



UL ENGAGE

Community Briefing

2017 No. 9

**St. Gabriel's School - Regional
Respite Centre**

**Emma Lambert
Katy Snyder**



UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH

UL Engage

share

enable

grow

Promoting University Community Collaboration

THE BRIEF

St. Gabriel's Regional Respite Centre is being built beginning later in 2017, but still needs funding. Emma and Katy set out to create a professional brochure that represented St. Gabriel's a whole, promoting the construction of the respite centre in hopes to get more donations.

In addition to the brochure, they created a short marketing plan to assist the future students within this practicum in order to give ideas and help ease their way into their project.



COMMUNITY PARTNERS

St. Gabriel's provides a wonderful, positive environment for children with all abilities. Our clinicians, teachers, and other staff work together to support the educational, developmental and emotional needs of the children. We work in a spirit of partnership with parents, carers and families. Up to 400 children attend St. Gabriel's outpatient therapy centre! The centre offers a variety of resources including a hydrotherapy pool, sensory garden, and professional nursing staff.



Kate Sheahan,
St. Gabriel's School & Centre
Fundraising & Development

My role at St. Gabriel's School & Centre is to lead, develop and manage the charity's fundraising and development activity. To raise funds for projects that have long term positive impact to improve the quality of life for children with disabilities in the Mid-West.

The role involves me coming up with new initiatives and campaigns to raise the profile of St. Gabriel's. It is important that I build relationships with a number of potential donors and companies who are willing to get to know more about what we do and who are keen to offer some level of either financial support to some of our projects as part of their own corporate social responsibility. My role also involves raising funds by researching fundraising opportunities and writing up grant applications to statutory bodies to help generate income. I engage with companies, retail businesses, colleges, schools and other institutions and make presentations to them. As a follow on from this I invite employees and students to come and visit us here in St. Gabriel's so that they can see how their support impacts on children with disabilities attending our services.

I manage and record the fundraising information on a database. Account handling and ensuring donors or companies are happy with their involvement with St. Gabriel's and are kept informed of progress and milestones. As a fundraising manager I need to have excellent communication skills, both verbal and written, be adept at people management. I try to build and cultivate long term relationships with donors or volunteers to explain the charity's cause and the difference it has made to the disability sector in this region. In summary, my aim is to ensure that St. Gabriel's School & Centre is promoted and the public feel engaged with willing to be part of our self-funding developments.

My name is Brian Slattery and I am Psychology & Sociology student from the University of Limerick, currently working on a voluntary basis in St. Gabriel's Centre as part of my 6-month Co-Op placement. My main role here is to assist the head of Fundraising & Development, Kate Sheahan. I must organise and plan events in order to raise funds for our various different projects, such as Golf tournaments, lunch days and more. On top of this, I also occasionally help out some of the clinicians here by looking through the various psychological reports and updating the info of our clients on our online database. Finally, I am also in charge of the social media platforms such as Facebook, Twitter and our website, by ensuring these are up to date at all times with accurate and relevant information.

STUDENTS

Emma Lambert

Hi! My name is Emma Lambert and I am a third year study abroad student. I am from Little Chute, Wisconsin, USA near Green Bay (Go Pack Go!). I attend university at UW-Stevens Point in central Wisconsin. I am studying Speech and Language Therapy and one day plan to work with children in a clinical setting. At home I am a therapist that works with children with autism and am a summer nanny. I have a passion for children and people with special needs so this practicum was a perfect fit for myself.

Katy Snyder

My name is Katy Snyder and I am a 3rd year at Pacific University in Oregon, currently studying abroad at University of Limerick. I am originally from Seattle, Washington where I live with my mom, dad, and younger brother. I am pursuing a Graphic and Web Design Major as well as an Outdoor Leadership Minor with hopes of working at a non-profit outdoor organisation, in charge of their design/media side of things. In my freetime, I can be found climbing on rocks, summiting mountains, exploring forests, and sleeping outside in the backcountry, always with a camera in hand.



PROJECT RATIONALE

St. Gabriel's Regional Respite Centre is being built beginning later in 2017, but still needs funding. Emma and Katy set out to create a professional brochure that represented St. Gabriel's a whole, specifically promoting the construction of the respite centre in hopes of more donations. This brochure was created with the intentions of being distributed to other businesses in the community.

The new St. Gabriel's Regional Respite Centre still needs a plethora of fundraising to be done. Emma and Katy created a brochure which could be used as promotional events, sharing the importance of the respite centre that is being built. Creating this brochure meant gleaning an in depth knowledge of St. Gabriel's School as well as what is going to be offered with the respite centre. Emma and Katy toured the school, meeting with Kate Sheahan, the fundraising director, as well as her two co-op students, Brian and Leah. They also attended a meeting about the construction of the respite centre. The two of them also created a short marketing plan in hopes of helping future students within this practicum to get their project(s) started more quickly and more efficiently.

Emma and Katy learned St. Gabriel's is in need of fundraising, however, the fundraising process is not as straightforward as one may think. The two of them gleaned better knowledge of the importance of providing support to those of all abilities. Taking part in the practicum helped to open their eyes to being a part of the Irish community, a new environment to them both. This also helped to feel more welcomed in Limerick while abroad. More specifically, their passion grew for St. Gabriel's and other organisations offering similar support and services.

APPENDICES

Marketing Plan for future practicum students:

About St. Gabriel's School & Centre

St. Gabriel's is a not-for-profit school for children between the ages of 4 and 18 with varying disabilities.

Offers:

- Hydrotherapy pool
- Sensory garden
- Professional nursing staff
- Multiple therapies
- Attentive teachers
- Services to over 400 children on an outpatient basis

How can you help?

- Short video on the centre in general
- Fundraising awareness
 - Attending events
 - Talk about St. Gabriel's
- Respite Centre promotional video
- Thank you cards to donors (do they already exist?)
- Invitations for fundraising events
- Promote around UL
 - Posters
 - Flyers
 - Emails
- Update website (design & information)

RESPIRE CENTRE

We are building a brand new respite centre for children with severe physical and/or cognitive disabilities right here in Limerick! Here children will be provided with a safe and fun short-term "get-away!" There will always be multiple trained nurses available.

We plan to start construction in late 2017.

St. Gabriel's Children's Respite House
FRONT ELEVATION



Model of The Regional Respite Centre.



St. Gabriel's works to form strong relationships between our children and caregivers.

CONTACT

- Donate: www.everydayhero.ie
- +353 61 302733
- info@stgabriels.ie
- www.stgabriels.ie

Find us on Twitter and Facebook



**St. Gabriel's
School & Centre**
*Improving the lives of children with
multiple disabilities*



Regional Respite Centre

*Where children with special needs get a
holiday*



GUIDE TO SERVICES

We will provide vital short-term and emergency care to hundreds of families each year. The centre will care for children with complex medical conditions that require constant care. The centre will be located in a beautiful parkland setting surrounded by trees and just a short distance to a newly opened public playground on the grounds of Mungret College.

"I am truly amazed by the work done here at St. Gabriel's. What a wonderful, fun, happy environment for little lives to learn and grow and realise their full potential. I look forward to coming back to help soon." --Sinead, Northern trust volunteer

We will provide:

- Five spacious bedrooms with specialist bathrooms
- Family room if parents wish to stay
- Comfortable and fun living space with the latest equipment and technology
- Sensory room
- Kitchen and dining area
- Beautiful outdoor garden with adapted play equipment
- Sensory Garden



Smiles all around!

THIS IS US

St. Gabriel's provides a wonderful, positive environment for children with disabilities. We provide primary and post primary education to 67 pupils with very special needs and up to 400 children attend our outpatient services.

Services include:

- Psychology
- Physiotherapy
- Orthotics
- Speech & Language Therapy
- Hydrotherapy pool
- Sensory garden
- Professional nursing staff

GET INVOLVED

We welcome all companies and businesses to benefit by getting involved with St. Gabriel's.

Please consider:

- employer volunteer programs
- sponsoring the purchase of an essential piece of equipment
- pro bono support
- nominate us for charity of the year!



Community ambassadors on a recent visit to St. Gabriel's School





KATY SNYDER



EMMA LAMBERT



St. Gabriel's School

The Regional Respite Centre Brochure

GOAL & OBJECTIVES

St. Gabriel's Regional Respite Centre is being built beginning later in 2017, but still needs funding. Emma and Katy set out to create a professional brochure that represented St. Gabriel's as a whole, specifically promoting the construction of the respite centre in hopes of more donations. This brochure was created with the intentions of being distributed to other businesses in the community.

OUTCOMES & INTERVENTIONS

St. Gabriel's School is building a respite centre, but in order to complete it, some fundraising needs to still be done. Emma and Katy created a brochure which could be used as promotional events, sharing the importance of the respite centre that is being built. Creating this brochure meant gaining an in-depth knowledge of St. Gabriel's School as well as what is going to be offered with the respite centre. Emma and Katy toured the school, meeting with Kate Sheahan, the fundraising director, as well as her two co-op students, Brian and Leah. They also attended a meeting about the construction of the respite centre. The two of them also created a short marketing plan in hopes of helping future students within this practicum to get their project(s) started quicker and more efficiently.

COMMUNITY PARTNER

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CONCLUSION

Emma and Katy learned St. Gabriel's is in need of fundraising, though the fundraising process is not as straightforward as one may think. As a result, they decided the best process for gaining awareness and funds was to create a brochure promoting the creation of the Regional Respite Centre. The two of them also gleaned a more in-depth knowledge of the importance to provide support to those of all abilities. Taking part in the practicum helped to open their eyes to being a part of the Irish community, a new environment to them both. More specifically, their passion grew for St. Gabriel's and other organisations offering similar support.

REGIONAL RESPITE CENTRE MODEL



www.everydayhero.ie



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www.stgabriels.ie





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