



Together We're Better

Becoming a Corporate Fundraising Partner with The Alzheimer Society of Ireland.



THE ALZHEIMER
SOCIETY of IRELAND



MESSAGE FROM OUR CEO



Corporate fundraising partnerships are vitally important to The Alzheimer Society of Ireland. The enormous support we have already received from businesses throughout Ireland helps us to maintain and develop our national network of essential, local services.

A partnership with us provides a range of benefits to everyone involved. Your workforce can benefit from the opportunity to make a real difference in the lives of those who are reliant on the supports and services we provide in communities across the country.

The generosity, energy and dedication of a large motivated workforce supporting our fundraising activities can make an enormous difference to our fundraising campaigns. Your workforce can also champion our cause through learning and spreading awareness to others.

We always aim to ensure the maximum benefit from the partnership for everyone involved.

I invite you to read on and see how you can reap the benefits of developing a rewarding partnership with us.

Pat McLoughlin

CEO of The Alzheimer Society of Ireland



WHO WE ARE

The Alzheimer Society of Ireland works across the country in the heart of local communities providing dementia specific services and supports and advocating for the rights and needs of people living with dementia and their families. The Alzheimer Society of Ireland also operates the Alzheimer National Helpline offering information and support to anyone affected by dementia at 1800 341 341.

Demand for the services of The Alzheimer Society of Ireland is set to increase due to our ageing demographic profile.



55,000
People are
currently living
with dementia in
Ireland



Each year over
4,000 people
develop dementia



That's at least 11
people everyday

WHAT WE DO

The Alzheimer Society of Ireland has a national network of services across the 26 counties including:

Day Care Centres

Respite Centre

Home Care Services

Dementia Advisers

Social Clubs

Alzheimer Cafes

Family Support Groups

Family Education Programmes

National Helpline - 1800 341 341



PARTNERING WITH THE ALZHEIMER SOCIETY OF IRELAND

Corporate Partnerships are absolutely vital to the continuation of the essential services of The Alzheimer Society of Ireland and can provide numerous benefits to your business.

Team Allianz  **4 PEAKS CHALLENGE**

Team Allianz is taking on the '4 Peaks'

We're taking on Carrauntoohil, Slieve Donard, Mweelrea and Lugnaquilla with Karl Henry to help raise money for The Alzheimer Society of Ireland.

Please text **MEMORY** to **50300** to donate **€4**

100% of your donation goes to The Alzheimer Society of Ireland across most network operators. Some operators apply VAT which means that a minimum of €3.25 will go to The Alzheimer Society of Ireland.
Service Provider: LIKECHARITY.
Helpline 076-6805278.

 **THE ALZHEIMER SOCIETY OF IRELAND**



Team Allianz undertook the 4 Peaks Challenge in aid of The Alzheimer Society of Ireland climbing the 4 highest peaks in Connacht, Munster, Leinster and Ulster and raising over €50,000 for The Alzheimer Society of Ireland.

“Allianz Ireland are delighted to have had the opportunity to partner with The Alzheimer Society of Ireland since 2015. The partnership offered a wide range of team building and motivational opportunities for our staff. The level of enthusiasm shown by Allianz Ireland staff towards The Alzheimer Society of Ireland was truly heartening. Support was readily available at all times to help us reach our CSR goals. We would wholeheartedly recommend The Alzheimer Society of Ireland as a charity partner.”

Aoife Lawlor

Internal Communications and Corporate Wellbeing Consultant, Allianz Ireland





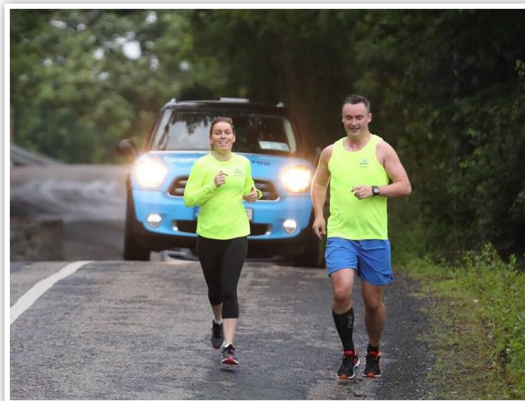
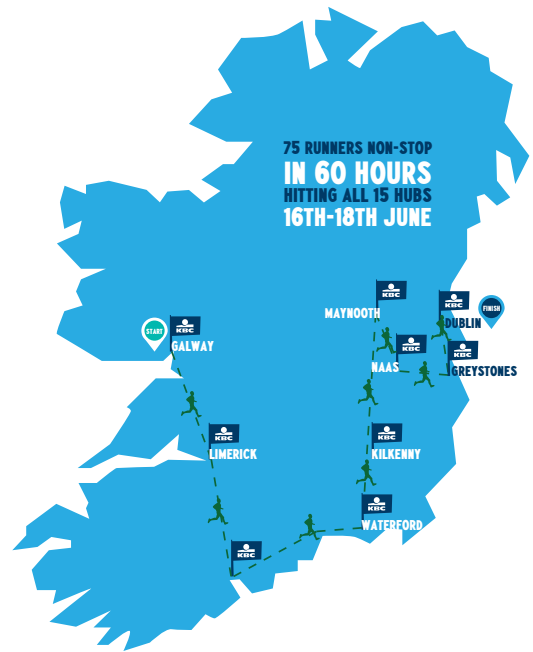
As the Bank of You, KBC Bank Ireland aims to make a positive impact on the lives of our employees, our customers, our communities and society at large. In 2016 KBC announced The Alzheimer Society of Ireland (ASI) as their new Charity Partner of the Year. As part of this they also announced the unique and bespoke fundraiser event Hub2Hub. Members of the public and staff came out in strength to support the 60 strong KBC relay team as they arrived at, and departed from, each KBC Hub around the country. The unique volunteering challenge was a demanding 600km run, with KBC colleagues running day and night to complete the course in 10km relays in 60 hours to raise funds for the ASI.



IN AID OF



THE ALZHEIMER SOCIETY of IRELAND



"I'm absolutely thrilled with the amount raised for this great cause. All of those involved in the Hub2Hub challenge should be very proud of themselves and the dedication they have shown. The energy and positivity of everyone was astounding, regardless of the time of day or night. The work The Alzheimer Society of Ireland does in our communities is very important and clearly one that many people in KBC feel passionate about, with the amount raised being a testament to that. We look forward to working with The Alzheimer Society of Ireland into the future."

Aidan Power
Director of Customer, Brand & Marketing at KBC Bank Ireland





BENEFITS

We all share the responsibility for ensuring that people with dementia feel understood, appreciated and supported as a valued member of society.

Benefits of a partnership with The Alzheimer Society of Ireland:

- Provide a fun and rewarding way to boost staff morale and build loyalty
- Give employees the opportunity to take part in exciting challenges and campaigns
- Build your reputation as a socially responsible company
- Show your dedication to your local community
- Align your company with a respected national charity
- Enhance your brand across the country.



“We partnered with The Alzheimer Society of Ireland on a number of their fundraising campaigns. Our staff really valued the opportunity to be able to make a difference – whether through holding their own in-office fundraising events, participating in national fundraising campaigns or volunteering to complete projects at the services of The Alzheimer Society of Ireland.”

Mike McKerr
Managing Partner, EY Ireland



FUNDRAISING AND VOLUNTEERING OPPORTUNITIES

The Alzheimer Society of Ireland will work with you to structure a programme of activities. Our partnerships have 3 key strands.

1 INFORMATION AND AWARENESS RAISING

We provide various information and awareness raising opportunities to our corporate partners depending on their requirements. This ensures they have a good understanding of the vital services we provide.

2 FUNDRAISING CAMPAIGNS AND EVENTS

Organising your own in-house fundraising events will ensure that everyone gets the most from the partnership.

From testing your employees' limits with an active challenge to encouraging some friendly rivalry with a bake-off, the possibilities are limited only by your imagination.

3 VOLUNTEERING

There are a wide range of volunteering opportunities available with The Alzheimer Society of Ireland, which can help employees enhance their skills.



We provide support in many ways, such as hosting events and providing raffle prizes. It is hugely rewarding to engage with the staff and supporters of The Alzheimer Society of Ireland, helping them to fund their vital services and allowing us to make a positive contribution to our community."

Lorraine Allis
Sales & Marketing Manager, Brooks Hotel

BROOKS
HOTEL



If you would like to find out more about a partnership with The Alzheimer Society of Ireland then contact a member of the Corporate Team in the Fundraising Department on the contact details below.

CORPORATE FUNDRAISING TEAM

t: 01 207 3815 **e:** corporate@alzheimer.ie

The Alzheimer Society of Ireland,
National Office,
Temple Road,
Blackrock,
Co Dublin.

t: 01 207 3800