



LauraLynn
IRELAND'S CHILDREN'S HOSPICE

CORPORATE PARTNERSHIPS



Let's Work Together

LETTER FROM CEO

Our corporate partners are vital to us in raising essential funds to provide our services to families who need us most.



Philomena Dunne
Chief Executive Officer

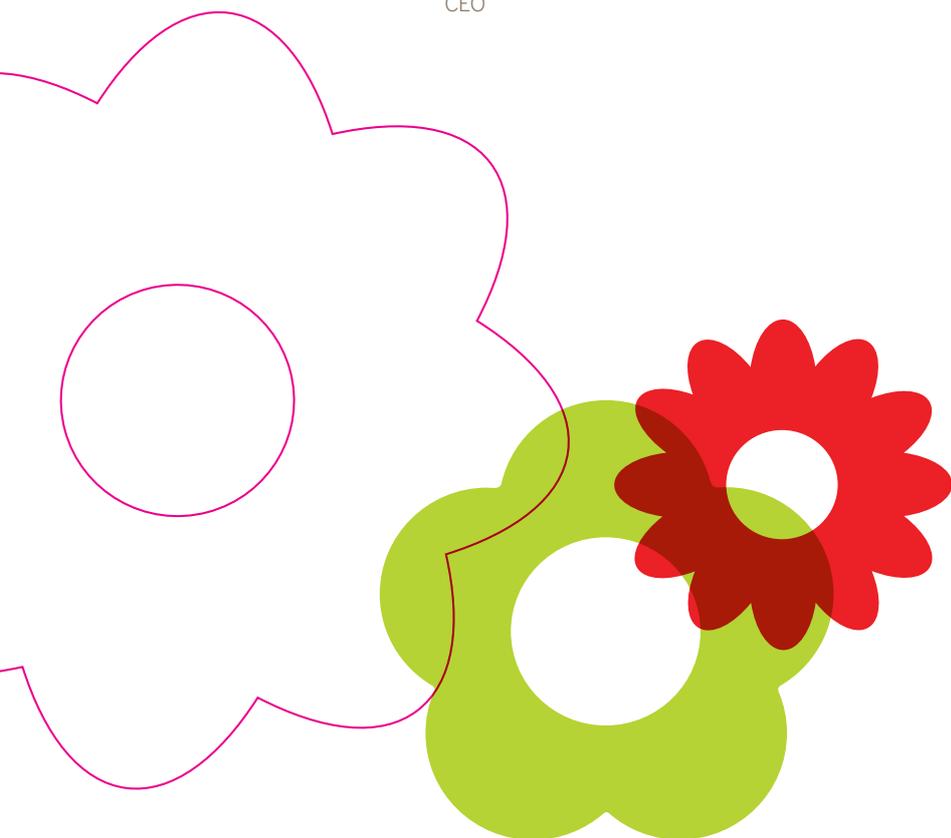
We are extremely grateful for all the support which we have already received from a wide range of companies. Much of what is done at LauraLynn Ireland's Children's Hospice, just wouldn't be possible without your generosity and the involvement of your staff.

A partnership with LauraLynn is highly valuable to all of those involved. It brings a wide variety of benefits to companies and allows us to continue to support children with life-limiting conditions and their families to make the most of the short and precious time they have together.

We very much look forward to working with you in the future and to developing a worthwhile and rewarding partnership.

A handwritten signature in black ink that reads "Philomena Dunne".

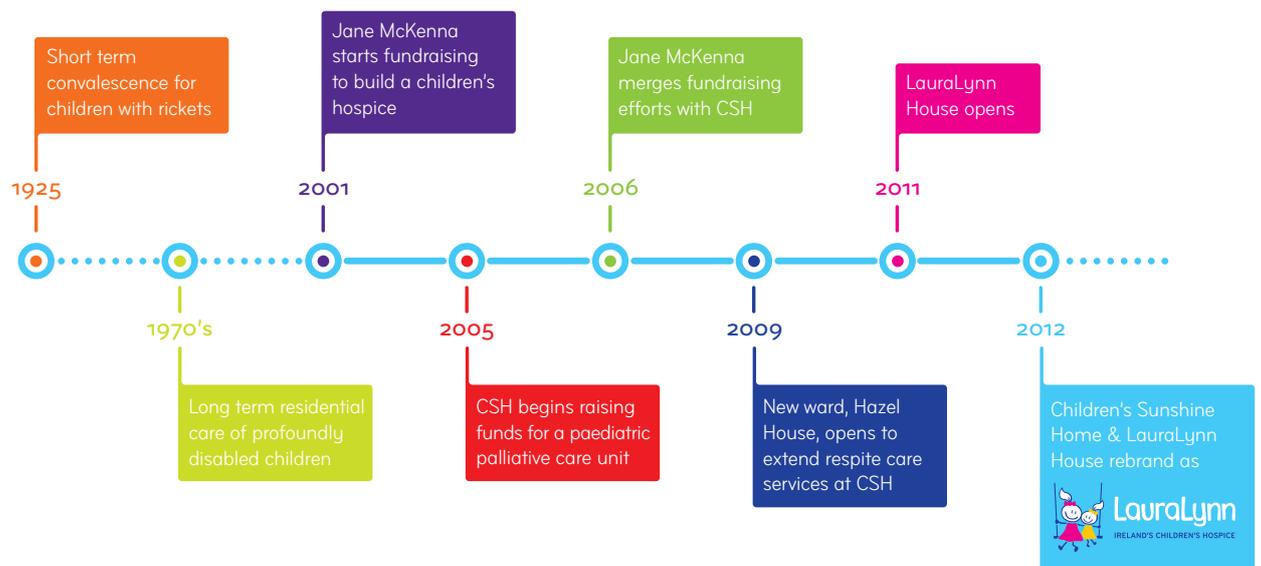
Philomena Dunne
CEO



WHO WE ARE

LauraLynn is Ireland's ONLY Hospice for Children. Originally set up in 1925 as the Children's Sunshine Home (CSH), our services have evolved to reflect changing needs, moving towards providing more respite care; the care needed by families. In September 2011 we extended our facilities with the opening of LauraLynn House.

OUR HERITAGE



P&G Ireland believes in purpose inspired growth, making business decisions that have a positive impact on our local communities and that deliver business growth. The entire Ireland team felt very passionate that we partner with LauraLynn to help a very important cause. We strive to help raise awareness of the charity and to raise funds that will contribute to building a second children's hospice. LauraLynn helps Irish families in big and meaningful ways and P&G helps in small and meaningful ways, it is in this shared philosophy, to help make a difference, that we feel has built a true partnership between LauraLynn and Procter & Gamble.

David Cotter, Procter & Gamble
General Manager, Ireland.

WHAT WE DO

LauraLynn Children's Hospice supports children with life limiting conditions and their families by providing home support, respite, crisis, transitional and end-of-life care. Our services are available to children with high medical and nursing needs from birth to 18.

OUR MISSION

We support children with life-limiting conditions and their families by providing high quality transitional care, home support, respite and end-of-life care.

OUR VALUES

Family, Life & Care.

OUR VISION

All children who need us, can access us.

"We just wouldn't survive without the support and respite. Dara loves it here. It's a home away from home. It's fantastic knowing that Dara is so loved and well cared for when he is here."

Deirdre, Dara's Mum



CASESTUDY



We were lucky that a number of Dell employees had the opportunity to undertake some volunteering at LauraLynn and their hearts were captured. As more people get involved, more people want to get involved. This is a great example of how enthusiasm spreads, but it's all down to the wonderful place that LauraLynn is and the fantastic people that work there. We look forward to doing lots more with and for LauraLynn, it's Win Win all round!

Janice Comish, Dell Ireland Giving Manager



WHY SUPPORT LAURALYNN?

LauraLynn is Ireland's only Children's Hospice.

Tragically there are over 1,400 children living in Ireland with life limiting conditions, and 350 of these children pass away each year, most within their first year of life.

LauraLynn House receives no government funding.

Our corporate partnerships are core to the sustainability of our services. We want to engage our corporate partners and their employees in a lasting, mutually beneficial relationship. Each partnership is important to our team and we understand that every company is different, so we each approach individually, working with your staff to develop a tailored plan that best suits your company.



"It's a rollercoaster journey with Ellie's illness – LauraLynn is our seatbelt – you mind, care & protect us in every way possible."

Amy, Ellie's mum

THE BENEFITS OF PARTNERING WITH LAURALYNN

1 MAKE A DIFFERENCE

Make a true, lasting difference in the lives of Ireland's most fragile children and their families.

2 ENHANCE STAFF MORALE

We can provide your employees with a focus for fun and engaging fundraising activities, many of which provide benefits in terms of employee bonding, morale and pride. Employees feel a sense of giving something back to a unique, emotive and easily relatable cause.

3 BUILD YOUR BRAND

LauraLynn is Ireland's ONLY Children's Hospice. We are a unique and growing charity with increasing national awareness, a charity that your employees, customers and stakeholders will recognise and trust. Through joint PR & Marketing efforts, a partnership with LauraLynn will enrich your brand.

4 STRONG SUPPORT FROM LAURALYNN

Whether you're looking to motivate your staff, improve internal communication, promote creativity or just have a lot of fun for a worthwhile cause, we will provide all the support you need.

"We make a living by what we get, but we make a life by what we give"

Winston Churchill



CASE STUDY

CERTUS

Certus employees were delighted to select LauraLynn Children's Hospice as its partner for 2013. The care LauraLynn provides for families really struck a chord with us all. It's wonderful to see our partnership increasing awareness about LauraLynn nationwide. We are really enjoying working with and supporting LauraLynn and hope to raise as much as possible.

Helena O'Dowd, CERTUS Charity Champion



HOW WE CAN PARTNER

CHARITY OF THE YEAR (COTY)

More and more companies are recognising the benefits of a strategic COTY program. Choose LauraLynn as your COTY and support our work through a dynamic partnership, which could include volunteering, employee fundraising activities, payroll giving, gift-in-kind, or even grants towards priority projects.

CAUSE-RELATED MARKETING

Enhance your brand, generate business and retain customers. Our battery recycling campaign with WEEE Ireland helped them reach their ambitious recycling target in 2012, while raising much needed funds for LauraLynn. The success of the campaign resulted in a further 3 year partnership.

CORPORATE DONATION

Giving a corporate gift is a wonderful way to help us provide services to more of Ireland's sickest children. A gift of just €1,575 can provide 2 nights invaluable respite to a sick child and their family.

As a company you can also claim tax relief for any donation over €250 that you make to LauraLynn.

EMPLOYEE FUNDRAISING

Employees working together for LauraLynn will enhance staff morale and team spirit, while also generating goodwill with your customers, suppliers and the local community. From table quizzes to bake sales, cycles to a family fun day, we can work with you to develop fundraising events and help communicate the partnership aims to your employees.

MATCHED GIVING

Boost morale and encourage team building by rewarding employees for their generosity. Match an employee's donation or funds raised, or pay for your employees volunteering time with a donation to LauraLynn. You are thereby recognising an employee's efforts, whether it is volunteering time or raising money.

GIFT-IN-KIND

As we continue to develop our services, we are in constant need of new equipment and resources. Gifts in kind enables your company to contribute in a way that is appropriate to your business and our needs

VOLUNTEERING

Giving your time, skills and creativity can make a huge difference to LauraLynn.

A gift of just €1,575 can provide 2 nights invaluable respite to a sick child and their family.



MillwardBrown

Our relationship with LauraLynn began in 2010. LauraLynn as a charity in our own neighbourhood, immediately felt like the right fit for us. Overall, I would say that our relationship with LauraLynn is of huge social and strategic importance for the company. We want to send a clear message that we are a company who *gives something back to the community*. I would urge other companies to get involved and help where they can – it has been a hugely rewarding partnership for Millward Brown

CASESTUDY





LauraLynn
IRELAND'S CHILDREN'S HOSPICE

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*Making the most of
short and precious lives*