

BUSINESS TO

ARTS



Creative Capital: How a Cross-Sector Partnership is Advancing Inclusion through the Arts

In 2020, Bank of Ireland turned to Business to Arts to co-create a fund that would respond to the pandemic's impact on the cultural sector. What started as a relief measure matured into a strategic vehicle for social impact.

In 2024, the Bank of Ireland Begin Together Arts Fund, managed in partnership with Business to Arts, took a deliberate step toward systems change. With €100,000 invested in eight arts resource organisations, the Fund demonstrated how a well-structured corporate-charity partnership, built on trust, aligned with ambition, and specialist delivery can move the dial on inclusion and community wellbeing.

The Impact: Culture as a System Lever

The Fund's 2024 round supported programmes ranging from inclusive theatre and early years arts to intercultural choir work and arts education in under-resourced schools.

2,000+ vulnerable participants
80 artists employed

8 counties **5** artforms **100+** events

50% of organisations **expanded existing programmes**; 3 unlocked **new income streams**

A Three-Way Model for Social Impact

The Begin Together Arts Fund brings together three distinct actors:

- **Bank of Ireland**, as the strategic funder and convenor.
- **Business to Arts**, as the intermediary, grant manager and cultural strategist.
- **Arts organisations**, as the community-rooted delivery agents.

Since the Arts Fund's inception in 2020, €1.1 million has been granted to 108 arts projects across the island of Ireland. In 2024, the focus shifted explicitly to inclusion, supporting organisations working with migrants, people

with disabilities, neurodivergent artists, and young people in or at risk of social exclusion. Bank of Ireland's purpose, to help customers, colleagues, communities and shareholders thrive, was meaningfully reflected in the Arts Fund's priorities: inclusion, wellbeing, and decent work. Business to Arts ensured that community needs were matched with this strategic fit. This iteration of the Arts Fund has enabled us to support inclusion not only in word but in practice.

"The arts have a unique ability to bring people together and uplift communities that can often be overlooked. Through our partnership with Business to Arts, we've had the privilege of supporting organisations that are driving meaningful change. Their projects build skills, promote inclusion, and make a lasting impact on artists, audiences, and families alike."

- Paula Murphy, Group Director Brand and Sponsorship, Bank of Ireland

Why Inclusion Through the Arts?

Arts organisations often reach the very people that wider systems overlook. They operate in schools, care centres, Direct Provision centres, and community halls, creating safe spaces for creativity, healing, and visibility.

The 2024 grantees led initiatives including:

- Inclusive theatre for young adults with complex disabilities.
- Intercultural singing workshops in temporary accommodation centres.
- Creative programmes for children with life-limiting conditions.
- Arts education for young people in areas of social disadvantage.

Each project employed artists skilled in inclusive



practice and delivered tangible outcomes from improved confidence and communication to new friendships, public performances, and professional development.

The Role of Business to Arts

As the intermediary, Business to Arts provided more than grant administration. We co-designed the Fund framework with Bank of Ireland, aligned funding with strategic goals, and ensured rigorous evaluation. We also supported the grantee organisations through reporting, storytelling, and capacity building.

Our unique position, bridging the private and cultural sectors, allows us to understand both the language of business and the needs of the arts. It's what makes this model replicable: funders can focus on mission and measurement, while trusted intermediaries manage complexity and ensure impact.

"When we fund with care, courage and creativity, we don't just support the arts—we reshape what's possible for society. The result is more than a grant—it's a multiplier for social change."

- Louise O'Reilly,
Chief Exec, Business to Arts

Lessons for Funders

This partnership offers three key insights for those looking to drive systemic impact through creative or cross-sector work:

- 1. Trust the Middle Layer.** Intermediaries like Business to Arts bring deep knowledge of the cultural sector, giving funders confidence that their investment is strategic, well-governed, and aligned with real community needs.
- 2. Invest in Capability, Not Just Projects.** Supporting arts resource organisations helps strengthen the infrastructure of inclusion. These organisations have deep expertise and have built the trust of the vulnerable communities they serve.
- 3. Think Creatively About Impact.** The arts offer more than outputs. They support mental health, community cohesion, skills development, and civic engagement. For funders seeking to deepen their ESG or social impact goals, the arts are not a soft option; they're a smart one.

What Good Looks Like

The Bank of Ireland Begin Together Arts Fund is a model of how philanthropy and private sector resources can be channelled to create genuine, distributed impact. It doesn't replace public funding; it complements it, filling gaps and unlocking potential that might otherwise be missed. Our goal is to bring more private capital into the cultural sector in ways that are inclusive, thoughtful, and strategically aligned. We believe in creative capital as social capital.

If you're a funder seeking to support inclusion, wellbeing, and social impact—talk to us. Let's explore how cultural investment can advance your mission and create shared value across sectors.

Find out more:



LONG TERM

FOUNDATION



Achieving Impact in the Rwenzori Mountains, Uganda

Long Term Foundation

- Long Term Foundation is a privately funded charity based in Dublin, Ireland, that is committed to combatting extreme poverty and food insecurity in Sub Saharan Africa. The Foundation pursues these objectives by supporting small African Businesses in their implementation of farmer-focused projects.
- Long Term Foundation offers a variety of finance supports, which are uniquely tailored to the needs and capacities of its partners. The Foundation thus seeks to improve the lives of rural farmers, while supporting indigenous entrepreneurs, and equitable business models, to foster sustainable improvements to livelihoods in the region.
- Some of the sectors which we are presently active in include, Livelihood Improvement & Financial Inclusion / Literacy, Coffee Production and export, Cocoa Production and export. Our aim is to develop lasting relationships with



the right partners that are mission aligned and support them through their financial lifecycle from pilot / test facility and beyond.

Agri Evolve Uganda



- Established in Uganda in 2015, Agri Evolve is a B-corp, IDH Transformative, Rainforest Alliance and Organic certified coffee processor involved in the sourcing and light processing of coffee beans primarily for export.
- Principal activities involve procuring and processing coffee from 22,000 smallholder farmers, who are also supported with extension services and inputs. The mission is to work with farmers at a grass root level and at origin to enable the growth and development of agriculture as a business.
- Agri Evolve are working in difficult terrain in Western Uganda close to the Democratic Republic of Congo, in a mountainous region with little in the way of infrastructure or governmental supports. The area is called the Rwenzori's. Agri Evolve support farmers with coffee planting, harvesting, processing and storage where they obtain fair and transparent pricing for their farmers.

"We value our partnership with Long Term Foundation because it gives us the confidence to invest in farmers and their communities, guided by shared values and a shared vision. Together, we are building a more sustainable and inclusive future where agriculture transforms livelihoods."

- Jonny Rowland,
CEO and Founder, Agri Evolve

Mission Alignment:

- Agri Evolve meet our mission alignment requirement as they work with and procure Coffee from over **22,000 Small Holder Farmers** in Uganda.
- In addition, they have a staff of **87 Full time Staff** - 63% Male 37% Female, 30 of whom are full-time "in the Field", supporting, training and working with the farmers.
- In peak seasons (there are two harvesting seasons in this region) small holder farmer employee numbers can increase up to as many as 150 farmers.

Find out more:



How do we help Agri Evolve?

Long Term Foundation have provided a USD denominated working capital facility to Agri Evolve. Bank Debt is not available to them and without the support of Impact Lenders and Investors they would not be able to do what they do. We made our disbursement in 2025 and have conducted a site diligence of their processing plant at Nyabirongo, including on-site assessment of the management team and review of their technology function / app software and a walk through of certification process etc, buyer relationships etc.

22,000 smallholder farmers supported



Premium Arabica coffee, exported worldwide



200,000+ trees planted

1,400 stoves distributed

87 staff

114 savings groups established



What is the Impact of this Partnership?

We will determine the Impact of this partnership by measuring

1. farmer number growth year on year
2. farmer income growth year on year
3. crop yield or crop quality improvement due to farmer education in terms of harvesting / planting / improved farming practices and finally
4. revenue growth for Agri Evolve; this Impact MI is a condition of the facility.

Our partnership helps to employ people, provide a fair and price transparent market to farmers, improve livelihoods, encourage environmental stewardship, and build community resilience.



SMURFIT WESTROCK FOUNDATION



Our goal is to support sustainable projects that positively impact the lives of people in need within the communities where Smurfit Westrock operates.



Funding projects in the areas of health and nutrition, basic care and education.



Highlights of 2024

In 2024, we donated... **€3m**

Our funds went to... **46 + 8**

new projects

ongoing projects

20 countries globally



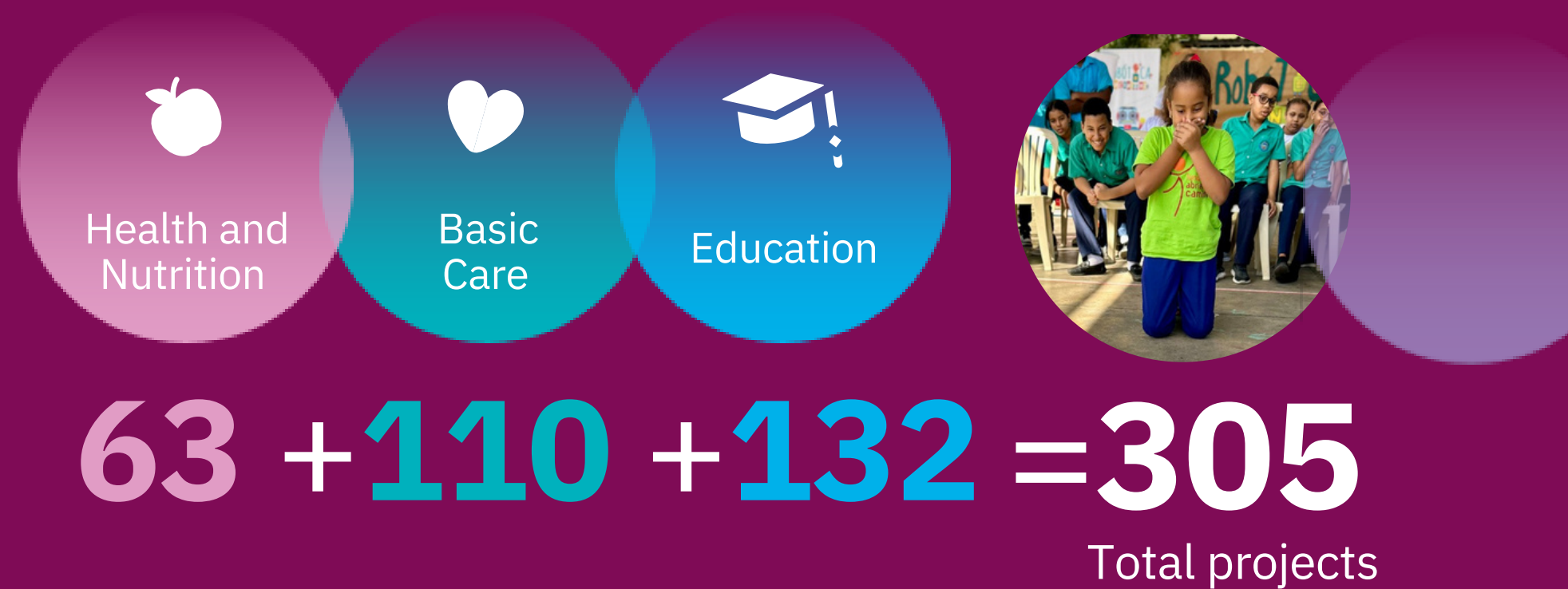
Our contribution so far

Investment
2012 – 2024
€18m

305 projects across **31** countries



Our strategic priorities



Our areas of impact



What we were proud to deliver

Ensured under privileged people received access to education. We helped deliver...

24

School building and refurbishment projects



16

Provision of school equipment

25

Education facilities and outreach programmes



6

Classrooms

Where people had assessed additional needs, disabilities or illnesses. We helped arrange...

7

Upgrade of hospital facilities



38

Specialist centres for those with assessed additional needs

6

Childhood illness specialist centres



5

Cancer care support units

17

Respite and rehabilitation projects

Helping ensure everyone has an opportunity to engage in art, culture, sport and healthy play in their communities. We helped fund...

40

Play areas, sensory rooms and gardens

31

Sport, art and culture facilities

3

Therapeutic horse riding facilities

Assisting those marginalised in society find a place of safety by funding...

17

Community support facilities

9

Humanitarian aid projects

2

Elderly home refurbishment

4

Homelessness support unit

10

Specialist transport facilities

6

Mental health and domestic abuse programmes



Directly assisting disadvantaged children. We helped support...

15

Centres for disadvantaged children

9

Childcare facilities

2

Parenting and childcare programmes

4

Facilities for homeless children

9

Facilities for children taken into care



SUSTAINABLE DEVELOPMENT GOALS 2024

SDGs impacted in 2024

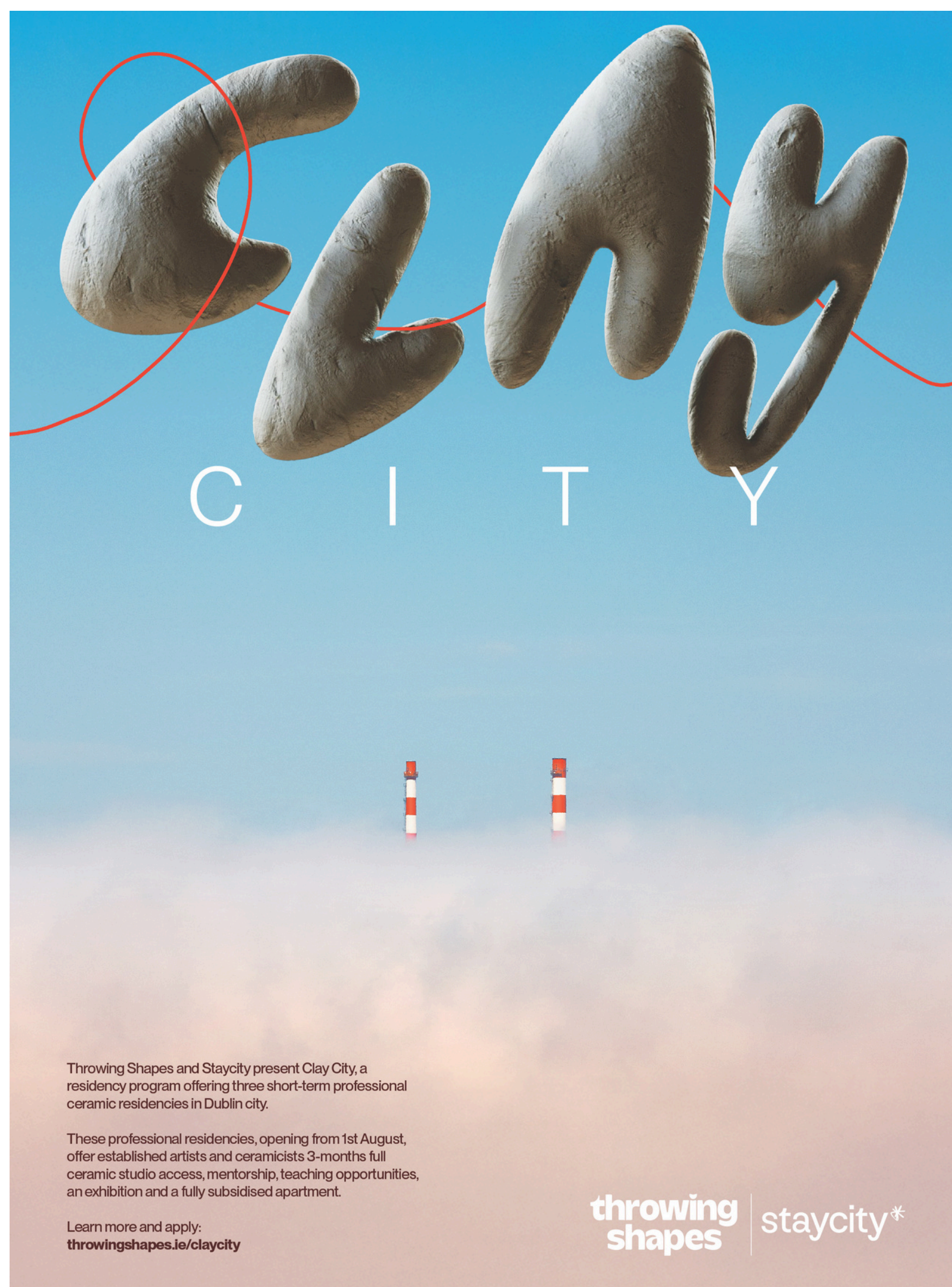


To apply for funding or invite others to do so, please visit smurfitwestrockfoundation.com or email us at info@smurfitwestrockfoundation.com

Registered Charity Number: 20078270



STAYCITY



About Staycity

Founded in Dublin in 2004 with one apartment in Temple Bar, Staycity Group now encompasses two distinct brands - Staycity and Wilde - and is operational across seven European countries.



"In establishing this new partnership with Throwing Shapes, we're both tapping into our unique but complementary expertise to create Clay City and to give artists the time and space required to create. As an Irish company, founded in Dublin, we're proud to support the recipients of this residency to bring their own creative dynamism to Dublin 8 and the city more broadly."

- Tom Walsh, CEO Staycity Group

About Throwing Shapes

Throwing Shapes opened its doors in May 2024 as Ireland's first community ceramics studio. Built on a membership model proven in cities like London, New York, and San Francisco, the studio now supports over 120 members who use the space much like a gym, accessing facilities independently to grow their practice beyond beginner level. Alongside this, Throwing Shapes offers a wide range of beginner and intermediate classes, as well as a new Professional Growth Membership designed as a bridge between hobbyist and professional practice.



Since opening, the studio has quickly become a hub of creativity, building a vibrant online presence and an in-person community. Seasonal events, including markets, artist talks, and masterclasses, have enriched Dublin's cultural calendar while strengthening connections with international artists and partners.

At its core, Throwing Shapes aims to foster art and craft in Dublin at a time when access to space for artists is increasingly limited. With a vision to become a global leader in community pottery studios, it is helping to grow and celebrate the ceramics community in Ireland and beyond.

Find out more:



Launch Video:



Clay City Graduate Ceramics Residency: September 2025 – September 2026

The graduate residency applications opened in June 2025 with the inaugural residency awarded to Abhainn Wheeler, a recent graduate of Crawford Art College in Cork. This is a fully supported opportunity for an early-career ceramicist to further their practice. It includes full studio access, mentorship and a subsidised apartment in the heart of Dublin city for one year. The residency was open to graduates of art and design third-level institutions (within the past three years), based in Ireland or internationally, with demonstrated excellence in ceramics and pottery. Applications were assessed on the strength of an artist's portfolio and the quality of their proposed residency project.

Abhainn's (meaning river in Irish) work draws on the mythic landscapes and rich folklore of Ireland to create organic forms whose textures and colours echo the country's hills, stone circles, and rugged coastlines.

"To have access to kilns and materials will enable me to explore and play which is something emerging artists rarely get to do. It's such an incredible opportunity to not have to sacrifice exploring because of costs and to have access to a studio when you are only starting out. There would be no way for me to do that to this degree without a studio and kilns and materials like this residency would provide"

- Abhainn Wheeler

The graduate residency kicks off in mid-September with Staycity proudly providing accommodation in Dublin city for the year.

Clay City Professional Ceramics Residency: Autumn 2025, Spring and Summer 2026

Applications for the first out of three Professional Residencies for established ceramic artists and potters opened in August 2025. This professional residency provides full studio access and free accommodation during the chosen 3-month programme. The goal with this residency is to bring established international ceramic artists to Dublin to practice and to offer state-of-the-art facilities to artists who want to develop and showcase work.

The first residency for October 2025-January 2026 was awarded to Stella Baraklianou an established multidisciplinary artist, originally from Greece and currently living in the UK.

"The residency will allow me the time and space and access to facilities in order to complete a body of work and be able to exhibit this."

- Stella Baraklianou

Clay City: Breaking the Mould in Collaborative Partnership

Staycity Group and Throwing Shapes have come together in a pioneering partnership that supports emerging and established artists while enriching Dublin's cultural scene. This collaboration underscores a shared commitment to fostering creativity, providing opportunities for artistic growth, and making Dublin a more vibrant and inspiring place to visit and live.

Clay City is a year-long partnership offering a 12-month graduate programme and three 3-month residencies for ceramic artists. This one-of-a-kind initiative provides fully subsidised studio space and accommodation in Dublin City, supporting artists to grow their practice while contributing to Ireland's leading ceramics community.

Our shared goal is to unlock potential and impact by attracting both Irish and international ceramic graduates and professional applicants, encouraging community engagement and establishing Dublin as a hub for ceramics.

The successful graduate and professional Clay City residency recipients will receive:

- A one-year **studio membership** or three-month membership
- A fully subsidised own-door **apartment in central Dublin**
- Full access to **equipment**, kilns, and shared spaces
- **Personal mentorship** and professional development sessions with both organisations
- A **solo exhibition** at the end of each residency
- **Teaching opportunities** and participation in public events

If your company would like to host a team event at Throwing Shapes, please contact: info@throwingshapes.ie

SOCIAL ENTREPRENEURS IRELAND



About Social Entrepreneurs Ireland

Ireland faces complex social and environmental challenges—from mental health and homelessness to climate action, education, and unemployment. Since 2004, SEI has been at the forefront of identifying and supporting over 660 social entrepreneurs who are developing bold, innovative solutions to these issues.

A Journey from Idea to Impact

At SEI, we believe that the people closest to the problem are often best placed to solve it. However, turning a powerful idea into real-world impact requires more than passion, it demands structure, support, and community. The Ideas Academy is SEI's crucial early-stage programme, designed to help emerging social entrepreneurs move from idea to action. With our support, it takes a social entrepreneur on average 3.75 years to move from idea to impact. Without that support, the path to impact is far longer and many brilliant ideas never get off the ground. SEI-backed social entrepreneurs are up to 50% more likely to succeed. By closing gaps in skills, funding and capacity, SEI backs progress and ensures Ireland's most promising ideas grow into lasting solutions.

Lived Experience to Leadership



Dignity Partnership was founded to create a society where the skills and potential of refugees and migrants are recognised, valued, and nurtured. Rosemary Kunene's lived experience in direct provision and work with the

Irish Refugee Council fuel her passion for unlocking the potential of new communities. As a 2019 Ideas Academy Graduate, Rosemary went on to receive continued support from SEI in 2020 and beyond.

6 years on...

Dignity Partnership's Ideas Academy experience put her on the pathway to greater success:

- Shortlisted for the Dublin City Social Enterprise Awards 2021
- Winner of the Social Entrepreneur Award 2024 by Dublin South City Partnership
- Expanded her operational reach
- Initiated a research collaboration with Maynooth University

Rosemary continues to engage with SEI, most recently through our Impact Programme and providing peer support to new social entrepreneurs. In 2024, Rosemary was chosen to join the SEI Impact Programme and received €20,000 in funding. This €20,000 unrestricted funding enabled Rosemary to move from a volunteer role to part-time leadership, creating the capacity to shift her focus from day-to-day operations to strategic leadership.

Ideas Academy Alumni Making Waves Across Ireland

From over 1,300 applications since its launch in 2017, The Ideas Academy backed almost 400 early-stage social entrepreneurs across Ireland. Bringing an idea to impact is challenging and often founders feel alone in trying to do this. SEI is the only organisation in Ireland that invests in changemakers from their very first spark of an idea, providing the programmes, mentorship, networks, funding and strategic guidance they need to develop their ideas into lasting solutions.

Some of the Ideas Academy alumni include:

Football Cooperative

(2020 Ideas Academy): Football Cooperative places recreational football as a hook to bring men together to get active to improve overall health.

- Through an academic partnership with the South East Technological University, a Social Return on Investment (SROI) was established to be for every €1 invested a social value of €17.60 is returned with positive outcomes centred around participant's physical and mental wellbeing.



Education for Sustainability (2021 Ideas Academy): are a national, not-for-profit social enterprise laying the foundation for a more sustainable future for all through climate education and action



Susan Adams
Education for Sustainability

- 47,561 students, 1,923 teachers and 741 schools engaged

Little Fitness (2020 Ideas Academy): The Little Fitness programme is inclusive for all children and families living in emergency accommodation, family hubs and where children may come up against barriers within their community.



- Supported 826 children in homelessness through inclusive fitness programmes

Bank of America: Partnering to Back Early-Stage Ideas



BANK OF AMERICA

A key driver of the Ideas Academy's success has been the longstanding partnership with Bank of America. This partnership began in 2018 and

their commitment goes beyond funding. Teams from Bank of America volunteer as mentors, offer pro bono expertise, and help select participants with the highest potential for The Ideas Academy. This partnership aligns with Bank of America's strategy, particularly its focus on promoting economic and social mobility within local communities and basic needs.

1,390 people from across Ireland have applied to be a part of the Ideas Academy since 2017

50% go on to pilot their social innovation within 12 months of completing the Ideas Academy

374 new social entrepreneurs have put their ideas into action

30% of projects per year evolve into sustainable organisations within five years

"My experience with SEI has not only enhanced my skills but has also fostered a sense of community and provided the tools necessary for creating sustainable positive change in my community."

- Susan Adams,
Education for Sustainability

Find out more:



RETHINK IRELAND



Overview of Rethink Ireland

Rethink Ireland is a venture philanthropy fund dedicated to supporting innovative non-profit organisations and social enterprises across Ireland. Established in 2013 as Social Innovation Fund Ireland, it rebranded in 2020 to better reflect its mission of fostering impactful social change through innovation. Rethink Ireland's mission is to back the best social innovations so they can grow and maximise their impact nationwide. The organisation envisions an Ireland that is more just, equal, and sustainable, achieved through the power of social innovation.

Rethink Ireland's Education Fund, Youth Funds and Children and Youth Funds

Between 2017 and 2022, Rethink Ireland launched three major funding streams—The Education Fund, Youth Funds, and Children and Youth Funds—with a bold aim: to tackle some of Ireland's most persistent social challenges affecting young people. These included educational inequality, barriers to further and higher education, and mental health difficulties that can severely limit life opportunities for children and adolescents.

These funds supported 39 innovative non-profit projects across Ireland, providing not just financial backing but also strategic business supports. A key element of the initiative was an independent academic evaluation led by the UNESCO Child and Family Research Centre (UCFRC) at the University of Galway. Of the funded projects, 24 participated in this extensive evaluation effort.



Find out more:



Purpose of the Funds

Rethink Ireland's intention was not just to fund good work—but to generate evidence that could guide national policy and shape smarter public services. By evaluating these projects rigorously, they hoped to:

- Identify successful models for educational inclusion and youth mental health.
- Demonstrate the social and economic return of investing in youth services.
- Provide data-driven insights that could influence systemic change in education and mental health services.

Impact Highlights

1. Exceptional Social Return on Investment (SROI)

18 M → 145 M
initial investment estimated SROI

Using the internationally recognised SROI methodology, the evaluation revealed that:

- The combined €18 million investment by Rethink Ireland and partners generated an estimated €145 million in social value.
- This equates to a 1:8 return—for every euro invested, eight euros of value were created for participants and their communities.

2. Deep, Meaningful Participant Outcomes

Participants across all three funds reported significant positive change in their lives. These changes were grouped into 16 core outcome categories, including:

- Improved self-confidence and self-esteem.
- Greater emotional resilience and regulation.
- Better educational and employment prospects.
- Enhanced social skills, leadership, and community involvement.
- Positive changes in mental health and family relationships.

These outcomes weren't abstract metrics—they were deeply valued by the young people themselves, reflecting what mattered most in their lives.

3. Effective Practices That Drive Change

The evaluation identified consistent practices used by awardee projects that contributed to positive outcomes. These included:

- Holistic support that combined academic help with emotional and social development.
- Mentorship and adult support, often described by participants as life-changing.
- Parental engagement to create a more supportive learning environment.
- Tailored interventions, such as career exposure, tutoring, and summer programmes.
- Culturally relevant and community-based education models.

This body of evidence represents the first national-scale data set of its kind in Ireland, offering concrete insights into "what works" in alternative education and youth mental health provision.

"This report proves what young people and educators have been telling us for years: These projects change lives. But while powerful, community-led solutions to educational inequality and youth mental health exist, they are not supported at the scale needed. We must stop measuring success by how many get through easily — and instead ask who's being left behind and how we can support them differently. This research gives us a roadmap for change – the next step is putting it into action at scale."

- Deirdre Mortell
CEO of Rethink Ireland

4. Policy-Relevant Evidence and a New Framework for Well-Being

All findings were mapped against Ireland's Well-being Framework, a cross-government policy tool developed to measure the country's quality of life more holistically. The evaluation not only fit within this framework—it informed it.

A new evidence-based model was proposed to embed sustainable well-being approaches into national education and youth mental health policy. This model:

- Reinforces the need for early intervention.
- Supports an integrated, whole-child and whole-system approach.
- Highlights the role of relationships, community, and inclusivity in achieving real outcomes.

5. A Reimagined View of Alternative Education in Ireland

The funds have promoted the question of what model of support should be used to support students in an educational setting. One of the most transformative elements of the report was how it redefined the landscape of alternative education. Projects were mapped according to their relationship with the mainstream education system, looking at different systems that are 'in' or 'out' of the mainstream education system and who they are designed for. This typology expands the state's understanding of what constitutes "alternative education" and challenges assumptions that it is limited to specific "last resort" services.

COMMUNITY FOUNDATION IRELAND



Above: (L-R) Ruth Breslin, Director, The Sexual Exploitation Research & Policy (SERP) Institute; Denise Charlton, Chief Executive, Community Foundation Ireland; Frances Fitzgerald, MEP Dublin and Vice-President, EPP; Sarah Benson, Chief Executive Officer, Women's Aid

Achieving Systemic Change: Essential to achieve our equality mission. Our partnerships to date have helped deliver many policy and legal changes.

- Making the purchase of sex illegal, outlawing coercive control, recognition of prostitution as gender-based violence and the expunging of past criminal records were all the subject of advocacy, campaigns and research by our partners.
- Pioneering research with the Dublin Rape Crisis on consent has seen national awareness campaigns and the roll out of classes across educational curricula.

Sex for Rent: The compelling case for new laws and protections has been highlighted in Pioneering Research with the National Women's Council. The Government has listened with a commitment to introduce laws in the current Oireachtas.

Violent Pornography:

- Thought-leaders, frontline services and experts are considering next steps after a Special Convening Co-Hosted with Women's Aid.
- Current national debate are informed by the Facing Reality Report and Findings undertaken with the Sexual Exploitation and Research Policy (SERP) Institute.



The Difference Philanthropy Can Make

These and other partnerships are putting the need to end sexual violence in the spotlight. Whether around the kitchen table, in the classroom or at work canteens, conversations are taking place. Conversations which inevitably inform and influence public policy.

As a philanthropic hub, Community Foundation Ireland believes women and children must be able to live free from violence to achieve our mission of Equality For All in Thriving Communities. Our partnerships and our actions underscore this belief.

Find out more:



Introduction

Community Foundation Ireland's mission of 'Equality For All in Thriving Communities cannot be achieved without ending domestic, sexual and gender-based violence. As a philanthropic hub, the Foundation works with partners, philanthropists, and supporters to keep frontline services operating, identify emerging challenges, and make strategic interventions backed by best-in-class research.

The Challenge

Often hidden in plain sight, sexual violence continues to cause devastation in families, homes and in wider communities. The scale of the challenge is confirmed on a consistent basis by both frontline partners of Community Foundation Ireland, research supported by the Foundation as well as official figures from the Gardaí and other government agencies.



35% of **Women** in Ireland **Experience Abuse** by a Partner

1,250 Domestic Abuse **Reports** to Gardaí **each week** (2024)

Rates of Reported Rape in Ireland
3X THE EU AVERAGE
almost (34 per 100,000 women)

A Philanthropic Response

Philanthropy enables flexibility, innovation, and persistence; funding pioneering projects, reaching underserved groups, and sustaining advocacy until lasting change is achieved. Our approach is a proven one, it helps deliver results.

Protecting those in Immediate Danger: Our partnerships here cover the full range of services. Often the first call for help comes over the phone.

- We partner with Women's Aid to ensure helplines are answered and websites accessible.
- When lives are in danger our partnerships with the state agency Cuan and Safe Ireland help ensure access to safe spaces.
- Supporting survivors through the trauma of the legal process, including court, is the focus of our partnership with the Dublin Rape Crisis Centre.

Restoring Lives Through Healing: Delivering therapy to children and young people from violent homes has seen the delivery of innovative therapies, often through the RTÉ Toy Show Appeal.

- Art, equine and surf therapy are all supported.
- Offering trauma support and holistic help programmes is central to our work with Ruhama to assist women and girls to exit the gender-based violence which is prostitution.
- Other partners are developing long-term healing hubs where legal, therapeutic and social supports are provided under one-roof.

Reaching Out to the Hardest to Reach:

Language, culture and fear are barriers to women and children in minority communities seeking help.

- The Immigrant Council of Ireland is training members of migrant communities to act as Community Navigators to assist survivors through support systems and the law.
- The delivery of culturally sensitive domestic violence programmes is the focus of a partnership with Pavee Point seeing to build both awareness and trust.

APPLEGREEN



Vision

To create a positive and lasting impact on communities by supporting initiatives that promote social well-being and educational opportunities.

Mission

The Applegreen Charitable Fund is dedicated to improving the lives of individuals and communities through strategic charity partnerships, targeted funding, and active engagement in charitable activities. We aim to empower communities where we live and work.

The charitable fund was set up in 2009 and consists of employees from all areas of the business. It is designed to support the communities in which Applegreen operates and is deeply embedded in the Applegreen culture. Employee engagement is a huge part of the Applegreen ethos. Throughout the year, employees at head office and stores organise events to raise awareness for our charity partner through volunteering and fundraising activities, including cycles, fun runs, hikes and marathons.

Applegreen and Barretstown Charity Partnership Overview

In January 2023, Applegreen announced a significant three-year partnership with Barretstown, committing to raise €1 million for the children's charity from 2023 to 2025. As of August 2025, Applegreen has raised an incredible €2M, exceeding the target set for the partnership.

Key Initiatives and Programmes

- Applegreen Summer Camp:** Title sponsor for a week-long therapeutic summer camp in June for children and their families.
- Barretstown Winter Wonderland:** Supporting the festive and therapeutic Winter Wonderland experience in November.
- 3,000 Days of Therapeutic Programmes:** Funding 3,000 days of therapeutic programmes for seriously ill children and their families over three years.

Fundraising Initiative: Bands for Barretstown Campaign Overview

The Bands for Barretstown campaign is a

nationwide fundraising initiative launched in partnership with Applegreen to support Barretstown's therapeutic camps and programmes for children with cancer and other serious illnesses. Colourful wristbands are sold in Applegreen stores for €2 each, with every euro going directly to Barretstown to help fund their life-changing work.

- Vision:** To bring joy, hope, and healing to children and families affected by serious illnesses through therapeutic recreation.
- Mission:** To provide free, specially designed therapeutic camps and programmes that offer a supportive and fun environment for children with serious illnesses, helping them rebuild their lives and regain confidence.

Key Social Issues Addressed

- Childhood Cancer and Serious Illness:** Offering emotional and psychological support through therapeutic programmes.
- Family Support:** Creating a community where families can connect, share experiences, and find strength in their journey.
- Mental Health and Well-being:** Promoting well-being through recreational activities and peer support.

The design for this year's bands was created by ten-year-old Millie Lynam and features the inspiring message 'Let's Go Barretstown', a colourful and joyful expression of the hope and positivity that Barretstown brings to children and families living with cancer and other serious illnesses. Millie lives in Kilbeggan, Co. Westmeath, with her parents Eimear and Paul, her brother James (7) and her sister Kitty (4). Millie was first introduced to Barretstown as a sibling camper, supporting her younger sister Kitty, who has an extremely rare genetic disorder that affects the nervous system.



Above: Millie Lynam (left) with TV and radio presenter Lucy Kennedy (right) proudly supporting the campaign this year.

Measurable Social Impact

- Funds Raised:** The campaign has raised significant funds to support over 3,000 camp experiences, bringing more children and families to Barretstown's life-changing programmes.
- Community Engagement:** Increased awareness and participation across communities in support of children with serious illnesses.

By purchasing and wearing these wristbands, supporters contribute to Barretstown's ongoing mission, helping to create a brighter future for children facing serious health challenges.



"Working with Applegreen has been incredibly rewarding. Their commitment to our mission and the enthusiasm of their employees have made a significant difference in the lives of the children we serve."

– Caroline Tobin, Corporate Fundraising Manager at Barretstown

Key Learnings and Insights

- Community Engagement is Crucial:** Campaigns like Bands for Barretstown show that involving local communities leads to greater participation and impact.
- Employee Involvement Drives Success:** Applegreen employees across the business play a vital role in organising and promoting events, boosting morale and campaign effectiveness.
- Clear Communication and Transparency:** Regular updates on fundraising progress and impact help build trust and encourage continued support.

Challenges and How They Were Overcome

- Fundraising Fatigue:** To combat this, Applegreen diversified its fundraising activities to keep engagement fresh and exciting.
- Balancing Business and Charity Goals:** By embedding social responsibility into its core strategy, Applegreen aligned charitable efforts with business objectives.
- Measuring Impact:** Clear, measurable goals and regular assessment allowed Applegreen to demonstrate tangible results to stakeholders.

By reflecting on these learnings and addressing challenges head-on, Applegreen continues to strengthen its charitable partnerships and make a meaningful difference in the communities it serves.

Find out more:



LONG TERM FOUNDATION



Long Term Foundation

- Long Term Foundation is a privately funded charity based in Dublin, Ireland, that is committed to combatting extreme poverty and food insecurity in Sub Saharan Africa. The Foundation pursues these objectives by supporting small African Businesses in their implementation of farmer-focused projects.
- Long Term Foundation offers a variety of finance supports, which are uniquely tailored to the needs and capacities of its partners. The Foundation thus seeks to improve the lives of rural farmers, while supporting indigenous entrepreneurs, and equitable business models, to foster sustainable improvements to livelihoods in the region.
- Some of the sectors which we are presently active in include, Livelihood Improvement & Financial Inclusion / Literacy, Coffee Production and export, Cocoa Production and export. Our aim is to develop lasting relationships with

the right partners that are mission aligned and support them through their financial lifecycle from pilot / test facility and beyond.



Raising the Village



- RTV partners with ultra-poor last-mile subsistence farming communities in sub-Saharan Africa (primarily in Uganda) for an intensive 24-month journey out of ultra-poverty. Operating at scale in Uganda (and piloting Learning Hubs in Rwanda and the DRC), RTV targets whole clusters of villages (6–8 per cluster), engaging all households with added prioritization for women- and youth-headed homes.
- RTV's model drives income growth through improved agriculture (quality seeds, tools, organic inputs, agronomy training), enables progress by removing barriers (food security gardens, WASH and preventative health, local water access, financial inclusion), and embeds sustainability via community leadership and local-government partnerships.
- RTV have been operating in Uganda since 2016, and have expanded across 19 districts; in 2024 alone it reached 400,274 people in 696 villages, contributing to a cumulative reach of 1,366,896 people since inception.



"Long Term Foundation's depth and experience allows us to have meaningful conversations for learning and strengthening of Raising The Village. The team at the Long Term Foundation ask the tough questions, dive deep into the details, and spend time on the ground to walk alongside us."

- Shawn Holden Cheung,
Founder and CEO, RTV

What the RTV Programme Achieves

- RTV's topline objective is simple and bold:
Raise Household Income & Production (HHI+P) above \$2/day within 24 months
—so families transition from subsistence to sustained income generation after the programme ends.
 - For the 2022 cohort graduating in 2024, **average HHI+P rose from \$0.88/day at baseline to \$2.16/day** at graduation.
 - **Agricultural value and income were the primary engines of growth**, supported by diversified livelihoods, savings, and health and water improvements that reduce shocks and unlock time for enterprise.
- Because RTV tracks cohorts beyond graduation, the programme can **demonstrate durability**, not just a "graduation moment."
 - The 2019 cohort, five years on, shows continued upward mobility: average HHI+P reached \$2.83/day at month 60, with strong gains in perennial crops (e.g., coffee) and steady small-business growth—evidence that households continue compounding skills and assets over time. VSLAs endure post-programme, with higher savings and better outcomes among participating households than non-participants, underscoring the value of local capital and peer accountability.



- Critically for funders, RTV achieves these outcomes with
high cost-efficiency and strong data
 - At 24 months, the 2022 cohort unlocked **\$707 in Annual Program Value per household** on an initial cost of \$111—an estimated 6× return (**539% ROI**).
 - By 60 months, the 2019 cohort had unlocked \$1,957 per household, yielding roughly an 18× return (**1,699% ROI**) on a single up-front investment.

How to we help support Raising the Village

- Long Term Foundation's support is provided via two distinct facilities. The first facility is a committed (24 month) Grant facility which we typically review and "roll" on an annual basis. This facility gives RTV the financial security it needs for future programme planning and capacity.
- The second facility we provide is a Programme Protection Facility. RTV are hugely reliant on Grant Funding. Given the often unreliable Grant Funding pipeline, and the propensity for certain funders to drop out last minute or to commit lower than expected quantum of funding for different reasons, we have provided a "committed guarantee facility" so that we can step-in if contracted Grant funding from other funders falls away. This is to protect active Programmes and the participants.

Find out more:



OKC and Vodafone Foundation in Ireland: Driving Impact Through Long-Term Partnership and Strategic Evaluation

Since 2008, OKC has partnered with Vodafone Foundation in Ireland to evaluate, strengthen, and validate its philanthropic and social impact initiatives - transforming funding into measurable, meaningful social outcomes. This long-term relationship reflects a strategic approach to corporate philanthropy that prioritises data-driven impact and continuous learning.

"We have had the pleasure of working with OKC as our consultants on the Hi Digital project for the past four years, and prior to this our transformational partnership with ISPCC Childline. Both projects have delivered - and continue to deliver - wide-reaching social impact under the umbrella of our ESG "Connect for a Better Future" goals. Hi Digital focuses specifically on inclusive and sustainable connectivity, and aiming to bridge digital divides."

- Liz Roche, Head of Foundation and Sustainable Business at Vodafone Ireland

Phase I: Listening, Learning and Designing

OKC led an in-depth research and planning phase, which included:

- Reviewing relevant programmes like Ageing Together, ICT4Elderly (EU), and TILDA.
- Engaging with a wide range of stakeholders across Ireland, including not-for-profits, community leaders, educators, trainers and older adults themselves.
- Speaking with people aged 65+ from different backgrounds, locations and digital skill levels to understand their challenges and needs.
- Producing a detailed validation report that highlighted key challenges, barriers and the most effective delivery methods.

These insights shaped the Hi Digital programme's structure, content and partnership model. - a pioneering approach that is helping to



Above. The Vodafone Foundation Hi Digital programme won the Social Impact Award at the 2024 Business & Finance Media Group ESG Awards. Pictured: Stephanie Casey, Project Manager at Vodafone Foundation in Ireland, and Sabrina Kevany McGlynn, OKC's Associate Director for Partnerships and Innovation.



ENABLING
PHILANTHROPIC
IMPACT
SINCE 2002



inform the development of Hi Digital in other Vodafone markets.

Phase II: Monitoring & Evaluation (Ongoing)

OKC continues to support Vodafone Foundation in Ireland and its partners through ongoing monitoring and evaluation, ensuring the programme stays relevant and effective by:

- Acting as an independent evaluator over the course of the programme.
- Developing tailored surveys, interviews and focus groups for different partners and participant groups.
- Regularly engaging with charity partners of the Foundation and stretching out to churches, pharmacies and library networks, as well as trainers and older adults from both urban and rural areas.
- Reporting on each Hi Digital offering and innovating around improving the model.

"OKC has consistently demonstrated a high level of professionalism and dedication, ensuring that our project goals are met and exceeded. They have helped us refine our approach and achieve the highest possible impact for the 65+ audience we serve."

- Liz Roche

Evaluation outputs include:

- Rich qualitative and quantitative data from stakeholders
- Insights into participant experience by age, gender, device, and skill level
- Narrative reports on user journeys and recommendations across all partners
- Guidance to replicate successful elements across sectors
- Stakeholder experience with recommendations for Vodafone Foundation in Ireland around Informal & Intergenerational learnings to inform research criteria.

Research Collaboration and Growth

OKC supports Vodafone Foundation's contribution to independent research, evidencing the benefits of informal and OKC

supports Vodafone Foundation's contribution to independent research, evidencing the benefits of informal and intergenerational learning through Hi Digital. Working closely with Vodafone Foundation, OKC helps onboard new partners and expand reach via a "member-get-member" strategy, amplifying impact across Ireland. This approach elevates corporate philanthropy from a transactional activity to a dynamic, values-led social investment.

OKC also supported Vodafone Foundation in developing a new fund with Rethink Ireland. The Hi Digital Fund is a unique collaboration, ensuring the highest impact for new partner organisations and the communities they serve. This €540,000 investment supports five innovative organisations helping older adults develop essential digital skills — from using smartphones to navigating e-health services and smart home technology.

The Vodafone Foundation Hi Digital programme won the Social Impact Award at the 2024 Business & Finance Media Group ESG Awards. Pictured: Stephanie Casey, Project Manager at Vodafone Foundation in Ireland, and Sabrina Kevany McGlynn, OKC's Associate Director for Partnerships and Innovation.

"We highly recommend OKC for being the cohesive force between the corporate and non-profit world, enabling robust social impact. Their dedication to excellence and their ability to deliver meaningful results make them an invaluable partner in any project."

- Liz Roche

This partnership exemplifies how strategic collaboration, rigorous evaluation and a shared commitment to social impact can transform corporate philanthropy into a powerful force for lasting change - offering a model for organisations seeking to create meaningful, measurable difference in communities they serve.

Find out more:

