

Thank you for a year of action!

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**It's been a whirlwind of a year on all fronts. Over the last 12 months, our sector has continued to demonstrate its great strengths. Its ability to respond, to innovate, and to care. *It's ability to act.***

And for us, the highlight of 2021 was getting to celebrate those strengths with the launch of We Act. Thank you for being part of it - for building this campaign with us from the beginning, sharing your input at every stage, and being so engaged with the launch.

And because this campaign is all about sharing our stories and shouting our impact from the rooftops, we figured it would be remiss of us not to look back at a few more of our collective achievements so far...



## **One United Voice for Charities and Community Groups**

Your enthusiasm and engagement in building We Act has made it the strong and vibrant campaign it is:

**In April** - 470 of you joined us to discuss our initial idea for a campaign

**In May** - 800 of you answered our sector wide consultation - giving insight into staff and volunteer pride, morale and experience of public perception of your work and the sector at large

**In July** - 235 of you took part in our training needs analysis, shaping the Storytelling Series

**In August** - 250 of you gave detailed input on our draft concepts for the campaign - directly shaping what would become We Act

**Between September and December** - over 2,000 of you attended We Act Storytelling and Communications Training and a further 1,000 watched the recordings online.

And if that wasn't enough, hundreds of you gave input at specialised workshops, provided photos for our website and outdoor advertising, supported us on social media, printed posters from the toolkit, [visited the website](#) and most importantly told us your stories - so we could celebrate the impact of the staff, volunteers and organisations of the charity and community sector.

 **Dyslexia Ireland**  
@DyslexiaIreland

We support the [@WeActIreland](#) campaign which highlights and celebrates the impact of Ireland's charities and community groups. Check out [weact.ie](http://weact.ie) to learn more about the campaign and the great work being done by Ireland's charities and community groups [#weact](#)



8:45 AM · Nov 12, 2021 · Twitter Web App



Five Lamps Arts Festival  
@5lampsarts

...

We support @WeActIreland campaign, which is a campaign by charities and community groups to create public awareness of the value and impact of the charity and community sector in Ireland. We believe that everyone in the NEIC deserves to experience arts, culture, and creativity.



1:22 PM · Nov 22, 2021 · Twitter Web App

## The Launch Video

On 27 October we launched the campaign online with [our first We Act video](#) which trended #1 on Twitter throughout Day 1! Over 650 of you shared the video within the 2 weeks of the campaign with a reach of 2.4 million people.

Massive thanks to our colleagues at Ability West, Bodywhys, Trócaire, Meals4Health, and Involve Youth Project for taking part. Stay tuned for more of their individual stories in the new year.



## Press Coverage

Our launch day photo call also made a big splash, with We Act and the participating organisations featured in over 30 news outlets around the country, including the Irish Times and the Irish Examiner, in the first 10 days of the campaign - with a reach of 1.4 million people.

Massive thanks to Barretstown, BeLonGTo, Cliona's Foundation, Dog's Trust, Irish National Youth Ballet, Lakers Social and Recreational Club, Muslim Sisters of Éire, Sanctuary Runners, Speedpak, Saint Joseph's Shankill, Trócaire, Wildlife Rehabilitation Ireland and Young Social Innovators for taking part.

Following on from the launch, We Act has worked with Alice PR to secure coverage for individual organisations and the campaign itself on RTÉ - as well as upcoming features planned in several national outlets.



**WeActIreland**  
@WeActIreland

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Last week, we paid a visit to the amazing team (and the hedgehogs!) at [@WildlifeRI](#) and spoke to [@rtenews](#) [@news2dayRTE](#) [@reemelhassany](#) about why it's so important for young people to get involved in their communities. [#WeAct](#)

**RTÉ News** @rtenews · Dec 3

Ireland's only dedicated wildlife hospital faces an uncertain future as they have to vacate their current location in the next month. Children have been learning about how to care for animals at the hospital in Co Meath | [bit.ly/3lhajdr](https://bit.ly/3lhajdr)



10:27 AM · Dec 6, 2021 · Twitter Web App

**Outdoor Advertising**

Real images from your organisations went up all over Ireland as part of the We Act launch. Nine organisations who provided photos were featured on backs of buses, at bus and rail stations and on DigiPanels across Dublin.

A massive thanks to thanks to Trócaire, Irish Kidney Association, Sensational Kids, Community Volunteers, Irish National Youth Ballet, BeLongTo, Banna Sea Rescue and Debra Ireland.



## The Heart of the Campaign - Your Stories

We Act is all about telling your stories... and it's been such a treat speaking with so many of you over the last few weeks, and building up our bank of stories.

We'll be featuring many more over the coming weeks and months, but for now – [you can read some of them here](#).





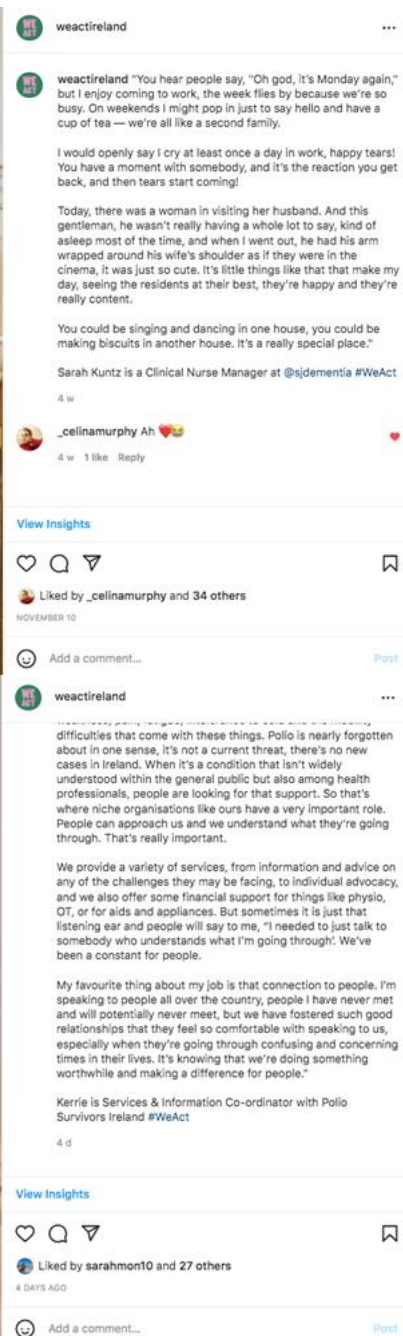
WeActIreland  
@WeActIreland

...

"I got 80 envelopes, stamped them and put in a flyer about our first conference. I sent them into the genetics department and asked them if they'd send them to their 22q database. We went from three families to 60 families overnight" [@22Q11\\_Ireland](#) [#WeAct](#)



2:24 PM · Dec 6, 2021 · Twitter Web App



## Shifting the Conversation on our Sector

- We've been taking opportunities like [Trustee Week](#) and [International Day of Persons with Disabilities](#) to begin starting conversations about our sector, how it works and why it's so important
- We are also using these key moments to share individual stories and start dialogues through features like [Ask Me Anything](#)

- We've loved seeing other organisations taking part in these – for Trustee Week many of you shared the individual stories of your board members and lots of you have been in touch about our Christmas Callout.



**Samaritans Galway** @Galwaysamaritan · Nov 17

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Galway Samaritans is one big family ❤️ We were thrilled to get a bit of help from our own family members at @GalwayChristmas Market 🎄 So it's a big thank you to all the teens, kids & grandkids who support our wonderful volunteers~couldn't do it without you ❤️  
[#WeAct](#) [@WeActIreland](#)



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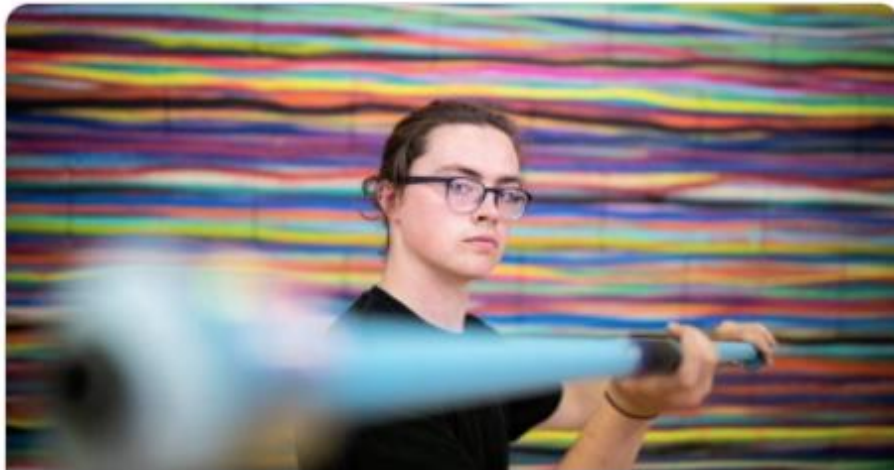


**Galway Circus**  
@galwaycircus

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In honor of Charity Trustees Week, we interviewed youth circus and board member Darragh O'Donohoe about his experience as a young person on the Galway Community Circus Board of Directors.

#TrusteesWeekIrl #WeAct @WeActIreland



galwaycommunitycircus.com

Youth Circus member Darragh chats about his experience on the GCC Board of...  
In honor of Charity Trustees Week, we interviewed Darragh O'Donohoe, youth circus and board member at Galway Community Circus, about his experience a...

3:39 PM · Nov 19, 2021 · Twitter Web App



**weactireland**

...

things can be done and can be done better. It brings in really fresh insight and different approaches from experts in their field, which I think is really very beneficial for the organisation.

I learn an awful lot from fellow board members as they bring and share their ideas. And I love that about development, it's so broad and varied, there's space for everyone. You meet people you possibly wouldn't encounter in other aspects of your life. We've got people on the board from the private sector, former diplomats, from academia and we challenge one another. I'm amazed at the amount of time, effort and energy people bring to the organisation with no financial gain. And we're coming together with a shared set of values and commitment to the organisation, all willingly, giving some of our time. It's really, really, really enjoyable."

Dr Susan Murphy is Chairperson of @oxfamireland and she's sharing her story for #TrusteeWeekIrl

3 w

[View insights](#)



Liked by sarahmon10 and 23 others

NOVEMBER 19

Add a comment...

Post



WeActIreland  
@WeActIreland

...

Around Ireland, hundreds of community and voluntary groups are working at a local level, to support people with disabilities. Almost 70% of health-funded disability services in Ireland are provided by voluntary organisations. [#WeAct](#) [#PurpleLights21](#)



9:30 AM · Nov 30, 2021 · Twitter Web App

## Telling Your Own Story

As we mentioned, over 3,000 of you participated in our Storytelling Series, through live webinars or viewing the recording.

We were honoured to have experts from social media, journalism, and content production share their skills with us – the feedback from their training has been phenomenal. We hope that all of you feel that bit more confident to be proactive in promoting your story - whether that be to friends and family, to funders, or to local or national media.

All these sessions can be [viewed here](#).

## What's Next for We Act?

It's hard to believe we only launched the campaign two months ago but we are very much only getting started! We've always intended for this to be a long term campaign and we have BIG IDEAS for what's to come.

Over the next couple of weeks, we will be sharing stories of all the **unsung heroes who work and volunteer over Christmas** while the rest of us are tucking into our selection boxes. Please do engage and share these stories when you see them, to amplify our message.

As we move into Year Two of the campaign, we will be continuing to build a focus on elevating your stories and are busy putting plans in place for our media outreach, content production and events, so that we can build on the foundations you built with us throughout Year One.

We will be back in touch in January with more details. As always, we will create the space for collaboration so we can hear your ideas and feedback, every step of the way.

Once again, we want to thank all of you for making the first year of We Act so special. We began this campaign because we firmly believe in the value of our sector and the impact which each and every staff member, volunteer, and organisation has on individuals, families, communities and society as a whole.

And a final, huge thank you to everyone at The Community Foundation for Ireland and the RTÉ Does Comic Relief Fund for their continued support on the campaign and their belief in it from the very beginning.

We have all seen what we can do when we come together and unite under one brand to elevate and celebrate who we are. This is only the beginning and we are excited to see what comes next.

***Have a wonderful Christmas and a Happy New Year,***

*Eva Gurn and Hannah Coleman, Boardmatch*

*Mags McLoughlin and Scott Kelley, Charities Institute Ireland*

*Allen Dunne, Disability Federation of Ireland*

*Ronan Doyle, Dóchas*

*Sarah Monaghan and Ivan Cooper, The Wheel*

*Amy Woods and Lesley Kehoe, Volunteer Ireland*

*Claire McGowran, We Act Campaign Officer*