

Irish Times - 18th Oct 2022 Mary McCarthy

Return of Dublin City Marathon promises windfall for charities

Event is back after a two-year Covid-enforced absence and is likely to attract more runners, donors and spectators than ever

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Molly the dog watches the Dublin Marathon pass by in 2017. Photograph: ©INPHO/Oisin Keniry

Mary McCarthy

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The [Irish Life Dublin City Marathon](#) is back and with record numbers running this year it'll be a boon for charities. Fundraising for a cause has always been a popular reason to take part and after a two-year absence, the event on Sunday, October 30th, will be charged with emotion.

Fundraising for cancer is the most popular cause this year, according to a survey of 2,500 runners who are raising money for a charity. The questionnaire, carried out by the marathon team, found one in five are supporting charities linked to other health conditions, such as the [Irish Heart Foundation](#). Thirteen per cent are fundraising for young people and one in 10 are raising funds for mental-health charities.

Irish Life Dublin Marathon - Fundraising

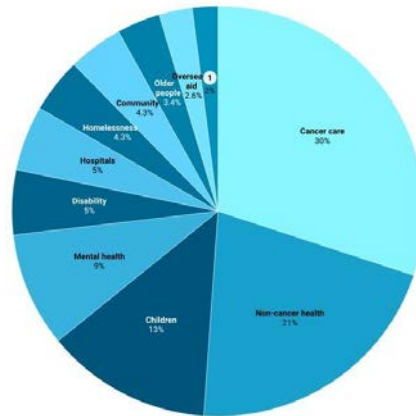


Chart: Mary McCarthy - Source: Irish Life Dublin Marathon - Created with Datawrapper

UCD economic analysis a few years ago estimated Dublin’s marathon raises €9 million for charity, and this year, with a record 25,000 running – and with friends and families not tapped the previous two years due to Covid cancellations – people may cough up even more.

But it’s not just the money egging runners on – it’s also knowing more attention will be brought to their cause. Around 300,000 spectators usually line the streets, and if the trend for the other events in the race series is continued there will be even more, so thousands see your charity logo, and your sponsors read about your cause via your fundraising page.

Enniscorthy man Eoin McCarthy, aged 39, is just one of 2.6 per cent of runners fundraising for an overseas aid charity. He decided to support [SeeBeyondBorders Ireland](#), which raises money for education in Cambodia, because he knows some Irish teachers involved and because his sister, wife and mother are teachers and he feels very strongly every child has a right to an education.



Eoin McCarthy is running to raise money for a charity that helps to provide education in Cambodia.

“Only around 4 per cent of children in Cambodia reach a basic rate of literacy by the time they reach 15. It’s a small charity, so any money raised goes really far as they are running off zero operating costs,” he said. He has run a trail marathon but never a road race and set up an [iDonate page](#) with an initial aim of €1,000. “If I get close to my target I might increase it as apparently if you are close people are less likely to give.”

Runners support a wide variety of charities and veteran commentator Liam Moggan will be back in situ giving as many as possible a decent shout out. According to Jim Aughney, race director of the Dublin Marathon for 25 years, fundraising is at the essence of the race.

“The stories of why people are running for charities are incredible. You can see the emotion as they get close to the finish line, many people openly crying. They have many reasons, there are people with pictures of their relatives on their T-shirts. It encapsulates why so many take on the challenge, to raise funds for a cause close to their hearts.”

- Sign up for one of The Irish Times’s Get Running programmes (it’s free!) First, pick the eight-week programme that suits you.



- [Beginner Course](#): A course to take you from inactivity to running for 30 minutes.
- [Stay On Track](#): For those who can squeeze in a run a few times a week
- [10km Course](#): Designed for those who want to move up to the 10km mark. Best of luck!

[UCD](#)