any other businesses in your local area to see how they can help. Some may help you by donating, some may sign up themselves and some may want to sponsor the event which will all greatly impact the event.

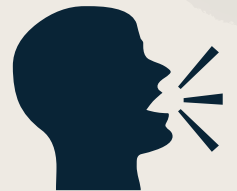


Fundraising Tips Continued



Emphasise the deadline: Make sure that you emphasise the deadlines for both your event as well as your fundraising deadline (Your goal is to reach **€350 by May 31st** but you can continue to fundraise after this). Don't take it for granted that the information is available somewhere, as some of your audience may have missed this so remind them whenever you can.

Tell your story: Tell people what you're doing and why you're doing it for Dublin Simon Community. People love to be told a story and understand why they are donating money.



Take plenty of photos: Fundraisers raise approximately 13% more money if they have photos or videos included in their fundraising pages. Try to put up the best quality and most relevant pictures, where possible.

Talk to your donors: Let your donors know your progress, update them when goals are reached, and make sure to thank them. Keeping in touch will help them feel more involved in your fundraiser.



Promote Your Fundraiser



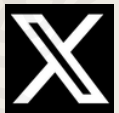
Knowing how to effectively promote your fundraiser is a sure-fire way to boost awareness, attendance, and fundraising potential.

Below are a few of our top tips for promoting your event.

Social Media: Social media channels that are relative to your audience. Tag Dublin Simon Community social media platforms to boost awareness of your event.



@Dublin Simon Community



@Dublin_Simon



@dublinsimoncommunity



@Dublin Simon Community

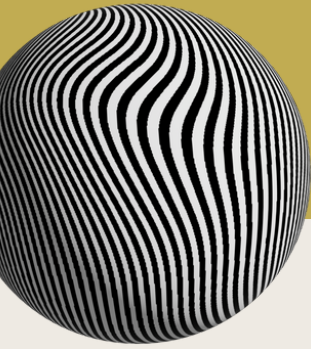


Make use of word of mouth: Tell everyone you meet about your fundraising and about the Beyond the Trail event



Promote Your Event

Continued

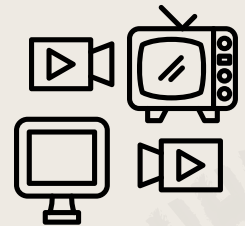


Email: Sending out emails to your audience can be a great way of keeping people up to date. Sending meeting requests or e-invites can allow your audience to save the date right in their email.



Know your audience: The more you know about the audiences that you're targeting, the easier it will be to effectively communicate with them. Research, research, research.

Talk to local media: Local media such as radio, newspapers, newsletters love to get information about what's going on in the community. Let them know that you're supporting Dublin Simon Community



Posters: These can be a great way to attract audience members that you don't have a connection with online. Posters can be put up around your club, local shops, churches, schools, pubs and many other places. Just make sure to ask the owner if they are happy for you to put up a poster.



Thank YOU



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