



PHILANTHROPY
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In this third edition of *Philanthropy Scope*, we put the spotlight on corporate philanthropy.

The forthcoming McKinsey & Company report *Philanthropy in the Republic of Ireland* highlights the small scale of corporate giving in Ireland and says that 'despite the limited data available, all evidence suggests that Irish corporate giving lags far behind international benchmarks.' Nonetheless, as many of the articles in this issue show, many companies are actively engaging in the area and are taking a more strategic approach to their corporate giving. The article on ESB ElectricAID, for example, highlights the important role employees play in corporate philanthropy, contributing not only time and money but also identifying priority areas for support.

It is difficult to define exactly what corporate philanthropy is given that there is an overlap between it and corporate social responsibility (CSR). However, as one reads about many of the progressive initiatives profiled, one can identify a number of hallmarks of progressive corporate philanthropy. These include:

- A commitment to multiannual funding of core programmes (for example, the Vodafone Ireland Foundation's World of Difference Programme is now in its fourth year and Business in the Community's Linkage Programme - hiring of ex offenders - has been operating since 2000).
- The selection of priority areas, rather than a scatter gun approach (for example, Irish Life and Permanent's Partnership Community Model and ESB Electric AID Ireland's focus on suicide prevention and homelessness)

- An interest in collaboration both to achieve strategic objectives (illustrated by the YouthBank Partnership) and to optimise the use of philanthropic resources - in particular in the light of recession and decreasing public funding streams (for example, Business to Arts and Bank of America Merrill Lynch's progressive New Stream programme to develop sustainability in the Arts)

The establishment of corporate foundations is another indicator of corporate philanthropy. To date, there have been very few such foundations in Ireland, but the new NTR Foundation got off to a promising start in March 2010 at its launch in New York, which was attended by Bill Clinton and Mary Robinson (see photo page 3). Closer to home, Philanthropy Ireland is delighted that Mary Robinson will deliver the 3rd Ray Murphy Lecture on the evening of May 13th in the National Gallery of Ireland, with Tom Arnold, Chief Executive, Concern Worldwide, delivering the response.

Philanthropy Ireland and the Community Foundation for Ireland co-hosted *Realising the Power and Potential of Women in Philanthropy*, a half-day symposium on 14th April in the Royal College of Physicians of Ireland that drew an audience of more than 150 people. To mark the event, this issue of *Philanthropy Scope* includes an article on women and philanthropy, as well as an interview with Chantal McCabe, who was named 2009 National Philanthropist of the Year by the Community Foundation for Ireland.

I would like to thank all those who have contributed to this issue of *Philanthropy Scope*.

Jackie Harrison
Chief Executive of Philanthropy Ireland



CORPORATE GIVING

Where to from here?

by John Crimmins and Edel Fitzgerald, Prospectus Strategy Consultants

In a 2007 survey of 162 companies,¹ more than 40% indicated that they currently engage in some form of philanthropic giving. The majority of the remaining 97 companies stated that they would be prepared to consider developing philanthropic activities in the future. In a time of decreasing state funding, any increased financial input from the private sector should be both welcomed and actively encouraged. It is, however, critical to ensure that any money coming into the sector through this channel is utilised in a manner that benefits both donor and grantee so that each party continues to participate and benefit in the future. In essence, what we are advocating is a greater emphasis on 'corporate philanthropy', or planned giving by corporations/commercial organisations that is both strategic and proactive in nature.

Over 95% of individual donations made by companies are for less than €5,000². While not large sums of money, donations of this size can sometimes make the difference between survival and extinction for non-profit organisations. The key issue is often not

the amount, but whether the donor has placed restrictions on how the money may be used. Many donors prefer that their contributions not be used to support the operational or development costs of a non-profit organisation, for example, and will only make grants for costs associated with a particular programme or activity, or for capital expenditure. The myth that money spent on administrative or operational costs, or even on management and planning costs, is not a good use of resources is one that continues to plague the voluntary sector. More enlightened corporate donors realise that, like their own organisations, if staff cannot be paid or office space secured, then work simply cannot be carried out - giving non-profit organisations more flexible donations towards core costs allows them to choose the most appropriate and best use of additional resources at any given time.

¹ Based on a KPMG survey in association with Amara of 162 companies employing less than 150 full time employees (Private Irish Business Outlook, 2007)

² Business in the Community Survey, 2008



John Crimmins and Edel Fitzgerald,
Prospectus Strategy Consultants

The myth that money spent on administrative or operational costs, or even on management and planning costs, is not a good use of resources is one that continues to plague the voluntary sector.

Many companies have difficulty selecting organisations to support. In the commercial world, forging a strategic relationship with another company involves long periods of due diligence and negotiation before key commitments and deliverables are agreed. When it comes to a company aligning itself with a non-profit organisation, this degree of rigour is rarely encountered. While it might, in these straitened times, be inappropriate for some companies to spend scarce resources engaging in an elaborate process for what is often a relatively small donation, companies looking to maximise the marketing opportunities at the heart of corporate giving should consider being as thorough as possible, if for no other reason than basic reputational risk management. Implementing some level of due diligence can help companies select organisations that are best equipped to manage their investments professionally and potentially with a greater impact.

Prospectus would argue that the preference for restricted funding and poor due diligence are inextricably linked, and that both need to be tackled simultaneously. In the first instance, a company seeking to engage in philanthropic giving (perhaps as part of a broader Corporate Social Responsibility agenda), needs to view it as more than a marketing tool or a way of boosting employee morale. This means taking the time to define what they want to get from a relationship with a non-profit organisation beyond the initial 'feel good factor' of making a donation. This may mean supporting staff or operational costs, or even sharing expertise in a meaningful way, which may be even more beneficial to the non-profit organisation.

Selecting a non-profit partner might mean looking beyond the usual high-profile charities and looking instead at taking the time to identify an organisation whose attitude, culture, ethos, constituency, or geographical area are similar to those in your own organisation. When considering which non-profit organisations to support, companies should assess both their capability and strategic alignment. Once that has been done, the next step is to formalise the relationship by clarifying what each organisation expects and requires of the relationship at the outset, clearly establishing the metrics to measure each party's effectiveness and commitment. Without going through this process, it is our view that any corporate giving is unlikely to have a significant impact.

It is clear that all non-profit organisations in Ireland, regardless of sector, are likely to experience funding difficulties in the short term. As well as the inevitable reduction in state funding in the coming years, the departure of two large philanthropic foundations in Ireland (The One Foundation and The Atlantic Philanthropies) over the next 5-6 years will result in an 85% reduction in funding available from philanthropic organisations working in Ireland.

There is therefore an urgent need for the non-profit sector and the private sector to engage immediately in a more strategic and sustainable fashion if Irish society is to continue to benefit from the invaluable services and programmes Irish non-profits provide.

Climate Change, Resource Sustainability and Security of Energy Supply Priority Areas for new NTR Foundation

The NTR Foundation was launched in New York in March 2010 with a keynote address by Founder of the William J. Clinton Foundation and the 42nd president of the United States, Bill Clinton. At the event, Clinton urged the 120 executives and local dignitaries who attended to seize the economic opportunities provided by climate change initiatives as a way of stimulating growth and saving the planet. Commenting on the Climate Imperative, President Clinton stressed the importance of defending the science of climate change while proving the economic opportunity of creating 'Green Jobs'. He said that we should defend the science and prove the economics and that we cannot prevail on the larger struggle of the climate debate unless we prevail in the economics. He also talked about maximising low-hanging fruit by achieving greater efficiencies in energy generation and distribution, and by retro-fitting existing structures. He cited the example of the Empire State Building in New York, which is currently being retrofitted to make it more energy efficient. 'When it's finished, the result will have the effect of taking 19,000 cars off our streets,' he said. 'It will also save them a lot of money and create a lot of jobs.'

A robust debate and open exchange of views ensued on the climate imperative and the role of government and business in addressing climate change.

Tanya Harrington, Director, NTR Foundation, stressed the significant role the global philanthropic community can play in addressing the climate imperative. "A key goal for the NTR Foundation is to bring together leading philanthropic organisations and policy experts to jointly find the best means of addressing this urgent issue. [The debate at the launch of the NTR Foundation] drew attention to the need for business to be more engaged in climate policy and was an important first step towards achieving this."

The NTR Foundation's mission is to address the challenges posed by climate change, resource sustainability and security of energy supply, through the provision of targeted financial and expert support to projects, research and non-governmental organisations.

This will be done through three strands of work:

International Projects NTR will support a small number of large multi-annual international projects that involve both service provision and thought leadership.

NTR Group Projects Each year, businesses in the NTR plc portfolio will have the opportunity to receive matched funding from the NTR Foundation for projects that have a direct impact in their own communities in the US, UK and Ireland.

Policy & Research The NTR Foundation will foster and publish independent research, which serves to increase the knowledge base in its core funding areas and enable the NTR Foundation to act as a credible contributor to policy debates.

In an interview with the Irish Times, NTR chief executive Jim Barry said: 'My ambition for the NTR Foundation is for it to be seen as the leader in this space.'



Jim Barry, CEO, NTR plc; Tanya Harrington, Director, NTR Foundation; President Bill Clinton; Dr. Mary Robinson; Tom Roche, Chairman, NTR plc.

New Stream: Business to Arts and Bank of America Merrill Lynch invest in Sustainability for the Arts

By Stuart McLaughlin, Chief Executive, Business to Arts

In October 2009, Business to Arts launched New Stream, a landmark project that has received a three-year philanthropic investment of approximately €400,000 from Bank of America Merrill Lynch. The project is designed to support arts and cultural organisations of all sizes in Ireland to develop new income streams, which will help ensure their future sustainability.

New Stream is the culmination of over twenty years of partnership between Business to Arts and its stakeholders. Our core mission of developing creative partnerships allows us to come into contact with some of the very best thinking in culture, in business, and among those who support both communities. This knowledge base has developed and informed New Stream and, by linking the contribution of Bank of America Merrill Lynch with Business to Arts' other income, we have established five individual streams of activity including:

- A forum for development managers to collaborate and share knowledge
- Premiere fundraising training for arts and cultural professionals
- Regular briefing sessions on specialist topics
- A subsidised marketing and fundraising strategy fund and
- A physical and virtual knowledge resource centre

The three-year project comes at a time of substantial change within the arts and cultural sector and wider society. In these tougher economic times, the effects of reducing public sector subsidy continue to impact organisations of all sizes, many of which have had their funding substantially cut or fully withdrawn. State funding



Stuart McLaughlin - Business to Arts, Gabriel Byrne, Declan Moylan - Mason Hayes+Curran, Peter Keegan - Bank of America Merrill Lynch

agencies that have invested considerably in Irish arts and culture in recent years now face strategic funding challenges. The development of new skills within the sector via New Stream will form part of the solution to fundraising challenges.

The diversification of income is, of course, in the interest of the public and private sectors and, speaking at the launch of New Stream, Minister for Arts, Sport & Tourism, Martin Cullen said, 'the New Stream programme is significant on a number of levels. Firstly, it demonstrates a faith in the ability of Business to Arts to consolidate its past successes and to deliver robust training to the arts community. In addition, it signals a confidence, not only in the arts in Ireland, but also in business in Ireland... I think it will also act as a catalyst for our business and arts communities to strive for even higher achievements.'

In the first four months of its launch, 54 arts and cultural organisations have engaged in one or more elements of New Stream. These organisations represent a complete range in terms of scale, geography and income, supporting one of the core objectives for the project to support the widest possible group of stakeholders.

We kicked off with the delivery of fundraising training with the experts at For Impact, with whom we have worked closely to tailor a programme for the Irish market. The first session consisted of two days of training followed by 100 days of support and a further two-day training session to affirm the concepts in practice. Later this year, we will launch the New Stream Marketing and Fundraising Strategy Fund with Genesis, a marketing and organisational development consultancy who have previous experience with the



Laura Turkington,
Vodafone Ireland.

cultural and not-for-profit sectors as well as a wealth of Irish and international businesses. We will also launch phase two of our website, which will host the New Stream online knowledge centre and provide a critical platform for sharing the intelligence we have gathered with the widest possible audience in the sector.

An important element of New Stream is an on-going series of advocacy events with the private sector. As a follow on to the successful New Stream programme launch at the Abbey Theatre, a second event was held at Mason Hayes+Curran Solicitors with over 100 senior members of the business and arts communities. Peter Keegan, Country Executive in Ireland for Bank of America Merrill Lynch, was joined by actor Gabriel Byrne and Declan Moylan, Chairman of Mason Hayes+Curran, who talked about the importance of private support for the arts in Ireland.

In his speech, Peter Keegan outlined Bank of America Merrill Lynch's motivations for investing in the project. "New Stream resonated with Bank of America Merrill Lynch as a bank. Banking fills an essential role in the economy as an intermediary between people who have capital and are looking for a return and businesses that seek capital to grow and maintain their business. In New Stream, we see ourselves as filling this same sort of role for the arts. Its objectives to provide education, training, consultancy and advice to arts organisations allows them to go out and do their own fundraising, direct their own efforts and ensure the experience for both the donor and recipient achieves the most for each party."

New Stream is an ambitious three-year project and will continue to develop based on feedback from participants. It will be evaluated in association with the UCD-based MA in Cultural Policy and Arts Management, which will ensure that Business to Arts and Bank of America Merrill Lynch achieve high standards and identify opportunities for improvement and change as New Stream progresses.

www.businessstoarts.ie/newstream

Views from the Field: Vodafone Ireland Foundation

We are living in challenging times - times in which demands for charities' services are growing in an increasingly competitive funding environment.

The landscape, however, is not entirely bleak. Irish goodwill and generosity still exist, both in an individual capacity and at corporate donor level. At Vodafone Ireland, we believe Social Investment is a core part of our business.

As the Corporate Responsibility Manager for Vodafone, I also look after the Vodafone Ireland Foundation (VIF). Vodafone Ireland Foundation is a registered charity which maximises Vodafone Ireland's social investment in its most valuable assets - its customers, employees, suppliers and investors.

The foundation has allocated €1.25m to charity partners in the last year and has pledged a further €1m for the coming year. One of 23 Vodafone foundations worldwide, VIF runs several programmes each year through which funding is allocated (through an open or closed process) to a number of not-for-profit organisations.

VIF believes the most significant difference can be made by collaborating on projects that build capacity in Irish communities. There is a particular focus upon projects working with children and young people and their families who are facing adversity throughout Ireland. Separately, a certain amount of funding is also available each year for emergency relief.

In addition, the Foundation runs its annual "World of Difference" programme. Currently in its fourth year, this programme allows four successful applicants each year to work with their charity of choice as the foundation covers their annual salary (up to €40,000) and expenses - this year's World of Difference programme is currently underway and shortlisted applicants will be notified in May 2010.

Following our ethos "You make a difference, we make it easier", the VIF is committed to giving people and charities a hand up, not just a hand out. Donations are made to support people and we invest in their ideas - they are what make the real difference.

Laura Turkington is Corporate Social Responsibility Manager at Vodafone Ireland. Vodafone Ireland Foundation (VIF) was established in 2003, and is part of Vodafone's commitment to be a responsible global citizen and member of society. Since its launch, the Vodafone Ireland Foundation has provided funding for a wide range of charitable projects throughout Ireland spending in excess of €4.5 million. For more information visit www.vodafoneirelandfoundation.ie

A partnership approach to corporate philanthropy

By Gerry Loughrey, Group Corporate Responsibility Manager, Irish Life & Permanent

In recent years, companies in Ireland have recognised the increasing importance of corporate social responsibility (CSR). Business in the Community Ireland (BITCI) now counts almost 60 companies as members and many of these were drawn to membership by a desire to expand their CSR activities with a particular focus on the development of corporate community programmes.

Through corporate philanthropy, an organisation can not only make a difference in the community but can also enhance its reputation. In other areas of a CSR agenda such as environmental policy, workplace practices and customer programmes, there is a clear basis in law and regulation for many of the actions and initiatives that companies undertake. Community programmes are somewhat different. They are entirely discretionary and can take many forms and therefore give a greater insight into the core philosophy, culture and CSR commitment of an organisation. For the same reason, they offer much greater scope for differentiation and there is clear evidence of this in the wide variety of activities that feature in corporate community programmes in Ireland today.

Community activities in Irish Life & Permanent

In the case of Irish Life & Permanent, when the Group Corporate Responsibility function was set up in 2005, we carried out a full review of our community activities with help from BITCI. Our main conclusion was that we needed to bring more coherence to our policy and approach. This was no great surprise given that IL&P had been formed from the merger of three quite different companies (Irish Life, Irish Permanent and TSB Bank), each bringing with it existing commitments and activities. We decided at an early stage that we would reshape our commitments into the following categories:



The Foróige Youth Citizenship Awards



Gerry Loughrey,
Group Head of Corporate
Responsibility

- Major community programmes (c.75% of total budget)
- Matched funding for staff-nominated charities: each year, staff in Irish Life and in Permanent TSB select two charities each for support based on a vote open to all staff in each organisation. Funds are raised through contributions from payroll deduction and events throughout the year and are matched euro for euro by the company.
- A Central Corporate Fund for small donations. Our policy is to give donations to a range of charities, in particular those supporting people with disabilities and organisations based in inner city Dublin, where our group headquarters is located.
- Support for employee volunteering. Employees who volunteer for a number of selected charities are allowed up to half a day a month additional leave.

We also set out the principles that we would use to develop our main programmes:

- As a major Irish organisation, the main focus of our activities would be in Ireland



Irish Life & Permanent supports Age Action's Care & Repair service for older people

- Addressing social exclusion would be a core theme
- Commitments would be limited to a specific timeframe- ideally three to five years
- Measurable success criteria would apply
- We would look for community partners with the scale and expertise to work with us to develop these programmes

Using this framework, we spent a number of months researching possible partners and inviting submissions from a small number of selected candidates. Our final selection was:

Business	Community Partner	Programme
Irish Life Retail	Age Action Ireland	Care & Repair Services for older people in Ireland
Irish Life Corporate Business	Trinity Foundation	Trinity Long-term Ageing Study of Ireland
Permanent TSB	Foroige	The Permanent TSB Foroige Youth Citizenship Awards

The focus on older people for Irish Life is consistent with its business position as the largest pension's provider in Ireland apart from the Government. In contrast, Permanent TSB's commitment is focused on younger people and this gives balance to the overall programme.

Irish Life & Permanent's commitment to the ageing study runs for ten years and for the other two programmes, the initial commitment was for three years. However, in both cases the partnerships have been extended for a further two years to the end of 2011. This is clear testimony not only to the success to date of the programmes themselves but also to the attraction of the community partnership model.

Achievements and benefits of the partnership community model
The achievements of our programmes to date include:

- Creation of a new Care & Repair service that will improve the quality of life for older people in Ireland. By the end of 2009, it was achieving an annual service level of 10,000 small repair jobs and home visits a year.
- Acting as anchor sponsor to the first long-term ageing study in Ireland and one of the few commercial sponsors of any ageing study anywhere in the world.
- Working with a major national youth organisation to significantly expand the reach and levels of participation in its out of school citizenship programme.
- In each case, applying commercial knowledge and expertise to the benefit of the community partner.

We have developed very useful experience of working with the community partnership model and we believe it offers the following benefits:

1. Efficiency: starting a community programme from scratch is a major undertaking for any company. It can take a number of years and there is no guarantee of success. By working with a community partner, a company can minimise this risk and increase the chances of success. Also, by directing funding to an existing community organisation, the proportion of funding absorbed by overheads can be minimised.

2. Sharing of expertise: commercial and community organisations have different experience, perspectives and skill-sets in areas such as Marketing, HR, IT, Volunteering and Social Policy. A community programme can benefit from combining this expertise to produce a better structured and more successful programme. Also, offering support and involving employees is a very effective way for a company to promote volunteering.

3. Organisation and reputational benefits: by choosing to enter a community partnership, a commercial and a charity organisation are committing to work together to deliver a social benefit. In the process, both can benefit reputationally. The benefit to the

company may seem more obvious but a charity can also benefit by demonstrating a capacity to work successfully over a period of time with a commercial organisation. In addition, a partnership can widen the perspective of the employees in both organisations and aid personal and career development.

Conclusion

Companies have a wide range of approaches and models available to them when they choose to develop a corporate philanthropy programme. In opting for the community partnership model, we are able to maximise both the impact of our investment and the prospect of success. Results to date support that view and it is a model we would encourage other companies to consider.

For more information on Irish Life & Permanent's giving visit <http://www.irishlifepermanent.ie/ipm/corporaterespnew/>.



Irish Life & Permanent is an anchor sponsor for Ireland's first long-term ageing study, The Irish Longitudinal Study on Aging (TILDA), whose Steering Committee is pictured above.



Women and Philanthropy

by Jackie Harrison,
Philanthropy Ireland

“While the relationship between women and philanthropy has always been a strong one, it has not necessarily been highly visible. This has begun to change, and women’s influence on the practice of philanthropy cannot be ignored.”

Forbes Magazine, August 2009

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Women & Philanthropy was the topic of the day on 14th April 2010, when over 150 people attended Realising the Power & Potential of Women’s Philanthropy, a symposium co-hosted by Philanthropy Ireland and The Community Foundation for Ireland.

Women's involvement in philanthropy in Ireland is hardly a new development. Indeed Maria Luddy's book, *Women in Philanthropy in Nineteenth Century Ireland*, examines the involvement of women in charity work in 19th century Ireland and traces the strong role played by female religious orders in philanthropy.

The Katharine Howard Foundation provides a more recent case study of women's philanthropy. Katharine Howard was the last surviving descendant of the family of the Earls of Wicklow. As she had no dependents, she decided to devote some of her wealth to a modest charitable trust in 1979. Upon her death in 1990, she left the residue of her estate to this trust, together with the funds of a family trust established by her American grandmother, over which she had power of appointment. Over the years, the Katharine Howard Foundation has proven itself as a progressive, independent grant-making foundation. With a particular emphasis on the support of community projects and initiatives in disadvantaged areas, the Foundation has proven that small philanthropic trusts and foundations can have a tremendous impact in the areas in which they work.

Women play a variety of roles in philanthropy—from volunteers and fundraisers to donors and wealth advisors. Philanthropy is as much about time, energy and commitment as it is about financial resources.

In Ireland, women are leading the way when it comes to donating their time, energy and expertise. Research from the Centre for Nonprofit Management at Trinity College showed that 40% of women in Ireland are involved in volunteering compared to only 28% of men.

In terms of financial resources, women control more than half of the private wealth in the U.S. and make 80% of all purchases.



Jackie Harrison, Philanthropy Ireland; Tina Roche, The Community Foundation for Ireland and Ellen Remmer, The Philanthropic Initiative, Inc. launch the new Women's Fund for Ireland.

According to Boston College's Center on Wealth and Philanthropy, women will inherit 70% of the \$41 trillion in intergenerational wealth transfer that is expected over the next 40 years. In addition to controlling wealth and consumer activity, women tend to donate a greater percentage of their wealth than do men. The 2009 Barclay's Wealth study 'Tomorrow's Philanthropist' showed that women in the US give an average of 3.5% of their wealth to charity, double the percentage given by men.

In its 2008 Special Report on Women in Philanthropy, Philanthropy UK indicated that the growing involvement and influence of women in major philanthropy is an important trend that has largely gone unnoticed. The Report noted that female philanthropists lack both the profile and recognition achieved by many male donors. Further, women are underrepresented in giving statistics, such as the *Sunday Times* Giving Index, which reflect how wealth is attributed, and so generally do not capture



President Mary McAleese (centre) gave a special address at Realising the Power & Potential of Women's Philanthropy on 14th April 2010. President McAleese is pictured here with (left to right) Anna Lee, The Community Foundation for Ireland; Carol Bolger, Ulster Bank; Deirdre Mortell, One Foundation; Chantal McCabe, National Philanthropy of the Year 2009 and John R. Healy, Chairman of Philanthropy Ireland.

women's influence on major philanthropy by couples and families.

As a 2009 Forbes article indicated, "it's not just who gives that is changing but it is how they are giving and to whom that is redefining contemporary philanthropy". So in what ways do women give differently to men?

- Women are more likely to fund 'harder causes' and individuals 'on the margins of society'. For example, the top three causes targeted by New Philanthropy Capital's female clients are refugees, mental health and domestic violence (see graph). In contrast, the most popular causes amongst NPC's male clients include cancer, truancy and exclusion-areas, where outcomes are more easily quantifiable.

- Women tend to invest in 'the multiplier effect'. Leading women philanthropists have long pointed to the empowerment of women and girls as a successful strategy for achieving sustained economic growth and productivity in communities around the world. Not surprisingly, it is women donors who originally took the lead in investing in women-led solutions to many of the world's greatest

challenges—from climate change to food security—based on the belief that women themselves know best how to determine their needs and propose solutions for lasting change. This has also been described as a 'sisterhood' effect whereby women tend to make other women the primary beneficiaries of their philanthropy. The exponential growth of women's funds suggests an increasing acceptance of the idea that philanthropic investments in women and girls can fuel positive change in communities around the world. It also suggests a growing interest in philanthropic models that allow donors to leverage and pool their charitable dollars in order to achieve maximum impact and the need to ensure that such models are available to Irish donors (see Box on Irish Women's Fund)

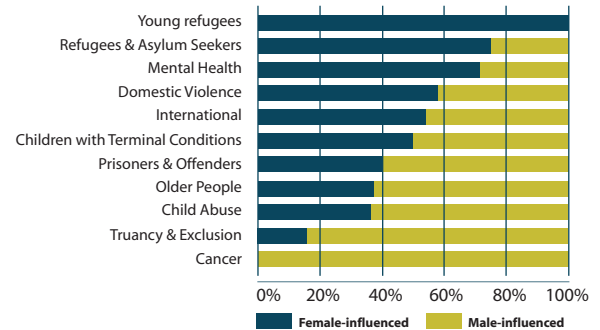
- Women are likely to be more collaborative and make giving a shared event, seeking input from those who share their values or possess particular expertise on a subject. Research also suggests that women donors are likely to use a range of giving vehicles such as family foundations, donor-advised funds, giving circles and women's funds.

- Women tend to seek a deeper involvement and connection with the issues. They tend to be more actively engaged in causes they support, investing time and expertise as well as financial support. Women can also be more thoughtful and consultative in their giving, and more willing to seek advice.

There may well be some cultural differences between countries in terms of how women give. For example, a recent Fidelity Charitable Gift Fund Survey in the US found that women may be more inclined to be public about their gifts than their male counterparts in an effort to imbue a philanthropic spirit in peers as well as in the next generation of givers. On the other hand, Philanthropy UK observed that men are more likely to seek to 'make their mark' on something, such as having their name on a building, but that women seem less concerned with formal recognition. In Ireland, as in many other aspects of philanthropy, we do not have any substantive research in the area and so, in the absence of hard data, tend to rely on anecdotal information.

An article on women in philanthropy would be incomplete without mentioning a recurring theme, which is the fun and joy women find in giving. Women philanthropists often talk about the satisfaction that they derive from their giving and talk of 'making a difference' and 'living their values' through their philanthropic work. Unfortunately, such views are not always heard as there is a tendency for the media to be dismissive of woman philanthropists. For example, an analysis of every published article about philanthropy in UK newspapers in 2006 revealed a distinct difference in the way the media reports the activities of male and

Charitable causes supported by gender. New Philanthropy Capital clients



Source: New Philanthropy Capital. Based on 165 grants. "Female influenced" indicates either women donors as individuals or couples where the woman has had a significant influence.

The Community Foundation for Ireland Launches a Women's Fund

The Community Foundation for Ireland has recently launched Ireland's first ever Women's Fund. The Fund will tackle the problems facing women and girls in Ireland today by raising funds, promoting women's organisations and raising awareness of the challenges facing women. The fund will support a number of women's issues by making small grants that will enable positive change at the grassroots and strategic levels and tackle women's inequality at its source. For more information on the fund, visit www.communityfoundation.ie.



James Foley,
ESB ElectricAID
Ireland

female philanthropists. When the subject is a male philanthropist, journalists tend to focus on the size of their fortune, how they made their money and details of their luxury lifestyle. But when female philanthropists are mentioned, they are often described in trivialising ways, focusing on what they look like, their private life and their family connections.

Women in Ireland are becoming increasingly involved in shaping the future direction of the political, social and economic arenas. One of the ways in which they will do this is through their continuous investments of time, energy, expertise and money in a wide range of organisations and causes that work to benefit Irish society.

Women play a variety of roles in philanthropy—from volunteers and fundraisers to donors and wealth advisors. Philanthropy is as much about time, energy and commitment as it is about financial resources.

Views from the Field: ESB ElectricAid

ESB ElectricAID Ireland was launched in July 2005. It partners with the older, staff-led ElectricAid charity, which focuses on projects in the Developing World. The aim was to focus and deepen ESB's traditional "community good works" in Ireland. The twin focus of the initiative came about after an ESB-wide staff poll, which identified suicide prevention and homelessness as the priorities. Since our launch in July 2005, ElectricAID Ireland has directed funding of ?1 million per year into these two areas.

Our suicide prevention grants have gone into hundreds of separate projects all over Ireland (North & South) and have been one of the catalysts of a national fight-back against the suicide epidemic. We have funded small community groups, national charities, research bodies - anyone with an idea, programme or service that can help turn the tide and avoid the tragic and unnecessary waste of potential and of life. We have funded life-saving on the Shannon and the Foyle, counselling for thousands of at-risk people, training and education for community activists, research into the suicide phenomenon, and websites, helplines and other contact and support technologies. We support those bereaved by suicide, and community efforts to inform, avoid, and protect. We are sure that these efforts have saved lives, and continue to do so.

Our work in the area of homelessness has been steady, informative and highly productive. As our understanding of homelessness as a process deepened, we saw that services to the homeless such as life skills training, education, drug and alcohol rehabilitation, and medical services were worthy and effective - particularly in combating youth and repeat homelessness. We have been particularly active in that area, and we have also "put some roofs up", specifically new units of transitional accommodation. We have also been happy to support the rehabilitation and repair of many hostels. Again, our understanding has deepened from an idea that homelessness was a city phenomenon, to appreciating and serving the need for homeless services in areas such as Tyrone, Tralee, Kilkenny and Tipperary, as well as in the major urban centres.

This initiative has been very well received in the sectors, and has been well appreciated by ESB staff. Our applications in 2009 were up 45% on 2008. We are happy that we are on the right track, in supporting community and national efforts against homelessness and suicide.

www.esb.ie



By Edel Maughan,
Irish Youth Foundation

YouthBank

A Partnership for Engaging Young People in Community Grantmaking

YouthBank is a unique way of involving young people in community activity by developing leadership opportunities, building capacity of youth-led groups and engaging young people in self-help and community action.



YouthBank empowers young people to make a real impact in their communities.

YouthBank was established in 1999 in Northern Ireland, followed by a pilot phase in 2001 in the Republic of Ireland.

In July 2006, a new strategic partnership between the Ulster Bank Group, The Community Foundation for Ireland (CFI), the Irish Youth Foundation (IYF) and the Community Foundation for Northern Ireland (CFNI) was created to secure the longer-term development of YouthBank. The partners committed to a three year plan to establish a vibrant network of YouthBanks operating youth-led, grantmaking programmes from community, thematic and school settings across the island of Ireland by 2009.

YouthBank works through a network of grantmaking committees run by young people aged 14-25. These committees distribute funding to projects that address issues and concerns of direct importance to young people.

YouthBank starts from the premise that involving young people in projects that they design and run for themselves is the most potent way of engaging them in their community.

The committees are supported by a host organisation, ranging from community-based to national youth organisations that provide meeting space and mentoring for the young grantmakers to meet and youth worker time in order to co-ordinate the YouthBank programme.

The YouthBank Partnership (Ulster Bank, IYF, CFNI and CFI) has secured interest from local community, schools, and National Youth Organisations (including Foróige and Youth Work Ireland) committed to innovative approaches to youth participation in community affairs. The YouthBank partnership offers a licence agreement to host organisations that outlines a distinct set of values known as the YouthBank Golden Rules, which guide policy and practice. A key protector of the YouthBank Golden Rules is placed in the role of a local YouthBank co-ordinator, who begins to translate the values into practical action by recruiting a team from a wide mix of backgrounds. A group from a wide mix of backgrounds is ideal to ensure gender balance and representation of young people experiencing exclusion due to ethnicity, disability or sexuality.

Once the group is formed they receive training and engage in team-building exercises before researching areas of need among young people in their

community and developing an appropriate grantmaking policy. They then set criteria for applications, produce an application form and work out how the committee will function.

This leads to creating promotional material and publicising the scheme to the local community. This may involve posters, leaflets, press releases, presentations to school and youth groups. They will then receive applications and interview applicants. All applications must be drawn up and presented by young people. The group then has to make the decisions on which applications for grants they will approve. Recommendations are written by the young people who have assessed the applications. Applicants are then notified as to whether their proposals have been approved for funding and follow up visits are organised to complete monitoring and evaluation requirements. To acknowledge what has been learned grantmakers organise an event to showcase the activities and achievements of each project they fund.

Involving young people in grantmaking makes them more aware of the needs and aspirations of their local community, as well as the ways in which they can make a difference. Their engagement with their community attracts other young people and challenges adults' perceptions of young people's capabilities and behavior. Committee members complete a training programme that helps them develop the skills, insights, and knowledge and understanding required to effectively undertake this work and receive on-going support from local co-ordinators and the YouthBank staff team.

Principles

Social Need: YouthBank includes all young people, specifically those who are socially disadvantaged or excluded through gender, ethnicity, faith, disability or sexual orientation.

Active Citizenship: YouthBank enables young people to participate in society as active citizens. This is realised by grant-makers becoming conscious of themselves as members of a democratic culture by considering ways to tackle social disadvantage.

Ulster Bank involvement

Ulster Bank committed €1.9 million to support the development of the initiative and has since provided additional funding for a financial education programme called MoneySense, which is designed to help young people become more confident about managing their personal finances and dealing with financial organisations.

Governance: YouthBank enables young people to take responsibility for making decisions over grants and to be accountable for how money is spent.

Capacity Building: YouthBank adds to the skills, knowledge and experience of young people by resourcing and equipping them through training, learning by doing and evaluation so that the outcomes belong to them.

YouthBank is an extremely worthwhile initiative and is well regarded by all those who are involved in it. One of the most striking and admired aspects of the programme is the sense of ownership and pride that the young participants felt over the work of their YouthBank and the projects funded.

YouthBank has numerous benefits for participants including:

- Building confidence and self-esteem;
- Increasing their skills-base in team-building, decision-making, leadership skills, organisational skills, budgeting, presentation, communication, interview skills; and
- Actively involving them in a meaningful way in the local community

There were also numerous and notable benefits for the community itself including:

- An increase in active citizenship and volunteerism in the community;
- Transcending the negative stereotyping of young people in an active and practical way;
- Funding of local projects with a positive outcome; and
- Diverting young people away from anti-social activity.

Facts and figures

YouthBank Ireland's long-term vision is to have a YouthBank site to be within reach of every young person across the island of Ireland. To date, YouthBank has made impressive advances towards this goal. There are now 24 local YouthBanks; 240 young grantmakers have provided funding to 300 community-based projects benefitting approximately 3000 young people across Ireland. Of these grantmakers, 90 have registered with Open College Network to undertake an accredited award for their leadership role in YouthBank and a similar number have also completed the Gaisce Awards using their involvement in YouthBank as their active citizenship and community involvement activity.

YouthBank has won two major awards in the past years, scooping the prizes for "Best New and Innovative CSR project" at the fourth Chambers of Commerce of Ireland's President's Awards for Cooperate Social Responsibility and "Award for Innovation" for Ulster Bank's involvement with YouthBank and NICVA Link Awards 2008 in Belfast.

International involvement

Over the past five years YouthBank Ireland has initiated the set up and training of the YouthBank model on an international basis. In particular the YouthBank concept and model has attracted much attention in post-conflict countries. On this basis, YouthBank Ireland's staff have been directly involved in delivering training in Armenia, Azerbaijan, Belgium, Bosnia Herzegovina, Poland, Georgia, Palestine, Kyrgyzstan and Kazakhstan. As a result, strong relations have been created with various international foundations and YouthBank Ireland has been able to host visits from young grant-makers from numerous countries, giving Irish young people a



Actor Meryl Streep met with YouthBank leaders for whom she had one piece of advice: 'Whatever you do, think big!'

unique opportunity to learn about new cultures and to compare and contrast different ways of grantmaking.

Internationally YouthBank provides a platform for:

- Building peace within divided societies
- Increasing understanding between young citizens
- Nurturing active citizenship and Youth Philanthropy
- Encouraging social entrepreneurship

Further details about specific pieces of YouthBank work can be found on the YouthBank website, which is www.youthbank.org

Corporate Responsibility

Youthbank could not have grown and flourished without invaluable support from the Ulster Bank Group that has extended far beyond its financial investment in the project. The partnership involved a significant commitment to both strategic and operational management—Ulster Bank played a crucial role in hosting management meetings as well as bringing expertise to other critical areas, such as marketing and PR, which helped make YouthBank more professional and more effective.

Each partner has acknowledged that they have not previously been involved in a multi-partner, multi-sectoral, all-island project like YouthBank. The relationship between the partners is complex but it is one that represents a dynamic engagement between corporate philanthropy and private philanthropy, ultimately for the benefit of local communities and, in particular, young people.



Una O'Murchu,
Business in the Community Ireland

Hiring an ex-offender and Why?

The Linkage Programme

“One mistake messed-up my life and my future. My Linkage Training and Employment Officer helped me to reflect on my strengths, competencies and resources. ... I am now a third-level Social Studies Student. It's hard work but I now know that I can confidently meet the challenge of the future I never thought I deserved.”

*Name has been changed to protect the privacy of the individual.

At Business in the Community Ireland, we manage a number of different social inclusion programmes, including The Linkage Programme, which helps ex-offenders secure future employment. There may be few companies in Ireland that can currently provide employment opportunities but, for those in a position to recruit, the applicant pool has never been as strong or as competitive. This has made it more difficult for the atypical worker to secure employment and often companies will play it safe by hiring those from socio-groups with which they most easily identify.

Business in the Community Ireland believes that recruiters and businesses should be more open to the prospect of hiring atypical workers and that committing to this now is more important than ever before. Social exclusion is a product of society and one which can be more successfully combated with support from the business community. In fact, without the business community, full social inclusion would not be possible, as gainful employment is central to creating financial independence and breaking the cycle of social marginalisation.

The Linkage Programme was initially set up in 2000 as a pilot scheme that was funded by the Probation Service under the National Development Plan. The aim was to prepare, plan, and implement Training and/or Employment placement for offenders referred to the programme by the Probation Service. In September 2000, The Linkage Programme became a joint project between Business in the Community Ireland (BITCI) and the Probation Service with support from IBEC, the Small Firms Association and from ICTU.

At the commencement of the programme, research had clearly established that the vast majority of offenders came from the most marginalised, excluded and under-resourced communities in society. Providing an innovative training and employment programme was therefore vital for helping ex-offenders find a new direction. A decade of working with ex-offenders has shown us that their own motivation to change is critical to their success; to that end, prospective participants are comprehensively assessed to ensure that the programme is appropriate and that they are now at a stage in their lives where they are ready and motivated to change. Ex-offenders work with Training and Employment Officers (TEOs) over a period of time. TEO's are qualified as career guidance counsellors and are also qualified to carry out a wide range of assessments, including psychometric testing. It is the job of the TEO to assess the employment, training and education needs of each client and to help them focus on goals which are attainable.

Another major part of our work is challenging society's perception of an ex-offender—what they can offer and what they can achieve—and to help employers realise that our clients can make a positive contribution to the workplace, to their communities and to society as a whole. Stigma and stereotyping are the single greatest barriers in helping our clients and these barriers deny them opportunities not just to work but to live independently and pursue other goals. In fact, programme staff have found that the clients behave inconsistently with the stereotypes with which they are reputedly associated and are often ambitious, intelligent and hardworking people who are looking for a fair opportunity in life. 'One mistake messed-up my life and my future. My Linkage TEO helped me to reflect on my strengths, competencies and resources. ... I am now a third-level Social Studies Student. It's hard work but I now know that I can confidently meet the challenge of the future I never thought I deserved.'

Alan*, Linkage Client.



Views from the Field: Oxfam Ireland

Overlooking these groups based on their personal background, particularly in the initial recruitment stage, is often a mistake. Business in the Community advocates that the clients are in fact a largely unused pool of talent with many marketable skills. Many clients are educated, have work experience and are highly motivated, many have transferable skills that can readily be adapted to the workplace.

The programme has successfully assisted 3,419 former offenders to gain education, training and employment since the inception of the nationwide programme in 2000. 52% of our clients were placed in employment, 33% in training and 15% in education.

Being open to hiring suitably qualified candidates who have a criminal record provides an extremely valuable service to the community. "Based on my experience as an employer I have always been conscious of the fact that recruiting staff is, more often than not, a bit of a lottery. I felt that this was an opportunity to recruit people (notwithstanding the fact that they had made mistakes in the past-after all who hasn't!) who were more likely to show higher levels of loyalty to me and my business than perhaps other candidates would. On meeting with the CEO any perceptions or misperceptions which I may have had regarding the Programme's clients were changed and I decided to commit there and then to the Programme. The knowledge he had about the client and the manner in which he participated in the process only served to reinforce the confidence I had."

Consensus is emerging among key policy groups that prevention seems to be more effective than prison sentences in reducing recidivism. Methods of prevention include addressing poverty and unemployment black spots, increasing probation, financial and community sanctions and measures, providing training in employment skills for offenders whilst in prison, and providing meaningful employment upon release. Businesses are best placed to facilitate the re-integration of former offenders upon their release. The Linkage programme provides a controlled environment for both the offender and the employer, increasing chances of a successful placement. Businesses are key to the full social re-integration of an ex-offender and it shows true responsibility and dedication to the development of a better society for all.

For further information visit www.bitc.ie

Directors Des Crean and Gerry Salley of the Rathmines-based firm Crean Salley Architects were interested in supporting orphaned and vulnerable children in the developing world through a reputable organisation that had the capacity to report back the impact the investment was making.

The partnership started with a presentation to staff on different projects run by Oxfam in the developing world. Of the three projects presented, Crean Salley staff opted for AFRIWAG, one of Oxfam Ireland's partner organisations in Tanzania.

Direct project funding like this is a fantastic solution for both Oxfam Ireland and their supporters. Crean Salley were able to give to something very tangible, while receiving regular reports back on the difference their donations made. Staff were also able to make a site visit to the project, which confirmed for Director Gerry Salley that the partnership with Oxfam Ireland was the right choice because '[Oxfam] are in it for the long haul-committed to improving the lives of those they support over many years.' Director Des Crean agreed, noting that 'the trip was an inspiration'.

To date, the partnership between Crean Salley and Oxfam Ireland has helped 2,350 orphans and vulnerable children in Tanzania access education.

Oxfam Ireland have a special Web page for corporate donors, which is available at <http://www.oxfamireland.org/yourcompany/index.htm>



Playing a fuller role

By Sandara-Kelso Robb, Executive Director,
Lloyds TSB Foundation for Northern Ireland



The Craigavon Intercultural Programme supports migrant women and is funded by Lloyds TSB Foundation for Northern Ireland.

The Lloyds TSB Foundations are four independent grant-making trusts, covering England & Wales, Scotland, Northern Ireland and the Channel Islands. They are shareholders in Lloyds Banking Group (LBG) and together receive a percentage of the Group's pre-tax profits, averaged over three years, instead of the dividend on their share holding.

The Lloyds TSB Foundations are committed to supporting underfunded, grassroots charities that enable people, especially disabled and disadvantaged people, to play a fuller role in society.

Governance

As with all of the Lloyds TSB Foundations, the Foundation for Northern Ireland is independent of LBG. Its policies are determined by a Board of 12 Trustees who meet quarterly to review applications and to review the Foundation's strategic direction.

Trustees come from a wide variety of backgrounds and geographies and are very engaged not only at a governance level, but also on a one-to-one level with people from the large numbers of organisations supported by the Foundation on an annual basis.

Trustees also participate in Board Sub-committee work, represent the Foundation during outreach activities and attend Review Committee Meetings in which Foundation Officers present their portfolio of recommendations and in which Trustees ensure internal guidelines are adhered to in a robust fashion.

Funding Programmes

The Foundation is also keen to encourage a robust infrastructure for the Voluntary and Community Sector in Northern Ireland, and to support sector self-rationalisation, particularly in view of anticipated public sector spending decreases. The Foundation has also been keen to support core costs, as we recognise the need for organisations to secure financial support for operational expenditure as well as project expenditure.

In 2010, the Foundation received approximately £1,875,000 from LBG, which will be used along with some of the Foundation's reserves to make approximately 350 grants. The Foundation operates a number of Funding Programmes with very specific remits and application criteria. These are The Social and Community Needs Programme, The Education and Training Programme, The Special Initiatives Programme, The International Programme and The Creating Change Programme.

Currently the only programmes open for receipt of applications are The Social and Community Needs Programme and The Education and Training Programme, both of which are central to the Foundation's desire to empower disabled and disadvantaged people.

The other programmes are all under review currently and further calls against these or other newly developed programmes will be made over the next few months pending a strategic review of grantmaking objectives which is ongoing at present.

Lloyds TSB Foundation for Northern Ireland supports Clarawood 50+ Club, who received funding for their 'Keeping Active over 50' activities.



THE SOCIAL AND COMMUNITY NEEDS PROGRAMME

Within this programme, a wide range of activities are supported including, but not exclusive to those activities within the following six themes:

COMMUNITY SERVICES. Supporting services such as: Family Centres, Youth Clubs, Older People's Clubs, After Schools Clubs, Play Schemes, Self-help Groups and, where no other support is available, Childcare Provision.

ADVICE SERVICES. Funding organisations working with: Homelessness, Addictions, Bereavement, Family Guidance, Money Advice and Helplines.

PEOPLE WITH SPECIAL NEEDS. Providing grants for: Residences, Day Centres, Transport, Carers, Information and Advice and Advocacy.

PROMOTION OF HEALTH. Funding work in: Information and Advice Organisations, Mental Health, Hospices, Day Care, Home Nursing and Independent Living for Older People.

CIVIC RESPONSIBILITY. Supporting initiatives working with: Young People at Risk, Crime Prevention, Promotion of Volunteering, Victim Support, Mediation and the Rehabilitation of Offenders.

CULTURAL ENRICHMENT. Improving participation in and access to the arts and national heritage for disadvantaged people and those with special needs.

THE EDUCATION AND TRAINING PROGRAMME

The objective of this programme is to enhance educational opportunities for disadvantaged people and those with special needs across three specific themes:

TOWARDS EMPLOYMENT. Funding organisations and projects which help socially excluded people develop their potential and secure employment. Providing funding for Employment Training for disadvantaged people and those with special needs.

LIFE SKILLS. Supporting the promotion of life skills and independent living skills for people with special needs.

EARLY YEARS. Working towards the enhancement of education for pre-school children and young people, where no other support is available.

Summary

The current economic climate encompassing budgetary cuts, the decrease of European Union funding, efficiency savings, reduced levels of disposable income and increasing competition for funds all combine to place the sector in an increasingly vulnerable position. There will be significant challenges ahead as funding inevitably decreases whilst the level of need within our local communities increases.

Throughout this period, the Foundation has remained faithful to our values and retains as our goal the providing of financial support to under-funded, grassroots organisations striving to support people in need. We have continued to provide both project support and essential core costs for organisations working throughout our communities.

To make the funding we have available work even harder, and in addition to our grantmaking, our engagement with other funders continues to develop as we seek to maximise resources available for the many groups and organisations working for the benefit of people who are disadvantaged and for people with special needs.

In terms of engagement with other funders, the Foundation is in informal and formal contact with most funders operating a Northern Ireland remit. The Foundation participates in the Northern Ireland Trust Group, is a

member of the Association of Charitable Foundations and an Associate Member of Philanthropy Ireland.

A small number of funders within Northern Ireland often co-fund a range of projects and we would be keen to explore further opportunities for partnership funding.

It is likely that our 2010 grantmaking will be broadly similar to that of 2009, with an increase in the availability of funds. We tend to support a small number of organisations with large grants and a large number of organisations with small grants.

We are keen to help organisations explore how they might maximise their resources in these difficult times and have funded and would consider further funding of joint-working, partnership approaches, collaboration and mergers. However, such decisions are for the individual organisations to take and not for the Foundation to decide.

The Foundation is confident that we can rise to the many challenges we are likely to face in the months and years ahead and that our grant-making will continue to make real and significant differences to a great many people throughout Northern Ireland.



Chantal McCabe, winner of The
Community Foundation for Ireland's
2009 Philanthropist of the Year –
National Award

Interview: Chantal McCabe

Listen to your Heart

You were named The Community Foundation for Ireland's National Philanthropist of the Year 2009 for your work co-founding and funding three wonderful organisations—The Immigration Council of Ireland, Young Social Innovators and Social Innovations Ireland. Can you tell us briefly what motivated you to support each of these initiatives?

Social Innovations Ireland was launched to identify new areas of need in Ireland, and both The Immigration Council of Ireland and the Young Social Innovators were born from this initiative. With respect to Young Social Innovators, I felt that it was important to start with young people to build up a more caring society. There is great satisfaction in helping the young generation to help themselves and to become more aware of social issues.

Are there other causes or organisations that you support as well?

Yes, I am also involved in Teenline, a charity co-founded by Maureen Bolger, which offers a phone helpline for teenagers. Before Teenline there was a lack of services available for young people in Ireland who may be contemplating suicide or going through difficult times, a trend which seems to be increasing at an alarming rate, particularly amongst young males. I also support a number of other deserving charities both Irish and overseas.

Is there a philanthropic investment of which you are most proud?

No, I am very proud of them all for their individual achievements. YSI now works with several thousands of teenagers each year; ICI has become a model in immigrant support and Teenline is helping an ever increasing amount of young people to deal with depression.

Are there other philanthropists whose work you admire or who inspired you to give?

Sister Stanislaus Kennedy has been my inspiration. There are also many people in Ireland quietly giving of their time and resources.

I am very fortunate in life to have a family in good health and to be financially stable. I really felt I wanted to help others and give something back, not only locally but also on an international basis. My husband has also been influential in encouraging me to channel some funds into charitable organisations. He is himself involved with the Irish Cancer Society.

What do you think would encourage more people to get involved in philanthropy in Ireland?

I am forever amazed at the generosity of the Irish people even during hard times. I don't think they need any further encouragement. I feel it comes naturally to them.

What advice would you give to new or prospective philanthropists?

To the many people who think about helping others but don't know where to start I would simply say: listen to your heart and start small with something that is of particular concern or interest to you.

Editor:

Jordan Campbell

If you are interested in preparing a piece for *Philanthropy Scope*, or in obtaining hard copies of the publication, please contact Jordan Campbell at jcampbell@philanthropy.ie.

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Founded in 1998, Philanthropy Ireland is the association of independent philanthropic organisations in Ireland. Our mission is to contribute to and inspire an effective and robust philanthropic sector so that there is a significant increase in private philanthropy that delivers benefits across many areas of society in Ireland and overseas.



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