



73% of adults more inclined to donate to local charities than national ones

- 61% of adults surveyed donate to charities, of which 71% are women.
- Of the 61%, 32% are giving less due to economic pressures.
- Of those who do not donate (31%), 61% say they cannot afford to at the moment.
- Second annual AIB Community €1 Million Fund to be launched on 10 May 2023.
- AIB fund benefited 70 charitable organisations in communities across Ireland, in 2022.

AIB Group is launching the second annual AIB Community €1 Million Fund on Wednesday, 10 May to support a further 70 charitable organisations in communities across Ireland. The bank is asking its customers, employees and the wider public to nominate registered charities that connect with causes that matter most to them and their communities.

AIB will allocate €700,000 to charities chosen by its customers and the public, while €300,000 will be donated to charities chosen by the bank's employees.

A recent iResearch survey, carried out on behalf of AIB, showed that of the 61% who donate to charity, 71% are women and 51% are men. When asked if they felt the economic environment impacts on what they donate, 32% are giving less due to economic pressures. But of the those who have not changed the amount they donate, 21% have chosen to give only to a local charity. The survey also revealed that the majority of adults (73%) are more inclined to make donations to a local charity rather than a national one, with the inclination highest among women at 78%. Of those people who do not donate (31% of respondents), 61% say they cannot afford to at the moment.

This year's AIB Community €1 Million Fund will be distributed following an online nomination process, one for customers and one for employees, and will be split across five regions in Ireland – Munster, Ulster, Greater Dublin, the rest of Leinster, and Connacht.

Nominations are open from 10 May 2023 for five weeks. The nomination form and full details on the AIB Community €1 Million Fund are available on aib.ie/community. Customers, and the public, are required to submit the registration number of the charity they are nominating to complete the form.

AIB Chief Sustainability and Corporate Affairs Officer Mary Whitelaw said: *"We are delighted to launch the second AIB Community €1 Million Fund to support the charitable organisations that matter most to our customers, our colleagues and the wider public across the country. So many charities benefited last year, and our hope is that this funding will continue to help make a real difference to those who are working tirelessly for the benefit of their local communities and the most vulnerable in society. Today, we are asking our customers and the public to nominate the charities they wish to see supported by this fund."*

The employee nomination process for AIB employees wishing to nominate charities in their communities will launch in line with the public fund and is open to all AIB employees.

Once nominations are confirmed, the top six nominees for each of the five regions will be asked to present to an AIB regional panel. Four charities in each region will each receive €28,000, while two will each receive €4,000. The selected charities will be announced in early Autumn of this year.

The 70 charities, who received funds in 2022, ranged from national charities Make-A-Wish Foundation and Dyslexia Association of Ireland to local charities such as St Catherine's Special School, Wicklow, Dogs for the Disabled, Cork and Cavan Monaghan Palliative Care.

The AIB Community €1 Million Fund follows other charitable initiatives already undertaken by AIB including the bank's partnerships with GOAL, FoodCloud, AsIAm and Junior Achievement Ireland, as well as AIB's ongoing support of local charities.

*Notes to Editors:

This survey, undertaken from 20-28 April 2023, was conducted nationwide using a sample of 1,000 respondents.

- The nomination process we are announcing today is for the **Republic of Ireland** only.
- The nomination form and full details on the AIB Community €1 Million Fund are available on our website www.aib.ie/community
- Charities who received funds in 2022 are not eligible for nomination this year. The list of charities can be found at [Charities 2022](#)

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