Building bridges: the BACD’s charity mission for 2013

The BACD explains its charitable aims for 2015

The British Academy of Cosmetic Dentistry (BACD) aims to promote clinical excellence in cosmetic dentistry carried out in an ethical, minimally invasive way. While still a relatively young organisation, the BACD has rapidly grown to become one of the most prominent organisations in dentistry, with a large member base encompassing dental professionals of all backgrounds, keen to enhance their knowledge and share in their passion for creating beautiful, long-lasting and ethical clinical results.

Now in its 10th year, the BACD is already widely regarded as one of the leading names in dental education in the UK, and indeed across the world, with a comprehensive programme of educational events designed to provide delegates with real practical tips they can take away with them and apply to their daily working lives.

In light of the BACD’s growing stature in UK dentistry, the BACD Board of Directors has expanded significantly over the last few years with many new positions created to reflect the BACD’s position within the profession. One of the latest additions to the BACD Board is Manrina Rhode who was elected Chair of the Charitable Committee at the end of 2011. As part of her role Manrina is responsible for organising the BACD’s various charity events that run throughout the year as well as liaising with their background or level of experience,” says Manrina. “But we’re also keen to raise money for charity as well. To reflect this, we’ve set up the Charity Committee and are working hard to expand the...
amount of charity events we hold each year.

“Last year (2012) our charity partner was Bridge2Aid, and we organised a number of events including a darts tournament held after one of our lecture days, as well as a pub quiz evening where we had prizes from our sponsors Heraeus and Ivoclar as well as a bottle of champagne. The highlight of the year however was definitely our Annual Conference in Manchester. On the Friday we organised a charity Gala dinner at Manchester City Football club where we also held a silent auction and a competitive game of reverse bingo to raise even more money for our charity. In total we raised over £8,000 but we’re keen to raise even more in 2013!”

After the success of the year’s fundraising efforts, the BACD will be continuing its support for Bridge2Aid in 2013. With a year now under her belt as Chair of the newly formed Charity Committee, Manrina is keen to take on board the many lessons she’s learnt and make 2013 a year to remember for the Academy and its charity partner.

“We’ve just got so many ideas for the coming year,” continues Manrina. “Of course we will see a return of some of our favourite events from last year but I’m also really keen to add some more events to the diary as well. In February for example we are planning a bowling event, while in May we are looking to host a karonga night as something a little ‘different’ to bring members together while also raising some money for charity. As if that wasn’t already enough in the summer we are planning a family day where we can really get everyone involved while I also have an amazing plan lined up to mark our 10th Annual Conference. I can’t tell you precisely what it is yet as I want to keep it a secret, but let’s just say there may well be music involved!”

With so much to look forward to in the coming year, Manrina is confident the BACD will raise more money than ever, while also providing the perfect excuse for members to get together to socialise and unwind. Aside from the many different social events that are planned for the coming year, 2013 will also see a return of the BACD’s popular charity whitening drive.

“The whitening drive is something I’m really keen to push this year,” says Manrina. “It’s quite a simple idea. We’ve arranged deals with a number of labs and whitening suppliers so we can receive trays and whitening gel for free. Dentists then support our fundraising by giving up some of their time to assess the patient and take impressions. We raise money by attracting patients to take part in our charity whitening for a fee a little bit below what they might normally pay. Patients must donate via our JustGiving™ page at the practice and then the whitening will be carried out. The programme was run previously to great effect, and this time round we aim to push it ever further still and I think we can really raise a significant sum!”

For further information about the British Academy of Cosmetic Dentistry, call 0207 612 4166, fax 0207 182 7125, email suzy@bacd.com, or visit www.bacd.com

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