



Helping Extinguish
Children's Cancer



FIREFIGHTER'S CLIMBING EVEREST AGAINST CHILDHOOD CANCER



Aoibheann's Pink Tie



Who Are Aoibheann's Pink Tie

- + Aoibheann's Pink Tie "National Children's Cancer Charity" was set up in 2010 by Mick Rochford and Jimmy Norman after the tragic loss of Jimmy's daughter Aoibheann to cancer aged just 8 years. During Aoibheann's year long battle with this dreadful disease, the family found little or no financial or practical support for children and their families.
- + Aoibheann's Pink Tie help and offer practical support to the families of children diagnosed with cancer and who are attending St John's Oncology Ward in Our Lady's Children's Hospital. Focused on children attending the only treatment center for childhood cancer in Ireland, we will support the complete family unit, of parents and siblings, who may not understand what is happening to their Brother or Sister.



Who Are Aoibheann's Pink Tie

- + Aoibheann's Pink Tie "National Children's Cancer Charity" receive no government funding and support is from the generosity and tireless work of volunteers throughout the country and beyond. Aoibheann's Pink Ties work is completed by a dedicated volunteer team and with only one part time paid employee. In 2014 Wages comprised 1% and expenses 6.5% of overall donations received.



Conquering Everest for Aoibheann's Pink Tie

- + Retained Firefighters from across Ireland will come together at Nenagh Fire Station on October 30th to conquer one of the most physically demanding excursions known to man, Mount Everest. While Mount Everest may not exist in Nenagh Fire Station, Firefighters will climb the combined height of 8,449m on the 13.5m ladder in an effort to put out the fire on children's cancer in Ireland.
- + The event will form a centre piece for wider fundraising effort across the country, where retained firefighters will be carrying out bucket collections as well as an extensive online effort to raise funds for this vital service.
- + In 2019, Retained Personnel took to the streets across the country and over €100,000.
- + In 2021 we hope to break through this figure, and we can do so with your help.



Conquering Everest for Aoibheann's Pink Tie

- + On the day, Nenagh Fire Station will be a flurry of activity with the Coast Guard Helicopter Performing a Fly By, Ireland's American Tiller Fire Truck attending the scene and to mark the conquering of Mount Everest, a high-power laser show will round out the event.
- + The event will be attended on the day by local/national media and be streamed live on social channels with interviews with many of the individuals partaking on the day. A number of celebrities & sporting personalities will be in attendance on the day while a number will be lending their support through online channels also.



What Can You Do

+ **Climb the Ladder**

Firefighters who are available on the day are most welcome to attend Nenagh Fire Station along with their family and get involved. Whether you can manage one climb or a dozen, we would love to see you there on the day.

+ **Shake a Bucket**

We understand that not every firefighter will be able to attend the event however, this does not mean you or your station/crew can't be involved in what is sure to be a fantastic event for a great cause.

We have the resources for stations to carry out bucket collections in their locality, either on the day or at a convenient time close to the event. Buckets, Bibs, Licensing documents etc can all be supplied, and this is a simple thing to do, but has a huge fundraising benefit overall.



What Can You Do



What Can You Do

+ Share a Link

In 2019, our fundraising efforts focused solely on bucket collections. This year we have a significant online effort to help reach people far beyond both Nenagh & Ireland. We will have a number of ways people can get involved online through our website, social channels, Go Fund me pages.

We intend to leverage online communities in bigger way than ever before with this event and simply sharing a donate link to among friends, relatives, colleagues, WhatsApp Groups etc will help raise funds far beyond the surrounds of Nenagh Fire Station.





Thank You For Your Time

