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An Apostolate of the  
Society of Jesus under the  
Patronage of the Irish  
Episcopal Conference.

Dear PTAA Member,

I hope this letter finds all members keeping well.

Members know that the PTAA is in a period of change and challenge.

As chief executive of the Association, and on behalf of the Board members who represent your interests within the Association, I want to express our appreciation for the support members offer during this time of transition. Change is not easy.

We face challenge and opportunity particularly in relation to finance. Through our provincial conferences, "Pioneer Matters" and your delegates at Central Council, you were kept aware of our worsening financial position. That position is about to reach crisis point. The Association and Central Office are facing closure this year unless we receive an urgent injection of funds.

With the decline in the *Pioneer* magazine circulation and other income sources, the Association is projecting a deficit of €100,000 in 2011. Let me state categorically that I believe that with the active and ongoing support and belief of its members, the Pioneers can survive and overcome its financial crisis.

In response to the PTAA's financial position, the Board at its most recent meeting decided to issue this letter of financial appeal to Pioneers.

I invite members to support the Board's 2011 appeal by making a contribution of €10.00 per member. Any member or centre wishing to make a higher donation is welcome to do so. All monies generated from this appeal will be crucial to help us guarantee our future and will fund the introduction of a database, allow us to develop our website and to invest in an external communications programme. It is hoped our appeal will raise in the region of €300,000.

As Pioneers we are known the length and breadth of Ireland for our tradition of giving to others. The time is well overdue for us to now give to ourselves. Our failure to do so may have potentially dire consequences for us as an organisation and for the innumerable individuals and families to whom we offer help.

I believe acting swiftly and resourcefully to this appeal will give us a strong bid at averting the closure which currently threatens the future of our cherished and valued Pioneer Association.

It is with great reluctance that the Association appeals for funds at a time when we are all experiencing the consequences of economic crisis.

Sadly, it is in these times of crisis and uncertainty that people turn to alcohol and drug abuse to escape the unbearable reality of living. Our appeal is as much for these people and their families as it is for our valued members and our Association.

At the start of this Lent and Easter season I would ask that we pray to the Sacred Heart for His on-going guidance on how we best serve Him through our efforts and work as Pioneers.

Members will receive an update on our response to the appeal.

Details of how to support the PTAA's 2011 Appeal are given overleaf.

Yours sincerely,

**Padraig Brady, CEO, PTAA**

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**Chairperson of the Board:** Fr. Charles Davy, SJ. **President and Vice-Chairperson:** Robert Shannon. **CEO:** Pádraig Brady. **Secretary:** Fiona Minogue.  
**Central Spiritual Director:** Fr. Bernard J. McGuckian, SJ. **Board Members:** Archbishop Michael Neary, D.D.; Fr. Senan Timoney, SJ; Mary Brady; Noreen Brady; Christopher Clarke; Marie Connellan; Pat Creaven; Frances Doole; Dermot Fagan; Michael Fitzgerald; Michael Keane; Sonny McDermott; Mary Meaney.

# PTAA 2011 Fundraising Appeal

## Payment Details

Payment to the appeal fund can be made by cash, cheque or bank deposit.

Members can donate to the appeal using the following bank account details.

### The Pioneer Total Abstinence Association Account

Bank of Ireland  
Drumcondra  
Dublin 9

**Bank Sort Code: 90 - 05 - 19**

**Bank Account No: 82111280 (PTAA No 2. Account)**

**Members who donate by cash or cheque should  
complete the following donation form  
and return it to Head Office @**

**PTAA Head Office  
27 Upper Sherrard St  
Dublin 1**



### PTAA 2011 Appeal

Member's Name: .....

Address: .....

.....

Tel: ..... Mobile: .....

Email: .....

Centre Number: .....

Amount of Donation: .....

**Please note that the closing date for receipt of funds is 31 August 2011**