

Making a real difference to young people across Ireland

basis.point is the Irish funds industry's initiative to make a real and visible difference by supporting educational programmes for disadvantaged children across Ireland.

Founded in 2012 by independent directors Eimear Cowhey and Adrian Waters, the concept is "joined up giving" - connecting and partnering with donors, volunteers and grantee charities to more effectively combat disadvantage and improve educational opportunities for young people from ages 18 months to school leaving age.

After launching its latest round of programme funding, basis.point is on track to break the €1 million mark for overall donations in Q1 2018. basis.point is strictly run on a zero expense basis supported by voluntary efforts from individuals and companies from all sectors of the investment fund industry, which means 100 per cent of all donations go directly to support the selected programmes.

"I believe that to break the cycle of disadvantage, education is the key. It's the path to a better quality of life and it can bring you anywhere you wish." Eimear Cowhey, Independent Director, Chairperson basis.point

Joined up giving

As the name basis.point suggests, coming together in numbers produces a powerful force which can successfully implement change for the better. basis.point collaborates and works in partnership with donors and grantees, ultimately all working together for the benefit of the children.

Selected as an official charity of industry representative body Irish Funds, just under 100 individual and 70 corporate Patrons and donors from the Irish investment fund industry are involved including service providers, professional firms, independent directors and international fund management firms which have chosen Ireland as a domicile to support their investment products.

The board of basis.point includes well known investment industry figures such as Declan O'Sullivan, Partner Dechert, Mike Hartwell, Partner Deloitte, Colm Clifford, Partner KPMG, Clive Bellows, EVP



Paul O'Connell with basis.point grantees in Limerick

Northern Trust and Independent Directors Eimear Cowhey, Denise Kinsella, Paul McNaughton, Pat Wall and Adrian Waters. The board is supported by a dynamic Disbursements Committee led by Aidan Tiernan, Partner EY which evaluates, selects and monitors the grantee charities.

Making an impact

basis.point focuses on targeted geographic areas and supports evidence based and scalable programmes. These programmes have been proven to work, have long term impact for those involved and are scalable so that they can be delivered to more and more children in disadvantaged areas across Ireland.

Through the grants provided, basis.point aims to significantly increase the educational capital and life chances for young people from areas of historical disadvantage. The programmes enable the young recipients to develop the skills and attitudes necessary to work towards a better future for themselves and their families.

Late last year basis.point commissioned an independent evaluation by Genio, to measure the impact of their first two grants and the results were very positive. In particular the evaluation found that "the basis.point strategy, of funding well-established organisations, implementing evidence-based interventions with high fidelity, has produced a high level of impact in a short space of time with a

relatively modest amount of funding. This is a sound investment strategy which yields high impact relatively quickly".



basis.point directors Adrian Waters and Eimear Cowhey

Leadership

In October 2017 basis.point held a memorable candlelit Corporate Leaders' Dinner in Christ Church Cathedral which was sponsored by Deloitte, EY, KPMG and PwC. The evening was an opportunity for leading investment fund companies to hear the basis.point message and involved a drinks reception in the Crypt of Christ Church, followed by dinner in the Nave. The main attraction was a "Fireside Chat" with Irish and Lions rugby legend, Paul O'Connell, hosted by basis.point Director, Paul McNaughton, on the themes of rugby, leadership and life.

Eimear Cowhey, Chairperson of basis.point closed the evening by inviting

attendees to support their work by becoming an individual or corporate Patron or, as some institutions such as BNP Paribas and Northern Trust have done, enter into a Partner Programme with basis.point to co-fund specific targeted projects.

"In our industry, we come from privileged backgrounds, and sometimes it can be hard to understand what disadvantage is. Hearing from the children that we work with really brought home to me the difference we can make."
Clive Bellows, Executive Vice President, Northern Trust, Vice Chairman, basis.point

To date, basis.point has committed more than €820,000 to the ongoing programmes of six charities across Ireland.

Archways

Archways delivers the Incredible Years® and Mentoring for Achievement programmes in Dublin, Cork and Limerick. These programmes support students who have personal characteristics or behavioral problems that interfere with their learning. It keeps them in school and it helps them to complete their education. These evidence based programmes have had a positive impact on the children themselves, their family, friends and, ultimately, on society as a whole.

National College of Ireland's Early Learning Initiative

The ELI supports the pre-school education of Dublin and Limerick's inner-city children. The Parent Child Home Programme is a proven literacy, numeracy and oral language child and parent programme delivered in their homes by trained home visitors for pre-school children. It provides the educational experience as well as the self-confidence needed to succeed in education, career and life.

Business in the Community

The BITC Student Mentoring Programme aims to impact on Ireland's school retention rate. Many of Ireland's young people do not have the support required to encourage them to continue their studies, complete school and consider the many options open to them. This programme, which is provided in Dublin, Cork and Limerick, delivers a network of mentoring support that enables them to consider what they would like to



do when they leave school. Additionally a new mentoring alumni is being established so that students have an ongoing support network once they leave school.

"I joined basis.point because it focuses on charities that support early education. In my belief this is the key to social mobility and justice."
Pat Wall, Former Partner PwC, Independent Director, Director basis.point

Suas

The Suas numeracy programme is essentially freeing children aged between 8 and 14 from the grip of disadvantage. Without it, the consequences of struggling with mathematics can mean leaving school early, and research has shown it can also lead to physical and mental health issues. This innovative programme allows Suas to access a critical period in a child's development and provide one-to-one interventions to ensure that numeracy skills aren't an issue throughout their lives.

Foróige

The Foróige programme changes the lives of young people in disadvantaged communities and enables them to unlock their full potential. The Network for Teaching Entrepreneurship Programme is provided to young people from low income communities in Cork and is a cutting edge, world recognised, youth entrepreneurship education and development programme. The participants develop greater self-confidence, self-reliance and greater capacity to take charge of their lives.

DIT Foundation

The DIT Foundation Junior Cycle Workshop Programme is a university outreach programme for students aged 13 – 15 years of age. It introduces students to the concept and reality of a third level educational institution and develops awareness of the benefits. The programme supports the expansion of DIT's existing junior workshop programme on a phased basis from 4 DEIS schools to 10 additional DEIS schools in inner-city Dublin over the next three years.



Graduation Day at Parent Child Home Programme

Want to get involved?

- You can help by:
- Becoming an individual or corporate Patron
 - Co-funding a Partner Programme
 - Volunteering

Get behind us, support us, our industry will make a difference.

For more information, or details of how to get involved please visit:
www.basispoint.ie, @basispointIRE, #joinedupgiving

Data as of December 2017