

Strategic Plan 2022-2024

EMPOWERING PHILANTHROPY FOR A BETTER IRELAND

**PHILANTHROPY
IRELAND**

SHARE TODAY. SHAPE TOMORROW.

CEO INTRODUCTION



Empowering philanthropy for social good is at the very heart of our work. We passionately believe in the value of philanthropy in supporting greater equality, inclusion, diversity, and sustainability in our society.

The recent global pandemic and conflict crisis has taught us that major changes can occur very rapidly and with devastating impact. Meanwhile, existing crises, such as climate, inequality, housing, and poverty remain with us. All of which points to the need, existing and ongoing, for philanthropic supports.

Over the past 20+ years, we have been privileged to witness the work undertaken by our members to enable and support projects here in Ireland and overseas, addressing key social needs. Philanthropy can take risks, collaborate for innovation, support proofs of concept and respond swiftly. Partnership and collaboration are critical to success, philanthropy can never stand alone.

However, despite significant achievements, Philanthropy remains underdeveloped in Ireland, but in this there is opportunity to advance it in a manner that reflects collective values and ambition. The ongoing commitment from government for the development of philanthropy policy lays foundations for a supportive infrastructure, essential for growth and development.

Noting the challenges of the past few years and with an increasing awareness of the demands for support on issues, individual and corporate donors are open to further engagement with philanthropy.

This is an exciting time for Philanthropy. Now is the time to deepen understanding of the value of philanthropy, and the difference it can make to society.

It is in this context that we present our 3-year strategy: Empowering Philanthropy for a Better Ireland. It is our purpose, ambition, and intent to deliver on our objectives in partnership and collaboration with others on this journey. The opportunity is now, let's grasp it.

A handwritten signature in black ink, reading 'Éilis Murray'.

Éilis Murray



ABOUT PHILANTHROPY IRELAND

Who we are:

Philanthropy Ireland is a *collective voice* for philanthropy.

■ Philanthropy Ireland is a collective voice for philanthropy. We are an independent association for all philanthropic organisations and interests engaged with the development of philanthropy and giving in Ireland.

■ Since our foundation in 1998 we have grown from a small informal network to a professional organisation representing a broad range of philanthropic interests. Membership is comprised of grant making trusts and foundations, corporate philanthropy interests and individual supporters. Our members disburse funds to a broad spectrum of causes and initiatives and in doing so make a significant contribution to Irish society.

■ *Philanthropy has long played a significant role in Irish society. Since our foundation in 1998 we have grown from a small informal network to a professional organisation representing a broad range of philanthropic interests. We work in collaboration and partnership with a cross section of organisations, both national and international.*

Our ambition is for an active, vibrant philanthropic sector and culture in Ireland. A sector comprised of various models of philanthropy, responding creatively to the many needs of the range of worthy causes. A sector working in partnership and co-operation, maximising the contribution to civil society. A sector which is recognised, understood and valued.



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PHILANTHROPY IRELAND'S VISION, MISSION & VALUES

The Problem

Philanthropy in Ireland remains underdeveloped due to lack of awareness and understanding, cultural attitudes, and limited infrastructure to support its progression.

Purpose

Tackling this "Problem" will be at the heart of Philanthropy Ireland's strategy for the next three years and beyond.

Vision

Philanthropy is ubiquitous and recognised as a key tool to support the delivery of impactful solutions.

Mission

To cultivate proactive engagement with philanthropy across Irish society that supports positive social change.

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Our Values



Leadership

Encouraging dialogue to give collective voice.



Equity

Ensuring impartiality and fairness, recognising all models of philanthropy.



Collaboration

Pro-actively engaging and partnering for the broader benefit of philanthropy.



Learning

Looking to best practice, seeking broader knowledge and understanding.

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OBJECTIVE INFLUENCING FOR IMPACT

Clearly define and communicate the value and potential impact of philanthropy in Ireland, to inform and advance attitudes, approaches and opinions.

Why this is important

Limited knowledge, understanding and awareness around philanthropy, including its value and potential combine to restrict the growth and stifles potential impact of philanthropy in Ireland.

When compared internationally Ireland has a low number of philanthropic donors actively involved in strategic giving.

The lack of incentives and an enabling environment plus too few relevant role models or champions is a hinderance to the growth of philanthropy in Ireland.

What success looks like:

Philanthropy as a concept is more widely understood, appreciated and valued. Appropriate mechanisms of support to champion and stimulate philanthropy are contributing to increased philanthropic activity.

Key Actions

Develop and implement a **simple communications strategy** that identifies core messages for key stakeholders and how these messages can be communicated to wider networks.

Develop and implement a stratified 'education' programme for various stakeholder groupings **aimed at deepening and broadening understanding** to maximise philanthropic impact.

Celebrate and publicly acknowledge philanthropic good practice in Ireland, including showcasing stories of success or good philanthropy.

OBJECTIVE CONNECT AND ENGAGE

Clearly define and communicate the value and potential impact of philanthropy in Ireland, to inform and advance attitudes, approaches and opinions.

Why this is important

Donor access and isolation can create boundaries and impede advancement of donor philanthropic intentions and plans.

Philanthropists have limited opportunities to engage with other like-minded individuals to deepen knowledge of philanthropy and to inform their philanthropic journey.

What success looks like:

A dynamic, engaged community of donors and philanthropic interests interacting independently and collectively to maximise philanthropic impact.

Key Actions

Clearly articulate Philanthropy Ireland's specific role in supporting donors on their donor journey and create appropriate relationships with other organisations better placed than Philanthropy Ireland to ensure an end-to-end service for philanthropists exists.

Develop and implement a series of engagement plans (including events, targeted introductions and intermediary engagement) for various stakeholder groups (philanthropists, intermediaries, advisors etc.) informed by their respective roles.

Develop a forum for philanthropists to discuss philanthropy and share learning around their experiences and needs in a safe space.

Create opportunities for philanthropists to collaborate on specific topics and projects to deliver greater impact.

OBJECTIVE CENTRE OF KNOWLEDGE

Continue to establish Philanthropy Ireland as a primary and trusted source of independent opinion, data and analysis on philanthropy in Ireland.

Why this is important

The need for independent objective advice and information has been identified by donors.

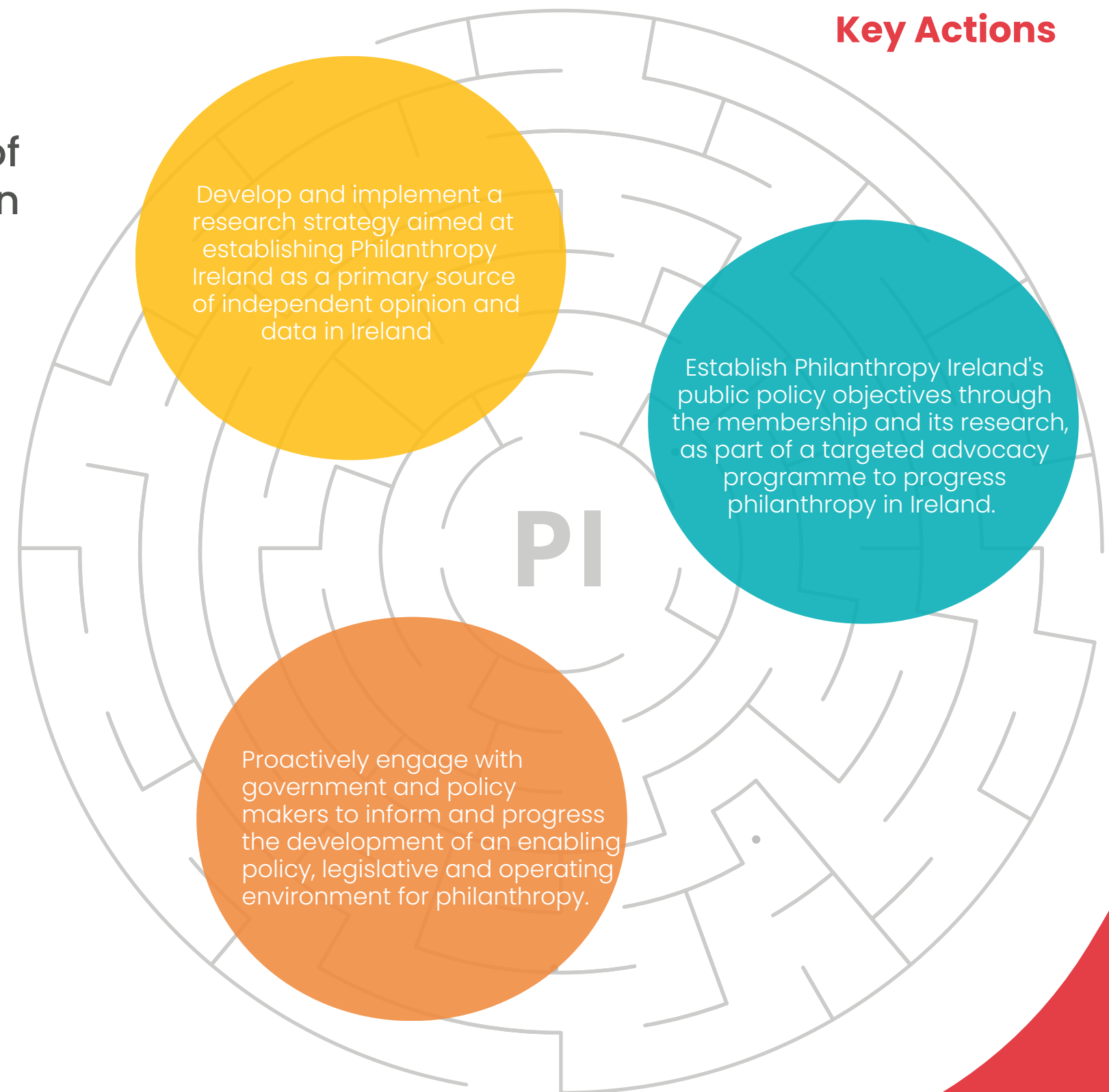
An overarching voice championing all models of philanthropy, adds value for donors and others.

Philanthropy Ireland has no direct involvement in grant-making, therefore we are uniquely positioned to act as a repository for information and advice on all philanthropic matter for donors, government, and others.

What success looks like:

Philanthropy Ireland is recognised and utilized as a primary source of independent opinion, data and analysis on philanthropy in Ireland with a growing and engaged membership.

Key Actions



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OBJECTIVE EFFECTIVE DELIVERY

Ensure that Philanthropy Ireland has the resources, systems, and partnerships to deliver on its strategic objectives.

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Philanthropy Ireland has no direct involvement in grant-making, therefore we are uniquely positioned to act as a repository for information and advice on all philanthropic matter for donors, government, and others.

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Philanthropy Ireland is recognised and utilized as a primary source of independent opinion, data and analysis on philanthropy in Ireland with a growing and engaged membership.

Key Actions



Develop a resourcing plan for Philanthropy Ireland that quantifies the human, financial and infrastructural requirements to support the delivery of this strategy and the longer-term sustainability of the organisation.



Review all core systems and processes to ensure they support the delivery of Philanthropy Ireland's strategic objectives.



Identify and secure appropriate partnership arrangements with other relevant bodies to maximise Philanthropy Ireland's impact.

OUR THREE PILLARS OF ACTIVITY:

Our objectives will be achieved through three pillars of work:



Promotion:

We promote the concept and value of philanthropy. We deepen understanding and engagement on philanthropy among key audiences and stakeholders.



Policy:

We contribute to policy development. We proactively support the development of an enabling environment for philanthropy.



Practice:

We advocate and support best practice for philanthropy and giving. We build capability through knowledge sharing, information exchange and peer support.

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— LOOKING TO
THE FUTURE...

CEO piece and vision
for the future.



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A FINAL WORD...

Philanthropy Ireland's 2022-2024 Strategic Plan is dynamic and adaptive.

This plan is designed to be continually informed by the latest research and data on philanthropy and the knowledge and learnings gained from our members, donors, intermediary organisations and communities engaged in philanthropy in Ireland.

We always welcome questions, insight and feedback, if you would like to discuss any matter please get in touch at: info@philanthropy.ie.

Philanthropy Ireland
www.philanthropy.ie
Email: info@philanthropy.ie

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Thank you to all our supporters

Drouillard
Family Fund

Medtronic

The Community
Foundation for Ireland



An Roinn Forbartha
Tuisithe agus Pobail
Department of Rural and
Community Development

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