

# From Ireland With Love

**Presented by:**

**Denisa Casement, CFRE**

**Lisa Sargent and Sandra Collette**

**Merchants Quay Ireland's  
5-Year Case Study on  
Donor-Centric Fundraising  
for Retention, Revenue,  
& Results**



**#AFPFC**

**AFPFC.com**



**Merchants Quay Ireland CEO Tony Geoghegan**

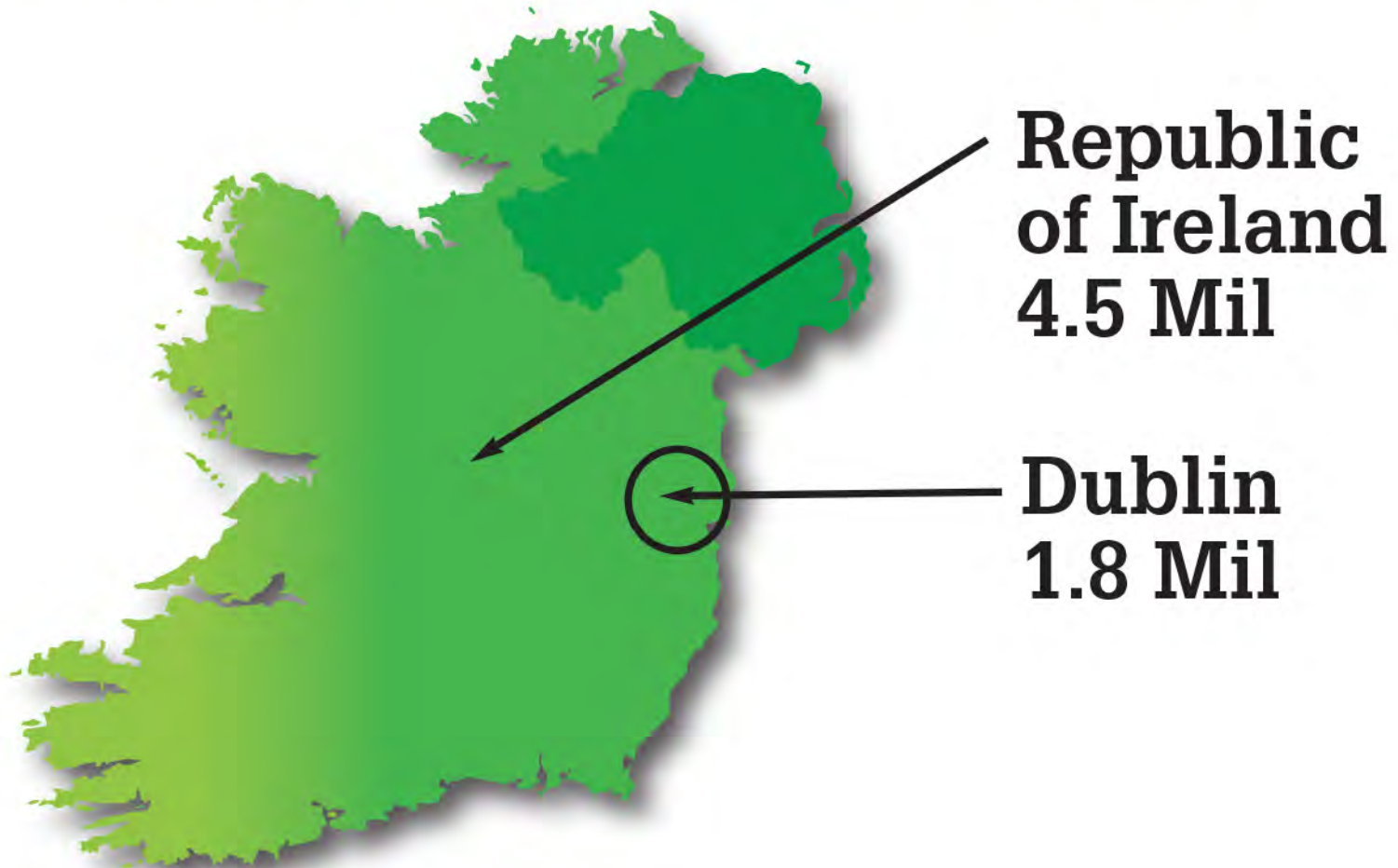
# September 1, 2008



September 15, 2008



# A little perspective please...

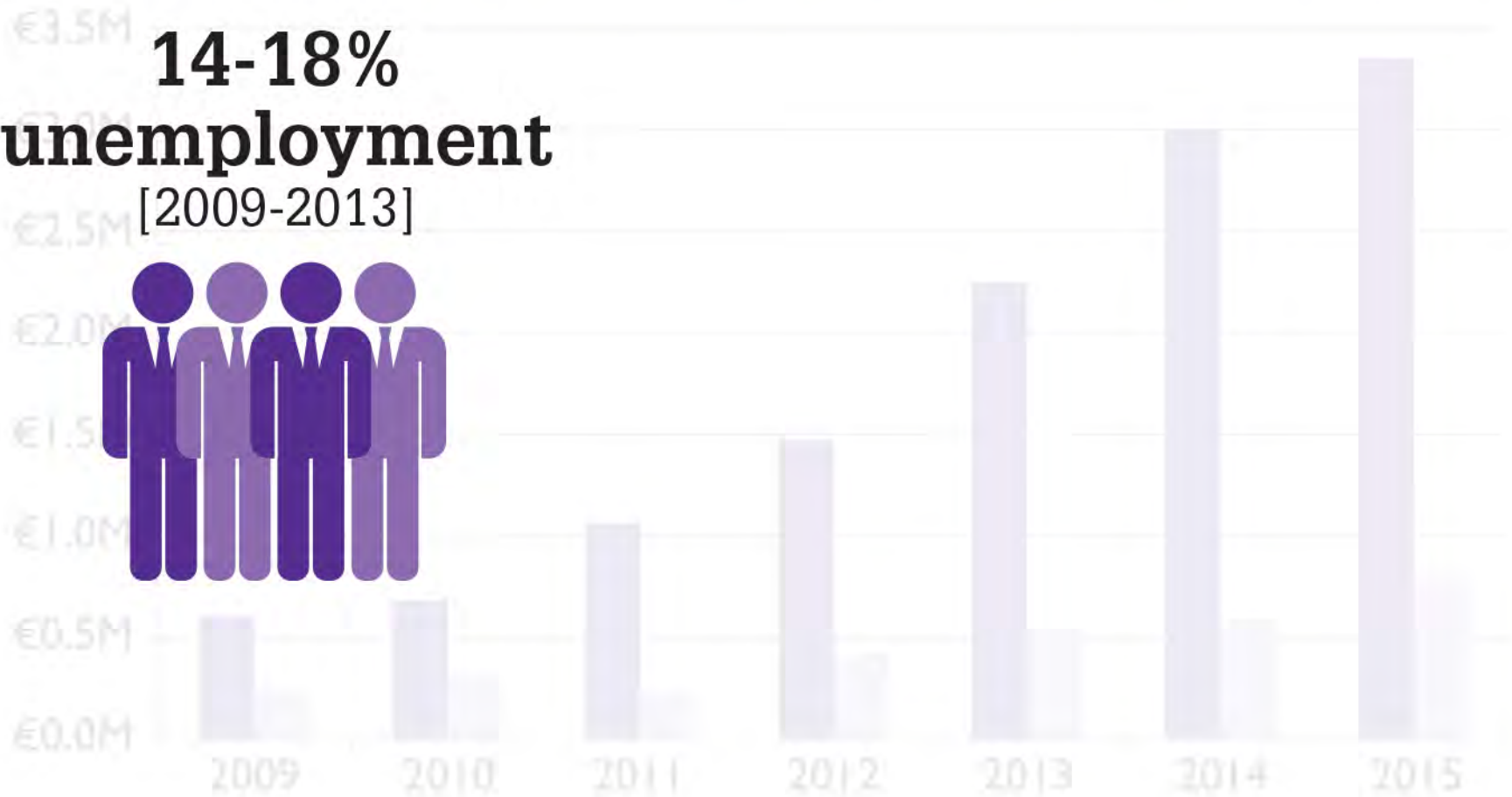




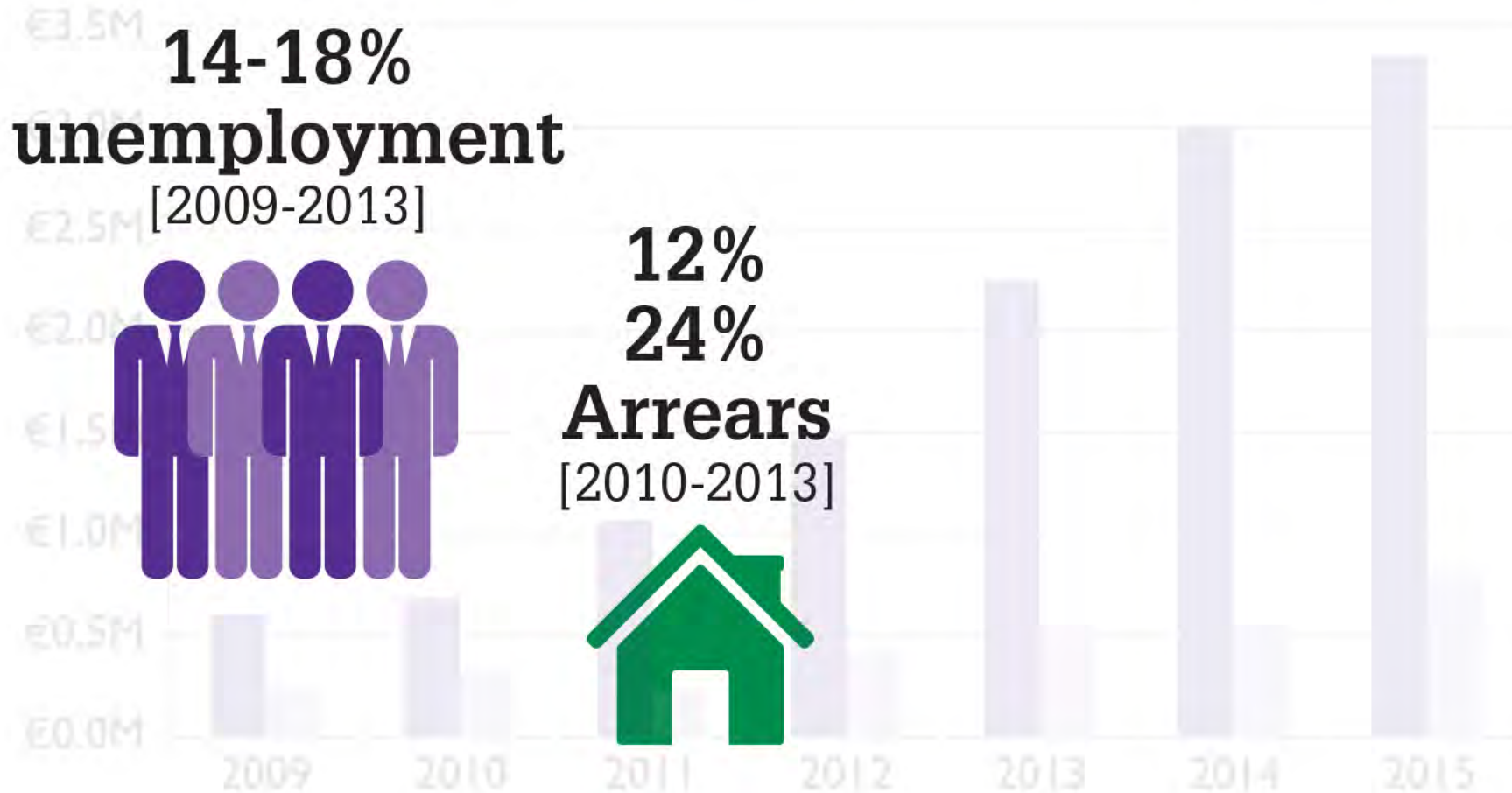
**Because. Start-up.**

# The story of the next 7 years...

14-18%  
unemployment  
[2009-2013]

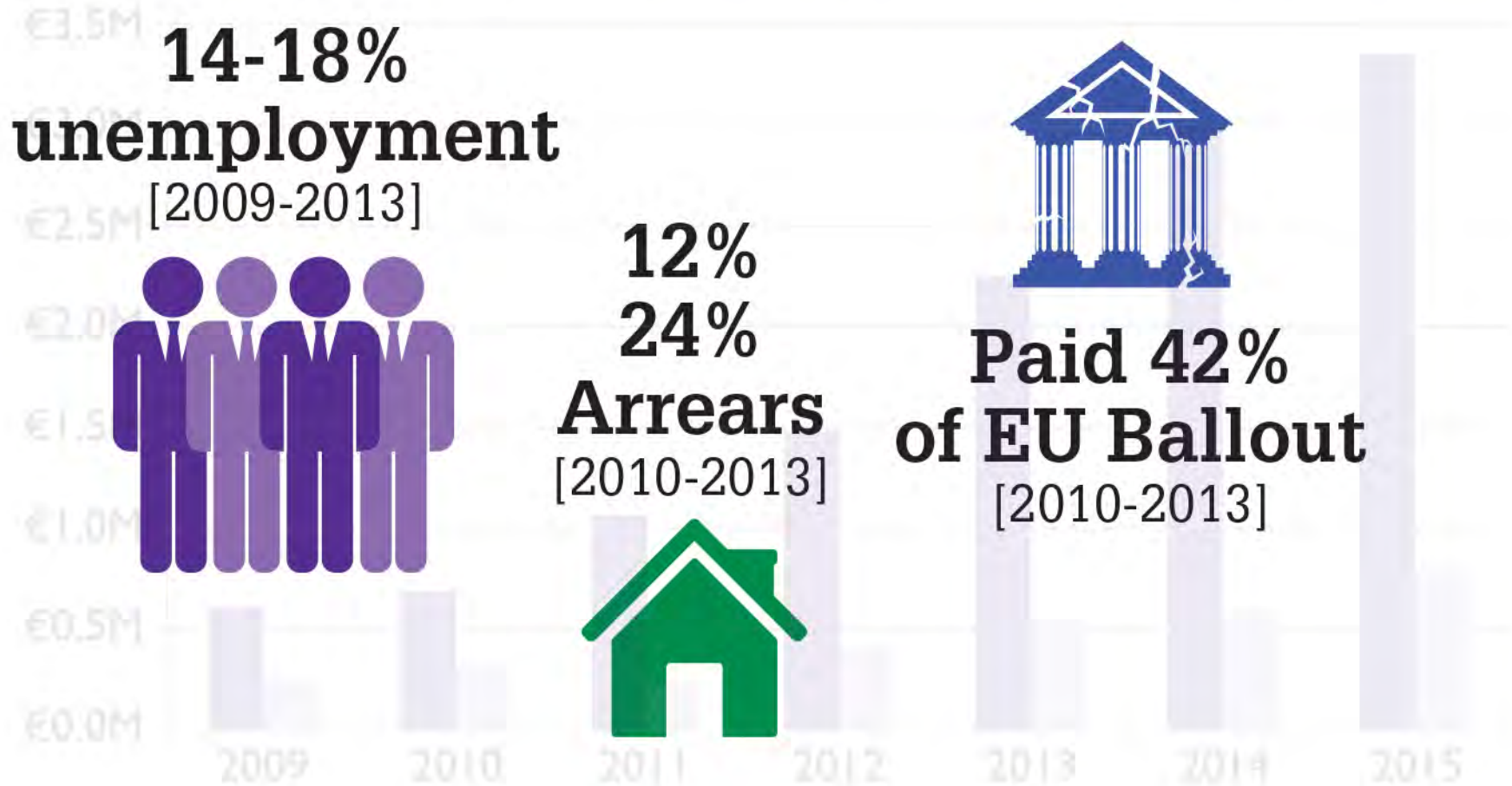


# The story of the next 7 years...





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14-18%  
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[2009-2013]



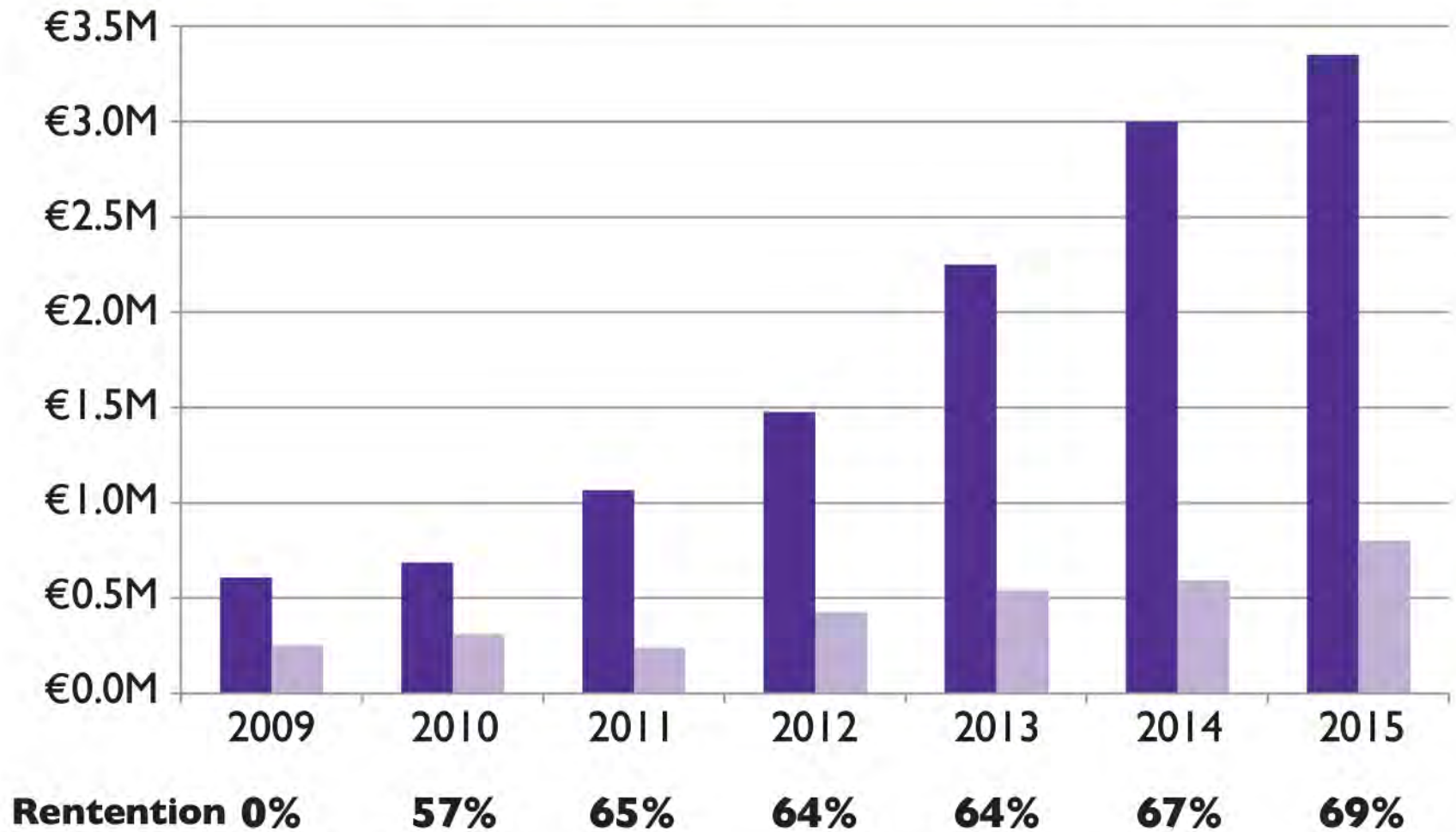
12%  
24%  
Arrears  
[2010-2013]



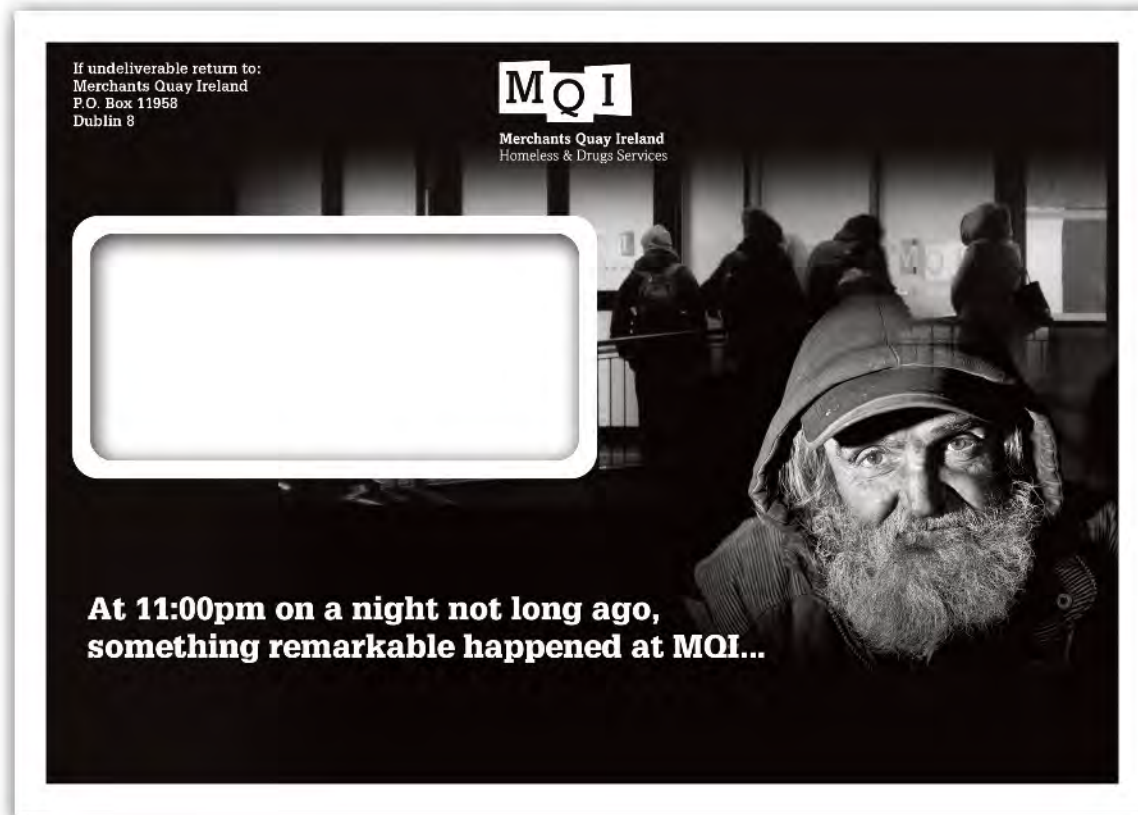
  
Paid 42%  
of EU Ballout  
[2010-2013]

**CHARITY  
SCANDALS**  
[2013-2014]

# The story of the next 7 years...



# Amazing creative can never make up for bad data



# Not a donor!



# Not a donor!



# Not a donor!



**JANUARY**

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22



# Not a donor!



**JANUARY**

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
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# Not a donor!



**JANUARY**

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						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22



**So... who *is* a donor?**

**Heeeeere's Nana!**



# **Donor-driven copywriting & design**

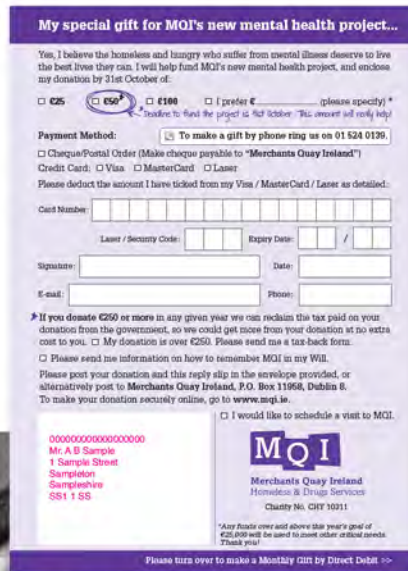
26 minutes to change the way  
you write...



... 60 seconds to listen.



# The appeal that Nana (almost) never received.



Raised €100K in less than 14 days

Average Gift = €109

Response rate = 21.21%



**Lisa's rules  
for the care and  
keeping of great  
copy.**





# Rule 1. Plan for pre-writing.



Without These.



You Won't Get These.



# Rule 2. Tame your OAF.



St. Francis Photo Diary, pages 2-3      Kindness Everlasting, page 5      Catching Up with Derek, page 4      €50 Will Offer, Special Insert

## Quay Times

**MQI** Merchants Quay Ireland Homeless & Drugs Services  
The Newsletter for Supporters of Merchants Quay Ireland

SPRING 2014

### Her Shattered Life, Made New

*Addicted. A woman. Alone on the streets. When it seemed Una's life would forever be shattered, your kindness was there to pick up the pieces...*

**“You do it that one time, and you forget everything. Then each time you do it, just chasing that one hit – that feeling. It never happens again.”**

#### Chasing the hit

Very quickly Una fell into drug use. “You do it that one time, and you forget everything. Then each time you do it, just chasing that one hit – that feeling. It never happens again. Before you know it you're addicted.” Her weight dropped to five stone. Even now her voice is barely a whisper as she remembers addiction's insatiable appetite. “I could have gone to my father then, but I wouldn't, out of respect for him. I chose the streets.” Those years of homelessness and addiction were by her account, “a nightmare. I was attacked – I can't describe it. I felt filthy. It hasn't left me.”

Your support funds open-door services like the needle exchange and counselling that helped Una break free of addiction and rebuild her life.

**T**he urine-soaked bedsheet hung out the window. Its crisp cotton waved in the breeze like a banner, as if to advertise the dirty yellow stain spread across it. **'UNA'** had been scrawled in angry black letters beside the stain, so everybody

years ago. “I wet the bed until I was sixteen. My mother died when she was only 28, and my dad was so young. I was sent to live with my dad's mum. She didn't want us.” Una was often locked in her bedroom, the door opening only to push in a plate of food. She lived in

# Rule 2. Tame your OAF.

*MQI have received funds to cover half of the first three years of a pilot project for an on-staff mental health nurse for our clients. To my knowledge the project will be the first of its kind in Ireland. Because there is no other funding, the other half must come from supporter donations. This year's goal is €25,000.*

We have less than fifty days. And that's where I need your help.

*Funds must be in place by 31st October or it cannot get off the ground. Because you trust Merchants Quay to use your gifts as*

**Offer.**

# Rule 2. Tame your OAF.



10.88%



21.21%

Offer. Audience.

# Rule 2. Tame your OAF.

**MQI**  
 Merchants Quay Ireland  
 A hot meal. A helping hand. A fresh start.

Postal Address: P.O. Box 11958, Dublin 8  
 Location: 28 Wicklow Street, Dublin 8  
 Contact: Tel: +353 1 524 0100, email: info@mqi.ie, Fax: +353 1 524 0940, web: www.mqi.ie

<<Name>>  
 <<Sample Address>>  
 <<Sample Address>>  
 <<Sample Estate>>  
 <<Sample Town>>  
 <<Co. Sample>>

3 September 2012

Dear <Title Surname>

I'm taking a chance today by writing to you. I do so because in giving to MQI, you are helping those who struggle on the face of overwhelming odds. Hunger. It is in honour of your remarkable generosity that I write to you. You see, in addition to homelessness, you are helping one of the overwhelming odds faced by many people in Ireland. And if you have ever known sadness, you know how tough it can be to overcome. I am grateful to the supports of a family and a roof over your head. The men and women who have none of these things are reaching out with help and hospitality on a daily basis. But recently a donor like yourself has made a difference. MQI have received funds to cover for a drop-in mental health nurse for our first of its kind in Ireland. Because they come from supporter donations. This year we have less than fifty days. And funds must be in place by 31st October. You trust Merchants Quay to use your gift whatever amount you send today to support 100% refunded should we fail to reach our goal.

As you read about what they go through, will you please consider a gift of €XXXX, €XXXX, or €XXXX?  
 (Please read on)

**MQI**  
 Merchants Quay Ireland  
 Homeless & Drug Services

Postage Paid  
 Postas Paid  
 DM

Bailte  
 Átha Cliath  
 Coedúcháin  
 9985

Jane Dow  
 24 Merchants Quay  
 Dublin 8  
 Ireland

"Over and over, these men and women are told, 'We can't fix you. We can't do anything for you.' At Merchants Quay Ireland, we say 'Come in'..."

**My special gift for MQI's new mental health project...**

Yes, I believe the homeless and hungry who suffer from mental illness deserve to live the best lives they can. I will help fund MQI's new mental health project, and enclose my donation by 31st October of:

€25  €50  €100  I prefer € (please specify) "I desire to fund the project in full. This amount will help help!"

Payment Method:  To make a gift by phone ring us on 01 524 0130.  
 Cheque/Postal Order (Make cheque payable to "Merchants Quay Ireland")  
 Credit Card:  Visa  MasterCard  Laser

Please deduct the amount I have ticked from my Visa / MasterCard / Laser as detailed:

Card Number: [ ]  
 Laser / Security Code: [ ]  
 Expiry Date: [ ] [ ] / [ ] [ ]

Signature: [ ]  
 Date: [ ]  
 E-mail: [ ]  
 Phone: [ ]

\* If you donate €250 or more in any given year, we can reclaim the tax paid on your donation from the government, so we could get more from your donation at no extra cost to you.  My donation is over €250. Please send me a tax-back form.  
 Please send me information on how to remember MQI in my Will.

Please post your donation and this reply slip in the envelope provided, or alternatively post to Merchants Quay Ireland, P.O. Box 11958, Dublin 8. To make your donation securely online, go to [www.mqi.ie](http://www.mqi.ie).

I would like to schedule a visit to MQI.

00000000000000000000  
 Mr. A B Sample  
 1 Sample Street  
 Samperton  
 Sampleshire  
 SS1 1 SS

**MQI**  
 Merchants Quay Ireland  
 Homeless & Drug Services  
 Charley St. City 10311

\*Any funds over and above this year's goal of €25,000 will be used for other critical needs. Thank you!

Please turn over to make a Monthly Gift by Direct Debit >>

Your stamp here saves MQI 60 cent

PLEASE RUSH TO.

Merchants Quay Ireland  
 P.O. Box 11958  
 FREEPOST  
 Dublin 8

For helping Ireland's homeless and hungry today's Thank you!

Offer. Audience. Format.

# Rule 3. Respect the basics.

3 September 2012

Dear <Title Surname,>

Gr 8 or below

I'm taking a chance today by writing to you about a difficult matter.

One-to-one

I do so because in giving to MQI, you have shown compassion and understanding for those who struggle not only to survive, but to rebuild their lives in the face of overwhelming odds. Hunger. Homelessness. Addiction.

Segues & primers

It is in honour of your remarkable commitment that I speak openly now.

You see, in addition to homelessness, extreme social isolation, and past abuse, one of the overwhelming odds faced by many clients is mental illness.

Flow & pacing

And if you have ever known sadness or loss or loneliness in your own life, you know how tough it can be to overcome. How hopeless, how small, you feel. Even with the supports of a family and a roof over your head.

**The men and women I write you about have none of those home comforts.**

Format for emphasis

In a moment I'll share what they confront daily. I'll also describe how MQI have reached out with help and hospitality on an informal basis for years.

**But recently a donor like yourself gave us a chance to do much more...**

Get to the point

*MQI have received funds to cover half of the first three years of a pilot program for a drop-in mental health nurse for our clients. To my knowledge the project is the first of its kind in Ireland. Because there is no other funding, the other half come from supporter donations. This year's goal is €25,000.*

We have less than fifty days. And that's where I need your help.



**Rule 4. No autoblag.  
(Thank you, George.)**



# Rule 4. No autoblag. (Thank you, George.)

***autoblag*** | 'ô tō blag |

noun (pl. **autoblag**) Brit. informal

fundraising copy that looks like it was written on mental autopilot:  
*that fundraising appeal is so full of autoblag, I knew what the writer was going to say before he even said it; what a mess!*

ORIGIN 21st cent.: the late George Smith, charity fundraiser (Dec 1940-Mar 2012). Author of *Tiny Essentials of Writing for Fundraising*, White Lion Press.



# Rule 4. No autoblag. (Thank you, George.)

*He stood at the gates. Tall and thin, with his head hung low. A cup in his outstretched hand.*

Ann would pass him most Saturday evenings, as she made her way out of the back gate after 8 o'clock Mass at the church inside.

Just another homeless man. Yet...

... There was something about him. *Clinkety clink.* She'd drop the coins in his cup, sometimes fifty cent — sometimes only twenty.

# Rule 5. Emotionalize wisely.

Hope **Love** Compassion  
Joy  
Anger **Duty**  
Shock **Fear** Grace **Shame**  
**Awe** **Guilt** Faith  
**Flattery** Triumph **Sorrow**  
Gratitude **Redemption...**

# Rule 5. Emotionalize wisely.

**Exclusivity, Flattery** → It is in honour of your remarkable commitment that I speak openly now.

You see, in addition to homelessness, extreme social isolation, and past abuse, one of the overwhelming odds faced by many clients is mental illness.

**Sorrow** → And if you have ever known sadness or loss or loneliness in your own life, you know how tough it can be to overcome. How hopeless, how small, you feel. Even with the supports of a family and a roof over your head.

# Rule 5. Emotionalize wisely.

**Compassion** → **The men and women I write you about have none of those home comforts.**

In a moment I'll share what they confront daily. I'll also describe how MQI have reached out with help and hospitality on an informal basis for years.

**Redemption** → **But recently a donor like yourself gave us a chance to do much more...**

# Rule 6. Cue common truths.

And if you have ever known sadness or loss or loneliness in your own life, you know how tough it can be to overcome. How hopeless, how small, you feel. Even with the supports of a family and a roof over your head.

**The men and women I write you about  
have none of those home comforts.**

# Rule 7. Write epics instead.



# Rule 7. Write epics instead.

On that night though, I vowed we would try. In honour of those who hadn't survived – and for the anxious faces queued outside in the darkness.

MQI staff alone knew the harrowing concessions I'd made in order to receive those State funds, cutting the nascent Night Café budget to barebones:

# Rule 8. Anticipate questions.

I'm taking a chance today by writing to you about a difficult matter.

I do so because in giving to MQI, you have shown compassion and understanding for those who struggle not only to survive, but to rebuild their lives in the face of overwhelming odds. Hunger. Homelessness. Addiction.



# Rule 9. PS and Thank You: Not afterthoughts!

P.S. As I mentioned in my letter we a health pilot project at MQI, the fi before 31<sup>st</sup> October the project c you have my guarantee that 100 and if we succeed, you will hav homeless men and women who



Understanding a mental  
without your help  
e fall short of our g  
l be refunded to yo  
many of Ireland's  
ness right now.



# Rule 10.

## Give them something beautiful!



Allegory  
Setting  
Suspense  
**Euphony**  
Alliteration

Rhythm & rhyme

**Hyperbation**

Texture &  
sound

**Foreshadowing**

More!

# How Nana opens her mail.



LETTERS

# Introducing the **6Ps.**

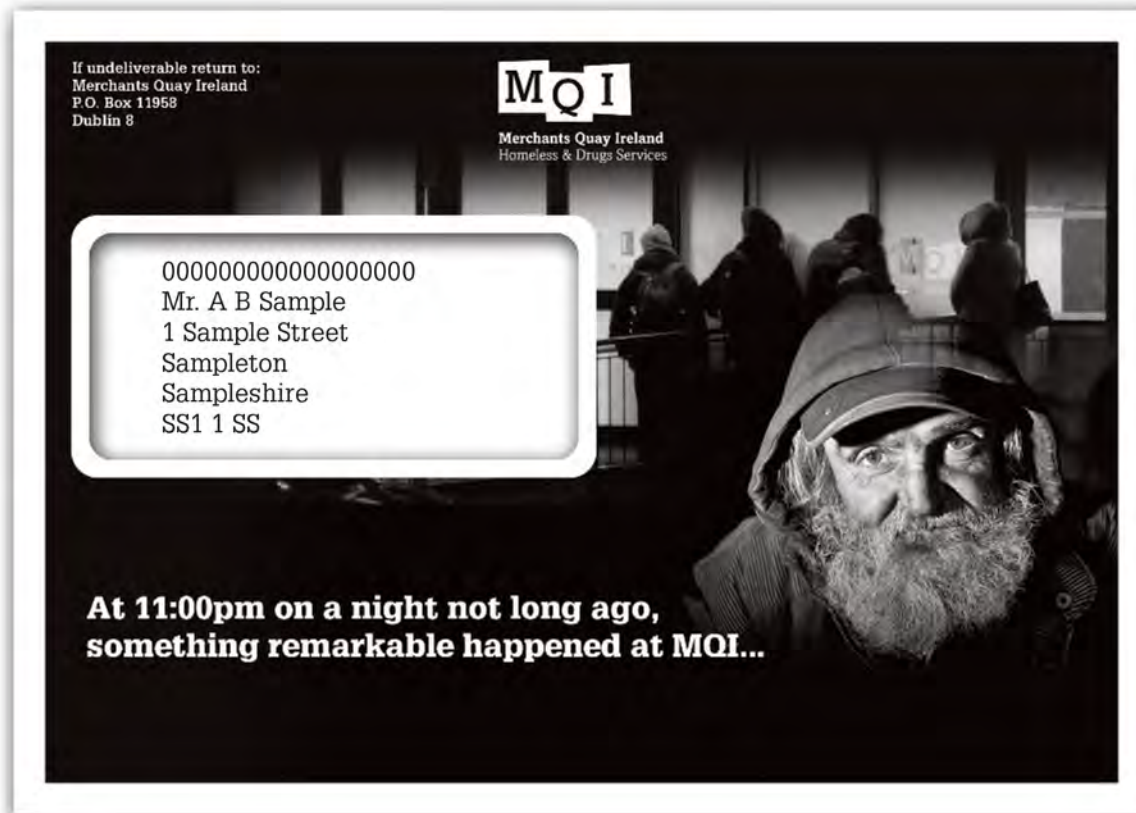
**Pick-up. Preview. Piece. Page. Prompt. Package.**

# Introducing the 6Ps: The Pick-up

Does your outer envelope persuade donor to pick it up and open it?



# Introducing the 6Ps: The Pick-up



# Introducing the 6Ps: The Pick-up

If undeliverable return to:  
Merchants Quay Ireland  
P.O. Box 11958  
Dublin 8



00000000000000000000  
Mr. A B Sample  
1 Sample Street  
Sampleton  
Sampleshire  
SS1 1 SS

**All I could think about were his shoes...**

# Introducing the 6Ps: The Pick-up

If undeliverable return to:  
Merchants Quay Ireland  
P.O. Box 11958  
Dublin 8



Merchants Quay Ireland  
Homeless & Drugs Services

000000000000000000  
Mr. A B Sample  
1 Sample Street  
Sampleton  
Sampleshire  
SS1 1 SS



**All I could think about were his shoes...**



# Introducing the 6Ps: The Preview

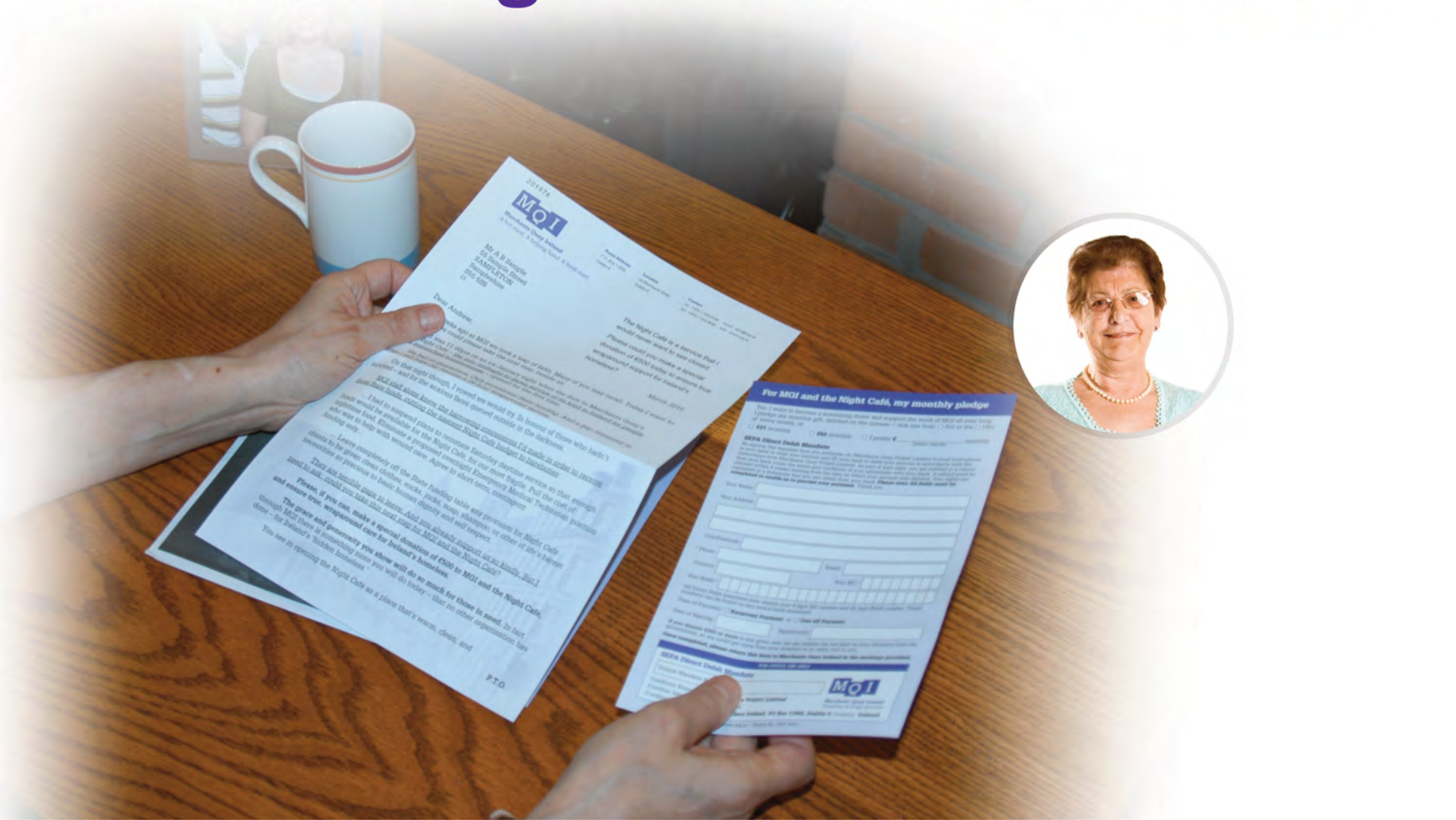
Do your pieces provide visual interest and beckon donor deeper?



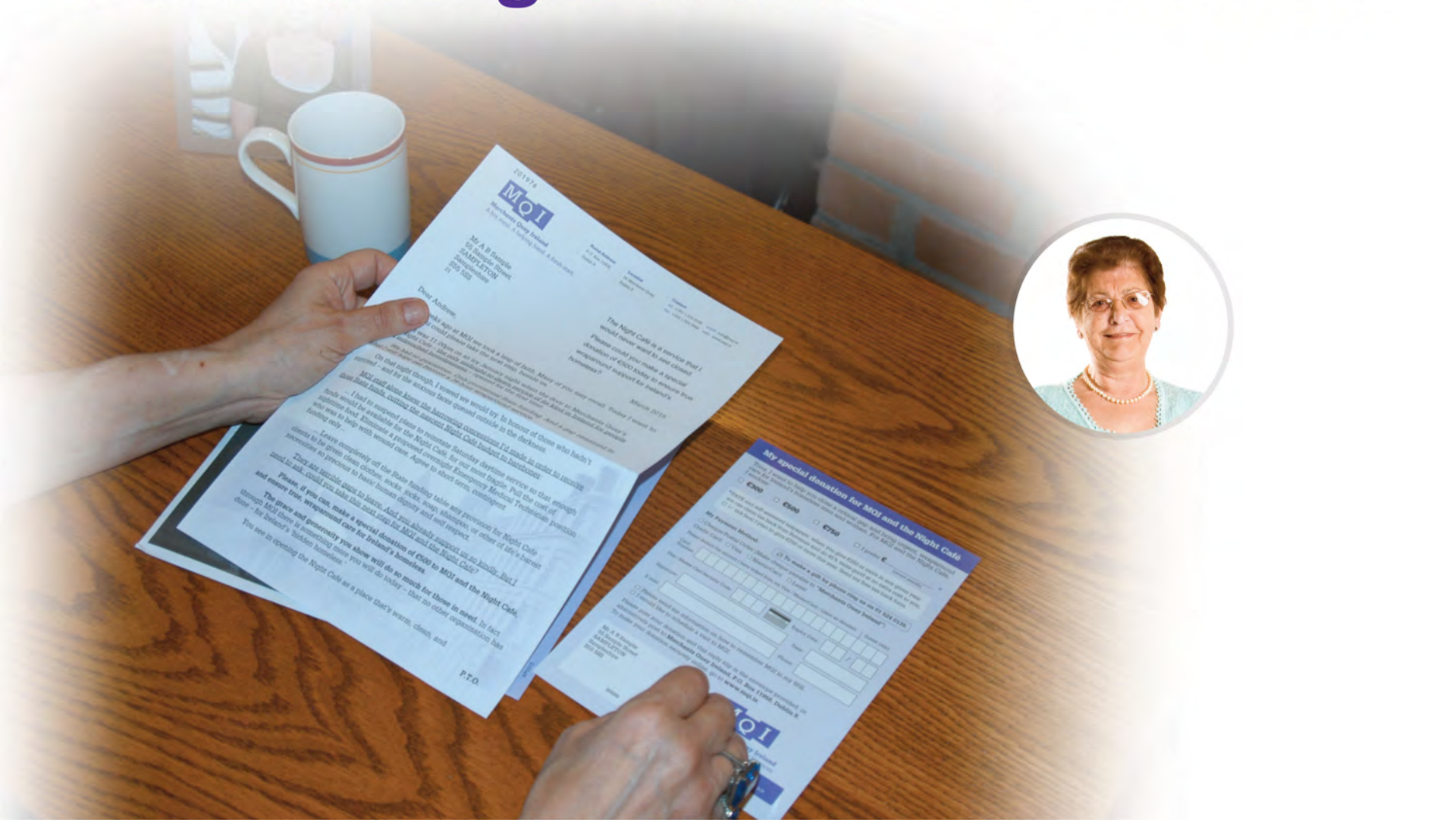
# Introducing the 6Ps: The Preview



# Introducing the 6Ps: The Preview

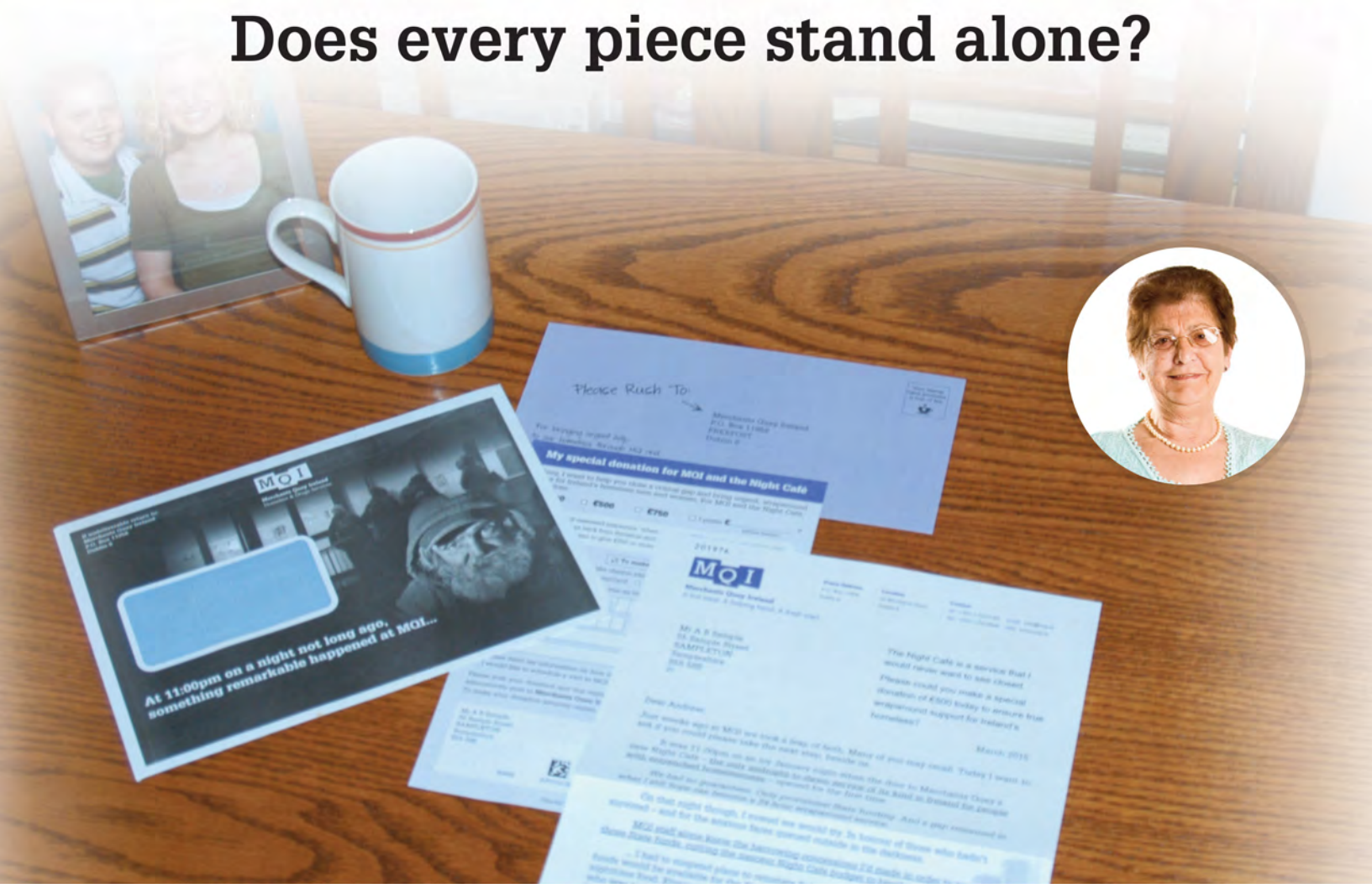


# Introducing the 6Ps: The Preview



# Introducing the 6Ps: The Piece

## Does every piece stand alone?



# Introducing the 6Ps: The Page

Does your page architecture capture all types of readers?



# Introducing the 6Ps: The Page



**MQI**  
Postal Address: P.O. Box 11958, Dublin 8  
Location: 24 Merchants Quay, Dublin 8  
Contact: Tel: +353 1 224 0100, Email: info@mqi.ie, Fax: +353 1 524 0966, Web: www.mqi.ie

**Merchants Quay Ireland**  
A hot meal. A helping hand. A fresh start.

<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

The Night Café is a service that I would never want to see closed.  
Please could you make a special donation of €X,XXX today to ensure true wraparound support for Ireland's homeless?

March 2015

Dear Title Surname,

Just weeks ago at MQI we took a leap of faith. Many of you may recall. Today I want to ask if you could please take the next step, beside us.

It was 11:00pm on an icy January night when the door to Merchants Quay's new Night Café – the only midnight-to-dawn service of its kind in Ireland for people with entrenched homelessness – opened for the first time.

We had no guarantees. Only provisional State funding. And a gap remained in what I still hope can become a 24-hour wraparound service.

On that night though, I vowed we would try. In honour of those who hadn't survived – and for the anxious faces queued outside in the darkness.

MQI staff alone knew the harrowing concessions I'd made in order to receive those State funds, cutting the nascent Night Café budget to barebones:

... I had to suspend plans to reinstate Saturday daytime service so that enough funds would be available for the Night Café, for our most fragile. Pull the cost of nighttime food. Eliminate a proposed overnight Emergency Medical Technician position who was to help with wound care. Agree to short-term, contingent funding only...

... Leave completely off the State funding table any provision for Night Café clients to be given clean clothes, socks, jocks, soap, shampoo, or other of life's barest necessities so precious to basic human dignity and self respect.

They are terrible gaps to leave. And you already support us so kindly. But I need to ask: could you take this next step for MQI and the Night Café?

Please, if you can, make a special donation of €X,XXX to MQI and the Night Café, and ensure true, wraparound care for Ireland's homeless.

The grace and generosity you show will do so much for those in need. In fact through MQI there is something more you will do today – that no other organisation has done – for Ireland's 'hidden homeless.'

You see in opening the Night Café as a place that's warm, clean, and

P.T.O.

Large type

Deep indents

Generous line & paragraph spacing

Uneven page break

Serif font

Short paragraphs

Wide margins

Flush left/Rag Right

Page turn direction

# Introducing the 6Ps: The Page

**Serif**



**Sans Serif**





# Introducing the 6Ps: The Page



**Small indents** →

**No paragraph spacing** →

**Long paragraphs** →

**Sans Serif font** →

**Justified type** →

**Narrow margins** →

**No page turn direction** →

**MQI**  
Merchants Quay Ireland  
A hot meal. A helping hand. A fresh start.

**Postal Address**  
P.O. Box 1 098  
Dublin 8

**Location**  
24 Merchants Quay  
Dublin 8

**Contact**  
tel: +353 1 853 0720  
fax: +353 1 324 0888  
email: info@mqi.ie  
web: www.mqi.ie

<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

*The Night Café is a service that I would never want to see closed.*

*Please could you make a special donation of €X,XXX today to ensure true wraparound support for Ireland's homeless?*

March 2015

Dear Title Sumame,

Just weeks ago at MQI we took a leap of faith. Many of you may recall. Today I want to ask if you could please take the next step, beside us.

It was 11:00pm on an icy January night when the door to Merchants Quay's new Night Café, the only overnight-to-dawn service of its kind in Ireland for people with entrenched homelessness – opened for the first time.

We had no guarantees. Only provisional State funding. And a gap remained in what I still hope can become a 24-hour wraparound service. On that night though, I vowed we would try. In honour of those who hadn't survived – and for the anxious faces queued outside in the darkness. MQI staff alone knew the harrowing concessions I'd made in order to receive those State funds, cutting the nascent Night Café budget to barebones:

... I had to suspend plans to reinstate Saturday daytime service so that enough funds would be available for the Night Café, for our most fragile. Pull the cost of nighttime food. Eliminate a proposed overnight Emergency Medical Technician position who was to help with wound care. Agree to short-term, contingent funding only...

... Leave completely off the State funding table any provision for Night Café clients to be given clean clothes, socks, jocks, soap, shampoo, or other of life's barest necessities so precious to basic human dignity and self respect. They are terrible gaps to leave. And you already support us so kindly. But I need to ask: could you take this next step for MQI and the Night Café?

Please, if you can, make a special donation of €X,XXX to MQI and the Night Café, and ensure true, wraparound care for Ireland's homeless. The grace and generosity you show will do so much for those in need. In fact through MQI there is something more you will do today – that no other organisation has done – for Ireland's 'hidden homeless.'

You see in opening the Night Café as a place that's warm, clean, and safe, there are people now finding us in the wee hours – unimaginably vulnerable – that aren't on any 'official' homeless census. You can bring them back.

I'll let Night Café coordinator Brenda tell you of one such man: "Our team got word about a gentleman in his fifties. He was sleeping rough. He hadn't used hostels in years because he doesn't have a history of alcohol or substance misuse. He didn't feel safe there. Two of us – myself and another MQI staff – actually went out to his bedding spot to invite him in to the Night Café. It was really heartwarming to see him come through our door that first midnight, and he's been coming back. It's a connection forged, a gateway to MQI's other services. The strength of that humanity is just striking..."

As striking is the depth of their gratitude. Negativity here has been virtually nonexistent. In its place MQI staff see thanks. Appreciation. Relief.

The Night Café is a service I would never want to see closed.

# Introducing the 6Ps: The Page



**Merchants Quay Ireland**  
A hot meal. A helping hand. A fresh start.

**Postal Address**    **Location**    **Contact**  
P.O. Box 11025    24 Merchants Quay    tel: +353 1 524 0160    email: info@mqi.ie  
Dublin 8    Dublin 8    fax: +353 1 524 0946    web: www.mqi.ie

<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

*The Night Café is a service that I would never want to see closed.*

*Please could you make a special donation of €X,XXX today to ensure true wraparound support for Ireland's homeless?*

March 2015

Dear Title Surname,

Just weeks ago at MQI we took a leap of faith. Many of you may recall. Today I want to ask if you could please take the next step, beside us.

It was 11:00pm on an icy January night when the door to Merchants Quay's new Night Café – the only midnight-to-dawn service of its kind in Ireland for people with entrenched homelessness – opened for the first time.

We had no guarantees. Only provisional State funding. And a gap remained in what I still hope can become a 24-hour wraparound service.

On that night though, I vowed we would try. In honour of those who hadn't survived – and for the anxious faces queued outside in the darkness.

MQI staff alone knew the harrowing concessions I'd made in order to receive those State funds, cutting the nascent Night Café budget to barebones:

... I had to suspend plans to reinstate Saturday daytime service so that enough funds would be available for the Night Café, for our most fragile. Pull the cost of nighttime food. Eliminate a proposed overnight Emergency Medical Technician position who was to help with wound care. Agree to short-term, contingent funding only...

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P.T.O.



**Merchants Quay Ireland**  
A hot meal. A helping hand. A fresh start.

**Postal Address**    **Location**    **Contact**  
P.O. Box 11025    24 Merchants Quay    tel: +353 1 524 0160    email: info@mqi.ie  
Dublin 8    Dublin 8    fax: +353 1 524 0946    web: www.mqi.ie

<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

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We had no guarantees. Only provisional State funding. And a gap remained in what I still hope can become a 24-hour wraparound service. On that night though, I vowed we would try. In honour of those who hadn't survived – and for the anxious faces queued outside in the darkness. MQI staff alone knew the harrowing concessions I'd made in order to receive those State funds, cutting the nascent Night Café budget to barebones:

... I had to suspend plans to reinstate Saturday daytime service so that enough funds would be available for the Night Café, for our most fragile. Pull the cost of nighttime food. Eliminate a proposed overnight Emergency Medical Technician position who was to help with wound care. Agree to short-term, contingent funding only...

... Leave completely off the State funding table any provision for Night Café clients to be given clean clothes, socks, jocks, soap, shampoo, or other of life's barest necessities so precious to basic human dignity and self respect. They are terrible gaps to leave. And you already support us so kindly. But I need to ask: could you take this next step for MQI and the Night Café?

**Please, if you can, make a special donation of €X,XXX to MQI and the Night Café, and ensure true, wraparound care for Ireland's homeless. The grace and generosity you show will do so much for those in need. In fact through MQI there is something more you will do today – that no other organisation has done – for Ireland's 'hidden homeless.'**

You see in opening the Night Café as a place that's warm, clean, and safe, there are people now finding us in the wee hours – unimaginably vulnerable – that aren't on any 'official' homeless census. You can bring them back.

I'll let Night Café coordinator Brenda tell you of one such man: "Our team got word about a gentleman in his fifties. He was sleeping rough. He hadn't used hostels in years because he doesn't have a history of alcohol or substance misuse. He didn't feel safe there. Two of us – myself and another MQI staff – actually went out to his bedding spot to invite him in to the Night Café. It was really heartwarming to see him come through our door that first midnight, and he's been coming back. It's a connection forged, a gateway to MQI's other services. The strength of that humanity is just striking..."

As striking is the depth of their gratitude. Negativity here has been virtually nonexistent. In its place MQI staff see thanks. Appreciation. Relief.

The Night Café is a service I would never want to see closed.

# Introducing the 6Ps: The Prompt

Do you make it clear what Nana needs to do next?



# Introducing the 6Ps: The Prompt

**My special donation for MQI and the Night Café**

Tony, I want to help you close a critical gap and bring urgent, wraparound care for Ireland's homeless men and women. For MQI and the Night Café, I enclose:

€25     €50     €75     I prefer € \_\_\_\_\_\*  
(please specify)


\*PAYE and self-assessed taxpayers: when you give €250 or more in any given year we can claim tax back from Revenue and do 45% more good at no extra cost to you.  
 (✓ tick box) I plan to give €250 or more this year. Send my free tax-back form.

**My Payment Method:**  To make a gift by phone ring us on 01 524 0139.

Cheque/Postal Order (Make cheque payable to "Merchants Quay Ireland")  
 Credit Card:  Visa     MasterCard     Laser

Please deduct the amount I have ticked from my Visa / MasterCard / Laser as detailed:  (Laser only)

Card Number:

Visa / Master Card Security Code:     Expiry Date:  /

Signature:  Date:

E-mail:  Phone:

Please send me information on how to remember MQI in my Will.  
 I would like to schedule a visit to MQI.

Please post your donation and this reply slip in the envelope provided, or alternatively post to **Merchants Quay Ireland, P.O. Box 11958, Dublin 8**. To make your donation securely online, go to [www.mqi.ie](http://www.mqi.ie)

00000000000000000000  
 Mr. A B Sample  
 1 Sample Street  
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 Sampleshire  
 SS1 1 SS

**MQI**  
 Merchants Quay Ireland  
 Homeless & Drugs Services

Please turn over to make a Monthly Gift by Direct Debit >>

Charity No. CHY 10311

**The Night Café, my monthly pledge**

sustaining donor and support the work of MQI all year long.  
 debited on the (please ✓ tick one box)  3rd or the  18th

50 monthly     I prefer € \_\_\_\_\_\*  
(please specify)

\*Most people give monthly at this level.

I authorise (A) Merchants Quay Project Limited to send instructions to my bank (B) your bank to debit your account in accordance with the conditions of your agreement with your bank. A refund must be obtained from your bank. **Please note: All fields must be completed.** Thank you.

Email:

Your BIC:

digit BIC number and 22 digit IBAN number. These are required for direct debit.

One-off Payment

Signature(s):

We can reclaim the tax paid on your donation from the Revenue at no extra cost to you.

Merchants Quay Ireland in the envelope provided.

USE ONLY

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 Homeless & Drugs Services  
 P.O. Box 11958, Dublin 8 Country: Ireland

Charity No. CHY 10311

# Introducing the 6Ps: The Prompt



AIB logo:  **AIB**

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Date \_\_\_\_\_

Pay \_\_\_\_\_ or order **euro euro euro**

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www.communisis.com 9508 12/05

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# Introducing the 6Ps: The Prompt

**My special donation for MOI and the Night Café**

Tony, I want to help you close a critical gap and bring urgent, wraparound care for Ireland's homeless men and women. For MOI and the Night Café, I enclose:

€25     €50     €75     I prefer € \_\_\_\_\_\*  
(please specify)

\*PAYE and self-assessed taxpayers: when you give €250 or more in any given year we can claim tax back from Revenue and do 45% more good at no extra cost to you.  
 (✓ tick box) I plan to give €250 or more this year. Send my free tax-back form.

**My Payment Method:**  To make a gift by phone ring us on 01 524 0139.

Cheque/Postal Order (Make cheque payable to "Merchants Quay Ireland")  
Credit Card:  Visa     MasterCard     Laser

Please deduct the amount I have ticked from my Visa / MasterCard / Laser as detailed: (Laser only)

Card Number:

Visa / Master Card Security Code:       Expiry Date:  /

Signature:  Date:

E-mail:  Phone:

Please send me information on how to remember MOI in my Will.  
 I would like to schedule a visit to MQL.

Please post your donation and this reply slip in the envelope provided, or alternatively post to **Merchants Quay Ireland, P.O. Box 11958, Dublin 8.**  
To make your donation securely online, go to [www.mqi.ie](http://www.mqi.ie).

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Homeless & Drugs Services

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euro euro euro  
N MURPHY

# Introducing the 6Ps: The Prompt

Please Rush To: 

Merchants Quay Ireland  
P.O. Box 11958  
FREEPOST  
Dublin 8

Your stamp here provides a cup of tea 

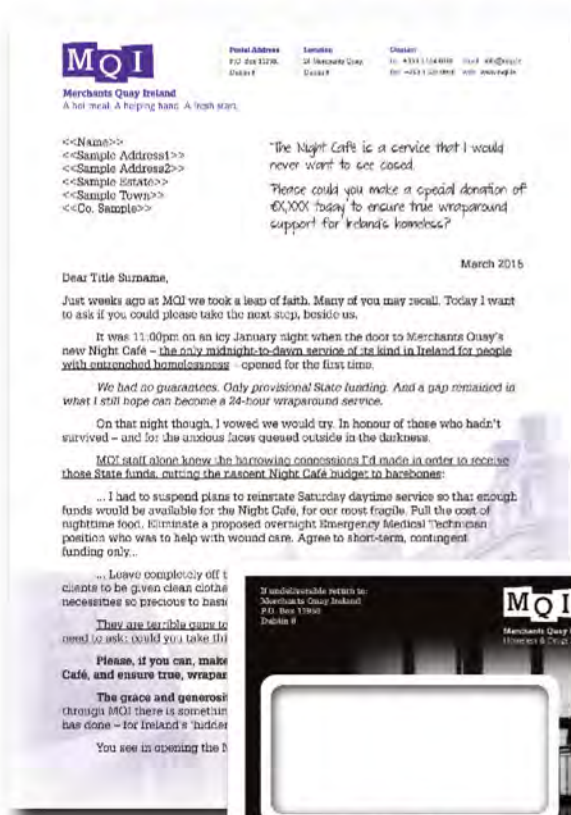
For bringing urgent help to our homeless through MQI and the Night Café, thank you!

AP0315

Your stamp here provides a cup of tea 

Your stamp here saves MQI 69 cent

# Introducing the 6Ps: The Pack



**My special donation for MQI and the Night Café**

Today I want to help you close a critical gap and bring urgent, wraparound care for Ireland's homeless men and women. For MQI and the Night Café, I enclose:

€25     €50     €75     I prefer € (please specify)

\*PAY and self-assessed taxpayer: when you give €250 or more in any given year we will claim tax back from Revenue and do 45% more good at no extra cost to you.  I'd like you to plan to give €250 or more this year. Please see my tax back form.

**My Payment Method:**  To make a gift by phone ring us on 01 524 0128.  
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 Credit Card     Visa     MasterCard     Laser

These debit the account. Have I told you my Visa/MasterCard/Laser is debited? (Leave empty)

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Visa/MasterCard Security Code:     Expiry Date:  /

Signature:     Date:

Name:     Phone:

Please send me information on how to regenerate MQI in any way.  
 I would like to schedule a visit to MQI.

Please post your donation and this reply slip in the envelope provided, or alternatively post to Merchants Quay Ireland, P.O. Box 11968, Dublin 8. To make your donation securely online, go to [www.mqi.ie](http://www.mqi.ie)

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 Sampletown  
 Samplestate  
 SS1 1 SS

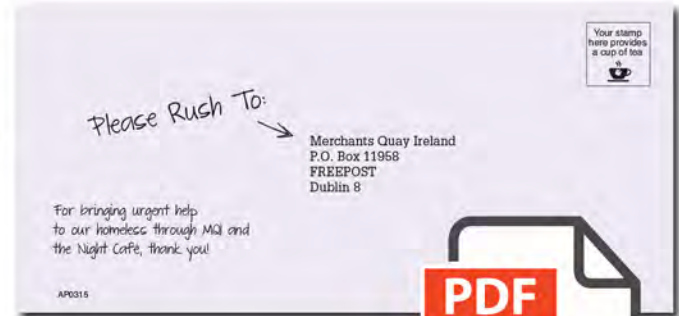
**MQI**  
Merchants Quay Ireland  
Homeless & Drug Services

Please note that to make a Maximum Gift by Direct Debit you

Charity No. 000 0901



Do you have a package – or a piecemeal – mentality?





# Not just for Nana...

Dear Santa: Please can I have a 6foot high goal and 12 feet across goal for my back garden and a mat that covers or soccer area. Please can I have minecraft for Xbox. Please may I have cyan headphones like Hugo's (jambos). please can you stop off at MQI in Dublin and give them a sweet treat. and a surprise for everyone in the house including the dogs.

Dan age 10 - ya and one more thing (I believe)

XOX OX OOOOOOOOOX  
see you christmas eve.

# When copy & design come together...



## Nana-style!

At the Creation, page 2 | National Housing Crisis, page 3 | Christmas Gratitude Concert, page 4 | The Family at Our Door, page 5

**Quay Times** **MOI**  
 Merchants Quay Ireland  
 Homeless & Drugs Services  
 The Newsletter for Supporters of Merchants Quay Ireland

Autumn 2015

"I just so much work in to lose it all like that, it nearly killed me it did..."

### Unbroken

*Micheál was drug free at last and accepted into college when Ireland's housing crisis pulled his new life out from under him – and into the abyss of relapse. See how, nearly three years later, you are helping him to make a comeback...*

**A**most nothing about Micheál would hint at the life he's lived these past three years. Apart from a few small scars on his face he is groomed, well dressed, and confident. Those years, though, tested his resolve in ways that few people will ever face. Fewer still emerge unbroken.

**Cruel irony**  
 After two treatment centers, massive personal effort, and six months in a recovery house with another agency, the hope was that Micheál could find a place he could afford, or get help from the local Council. He applied and was accepted to college pending good grades. But the shortage of houses would sweep it all away like

continued on page 2

**Proud MOI clients emerge with the winning cup —**

### Victorious in Homeless Football League!

*An inspiring story of the community spirit that you foster at MOI...*

**E**ach week something wonderful happens on an astroturf field in Dublin City Centre. Homeless men get together for the love of the sport, and play football. And this year, Merchants Quay clients have won the Homeless Football League Cup!

Owen, who works daily with rough sleepers as part of MOI's street outreach programme, offered to organise a Merchants Quay team after clients came to him with the idea. The chaotic nature of their lives, he reported, makes scheduling practices a balancing act. With no promise of a roof over their heads, clients can spend hours on the phone with the local authority simply to try and get a bed for the night. But they kept at it, and since the big win, the team are looking forward to defending the cup next year... a goal made all the more remarkable by what they overcame. *Congratulations!*

www.mqi.ie

# **A donor newsletter success story.**

# The Healing Hands of Sister Brid

*Sister Brid O'Sullivan reflects on her life and her work as a nurse at Merchant's Quay, helping the homeless and those struggling with addiction problems in Dublin.*

From the start, Sister Brid has been active as a nurse at Merchant's Quay. "My first day, I had lunch with a nurse who worked there. After lunch, there was an overdose. Somebody had collapsed. So we just grabbed the bag and went over and did CPR."

She found her calling at just 19, to the Franciscan Missionaries of the Divine Motherhood. These first years as a nun shaped her future, and Sr Brid trained as both a nurse and midwife.

**In 1972 she set off to Africa.**

Specialising in leprosy, Sr Brid worked as a nurse with four nuns from her Order in the swampy area near Lake Bangweulu, in Northern Zambia. There she helped upgrade the local health centre to a hospital with X-ray service, the community's first.

She recalls those years fondly, saying, "Africa was the cherry on the icing for the life I chose."

Africa was also where Sr Brid honed nursing skills that – combined with her ready smile and caring heart – would prove invaluable to Merchant's Quay Ireland, and she joined the medical staff in XXXX, at our busy, Dublin-based outreach service.

**Today Sister Brid sees many of the nearly 350 people who turn to Merchant's Quay daily.**

She's learned that their life stories of drug use, poverty, prison, loss and abuse aren't easily told. "Some stories are just so sad and very painful to listen to, so you can imagine what it's like for the clients themselves."

The Merchant's Quay philosophy of respecting clients – at whatever stage they're at – is crucial, she feels, as are services offered through needle exchange and Open Access facilities, like medical care and counselling, Sunday dinners, and practical help finding a home.

**But the need far outpaces present capacity, notes Sister Brid, and not just in Dublin.**



**Sister Brid in action.**

"We're referring people all the time to detox and drug rehabilitation, adding their names to the waiting lists. We need far more detox services in this country. We're caught in Ireland."

Merchant's Quay provides two Residential Drug Treatment facilities in Ireland: St Francis Farm in Co. Carlow and High Park in Drumcondra, Dublin.

Both have waiting lists. [www.mqi.ie](http://www.mqi.ie)

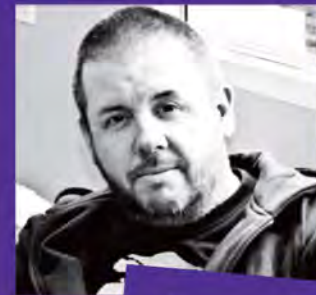
# A Day in the Life of a Merchant's Quay Nurse

**My name is Steven Doyle, and I joined Merchant's Quay as a full time Nurse back in April 09. I work with Nurse Brid O'Sullivan – whose story you'll also find in this newsletter – and the rest of our medical team at MQI's Primary Healthcare Unit. We provide primary healthcare to people who are homeless, as well as men and women who have problems with alcohol or drug use.**

As you can imagine, being homeless or having a drug problem is a challenge in itself. But a host of medical issues are related to addiction and sleeping rough, and as a Nurse, I see many of these.

I can honestly say there is never a dull moment. I might clean a wound or treat a minor injury, then see someone with an acute or chronic illness. Right now a big concern is treating chronic leg ulcers. It's like a wound that won't heal, which is frustrating for us – and exhausting for our clients. We also test for blood-borne viruses like Hepatitis C.

The issues are sensitive, but we always speak openly with the men and women we help – whether we're talking about safer injecting practices or the connection between healing and a healthier diet.



By understanding other illnesses, the healing process begins working to

I feel honored to patients at the from listening to around substance when you sit down through it day-to-day basic homelessness. They are so respect for the

**Nurse Steven Doyle of the Merchant's Quay Healthcare Unit says hello with the healing possible.**

## Quay Times



### How Marie is Winning the Fight of a Lifetime

*A former homeless mother of four is beating overwhelming odds to save her kids and the 'substance-free' spirit of Merchant's Quay staff.*



**Marie loves to laugh.** That's what you'd notice first about this attractive mother of four, with the light blue eyes that seem to glow when the light hits them. And Marie is all about laughing at herself, at finding the humor in all that's been through. Because if Marie has one thing she's proud of, it's her journey toward a drug-free life, it's that she's accountable for all of it.

She's thoughtful about both good and bad. The behind-the-scenes work she does every night as a teenager, her "help" from classes. Out of school at 14, she writes with the "think and smoking" habitiveness of all of it.

Only in her 30s, she seems to have lived a lifetime of and out of treatment centers while her mother cared for her children, Marie couldn't look her children. Like many heroin users, she had some withdrawal drugs but making it doubly difficult to stop using.

Eventually, she'd hit rock-bottom before reaching her mother one day of sobriety. Her four children, by then in a home, but Marie was on the streets. "She was a great supporter, and I'd be lost without her. I ended up having never do. I remember I used to have a photograph of my kids on the shelf and I wanted to see taking (the drugs) but I couldn't. No one, no drug decided I needed to get help."

Like many of Ireland's nearly 15,000 heroin users up and down the coast, Marie faced an uphill battle. She'd decided to work full-time but was still surrounded by drug users at the hotel. Including a friend in the next room who was smoking heroin.

Now in a new home, and attending her weekly after-school sessions, Marie is drug-free. She couldn't be more delighted, surprising it all up with a century-old building to break her cycle of addiction. Marie faced an uphill battle. She'd decided to work full-time but was still surrounded by drug users at the hotel. Including a friend in the next room who was smoking heroin.

1969 – 2010 41 years of service to the poorest and most forgotten people



# The Healing Hands of Sister Brid

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The Merchant's Quay philosophy of respecting clients – at whatever stage they're at – is crucial, she feels, as are services offered through needle exchange and Open Access facilities, like medical care and counselling, Sunday dinners, and practical help finding a home.

But the need for outpaces present capacity, notes Sister Brid, and not just in Dublin.



Sister Brid in action.

"We're referring people all the time for rehabilitation, addiction... We need more staff. We're waiting for people to be tested for HIV... We're waiting for people to be tested for hepatitis C.

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I can't

... sensitive, but we always speak openly with the men and women we help – whether we're talking about safer injecting practices or the connection between healing and a healthier diet.

## How to make a Euro stretch a whole lot further!

By setting up a standing order, you help us to plan more efficiently and effectively so we can help more people.

If you pay income tax through the PAYE system your monthly donation can GROW 25% - 69% when we claim tax back from the government.

Monthly € donated	20% tax bracket Your donation + tax reclaim	41% tax bracket Your donation + tax reclaim
€21	€26 (€312 yearly)	€35 (€420 yearly)
€25	€31(€372 yearly)	€42 (€504 yearly)
€42	€70 (€840 yearly)	€70 (€840 yearly)

To set up a standing order go to [www.mqj.ie](http://www.mqj.ie) and download the form. Or ring us on 01 524 0160 and we will post a form to you.



**NOT WANNA-FRIENDLY!**

"Something had just clicked inside me..."  
**How Marie is Winning the Fight of a Lifetime**  
 By [name], [last name]  
 A formerly homeless mother of four is battling overwhelming odds to overcome heroin addiction - thanks to gritty determination, a sleepless fight for her kids and the "baptismal water" staff of Merchant's Quay staff.


**Marie loves to laugh.** That's what you'd notice first about the attractive mother of four in Dublin's overhanging beds to someone barely awake in a grey determination, a sleepless fight for her kids and the "baptismal water" staff of Merchant's Quay staff. **Marie loves to laugh.** That's what you'd notice first about the attractive mother of four in Dublin's overhanging beds to someone barely awake in a grey determination, a sleepless fight for her kids and the "baptismal water" staff of Merchant's Quay staff. **Marie loves to laugh.** That's what you'd notice first about the attractive mother of four in Dublin's overhanging beds to someone barely awake in a grey determination, a sleepless fight for her kids and the "baptismal water" staff of Merchant's Quay staff.

Ultimately, she'd hit rock-bottom before realising that true source of strength for her four children, they can have a home, but Marie was on the streets. She would always give up her last dollar, and I'd be left without her. I would never see her again. I remember I used to have a photograph of the kids on the shelf and I would be putting the drug out but I couldn't. No pride, no dignity - everything just goes out the window. So I just decided I needed to get help. Like many of Ireland's nearly 15,000 heroin users looking to break the cycle of addiction, Marie found an uphill battle. She'd decided to seek treatment but was still surrounded by drug users at the house - including a friend at the next door who was smoking heroin

1969 - 2010 41 years of service to the poorest and most forgotten people



# Let's start with the pack...



**Merchants Quay Ireland**  
A not-for-profit helping hand. A fresh start.

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**Location**  
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Dublin 8

**Contact**  
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Tel: +353 1 207 5101 Web: www.mqi.ie

<<Name>>  
<<Sample Address 1>>  
<<Sample Address 2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

**CEO'S LETTER FROM THE DESK OF TONY GREGGHEGAN:  
QUAY TIMES - AUTUMN 2015**

Dear <<Name>>,

Imagine if the only gift you'd sent to us at MQI this year was €5.

You're a pensioner, perhaps, and you wanted to help in some small way. Or you simply didn't have more resources than that to spare.

In the face of a national housing crisis, you might ask me, how could it be anything more than a drop in the ocean for someone who is homeless?

Well, you. Or rather, one of the stories in your enclosed Quay Times newsletter this autumn will paint that tender, poignant picture for you.

**She arrived on our doorstep**

Her children, young and in anxiety and fear in this newly built clearly hadn't told them was baby


By law, as the Quay Times editor. But looking into that mother just turn her away.

They knew - you and I know streets for her and her children th

**Innocence nearly lost, a**

This is the fact from Irish supported us five euro at a time c goods.

Five euro may have funded kitchen, so the family could eat. C



Merchants Quay Ireland  
Homeless & Drug Services

If undeliverable return to:  
Merchants Quay Ireland  
P.O. Box 11958  
Dublin 8

**My autumn gift for Ireland's homeless and hungry...**

Yes, I want to ease the suffering of those who are homeless, hungry and struggling with addiction here in Ireland. I enclose my gift of:

€30  €60  €100  €150  I prefer € \_\_\_\_\_

\*PAYE and self-assessed taxpayers: when you give €250 or more in any given year we can claim tax back from Revenue and do 40% more good at no extra cost to you.  (\* Add bank I plan to give €250 or more this year. Send my love to bank team

**My Payment Method:**  To make a gift by phone ring us on 01 624 0130.

Cheque/Postal Order (Make cheque payable to: "Merchants Quay Ireland")  
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Please indicate the amount I have transferred via / MasterCard (Leave as default) |  Save only

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 I would like to schedule a visit to MQI.

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Charity No. 00713811

At the Coalface, page 2

National Housing Crisis, page 3

Christmas Gratitude Concert, page 4

The Family at Our Door, page 5

## Quay Times

The Newsletter for Supporters of Merchants Quay Ireland



Merchants Quay Ireland  
Homeless & Drug Services

AUTUMN 2015

"I put so much work in to know it all like that. It nearly killed me to do..."

### Unbroken

*Michael was drug free at last and accepted into college when Ireland's housing crisis pulled his new life out from under him - and into the abyss of relapse. See how, nearly three years later, you are helping him to make a comeback...*



"If you are talking housing nearby, the next afternoon, it's just not enough. And then you are single, you are a male, you know, it is a combination of everything. I'm looking everywhere, anywhere I might be able to rent a place and it's the same story. You are either priced out of the market or they don't accept rent assistance."

- Michael, MQI client

**Cruel irony**

After two treatment centres, massive personal effort, and six months in a recovery house with another agency, the hope was that Michael could find a place he could afford, or get help from the local Council. He applied and was accepted to college pending good grades. But the shortage of houses would sweep it all away like

continued on page 2

**Proud MQI clients emerge with the winning cup -**

### Victorious in Homeless Football League!

*An inspiring story of the community spirit that you foster at MQI...*

Each week something wonderful happens on an asphalt field in Dublin City Centre.

to him with the idea. The chaotic nature of their lives, he reported, makes scheduling just as a balancing act. With no promise of a roof over their heads, clients can spend hours on the phone with the local authority simply to try and get a bed for the night. But they kept at it, and since the big win, the team are looking forward to defending the cup next year... a goal made all the more reachable by what they overcome. *Congratulations!*

Your stamp here provides a cup of tea



www.mqi.ie



When the housing crisis pulled his life out from under him a second time, you wrote letters to help Michael emerge -

### Unbroken: One Man's Tale of Perseverance

SEE INSIDE for your Autumn 2015 issue of Quay Times ➔

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N. 1815

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*When the housing crisis pulled his life out from under him a second time,  
you were there to help Micheál emerge —*

## **Unbroken: One Man's Tale of Perseverance**



SEE INSIDE for your Autumn 2015 issue of *Quay Times* ➔

# A CEO's letter like no other...

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<<Sample Postcode>>  
<<Sample Town>>  
<<Co. Sample>>

**CEO'S LETTER FROM THE DESK OF TONY GOUGHOGAN:  
GUAY TIMES - AUTUMN 2015**

*Dear <<Name>>,*

Imagine if the only gift you'd sent to us at MCI this year was €5.

You're a pensioner, perhaps, and you wanted to help in some small way. Or you simply didn't have more resources than that to spare.

In the face of a national housing crisis, you might ask me, how could it be anything more than a drop in the ocean for someone who is homeless?

I'll tell you. Or rather, one of the stories in your enclosed Quay Times newsletter this autumn will paint that tender, poignant picture for you.

**She arrived on our doorstep at 5pm one Friday.**

Her children, young and innocent, stood contentedly beside her. Yet the anxiety and fear in this newly homeless mother's face spoke volumes about what she clearly hadn't told them was happening.

By law, as the Quay Times story will tell you, MCI clients must be aged 18 or older. But looking into that mother's eyes... those children's faces... our staff couldn't just turn her away.

They knew - **you and I know** - there would have been no place left, but the streets for her and her children that night.

**Innocence nearly lost, to a situation beyond their control.**

This is the fallout from Ireland's housing crisis. And that night, whether you've supported us five euro at a time or five hundred, your gift was most certainly a godsend.

Five euro may have funded the messes that staff piled together from the MCI kitchen, so the family could eat. Or the hours of phone calls and research to see you

F.T.O.

there anywhere they could go - a bed we could find them. Larger donations allowed staff to give them a small, safe, well lit room apart from the hustle and bustle of Riverbank. To make it possible, when every other option was exhausted, for a modestly priced hotel room to be provided, so that the family could be together off the streets for the evening - with a referral in place at an appropriate agency for the morning.

**What is the impact of your five euro... or fifty... or five hundred?**

**It is sustenance. It is salvation. It is everything.**

I say this over and over. But in truth, these 'CEO Letters' have one aim, every time I sit down to write to you...

... To thank you.

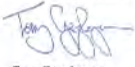
... To show you how your past donations accomplish the miraculous here, regardless of their size or their frequency.

... To fill you with the gratitude that echoes down our halls and beats in the hearts of us all, both MCI staff and our clients who are homeless and hungry.

... To let you know there are men and women who deeply feel the power of something as simple as a new pair of socks or a hot shower or a hot meal, in washing away the dehumanising assault on the senses that is street life.

**All this you have done.** In a housing crisis that I am working daily at a national level to fight, your grace towards those we serve is... everything.

Thank you so very much. I wish you well this autumn.  
With all my gratitude,



Tony Goughogan  
CEO, Merchants Quay Ireland

**P.S.** Michael's story is one more that I hope you'll read in the enclosed issue of Quay Times. He is another part of the tragic 'collateral damage' that has resulted from the national housing shortage. After he found the strength to climb back from homelessness a second time, you are giving him the best chance possible of a new, more stable life. Until next time, thank you again for being a part of Merchants Quay Ireland. If you have any queries, please ring us on 01 524 0130.

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# Oh yes. We go there.



**For Ireland's homeless and hungry, my monthly gift...**

Yes, I want to become a member and support the work of MQI all year long. I will pay (please tick one)  3rd or the  18th of the month  I prefer € (please specify) monthly

**My autumn gift for Ireland's homeless and hungry...**

Yes, I want to ease the suffering of those who are homeless, hungry and struggling with addiction here in Ireland. I enclose my gift of:

€30  €60  €100  €150  I prefer € (please specify)

<sup>A</sup>PAYE and self-assessed taxpayers: when you give €250 or more in any given year we can claim tax back from Revenue and do 45% more good at no extra cost to you.  (✓ tick box) I plan to give €250 or more this year. Send my free tax-back form.

**My Payment Method:**  To make a gift by phone ring us on 01 524 0139.

Cheque/Postal Order (Make cheque payable to "Merchants Quay Ireland")  
Credit Card:  Visa  MasterCard  Laser

Please deduct the amount I have billed from my Visa / MasterCard / Laser (if detailed) (Laser only)

Card Number:

Visa / MasterCard Security Code:    Expiry Date:  /

Signature:  Date:

Email:  Phone:

Please send me information on how to remember MQI in my Will.  
 I would like to schedule a visit to MQI.

Please post your donation and this reply slip in the envelope provided, or alternatively post to Merchants Quay Ireland, P.O. Box 11958, Dublin 8. To make your donation securely online, go to [www.mqi.ie](http://www.mqi.ie)

00000000000000000000  
Mr. A. H Sample  
1 Sample Street  
Sampleton  
Sampleshire  
S81 1 SS

**MQI**  
Merchants Quay Ireland  
Homeless & Drugs Services

Please turn over to make a Monthly Gift by Direct Debit >>>

Charity No. C047 10331

# Meet the (new) newsletter.

An open door, because of you. Thank you.

## The Family At Our Doorstep

How you made possible a deed of far-reaching good —

It was nearly 5 o'clock when she approached the door. Her children stood contentedly beside her, clearly unaware of their straits. At first we thought she'd come to the wrong place. But the anguish in her eyes said it all...

I wonder why she is here. It's the first thought that went through MOI contact worker Paul's head when he glanced up and saw a mother and her young children standing at our door that Friday evening. The next thing he noticed was the anguish on her face.

### Left in the balance

"By law our clients are all aged 18 and over. But the reality is, we are the only place open post 5pm on a Friday. Someone had released her here...on a Friday evening when everything was closing, a newly



When a newly homeless mother and her children had nowhere left to turn, you gave us the power to help. To protect the identity of the family, above are not a facade.

looked after them, while we basically put into action all the things that subscribers help us to do for our adult clients." With the family's welfare hanging in the balance, it was "quite tough, quite emotional," he says. One by one small delayed plans to head home.

"For hours we made phone calls

and did loads of research. There is just not much out there for mothers with children who are just becoming homeless."

### Safe passage

In the end, the MOI team managed to secure a referral to a facility nearby. For the following morning, because of your donations, they did something else as well. When at a 11 o'clock staff finally found safe, modesty priced accommodations for the mother and her children, they were able to cover the costs and keep the young family off the streets that night as a direct result of your support. And for giving us the flexibility to do what was right, even for that one family in crisis, we thank you with all our hearts.

Paul, MOI Open Access

Dignity. Humanity. Hope. You.

## WINTER Wish List

Through icy winds and lashing rain, your gifts-in-kind bring hope again. Can you spare any of the items below this winter?

- ✓ Life-saving silver foil rescue blankets
- ✓ New socks and jocks
- ✓ New hats, gloves, and scarves
- ✓ Thermal underwear
- ✓ Waterproof shoes, ponchos, trousers, and coats
- ✓ Steel toe capped wellies for St. Francis Park (sizes 4-12)
- ✓ Stainless steel commercial food processor (Big wish! €1,500)

Drop off your items in person to MOI at 24 Merchants Court between 9:30am and 5pm Monday to Friday. Or if you live in Dublin and can't come to us, we'll be delighted to call to see you with the MOI photo album and collect your donated items — ring Emma on 01 524 0965 for details. Thank you!

## Come for a cuppa?

We'd love to see you at our new **Coffee Morning: Thursdays 12th November and 9th December** starting 10:30am. A light snack, good company and staff-led tour. Ring us on 01 524 0139 for details!

**MOI**  
Merchants Quay Ireland  
Homeless & Drug Services  
24 Merchants Quay,  
D.O. Box 11986, Dublin 8

To make your gift by phone, please ring us on 01 524 0139.  
Head Office: 01 524 0160  
Public Enquiry: 01 524 0139  
Admin Enquiry: 01 524 0128  
Email: info@mqi.ie  
Facebook: visit us for news and client interviews!

## Now Available: MOI's Annual Review for 2014

Just published, Merchants Quay Ireland's 2014 Annual Review is now available online at [www.mqi.ie](http://www.mqi.ie), or in print with our congratulations via post. To request your copy, ring Aislinn or Martina on 01 524 0139.

## The Legacy You Leave

Through a simple request in your will to MOI — of any amount you decide — you can make a tremendous difference to the lives of people with nowhere left to turn. And for your great kindness, we will hand-etch your initials onto a beautiful oak bench overlooking St. Francis Park — forever a part of Merchants Quay.  
For details on how you can remember Ireland's most vulnerable through a gift in your will, or to let us know that you've done so, please contact Emma Murphy on 01 524 0965 or [emma.murphy@mqi.ie](mailto:emma.murphy@mqi.ie)

At the Confair, page 2 | National Housing Crisis, page 3 | Christmas Gratitude Concert, page 4 | The Family at Our Doorstep, page 5

# Quay Times

MOI Merchants Quay Ireland Homeless & Drug Services

## Unbroken

Michael was drug free at last and accepted into college when Ireland's housing crisis pulled his new life out from under him — and into the abyss of relapse. See how, nearly three years later, you are helping him to make a comeback...



"If you are talking housing really, the next afternoon, it's just not enough. And then you are single, you are a male, you know it's a combination of everything, everything, anywhere I might be able to meet a girl and it's the same story. You are either picked out of the market or they won't accept your application."  
— Michael, MOI client

**Cruel irony**  
After two treatment centres, massive personal effort, and six months in a recovery house with another agency, the hope was that Michael could find a place he could afford, or get help from the local Council. He applied and was accepted to college pending good grades. But the slanting age of housing would sweep it all away the

## Victorious in Homeless Football League!

An inspiring story of the community spirit that you foster at MOI...

Each week searching for a place to live, he returned, makes adhering practices a balancing act. With no piece of a roof over their heads, clients can spend hours on the phone with the local authority simply to try and get a bed for the night. But they kept at it, and since the big win, the team are looking forward to defending the cup next year. A goal made all the more remarkable by what they overcome. *Congratulations!*



#AFPFC AFPFC.com

# Meet the (new) newsletter.

"...going to college, being drug free, these were things that were a million miles away from me. Today thanks to MQI subscribers I have another chance to do that." — Michael, aftercare client

## Unbroken...

continued from cover  
 matchsticks. Because even after another month's restoration at the recovery home, Michael was effectively made homeless again.

## Descent and deliverance

It would take Michael nearly a year to climb back from his second descent into addiction – a single, homeless man in a housing shortage that has been reported as the worst in a decade! Michael himself, like so many other MQI

clients, has been to the housing list for years now.

The housing shortage is in fact the very reason he was referred to MQI for aftercare, when the programme he was in hadn't the room. "Merchants Quay have taken care into the aftercare service, helped me along my journey. Ken [O'Connor, see inset] and the others treat me like a real person, like an individual. The people who help homeless, they may not see it, but they are saving lives every day. Like three years

ago going to college, being drug free, these were things that were a million miles away from me. Today thanks to MQI subscribers I have another chance to do that." \*

For more perspective on Michael's story, see inset. And for a special report on how the housing crisis is impacting the women and men that MQI serve, see [www.mqi.ie/news/qaay-times-summer-edition-2015](http://www.mqi.ie/news/qaay-times-summer-edition-2015). Thank you for the good stories you make possible. *www.mqi.ie*



In the end I had nowhere to stay – like I actually had nowhere to stay. I had to go back to the place I was at before, where there was drug use daily. I didn't stand a chance. It just felt so pointless. Like coming through all those services, to find yourself left back at square one because of something as basic as a roof over your head. The friends that I had made through my journey in recovery, I didn't see any of them anymore. I was demoralised.

— Michael, MQI Client

## Inside the National Housing Crisis (with MQI's Ken O'Connor)

To have come so far in their journey to be taken down by something so simple as a roof overhead, it is shocking...



Like all of the MQI staff here thanks to your generosity, Ken O'Connor isn't afraid to wear many hats over the course of a day – including that of Aftercare support for clients like Michael (story at left). That support, however, has been hindered by the housing crisis hit us recently as last summer, sixty-one percent of clients in MQI's detox and rehabilitation programmes came out of homelessness.

"Because of the situation that we are in, in terms of housing shortages at the moment, there are so many people homeless that among the last trying to find rental accommodation they can afford is extremely, extremely

difficult. That in turn blocks up the service here for us to take people going through from residential detox and rehab, to the primary care services right on into aftercare. So there is no strategy now."

### All for the lack of a roof

The worry and frustration are evident in Ken's voice as he describes how the housing market on Merchants Quay clients. "I have a couple of guys – Michael is one – who are looking for a place. It just creates a vicious amount of time and anxiety in them. And one constant always is, you know, they are raw. In the face of such

anxiety they're going to relapse. Having come so far in your journey to be taken down by something such as you know, just the basic roof overhead. It isn't as if they're asking for much."

### What you can do

If you, or anyone you know are aware of properties or sites that might be available for MQI to convert and bring fully managed independent living units, please ring Emma on 01 624 0865. Alternatively, know that your donations this year have made a huge difference in giving a safe place to sleep and recover to those who serve in your honour each day. Thank you again.

In honour of the good you do, we raise our voices in song –

## Join Us... Christmas Gratitude Concert

You, your family, and your friends are cordially invited to join us for a warm, wonderful Christmas Carol sing, accompanied by the Dublin Concert Band.



Where: Sunday 6th Dec from 3:30pm to 6:00pm

Where: Adam & Eve Church, 4 Merchants Quay, Dublin 6 (opposite the Four Courts)

RSVP: Reserve your FREE place by calling Martina or Sarah on 01 524 0139, or email [martina.suggel@mqi.ie](mailto:martina.suggel@mqi.ie). The more the merrier!

Thank you for the lives you touch. We hope to see you there!

## Thirty Days in the Life of Your Gift

In an average month's span at MQI, your kind donation joins with that of other supporters to provide tender mercies big and small. For example:



### COMFORT FOR 364

Three hundred and sixty-four rough sleepers know the basic comfort of a hot shower each month at MQI because of you.



### NEW WELCOMES FOR OVER 101

Every month, one hundred and one new clients will take their first steps through the door of MQI's day service with your help, so a warm welcome.



### MEALS IN THE MIDLANDS FOR 193

Through our Midlands service one hundred and ninety-three meals monthly are served to those who might otherwise eat, in Westminster, Longford, Louth, and Offaly.

AN INSIDE LOOK AT THE URGENT SERVICES YOU SUPPORT

## AT THE COALFACE

### Three questions with MQI's Mental Health Nurse Derek Parker

Derek Parker, MQI Mental Health Nurse

How do clients access MQI's mental health services? I am always available Monday to Friday from 9am to 5:30pm. Most of my counselling appointments are in the mornings from 9am to 11am, with some in the afternoons. But that being said I am here for the clients. You can imagine how hard it is to keep appointments when you are homeless. If they have an urgent need, I adjust my day to suit.

### What would you most like donors to know about MQI's mental health service?

Before our donors funded the mental health service a lot of our clients had no contact with any other services at all, no one to support. In fact a high number of clients come in from the Night Chalk, which donors also help to fund. So it is hugely positive to

see them now attending meetings, coming for counselling, taking their medication. At MQI, they are never just a diagnosis or a number. We engage with our clients, listen to them, build relationships.

### What are your hopes for the future?

I would like to see our mental health services expanded. Research shows that at least half of all people who are homeless may have a mental health problem. That's understandable when you factor in depression around living on the streets. We have roughly 6,000 people a year coming through our doors, so up to 4,000 are really suffering – many severely – with their mental health. Last year I saw 106 clients in all, and this year we expect. We've already received two hundred and this year next year. The need is massive. \*

[www.mqi.ie](http://www.mqi.ie)

[www.mqi.ie](http://www.mqi.ie)

3

[www.mqi.ie](http://www.mqi.ie)

4

# What's in a page?

[Mother and Children]

How you made possible a deed of far-reaching good —

## **The Family At Our Doorstep**

*It was nearly 5 o'clock when she approached the door. Her children stood contentedly beside her, clearly unaware of their straits. At first we thought she'd come to the wrong place. But the anguish in her eyes said it all...*

[Jump Turn] Family at Our Doorstep...

[Pull quote] That mother, she mightn't have known where she got the help from...but I did. The fact that she and her children were leaving here that night, safe and with a place to stay off the streets, I would love to thank our donors in person for what they did for her. To let them know how much we appreciate it. Paul, MOI Open Access

[Photo] see shutterstock lightbox

**CAPTION:** When a newly homeless mother and her children had nowhere left to turn, you gave us the power to help.

[Body]

*I wonder why she is here.* It's the first thought that went through MOI contact worker Paul's head when he glanced up and saw a mother and her young children standing at our door that Friday evening. The next thing he noticed was the anguish on her face.

# What's in a page?



An open door, because of you. Thank you.

Eye Brow →

Headline →

Deck →

Start the article  
with drop cap →

Main story →

Subhead →

Caption →

How you made possible a deed of far-reaching good —

## The Family At Our Doorstep

*It was nearly 5 o'clock when she approached the door. Her children stood contentedly beside her, clearly unaware of their straits. At first we thought she'd come to the wrong place. But the anguish in her eyes said it all...*

**I**wonder why she is here. It's the first thought that went through MOI contact worker Paul's head when he glanced up and saw a mother and her young children standing at our door that Friday evening. The next thing he noticed was the anguish on her face.

### Left in the balance

"By law our clients are all aged 18 and over. But the reality is, we are the only place open past 5pm on a Friday. Someone had referred her here...on a Friday evening when everything was closing, a newly homeless woman with children, and with a severe shortage of emergency housing as it is. We were all of us thinking, 'Are we going to



When a newly homeless mother and her children had nowhere left to turn, you gave us the power to help. (To protect the identity of the family, above photo is a facsimile.)  
looked after them, while we and did loads of research. There is

# Say thank you. Every time.

**MQI**  
Merchants Quay Ireland  
A hot meal. A helping hand. A fresh start.

<b>Postal Address</b> 703 Ave. 155A, Dublin 8	<b>Location</b> 28 The Quay, Dublin 4	<b>Contact</b> tel: +353 1 524 0139 email: info@mqi.ie fax: +353 1 524 0134 web: www.mqi.ie
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<<Name>>  
<<Sample Address1>>  
<<Sample Address2>>  
<<Sample Estate>>  
<<Sample Town>>  
<<Co. Sample>>

*If you have the words, there's always a chance  
that you'll find the way. — Seamus Heaney*

Dear <<Salutation>>, Date

Thank you. Two powerful words - two words from the heart.

Today at Merchants Quay Ireland, your donation of <<GIFTAMOUNT>> has brought forth a bounty of "thank yous," from staff who will be able to dispense that many more meals... that much more cold weather gear... that much more help and hope and healing.

Because of you, "thank you" will be heard as well this autumn among our men and women who are homeless - and hungry.

From their lips these words will be spoken with relief and a gratitude that springs from a place so deep in their hearts, you would know in an instant the power of your donation to provide something as basic as a pair of shoes, a safe place off the streets and a roof over their heads, or a cup of tea and a chair.

Thank you.

We are truly grateful to have received your kind donation, and - if you've chosen to receive it - we look forward to sharing stories of how your recent gift is helping, in the Winter issue of *Quay Times*.

With sincere thanks,

[SIGNATURE]

Tony Geoghegan  
CEO, Merchants Quay Ireland

P.S. The last Coffee Morning of 2015 will be held on 12th December at 10:30am, during one of the only windows when our Riverbank homeless centre is closed for a few hours. It's a lovely, private time for MQI staff to show you around this fantastic resource that, as here as direct result of your grace and generosity, and they very much enjoy welcoming donors like yourself. Would you like to attend? Ring us on 01 524 0139. New friends and old, we'll be delighted to see you. Good wishes to you this autumn.

Merchants Quay Ireland Ltd Regd. Company No. 391621 Regd. Charity No. 00117 Financial Review 2014-2015 Available at: www.mqi.ie  
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# Upcycling & multichannel...



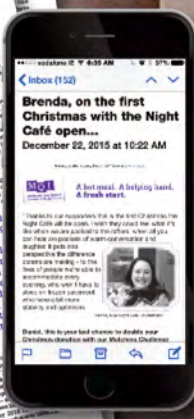
## The Man Beneath the Bridge: A Merchants Quay Ireland Christmas Story

In the hearts of us all at Christmastime, there lives a dream... to lift another up. To give a little of ourselves, for all this life has given us. But what could the young lad with nothing and nobody give to the man beneath the bridge?

As a prank someone coming out of a bar had stolen his shoes. His feet are bare, and purple. He has fallen unconscious from the cold, and yet these homeless men have found him - carried him here.

Under a bridge... I've often had to take two hot eggs out of the kitchen and place them in their hands like they aren't even able to hold a cup from shaking...

My friend in need... Coffee Mixings at MQI: Please Will You Join Us?



# Hope still lights the darkest places.

## Please help Ireland's homeless and hungry today.



Merchants Quay Ireland  
Homeless & Drugs Services



Give to 01 524 0139 or [www.mqi.ie](http://www.mqi.ie). It's not too late.

SRAID AN COICAIRE  
COOK STREET 8



#AFPFC AFPFC.com

# Does donor-driven matter? You decide...

*Quay Times* **M Q I**  
Merchants Quay Ireland  
Homeless and Drugs Services

"Something had just clicked inside me ..."

## How Marie is Winning the Fight of a Lifetime

A formerly homeless mother of four is beating overwhelming odds to overcome heroin addiction – thanks to gritty determination, a deep love for her kids and the 'whatever-it-takes' spirit of Merchants Quay staff. Read about the positive changes you're helping make possible ...



Marie loves to laugh. That's what you'd notice first about this attractive mother of four, with the light blue coat and a smile that says she's not to be messed with ...

**2.7%RR**

and out of treatment centres while her mother cared for her children, Marie couldn't kick her addiction. Like many heroin users, she had issues with other drugs too, making it doubly difficult to stop using.

Ultimately, she'd hit rock-bottom before realising her true source of strength: her four children. By then her mother was out of patience – the kids would always have a home, but Marie was on the streets. "She was a great supporter, and I'd be lost without her ... I ended up homeless then and in the hostels, something I said I would never do. I remember I used to have a photograph of my kids on the shelf and I wanted to stop taking [the drugs] but I couldn't. No pride, no dignity – everything just goes out the window. So I just decided I needed to get help."

Like many of Ireland's nearly 15,000 heroin users looking to break the cycle of addiction, Marie faced an uphill battle. She'd decided to seek treatment but was still surrounded by drug users at the hostel – including a friend in the next room who was smoking heroin

"They sat up with me 'til one or two o'clock in the morning and if you were going through something they'd ask, 'they won't let you hide in any corner. With other places I never really got that."

And Marie remembers when she knew she'd make it through. It was, she recalls, "when my kids came up to see me. And I just started to realise that I want to do this thing ... I want to be there for my kids, and from that moment on I really started putting the work in."

Now in affordable housing, and attending our weekly aftercare sessions, Marie is drug-free. She couldn't be more delighted, sipping it all up with customary wit: "I used to ring High Park when I left and I'd be havin' a chat with the staff and I'd say, 'I want to come back.' And they'd say, 'We miss you ... but we don't miss you that much!' I'd be lost without the support from Merchants Quay. I'm grateful that I got the chance to go in there. Me kids they are benefitting so much from it."

1969 – 2010 41 years of service to the poorest and most forgotten people

All the Coiffes, page 7 National Housing Crisis, page 3 Christmas Gratitude, page 4 The Family at Our Door, page 5

*Quay Times* **M Q I**  
Merchants Quay Ireland  
Homeless & Drugs Services

The Newsletter for Supporters of Merchants Quay Ireland

Autumn 2015

"I put so much work in to lose it all like that, it nearly killed me it did..."

## Unbroken

Micheal was drug free at last and accepted into college when Ireland's housing crisis pulled his new life out from under him – and into the abyss of relapse. See how, nearly three years later, you are helping him to make a comeback...

Almost nothing about Micheal would hint at the life he's lived these past three years. Apart from a few small scars on his face he is groomed, well dressed, and confident. Three years, though, tested his resolve in ways that few people will ever face. Fewer still emerge

**13.54%RR**

Proud MOI clients emerge with the winning cup —

## Victorious in Homeless Football League!

An inspiring story of the community spirit that you foster at MOI...

Each week something wonderful happens on an astro turf field in Dublin City Centre. Homeless men get together for the love of the sport, and play football. And this year, Merchants Quay clients have won the Homeless Football League Cup!

David, who works daily with rough sleepers as part of MOI's street outreach programme, offered to organise a Merchants Quay team after clients came to him with the idea. The chaotic nature of their lives, he reported, means scheduling practices is balancing act. With no promise of a roof over their heads, clients can spend hours on the phone with the local authority simply to try and get a bed for the night. But they kept at it, and since the big win, the team are looking forward to selecting the captain next year... a goal made all the more remarkable by what they overcame. *Congratulations!*

www.mqi.ie



# Do the donkey work.



# No silos!



# It's all about cross-pollination and...



# ...cross-communication.

Each journey of hope has you at its heart.

## Coffee Mornings: A Preview Tour

Preview what you'll see when you join us for Coffee Mornings at Riverbank, held regularly on Thursday and Saturday, in your honour...

**H**ow do people end up at MOI's Riverbank homeless centre? And what really happens there? These are big questions. And they're exactly the questions we want to answer for you in a way that honours the dignity and privacy you give to

those you help, without ever knowing their names.

**It's why we invite you to Coffee Mornings** at Riverbank when the homeless centre isn't in active use. Two mornings each month, after our rough sleepers have gone from breakfast – and

while staff and volunteers are in training – Riverbank opens its door to you our donors, without whom we couldn't open at all.

**In the** you the expect to year. We sleepers and feel you the clean so contact i in privac The den the pain rotten te our nurs ulcers or miles ea

**Dur**

Morning hear about the people who find the courage to change their lives at MOI's Riverbank – because here, thanks to your kindness, homelessness and addiction don't have to be a dead end. And that's worth feeling good about. ■

**Join us:** We'd love to meet you, so bring a friend (or two!) to an upcoming Coffee Morning. See box below for details.



“I was surprised by the range of support, and how spotless everything is!”

## You're invited... Private Donor Tours of MOI

Come for a cuppa, and feel the joy. Each month for a few hours when MOI's Riverbank Centre is closed we open the doors to you, our generous subscribers. Meet the staff who help Ireland's homeless and hungry in your honour, enjoy good company, free refreshments, and an exclusive look behind the scenes...

**Upcoming Coffee Mornings, always on Thursdays starting at 10:30am:**

- 11th February    ▪ 14th April
- 14th March        ▪ 12th May

Reserve your place today by ringing Aislinn or Sinead on 01 524 0139. If you'd like, bring a friend or two! We hope to see you there.



Merchants Quay Ireland, P.O. Box 11958, Dublin 8 | [www.mqi.ie](http://www.mqi.ie) | Charity No. CHY 10311

# What integrated (really) looks like.



# Which numbers matter?



# Are you raising proper fundraising geeks?



- Response Rate



# Are you raising proper fundraising geeks?



- Response Rate
- Average Gift (AG)





# Are you raising proper fundraising geeks?



- Response Rate
- Average Gift (AG)
- Return on Investment (ROI)



# Are you raising proper fundraising geeks?



- Response Rate
- Average Gift (AG)
- Return on Investment (ROI)
- Cost to Raise a Euro (Dollar)



# Are you raising proper fundraising geeks?



- Response Rate
- Average Gift (AG)
- Return on Investment (ROI)
- Cost to Raise a Euro (Dollar)
- **Net Income**



# Retention Rate

(Number who gave in Year 1 and again in Year 2)  
÷ Total number who gave in Year One



# Lifetime Value (LTV)

Avg Annual Gift ÷ Annual Attrition Rate



# The Casement Quotient™

Your time is valuable – invest it carefully

**MQI FR (Income ÷ 52 wks) ÷ 39 hr =  
Team Value/hr**



# The Casement Quotient™

Your time is valuable – invest it carefully

**My team of 5.5 raises €1,627/hr –  
€12,202/day – €275,000/month**



# The Casement Quotient™

Your time is valuable – invest it carefully

**Per person that's €306/hr – €2,300/day –  
€50,000/month**





# The Casement Quotient™

Your time is valuable – invest it carefully

**€1,627/hr isn't a goal, it's the value of my team**



# Ask



MQI Merchants Quay Ireland  
Phone: 01 454 4121  
Fax: 01 454 4122  
Email: info@mqi.ie  
Website: www.mqi.ie

Merchants Quay Ireland  
A footrest, a helping hand & a fresh start.

<<Name>>  
<<Sample Address 1>>  
<<Sample Address 2>>  
<<Sample Email>>  
<<City Sample>>



Dear <<Name>> <<Name>>,  
As he passed in MQI's doorway, I almost forgot to speak.  
All I could think about was his shoes.  
There were holes in the toes, and his feet poked out through threads in the soles. In a distant part, tape had been wrapped around each shoe to hold the soles on.  
He winceed when he walked. From the flap peeking out of the holes, I could see why. The man's feet were in bits. He must have been walking home.  
You've heard how we make it a point to greet everybody who comes to Merchants Quay. But he'd almost gone by me when I finally remembered the man inside the shoes.  
He answered my hello with a weak smile. "I'm fine... I'm grand."  
His face was sunken in a weary scowl - the whites of his eyes, as red. He looked old and tired, sitting in the early summer heat. *I'm fine. I'm grand.*  
He knew I'd smile at him when we passed in the doorway. He was clearly satisfied. In an instant he cast his eye back toward the saddest pair of shoes I'd ever seen.  
"Did you find a place to sleep last night?" I turned, wanting for this man to somehow see that I knew what he endured the night before.  
"It was a bit rough." He was so weary. "The winter hostels have all closed." I nodded. His answer, simple for our business is in the winter days.  
We both know that some emergency shelters called "winter hostels" will now stand locked and empty until it turns cold again. As if somehow, our homeless men and women can take a holiday in summer.  
I've talked before about how your generosity helps Merchants Quay Ireland



# Thank



# Report Back

# Actively & Consistently Recruit Monthly Donors

**For Ireland's homeless and hungry, my monthly gift...**

Yes, I want to become a monthly subscriber and support the work of MQI all year long. I pledge my monthly donation, debited on the (please tick one)  3rd or the  18th of every month, of:

€10 monthly  €21 monthly  €50 monthly  I prefer € (please specify) monthly

**SEPA Direct Debit Mandate**

By signing this mandate form you authorize (A) Merchants Quay Project Limited to send instructions to your bank to debit your account and (B) your bank to debit your account in accordance with the instructions from Merchants Quay Project Limited. As part of your sign-up you are entitled to a refund from your bank under the terms and conditions of your agreement with your bank. Your rights are explained in a statement that you can obtain from your bank. **Please note: All fields must be completed to enable us to process your payment. Thank you.**

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

City/Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Country: \_\_\_\_\_ Your BIC:\*

Your IBAN:\*

\*All Direct Debit mandates now require your 8 digit BIC number and 22 digit IBAN number. These numbers can be found on any recent bank statement.

Type of Payment:  Recurrent Payment or  One-off Payment

Date of Signing: \_\_\_\_\_ Signature(s): \_\_\_\_\_

\* If you donate €250 or more in any given year we can reclaim the tax paid on your donation from the government, so we could get more from your donation at no extra cost to you.

Once completed, please return this form to Merchants Quay Ireland in the envelope provided.

FOR OFFICE USE ONLY

SEPA Direct Debit Mandate

Unique Mandate Reference: \_\_\_\_\_

Creditor Name: Merchants Quay Project Limited

Creditor Identifier: IE68DD380164

Creditor Address: Merchants Quay Ireland, PO Box 11968, Dublin 8 Country: Ireland

www.mqi.ie | Charity No. CHY 10311



Online

**Yes, I will pledge €X monthly to bring wraparound support for Ireland's homeless...**

Tony, I'm ready to join you as a monthly subscriber. Please accept my monthly pledge to support homeless services at the Night Café and the good work of MQI, as I have indicated on the completed direct debit mandate overleaf.

00000000000000000000  
Mr. A. S. Sample  
1 Sample Street  
Sampleton  
Sampleshire  
SS1 1 SS

Please also post me information on how to remember MQI in my Will.  
 I'm not able to subscribe monthly at this time. I will give € \_\_\_\_\_ now with my enclosed cheque made payable to 'Merchants Quay Ireland' or by ringing you on 01 524 0139.  
 I would like to schedule a visit to MQI.

**To sign on as a monthly subscriber, complete direct debit mandate overleaf**

Appeals & newsletters

Annual monthly appeals



#AFPFC AFPFC.com

# Ask for the right amount

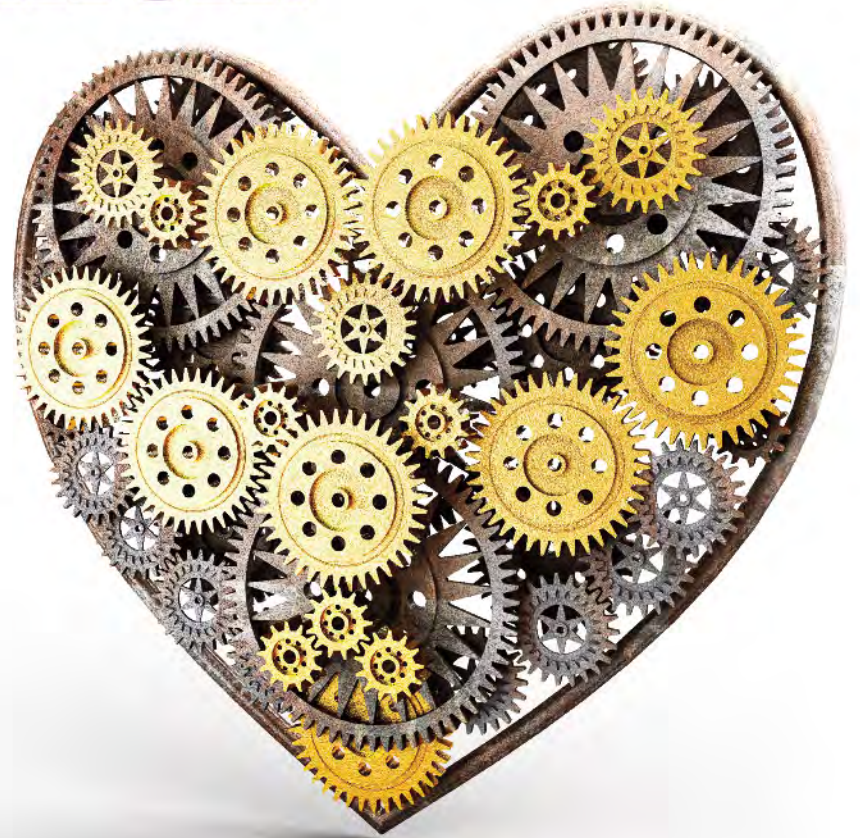


# It's Still Nana Murphy



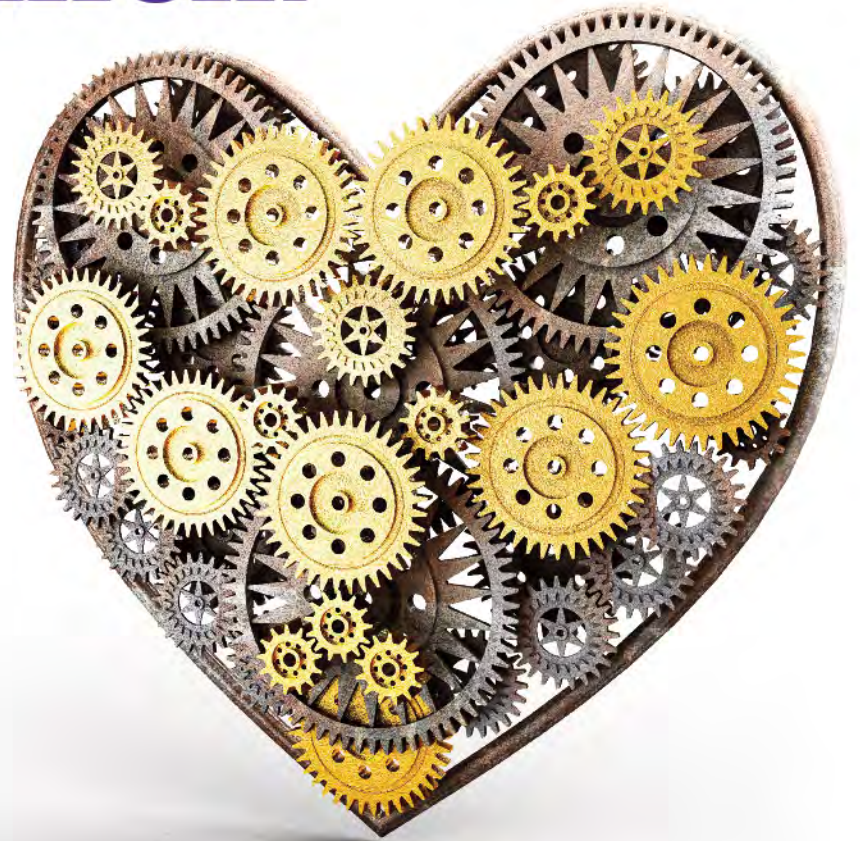
# Culture eats strategy for lunch.

Your strategy  
and processes  
must support a  
donor-centered culture



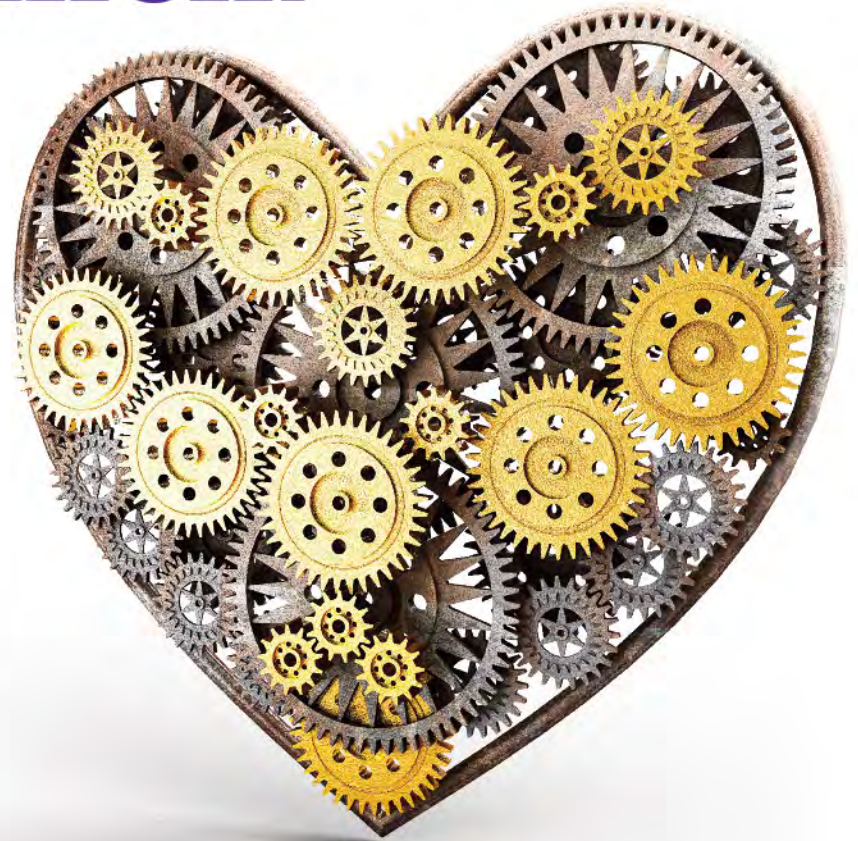
# Culture eats strategy for lunch.

Every process must  
be assessed by its  
impact on the donor  
experience



# Culture eats strategy for lunch.

We choose to do a number of things less efficiently because it keeps the donor experience more human and authentic





**Be Authentic.**

**Be Personal.**

**Be Transparent.**

**Be. More. Human.**

# Results: Another view...

## APPEALS

Year	Appeal	Rsp Rate	Avg. Gift	ROI
2010	AP1210	36.30%	€140	31.5
2011	AP0611	13.51%	€125	12.5
2011	AP1011	11.11%	€90	8.7
2011	AP1211	41.75%	€152	30.6
2012	AP0312M	12.18%	€66	6.9
2012	AP0512	14.73%	€81	9.2
2012	AP0912	15.24%	€71	6.7
2012	AP1112	45.30%	€163	22.8
2013	AP0213M	12.19%	€69	6.0
2013	AP0513	14.46%	€77	7.1
2013	AP0913	21.21%	€109	14.7
2013	AP1113	42.23%	€139	26.5
2014	AP0314	11.42%	€93	8.3
2014	AP0614	16.12%	€81	10.1
2014	AP0914	10.88%	€76	6.7
2014	AP1114	45.79%	€138	28.8
2015	AP0315	14.2%	€107	10.7
2015	AP0515	14.2%	€84	9.8
2015	AP0915	13.2%	€66	7.0
2015	AP1115	46.4%	€150	29.0

## NEWSLETTERS

Year	Newsletter	Rsp Rate	Avg. Gift	ROI
2010	NL0710	2.7%	€115	3.1
2011	NL0311	7.76%	€126	
2011	NL0811	6.8%	€95	5.9
2011	NL1011	8.5%	€104	8.9
2012	NL0412	7.4%	€166	12.9
2012	NL0812	7.73%	€86	7.0
2012	NL1012	12.08%	€99	9.9
2013	NL0313	9.90%	€81	8.4
2013	NL0713	12.38%	€65	8.4
2013	NL1013	12.73%	€94	10.1
2014	NL0214	10.94%	€77	5.6
2014	NL0414	13.5%	€70	6.4
2014	NL0814	14.65%	€70	7.7
2014	NL1014	10.79%	€91	7.8
2015	NL0215	13.42%	€77	9.5
2015	NL0415	11.02%	€64	6.9
2015	NL0715	12.97%	€76	6.5
2015	NL1015	13.54%	€80	8.6



INTERNATIONAL  
**FUNDRAISING**  
CONFERENCE **BOSTON, MA**  
**MARCH 20 - 22, 2016**



Merchants Quay Ireland  
Homeless & Drugs Services

**Denisa Casement, CFRE**

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*Thank you for giving a damn about great  
creative... great fundraising... and great donor care!*

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