



**Grainne Kelliher**  
CEO AIRFIELD ESTATE

# FINANCIAL SUMMARY 2018



## airfield estate ANNUAL REVIEW Year Ending December 2018

**TOTAL INCOME €3,253,573**

### A MESSAGE FROM OUR CEO



Airfield Estate is not just a beautiful place with a remarkable history, it's a social and charitable hub, investing in people and educational programmes that reach every corner of our community. The estate was originally owned by the Overend sisters who worked tirelessly to tackle the social challenges of their time.

At Airfield, we are concerned with the effect that food production and consumption has on people, planet and pocket and how inaccurate and conflicting information around food is causing confusion for consumers.

Today we work to ensure that consumers understand the impact of their food choices on themselves, their families, society as a whole and, ultimately, the planet.

In 2018 we mapped out our 2019-2021 strategic plan to sustain Airfield and to bring about a bottom up change in how we engage with food in Ireland. Our ultimate goal is to support, enable and promote sustainable food production and consumption. To do this we work within four strategic pillars.

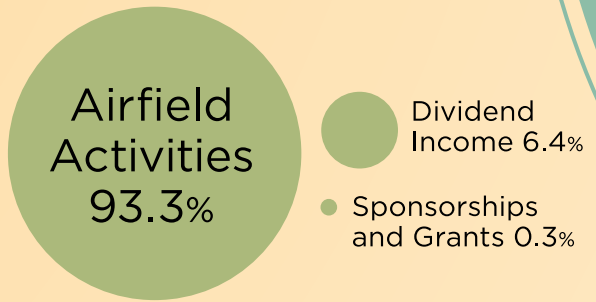
**1 SUSTAIN**  
Airfield is the place where we bring our mission to life and a valuable resource we use carefully to fund our charitable activities.

**2 CONNECT**  
Use food data & tech solutions to nudge the consumer to make food choices that benefit people, planet & pocket.

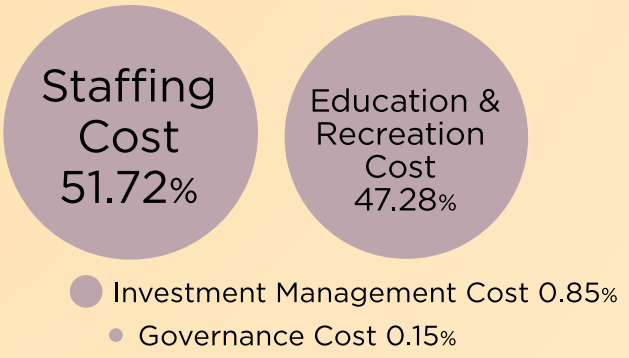
**3 ENGAGE**  
Increase our reach and impact through accessible online and community engagement.

**4 COLLABORATE**  
Work with other food related charities to grow their reach and impact.

To check out some of the projects and initiatives that we have activated over the past 12 months, log on to [www.airfield.ie/impact](http://www.airfield.ie/impact)



**TOTAL EXPENDITURE €4,584,816**



### INVESTMENT FUND

The total value of the Investment Fund decreased by €2.6 million to €20.4 million in 2018



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# OUR MISSION



We are a charitable trust with a unique mission to *inspire and enable people to make better food choices*, that benefit themselves, their families, society as a whole and our planet.

