



BUSINESS ORGANISATION REPRESENTING 105,000 EMPLOYEES IN IRELAND FORMED TO ASSIST IRISH RED CROSS UKRAINIAN HUMANITARIAN APPEAL

- **Urgent Call to Irish Businesses to join and help match amazing €15m in donations from Irish Public**
- **Irish businesses have so far raised over €5m which goes to crisis areas in and around Ukraine**

Thursday 17th March 2022

In response to the unbelievable and overwhelming support from the Irish public who have raised an amazing €15m in donations to the Irish Red Cross Ukraine crisis appeal so far, Boyne Valley Group has partnered with the charity in a call to action to small and large 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 along with Boyne Valley Group including WaterWipes, Revolut, An Post, Musgrave, Microsoft, Tesco, Glenveagh, Amazon Web Service, Morgan McKinley and the Co Kildare Chamber representing over 105,000 employees across the country. So far, the business community involved have raised €5m with more to come as many businesses are matching fundraising efforts by their staff and retail businesses have set up donation mechanisms at their till systems. Irish businesses have so far raised over €5m which goes towards the crisis areas in and around Ukraine

The request from The Irish Red Cross to businesses is clear – to donate critical funds, rather than supplies, due to logistical difficulties transporting and storing items in the region. All donations will be dedicated to the Ukraine Crisis Appeal which has been established in direct response to unfolding humanitarian crisis in Ukraine and the surrounding region. So many people have been displaced, traumatised, separated from their families and fleeing their homes in this formidable crisis.

At this critical moment, The Irish Red Cross are asking for every business across Ireland, big and small, to step up and join in matching the donation of the Irish public.

Barry Synnott, CEO of the 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 goodwill 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 business to prioritise the Ukrainian people in need and The Irish Red Cross in Irish business Corporate Social Responsibility efforts.

- For more information please visit: www.redcross.ie/businessforukraine/
- 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