



22<sup>nd</sup> October 2009

## SIMON CELEBRATES NATIONAL FUNDRAISING AWARD WIN WITH CRH

Simon recognised for work with building giant to tackle homelessness and encourage workplace safety

The Simon Communities of Ireland was the recipient of the Fundraising Campaign of the Year Award at the National Fundraising Awards ceremony last night. The homelessness charity won the award for its work with CRH on the CRH Simon Safety Challenge. The CRH Simon Safety Challenge is an all-island initiative that assists Simon's important work of tackling homelessness north and south of the border. For every accident free quarter (3 months) achieved at any CRH company location across the island of Ireland, a sum of money is donated to the Simon Community operating in that region.

Patrick Burke, CEO of the Simon Communities of Ireland, said: "On behalf of all in the Simon Communities of Ireland, we are delighted that the CRH Simon Safety Challenge has been recognised by the National Fundraising Awards. CRH Simon Safety Challenge raised €777,022 in 2008 and €842,355 in 2009. The significance of these donations cannot be underestimated. As well as significantly improving the safety of their workplace, CRH staff are making a real difference to the lives of people who are experiencing homelessness.

The contribution and continued commitment of CRH to this initiative is even more impressive in the context of the major challenges facing the construction industry these days. Their commitment to corporate philanthropy and to Simon has not waned when many might have expected it to – on the contrary, their contribution increased in the second year of the project and they have set themselves even more ambitious targets for year three. We look forward to continuing to work in partnership with CRH in the coming months and years.

Jim Rea, CRH Safety Challenge spokesperson said: "We are delighted to receive this award as it recognises our ongoing commitment in this area and our very successful partnership with the Simon Community. One of the major challenges for our business is keeping the issue of health and safety front of mind for our employees and it is equally encouraging to see continuous improvements in this regard. We are firmly committed to demonstrating leadership in the national campaign to end homelessness and initiatives like the CRH Simon Safety Challenge have proven to be an excellent vehicle to move us closer towards this ambitious goal."

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Notes for Editors:

### About the CRH-Simon Community Safety Challenge

The CRH-Simon Community Safety Challenge was first launched in July 2007 and is now entering its third year. To date, over €1.62 million has been raised for the Simon Communities of Ireland through the efforts of CRH employees.

For every accident free quarter (3 months) achieved at any CRH company location, a sum of money is donated to the Simon Community operating in that region. In addition, CRH locations which achieved a full accident-free year donated an additional 25% bonus payment on top of the four combined quarterly donations.

Simon Communities in Dublin, Dundalk, Cork, Galway, the South East, the Midlands, the Mid West, the Northwest and Simon Community Northern Ireland have all benefited from the Challenge to date.

### About the Simon Communities of Ireland:

The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments.

Simon delivers support and service to almost 5,000 individuals and families who experience – or are at risk of – homelessness on an annual basis.

### About the National Fundraising Awards:

The National Fundraising Awards were established in 2008 by The Wheel, a national support and representative body for community and voluntary organisations, and Fundraising Ireland, a network for fundraisers, with generous support from the Vodafone Ireland Foundation.

These Awards have been created to recognise, celebrate and promote excellence in the profession of fundraising, which too often is on the receiving end of 'bad press' from the media, the public and also within charitable organisations themselves.

<http://www.fundraisingawards.ie/>

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