

March 2022

****Ukraine Humanitarian Appeal to Irish Business****

An Urgent Call on Irish Business to Match Donations of Irish Public

The people of Ireland wasted no time. In an incredible show of support to the people of Ukraine, the Irish public has responded with overwhelming generosity. To date, more than **14 million euro** has been donated by the Irish public to the Irish Red Cross Ukraine Crisis Appeal.

In response to this overwhelming support, Boyne Valley Group has partnered with the Irish Red Cross in a call to action that is as simple as it is profound. **We are asking for large and small businesses across Ireland to stand in solidarity and match the generosity of the Irish public.**

Many businesses across the country have already pledged their support to the Irish Red Cross Appeal; Boyne Valley Group, WaterWipes, Revolut, An Post, Musgrave, Microsoft, Tesco, Glanbia, Morgan McKinley and County Kildare Chamber who employ and represent over 105,000 people in Ireland are just a few of those who have come onboard this humanitarian crisis campaign. To date, the total raised by businesses in Ireland stands at **3.5 million euro**. At this critical moment, we are asking for **every business across Ireland**, big & small, to step up and join us in matching the donation of the Irish public.

The request from The Irish Red Cross to business is clear – to donate critical funds, **rather than supplies**, due to logistical difficulties transporting and storing items in the region.

By donating to the Irish Red Cross Ukraine Crisis Appeal, your organisation will help the Red Cross volunteers on the ground to provide basic **necessities such as food, water, medical aid and shelter** to those who have been displaced, traumatised, separated from their families and fleeing their homes in this formidable crisis.

As a key member of the International Red Cross Movement with teams in Ukraine and neighbouring countries, the **Irish Red Cross is the most effective way to get the right assistance to the right people.**

Barry Synnott, CEO of Boyne Valley Group is dedicated to making this initiative a success: *“The recent and overwhelming outpouring of support for Ukraine from the Irish public is such a powerful statement. It’s critical that this statement of generosity and good will also extends to the boardrooms of Irish business throughout the state.”*

Niall Horan joins in this appeal to Irish businesses to pledge their support to The Irish Red Cross. *“The devastation of what’s happening in Ukraine is truly heart-breaking. The Irish people have shown immense generosity and compassion over the last week. With the support of Irish business, we could match the public donation and as a nation stand proud of the incredible support we’ve provided to the people of Ukraine. Please get involved where possible.”*

A staggering 18 million people are projected to be affected by the escalating conflict in Ukraine, with 4 million people expected to be displaced as the fighting continues. **This is an appeal to your business to prioritise the Ukrainian people in need and The Irish Red Cross in your Corporate Social Responsibility efforts.**

- For more information please visit: www.redcross.ie
- To donate on behalf of your business to our corporate appeal, please contact Charles Lamson, Irish Red Cross Head of Fundraising directly on +353 83 104 6990

Many thanks in advance.



Barry Synnott
CEO, Boyne Valley Group



Charles Lamson
Head of Fundraising - Irish Red Cross

Humanity
Impartiality
Neutrality
Independence
Voluntary Service
Unity
Universality

16 Cearnóg Mhuirfeann, Baile Átha Cliath 2, Éire.

16 Merrion Square, Dublin 2, D02 XF 85, Ireland.

t +353 (0) 1 642 4600

f +353 (0) 1 661 4461

e info@redcross.ie

Charity number: CHY3950