

MAY 1, 2023

PLEAN STRAITÉISEACH STRATEGIC PLAN

**—
2023-2033**

THE MACCARTHY REAGH CLAN ORGANIZING COMMITTEE

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INTRODUCTION ~ RÉAMHRÁ

Calling all McCarthys. Over the past several decades people of Irish heritage have been inspired to research their family roots back to the Emerald Isle. Understanding that researching your Irish heritage can be a daunting task, especially when many of the records are ‘back in the old country,’ may have been destroyed, or may be buried in volumes of birth and marriage records in Dublin. I know, as I have spent the past decade researching my own family's Irish roots back to Ireland. In doing so, I have found that not all McCarthys may be related back in Ireland. My family is descended from the MacCarthy Reagh (Mac Cárthaigh Riabhach) family — just one branch of the larger MacCarthy Clan. Others MacCarthy Mór, MacCarthy Mucklagh, MacCarthy Glas, MacCarthy Tullagh or MacCarthy Rabagh, just to name a few. I would like to invite all McCarthys to join me in helping to reunite the MacCarthy Reagh clan from all corners of the earth. You may not know if you are a descendent of the MacCarthy Reagh family but I would invite all McCarthys to take part and work with us, and maybe we can help you find out where your family is on our great McCarthy family tree — I certainly hope so!

The following is a 10 year strategic plan developed to reunite the MacCarthy Reagh clan, and outlined here are 4 primary objectives that will help us accomplish that overarching goal: **(1) to identify branches** of the MacCarthy Reagh clan and learn about the members of the clan, **(2) to host clan gatherings** and build community within the clan, **(3) to reestablish clan leadership** as it was centuries ago, when Irish clans were a strong influence in Ireland. To do this we will elect a Chief to help lead the clan. Finally, McCarthys have always been a charitable clan so our last goal would be **(4) to establish a plan to raise and manage funds to support social projects** aiding homeless and underprivileged. I now invite you to take a look at our 10 year strategic plan below, which should guide us in accomplishing the above goals.

Fáilte go dtí an chlann — ní féidir liom fanacht chun bualadh leat!

Welcome to the clan — I can't wait to meet you!

Beir bua agus beannacht,

Sir Evan McCarthy



THE 10 YEAR STRATEGIC PLAN FOR THE MACCARTHY REAGH CLAN ORGANIZING COMMITTEE

Over the past several decades there has been a resurgence of interest in Irish heritage which has inspired countless thousands to revive ancient Irish clans which had fallen to the wayside over the recent centuries. Indeed, once a prosperous and influential dynasty, the MacCarthy Reagh Clan has been without a central leadership for over 300 years and was one such family. Over that long span of time genealogies have been lost and forgotten, cousins have been displaced around the world and the clan has faded into the footnotes of history. However, as descendants of the MacCarthy Reagh sept have taken the initiative to re-discover their roots, a wealth of genetic and genealogical data has resurged over the years. With dozens, if not hundreds, of people now able to demonstrate descent from the MacCarthy Reagh the initiative to restore and revitalize the sept was started. Currently headed by Sir Evan Patrick McCarthy (a member of the McCarthy Reagh family of Drinagh), the Organizing Committee was started to bring members of the MacCarthy Reagh sept together from around the world to cultivate community and kinship. But as a unified family we are a team capable of not only working together to revitalize our Gaelic-Irish heritage, but to live out the ancient ideals of clanship and public service in the modern era to effect change in the world through the clan's collective charity and hospitality. This is the 10 year plan to realize that aspiration.

VISION ~ FÍS

Cultivate kinship and community, building a team to effect cultural and humanitarian change in the world.

MISSION ~ MISEAN

To organize the global MacCarthy Reagh Clan to cultivate kinship, revitalize our Gaelic-Irish culture, preserve tradition, and bring charitable aid to those in need.

VALUES ~ LUACHANNA

TRADITION ~ SEANCHAS

Preserving Irish culture and the spirit of the ancient Gaelic way of life ensures continuity with the laws governing Gaelic-Irish chiefships, authentic governance and oversight of the clan's operation, and enriches the significance of Irish cultural landmarks.

CHARITY ~ DÉIRC

Ancient Irish law codified the need for mutual assistance within the clan. We value the importance of supporting those in need and exemplifying that traditional value of assisting kin – bringing that devotion for charity work into the world to effect positive change in all peoples' lives.

FAMILY ~ MUINTIR

Family is the tie that brings us together as a clan. The history and deeds of the clan and its chiefs may have been lost, but the family itself has survived the centuries. We recognize that family is the structure which will carry the clan and its mission into the future.

GOALS ~ CUSPÓIRÍ

The Organizing Committee's goals to provide support to the clan's members by facilitating family history research academically, supporting individual contributions to the clan, honoring personal recognition for meritorious efforts, and restoring the office of Chief of the Name to coordinate the clan community and preserve the traditions and values of Irish clanship.

The ancient Irish law code, called the Brehon Laws, upheld the need for the chief to retain a part of the clan's territory (called the Cumhal Senorba) placed under his control and allotted specifically for supporting the "poor, old, and incapable members of the clan."¹ While the MacCarthy Reagh Clan no longer retains sovereignty over the territory of Carbery today, the traditional value of providing for the poor can still be upheld, and the spirit of that ancient Irish law preserved.

One person can be charitable, but it takes a community to be a charity. By relying on the clan's kinship and community to form a unified team, the clan can organize cultural events to raise funds for charity projects providing aid to those in need.

As such, the Organizing Committee has set out four initial goals to facilitate its service to kinship, culture and tradition, and charity:

- To identify septs of the MacCarthy Reagh in order to establish a comprehensive picture of kinship and lines of succession, and to decentralize execution of clan activities.
- To host MacCarthy Reagh gatherings and participate in the greater McCarthy Clan gatherings as a unified sept in order to foster true community and kinship from around the world.
- To elect a new Chief of the Name MacCarthy to reestablish a hereditary center of gravity for the clan and centralized control over strategic planning of clan initiatives.
- To raise and manage funds supporting social projects aiding the homeless and underprivileged.

¹ Ginnell, *The Brehon Laws*, 1894, p.111

To identify septs of the MacCarthy Reagh in order to establish a comprehensive picture of kinship and lines of succession, and to decentralize execution of clan activities.

(0-2 years): Compile extant data and research about Y-DNA and historiographic branches of the family, publish an updated 'Clan Family Tree,' create a digital archive of research materials. By compiling information about the clan's kin and relationships we can identify senior branches of the family, living descendants, and possibly provide proven genealogical lineages for some families. This objective directly supports the Organizing Committee's other goal of convening clan assemblies, when appropriate, to elect sept chieftains.

(2-5 years): Identify which septs have sufficient membership to elect sept chieftains, begin coordinating with MacCarthy Reagh septs to bolster membership and identify clansmen, organize regional clan activities. Understanding that much of our research will focus on documenting the lineages of singular representatives of a families, it will be critical to coordinate with their respective *derbhfine*, *iarfine* and *innfine* to organize sept events and Ad Hoc Derbhfinés to elect any respective sept chieftains.

(5-10 years): Organize sept-level Ad Hoc Derbhfinés to elect sept chieftains, and establish hierarchical points of contact within the MacCarthy Reagh Clan to facilitate future activities. Centralized control and decentralized execution defines any successful organizational paradigm. By centralizing strategic level planning with the chiefship, and delegating execution of plans to sept chieftains the clan is able work as a unified team towards defined goals.

To host MacCarthy Reagh gatherings, and participate in the greater McCarthy Clan gatherings as a unified sept, in order to foster true community and kinship from around the world.

(0-2 years): Contribute to, and participate in, McCarthy Clan gatherings, bolster networking and develop partnerships with external clans and organizations to broaden offerings to clan members, and use MacCarthy Reagh Clan resources to promote on behalf those other partners. There are McCarthy gatherings organized by the McCarthy Surname Y-DNA Study which would provide excellent outreach to clan members and awareness of the MacCarthy Reagh sept's organization. By taking advantage of these events and other similar networking opportunities, we can establish professional relationships with members of the broader Irish community – to include cultural organizations and other Irish clans – who may be able to provide resources to bolster our clan members' own activities.

(2-5 years): Implement a recognition program to honor meritorious achievement and enhance people's contributions, organize the first international MacCarthy Reagh Clan gathering. The clan is a team, and teams work best when their members are recognized for their contributions. Implementing a recognition program affords members the opportunity to be recognized by their peers, fostering a sense of community which commends and celebrates its kin and friends.

(5-10 years): Host regularly occurring MacCarthy Reagh gatherings, with some dedicated to the inauguration of sept chieftains, and establishing a greater presence at partners' gatherings (e.g. O'Driscoll, O'Mahony, etc.). Irish clans were never an isolated phenomena and always had a place in the greater community of Irish people. To rehabilitate that overarching sense of belonging and "Irish-ness" it is important that clan members are able to join with other Irishmen, alongside their own kin, in a universal celebration of a greater Celtic heritage.

To elect a new Chief of the Name MacCarthy Reagh to reestablish a hereditary center of gravity for the clan and centralized control over strategic planning of clan initiatives.

(0-2 years): Build up awareness of the clan’s organization, and the various efforts undertaken by the Organizing Committee. This is the essential step upon which everything else will build. Building a sept specific website and social media will allow the committee to market the existence of an organized group to appropriate audiences. Through these media outlets the clan can organize itself and solicit voting and feedback for any potential future election or major decision making.

(2-5 years): Convene an Ad Hoc Derbhfine to elect a *Ceann Cath* (i.e. Commander) of the MacCarthy Reagh Clan. The Ad Hoc Derbhfine is only to be convened after the clan largely agrees that “a determination, by the most thorough efforts possible” has been done and has concluded that the Chiefly bloodline “has been extinguished, is extinct, or lost to history, and there is no other traceable descent from a past Chief.”² Acknowledging that primogeniture has no legal foundation in Brehon Law and that the office of chief “was always elective,”^{3,4} if a historiographic genealogical proof of lineal descendant is found for some candidate, the Chief (i.e. the *Ceann Cath*) must still be elected by the MacCarthy Reagh sept and a family convention must still be held to elect either the Cean Cath (ad de facto Chief-in-Waiting) or a lineally descended chiefly candidate.

(5-10 years): Use the clan’s Commandership as reputable leadership and a reliable point of contact to solicit, compile and analyze members’ genealogical documentation, evidences, and pedigrees in the continued search for senior hereditary descendants/claimants to the MacCarthy Reagh chiefship. Appointing a *Ceann Cath* not only places the weight of public opinion (i.e. the clan’s opinion) behind the search for a chiefly candidate, but begins a steadfast and committed multiyear long search for a lineally descended chiefly candidate.

² The Ó Catháin, *Irish Chiefly Succession in the 21st Century*, https://kingdomofdesmond.com/?page_id=331

³ Ginnell, *The Brehon Laws*, 1894, p.66

⁴ Eugene O’Curry, *On the Manner and Customs of the Ancient Irish*, Vol I, p. ccxxxii

To raise and manage funds supporting social projects aiding the homeless and underprivileged.

(0-2 years): Identify specific charitable causes to fund, identify a potential donor base, and develop a fundraising strategy. Understanding that different charities benefit from different donation amounts, it is important to identify which charities will be sponsored in order to develop a maximally effective fundraising strategy. The committee's goal is to provide charitable aid and sponsorships in line with the spirit of the Brehon laws. The current framework within which fundraising should take place is the development of two different funds: one soliciting donations from clan members for the sole purpose of supporting other clan members in need; the other is a general fund collecting donations from anyone and is targets charitable causes outside of the clan itself.

(2-5 years): Institute a 501(c)(3) registered non-profit to maximize the efficacy of donors' contributions. The continuity and legal foundation which this will provide the organization will be critical in expanding the non-profit status to bring aid to a wider, global, populace.

(5-10 years): Build upon the 501(c)(3) status to establish non-profit status abroad to grow the support structure and donor base for the clan's charity work.

OVERALL 0-2 YEAR OUTLOOK

In the immediate future it is vital that we work to build up awareness of the clan's organization, and the various efforts undertaken by the Organizing Committee and the clan's membership. Some of those efforts will include compilation of extant data and research about Y-DNA and historiographic branches of the family, publishing an updated 'Clan Family Tree,' and creating a digital archive of research materials. These efforts will establish the tools required to aid other 'MacCarthys' in their research, but also allow us to begin mapping out the structure (i.e. family tree) of the MacCarthy Reagh Clan at large. As a part of building awareness of the group's operations, it is also important to contribute to, and participate in, McCarthy Clan gatherings; bolstering networking and developing partnerships with external clans and organizations. Finally, while efforts are underway to build up the community of kinsfolk, we must begin to lay the foundation for our future charity projects. So it is necessary to begin to identify specific charitable causes to fund, identify a potential donor base, and begin developing a fundraising strategy.

OVERALL 2-5 YEAR OUTLOOK

Having mapped out the family tree of the MacCarthy Reagh Clan, we can identify which MacCarthy Reagh septs have sufficient membership to elect sept chieftains, and begin coordinating with those septs to bolster membership and identify clansmen, organize regional clan activities. A part of that endeavor would be to organize the first international MacCarthy Reagh Clan gathering. This builds upon the community networks and gatherings that had been established in the years prior, and will rely upon the efforts of everyone involved to make a reality. As such, it is then fitting to honor those efforts. It is vital to the success of any organization to recognize its members when they excel, and so we should implement a recognition program to recognize particular meritorious achievement. The foundation of the clan is the chief, and the MacCarthy Reagh have no chief. So with the clan's 'family tree' mapped out and various septs identified, it is also necessary to consolidate leadership and in the spirit of the Brehon Laws, the MacCarthy Reagh ought to convene an Ad Hoc Derbhfine to elect a *Ceann Cath* (i.e. Commander) of the MacCarthy Reagh Clan to throw the weight of public opinion (i.e. the clan's opinion) behind the search for a chiefly candidate. With the head of the clan (the *Ceann Cath*) established and the clan continuing operations as a community of kinsfolk, it should be possible to institute a 501(c)(3) registered Private Foundation to formalize and institutionalize the clan's charity work.

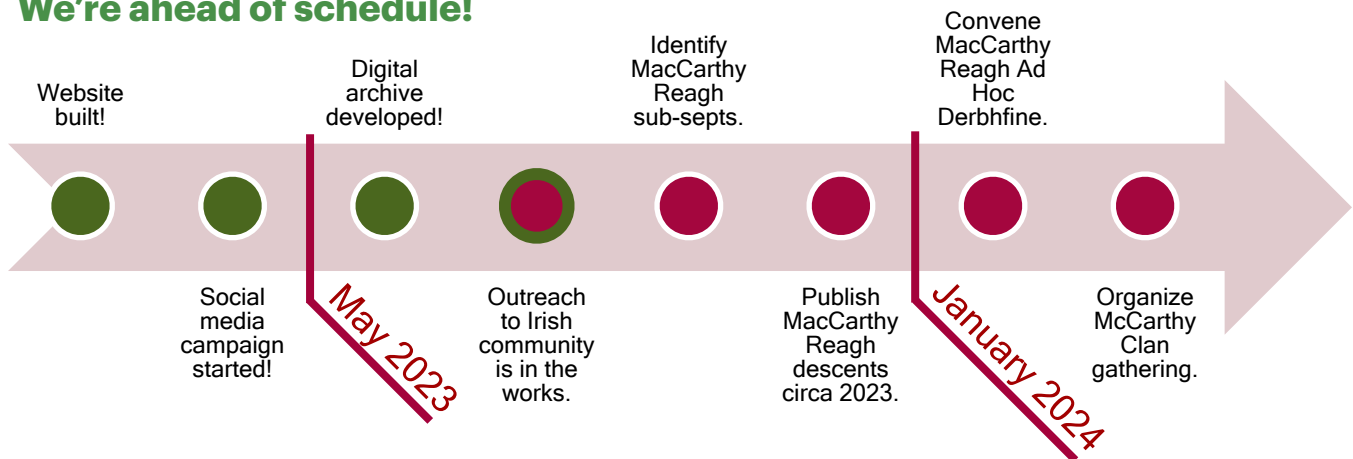
OVERALL 5-10 YEAR OUTLOOK

After centralized leadership is established, charity work is underway, and the MacCarthy Reagh septs are organized, it is necessary to establish continuity and streamline operations for future generations. Understanding that entire branches of the future clan, including the chiefly bloodline, could again one day become extinct, we must organize sept-level Ad Hoc Derbhfines to elect sept chieftains in order to establish a larger clan-wide line of succession – preserving the genealogical efforts so many people have endeavored to preserve. However, by electing sept chieftains, we also reestablish the traditional leadership hierarchy which simultaneously implements points of contact within the MacCarthy Reagh Clan who can facilitate future activities. With the help of those chieftains and building on the work done to organize clan gatherings in prior years, it is possible to begin hosting regular MacCarthy Reagh gatherings. These gatherings can serve their traditional purpose of celebrating inaugurations, electing sept chieftains, awarding clan members via the now instituted recognition program, and discuss real business about the charity programs for which the clan is responsible. With this well-established clan structure in place, it even becomes possible to establish a greater presence at partners' gatherings where The MacCarthy Reagh would traditionally have been present (e.g. those of The O'Driscoll, The O'Mahony, etc.). With the *Ceann Cath* now appointed, and the weight of the clan's public opinion behind the election of a Chief, the *Ceann Cath* is a reliable point of contact to solicit, compile and analyze members' genealogical documentation, evidences, and pedigrees in the continued search for senior hereditary descendants/claimants to the MacCarthy Reagh chiefship until such time (as the clan has agreed) that the *Ceann Cath* himself shall become the new hereditary Chief of the Name MacCarthy Reagh. Finally, with the clan's leadership and familial structure established, continuity in place, and fundraising efforts underway, the Foundation can begin to assess the viability of establishing a presence in Ireland (and/or elsewhere) to facilitate greater charity work in other regions.

5 YEAR BREAKOUT

0-1 Years	1-2 Years	2-3 Years	3-5 Years
<ul style="list-style-type: none"> ✓ Build MacCarthy Reagh website and begin initial publicizing. ✓ Social media campaign. ✓ Establish digital archive of genealogical data. • Establish professional relationships with members of the broader Irish community. • Develop fundraising strategy. 	<ul style="list-style-type: none"> • Compile digital archive of genealogical data. • Identify septs and current members within them. • Begin attendance & organization of McCarthy Clan gatherings. • Publish all known MacCarthy Reagh descents and extinctions. • Organize Chiefly Ad Hoc Derbhfine; elect <i>Ceann Cath</i>. • Codify fundraising strategy and set milestones & timelines. 	<ul style="list-style-type: none"> • Establish digital archive as an ongoing project. • Coordinate with septs to identify members. • Assist regional clans to organize events. • Implement a clan recognition program backed by the <i>Ceann Cath</i>. • Execute on initial fundraising efforts. 	<ul style="list-style-type: none"> • Institute 501(c)(3) status. • Establish chiefly bloodlines within septs & begin sept chiefly election planning. • Publish a timeline for regular clan gatherings. • Initiate inter-clan dialogue with other Carbery clans. • Publish updated research of all known MacCarthy Reagh descents and extinctions.

We're ahead of schedule!



EVALUATION ~ MEASTÓIREACHT

The Clan's goals are fundamentally oriented towards providing support to the clan's members by facilitating family history research academically, community building, honoring personal recognition for meritorious efforts, and offering financial aid to clan members and to external charitable bodies. Whereas the chief was a "so dependent on his clan, that it was easier and safer for him to conform to the intention of the law and promote the welfare of his people than to become either negligent or despotic,"⁵ so too is the modern MacCarthy Reagh clan beholden to its kin and membership. To ensure the welfare of the clan is being successfully looked after and to ensure leadership is being neither negligent or despotic, openness to feedback and a commitment to transparency must be paramount.

- In order to better understand the direction in which clan members wish to see the Clan vector itself, surveys soliciting feedback for major events will be sent to appropriate Clan mailing lists.
- Understanding that some concerns may not be captured well on a survey, time will be blocked out during clan gatherings for concerns and questions to be lodged by the community.
- Regular self-evaluation is critical for any organization and so quarterly financial reviews will be conducted and archived – made available to clan members upon request.
- Keeping in line with the traditional spirit of clan gatherings, at which clan business was discussed, a yearly review of survey & poll results, administration, planning, and financial operations will be made public at clan gatherings.

⁵ Ginnell, *The Brehon Laws*, 1894, p.66