

Annual Report 2025





About We Act

We Act is a national collaborative campaign to celebrate and elevate the work of the charity and community sector. The campaign aims to put a face to the work we do by telling stories and breaking down misunderstandings about charities and community groups.

We Act serves as the united brand to communicate those stories from across our diverse sector nationwide.

We drive public awareness of Ireland's charities and communities through digital content, press coverage, advertising, training, research and events.

We Act is an ambitious campaign that has the potential to contribute to social cohesion, community engagement and active citizenship.



We Act is very much a campaign created for the sector, by the sector.

We Act is led by a Steering Group made up of representatives from **Boardmatch Ireland, Dóchas, Disability Federation of Ireland (DFI), The Wheel and Volunteer Ireland**.

Collaboration continued to extend beyond our campaign Steering Group in 2025, as we worked on events with **The Arts Council** and **Culture Night, St. Patrick's Festival**, and **Dublin Pride**.

Our content, media outreach and events are all created in collaboration with individuals and organisations from across the sector. We strive to include stories that represent the breadth of work happening in communities around Ireland.

A Collaborative Campaign

We have over **120 Pledge Organisations** who are committed to championing the campaign. This involves engaging with our calls to action and requests for stories, linking to the campaign on their websites, and sharing our content on social media. We rely on the engagement of charities and community groups around Ireland to contribute to the campaign and amplify our message.

We also have **funding partners** from within the voluntary sector, who alongside the Steering Group, are invested, in a very tangible way, in the future of the campaign.

2025 We Act Steering Group

Gert Ackerman, The Wheel

Kathleen Cawley, Volunteer Ireland

Hannah Coleman, Boardmatch Ireland

Allen Dunne, DFI

Guillaume Jacquinot, The Wheel

Claudia Lynch, Dóchas

Niall McDonald, Dóchas

Tom Meagher, DFI

Judith Power, Boardmatch Ireland

Amy Woods, Volunteer Ireland

We Act Campaign Manager: Claire McGowran

2025

The Highlights

167
stories told

We told 167 stories from across our sector this year, through social media, videos, events, and our monthly newsletter. These stories showcase the diversity of staff and volunteer roles across the sector, and the breadth of impact of the have on communities in Ireland.

996k
video
views

We created lots of video content in 2025, reaching 996,116 views across Ireland. These included the final two videos as part of our Ukrainian stories collaboration with the Irish Red Cross, a video project showcasing the value of community in Clonakilty and a reintroduction to We Act.

400+
trained

In 2025, we continued to deliver capacity building and expert training in practical skills that will allow our sector to campaign, fundraise and demonstrate impact more effectively. These included webinars, in-person workshops and bespoke 1:1 communications training.

12
culture
night events

We collaborated with the Arts Council and Culture night again in 2025, with 12 We Act events simultaneously happening around Ireland. From photography, storytelling and music, to events focused on everything from addiction to migrant integration, we opened our doors and showcased our sector.



ASHERS
INTERS
DRIVERS
NOT A GAP
VOLUNTEER

IN GROUPS
PROGRAMMES
SERVICES
SHOPS
PROBLEMS
SOLUTIONS

Ireland's
Charities and
Communities
in Action

5 storytelling sessions

around the country, sharing perspectives
on the meaning and impact of community

THE SUPPORT HELPLINE
ACTIVISM GROUPS
THE LOCAL YOUTH CLUB
COMMUNITY SPORTS
WHEN WE SEE A NEED
WE VOLUNTEER

**WE
ACT**



Visit WeAct.ie to learn more

WE ACT
FOR PRIDE
FOR INCLUSION
FOR COMMUNITY

Visit WeAct.ie to learn more

PLAN-UPS
SEARCH
DEVELOPMENT
CHANGING
INITIATIVE



act.ie to learn more

116 006

50+ organisations
took part in our sector-wide events



303,271

**views of our Clonakilty video
about the breadth of
community work in Ireland**



1,126,817
people saw our digital campaigns

1 ad

our six-storey banner on
Liberty Hall saw a footfall of
750k people, and reached
another 300k people online.



Opinion
HELPING HAN
charities in i
everyday life
nalise it



NEWS Sport Entertainment B
four people bro
nds

Sept 2025 10:48



PR campaigns:

3.3 million+
estimated reach across Irish media

97 pieces
of content across radio, digital and print,
locally and nationally



Impact

In 2025, we focused on the core idea that community benefits everyone in Ireland, regardless of their circumstances.

We drove home the idea that we all have a role to play in protecting and engaging with our charities and our community groups. We should feel ownership over them, and support them to thrive, because whether we realise it or not we all need them.

Through our direct content, media outreach, and events, we reached millions of people with that message.

We Act exists as part of a wider landscape. News stories, societal trends, world events and public engagement will all play a part in evolving attitudes towards our sector.

Because of this, it can be difficult to quantify our impact, but we know from the response to recent media outreach, and through our research, that public perception of our sector is improving.



We do know that trust in charities has remained steady since the campaign launched in 2021.

In our annual public polling with nfpResearch, trust in charities and community groups is at 73%, down 2% on last year amid a high-profile charity scandal. 25% of the public surveyed say their trust in charities has increased over the past two years, up 2% on 2024.

79% of the public value the work of the community sector in Ireland.

69% say the sector delivers high quality services.

We know from our qualitative research that this increase in trust comes from increased visibility and understanding of the sector – both key pillars of We Act's work.

Respondents cite being more aware of charity governance, seeing more positive media coverage, and hearing more about the work charities are doing as reasons for their increased trust. We Act has been focused on all of these areas to improve public trust.



What We Achieved in 2025

- Developed content that brings the work of our sector to life, including 12 issues of our monthly newsletter, the Good News Gazette and 167 stories told across our platforms.
- Secured 97 pieces of media coverage across local and national press, radio and digital media. This coverage reached over 3.3 million people nationally.
- Concluded our Ukrainian Stories campaign with the Irish Red Cross. We produced the final two videos of the campaign, highlighting the powerful stories behind volunteers within the Ukrainian community in Ireland. Altogether, this campaign reached over four million people in 2024/25.
- Conducted new campaign research, polling 1000 people on attitudes and sentiment involving the voluntary sector.
- Published our first We Act research report, Trust and Understanding: Public Confidence in Irish Charities and Community Groups. The report came from four years of our research on trust and was created as a resource for the sector, and as a tool for media outreach on the topic of trust and governance.



- Held five storytelling sessions around the country, including an audience of 500 at The Wheel Summit, and events as part of St. Patrick's Festival and Culture Night.
- Led a group of sector organisations in participating in Dublin Pride to celebrate our LGBTQ+ colleagues, and the crucial role of charities and civil society groups in providing advocacy, services and safe spaces for the LGBTQIA community.
- Led a storytelling workshop at Volunteer Ireland National Volunteer Management Conference.
- Ran webinars and tailored training on branding and communications to support organisations to tell their own stories.
- Held a workshop on Communicating Good Governance with Boardmatch as part of Trustee Week.
- Held a We Act Town Hall to update stakeholders on our progress and consult them on next steps for the campaign.
- Ran a session with communications professionals from across the voluntary sector on the importance of storytelling.
- Spoke at the DRCDG Civic Forum to brief department officials and voluntary organisations on our collaboration.



“Tonight is about storytelling, and just how powerful stories can be. Stories tell us what the world can be, and what we can make it, together.”

Naomi Linehan, trustee with Neighbourhood Network and volunteer with Le Point Tamarin



We Act Stories

We Act shares the individual stories of staff and volunteers to put a face to the work and help contextualise the wider sector. We use these stories to create content for videos, social media, our website, and our monthly newsletter, the Good News Gazette. Here is a sample of just some of the stories we told in 2025.



“I believe Ireland is unique and that many people care about anti-racism. We care about pushing the voices that aren’t always visible to the forefront. You will always hear negative minorities but when you go into the depths of what minority ethnic communities are doing in Ireland you realise there are so many great things that come out of it.”

Bukky Adebawale,
Policy Education Officer,
INAR

“If I’m into something, I’m really into it! This work gets into your brain. I’m the sort of person who will wake up at 5am with lots of thoughts but I don’t mind that because there’s so much potential and I’m super excited about it.”

Michael McDermott,
Festival Director,
Liberties Festival



“One of the main ways to bring people together in polarised communities and to really hear the needs of the community, is by actually meeting each other. And connecting and sharing stories.”

Amina Moustafa,
Community Connection
Link Worker, Louth Local
Development



The stories allow us to address misconceptions around the sector in a way that is positive, proactive, evidence-based and resonant.

This year for example, Julie Blakeney, a PR and Marketing expert and trustee with The Dublin Fringe Festival, shared her story during Trustee Week to highlight **expertise at board level** in charities. Paul Alford a Self-Advocacy Project Worker at Inclusion Ireland discussed **the role self-advocacy plays in driving progress on disability rights**. While Maire Kearns and Deborah Morgans of Finglas Addition Support Team discussed **developing a grassroots volunteer organisation into a professional service with highly-trained staff**.

Through our stories, we communicate excellence in care, strong governance, wider societal impact, the place for small and large charities, and the broad scope of our sector.



“I was working as a kitchen porter, while still sleeping in the park. Tiglin helped us to get into transitional housing. A week after I moved in, I started college. I’ve recently graduated with my second Masters.”

Allen Bobinac, International Protection and Homelessness Outreach Manager, Tiglin.

Campaign Research: Public Polling

On behalf of We Act, nfpResearch conducted public polling of just over 1000 people. While there are a lot of interesting figures to dissect, our key takeaways from this years' public research include:



73% ▼ 2%

say they trust charities and community groups.

25% ▲ 2%

say their trust has increased over the past two years.

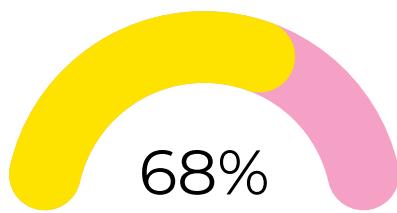
69% ▲ 2%

agree the voluntary sector delivers high quality services.

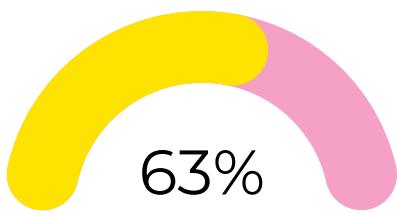
79% ▲ 1%

value the work of the community sector in Ireland.

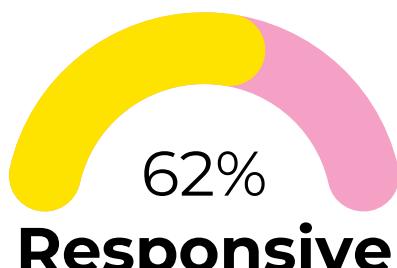
“Over statutory services, charity services are more likely to be...”



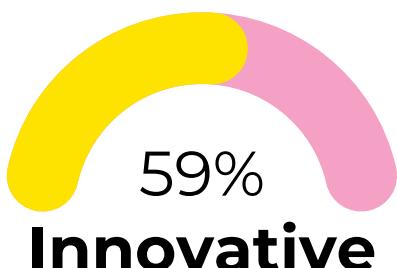
Personal



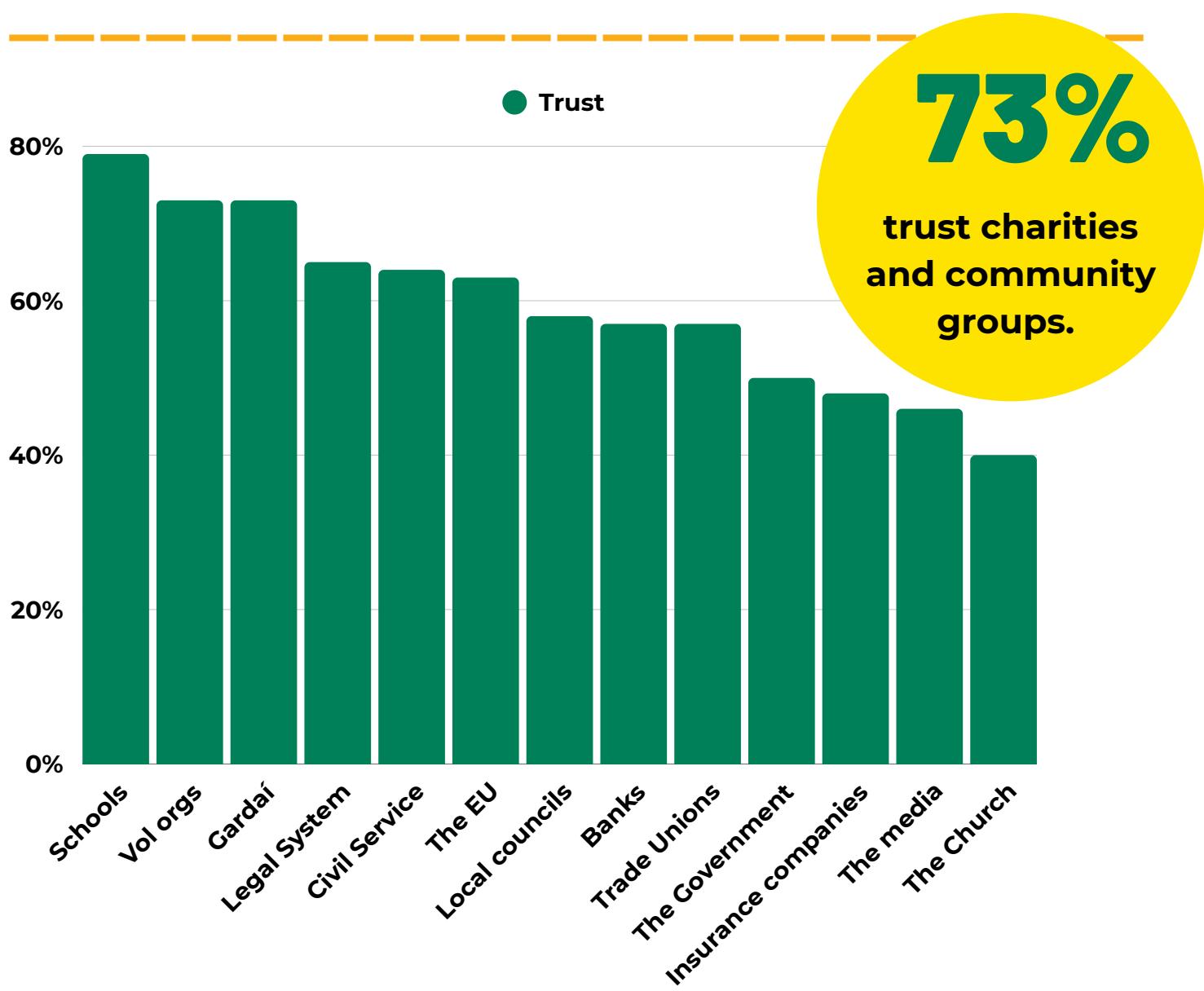
Flexible



Responsive



Innovative



JERSEY WASHERS
MURAL PAINTERS
HOSPITAL DRIVERS
WHEN WE SPOT A GAP
WE VOLUNTEER

WE



62%

**say media coverage
they've seen of
charities and
community groups is
positive.**

63%

**agree charities and
community groups are
solving many of our
country's problems.**



WE CELEBRATE

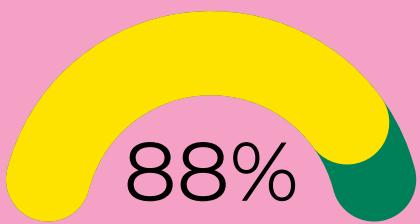
WE ACT

Visit WeAct.ie to learn more

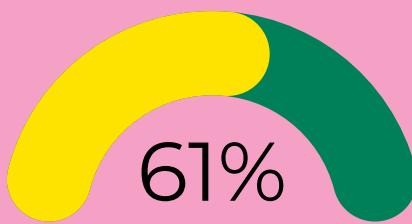


Ireland's
Charities and
Communities
in Action

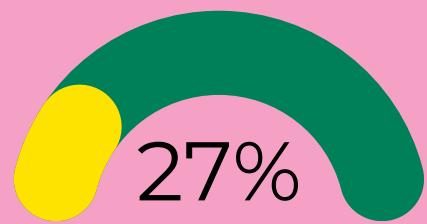
Irish people are very much engaged in their support for our sector...



Households
are donors

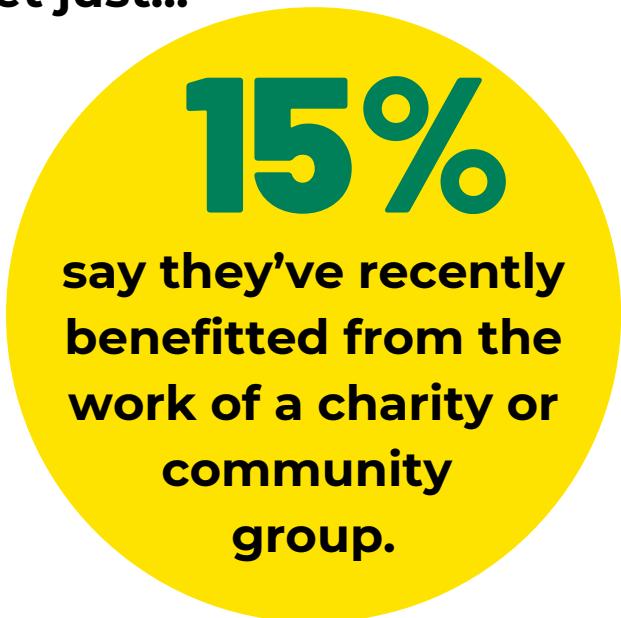


Households
make regular
donations

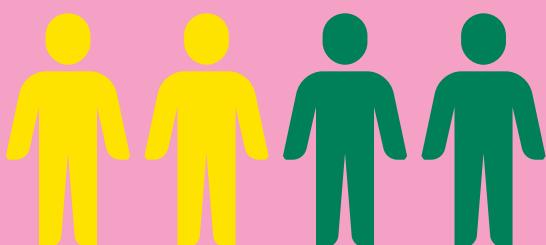
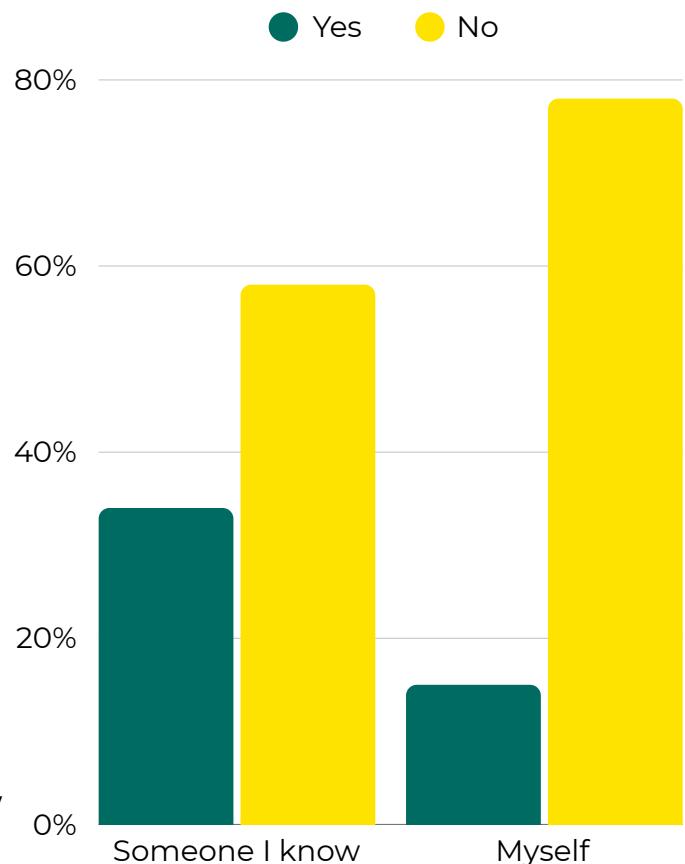


Individuals say
they've
volunteered in the
last 12 months

Yet just...



The public think our work is for 'someone else', they do not see the breadth of work being done, and how it impacts their daily lives.



**52% say charities are
important in their daily
lives.**

**50% say community groups
are.**

77%

Agree the community sector needs to play a role in advocating for those who are vulnerable.

71%

Agree the community sector should hold Government to account.



Campaign Budget

In 2025, We Act was partially funded by members of the campaign Steering Group and our large charity partners.

This multi-annual funding model was initiated by some large charities themselves, with a view to unlocking the sector's own leadership and financial support so that the campaign can achieve its aims and maximise its potential.

There is an awareness that reputation management affects all of us, and, very often, the larger or public-facing fundraising charities are most impacted.

This investment from some of the biggest charities in the country can enable the whole sector to benefit from the largest public-awareness campaign ever undertaken on behalf of the charities of Ireland.

2025 also saw significant investment from the Department of Rural and Community Development and the Gaeltacht towards driving recognition for community work.

Supporters



Rialtas na hÉireann
Government of Ireland



Campaign Income & Expenditure 2025

Opening Funds	€52,195
Income Received (during 2025)	€51,968
Total Income	€104,163

Salaries and employer contributions	€58,224
Website, Newsletter and Webinar Hosting	€1,222
Content Production	€13,075
Training and Events	€1415
Research	€11,447
Advertising	€10,902
PR	€7,951
Total Campaign Expenses	€104,236

Income	€104,163
Campaign Expenditure	€104,236
Closing Funds	(€73)

Thank you

We want to express our sincerest appreciation to everyone who supported We Act throughout 2025.

Thanks to those who shared your stories and put a face to the important work you do.

Thanks to those who participated in events, engaged with our social media, and wore our badges. Thank you to those who took part in our training and who facilitated our research. Thank you to the organisations across our vibrant sector who gave their time, loaned their expertise, and put their name to our campaign.

And of course, thank you to our funders, whose leadership and support ensure the whole sector will benefit from the largest public awareness campaign ever undertaken on behalf of the charities of Ireland.

This campaign was developed for the voluntary sector, *by* the voluntary sector. It keeps our staff and volunteers' stories at the centre of what we do. And if we continue to come together to celebrate our impact, highlight our value, and embrace our shared values, we can improve understanding, boost engagement and bolster social cohesion.

When our sector thrives, our communities thrive too.

If you'd like to be part of We Act in 2026, please don't hesitate to get in touch!



WE ACT

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