



NEW THIS WEEK

Ryanair to donate all calendar proceeds to Dublin Simon

Ryanair has agreed to give all proceeds from the sale of its 2009 Cabin Crew Charity Calendar to Dublin Simon Community. The charity, which provides services for homeless people in Dublin, was last week chosen as the sole recipient of all proceeds from the sale of the calendar. The initiative is expected to raise funds of up to €100,000 for Dublin Simon Community, with an initial print run of 10,000 calendar copies.

The publication will be available to purchase at a cost of €10 directly from Dublin Simon Community and Ryanair. Last year, the calendar raised €70,000 for Angels Quest Charity.

Commenting on the agreement, Dublin Simon Community chief executive Sam McGuinness said the organisation was increasingly reliant on funding from the corporate sector. "With government funding constraints we now, more than ever, depend on the generosity of corporate supporters such as Ryanair to continue to provide services and shelter to those seeking our assistance," he said.

"We are frustrated that the chance was not taken during better economic times to eliminate homelessness and, as our economy changes, we are faced with the prospect of even more people facing into tougher and less secure times."

Dublin Simon Community is the oldest of seven Simon Community groups operating around the country. Established in 1969, it provides a range of services to homeless people living in Dublin, including soup and sandwich runs and emergency accommodation.

Earlier this month, Dublin Simon Community launched its House of Cards appeal, with the aim of raising up to €800,000.

The initiative encourages companies to make donations to the organisation instead of spending money on corporate Christmas cards.

Ryanair operates 688 low-fare routes across 26 European countries. Established in 1985, the company employs 6,371 staff. In the six months to the end of August, it had revenues of €1.8 billion.



Pictured at the launch of the calendar were Stephen McNamara, head of communications, Ryanair, and Sam McGuinness, chief executive, Dublin Simon Community, with two of the Calendar Stars