

PHILANTHROPY IRELAND

IMPACT REPORT

2024



TABLE OF CONTENTS

01	Welcome from Chair of Board	03
02	2022-2025 Strategic Plan and Objectives	04
03	Year Highlights	05
04	Influencing for Impact	06
	• National Philanthropy Policy	07
	• Budget 25	08
05	Connect and Engage	09
	• Philanthropy Symposium.....	10
	• Philanthropy in Practice Sessions.....	11
	• Grant Makers Network.....	11
	• Funders Network	12
	• Donor Advisory Group.....	12
06	Centre of Knowledge	13
	• Membership Hub	14
	• Philanthropy Map	14
	• Inputs to Other Conferences.....	15
	• Philanthropy Magazine	16
	• Impact Exhibition	16
07	Effective Delivery.....	17
	• New Members and Associate Members	18
	• New Website & Digital Reach.....	19
	• AGM	20
	• Board & Staff	20
08	Closing from CEO.....	21

WELCOME

From the Chair of the Board

As Chair of Philanthropy Ireland, I am delighted to present our 2024 Impact Report, showcasing a year of progress, collaboration, and impact for our organization and the broader philanthropic community. This report highlights our achievements across the four strategic pillars of our work: Influencing for Impact, Connect and Engage, Centre of Knowledge, and Effective Delivery. These pillars guide our efforts to foster a strong, thriving culture of philanthropy in Ireland, enabling us to drive meaningful change and support our members in achieving their goals.

In 2024, we made significant strides under each of these pillars. In Influencing for Impact, our work on Ireland's National Philanthropy Policy was pivotal, with Philanthropy Ireland leading key subgroups and ensuring our members' voices were heard. Through Connect and Engage, we created dynamic spaces for collaboration, including our most successful Philanthropy Symposium to date, which brought together over 100 stakeholders to share ideas and forge connections. As a Centre of Knowledge, we launched new resources like the Membership Hub, Philanthropy Map, and Philanthropy Magazine, providing invaluable tools and insights to empower our community. And in Effective Delivery, the launch of our new website, governance enhancements, and the expansion of our membership reflect our commitment to strengthening our foundation and extending our reach.

These achievements would not have been possible without the unwavering support of our membership community and partners. Your contributions—whether through participation in events, feedback on critical issues, or collaboration on key initiatives—have been essential to our progress. Together, we have continued to demonstrate the transformative power of philanthropy in addressing societal challenges and building a more equitable and sustainable future.

As we reflect on 2024 and look toward the future, I want to extend my heartfelt thanks to everyone who has contributed to our shared mission. Your trust, dedication, and partnership are what drive Philanthropy Ireland forward. Together, we will continue to build on this year's successes, strengthen the impact of philanthropy across Ireland, and ensure that generosity remains a cornerstone of our collective progress. Thank you for being part of this journey.



2022-2025 STRATEGIC PLAN AND OBJECTIVES

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

EMPOWERING PHILANTHROPY FOR A BETTER IRELAND YEAR 3



INFLUENCING FOR IMPACT

To clearly define and communicate the importance, value and potential impact of philanthropy in Ireland, to positively inform and advance attitudes, approaches and opinions.



CONNECT AND ENGAGE

To develop, foster and facilitate donor engagement opportunities to increase learning and information sharing to enhance the donor experience.



CENTRE OF KNOWLEDGE

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



EFFECTIVE DELIVERY

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

YEAR HIGHLIGHTS

POLICY

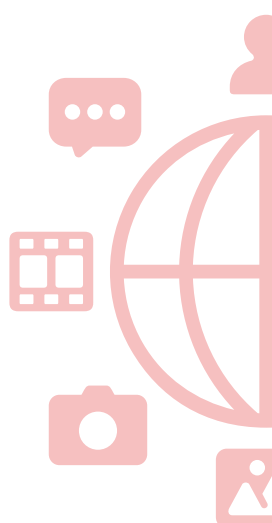
30

sub-group
meetings with
direct team
engagement



PRACTICE

14
EVENTS



150,000
DIGITAL
REACH IN
2024

130% increase
from 2023



10 NEW
MEMBERS

NEW
PARTNERSHIPS 7



New Website
& New
Membership
Hub



PROMOTION

€60
MILLION

in philanthropy
impacts added to the
Philanthropy Map



INFLUENCING FOR IMPACT



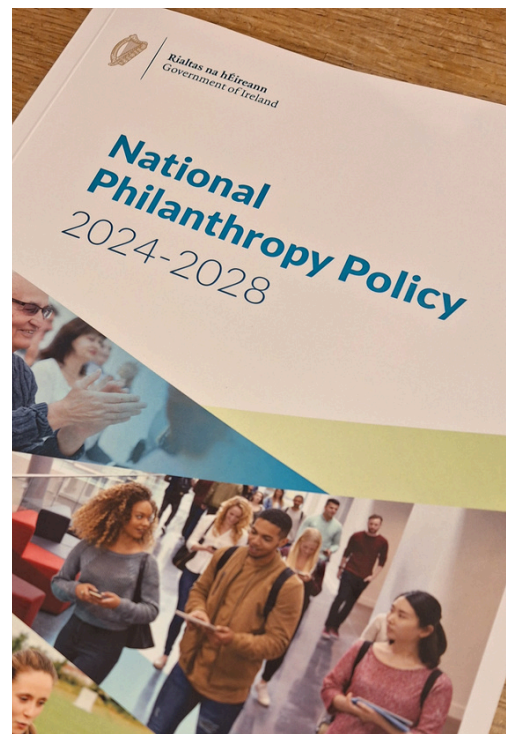
Influencing for Impact is central to our 2024 work plan, driving efforts to create a supportive National Philanthropy Policy. We endeavor to ensure that the regulatory and legal framework encourages generosity, empowering philanthropy to address critical societal challenges. By advocating for policies that unlock greater giving, we aim to maximise philanthropy's role as a catalyst for positive change in Ireland.

A key focus is our engagement with government, policymakers, and staff. Through targeted meetings and communications, we highlight philanthropy's potential to tackle pressing issues and contribute to national development. By presenting evidence-based insights and showcasing success stories, we build awareness and momentum for a stronger philanthropic ecosystem.

We also support our members in advocating on the issues that matter to them, providing guidance, tools, and a united platform to amplify their impact. By connecting our network's collective voice, we strengthen advocacy efforts around critical topics like social equity and sustainability, reinforcing philanthropy as a driver of meaningful progress in Ireland.

NATIONAL PHILANTHROPY POLICY

Philanthropy Ireland has advocated for a National Policy for many years to support the philanthropy community, stimulate further philanthropy, and promote the impact philanthropy is having in communities across Ireland.



Philanthropy Ireland plays a pivotal role in advancing Ireland's National Philanthropy Policy, actively contributing to its development and implementation. Our CEO sits on the Implementation and Monitoring Group, tasked with ensuring that achievable action plans and budgets are implemented in support of the Policy. As Chair of the Communications and Awareness Sub-Committee, we lead efforts to promote understanding and visibility of the policy's importance, ensuring clear and consistent messaging across stakeholders. Additionally, we provide secretariat support to the Stimulating and Incentivising Subgroup, facilitating collaboration and progress on initiatives to encourage increased philanthropic giving, including a detailed Budget submission, outlined below. Our staff and board members actively participate in the other three subgroups, ensuring strong representation and alignment with the policy's objectives.

To embed member involvement, we have prioritised supporting our network's engagement with the policy process. By identifying opportunities for members to contribute to subgroups and advocating for their inclusion, we amplify their voices in shaping Ireland's philanthropic landscape. Through consultations, feedback mechanisms, and ongoing dialogue, we ensure that members' perspectives and insights are central to the development of a policy that reflects the needs and aspirations of Ireland's philanthropic community. As part of our commitment to ensuring that our philanthropy community is regularly updated on the work and progress being undertaken by the Department of Rural and Community Development, Philanthropy Ireland, and other stakeholders we interviewed Bairbre Nic Aongusa in October to get her thoughts and feedback on the progress of the National Philanthropy Policy. [Read the full interview here.](#) We remain committed to providing regular updates on this essential work.

BUDGET 2025 SUBMISSION

For our Budget 2025 we asked the government to follow through on the commitment made in Budget 2024, by advancing changes to unlock philanthropy for social good. The submission signposted simple measures to achieve this, in alignment with calls made by the Implementation and Monitoring Group for the National Philanthropy Policy.

1. Capital Acquisitions Tax Relief. Capital Acquisitions Tax (CAT), charged at 33% on gifts and inheritances, currently limits philanthropic giving from inherited wealth, as donations to philanthropic causes don't receive full tax relief. The proposal suggests allowing full CAT relief for individuals who donate a minimum of €1 million to a qualifying philanthropic organization, ensuring the entire donation supports public good projects. This incentive aims to encourage increased philanthropic giving through private funds for long-term societal benefit.

2. Capital Gains Tax Relief. Similarly, Capital Gains Tax (CGT) at 33% on asset disposals restricts the amount available for philanthropy since donations must come from the post-tax amount. A similar relief is proposed for CGT, enabling a higher portion of assets to support social good.

3. Amend the 'Spend Down' Rule. Currently, charities require approval to accumulate funds for over two years, a limitation for long-term projects that need extended timelines for sustainable impact. The proposal suggests amending tax rules to allow longer fund accumulation periods for large-scale philanthropic organizations. This would facilitate the growth of multi-generational projects, vital for sustainable development in Ireland.

4. Amend the 2-Year Condition on Tax Relief Qualification. Irish charities currently must wait two years for tax relief on donations. The proposal recommends allowing new charities to qualify within the first two years, with a refund after reaching the two-year mark. This change would encourage early donations and support emerging organizations.

5. Major Gift Philanthropy Relief. The proposal introduces an income tax relief for donations between €1 million and €5 million, allowing 100% of these donations to support public good projects. This relief, proposed to run from 2025 to 2029 with a review in 2029, is expected to normalize major donations and encourage broader participation in philanthropy.

6. Investment in Data and Research. The proposal highlights the need for reliable data and research to support philanthropy in Ireland. It recommends annual or bi-annual surveys on giving and creating a philanthropy research center. Better data access would enhance decision-making, transparency, and promote a positive philanthropic culture.

CONNECT AND ENGAGE

Philanthropy Ireland's focus on Connect and Engage reflects our dedication to fostering collaboration and enhancing knowledge within the philanthropic sector. Our Grant Maker Network events are a key element of this work, providing in-depth exploration of essential grant-making topics. From discussions on risk appetite to strategic approaches in grant allocation, these events empower members with the tools to elevate their effectiveness. They also serve as a crucial forum for peer learning, strengthening connections across Ireland's philanthropic landscape.

Complementing these efforts is our Philanthropy in Practice series, which provides timely insights on important issues such as political engagement and impact measurement. A highlight of the year was our highly successful Philanthropy Symposium, which brought together over 100 stakeholders from across the sector. This landmark event facilitated vibrant discussions, strengthened networks, and showcased the shared ambition of building a more impactful and sustainable philanthropic ecosystem in Ireland. Through these initiatives, we continue to enhance the sector's capacity and collective influence.



PHILANTHROPY SYMPOSIUM



The annual Philanthropy Symposium, now in its 8th year is a celebration of Irish Philanthropy and a catalysing force for change within the philanthropy community. This annual event is for members of Philanthropy Ireland, members of the wider philanthropy sector, and policy makers looking to support this sector.

Philanthropy Symposium 24 focused on the themes of Innovation, Collaboration, and Activation as driving forces to galvanize and invigorate our diverse community. We received fantastic feedback from this year's Symposium with 100% of participants indicating they would return for another Symposium.



Check out our content surrounding the Symposium by clicking the links.



PHILANTHROPY IN PRACTICE SESSIONS



Philanthropy in Practice events provide our members with knowledge and information on best practice, insights and trends in the philanthropy community, from Ireland and internationally. Notes and presentations for each of these insightful events are available to members of Philanthropy Ireland to access at any time through our Membership Hub.

4 Key Events to support growth in philanthropy

- [Philanthropy and AI](#)
- [Philanthropies role in Policy and Politics](#)
- [Impact Measurement](#)
- [Philanthropy 2024 Reflections and Trends for 2025](#)



4 Key events to support best practice in Grant Making

- [Safeguarding and Due Diligence](#)
- [Risk Appetite in Grant Making](#)
- [Collaboration in the Philanthropy Community](#)
- [Grant Making Strategies](#)

GRANT MAKERS NETWORK

This network aims to add value in the leadership, management, and operational skills of grant making organisations to increase impact, build governance and inform grant making strategies, in support of an agile, responsive community of grant makers addressing beneficiary needs. It helps support and develop high-quality, impactful, sustainable, and responsive grant making programmes to maximise impact of resources.

FUNDERS NETWORK



Our Funders Networks are a forum for funders to meet on thematic areas they are focusing grant making on. We currently support the following Funders Networks

- Criminal Justice Funders
- Funders against the far right
- All Island Funders

Roundtable Discussion with Bank of America

Another area where we supported corporate philanthropy was our collaboration with Bank of America and the Banking and Payments Federation to support a Roundtable discussion on skilling into tech roles. This roundtable aimed at

celebrating corporate philanthropy, showcasing the work of Bank of America in Ireland and highlighting opportunities for other corporates to engage in philanthropy by supporting marginalised communities through meaningful employment and opportunities to engage in the tech sector. The Bank of America case study in corporate philanthropy will be released shortly.

With huge thanks to this group for their generous insights and guidance to inform the direction and work of Philanthropy Ireland in advancing philanthropy. understanding donor perspectives is vital for all our work.

This group met on 3 occasions throughout the year, including one away day which provided opportunity to visit a project and see firsthand the work being achieved.

DONOR ADVISORY GROUP



CENTRE OF KNOWLEDGE

Philanthropy Ireland's role as a Centre of Knowledge is central to our strategic plan, ensuring members and stakeholders have access to the tools and resources needed to maximise their impact. This year, we proudly launched our Membership Hub, a dynamic online platform providing tailored resources, updates, and opportunities to connect. Alongside this, the updating of the Philanthropy Map offers a visual representation of the diverse and transformative contributions of philanthropy across Ireland, inspiring greater awareness and collaboration within the sector.

Further amplifying our knowledge-sharing efforts, we introduced the inaugural Philanthropy Magazine, a publication highlighting best practices, emerging trends, and the stories behind impactful initiatives. Our Impact Exhibition*also debuted this year, showcasing the powerful results of philanthropic efforts across Ireland. This interactive exhibition underscored the potential of philanthropy to address pressing societal challenges and inspired conversations about its future role. Together, these initiatives position Philanthropy Ireland as a trusted knowledge hub, empowering members to lead with insight and innovation.

MEMBERSHIP HUB

In 2024, Philanthropy Ireland made significant strides in advancing its Membership Hub, establishing it as a vital resource for members. The hub now features an extensive resource library, offering a wealth of tools, guides, and research tailored to support philanthropy in Ireland. Members also benefit from real-time updates to the Philanthropy Map, providing insights into philanthropic initiatives across the country, as well as an events calendar that ensures members stay informed about key opportunities to connect. The hub proved instrumental this year as a platform for hosting critical National Philanthropy Policy meetings, facilitating collaboration and engagement among policymakers and stakeholders.

Looking ahead to 2025, we are excited to further enhance the Membership Hub. Plans include expanding the resource library with curated content specifically tailored to the needs of Irish philanthropists, making it an even more valuable repository of insights and guidance. The 2025 events calendar will feature a wider range of opportunities for members to connect, share experiences, and learn from each other. By broadening our offerings, we aim to strengthen the community and foster greater collaboration among philanthropy stakeholders.

We are also exploring ways to use the hub to facilitate collaboration among members, positioning it as a space for dialogue, co-creation, and innovation. Whether through virtual discussion forums, joint initiatives, or shared learning opportunities, the Membership Hub will evolve as a cornerstone of Philanthropy Ireland's mission to build a dynamic, connected, and impactful philanthropic sector.

Philanthropy Ireland would like to thank our partner SmartSimple for providing their platform to facilitate the Membership Hub and Philanthropy Map. You can read more about this partnership [here](#).

PHILANTHROPY MAP

Philanthropy Ireland, in partnership with SmartSimple have created the Philanthropy Map. This map captures grant making from Philanthropy Ireland members from 2018-2023. It showcases the breadth of impact achieved by Philanthropy Ireland members at a community, county, country and global level.

Philanthropy Ireland will provide continual updates on the map to showcase the efforts of our philanthropy community in supporting a number of key social issue areas that touch all of our lives. We hope the philanthropy map can provide a snapshot of the importance of philanthropy and the difference Philanthropy Ireland members are making all across the world.

INPUTS TO OTHER CONFERENCES

Philanthropy Ireland has been actively contributing to conferences, seminars, and webinars, providing educational inputs that foster knowledge sharing and raise awareness about the power of philanthropy. By presenting at key events and inputting to targeted workshops, we bring expert insights and share the impact of philanthropy. These initiatives create valuable opportunities for learning and dialogue, enabling stakeholders across the philanthropic ecosystem to collaborate more effectively and amplify their impact.



Charities Institute Ireland

We were delighted to join our colleagues in CII for their Summit in June. Speaking on the panel '*Inspiring Philanthropy*' it was a welcome opportunity to engage with stakeholders from across the community and voluntary sector, deepening understanding of philanthropy in practice.



Federation of Irish Sport

Speaking at the Federation of Irish Sport Leaders Forum in, our CEO had the opportunity to discuss the role of philanthropy in sport, outlining potential points of engagement with the National Philanthropy Policy.



SmartSimple

Our Head of Communications and Relationship presented at the SmartSimple conference in Amsterdam, outlining the partnership between our two organisations and showcasing the potential for digital platforms to maximise philanthropy

PHILANTHROPY MAGAZINE



We were delighted to introduce this new platform, dedicated to showcasing the remarkable work of the Irish philanthropy community, who are united by a shared commitment to creating a more equitable and sustainable future.

Key articles featured in the Philanthropy Magazine include:

- [The Story of the 5 Ten Trust](#)
- [Enabling Philanthropic Practice in Ireland](#)
- [Global Impact, Local Focus. The role of Professional Advisers](#)
- [Medtronic: On a Mission to drive equity in Ireland](#)

In 2025 we will produce additional issues of the Philanthropy Magazine to continue to bring you the most up to date news, insights and inspirational stories from our dynamic philanthropy community.

IMPACT EXHIBITION



Philanthropy Ireland's Impact Exhibition is a celebration of the transformative work being carried out by our Members through meaningful philanthropy. This exhibition highlights the profound contributions and initiatives that are making a real difference in communities across Ireland and beyond. From supporting vital social causes to driving positive change in education, health, and the arts, the showcased projects represent the collective power of philanthropy in shaping a more equitable and sustainable future. Join us as we explore the stories, partnerships, and lasting impacts of this generous giving.

EFFECTIVE DELIVERY



In 2024, Philanthropy Ireland made significant advancements in Effective Delivery, enhancing our ability to serve members and drive impact. A major milestone was the launch of our new website, designed to improve accessibility and provide a user-friendly experience. This digital transformation has not only increased our online reach, engaging a wider audience, but also serves as a hub for resources, updates, and opportunities for the philanthropic community. To align with our evolving mission, we implemented important changes to our constitution and Memorandum & Articles of Association, ensuring our governance structures support future growth and innovation.

This year also saw growth in our community, with the addition of new members and associate members, reflecting the increasing recognition of philanthropy's role in addressing societal challenges. These new connections enrich our network, bringing diverse perspectives and expertise that strengthen collective impact. Through these efforts, Philanthropy Ireland continues to build a resilient and adaptable organization, ensuring we deliver on our mission effectively and meet the needs of our members in an ever-changing landscape.

NEW MEMBERS AND ASSOCIATE MEMBERS

We had the pleasure of welcoming 8 new Members to our community this year, as well as the special addition of our first 2 Associate Members.

Associate membership was launched in August of this year, catering to those who play a crucial role in supporting the philanthropy community through their organisations and services, whilst not being actively involved in philanthropic giving, grant making or infrastructure. These include wealth advisors, philanthropy advisors, financial advisors, legal advisors, public sector grant makers, academia, researchers...

5Ten Trust



The Mick Guinee Charitable Foundation



Business to Arts



Trinity Development and Alumni



Irish Hospice Foundation



UCD Foundation



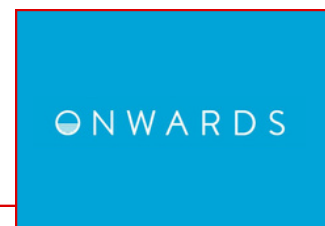
StayCity



OKC Consulting



Onwards Philanthropy



& a New Family Foundation who wish to remain anonymous.

NEW WEBSITE & DIGITAL REACH



In 2024, Philanthropy Ireland continued to leverage its digital platforms to promote philanthropy, encourage engagement in advocacy and policy, and support the adoption of good giving practices. With the launch of a new, dynamic website and a dedicated membership hub, the

organisation enhanced its digital presence, offering members and stakeholders tailored resources and an accessible portal to connect and collaborate. This new platform underscores Philanthropy Ireland's commitment to innovation, creating a seamless user experience that strengthens its role as a central resource for Ireland's philanthropic community.

Through these enhanced digital efforts, Philanthropy Ireland reached over 150,000 people during the year, amplifying its mission to inspire and support philanthropy. The organisation's newsletter saw impressive engagement, with over 680 subscribers, a 50%+ open rate, and an 11% click-through rate. Website traffic exceeded 9,000 visitors, while LinkedIn continued to be a growth driver with 1,122 new subscribers joining the community.

Together, these efforts represent a significant step in expanding Philanthropy Ireland's digital reach and fostering greater collaboration among stakeholders in the philanthropic sector.



We reached over 150,000+ people through our digital platforms in 2024.



680+ subscribers on our newsletters with a 50%+ open rate and 11% click through rate.



1122 new LinkedIn subscribers.



Launched new website and new membership hub



Over 9,000 visitors to our website.

AGM

The Philanthropy Ireland AGM took place in September. Thorough oversight on governance and practice in our operations is of vital importance and a core value underpinning all our work. In addition to presenting the annual report and financial statements for 2023, it was an opportunity to present proposed changes to our constitution for ratification by our members. The changes as ratified by our members addressed updates needed in compliance with company law and changes in support of the operations of the organisation. These are now being lodged with the Charities Regulator and the CRO.

BOARD AND STAFF

Sean Coughlan joined the Board in February. Spanning both the not-for-profit and for-profit sectors, Sean's experience includes Director of the To Zero initiative to child sexual violence in a generation (to-zero.org), Executive Director of the Human Dignity Foundation, Chief Executive of Boards.ie and Co-Founder and Chief Executive of Social Entrepreneurs Ireland. Seán has served on a number of boards and working groups including the Advisory Board of INTERPOL's Fight Against Child Sexual Exploitation Initiative, the Board of the European Venture Philanthropy Association and the Board of Trustees of Airfield Estate. Seán is a graduate of Trinity College Dublin.



Ana Reid joined the staff in May, as part of the communications team, and assists in the creation of content on the website, newsletters and social media and promoting Philanthropy Ireland's initiatives, events and She is a recent Trinity Business School graduate, with a special interest in Social Impact and Innovation. With a background in Sales and Marketing, she holds a keen interest in the world of philanthropy and the support of the grant-making bodies across Ireland.

CLOSING

From the CEO

As we close the 2024 Impact Report, I would like to extend my heartfelt thanks to all those who have contributed to the continued success of Philanthropy Ireland. To our members, your engagement and dedication have been the driving force behind our collective achievements this year. We are also deeply grateful to the Department of Rural and Community Development (DRCD) for their ongoing support, as well as to our many partners across the philanthropic landscape who share our commitment to making a positive impact. Together, we have built a strong foundation for future growth and success.



Looking ahead to 2025, we are filled with excitement and optimism about the opportunities that lie ahead. This coming year will be full of chances to engage, learn, network, and receive support through our diverse events, resources, and initiatives. Whether through our Membership Hub, Grant Maker Network, or new philanthropy-focused programs, there will be plenty of opportunities to deepen connections and enhance the effectiveness of your work. Philanthropy Ireland remains steadfast in its mission to be a trusted partner, helping our community thrive and making a real difference in society.

In 2025, knowledge and insights will be at the core of our work. We are committed to ensuring that our community is not only informed but also empowered with the best support, research, and tools to deliver meaningful philanthropy. By providing timely and relevant information, we will help our members navigate the evolving landscape and maximise their impact. Our goal is to support you in achieving greater social change, helping you address both emerging and longstanding challenges with confidence and expertise.

Together, we will continue to grow, learn, and make a lasting difference, ensuring that philanthropy remains a powerful force for positive change in Ireland. Thank you for your continued trust and partnership as we move forward into another exciting year. We look forward to working alongside each of you, strengthening our collective impact and advancing the shared vision of a more generous, sustainable, and equitable future for all. Undoubtedly there are challenges ahead, working in collaboration and partnership much can be achieved.



PHILANTHROPY IRELAND



29 Upper Mount Street,
Dublin 2



info@philanthropy.ie



www.philanthropy.ie



[Philanthropy Ireland](https://www.linkedin.com/company/philanthropyireland)