

# Fundraising 2004

The year 2004 was another unprecedented year in fundraising with Concern's annual income totalling  $\square$ 43 million/ £29 million.



A main focus of our fundraising was the Darfur region of Sudan. Our appeals provoked a tremendous response. The total income was over  $\square$ 4 million / £2.75 million.

The year ended with the Asian tsunami emergency, one of the world's largest natural disasters. Support for our appeal has been unprecedented, raising some  $\square$ 19 million / £13 million between Ireland and the UK.

Community fundraising had a banner year throughout Ireland with record numbers of volunteers and activities in every corner of the country. Dedicated Concern volunteers exceeded their best expectations, collecting over  $\square$ 300,000 in town squares and church gates across the country.

Hundreds of people took on a personal challenge in order to raise money for our work including, jumping from aeroplanes, running mini-marathons or trekking the Himalayas.

Celebrating its 35th year, the 2004 FAST attracted an estimated 100,000 participants nationwide, including nearly half of all secondary schools.

Concern's Gifts of Hope continue to be popular with thousands of supporters opting to give family and friends a Christmas gift that makes a real and lasting difference to some of the world's poorest people. Chickens and goats proved popular choices.

Concern's involvement continued with the Irish corporate sector, yielding

$\square$ 2.9m in 2004. Our relationship with the Dublin-headquartered Depfa Bank strengthened. The bank's financial contributions help fund AMK, Concern's micro-finance programme in Cambodia. Additionally, Depfa staff voluntarily support other aspects of our work, including undertaking an internal audit in Eritrea; supporting the development of the audit function within AMK and providing the technical know-how necessary behind [www.amkcambodia.com](http://www.amkcambodia.com).

In Northern Ireland, supporters contributed  $\square$ 4.9 million / £3.3 million of Concern's income. A highlight of the NI fundraising calendar was breaking the record for the world's largest coin mural, designed in the shape of Africa. The year also saw events of all shapes and sizes take place across the



Picture page 58: Shane O'Donoghue and Pamela Flood launch the 2004 Gifts of Hope campaign in Dublin. Picture: Robbie Reynolds  
Top picture: Concern's team of runners get ready to take place in the Flora Light

Challenge for Women in London's Hyde Park in September 2004.  
Bottom three pictures from left to right:  
1» Des Bishop launches the 2004 Concern FAST with the help of Donna Reilly Parish. Picture: Shane O'Neill

2» Gerhard Bruckermann, CEO and Chairman, Depfa Bank and board member AMK, visiting Cambodia. Picture: Mak Remissa  
3» World's Largest Coin Mural. Picture: KBP Photography

province, from a golf challenge near Belfast to a rock concert in Derry. The Young Professionals Group hosted a cocktail challenge with contestants from BBC and UTV television. Chef Paul Rankin assisted our St Valentine's Night restaurant promotion. In May, 330 guests ate food prepared by a "dream team" of celebrity chefs and danced the night away at the Lord Mayor's Gala Ball in Belfast.

Concern also continued to build our fundraising support in Great Britain. In 2004, supporters in England, Scotland and Wales raised  $\square$ 6.8 million / £4.6 million towards our work. The most successful fundraising initiative of the year was the partnership with the Guardian newspaper group. Concern was the recipient of the annual

Guardian-Observer Christmas appeal. Reporters were dispatched to Concern projects around the world and their moving reports were published in the newspapers and the associated website. The appeal raised over £337,000 for our long term development projects and nearly £1.4 million went to fund work in tsunami affected regions.

Concern's London Marathon team raised in excess of £15,000 to support microfinance work in Cambodia in 2004.

More than 1,000 schools throughout Great Britain joined forces to raise over £90,000 for FoodAid, an annual campaign to celebrate World Food Day on October 16th.

In Scotland the ongoing humanitarian crisis in Darfur, Sudan, provoked a most generous contribution from leading entertainers. A CD of popular music featuring artists including Keane, Belle and Sebastian, Travis, the Delgados, Idlewild, Mull Historical Society, Teenage Fanclub and Arab Strap was produced. The Sunday Herald, distributed it to raise vital funds for Concern Worldwide's emergency response in Darfur, and Peckham's stores and restaurants agreed to collect the donations it generated for us over the Christmas period.