

# The Worldwide Ireland Funds announce *Promising Ireland* campaign overtakes \$100 million goal 19 months early

Milestone announced in front of Ireland's President Higgins at  
New York gala to honor Brian T. Moynihan

*Manhattan, New York, May 3, 2012* – Worldwide Ireland Funds' President and CEO, Kieran McLoughlin, announced at the 2012 New York Gala that the *Promising Ireland* campaign – a philanthropic initiative to raise \$100 million for charities from among the Funds' global network in 12 countries by the end of 2013 – had not only reached its goal 19 months ahead of schedule but had also exceeded its target. Mr. McLoughlin revealed that the campaign total now stands at over \$120 million.

Announcing the achievement, Mr. McLoughlin said, "This milestone brings the total amount raised since our inception in 1976 to over \$430 million, with one quarter of that total raised in just the past three and a half years alone. The response to the *Promising Ireland* campaign reveals the depth of our donors' generosity and their belief in Ireland's future. However, the most important outcome of this campaign is the support it has provided to more than 300 charities whose work is vital at a time of intense social need and diminished resources."

Mr. McLoughlin added that The Worldwide Ireland Funds would determine the next phase of the *Promising Ireland* campaign at their annual Conference in Ireland in June.

With over 1,300 guests from the spheres of business, the arts and politics, the 37<sup>th</sup> annual American Ireland Fund Gala in the Tent at Lincoln Center, is the largest of the 100 events hosted annually by The Worldwide Ireland Funds. Breaking all records the 2012 Gala is the most successful event in the Funds' 37 year history and contributed \$4.2 million to the *Promising Ireland* campaign.

The 2012 Gala, honoring Bank of America's chief executive officer, Brian T. Moynihan, was attended by the President of Ireland, Michael D. Higgins, on his first official visit to the United States since taking office last November. Other VIPs attending included Mayor of New York City, Michael Bloomberg, New York Police Commissioner, Ray Kelly, Speaker of New York City Council, Christine Quinn, Nobel Laureate, Elie Wiesel and celebrated author Colum McCann.

Chaired by William J. Mullaney and Brian A. Ruane, the 2012 New York Gala honored Mr. Moynihan by conferring the Leslie C. Quick Jr. Leadership Award on him for his corporate leadership, philanthropy, and commitment to Ireland.

For more information on the *Promising Ireland* campaign and a listing of organizations

that have received support, visit [www.theirelandfunds.org](http://www.theirelandfunds.org)

**Ends/**

**Notes to Editors:**

**About The Worldwide Ireland Funds:**

The Worldwide Ireland Funds is an international philanthropic network operating in 12 countries that has raised over \$430 million for worthy causes in Ireland and around the world. The mission of the Funds is to be the largest network of friends of Ireland dedicated to supporting programs of peace and reconciliation, arts and culture, education and community development throughout the island of Ireland. Founded in 1976, the Ireland Funds have assisted over 1,200 organizations.

In response to the severe downturn in the Irish Economy, The Worldwide Ireland Funds launched the *Promising Ireland* campaign in 2009 to raise \$100 million over a five-year period to support charities that are experiencing an increased demand for their services at a time of a major reduction in resources. The campaign's title, "Promising Ireland", reflects the Funds' pledge to these groups as well as their belief in Ireland's future. Over 300 outstanding projects and organizations have received support from the *Promising Ireland* campaign.

**About the Leslie C. Quick Jr. Leadership Award**

The American Ireland Fund proudly commemorates the philanthropic legacy of Leslie C. Quick, Jr. and his contributions to Irish American life. Through the ongoing support of the Quick Family, the Leslie C. Quick, Jr. Leadership Award is given annually to a business person of outstanding character and acumen. The award recognizes excellence and major contributions to Ireland and Irish America. Past recipients of the award include Andrew Liveris of Dow Chemical, Bob McCann of UBS and Kip Condron of AXA Financial.

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