



INVESTING IN IRELAND'S FUTURE



IRISH AMERICAN
PARTNERSHIP





Working with the Irish American Partnership and the Presentation School in Tralee, Co. Kerry allows us an opportunity to help improve the educational experience these kids have, and in the longer term create more opportunities for them.

My late father always encouraged us to never forget where we came from and, working with the Partnership, my wife and I hope to pass this same legacy down to our children for generations to come.

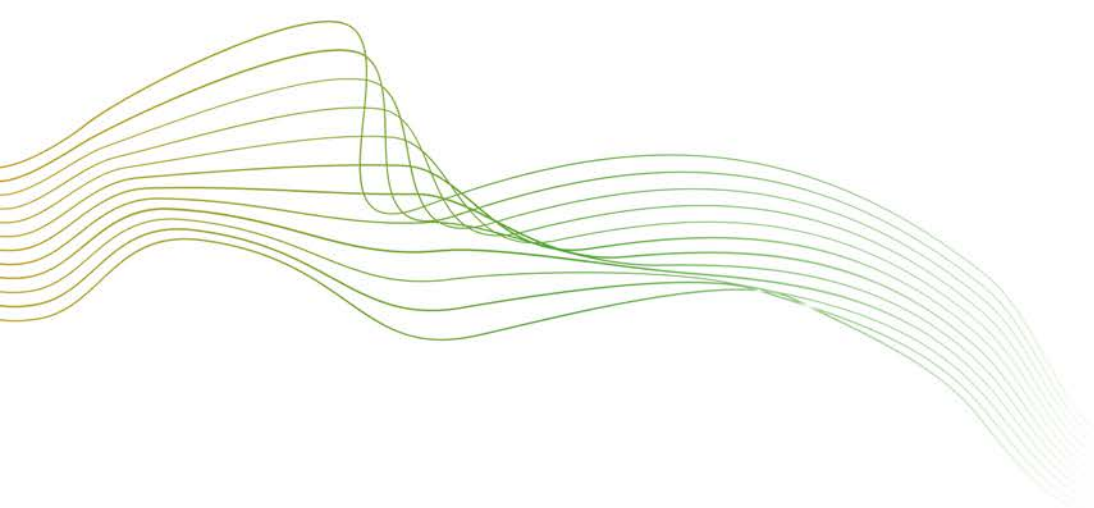
- Partnership member, Jim Kelliher
Boston, Massachusetts





HONORING OUR HERITAGE BY INVESTING IN IRELAND'S FUTURE

Dedicated to connecting Irish America and friends of Ireland to their heritage through targeted giving - we invest in education, community development, and peace initiatives across the island of Ireland. Since our inception in 1986, our supporters have raised over \$56 million for young people and communities, North and South, empowering and educating the next generation of global leaders.



The Partnership has transformed young lives by supporting more than 600 schools, universities, and community programs - impacting every county. We are committed to continue our vital support of Ireland's youth.



Resourcing Schools
University Scholarships
Community Organizations
Enhancing STEAM Education
Programs of Peace and Reconciliation
Education Centers for Homeless Youth
Integrated Education in Northern Ireland
Irish Arts, Sports & Cultural Heritage Programs



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Our Vision

**A PEACEFUL AND EQUITABLE IRELAND
WHERE EVERY YOUNG PERSON
HAS THE RESOURCES THEY NEED
TO LEARN AND TO GROW.**



Our Mission

To deepen the connection between the people of Ireland and America through targeted investment across the island, honoring our heritage by educating and empowering Ireland's youth.

Our Values

As we begin our fifth decade serving the island of Ireland, we are excited to present our strategy for the next three years.

In many ways, we will carry on doing what we do well. We will continue to seek out and support those schools, educational institutions, community leaders, and organizations who are transforming and bettering the lives of young people who need it most. We believe that our authentic connection to Ireland will continue to flourish, and we aim to foster and encourage further ties, visits, and links between our nations.

Our beliefs are consistent with our vision of “a peaceful and equitable Ireland where every young person has the resources they need to learn and to grow,” and these beliefs have shaped our values:

We **connect** Irish students, schools, and organizations with our passionate supporters who want to help.

We **empower** the next generation by equipping teachers and community leaders with the resources they need to educate and inspire.

We **invest** in the people, culture, and ideas that build a peaceful and prosperous Ireland, one that preserves the Irish way of life we cherish while also creating a more inclusive and equitable society for all.

We **strengthen** the global Irish community by linking the diaspora back to the island of Ireland.

We **value** transparency and efficiency, showing where each dollar is spent and the impact you have.



WHAT WE DO



For almost 40 years, the Partnership has made direct, targeted gifts to schools, universities, and grassroots organizations throughout the country.

O'Neill Primary School Grant Program

The O'Neill School Grant program was designed with the assistance of the Irish Department of Education to help primary schools in Ireland by donating funds to enhance the literacy and science & math materials available for young students. The program encourages Irish Americans to go back to their roots, to the place from which their ancestors came, and give something back to the young people who live there today. Over the past three years, we have sent over \$750,000 in grants ranging from \$500 - \$50,000 to schools across the island.

University Access Scholarships

The Partnership supports university access programs throughout Ireland, including Dublin City University, Queens University, Trinity College, Ulster University, Royal College of Surgeons in Ireland, Technological University Dublin, University College Cork,

University of Limerick, University College Dublin, and Maynooth University. These programs provide scholarships to socioeconomically disadvantaged and historically excluded communities, helping to achieve diversity on campuses, and alleviating financial burdens for students. In the past three years, we have provided \$680,000 in support of university access programs.

Irish Arts, Sports & Cultural Heritage

The Partnership works together with multiple community Gaelic Athletic Associations, theatres, museums, and cultural centers across Ireland. We support organizations including Kylemore Abbey, the Gaelic Players Association, The MAC (Metropolitan Arts Centre) Belfast, and the Druid Theatre Company, among many others to promote culture within Ireland and in the U.S. We have provided over \$1.29 million to these programs over the past three years.

Peace and Reconciliation

The Partnership works in tandem with programs including Children in Crossfire, Unite Against Hate, Youth Link, Fighting Words Northern Ireland, and 174 Trust in their efforts to promote reconciliation and foster communities with a shared sense of humanity. These programs received \$213,900 of Partnership funding in the past three years.



Enhancing STEAM Education

We are an original supporter of the RDS Science Blast, the primary school science fair program that equips young learners with the skills they need to thrive in science, technology, engineering, arts and math fields. The Partnership also supports STEAM education at Mary Immaculate College, whose special events programming reaches 12,000 young children annually. In addition, the Partnership supports the development of the teaching of science in primary schools in counties Kilkenny and Clare in conjunction with Dublin City University. These programs have received \$215,000 in Partnership support over the past three years.

Integrated Education in Northern Ireland

The Integrated Education Fund is a program aimed at integrating schools with primarily Catholic or Protestant roots, encouraging cross-cultural learning and friendship. We share their vision of a Northern Ireland where children from different traditions learn and play together at school, helping build a society where there is respect and celebration of religious and cultural diversity. We have supported the Integrated Education Fund with grants totaling \$70,000 over the last three years.

Empathy Education

Supporting the UNESCO Child and Family Research Centre at the University of Galway, the Partnership is dedicated to assisting the implementation of Activating Social Empathy in post-primary schools. Professor Pat Dolan, Dr. Ciara Boylan, working with Patron, actor Cillian Murphy have created the program as a resource for schools to further their work in fostering empathy. Over the last three years, the Partnership has dedicated \$100,000 to this effort.

Education Centers for Homeless Youth

The Partnership has pledged \$1 million to the Peter McVerry Trust, an organization that aims to eradicate homelessness in Dublin. With Partnership support, the Trust will provide nearly 100 underprivileged young people who have been removed from mainstream schools with a high-quality education at two new learning centers in Carline and Lucan. To date, the Partnership has disbursed \$700,000 to support this project.

AN IRISH COMMUNITY WITH A COMMON PURPOSE.

Partnership members share a common purpose: to transform and better the lives of those who need it most.

Together, we invest in Ireland's future, through direct, targeted giving to students, schools, universities, and effective grassroots organizations throughout the country.

We honor our heritage with 100% of donor gifts directed to educational programs that empower the young people of Ireland.

Over the next three years, the Partnership will focus on four complementary and mutually reinforcing areas of work aimed at strengthening the overall investment in, and impact on young people across Ireland.

The following carefully developed strategy is about engaging our community to maximize the positive impacts on young people, and to build a more peaceful and prosperous Ireland through education.

These goals reflect the central driver of our work – to nurture the natural affinity Irish Americans have for Ireland, and out of it create targeted and transformational impacts through the conduit of education. We represent our members proudly, promoting active community and ensuring that the Partnership is dynamic, secure, effective, and well-governed.

Over the course of this plan, each of these objectives and actions will be carefully evaluated, measured, and, adjusted if necessary, against an evidence-based measurement plan.



2020 - 2022

OUTCOMES



1 Build Infrastructure

We restructured our Board, recruiting new members, creating sub-committees, expanding our geographic reach, and gender diversity. We introduced our organization's new Patron, Padraig Harrington, and also launched our Ambassadors program. We have built our staff resources, increasing our team number and skill set.



3 Increase Fundraising Revenue

Our annual revenue grew by 38% from the end of 2019 to over \$2,500,000 at the end of 2022. This increase was the result of a sustained approach to individual outreach, quarterly campaign appeals, an increase in donor advised gifts, and an increase in our events and golf calendar including sponsorship.



2 Build a Strong and Compelling Case

In order to demonstrate the impact of the Partnership to our donor community, we developed quarterly impact reports, as well as a dedicated Northern Ireland focus report. We continue to engage our supporters through regular email communications and social media.

We have significantly raised our profile in the media, and other public fora providing insight on the education sector in Ireland, on our work, our leadership, and our community's impact in Ireland.



4 Manage Endowment

In light of the O'Neill legacy gift, we hired an endowment management company, overseen by the Partnership finance committee. This endowment brings us stability, longevity, and renewed purpose.



STONEHALL N.S.

S.N. BAILE NA CLOICHE

COMORADH CEAD BLIAIN
1901 - 2001
27th MAY 2001

STONEHALL
NATIONALSCHOOL
1901



“

The Partnership plays such a vital and unsung role in supporting young people in some of Ireland's most underprivileged areas.

”

Pádraig Harrington, Patron



I am pleased to put forward the Irish American Partnership’s Strategic Plan 2023-2025 which provides a framework for the direction and development of our organization for the next three years. In developing this plan, we thoughtfully reviewed our mission, our values, our programs, our stakeholders, and our impact.

The past five years have been a period of dramatic growth for our organization. With a substantial increase in revenue, a robust calendar of events, an expansion of our team, and a significant endowment, the Partnership is in a strong position to enhance our reputation as an authentic and independent grant-making organization supporting the island of Ireland.

At the same time, Ireland and the world have changed considerably since the publication of our last plan in 2020, with significant turbulence and change at a global level. We are in an era of uncertainty but also a moment of real opportunity.

Our last strategic plan focused on building our resiliency through a strengthened infrastructure, increased revenue, and a prudently-managed endowment. Our plan for the next three years allows us to look outward and do what we do best: cultivate meaningful and long-lasting connections.

CULTIVATING MEANINGFUL CONNECTION

Our 2023 – 2025 strategic plan emphasizes the connection between people on both sides of the Atlantic. All that we do would not be possible without the continued generosity of our community of donors. We appreciate all those who support us in our work, and we acknowledge the people in Ireland who steward our grants with integrity and care. Together, we aim to continue to make a significant contribution to the island of Ireland over the next three years.

At all times we strive to inspire generosity, achieve impact, and transform lives. We will continue to provide a tangible and direct link for our supporters to Ireland. We will lead the way in investing in meaningful grants to schools across the island. We will support young people from disadvantaged backgrounds with scholarships. We will fund educational programs in science, empathy, arts, sports and culture. As an ambitious organization, we will continue to drive effective program growth and innovation.

As we work together to deliver this Strategic Plan, I express my sincere gratitude to our Chairman Michael Clune and to our Board of Directors for their leadership and guidance, and I pay tribute to the Partnership’s hardworking, dedicated team. As CEO, it is my privilege to help ensure our beloved Partnership continues to grow, connecting us to the people and places we hold dear.

Ní neart go cur le chéile.

Mary Sugrue, Chief Executive

Strategic Goal
1

Drive sustained revenue growth and diversified sources of support.

Rationale

Since our foundation in 1986, the education landscape in Ireland has developed dramatically and with it the need for the support of young people, communities, schools, and universities, within the context of an increasingly competitive and global economy. In order to provide this support, we will continue to grow our fundraising efforts, engaging and securing funding from donors who wish to invest in the future of Ireland. We will do this primarily through individual outreach, targeted appeals, a diverse program of community-building events, and foundation and corporate support.

Key Objectives

ACTION 1

Increase volume and size of individual donations

- Conduct donor base analysis and segmentation
- Proactively engage existing leadership and donors for referrals
- Expand geographic presence and activity in the US
- Conduct donor acquisition campaign based on promotion, referrals and events

ACTION 2

Build upon donor-advised giving program

- Promote education and community programs of specific interest to donors for targeted gifts
- Collaborate with programs from Ireland in sourcing donor-advised gifts
- Promote the particular advantages and leverage our efficiencies in terms of administration and tax advantages for donor-advised givers and managed gifts

ACTION 3

Relaunch and implement legacy giving strategy

- Conduct market and donor base analysis
- Refresh and relaunch Irish Legacy Society campaign

ACTION 4

Build upon established youth strategy

- Continue to develop membership of Young Partners chapters in Boston and New York
- Transition to a membership model
- Launch Young Partners chapter in Chicago

ACTION 5

Increase event-based revenue

- Maintain current golf championship series with a focus on revenue growth
- Continue to grow community engagement events in Boston, Chicago, New York, and Washington, DC
- Develop smaller, targeted events focusing on individual donors
- Grow Young Partners event program to include Chicago
- Promote and implement sponsorship strategy for all event and golf programs

ACTION 6

Build upon foundation giving strategy

- Further develop market analysis of US and Irish funding landscape
- Working with our grant writer, increase number of targeted grant applications for foundation grants
- Create tailored foundation impact reports as requested

ACTION 7

Develop corporate giving strategy

- Encourage companies to become trusted partners of the Partnership and promote employee donations, corporate grants / sponsorships and matching gifts

Strategic Goal 2

Establish our position as a leading transatlantic educational charity for Ireland.

Rationale

Our success as an organization hinges upon our capacity to effectively communicate who we are, what we do, and our impact. In order to consistently engage our donor and wider stakeholder community – as well as attract the support of new members interested in Ireland – we will bolster our profile, both in the US and in Ireland. Our history, authenticity, passion for what we do and who we support, and our unique level of efficiency make ours a compelling story to be shared. Our goal is to ensure that every potential donor is aware of the Partnership, why, and how they should support our mission. We will drive brand and mission awareness to build our reputation by continuing to invest in our online communications, expanding our community engagement and events, and connecting our community directly with their impact in Ireland.

Key Objectives

ACTION 1

Closely connect donors with their personal impact

- Tailor materials to garner individual support for educational projects or schools
- Approach key donors to provide testimonial content for their positive experience donating to the Partnership
- Demonstrate direct impact through stories and numbers
- Conduct donor base analysis and segmentation to source further targets within existing database

ACTION 2

Drive brand and mission awareness through consistent Public Relations

- Seek an agency relationship for exploratory campaign
- Explore PR platform to grow awareness
- Continue to foster relationships with Irish and Irish American press
- Engage and utilize our Patron and existing ambassadors in order to highlight our activities and mission

ACTION 3

Increase event program to promote our mission and impact

- Expand special events programming to raise our profile and connect new supporters to our mission
- Leverage honorees, program speakers for promotional / testimonial / evergreen content

ACTION 4

Build upon our online communications program

- Public launch of new website in April 2023
 - Joint promotion with agency
- Diversify content shared online to include video impact stories, donor testimonials, event galleries
- Increase frequency of social sharing
- Promote donor-advised giving online with target keywords and partnerships with Irish charities

Strategic Goal
3

Build and nurture our organizational leadership.

Rationale

One of the organization's core strengths is the breadth and depth of its leadership, encompassing our board of directors, subcommittees, patron, ambassadors, individual and corporate sponsors, golf and event chairs, and committee members. The expertise and networks that these key supporters proffer are critical to our ongoing success in fundraising and in effective program delivery in Ireland. We aim to further engage our existing leaders, and build new leadership networks, for example in the expansion of our geographic footprint, particularly in Ireland, and among our younger donor base.

Key Objectives

ACTION 1

Review and develop our leadership infrastructure

- Maintain and develop the quality and diversity of our existing board of directors
- Explore the potential for additional leadership structures, including advisory boards
- Engage and utilize our Patron and existing ambassadors at events, and in the media in order to drive further spotlight on our activities and mission
- Identify and recruit high-profile ambassadors in the arts, sports in Ireland and the US
- Further engage board members to identify and refer new donors

ACTION 2

Increase our formal engagement with leadership in the educational sector

- Further develop relationships in the area of education policy and delivery with key educational institutions in the US, Ireland, and Northern Ireland
- Identify and engage leading experts in the educational sector in the US, Ireland, and Northern Ireland

4

Drive Effective Program Growth & Innovation.

Rationale

We invest in schools, universities, and communities where our donors' support will have the greatest and most direct impact. In delivering and supporting our programs, we work in close partnership with leaders across education, community, and government, across the island of Ireland. In order to maintain the quality and scale of our impact we must continue to assess and manage our existing programs, while constantly scanning the horizon for exciting new opportunities to invest in Ireland's future.

Key Objectives

ACTION 1

Increase our engagement with existing programs in Ireland

- Develop and improve our program assessment process to drive effectiveness and transparency

ACTION 2

Explore a permanent presence in Ireland focusing on program and stakeholder engagement

ACTION 3

Identify new and innovative educational programs to fund in Ireland

- Increase general awareness in Ireland of our activity across the education sector
- Maintain and continue to develop civil, society, and government contacts and networks in the education sector to identify where future support and investment is needed most
- Further develop and formalize our program identification, qualification, and grant-giving process

634

Schools and
organizations funded

\$56,130,892

Raised since our inception in support of programs of
education, and community development in Ireland.



ACKNOWLEDGMENTS

We would like to acknowledge the contribution of our loyal supporters and directors, helping us empower the next generation of Irish leaders for almost 40 years.

Thank you for your ongoing support
of our mission.

Board of Directors

Michael T. Clune - *Chairman*
Mary Sugrue - *Chief Executive Officer*
Dessie Farrell
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Michael J. Kilbane
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Lorna Martyn
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Directors Emeriti

Joseph F. Leary, Jr. - *President Emeritus*
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