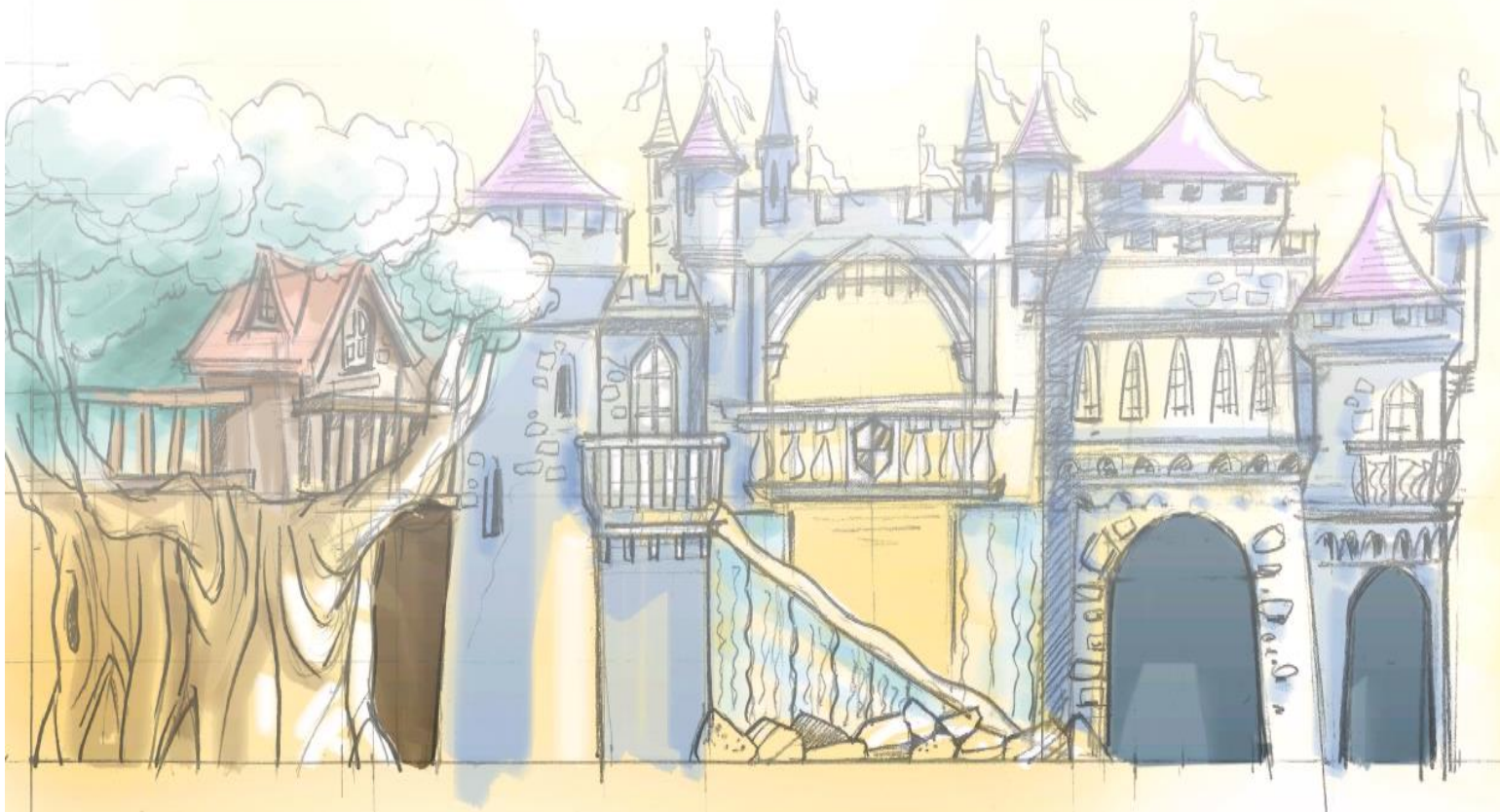




# Dreamland

FUN CENTRE

**“ WHERE KIDS CAN BE KIDS. “**  
PROJECT PLAN





All children are entitled to a happy and active childhood but not all children are so lucky.

# Dreamland Fun Centre

Take a moment. [...]

Take a moment to imagine a life short lived, full of disappointment, pain, loneliness and fear.

A child's life should be full of happiness, joy, laughter and play, however for many children their childhood is spent fighting a terrible life threatening illness or struggling with disability.

For hundreds of very special children, and their families, in Ireland, their daily routine is a hard fought battle. Medical intrusions have become a normal part of their lives and trying to have a regular life is a conquest in itself. These children have strength and courage that should be admired, the strength to keep fighting for their lives and for the people that love them. Their bravery is something that should be rewarded and celebrated and that is the very essence of what we do at Share a Dream..... creating smiles for these special children and making their dreams come true.

The purpose of this document is to introduce Share a Dream to you, to tell you about our past, present and very exciting future that we would like you to help us achieve. We have listened to many children and their families, since Share a Dream foundation was established in 1989, and one of their greatest needs is to get a break from it all and just have fun. With no existing facilities for such special needs in the country, Share a Dream is delighted to present our plans to develop the Dreamland Fun Centre, which will have the first fully inclusive and accessible indoor custom fitted play centre in Ireland ("Dreamland"), where disabled children can play and participate alongside their able-bodied friends and family. By working their arms, legs and minds, these children will overcome their great challenges and play like they always knew they could in their hearts.

All children learn to live life through play. They'll try and succeed, make new friends and memories, laugh and grow both in confidence and as a person through play. Play is even more important for the all-round development of children who are sick or disabled as all too often they are not catered for and they may have to watch from a distance. The right to play is so important to the lives of the children that it has even been written into the United Nations Charter on children.

With the support of the very many friends of Share a Dream across Ireland and beyond we have been able to bring smiles to over 23,500 Irish children so far and with our plans for the Dreamland Fun Centre we know that we will be able to even better cater for these children and their families for very many years to come.

Dreamland will be a very unique fun centre where no child regardless of their illness or disability will feel different. They will feel like they belong in this magical place where their imagination will be set free and where they will reach new heights emotionally and physically as they get back to the serious business of just being kids again and having fun.

With your help, we will make Dreamland a special place in the lives of these inspirational children and their families. At Dreamland they will forget about their hospitalisation, painful treatments and disappointments and they'll all leave with one question on their mind....., when can they return to play here again?

At Share a Dream we know that we could not do any of the work we do without the financial and voluntary support of the Irish people and wider community. We will need even more support for a project of this scale, however we are certain we will achieve our target as the sustainable benefits of the Dreamland Fun Centre are clear for all to see. Our development project team are already active in the early stages of the Dreamland plan and our specialist designers and suppliers are anxious to get started.

You can also play your part in bringing a little magic into the lives of thousands of very sick and disabled children and their families. We need to raise funds and we will need volunteers to help us. Please contact us by phone, email or check out our website to see how you can help.

Creating smiles for very special children all over Ireland is the greatest feeling in the world for all involved, especially for the child themselves and their families. Play your part and together we can ensure that the Dreamland Fun Centre maximises its potential and sets the gold standard for how we, as a country, can enhance the lives of sick and disabled children.

“Come on, let’s do it for the kids and be part of something very special.”

On behalf of the thousands of children who will visit Dreamland Fun Centre, thank you.

Míle buíochas

**Shay Kinsella**

**Founder**

**Share a Dream Foundation**

061 - 200080

[dreams@shareadream.ie](mailto:dreams@shareadream.ie)



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# 1. Executive Summary

There are hundreds of children in Ireland fighting terrible illness and disability. They spend many weeks, months, years of their young lives, in and out of hospitals undergoing serious operations and painful treatments just trying to hang onto life, depriving them of even the simplest of pleasures that most of us take for granted.

Share a Dream Foundation is a registered charity, established in 1989, and our mission statement is to create smiles for these wonderful children. We are doing everything in our power to make life more enjoyable and making dreams come true for the many thousands of these special children all over Ireland – North & South. Share a Dream organise parties, concerts, outings, respite holidays, special events and we make individual dreams come true for those fighting chronic or life threatening illness and disabilities.

To date the Foundation has worked with over 23,500 children and their families and our mission is to grow the Foundation so we can help more children and families in need. We already own a respite/holiday home in Killaloe, so we have now acquired a property of approximately 12,000 sq. ft. here in Limerick, which will allow us to implement our exciting plan to develop the Dreamland Fun Centre. This will include a custom fitted play centre (of 10,000 sq. feet) that would offer on-site joy and excitement for thousands of ill and disabled children for decades to come. The Dreamland Fun Centre will also become our permanent base for all our other activities and operations (including therapy, music and arts & crafts, administration/marketing, volunteer training etc.) Having our own permanent centre will increase our presence in the country and ultimately would enable the foundation to grow to meet the need that we know is there. There are currently no facilities of this kind in Ireland that caters for disabled and ill children, where they and their able bodied family and friends can play together to the best of their ability. The key objective of the centre is to help provide children and families alike with memorable and magical experiences and much need break from the challenges they face in their lives.

The capital cost of Dreamland Centre has been prudentially estimated at €2,012,700 but we will endeavour to complete the project for less than this figure. We already have raised €1million, so we are now seeking to raise an initial €500,000 that will enable us to commence the development and a further €500,000 in due course to complete it, which will be part of our scaled up fund raising activities to raise up to €1million. The property is in process of being purchased and the development of Dreamland will commence as soon as the initial €500,000 has been raised.

We anticipate that the centre will have the ability to finance itself on a day to day basis from revenue that it can generate from a facility of this nature while also creating a sinking fund for future capital expenditure requirements. However, if these expectations are not met we have separately commenced a process in the charity to separately develop the company's own fund raising activities and subsidise the centre if necessary. Key to this strategy will be the appointment of a National Head of Communication & Marketing who will be given responsibility to increase the fund-raising activities of Share A Dream. We will separately source an overall sponsor for the centre as a whole and smaller sponsors for the different activities within the centre. Initial feedback for these sponsorship proposals has been positive and while not incorporated into our projections are expected to ensure the centre can generate a surplus. We have also identified a core grouping of volunteers that will provide their

services free of charge to the centre through our association with the third level institutions based in Limerick.

With your help, Share a Dream can achieve our goal and thousands of sick and disabled children will feel the wonder and magic of play again.

## 2. The Share a Dream Foundation

### 2.1 Background

The Share a Dream Foundation was established by Shay Kinsella in 1989 and quickly achieved charity status (CHY 10006) in 1991. Share a Dream is a voluntary Irish charity which relies entirely on the goodwill of the Irish people and business community to help us do the special work we do. Thanks to them, our charity has grown year on year, into the well run and well known charity that it is today, with a busy future ahead that will bring smiles to thousands of special children's faces.

What sets Share a Dream apart from other hard working social and charitable organisations is that element of magic that we bring into the children's lives. This would not be possible without the active involvement of many national and international stars from the world of sport, music and entertainment, who always make time for us, as they see first-hand how we brighten the lives of children who most need it.

Every year Share a Dream Foundation helps hundreds of families throughout Ireland to escape from the everyday lives and just have fun. Our first priority is the needs of the children and their families. We do whatever it takes to provide joyful experiences and to date the Foundation has worked with over 23,500 children and their families all over Ireland.

### 2.2 Key Activities

#### ✓ Dreams Come True

Dreams are very special to all of us. The Share a Dream Foundation move heaven and earth to make a dream come true for a child who is terminally ill. Every effort is made to include the immediate family in the child's dream, which could range from a trip to Disneyland, or simple role play, to meeting their cartoon heroes or their real life idols! With the goodwill and support that we receive everywhere we go, we have been very successful at making the seemingly impossible become possible.



**Picture 2** - We arranged for a very sick girl to meet with Hair Spray. Afterwards the little girl said that it was the best day of her life!

**Picture 3** - A young boy, who was rapidly losing his mobility and will soon be full time in a wheelchair, wanted to be a Garda for a day. His mother was thrilled and said that it was just the lift he needed to get him through the rough times ahead.



My dream was to meet  
Snow White



**Aishlinn**

## ✓ Family Time Away from it All

Every year we receive requests from hundreds of sick and disabled children from all over Ireland to go on a special holiday, a breakaway “adventure” and enjoy some quality time with their families away from hospitals and painful treatments. To grant their request Share a Dream organize a family break for about 60 special children and their families each year, where we block book a hotel for one weekend a year and create a welcoming and fun environment, packed with activities. The children make lots of new friends and take part in events that they once thought they couldn’t. Parents avail of the respite and also get to meet other parents in similar situations and share valuable information as they listen and support each other.

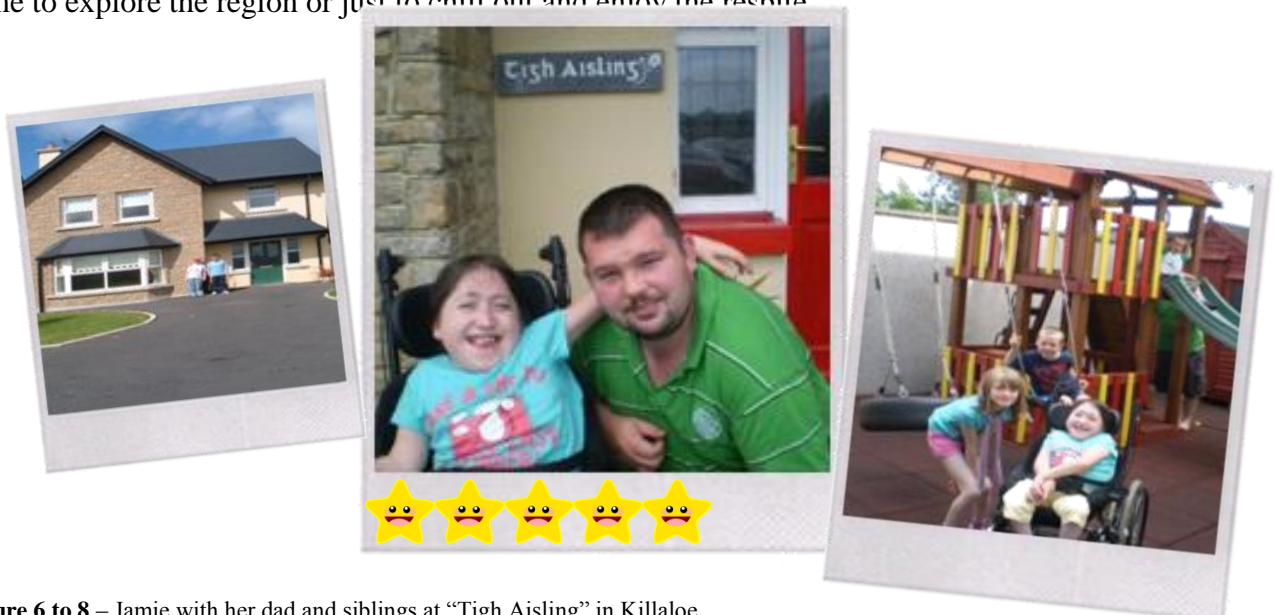


**Picture 4** – Kayla from Kerry with Ciara Brolly, Projects Manager with Share a Dream, in our Dream Machine.

**Picture 5** – A young boy, who is blind, with his mother and two energetic sisters after going down the slide!

## ✓ Share a Dream Holiday Home

Many sick children and families cannot participate in the events we organize because of their child’s illness but still long for a break away from the ongoing stress and trauma of their everyday lives. With this in mind Share a Dream offers a luxurious, private holiday home in beautiful Killaloe, Co. Clare. “Tigh Aisling” can accommodate their every need and each year over 50 families use our holiday home to explore the region or just to chill out and enjoy the respite.



**Picture 6 to 8** – Jamie with her dad and siblings at “Tigh Aisling” in Killaloe.

“Tigh Aisling” in Killaloe is a specially equipped four bedroom house with its very own purpose built play ground in the back, specially designed for those with disability.

## ✓ Share a Dream National Children of Courage Awards and Dream Ball



Courage award winner David.

Each year, Share a Dream Foundation honours eight special children by hosting the National Children of Courage Awards at its Annual Dream Ball. The Share a Dream National Children of Courage Awards are the only awards of its kind for special children in Ireland. These children who have shown extraordinary courage and unbelievable determination to live life to the very best of their ability despite their serious illness or disability are chosen from hundreds of nominations received from around the country.

Picture 9 – Miriam O’Callaghan and Shay Kinsella with Children of

## ✓ Dream Concert

Share a Dream organise a Dream concert for over 500 sick and disabled children and their families each year in the RDS Dublin.

Every year we get some top acts, up & coming groups and a number of X Factor finalist to perform and raise the roof as the children mingle, dance and sing along for the entire show.



Picture 10 – Twice the fun! – Jedward makes Jade feel the magic!

## ✓ Dream Machine

Our magical Dream Machine travels all over Ireland to children confined to their homes too ill to attend any of our events. This amazing machine is a world of wonder with an Xbox, V-tech machines, Green Screens, Bubble lamps, Sensory toys, laser lights, touch screens and much more. It’s their little world that they can escape to and feel special for a short while.



Picture 11 & 14 – Our Dream Machine takes the fun to their door and is packed with hi-tech entertainment.



It's people like you that make the world brighter for people like me.



**Janice**

My Dream was to  
meet Billy Connolly

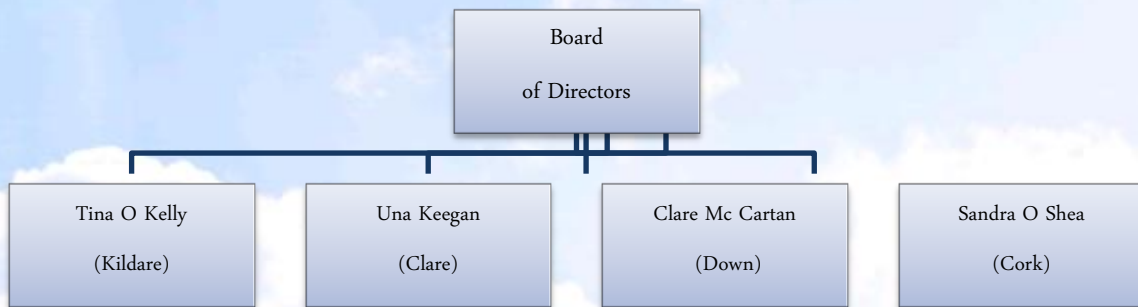
## ✓ Dreamland Fun Centre

This is our exciting new development that will include an indoor fun world, arts and crafts, music and a therapy rooms. It will be specially designed for the sick and the disabled so they can reach new levels of fun with their family and friends. Read Section 3 for full details.

## 2.3 Charity Corporate Structure

Share a Dream Foundation is a company limited by guarantee. It has the following corporate structures in place to ensure the highest standards of corporate governance are maintained.

### ✓ Board of Directors



The Board of Directors includes a broad range of expertise and they meet at the end of each quarter to review operations and strategy.

### ✓ Executive Team – Steering Committee

The Foundation has an executive team of professionals in place which maintain the day to day operations and fundraising for the charity. Ciara Brolly has worked closely with Shay for over 17 years, and between them they have over 40 years experience in bringing smiles to children across Ireland. The Foundation also plans to grow the executive team over the coming year as it seeks to scale up its activities.

Name	Job	Company
Niamh Jordan	Projects Manager	Dell Computers
Bryan Jones	Program Manager	Dell Computers
Julie Mc Mahon	Program Manager	Dell Computers
Fergal Duffy	Engineer	Vistakon
Tony Jordan	Business Development Manager	My Living Solutions
Linda O' Leary	Marketing Manager	System 10
Austin Dennahy	Chartered Engineer	Dennany Reidy Associates
Shane Somers	Accountant	Keogh Somers Accountants
Lucia Randles	Campus Manager	Bank of Ireland

## Shay Kinsella – Founder/ CEO

Shay Kinsella founded Share a Dream in 1989 and has built it into the hugely successful charity it is today. Through his work he helped over 23,500 children based entirely on the generosity of the public and business community. His main focus is on managing the delivery of the key activities of the Foundation. He is also heavily involved in the fundraising process. Shay has also been appointed to lead the project team for the development of the Dreamland Fun Centre project.

## Ciara Brolly – Projects Manager

Ciara's role also covers all the charity's operations and just like Shay, her key function is planning the delivery of activities and fundraising. Ciara also manages all "back office" and administrative related matters which needless to say is a key function in any organisation.

## To be Appointed – National Head of Communications & Marketing

In collaboration with Shay and Ciara, this individual will develop strong and impactful engagement with the public, major donors, corporates, trusts, foundations and institutions. Their role will be to significantly grow the current fundraising activities of the organisation.

To date all fundraising has been thanks to the work of Shay and Ciara, so it is felt that with a dedicated person focused on fundraising and getting major sponsors on board, the Foundation can grow to another level as well as comfortably finance the development and annual running of the Dreamland Fun Centre.

### ✓ **Voluntary Committees**

The executive team is supported by a nationwide network of voluntary committees and individuals.



## **3. Dreamland Fun Centre**

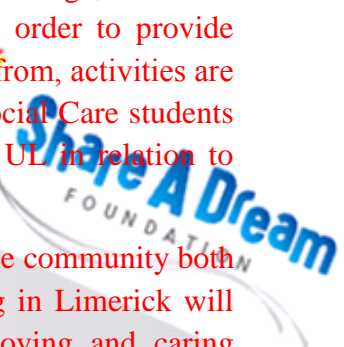
### **3.1 Background**

The demand for Share a Dream Foundation services is growing every year, so the Foundation must also grow in order to meet the needs of all the children and their families who request our services. We have identified that the executive team must grow and in time the administrative team, so we can effectively engage with every child and family that seeks our help and continue to bring smiles all around the island of Ireland.

## 3.2 The Location

Dreamland Fun Centre will be located in Limerick at Unit 6 Park point, Dublin Rd, because that is where Share a Dream would like to establish our centre of operations, but it is also the ideal location because of the following:

- Limerick is easily accessible from all major regions and cities in Ireland. The opening of the Shannon Tunnel has increased the accessibility of Limerick to people from the west of Ireland, while the motorway to Dublin has opened up the entire eastern seaboard.
- The proximity to the University of Limerick, Limerick Institute of Technology, Mary Immaculate College and the Mid-West Regional hospital, which has an aggregate student population of 15,000. We know from experience that these students will provide a significant pool of volunteers from disciplines such as nursing, physiotherapy and child care. Already Lisha O’Sullivan, Lecturer Early Childhood Studies and Dr. Emer Ring, Head of Department of Reflective Pedagogy and Early Childhood Studies, Mary Immaculate College, Limerick have come on board to engage in a contemporaneous research project in order to provide advice and support and to ensure that children’s participation in, and benefit from, activities are optimised once the centre is open. Share a Dream will also engage their Social Care students on placement work within the centre and are also in talks with LIT and UL in relation to involving their Social Care & Engineering Departments as well.
- Limerick has been the base of the charity for 24 years and during this time the community both public and private have been incredibly supportive of the charity. Locating in Limerick will reflect very well on the mid-west region and show the area to be a loving and caring community reaching out to the sick and disabled children and their families all over Ireland.



Share A Dream  
FOUNDATION

Creating Smiles for Children  
[www.shareadream.ie](http://www.shareadream.ie)



## Minister Fitzgerald

At the national launch of DreamLand in Dublin  
She is fully supportive of the DreamLand Centre



### 3.3 The Development

The development located at Unit 6 Parkpoint, Dublin Rd, Limerick is 12,000 square feet. It is expected that up to 2,000 sq. ft. will be used for our everyday operations and child play purposes, which will include the following:

- Therapy room,
- Arts, crafts and music room.
- Open plan administration/operations area,
- Canteen and Toilet facilities,
- General storage.

Depending on the amount of alterations and refurbishment required, it is expected that the above section of the centre will be open within three months of acquiring the building. The remaining 10,000 square feet of the development will be for Dreamland.



### 3.4 Dreamland

Dreamland will be developed for all children, but it will be specifically designed to cater for disabled children and their families.

Dreamland will allow these children to visit the centre, free of charge, and play alongside their able brothers, sisters and friends to the best of their ability.

While the centre will be designed with sick and disabled children in mind, the intention is to have the centre open to all, thereby ensuring the facility will be an asset that can be shared by the whole community, and will create a source of revenue from school groups and the able bodied children in the mid-west.



The reason for the name Dreamland might appear insignificant, however the primary purpose of the centre is allow sick and disabled children to use their imaginations and dream up adventures that momentarily will release them and their families from the pain and suffering in their lives. To achieve this Dreamland does not have to be on a very large scale that aspires to be like a mini-Disneyland or one of the larger theme parks. Quite the opposite in fact...., Dreamland will pack a lot into the space where the emphasis will be on imagination, where multiple adventures await and exciting activities that won't require children to cover large distances.

The planning stage for Dreamland is well underway and we have been actively engaged with various experts in this field. We have had artistic impressions drawn up for the attractions initially proposed and these have been shared with international design firm, Global Attractions from Milan, who have visited with us in Limerick and prepared the master plan. As soon as we have acquired the property the technical drawings for the development will commence. The following is the initial interpretation of how the centre shall be laid out.

Dreamland will comprise of two main sections as follows:

- Reception Area / Cafe
- Indoor Fun Centre

### ✓ Reception Area / Cafe

The following amenities and services will be set up within the reception area / cafe:

<p style="text-align: center;"><b>Admission Desks</b></p>	<p>Where the guests will be met with a welcoming smile. Reception/Cafe –It should have a WOW factor to it and designed with Giant glasses of Ice Cream with cherries on top of each pillar as you walk in at reception. Big Banana Boat, Cupcakes etc. Yummy !</p>
<p style="text-align: center;"><b>Café/ Juice Bar</b></p>	<p>Guests can choose from tea/coffee and light snacks within a family orientated setting. This will likely be on the 1<sup>st</sup> floor level overlooking the fun centre so parents can watch as their child's adventure unfolds.</p>
<p style="text-align: center;"><b>First Aid</b></p>	<p>A purpose built room where the children can be cared for when required. We will also have close links with nearby doctors who will be willing to be on site at short notice if required.</p>
<p style="text-align: center;"><b>Toilets</b></p>	<p>All toilet facilities will be disabled friendly.</p>



My dream was to meet  
Cheryl Cole



**Jade**

## ✓ Indoor Fun Centre

The indoor fun centre will be divided into a number of sections, which will provide an array of fun alternatives for the children. The focus will centre on all children playing together and using their imaginations, irrespective of health or disability.

The theme is “Dreamland” where dreams really do come true! Each section allows a child to become what they would like – A Princess, A Pirate etc. The centre will have streets as you walk between each play area through “Dream Town” with attractions along the ways i.e. Fun traffic lights etc. Some of the main areas that are envisaged are as follows:

### **Dream Town - Role Play Areas**

Here children get to explore the world of work, where a large range of uniforms and role play accessories will be available for them try out familiar grown up jobs, as they move through the Dream Town Village, including the Car Mechanics, The Post Office, The Supermarket and of course the Garda Station.

### **The Supermarket**

With groceries, baskets, weighing scales, scanners & check outs, Jump on board the Fire Engine put on your overalls and learn all about being a real Fireman.

### **The Diner**

Sit down in real American style diner with menus and tables place and order or put on a chef’s hat and apron and work behind the scenes in the kitchen getting the food ready.

### **Construction Yard**

Put on your hard hat, tool belt and get building. Crank up a crane to lift the materials. Build the side of a house with soft bricks. Be an Architect.

### **Princess Palace**

A Girls World all in pink! Little girls can enter the world of Princesses with princess dresses, fancy mirrors, Nail kiosks, and powder puffs. All pink stools and furnishings, pictures of their favourite Disney characters hanging on the walls, with interactive story telling at the press of a button.

### **Adventure Land**

This will be a themed playground which will be designed in sections suitable for able-bodied children, younger children and disabled children alike. It will encapsulate imagination, excitement and participation so that all children will have fun. The design will incorporate the Talking Tree and accessible Tree house with a slide for a wheelchair child. It’s all about fun here!

### **Castle of Dreams**

Lights, Camera, Action – Bring your dreams to reality and be a real Princess, Prince or Action Super Hero on stage. Dress up and act out your favourite part. You’ll feel like you’re in Hollywood.

### **Sweet Dreams**

Designed with smaller children in mind and in a way that is “nice enough to eat!” With Giant Candy Sticks, Lollipops, Sweets, a Gingerbread House. This will be a mix of interactive and fun toys for the little ones.

## Dream Factory

This area will be used as a flexible space for the creation of 'Dreams' with the power of a Green Screen. It will also be used as an entertainment venue.

## Sound Garden (Sensory)

This magic Garden uses its magical powers to make visitors very, very small so that they can experience the sounds of nature in a giant-sized garden, with all the sights, smells and textures too! Cuddle the friendly ladybird and feel her wriggle! Look at the colourful butterfly flying overhead and hear the buzz of the bees.



**d**  
**Happy**  
**Birthday**

## Birthday Rooms

A wonderful birthday experience will be created for all our little visitors with their very own themed birthday party - A Princess Party, Pirate Party etc.

## 3.5 Infection Control

Everyone from staff to visitors play an important role in the prevention and control of infection. Achieving and maintaining the highest hygiene standards is everyone's responsibility and this will be a key priority of our operations at Share a Dream. We will follow the guidelines for Infection Prevention & Control as laid out by the Infection Prevention and Control Department, HSE Mid-West Primary Community and Continuing Care (PCCC) in collaboration with the Pre-School Inspection Service (HSE Mid-West).

Our policy will be evident from our website, other information material and from the moment you enter Dreamland Fun Centre. We will ensure that all staff and visitors take a few simple steps to prevent the spread of infectious diseases. Proper hand washing is the most effective way to prevent the spread of infections. Other steps we will take include:

- Make Hand Sanitizers clearly available through the centre.
- Making tissues available and advising everyone to covering coughs and sneezes.
- Use gloves and masks if dealing with any contaminated items and follow set guidelines for their disposal.
- Frequent cleaning of the centre.

Share a Dream will also keep a fully stocked First Aid cabinet and supplies of the usual children sanitary items and emergency clothing, and all staff will know what to do if a situation arises.

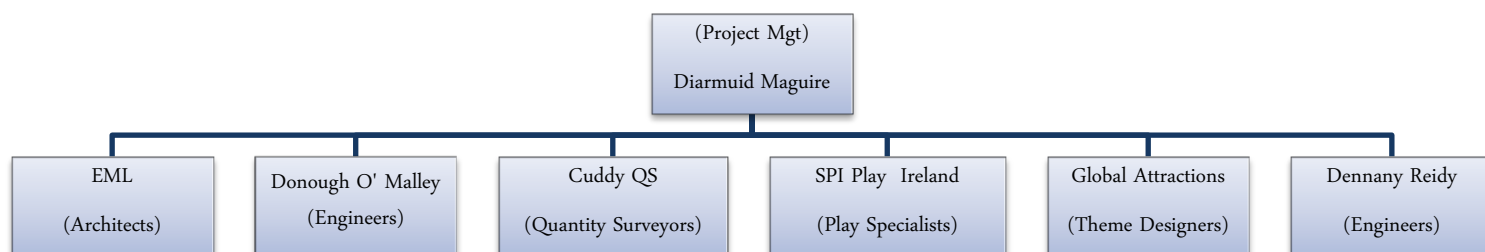


**Padraig**

My Dream was to visit  
the set of Killinascully

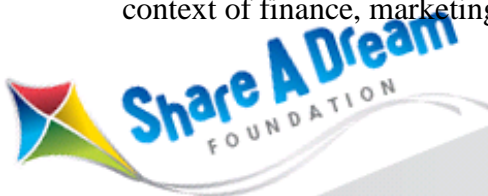
## 3.6 Project Team – Dreamland Fun Centre

The project team for the Dreamland Fun Centre will be led by Shay Kinsella and will consist of the following:



These firms have a long history of developing and delivering projects in the Mid-West region and are highly respected in their field.

An advisory board has been established to oversee the proper management of the project. The members of the advisory board are respected members from Limerick with the appropriate skill-sets to oversee the project in the context of finance, marketing and overall project development.



## 4. Funding Requirements

### 4.1 Capital Expenditure

An initial evaluation of the total overall cost of the project has been calculated, and based on prudent assumptions; the gross acquisition and construction cost has been estimated at slightly over €2 million. A breakdown of this costing is shown below:

Capital Expenditures	
Cost of Building	€260,000
Construction	€1,152,700
Total Fit-out	€500,000
Professional fees etc.	€50,000
Contingency	€50,000
<b>Total</b>	<b>€2,012,700</b>



Due to the very competitive nature of the tendering process that currently exists within the construction sector, it is anticipated that greater cost savings will be achieved once the process begins and that will greatly reduce the above cost. Furthermore, given the special nature of what we do, we would also be confident of getting further reductions by using volunteer tradesmen as much as possible and achieving significant discounts on the cost of the building and fit-out.

## 4.2 Sources of Finance

### ✓ Financing for Development Costs

The Dreamland Fun Centre project was set as a key target a number of years ago, in order to secure the position of the Foundation for the long term, both from a physical sense and in the conscience of the Irish public. Over those years, significant funds have been raised and at present the Foundation has the following funds available:

<b>Funds available</b>	<b>€1,000,000</b>
------------------------	-------------------

In order for Share a Dream to complete the development, the Foundation needs to raise another €1,012,700 to meet the total Capital Expenditure costs of €2,012,700.

It has been agreed by the steering committee that an additional €500,000 in funding has to be irrevocably committed to the project before we proceed with the development. We are seeking to obtain this funding as soon as possible, thereby ensuring that we can commence the development in the second half of 2014. The remaining shortfall of €500,000 approx. in funding required, will be raised over the course of the development as part of the fundraising process that we have detailed below. Should there be difficulties in raising this finance Share A Dream Ltd. are prepared to contribute a further €200,000 from the sale of other company assets.

We have identified potential sources of funding and we have commenced the process of liaising with these groups. These negotiations are at an early stage but the foundation is confident that these organisations would view the Dreamland project as a good strategic fit and would provide funding. The following potential sources of funding have been identified by the executive:

<b>Funding Sources</b>	<b>Possible Outcome</b>
JP McManus Charitable Foundation	€1,000,000
National Lottery	€500,000
Coca Cola Funding	€50,000
Department of Children & Youth	€20,000
Corporate Funding	€250,000
Philanthropist Donations	€250,000
Public Fundraising	€430,000
<b>Total Potential Funding</b>	<b>€2,500,000</b>

It is expected that with a hit rate of 40% from these sources that the target of €1million can be achieved.

### 4.3 Day to Day Dreamland Expenditure

The day to day running of Dreamland will be performed by a management team. The ongoing surplus or deficit that can be achieved by the centre will ultimately depend on its popularity and ability to generate funds from activities within the centre itself. As these activities increase related costs such as staff wages would also increase.

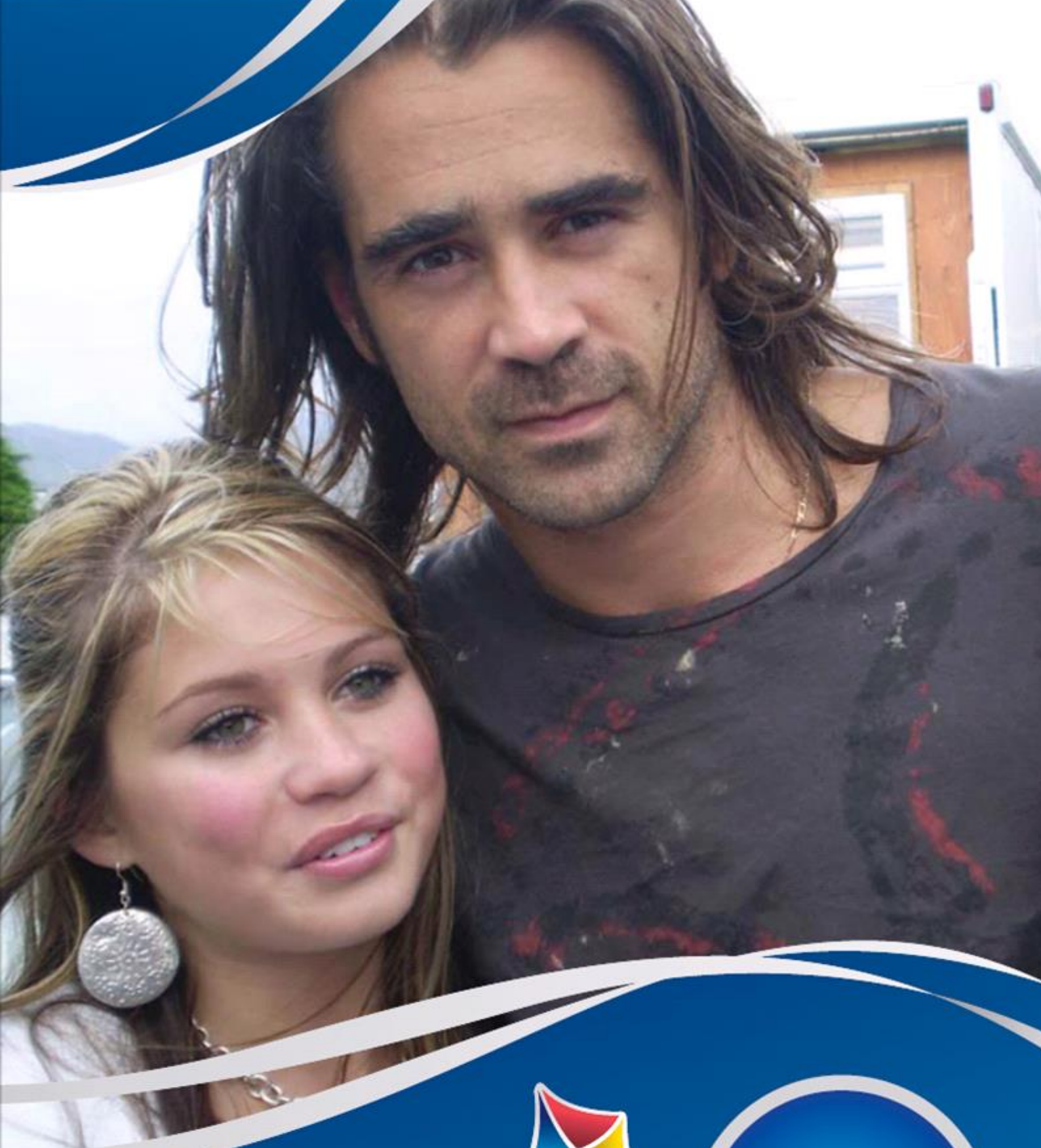
Based on our projections we anticipate that the project can achieve break-even on a full financial year and allow a sinking fund to be created to finance future capital investment.

In the event that these targets are not met and there is a financial shortfall we have a number of alternatives to meet this requirement as follows.

1. Attracting a major sponsor(s) for the overall fun centre. This sponsorship will be for a minimum period of 5 years to cover the annual net costs anticipated. The centre will attract a significant profile both locally and nationally and its focus is on a sector that should be attractive to a potential sponsor.
2. Subject to negotiations with an overall sponsor, it is anticipated that additional sponsorship could be achieved by branding various sections of the indoor fun centre, for example “shopkeeper for a day” – by Sponsor, “be a nurse/doctor for a day” – Sponsor.
3. We would also continue with our existing and very successful fundraising initiatives. We presently generate €200,000 each year through different key events outlined below. With the addition of the new National Head of Communications & Marketing and with the increased profile achieved through opening the new Dreamland Fun Centre, we anticipate that we can double the amount of funds raised each year to €400,000. This would help us achieve a healthy surplus that will allow Share A Dream to expand and grow its services and secure the long term plans of the Foundation.

Existing Share a Dream Fundraising Activities include:

<b>Activities</b>	
Walk in the Alps	€50,000
Mini Marathons (Dublin, Cork & Limerick)	€30,000
Dream Ball	€30,000
Smaller Donations/Events	€90,000
<b>Total</b>	<b>€200,000</b>



My Dream was to  
meet Colin Farrell

## 5. The need - What the Parents say

- ✓ **Christine Shanahan**, mum of Billy from Charleville, Co. Cork, who suffers from Hunters Syndrome.

Dreamland the all-inclusive fun centre- I think this centre is going to be amazing for the kids of Ireland. As a parent of a child with a progressive illness, I cannot stress how strongly I feel about this. Just recently we tried to get a place in a summer camp for our son Billy and were shocked and frustrated that among the numerous camps being run in our town our son was being refused in all of them! We also have 2 daughters who are enrolled in camps for the summer so we now have to try to explain to Billy why he is not included. This is just one example of how our son feels excluded in play. This centre means that segregation would no longer exist, Billy and his sisters and friends can play all together safely. This is what we as a society try to teach our kids right? That we are all the same regardless of sex, age, colour. So why are our kids with special needs left on the side line when it comes to one of the most important aspects of development 'play'. Why is it that if my son needs a wheelchair. In the foreseeable future there is not a single playground in the country we can take him too. I think Shay and Ciara are incredibly brave to take this on and we as a nation need to get behind them and get rid of the stigma and let all children play.

- ✓ **Linda O' Leary**, mum of Nicola from Limerick who suffers with Cerebral Palsy.

Life is so simple when you have a regular child with no disabilities. Organising trips to the park to play isn't a huge task as you just closed the door and go and you know that your child is going to have a fab time. There are endless things you can plan to do when you have a healthy happy child. That's how easy it is for my son Jack but for my daughter Nicola who is 10 well this is a different story. Trying to organise fun events and things to do with Nicola who has special needs is generally really hard and I get stuck for fun things that I know she would really love to be able to do and things that could make her feel more included in other regular kids around her. All play parks are not user friendly when it comes to children with special needs and in wheelchairs, there is very little for them to use or do there so all they can do is watch as their siblings run around having fun. This is what it is like for Nicola, very hard on her I know. I would like Nicola to have a place to go to play where she could get involved in fun things that her brother is also playing. A place where she fits in and her disability is not an issue. There is no such place like this at the moment and it is badly needed.



## 6. The Last Word!

Thank you for taking the time to review our plans for the Dreamland Fun Centre. I know you will appreciate what we do and I sincerely hope you can now help us achieve our dream. Our focus is always on the children and their families, so we will let the parents of these special children have the last word.

\* \* \* \* \*

I remember our share a dream holiday in Galway in 2005. We had so much fun and our little Niamh got to sit in a fire truck and on a Harley. Little did we know that less than a week later we would be saying a sudden heartbreaking goodbye to our little girl. But I love the masses of photos we took that week of a little girl smiling, happy and having a great holiday with her family. Even went swimming for the 1st time in her life. The years have passed but the special memories of our share a dream holiday together are still ones I hold very very close. Said it then, but will say it again, what it gave us can't be measured, priceless. Keep up the good work Shay, it makes such a difference to the children and their families. Chelene. (Louth)

\* \* \* \* \*

“Thank you so much for an unforgettable night. Jade was so proud of getting her award. We all had a fantastic night and everyone commented on how hard you must have all worked. We are all looking forward to Disneyland which will make it a memorable moment for all of us. Thank you all so much,” Sarah, PJ, Jade, Karla and Rachel (Wexford).

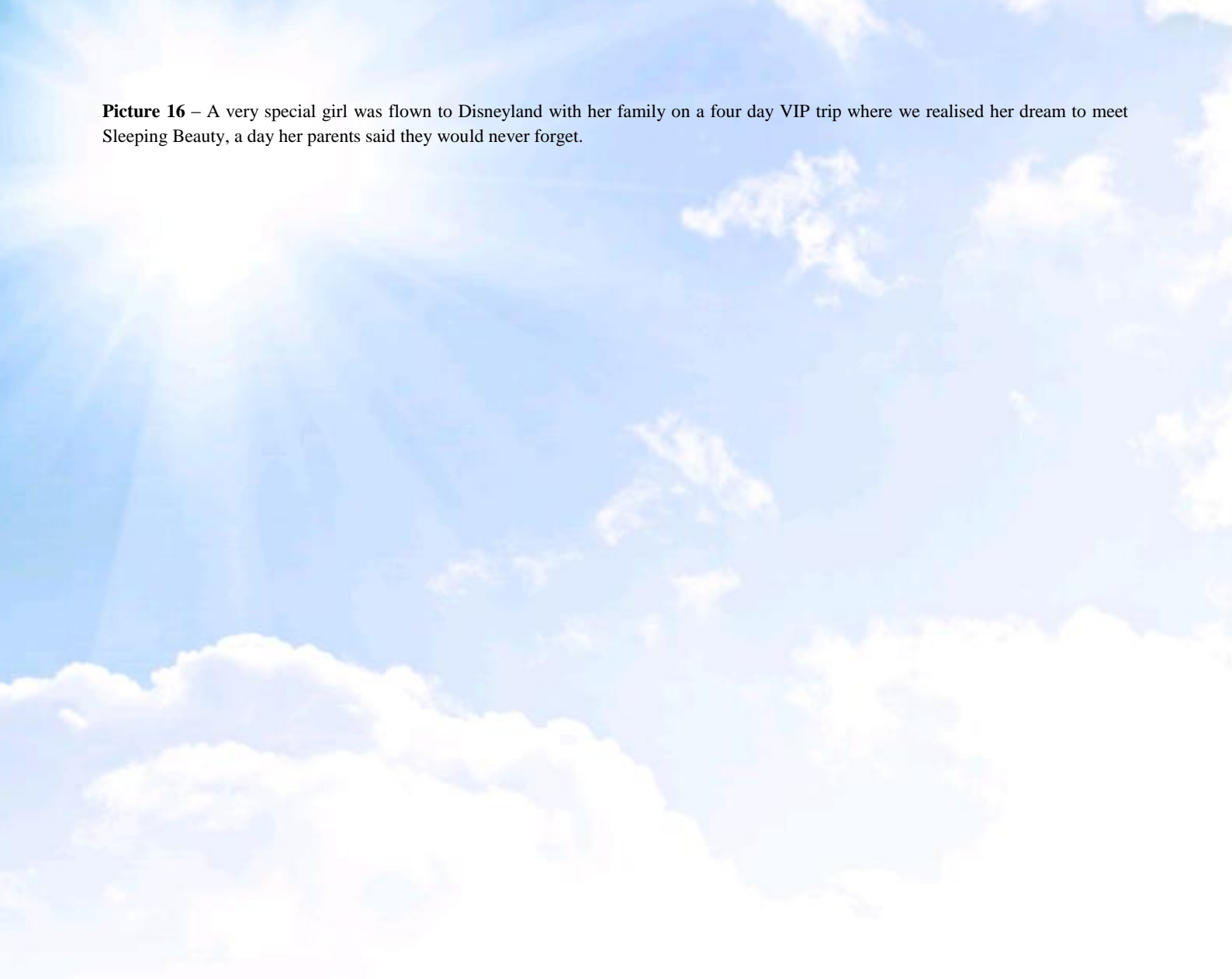
\* \* \* \* \*

“Shay, a very very big thank you for the fabulous day out you gave us at the Share a Dream Easter party. We had a fantastic day and your kindness and the way you made us feel so welcome is so much appreciated. My daughter Nicole is 4 yrs and has Downs Syndrome and a Heart Condition but your party was so perfect for her as she is Music and Dancing mad and never left the dance floor she is a DIVA in the making!! It was truly a very happy enjoyable day for us. You have a fantastic team who made us all so welcome and a big thank you to them. Shay congratulations on your Person of the Year award so deserved you have a heart of gold and your hard work is so appreciated Thank God for people like you in the world. Love hugs and kisses from the Williamson Family. (Wexford)”



Picture 15 – One big Liverpool fan and his family meet midfield supremo Steven Gerrard.

**Picture 16** – A very special girl was flown to Disneyland with her family on a four day VIP trip where we realised her dream to meet Sleeping Beauty, a day her parents said they would never forget.





# Dreamland

## FUN CENTRE

Share a Dream Foundation, Unit 8F, National Technology Park, Plasley Limerick  
T: 061 200 080 / 083 • E: [dreams@shareadream.ie](mailto:dreams@shareadream.ie) • W: [www.shareadream.ie](http://www.shareadream.ie)

