

2022 DAFFODIL DAY LAUNCH PROGRAMME

LAUNCH EVENT

10.30 – 10:45 Welcome and Opening Addresses

Host Mary Kennedy will open the 2022 Daffodil Day launch. Mary will be joined by Brid Horan, Irish Cancer Society Chair to provide the opening address.

10:45 – 11.00 Donna-Marie Cullen

Mother of two, Donna-Marie shares her story of being diagnosed with a rare form of cancer known as Ewing sarcoma in her mid-thirties. Donna-Marie touches on the impact Irish Cancer Society support services have had on helping her through her illness and recovery. She will be joined by her fiancé Colin and our host Mary, to discuss how the impact of a cancer diagnosis extends beyond the patient.

11:00 – 11.10 Rachel Akkoç

49-year-old Rachel is a recent breast cancer survivor from Letterkenny, County Donegal. Rachel used a number of Irish Cancer Society support services throughout her diagnosis, including the counselling service and the Daffodil Centre. Rachel speaks about the strain her diagnosis placed on her family, particularly her two sons. Rachel will be joined by her 16-year-old son Ziya and our host Mary to share her experience.

11:10 – 11:20 Break

Time to have a quick stretch and grab a cup of tea. Our break will also provide an opportunity for those that wish to partake in some fun networking to meet others who have joined on the day.

11.20 – 11.30 Kevin Lawlor

Kevin is currently one of the Irish Cancer Society's most active Volunteer Drivers, having completed 79 drives in 2021. Our host Mary will discuss what first motivated him to sign up as a volunteer in 2015 and what he finds the most rewarding about his work.

11.30 – 11.40 Marina Byrne, Des Daunt and Marie O'Toole

Marina from County Tipperary, Des from County Waterford and Marie from County Westmeath are all members of the Irish Cancer Society community organiser network who rally and motivate communities across Ireland each and every Daffodil Day. With their support we are able to be there for cancer patients and their families, when they need us. They will share with our host Mary exactly what Daffodil Day means to them. They will also explore some insights they have learnt over the years.

11.40 – 11.50 Liam Byrne and Geraldine de Burca

Laois local Liam will join us as he speaks about the incredible support his family received from the Irish Cancer Society Night Nursing service during his wife Sandra's final days in September 2018.

Geraldine, one of the Night Nurses who supported Liam's family during this time, will also join Liam and our host Mary for this session.

11:50 – 11:55 Break

A short break before we move into the information session of the programme, here you will be able to learn more about what is in store for Daffodil Day 2022, the day we take back from cancer.

11.55 – 12.05 Daffodil Day 2022 Campaign Update

Sinead Gillespie, National Campaigns Manager at the Irish Cancer Society will provide an update on the 2022 Daffodil Day campaign and how you can get involved and help take back from cancer to support cancer patients and their families.

12.05 – 12.15 Cashless Collections

Bill Mason introduces and demonstrates a new cashless technology (Tip Tap) that will be available to supporters conducting street sales this Daffodil Day. Adam Abbott, Community Fundraising Manager at the Irish Cancer Society will also provide an illustration of how personalised QR codes can assist supporters in taking cashless donations.

12.15 – 12.20 Closing Address

Our host Mary returns to wrap up the day and officially launch Daffodil Day 2022, the day we take back from cancer.

12.20 – 13.00 Open Forum

Members of the Irish Cancer Society fundraising team will remain online to answer any questions supporters may have.