



Tammy Darcy

Women's Leadership and Mental Health



Tammy Darcy is a trailblazing social entrepreneur and the founder of The Shona Project, a multi-award-winning social enterprise that seeks to educate, inspire, and empower the young women and girls of Ireland to become tomorrow's strong, confident and curious young women.

Born from her personal journey of overcoming adversity, Tammy's mission is deeply rooted in fostering resilience, collaboration, and self-confidence among girls facing societal and personal challenges.

Under Tammy's leadership, The Shona Project has delivered workshops to over 40,000 students across Ireland, distributed 120,000 copies of its Survival Handbook, and reaches 250,000 users through its website and social media each month. The organisation's flagship event, Shine Festival, has gathered over 75,000 attendees since its inception, winning the Gold IMRO Award in 2021 for excellence in digital and youth engagement.

Tammy's advocacy extends beyond The Shona Project. She was the founding CEO of 'Social Enterprise Republic of Ireland (SERI), representing Ireland's social enterprises. Her personal experiences as a teenager shaped her commitment to supporting young women. At 14, Tammy faced bullying, a very challenging home life, and her sister Shona's severe brain injury diagnosis. These hardships inspired her to create a legacy in her sister's honour, ensuring that no girl feels alone in her struggles. The organisation is a tribute to Shona, who passed away in 2023 after a long illness, with no idea that TSP has supported over 200,000 young women in her name.

Tammy's vision has earned her national and international recognition, with accolades including the Irish Red Cross Humanitarian of the Year Award, The Irish Tatler Women of

The Year Award for Social Enterprise 2024 and the European Citizens Prize 2023. She was named one of The Obama Foundation's first-ever Irish Leaders in 2024. Her story and work have been featured extensively in the media, reflecting her transformative impact on Irish society.

Speaking Topics

- Leadership, Women in Leadership
- Parenting/supporting teens and young people
- Mental Health, Resilience