AOG marks its 30-year anniversary with a spectacular charity ball

Understated by nature, the AOG is nevertheless one of the UK’s largest and most respected dental community groups. To celebrate its 50 years of work in charity and education, the organisation is holding its Annual Ball at the Millennium Hotel London Mayfair, 44 Grosvenor Square, on Saturday 10th December 2011. In addition to being a sumptuous event giving members a chance to network and socialise in highly elegant surroundings, the Ball is a crucial part of the AOG’s fundraising for its numerous charitable schemes in the UK and abroad.

Proceeds from the event, in the shape of the £65 entry fee and money from a charity raffle held at the Ball, will be allocated towards one of the organisation’s numerous charity projects that includes work in India, Sri Lanka and Tanzania. Over its 50 years of existence, the AOG has been a steadfast provider of desperately needed and sometimes life-saving dental care for those in need across the world. International projects are an excellent way for the group’s members to find an outlet for their social conscience. Many contribute by getting involved personally and often with their teams participating in the provision of dental care abroad.

In recent times, the AOG’s philanthropic efforts have been devoted to the Chitrakoot Project, a scheme where volunteers from the AOG provided basic dental care to 500 villages in the remote Chitrakoot district of central India. A single fundraising campaign resulted in £90,000 of funds being donated to the scheme by group members (much of this being raised through the Annual Ball), bringing the idea to life. More than 40,000 cases of dental problems have been treated by the project, with work on such conditions as cleft palates and oral cancer also being carried out. These projects, besides helping some of the world’s poorest people in their hour of need, provide valuable experience for the volunteers, giving them an insight into the world of critical assessment by carrying out work in an environment where facilities can be scarce or non-existent.

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be to open a new facility for disabled people, who would otherwise find receiving dental care extremely difficult, in Musoma, Tanzania. Group members along with their travelling companions will fly out in February 2012. The endeavour will also incorporate visits to the Rift Valley and the Masai Mara National Reserve and finish with affiliates being honoured guests at the Clinical Innovations Conference in South Africa’s Cape Town, which is jointly supported by the AOG and the dental education group Smile On and is being held between the 25th and 25th February 2012.

The organisation’s benevolent works do not just extend to its own projects, however. The catastrophic tsunami that hit south Asia in 2004 resulted in £100,000 being donated for relief projects by AOG members in one night. It is hoped that the 2011 Annual Ball will see a similar level of generosity on display.

As well as being an opportunity to contribute to worthy causes, the Annual Ball guarantees an extremely pleasant and enjoyable evening for those attending. Starting at 6:30pm, the guests (dressed in their finest evening wear of black tie or traditional dress) can mingle with friends old and new before sitting down to a sumptuous three-course meal of high-quality food from the Indian subcontinent. The charity raffle generates revenue for the group’s philanthropic ventures, whilst at the same time offering the possibility for guests to win some of the excellent prizes on offer. Professional photographers will also be at work during the night, ensuring that one’s presence at such a prestigious event does not go unrecorded.

Following the dinner, guests can relax in the opulent surroundings of the Millennium Hotel. An open bar, serving alcoholic and non-alcoholic drinks, is available all night to serve refreshments to thirsty visitors. The celebrations will last until late, hopefully making for an unforgettable 30th anniversary to mark the group’s creation.

The AOG is proud of its 30 years of providing numerous forms of help to both dentists and their patients in the UK and abroad. Members can benefit from a wide range of programmes, including a special deal with the Dental Directory allowing them a 16.5 per cent discount on dental materials, sundries and consumer products. This deal alone makes a strong case for dental health professionals to join the group. The AOG’s charity work and the events they hold for members throughout the year (the grandest of all being the Annual Ball) are also great perks of joining one of the leading dental community organisations in Britain. Details on the event and how to book a place can be found on the group’s website.

To join the AOG, or for further information, visit www.aoguk.org

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