

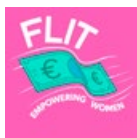
Deirdre McCarthy

Literacy



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Deirdre McCarthy spent over 35 years in technical IT project management, training employees and delivering business improvements. She navigated single parenting while juggling her professional career, an experience that sparked an interest in personal finance and an awareness of the Financial Independence Retire Early (FIRE) movement.

Deirdre observed significant gaps in financial knowledge amongst her friends and peers, particularly when dealing with unplanned life changes. Through her work, she observed that women's lives often fall into patterns that are not well understood by the financial services industry.

FLIT Financial Literacy helps women with caring responsibilities manage their finances, providing personalised financial learning for women. Its parent company, AllSkills Education CLG is a social enterprise that delivers in-person FLIT training to community groups, reaching women aged 35 and over who may be outside formal workplaces and without access to a qualified financial advisor.

FLIT focuses on peer-supported learning and a rights-based approach to personal finance - empowering women to take action and ownership, with programmes covering a range of important financial topics.

This year, to coincide with Ireland's EU presidency, AllSkills is hosting creative workshops to capture women's personal money journey, reflecting Ireland's local history in the last 100 years.

Deirdre has been shortlisted for AI and financial literacy work in six national categories. In 2026, FLIT was awarded TechFoundHer's International Investor Breakthrough Award, and was runner-up in the Money Awareness and Inclusion Awards (Gender Balance category).

Deirdre says that ACORNS was transformational for both her and the business, coming at a time between early adoption and roll-out of FLIT. It helped her to develop a strong network of female entrepreneurs and to build self-confidence.

Deirdre aims to continue to develop personalised financial education systems, using AI as a tech-for-good tool to help support her clients. Long-term, she hopes to see rights-based financial education as part of everyday life.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine