

What We Do

Bloomfield Health Services is a non-profit mental healthcare provider based in Rathfarnham, Co Dublin. We operate two services - Bloomfield Hospital and Newlodge Nursing Home.

The Hospital provides specialist assessment, treatment and support services to adults with a range of acute, severe and enduring mental health issues, including Dementia, Alzheimer's, Parkinson's and Huntington's Disease.

In order to improve our care programmes, to extend them to the wider community, and to help undertake collaborative research, we are dependent upon the generosity of our supporters. It makes a real difference to our residents, patients and their families.

Take on a Challenge

Make this year a year to be proud of!

There are many exciting ways that you, your company, your school or your friends can support Bloomfield while having fun too.

Running, cycling, swimming, or just walking are only some of the ways you can take on a challenge to support the work we do. Maybe reading, golfing, baking or dancing is your thing?

From gala dinners to coffee mornings, from book clubs to head shaves, from dream auctions to sky dives, perhaps this is the year that you take on a challenge to raise much-needed funds, and make a difference to the lives of patients and their families.

*Huntington's
Disease has been
described as
"one of the most
challenging diseases
known to man"
that "robs you of
who you are..."*





Steps to Event Success

- Get Organised! What do you need? Don't take on all the work yourself. Ask others to help you out. Make a *timeline* and *delegate*. Make sure you have permissions and licenses for your event if they are required.
- If you have a connection with Bloomfield or the work we do, consider sharing this personal story – it will make the event more compelling for others too.
- If you are running an event that involves expenses, be mindful that often fundraising fails because organisers were not prudent about the costs. The most successful events often have the minimum costs and maximum returns.
- Make it simple for people to donate – set something up online. If people can't attend an event, they may make a donation anyway.
- Give people notice (e.g. 3-4 weeks) and, if you need a venue, choose one (and a date and time) that suits most people. It'll never suit everyone but you can try your best!
- Ask local shops if they would contribute something towards a hamper or a single raffle prize. Raffles on the day are a great way to raise extra funds – once people are there, they are usually happy to spend a little bit more.
- Say Thanks! Show your gratitude to the venue, any sponsors or donors, and everyone who helped. They'll be more likely to help out next time!
- You could plan the best event in the world but unless people know about it, it won't go so well! The more people who hear about what you are doing, the more likely it is to be a success. So spread the word! Encourage everyone involved to use their personal social media pages (e.g. Facebook, Twitter, Instagram etc.) to connect with friends to tell them about what's happening. Email your family, friends and colleagues and ask for their support!
- If you have a list of sponsors and the sums being given (e.g. on a 'real life' sponsorship card or an online form) ask the first few people to set the bar for what's being asked. Have your own name at the top of the list and sponsor yourself. For example, if the first few people give €20 (instead of, say, €2), then the following people are likely to give that too.
- Enjoy yourself! It can be hard work, but it's a great opportunity to bring people together and to do good for others!

Below are just a few suggestions of what you could do to raise funds

Art Exhibitions, Auctions, BBQs, Bingo Nights, Book Sales, Cabaret, Cake Sales, Car Boot Sales, Car Wash, Carol Singing, Casino Nights, Coffee Mornings, Dancing, Face Painting, Fancy Dress, Fashion Shows, Fun Runs, Gala Balls, Games Nights, Guess-the... (height, weight, number etc.), Jumble Sales, Karaoke, Keep Fit, Knitting, Lawn Mowing, Marathons, Music Recitals, Parachute Jumps, Payroll Deductions, Pet Shows, Plant Sales, Play or Panto Nights, Quizzes, Quiet Time, Race Nights, Raffles, Shave a Beard/Head, Skipathons, Talent Shows, Treks/Walks, Window Cleaning, Yoga Nights, Your Own Ideas....

Safety and Legal Guidelines

While we very much appreciate your support, and while we will try to assist you in any way we can, Bloomfield cannot accept responsibility or liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

If you are unsure whether you need permission or a licence for something (e.g. for collecting, raffles, posting notices) we suggest that you contact your local Garda Station for advice. Permits may take several weeks or longer to obtain, so try to plan in advance.

Health and Safety

You should ensure that your event is organised safely and efficiently. Ensure that participants (including yourself) fully understand any risks, fitness requirements, special equipment, or behaviour is required or expected. Always check what safety procedures are in place at hired venues (e.g. trained first-aid personnel, fire or evacuation procedures) and check if they are adequate. Outdoor events may also require you to notify local authorities or to obtain special permissions.

Ensure that your event is adequately supervised, particularly if children are involved or attending (including what parental / guardian permission is needed). Consider what insurance cover is required and if this is in place. It is possible that additional insurance may be needed for your particular event.

Fundraising Materials and Publicity

Please don't use our name in the title of your fundraiser (e.g. "Bloomfield Fashion Show"). All fundraising should instead make it clear that you are fundraising "in aid of Bloomfield Health Services" rather than you are formally acting on our behalf or working for Bloomfield. The use of Bloomfield's name or logo is only allowed with prior permission from Bloomfield so please get in contact.

Please let us know of any approaches you make to companies for sponsorship, either as direct contributions or as goods for prizes and draws. We may have asked them for something too!

Managing Money

As the organiser, you are responsible for the financial management of your fundraising activity.

A breakdown of costs and income should be available if members of the public request these details.

No expenses can be incurred in the name of Bloomfield.

Money can be collected in the form of cash or cheques (made out to "Bloomfield Health Services") and then drop these into the office. Please do not post cash.

You can send cheques to:

*Bloomfield Health Services (Fundraising),
Stocking Lane,
Rathfarnham,
Dublin 16,
D16 C6T4.*

You can also make a direct lodgment into the Friends of Bloomfield account:

A/C Name: Friends of Bloomfield

IBAN: IE95ULSB98505001076547

BIC: ULSBIE2D

Once you have made the payment, please let us know by emailing bphelan@bloomfield.ie so we can keep an eye out for it!

Many thanks.

Fundraising Application Form

THANK YOU SO MUCH for your interest in fundraising from Bloomfield - we are SO grateful that you're considering supporting us.

To enable us to support you as best we can and to comply with legal obligations, we must keep a record of individuals who are fundraising on our behalf including all contact and event details planned).

Please complete and return this form to us about your fundraising event. You can email bphelan@bloomfield.ie, or post it to: Brendan Phelan, Bloomfield Health Services, Stocking Lane, Rathfarnham, Dublin 16, D16 C6T4.

When we have received this completed form, we'll contact you to discuss your plans and send you a **Fundraising Authorisation Letter**.

Your Details

Contact Name _____

Name of Event Organiser _____
(if different)

Are you over 18?* YES _____ NO _____

*If under 18, please detail parent / guardian here: _____

Address _____

Home Number _____ Mobile Number _____

E-mail address _____

All persons organising an event on behalf of Bloomfield Health Services are asked to submit a photo id such as a copy of a passport or driver's licence. Please include when returning this form.

Event Details (Please describe the nature of the event, including how funds will be raised)

Date, time & location of event _____

Is your event in memory of some? (f so, please give details. _____

Fundraising Application Form *(continued)*

Event Details (continued)

Are there other charities / beneficiaries involved in your event? If so, please give details:

Have you run similar events before? If yes,, please give details:

Do you require and have you applied for a permit for your event? Please give details:

Promotion of Event

How will your event be promoted? (e.g. social media, radio, posters etc.)

Finances

How much do you hope to raise? _____

How much / what expenses do you expect to have? _____

How will you collect / count / store / transfer funds raised? _____

Do you agree to transfer funds to Bloomfield no later than 4 weeks after the event? YES _____ NO _____

Please let us know how we can help?

Signed: _____ Date: _____



Tell Us All About It

Your story may be inspiring to other people who also want to get involved and help. Please share this story - we have asked a few questions below that might help to be that inspiration. Could you send us your answers after you have completed your event? You can email them to us or post them or leave them at reception in Bloomfield Hospital.

NAME _____

ADDRESS _____

EMAIL _____

PHONE _____

Please tell us:

- Why did you take on this challenge?
- Why did you chose Bloomfield as the organisation to fundraise for?
- How did you find the experience?
- What advice would you give to others who might be thinking of taking on a challenge for Bloomfield in the future?
- What suggestions might you have for Bloomfield to help supporters like yourself in the future?

We would love to hear all about it. We look forward to hearing from you. **And send us a few photos too!**

Contact Us

If you have any questions or suggestions, please contact:

Brendan Phelan at
bphelan@bloomfield.ie

or phone on
(01) 495 0021

Bloomfield Health Services
Stocking Lane
Rathfarnham
Dublin 16

www.bloomfield.ie

Finally, and most importantly, we would like to say thank you for all your hard work. You didn't have to do this for us - and we very much appreciate it!