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Our Community

We aim to make an impact that matters in our community through volunteering programmes where our people can put their business and personal skills to use with non-profit organisations at home and overseas. We partner with charitable organisations on fundraising campaigns that are important causes for our people to support. We work across the firm on all of these initiatives collaboratively and with our local community to make the biggest impact possible as a firm.

Introduction

Deloitte’s community programme in FY18 involved a significant amount of fundraising and volunteering activity with over 10,000 hours and over €250,000 given to charities throughout the year. The hours comprise of IMPACT Day, schools mentoring programmes, overseas volunteering and pro bono client work. This is facilitated by the firm with everyone entitled & encouraged to take part in IMPACT Day, matched volunteering leave for volunteering programmes at home & abroad as well facilitating time off during the working day to volunteer in schools.

The Corporate Responsibility (CR) spend for the year included staff fundraising events supported by partner contributions, direct donations, in kind donations to charities as well IMPACT Day costs. We have some long standing fundraisers for certain charities such as our appeal at Christmas time for St. Vincent de Paul, and we ensure fundraising and donations are in line with staff and partner initiatives and interests. We aim to continue increasing the number of hours and monies fundraised within Deloitte for FY19.
What is **IMPACT Day**?

IMPACT Day is one of the longest-standing, most visible ways that Deloitte member firms show commitment to their communities. Throughout the Deloitte network, IMPACT Day activities enable Deloitte professionals to use their skills and expertise to reach across sectors to drive progress at the community level, and promote collaboration.

In Deloitte Ireland, we are proud to be running IMPACT Day for 10 years now with the engagement from people within the firm and from charities interested in getting involved grows year on year with the CR team continually adapting and expanding the opportunities available.

IMPACT Day continues to be the mainstay of our volunteering effort in the community. We have responded to the increased interest and engagement of our people by providing them with additional opportunities to get involved. New volunteer programmes, taking on more staff suggestions for IMPACT Day, the introduction of standalone IMPACT Days for the Intern and Co-op groups, and most recently for TY students as part of their structured week long programme in the firm are just some of the ways we have grown to meet this demand. The exceptionally positive feedback from both volunteers, benefitting charities and not-for-profits is re-assuring. 2017 saw the significant growth of the professional skills projects, with 14 projects being undertaken, more than double that of previous years. These projects as well as the traditional volunteering, were offered out to our project leads who then chose their project, matching their skillset to the needs of the charity. The Intern and Co-Op IMPACT Day now caters for 240 of our people in July each year on traditional style volunteering projects, and this developed from a suggestion from the Intern group in 2015.

**IMPACT Day 2017**

07 September 2017

The People

Again, we have seen a huge increase in the numbers volunteering to take part in IMPACT Day. In 2017, we had almost 1,000 people from the Dublin and regional offices involved in IMPACT Days, including the intern IMPACT Day, from all departments, and across all levels.

Not only does IMPACT Day offer Deloitte employees the chance to volunteer for a day, it is also a great opportunity to meet people from other departments or service lines in the firm that they may not otherwise come across on a day to day basis. The IMPACT Day team endeavour to ensure that volunteers have the opportunity to choose a project and charity that they have an interest in.

The people who benefit from the work of volunteers on IMPACT Day varies. The organisations that we work with are chosen year by year and can come about through staff suggestions or through ongoing relationships that Deloitte may have with a particular organisation as well as with the support of Business in the Community in setting up new relationships.
The Projects

The projects that our volunteers work on are one of two types of volunteering; professional skills and traditional volunteering. In 2014, the CR team recognised IMPACT Day was expanding and noted there was a necessity to broaden the range of the volunteering activity and at the same time to leverage the professional skillset of our people. As a result of these discussions professional skills projects were introduced as an additional option for volunteers on IMPACT Day.

The professional skills projects allow volunteers to offer their insights and expertise to the chosen organisations by supporting specific business challenges such as business or fundraising strategies, marketing plans, technology support, tax, legal or accounting issues. Our people use their business acumen to research, brainstorm and explore ideas around that specific topic to produce tangible materials that can be of use to the organisations.

Those involved in this year’s professional skills projects benefited from two workshops that were facilitated by our people for the charity representatives to attend during the course of the day on social media use, and pitching for corporate funding led by our Deloitte Bid Team. This provided them with the access to our specialised skill set to improve the soft skills of their people through these workshops.

Traditional volunteering can allow organisations to complete tasks that the organisations may otherwise struggle to complete due to a lack of resources or funds. Huge tasks such as painting projects or clearing out and replanting gardens can be completed in just one day by our efforts making it one less thing for an organisation to have to worry about and of course, the funding of the project is taken care of too!

Both types of volunteering guarantee that IMPACT Day is enjoyable for all volunteers, who can be assured of a highly energised, rewarding experience, while making a lasting impact for each of the organisations.

There is a great atmosphere that surrounds the offices on the morning of IMPACT Day, noticeable even to the general public walking past Hatch Street as we’ve been told! The smiles and satisfaction on the faces of volunteers after a long day is proof that the day is impactful not only to the organisations but also to our people.
IMPACT Day Feedback – The Charities

“Thank you so much to all the fantastic team who gave up their precious time to show us some amazing ideas, help and guidance – really appreciated!”
Dyspraxia Ireland team

“It was THE most productive day I have spent in all my years working in the community and voluntary sector. The volunteers were committed, engaged and enthusiastic. It was a room full of energy which produced some powerful results for Heart Children Ireland. Worker bees couldn't come close to the amount of thought, energy, time and effort of everyone yesterday. Take a bow Deloitte IMPACT Day!”
Heart Children Ireland CEO

“Deloitte Impact Day was a very productive day for us, with lots of insights and takeaways. I would like to pass on our sincere thanks again to you, Lisa Simpson - our project lead, and all the team in Deloitte for giving us your time and expertise.”
CUH Charity Head of CUH Charity

“I would like to thank you again for supporting Enable Ireland for this year’s IMPACT Day. The team came up with some great ideas which I’ll be sharing with my colleagues here. I’ve no doubt that this year’s project will have a similar impact to last year’s. I hope the team enjoyed the day as much as I did.”
Enable Ireland Partnerships & Philanthropy Manager
“I just wanted to drop you a note to once again thank you and all the team at Deloitte for such a fantastic day yesterday. I meant it when I said that what you are doing is one of the best CSR initiatives I have experienced and I hope that Deloitte continues this amazing work into the future. We are really looking forward to getting all the feedback and starting work on our “perfect pitch” journey!”

Irish Wheelchair Association CEO

“It was a real privilege to work with such an energetic, focused and committed group of people. Deloitte is in very safe hands with the quality of the people employed. As promised, we’ll update you on the progress of some of the projects and hopefully we can call on Deloitte as a live test to refine them even further!!! Please pass on my thanks again to all those who attended our session and to the management who facilitated such a valuable contribution to Oxfam and the other charities lucky enough to be invited.”

Oxfam

“Many thanks to you and the team for calling to the Tallaght Project last Thursday. The tenants are delighted with the painting of their apartments and we endeavour to get them finished as soon as possible. Since the painting, the tenants have invested in new bedding and appear motivated to make the properties more homely.”

Sophia Housing
IMPACT Day Feedback – What the volunteers thought!

“I think IMPACT Day is a fantastic opportunity for us to take ourselves out of what we do on a day to day basis, to participate in our community, to get involved in sections of society, or in business that we might never get the opportunity to learn about or discover.”

Harry Goddard, Partner and Head of Consulting

Volunteer quotes from the day...

“My favourite part of the day? Engagement and making an impact that matters – seeing the real value for the charity.”

“The finished product and seeing the reaction of the young adults who lived in the house seeing the new garden!”

“It was a really interesting challenge which required business sense as well as common sense! The group leader was very engaging. I feel we really made a difference and came up with some creative and workable solutions on the day!”

“Getting to work with and meet with really nice people from different departments and out on the site. The team leader was lovely and made everyone feel so welcome. There was a great atmosphere on the day!”
IMPACT Day Projects 2017

Age Action
Project Leader – Waterford Office – Sandra Fitzharris
Location – Waterford City, Co. Waterford
Number of Volunteers - 4

Age Action is an organisation who look out for the needs and rights of elderly and vulnerable service users. Their goal is to enable their service users to live comfortably in their own homes. They provide a number of educational courses for the elderly and in Deloitte we facilitate an ongoing computer literacy programme for their service users where they work with Deloitte volunteers to learn about skype, email, the internet and other aspects of technology.

The Age Action Care and Repair project makes use of the skills of volunteers to carry out general fix up or cleaning jobs. This particular project saw a group of our people join together to completely overhaul the garden of an Age Action service user. The day’s work involved the team clearing the garden, replanting new flowers, varnishing a garden shed, clearing the gutters and cleaning the garden furniture. The lucky home owner was delighted to have the company of our team for the day and the group enjoyed a couple of tea breaks for their hard work!

Facts and figures about Age Action

<table>
<thead>
<tr>
<th>4,513</th>
<th>The number of active members in Age Action for 2016.</th>
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<tbody>
<tr>
<td>1,385</td>
<td>The number of active volunteers in 2016.</td>
</tr>
<tr>
<td>2.6 million euro</td>
<td>The cost to Age Action of providing their services to aging people across Ireland.</td>
</tr>
</tbody>
</table>
Alone

Project Leader – Sarah Geoghegan
Location – Alone walk, Artane, Dublin 5
Number of Volunteers - 19

ALONE works with older people who are socially isolated, homeless, living in poverty or crisis and offers multiple supports. Alone provide direct support to hundreds of older people every week through four main services – Support coordination, befriending, supported housing, and campaigns for change.

Volunteers carried out an “operation transformation” on a living room at the site, transforming the room from a dark, unused space into a bright, comfortable living room for the service users. They also spruced up the garden by weeding, clearing out flower beds and painting walls.

The group of volunteers met some of the residents who were delighted with the work being done and the buzz of activity.

Facts and figures about Alone

| 20,000  | The number of people who turn 65 each year. |
| 136,000 | The number of people over the age of 65 who are living alone in Ireland. |
| 1 in 10 | The number of elderly who suffer from chronic loneliness across Ireland. |
An Taisce

Project Leader – Cathal O’Neill
Location – Bull Island, Co. Dublin
Number of Volunteers – 32

An Taisce is a charity that works to preserve and protect Ireland’s natural and built heritage. They act as an independent charitable voice for the environment and for heritage issues with over 140 member organisation. An Taisce are also the Irish member of the Foundation for Environmental Education (FEE), a global organisation of over 70 nations which is recognised as a world leader in education for sustainable development and environmental education.

The Clean Coasts programme organises beach clean-ups, removing considerable quantities of marine litter from Ireland’s beaches and waterways which results in a tangible and immediate improvement in Ireland’s coastal environment. Always a popular project among our volunteers, the beach clean-up gives volunteers the chance to see the physical difference that can be made in a day’s clean up.

Deloitte have volunteered with An Taisce for both the Intern and Co-op and firm wide IMPACT Days for the past few years. An Taisce also give volunteers a full overview and history of Bull Island so that volunteers can fully understand the importance of their work.

Facts and figures about An Taisce

<table>
<thead>
<tr>
<th>1981 – The year that Bull Island was designated as a UNESCO World Heritage Site.</th>
<th>5km – The length of the beach on Bull Island, known as Dollymount Strand.</th>
</tr>
</thead>
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Cheeverstown House

Project Leader – Jim Meegan
Location – 33 Old Court Avenue, Cheeverstown, Ballycullen, Dublin 24
Number of Volunteers - 24

Cheeverstown House is based in Dublin. A voluntary organisation, they provide a wide range of residential, respite and day services to children and adults with an intellectual disability, to their families in Cheeverstown Centre and throughout various community locations. This includes residential places in Cheeverstown Centre; with the remaining places in houses throughout the locality. They also provide a further 17 respite places as well as flexible in home support; a range of early childhood, education and day care services for children; vocational training and employment programmes for adults.

Deloitte provides part time employment in our Dublin office to two Cheeverstown users – Martin Meade and Joanne Mulligan, in conjunction with the Cheeverstown Employment Support Services (CHESS). Martin is a great ambassador for Deloitte and takes part in IMPACT Day and many other Deloitte activities. This year’s project was a large gardening one which saw the team carrying out maintenance work on the many flower beds dotted across the site, as well as clearing of outdoor communal areas.

<table>
<thead>
<tr>
<th>Facts and figures about Cheeverstown</th>
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<tbody>
<tr>
<td><strong>400</strong> – The number of children and adults who benefit from services provided by Cheeverstown each year.</td>
</tr>
<tr>
<td><strong>66,611</strong> – The number of people known to have an intellectual disability in Ireland.</td>
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</tbody>
</table>
Coolmine Therapeutic Centre
Project Leader – Marguarita Martin & Ann-Marie Derham
Location – Damastown Walk, Dublin 15
Number of Volunteers - 25

Coolmine Therapeutic Centre is a drug and alcohol treatment centre providing community, day and residential services to men and women with problematic substance use and their families. This year’s IMPACT Day project worked at Ashleigh House, the only centre in Ireland designed to offer women and their children a safe environment to address substance misuse. Ashleigh House provides a childcare facility so that women don’t have to face the anxiety or fear of being separated from their children while they work through the programme. Programmes last between a minimum of 6 to 24 months, and there is also a lifelong graduate group.

The team gave a number of rooms across the complex a full fresh coat of paint, brightening common rooms, apartments and counselling rooms throughout the property.

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<thead>
<tr>
<th>Facts and figures about Coolmine Therapeutic Centre</th>
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<tbody>
<tr>
<td>72% - The % of clients that remain drug free 2 years after treatment. This includes those who didn’t complete. It <strong>rises to 82%</strong> of those who completed the programme.</td>
</tr>
<tr>
<td>3% - 25% - The increase in client employment from admission to graduation from the programme after 24 months.</td>
</tr>
</tbody>
</table>
Cork University Hospital Charity
Project Leader – Lisa Simpson
Location – Deloitte Dublin Office
Number of Volunteers – 20

The aim of Cork University Hospital Charity (CUH) is to source funding through philanthropy in order to provide a wide range of life-changing and life-saving equipment and services for patients attending CUH.

Their focus is on raising funds for the purchase of state-of-the art equipment and for the enhancement of the life-saving services provided by every department. In order to do this, they organise a selection of focused appeals, a calendar of unique events, opportunities for workplace and school fundraising.

The team were tasked with providing CUH Charity with the right framework, tools and templates to support and develop their 3 – 5 year strategy. They also asked for advice on how best to market themselves as a charity and how to improve their communications.

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<thead>
<tr>
<th>Facts and figures about CUH Charity</th>
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<tr>
<td>Level 1 – CUH is the only level 1 trauma centre in Ireland.</td>
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</table>
Down syndrome Centre

Project Leader – Ciara Hayes
Location – Sandyford Industrial Estate, Dublin 18
Number of Volunteers – 23

The Down syndrome Centre provides Ireland’s first services led centre for children with Down syndrome. The centre provides early intervention services to families and children. Services such as speech and language therapy, support workshops for parents, physiotherapy, and occupational therapy are available to the children and their families.

2017 will be the ninth year running for the Down syndrome Centre’s largest fundraiser, the “Buy my Dress” campaign. The campaign will see women across the country donating dresses to be sold on from between €5 - €50, with all proceeds going to the centre.

This year the team of volunteers were at the Sandyford depot to sort through the dresses that had been donated. This involved sorting the items into size groups, and steaming any dresses that had become wrinkled during storage. Our people across the firm were invited to get involved in this project by donating dresses of their own for the event.

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<thead>
<tr>
<th>Facts and figures about the Down syndrome Centre</th>
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<tbody>
<tr>
<td>€50,000 – The total amount raised from the 2016 Buy my Dress campaign.</td>
</tr>
<tr>
<td>7,000 – The approximate number of people in Ireland with Down Syndrome.</td>
</tr>
</tbody>
</table>
Dublin City Council – Elderly Residences

Project Leader – Silvia Amore
Location – Harold’s Cross, Dublin 6
Number of Volunteers – 24

The residences for the elderly provided by Dublin City Council aim to encourage independent living in an integrated community with shared facilities. This accommodation facilitated by DCC allows the elderly to feel safe in their environment, knowing that there are staff nearby to help when necessary.

Services provided include 24 hour care call response, visitation services to ensure regular contact, laundry service and meals delivered.

Deloitte volunteers previously had the opportunity to volunteer for DCC on the elderly residences complex in 2016. This year they undertook the clearing out of a garden area shared by the residents. This involved digging, weeding and planting beds, and resettling paths.

Facts and figures about DCC Elderly Residences and the project

| 18 | The number of bags of compost required for the bedding. | 107,000 | The number of social housing units provided by local councils. |
Dublin Simon Community

Project Leaders – Ciara Porter

Location – Chapelizod Industrial Estate, Dublin 20

Number of Volunteers - 16

Dublin Simon Community works to prevent and address homelessness in Dublin, Kildare, Wicklow and Meath. They provide services at all stages of homelessness and enable people to move to a place they can call home.

Their mission is to empower people to access and retain a home by providing housing, prevention, addiction treatment, emergency response and other targeted interventions, through advocacy and partnership.

One component of the Dublin Simon Community fundraising strategy is charity shops. All items, clothing and otherwise must be sorted before it can be sold. This is what the team of volunteers undertook – sorting stock so that only that which is of value is displayed on the stock floor. This ensures efficient use of space and maximises potential profit for the shop. With 75% of women having at least 14 items of clothing that they will never use, there is a huge amount of potential stock that could be sold.

Facts and figures about Dublin Simon Community

| **5,100** – The number of individuals and families who availed of Dublin Simon Community support last year. | **40%** – Increase in accommodation units secured by Dublin Simon Community in 2016 to battle a worsening problem. | **6,000** – The number of registered homeless people in Dublin alone. |
Dyspraxia Ireland
Project Leaders – Paula Rowan
Location – Deloitte Dublin office
Number of Volunteers - 12

Developmental Coordination Disorder (DCD), also known as Dyspraxia, is a common disorder affecting fine and/or gross motor coordination in children and adults.

Dyspraxia/DCD Ireland raise awareness of DCD in Ireland and create a better understanding of the difficulties people with DCD face. They ensure adequate resources are available to support the needs of people with DCD such as occupational and speech therapy. They also provide an information, sharing and support network for people with DCD and their families.

The request put to the IMPACT Day team was to increase awareness of DCD by developing a digital marketing strategy. The aim of this would be to make people aware of the potential impact of the condition on a child’s health. Dyspraxia Ireland also wanted feedback on how to garner more corporate support.

The team helped to put together a pack of infographics for use in information booklets, on social media and on their website. They were also able to give the Dyspraxia Ireland team a social media calendar to schedule posts that could go out to increase their brand awareness.

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<thead>
<tr>
<th>Facts and figures about Dyspraxia Ireland</th>
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<tbody>
<tr>
<td><strong>1995</strong> – The year that Dyspraxia Ireland was founded to raise awareness of the difficulties people with Dyspraxia/DCD and their families face.</td>
</tr>
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</table>
Enable Ireland

**Project Leaders – Paul McCormack**

**Location – Deloitte Dublin offices**

**Number of Volunteers - 14**

Enable Ireland provides free services to children, adults and their families living with disabilities. Enable focus on the person, not the disability, and work towards building a plan for each stage of a person’s life. Enable provide services such as physiotherapy, hydrotherapy, counselling and support.

The IMPACT Day team in 2016 worked on establishing a strategy for the swimming pool in Sandymount to make it not only sustainable, but profitable, and also to develop a PR plan for the newly developed garden shop. This year, Conor Dooney, an analyst in our Consulting department proposed Enable Ireland as a project, who was also instrumental in getting the project up and running. Enable Ireland sought the team’s help in strategic fundraising and how they could differentiate themselves and define their message, specifically in terms of corporates, and potential new volunteers.

The team delivered slides for future use from Enable Ireland, detailing how to attract new partnerships, as well as expand on existing ones. The team also developed virtual personas of potential volunteers and detailed how Enable might best gain access to them. To get a sense of the impact made, listen to a testimony from Enable Ireland [here.](#)

<table>
<thead>
<tr>
<th>Facts and figures about Enable Ireland</th>
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<tbody>
<tr>
<td><strong>5,080</strong> – The number of children who benefit from Enable’s free services.</td>
</tr>
<tr>
<td><strong>333</strong> - The number of adults who have benefitted from Enable’s free services.</td>
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</tbody>
</table>
Foroige – Fettercairn Youth Horse Project
Project Leaders – Sandra Burns and Alan Gilmer
Location – Tallaght, Dublin 24
Number of Volunteers - 36

The Fettercairn Youth Horse project came about to address the lack of equestrian amenities and infrastructure, and to channel the young people's love of horses into a constructive, community activity. This would in turn allow for the development of personal, social and vocational skills. This has had the knock on effect of complementing the Control of Horses Act, 1996 by educating people in the care and training of horses.

Deloitte volunteers carried out the mammoth task of painting the exterior walls of the barn, as well as weeding the paddocks where the horses are kept, from ragwort which can be fatally poisonous to equines. Both tasks were physically demanding but the team worked hard to clear the weeds from the field, and even got an additional wall painted in the process.

<table>
<thead>
<tr>
<th>Facts and figures about the Fettercairn Youth Horse project</th>
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<tbody>
<tr>
<td>8,000+ – The number of visitors to Fettercairn in 2016.</td>
</tr>
<tr>
<td>95 – The litres of paint and varnish used by volunteers on the project.</td>
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</table>
Gaisce

Project Leaders – Joanne Cronin
Location – Deloitte Dublin offices
Number of Volunteers - 18

Gaisce – The President’s Award is a self-development programme that encourages young people to find their passion, get active and make a difference in the community. Gaisce is a direct challenge from the President of Ireland to young people aged 15-25 to dream big and realise their potential.

Deloitte volunteers worked with the representatives from Gaisce to fully understand their vision, and the current methods of processing for the programme. With this in mind the team split into groups to choose a more thorough and appropriate CRM system for what the organisation is trying to achieve. This solution was then presented to the team from Gaisce at the end of the day.

<table>
<thead>
<tr>
<th>Facts and figures about Gaisce</th>
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<tr>
<td><strong>5,000</strong> – The average number of awardees a year.</td>
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Good Shepherd Cork

Project Leader – Wendy Howell
Location – Grattan Street, Cork
Number of Volunteers - 18

Good Shepherd work to build strong relationships based on trust with women and children who are vulnerable to homelessness, so that they can live more empowered, fulfilled and self-sufficient lives. The homeless shelter at Grattan Street in Cork is the only place in Cork that can admit and care for children. The facility can house up to 18 single women and 10 families.

Good Shepherd offer learning courses to improve the employability of their residents, as well as offering activities for their younger residents.

The group of 100 volunteers from the Cork and Limerick offices undertook a large painting job on the facility, giving both the exterior and interior walls a fresh coat of paint! They also planted 400 bulbs on the property for the next year’s growth.

<table>
<thead>
<tr>
<th>Facts and figures about Good Shepherd</th>
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<tbody>
<tr>
<td>80% – The percentage of women who are able to find permanent accommodation within 3 months.</td>
</tr>
<tr>
<td>100% – The percentage occupancy rate in Edel House.</td>
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</tbody>
</table>
Heart Children Ireland

Project Leader – Anne Byrne
Location – Deloitte Dublin offices
Number of Volunteers - 13

Heart Children Ireland (HCI) is a support group for parents and families of children with a Congenital Heart Disorder (CHD). CHD is the most common of all birth defects in Ireland.

Heart Children Ireland was founded in 1990 by a group of parents who met in Our Lady’s Hospital in Crumlin. HCI has raised well in excess of €2.5m for the Children’s Heart Centre at Our Lady’s Children’s Hospital in Crumlin since its inception, as well as providing service to the Young Adult Congenital Unit at the Mater Hospital.

Heart Children Ireland requested advice from Deloitte in developing a draft strategic plan. They wanted fresh ideas on communications and awareness-raising with the objective of increasing their revenue streams. The team were able to put together a strategic communications plan to spread awareness of CHD and the support provided by HCI, without losing the “heart” of who HCI are. This would build on the work that had been carried out previously by a Deloitte team outside of IMPACT Day to refine their strategy.

**Facts and figures about Heart Children Ireland**

| 1 in 100 – The number of people who suffer from CHD. | 50% – the number of people with CHD who will require surgery. |
Irish Wheelchair Association  
**Project Leader – Leah O’Driscoll and John Kilbride**  
**Location – Deloitte Dublin offices**  
**Number of Volunteers - 16**

The Irish Wheelchair Association (IWA) is a national organisation dedicated to the achievement of full social, economic and educational integration of people with disabilities as equal, independent and participating members of the community.

The association is made up of a network of 20,000 members and 2,300 staff, as well as many dedicated volunteers, and is recognised as Ireland’s leading representative organisation for people with disabilities.

IWA are currently operating at a €2 million deficit which is covered by fundraising. As such, IWA sought support on their Corporate Fundraising strategy and pitching skills, having felt that they were losing out on a potential fundraising avenue by not being able to secure a corporate partnership. The volunteers worked with the IWA team to improve their applications and make them more specific as well as working with their CEO and other team members on their pitching skills.

<table>
<thead>
<tr>
<th>Facts and figures about The Irish Wheelchair Association</th>
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<tbody>
<tr>
<td><strong>13.5%</strong> - The percentage of people in Ireland with a disability.</td>
</tr>
</tbody>
</table>
Matt Talbot Community Trust

Project Leader – John B. Stewart
Location – Ballyfermot, Dublin 10
Number of Volunteers - 40

The Matt Talbot Community Trust is a drug free community education programme that aims to create change from a grassroots level in Ballyfermot and to provide support for individuals in recovery from addiction and returning from prison. This is achieved by providing access to education and FETAC courses, as well as support and family programmes.

Matt Talbot recognise the importance of a strong family unit in supporting those recovering from addiction or reintegrating into society. The St. Martin’s Centre in the Dublin Mountains is a residential rural retreat for families of the Ballyfermot and surrounding areas. Here they can get away from the noise of the city and enjoy the landscape and nature of the area, while strengthening family and community bonds.

In a change from the usual location for IMPACT Day projects, this year the day took place at The Matt Talbot Community Trust head office in Ballyfermot with 35 volunteers from Deloitte coming to help give their buildings a facelift. The offices and classrooms of each of the buildings were painted, each building now having a different theme; blue and purple. A group of volunteers also did some gardening which saw a large amount of branches being cleared and the outside wall being painted.

<table>
<thead>
<tr>
<th>Facts and figures about the Matt Talbot Community Trust and the project</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5</strong> – The number of years that Deloitte have been working with The Matt Talbot Community Trust.</td>
</tr>
</tbody>
</table>
Merrick House

Project Leaders – See below
Location – Terenure and Deloitte Dublin offices

Merrick House is a completely non-profit, non-denominational organisation in the heart of Terenure offering safe, comfortable and affordable bed-sitting rooms for older people. Merrick House is named after Dr Margaret Merrick who pioneered the provision of services for the elderly in Dublin in the 1950s.

Merrick House wanted help in developing a strategic plan to support the expansion of the sheltered housing scheme from 18 units to 25. Currently the charity relies largely on grants and does not undertake any fundraising activities but wants to look at new ways in which it can generate money. They also required help with a painting job on site.

Professional – Julia O’Halloran & Brian O’Connor - Deloitte offices – 14 Volunteers

The team put together a fundraising plan, and analysed the expected revenue against the effort required in each potential circumstance. They also carried out a cost benefit analysis of 4 different expansion opportunities to Merrick House. Finally, the team carried out an assessment of the organisation’s webpage and offered recommendations for improvement.

Traditional – Katie Burns – Terenure, Dublin 6W – 15 Volunteers

The team undertook a big painting job on internal and external areas of the property to have the place looking fresh and bright!

<table>
<thead>
<tr>
<th>Facts and figures about Merrick House</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>67,555</strong> – The current number of people over the age of 85 in Ireland.</td>
</tr>
<tr>
<td><strong>136,000</strong> – The expected number of people over 85 by 2030 in Ireland.</td>
</tr>
</tbody>
</table>
The My Lovely Horse project was first sourced for the Intern and Co-op IMPACT Day in July 2016, and came about from a staff suggestion – thanks Sarah Smyth! The project was such a success and there was enough work to return for our main IMPACT Day in September just a few weeks later and again into our 2017 IMPACT Day’s! This not for profit organisation was set up in 2013 by a group of people who witnessed the equine crisis that occurred in part as a result of the economic crisis but also through years of mismanagement and lack of education of horse owners. All volunteers for this organisation retain their full time jobs and share a passion for change.

My Lovely Horse Rescue rehabilitate and retrain horses that have been severely mistreated or mismanaged. They also run education programmes in Dublin’s inner city and surrounding areas to foster good care practice among young people.

Volunteers undertook a large clean-up project of the fields, lifting manure and rubbish to ensure the grass could re-grow. They also painted parts of the yard and cleaned up the stables area. One of the volunteers grew particularly attached to one of the rescue dogs on site and decided to adopt her.

### Facts and figures about My Lovely Horse

<table>
<thead>
<tr>
<th>Details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 – The number of horses that have to be impounded each year due to mistreatment (displaying a need for education).</td>
<td>Passport – All horse owners must have a passport for it.</td>
</tr>
<tr>
<td>3,000 – The number of horses seized annually. 72% of these are euthanised due either to ill health or lack of space.</td>
<td></td>
</tr>
</tbody>
</table>
MyMind

Project Leader – Julieanne Murray
Location – Deloitte offices
Number of Volunteers - 17

MyMind Centre for Mental Wellbeing was founded in 2006 as a not for profit community based provider of accessible mental health care. They now have centres in Dublin, Cork and Limerick city, providing a wide range of clients with counselling and psychotherapy services. Their client’s fees based upon their employment status, allowing the unemployed or full time students to access services at reduced rates. The revenue generated from full fee clients is reinvested into the organisation, to provide services that are affordable to all.

MyMind has a multidisciplinary, multicultural team that is able to provide services in more than ten languages, enabling them to serve the migrant population.

MyMind wanted advice as to how they could best access their target audience and maximise the use of their funds. The Deloitte team put together a marketing strategy and proposal template together as well as carrying out a thorough SWOT analysis of competitors and targets.

<table>
<thead>
<tr>
<th>Facts and figures about My Mind</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 in 5</strong> – The number of people who suffer from mental illness in Ireland.</td>
</tr>
<tr>
<td><strong>75%</strong> – of all mental illness begins before the age of 25.</td>
</tr>
<tr>
<td><strong>&lt;2,000</strong> – The number of appointments made with My Mind professionals each month.</td>
</tr>
</tbody>
</table>
NCBI are a not for profit charity offering support and services to people of all ages who are experiencing sight loss. Through the provision of community based services NCBI help people adjust and cope with the emotional and physical challenges of sight loss; learning how to read braille, develop everyday skills of reading, writing or other as well as supporting people with employment issues.

**Professional** – Ben Butler Hogg - Deloitte offices – 22 Volunteers

For their second year of involvement in IMPACT Day, the NCBI team wanted help with their pitching skills as well as guidance on the marketing of their new fundraising campaign – NCBI Cycle of Light, and how to best target potential donors through direct debit and legacies. NCBI’s team benefitted from a pitching workshop and were given a redrafted proposal plan for their targeted fundraising events and channels. To hear more about the impact made by our volunteers, watch a testimonial from NCBI [here](#).

**Traditional** – Michelle Davey – Dublin – 15 Volunteers

The team of volunteers visited an NCBI shop and helped to sort the stock so that items to be sold were displayed correctly.

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**Facts and figures about NCBI**

| 224,832 – The number of people who are affected by vision impairment and blindness in Ireland. | 8,000 – The number of people who avail of services from the NCBI each year. |
Neurofibromatosis Association of Ireland

Project Leader – Shane Flanagan
Location – Deloitte offices
Number of Volunteers - 15

The Neurofibromatosis Association of Ireland (NFA) aims to be a voice for neurofibromatosis patients and their families. The primary aim is to inform sufferers and their families of the disorder, supporting them and letting them know they are not alone with the condition. Neurofibromatosis is one of the most common neurological conditions caused by a single gene mutation (a “spelling mistake” in the genetic code). NF occurs in all ethnic backgrounds, in both sexes, throughout the world.

The organisation sought advice regarding their use of social media channels and the team delivered. NFA received an analysis of what social media channels work best for different objectives. The team were also briefed on content and social media strategy, receiving a content calendar for their different channels of social media as well as examples of best practice in social media.

Facts and Figures about the Neurofibromatosis Association of Ireland

| 1 in 2: The chance of a parent with NF passing it onto their child. | 50% – The number of people who have NF despite having no family history. |

![nf logo]
Nurture Africa
Project Leader – John Griffin
Location – Deloitte offices
Number of Volunteers - 15

Deloitte has a long standing relationship with Nurture Africa (NA) and as well as being part of IMPACT Day 2016 in a professional skills capacity, Deloitte also send teams of volunteers to Uganda each year in October for a 2 week capacity building volunteer placement. Nurture Africa aim to nurture the mental, physical and emotional growth and well-being of Ugandan HIV/AIDS infected and affected orphans and vulnerable children, as well as their HIV+ parents/guardians. This is done through the provision of access to quality healthcare, education, and sustainable livelihood projects while safeguarding child welfare and gender equality.

The Deloitte team assisted Nurture Africa in exploring sustainable options for development of the volunteer programme, as well as working on bridging the gap between programmes to ensure continued development for Nurture Africa and their partner organisations.

<table>
<thead>
<tr>
<th>Facts and figures about Nurture Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>17,768</strong> - Number of vulnerable children provided with healthcare by Nurture Africa 2016.</td>
</tr>
<tr>
<td><strong>4,333</strong>: The number of adults and children who were provided with HIV counselling and testing services in 2016 by Nurture Africa.</td>
</tr>
<tr>
<td><strong>3,499</strong>: The number of children who received educational support from NA with payment of school fees, breakfast, uniforms and books as examples.</td>
</tr>
</tbody>
</table>
Our Lady of Consolation School

Project Leader – Laura Stokes
Location – Donnycarney, Dublin 5
Number of Volunteers - 32

Our Lady of Consolation National school is a designated DEIS school (delivering equality of opportunity in schools). This programme operates to prioritise the educational needs of children and young people from disadvantaged communities.

A special element of Our Lady's School is its outreach programme for children with autism that they call "Our Orchard", which has five designated classes. These classes are also integrated into the mainstream classes which they have seen to benefit the school as a whole. The Our Orchard classes provide a ratio of one teacher and two special needs assistants to every six children, as well as speech and language therapists, occupational therapists and play therapists.

Following on from a successful painting project in 2016 where volunteers transformed the external walls of the building and playground, this year’s team worked indoors, painting 3 of the classrooms and assembling of a number of furniture items that had been delivered in flat packs.

<table>
<thead>
<tr>
<th>Facts and figures about Our Lady of Consolation School</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>330</strong>: The number of DEIS schools in Ireland.</td>
</tr>
<tr>
<td><strong>8%</strong>: The percentage of leaving cert students who progress to “high point courses” of &gt;430 points at 3rd level from DEIS schools.</td>
</tr>
</tbody>
</table>
Oxfam

Project Leader – Katie Kent
Location – Deloitte offices
Number of Volunteers - 11

Oxfam Ireland is a founding member of the Oxfam International confederation of 17 independent affiliates, working together in 94 countries. Oxfam was founded in 1942 and has been active in Ireland for over 50 years, making it one of Ireland’s oldest NGOs.

Oxfam’s vision is a just world without poverty: a world in which people can influence decisions that affect their lives, enjoy their rights, and assume their responsibilities as full citizens of a world in which all human beings are valued and treated equally.

The team came up with a number of new potential fundraising ideas based on existing research and research carried out on the day. As well as detailing how these different fundraisers would work, the team also put together a feasibility framework going through considerations for fundraisers and any risks that might be associated with a particular idea.

<table>
<thead>
<tr>
<th>Facts and figures about Oxfam</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>€7 million</strong> – The amount spent by Oxfam in 2017 to benefit 952,000 people.</td>
</tr>
</tbody>
</table>
Ozanam House

Project Leader – Brian Murphy
Location – Ozanam House, Mountjoy Square, Dublin 1
Number of Volunteers - 27

Ozanam House is a community based group operated by the Society of St. Vincent de Paul, based on Mountjoy Square. The organisation provides a stepping stone for education and development in a safe and friendly environment.

The centre provides a range of services for different age groups, from childcare to afterschool’s and summer youth groups, to adult and elderly clubs and education. Deloitte have previously completed a painting project in Ozanam house, and it was similar work that was carried out again this year, but in a different part of the house. The team transformed the kitchen/home economics space by giving the walls a fresh coat of paint, not only this, the volunteers also managed to paint 2 large rooms in the Georgian building where some of the afterschool’s programmes take place. This year we were delighted to be joined by volunteers from our facilities contracting company, Acacia, who sent a team of 5 volunteers to help out. One particular task that was of great benefit to the centre, was the work carried out in the DIY room. The extension of the stud wall means that the classes can now cater for more participants.

<table>
<thead>
<tr>
<th>Facts and figures about Ozanam House</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 – The number of people who access services through Ozanam House on a weekly basis.</td>
</tr>
<tr>
<td>600 – The number of spaces available on different learning programmes in Ozanam House.</td>
</tr>
<tr>
<td>72 – The number of active volunteers with SVP Ozanam House.</td>
</tr>
</tbody>
</table>
The Ronald McDonald House

Project Leaders – See below
Location – Dublin offices & Our Lady’s Children’s Hospital, Crumlin

The Ronald McDonald House (RMHC) is located on the grounds of Our Lady’s Children’s Hospital, Crumlin and provides support, care and accommodation for up to 20 families whose children are availing of services at the hospital while seriously ill. Families have their own en-suite bedroom, with access to shared cooking, laundry and recreational facilities.

Traditional – Deirdre Keenan – Our Lady’s Hospice, Dublin 12 - 12 Volunteers

At the RMHC, it is important that families have home cooked meals during their stay and the charity open up the opportunity to cook for these families to volunteers. The team of volunteers arrived out to cook a delicious meal for the families in residence at the time. To cook for 25 people, our volunteers were very well prepared with recipes familiar to some of the team; fish bake, chicken curry and a summer salad followed by raspberry and apple crumble.


The small RMHC team wanted support to enhance their message and brand awareness, to be more visible and to broaden and diversify their funding streams. RMHC struggle with the misunderstanding that their corporate sponsor is McDonalds. While they do receive donations from McDonalds, they aren’t a charity partner and RMHC rely heavily on funding and support from other corporate organisations. The team developed new strategies and came up with potential ways of re-inventing existing fundraisers in order to maximise potential profit.

### Facts and figures about The Ronald McDonald House

<table>
<thead>
<tr>
<th>€16 million</th>
<th>The amount that needs to be fundraised to build the Ronald McDonald House at the new Children’s Hospital.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,079</td>
<td>The number of volunteer hours given in 2016 to the Ronald McDonald House.</td>
</tr>
</tbody>
</table>
Sophia Housing
Project Leader – Niamh Walsh
Location – Jobstown, Tallaght
Number of Volunteers - 29

Sophia Housing Association provides transitional accommodation for one parent families and couples with families coming from a homeless situation. Sophia Housing’s mission is to offer families and individuals a safe place where they can live and learn to make a positive difference in their lives. They provide quality education and support along with helping people develop new living skills while maintaining a person’s self-esteem, self-worth, and dignity.

Deloitte have been building on our relationship with Sophia Housing, working on different initiatives throughout the year as well as IMPACT Day annually. After initial discussions around which the Sophia Housing site might benefit most from the volunteers time, Jobstown was chosen as the location for this project. Sophia Tallaght provides supported housing in the form of 22 apartments and houses. Tenants can move on to independent living if they no longer have a support need but can stay indefinitely once they comply with the terms and conditions of the tenancy agreement. The team on this project painted the homes of two permanent tenants, brightening the space for when the residents came home.

<table>
<thead>
<tr>
<th>Facts and figures about Sophia Housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>118 – The number of children living at the Cork Street Sophia Housing apartments.</td>
</tr>
</tbody>
</table>
U-Casadh

Project Leader – Elizabeth McCarthy
Location – Deloitte offices
Number of Volunteers - 10

U-Casadh is an organisation that offers support to people who have come into contact with the criminal justice system. Based on the border of Waterford and Kilkenny, they provide rehabilitation, training, development and work experience for people who have been referred through the Probation Service or the Substance Misuse Services, through their community employment scheme.

The organisation provides outreach and in-reach programmes - housing and independent living, liaising with other service providers, counselling, training/education and therapeutic programmes. The in-reach programme works with those service users who are still in the prison system and work with them in the lead up to their release. Their approach to working with these people is 3 stages; stabilisation, training and development, and social enterprise so to encourage social inclusion.

Volunteers on the project helped CEO Stephen Plunkett to develop an organisational structure that can deliver the ever expanding service offered by U-Casadh, as well as to create a U-Casadh model that could be replicated national and beyond. Volunteers were given an introduction to how U-Casadh came about by Stephen himself. This is the second year that we have worked with U-Casadh and Stephen had glowing reports from the work achieved by the team on the day. To hear more about the impact made by our volunteers, watch a testimonial from U-Casadh here.

<table>
<thead>
<tr>
<th>Facts and figures about U-Casadh</th>
</tr>
</thead>
<tbody>
<tr>
<td>£65,000+ - The minimum cost of keeping a person in prison per annum.</td>
</tr>
<tr>
<td>&gt; 50% – The reduction in the number of reoffenders who have been through the U-Casadh programme.</td>
</tr>
<tr>
<td>U-Turn – The translation of the organisation’s Irish name. Their mission to be a catalyst for change in attitudes towards social inclusion.</td>
</tr>
</tbody>
</table>

U-Casadh

for a change of mind
Western Alzheimers

Project Leader – Katherine Glynn and Ciara McMullin
Location – Marian House, Ballantine, Athenry, Co. Galway
Number of Volunteers - 25

Western Alzheimers provide a full range of support service to people and their families who are affected by Alzheimers and/or dementia, particularly ensuring that sufferers can live in a safe, comfortable and stimulating environment.

Services they offer are in home support/day care, short term respite, and long term respite in Maryfield Nursing Home Athenry.

The team of volunteers painted Marian House in Ballantine to make sure that it was looking fresh and bright for the residents.

<table>
<thead>
<tr>
<th>Facts and figures about Western Alzheimers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>55,000</strong> – The number of people living in Ireland with dementia. This number is set to double in the next 20 years.</td>
</tr>
</tbody>
</table>
Youth Work Ireland
Project Leader – Laura McDonald
Location – Bray, Co. Wicklow
Number of Volunteers - 12

Youth Work Ireland (YWI) are the largest youth organisation in the country, interacting with young people using an integrated youth model that provides innovative services, supports and programmes for the youth population of Ireland. These services include mental health supports, resilience building, employability programmes, rural outreach and many more.

The team of volunteers carried out a large scale external site renovation project at the site in Bluebell, Dublin. This involved the purchase of a number of different trees and plants, prepping the soil, and ensuring that the area was fully cleaned after the large gardening part of the project.

<table>
<thead>
<tr>
<th>Facts and figures about Youth Work Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>116,000</strong> – The number of people YWI actively engage with annually.</td>
</tr>
</tbody>
</table>
Deloitte Social Media Team

Project Leader – Catherine Golden, Niamh Butler and Julieanne O’Dea
Location – Various project sites and locations
Number of Volunteers - 3

Our social media team put on a stellar performance to make sure that we trended once again on Twitter, but also to make sure that as many sites as possible were covered in terms of photography and feedback on work carried out during the day.

The team had the innovative idea to hire a GoCar as their mode of transport for the day, meaning that they could zip from site to site and maximise their time while being environmentally and economically friendly! Photos were also sent to the media team by project leaders who compiled them into folders for a slideshow presentation at the after event that evening.
V is for the Very special people that you are
O is for the Overwhelming support & compassion you offer others during their time of need
L is for the Little things you do that make such a difference in someone's life
U is for the Unspoken words that sometimes mean just as much
N is for the Need you fill when others aren't able
T is for the Time you give of yourselves on top of your own busy schedules
E is for the Emotional support you continually give
E is also for the Endless energy you seem to possess
R is for the Responsibility you have taken on & never once complaining
S is for the Smile you brought to the beneficiaries of the IMPACT Day organisations
For more details, please contact:

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