



YOUNG LIONS COMPETITIONS



BRIEFING DAY

16TH FEBRUARY, DENTSU IRELAND

YM CHARITY



Children
In Hospital
Ireland (CIH)

WITH THANKS TO:



Who are Children in Hospital Ireland?

Children in Hospital Ireland (CIH Ireland) is a national organisation established by parents in 1970 to promote a positive hospital experience for all children and families.

- With a team of 300+ volunteers across 14 hospitals nationwide, CIH Ireland eases the experience of hospitalisation for children and their families.
- CIH Ireland has three volunteer roles:
 - ◇ Play volunteers facilitate play, arts & crafts, board games and more with children and young people throughout the hospital while giving their family members a break.
 - ◇ Just ask Volunteers in CIH at Crumlin greet families coming into the hospital, walk them to the clinic and provide activities to keep the children and adults busy.
 - ◇ Child and Family Support Volunteers offer additional play to a child and support to families in CIH at Crumlin and Temple Street when family members cannot be present or need a break.
- In addition, CIH Ireland provides play materials to 22 paediatric units across the republic of Ireland, giving every child the opportunity to play.

What are the organisational objectives?

Our Mission: Promoting and supporting the well-being of children, young people and their families before, during, and after hospitalisation.

Our Vision: - An Ireland where every child and young person availing of hospital services has their fundamental rights fully respected.

Strategic Objectives:

- Provide support to children and their families in and around the time of receiving hospital care. We do this primarily through delivering a volunteer-led play service across 14 hospitals in Ireland and through the provision of information for parents and carers.
- Be a strong, recognised and effective voice advocating for the highest standards of care for children, young people and their families before, during and after hospitalisation.

History of Corporate Partnerships

Children in Hospital Ireland is a very small but growing team of now 7 staff members. It is only recently that we have been able to build and grow our corporate partnerships. We truly see the value of corporate partners in both shining a light on what we do and helping each other grow our impact in local communities. In 2023, we reached a new record in fundraising income and the play materials provided to children in hospital, thanks to the support of corporate partners.

THE CREATIVE CHALLENGE

Communications objective:

To create awareness of the fantastic volunteer services CIH provides to children and families and to inspire and engage with the organisations staff to volunteer themselves and encourage those outside the organization to do the same.

What problem are we trying to solve?

CIH will need to double their volunteer team over the next year to meet the needs of families in the new children's hospital, opening Spring/Summer of 2025. We would like to create an impactful partnership with our corporate partner that can address this core problem.

Who is the target audience?

Primary

- People with an interest in Paediatrics or Childcare
- People who have used or come across our volunteer services and would like to give back
- People with availability
 - ◊ Retirees
 - ◊ Students
 - ◊ Part-Time Workers

Secondary

General public and your organisations workforce

Insight/truth:

Like all charities, we feel CIH is really worthy and growing, last year through our corporate partnership with Grant Thornton, we were able to double our play and colouring packs which indirectly fed into greater awareness in the hospital. This partnership was created on the basis that fun, and families are at the heart of what we do.

We would like to build our corporate partnership over a few years and develop a mutually beneficial relationship: a company with similar wishes to develop outreach in the community in whatever guise that is. We welcome all kinds of volunteering opportunities whether that's directly volunteering in the hospitals or volunteering time and resources to support the services we provide. There is a space for everyone to get involved in.

As a national organisation, a selling point for Children in Hospital Ireland is our national impact at local the level. Being in hospital can happen to anyone. By supporting us, you are supporting your neighbours, your colleagues, your siblings, your community.

You get more out of volunteering than what you put in. It can enhance many aspects of your life – relieve stress, make life-long friends, enhance career experience.

Key message:

Play is at the core of volunteering with CIH, our volunteers are there to have fun and create a positive experience in the hospital

Secondary messages

- Having a child in hospital can be a very scary time for parents, our volunteers are a friendly face and there to ensure no parent is alone in their hospital journey
- We are community based – supporting families in your local community, supporting hospital staff and being a part of it

Tone of Voice:

Friendly, Inspiring, Inclusive

Proof:

The level of satisfaction demonstrated by our volunteers reflects the incredible benefits of giving back in one's community. In our recent volunteer feedback survey we had strong results:

Volunteer Feedback Survey 2023

- ⇒ 68% of volunteers said their sense of being a part of their community increased.
- ⇒ 65% of volunteers said their range of friendships increased.
- ⇒ 64% said their personal development has increased since volunteering
- ⇒ 34% said they felt their general health and well-being increase since volunteering

"No two evenings are the same and the magic of putting a smile on a child's face during a visit remains the best reward for volunteering."

"My decision to volunteer with CIH is one of the best I've made in a long time."

"It makes me feel happy to be able to give something back, helps me destress if i am stressed."

"Volunteering with CIH as been a life changing experience. The best decision I made was signing up to volunteering. I have made great connections and relationships with the CIH staff, other volunteers, play staff and children since volunteering in 2020. Although two hours volunteering on a Saturday morning doesn't sound like a long time, those two hours can mean the day to a sick child in hospital or for a parent looking to grab a cup of coffee."

Our volunteers are hugely valued by hospital staff, families and patients. Case Study – Mary Walsh is a CIH team leader who has been volunteered at Galway University Hospital for more than 14 years. Lisa Porter, Play Specialist at GUH said " When I first started employment, I was new to the role of hospital play specialist, but Mary very kindly came in every morning for two hours of my first working week to show me the ropes, guide me and help me settle into my new role. Her extensive experience of volunteering and her knowledge of the ward and regular patients were so useful"

What is the desired response? Call to Action

Become a Volunteer! Apply Online

OTHER INFORMATION

Additional Resources will be provided in a zip file sent by Shreesha following the briefing. Particularly relevant to the Young Marketers Brief are:

- 2023 Volunteer Feedback Survey Results
- The Accidental Activists – CIH 50th Anniversary Memoir

SPECIFIC REQUIREMENTS – YOUNG MARKETERS

- A Presentation (PPX/PDF - max: 10 slides / 25MB).