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News

Charity takes hold

By Jon Chesto

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When longtime buddies *Kevin Murtagh* and *Ward Mooney* last year started a charitable event aimed at bringing together the city's corporate finance community, they didn't know whether the concept would take hold.

After the successful second annual fund-raiser for *More Than Words*, which aims to empower teens by helping them run a *used bookstore* in the *South End* and a related online venture, Murtagh and Mooney no longer need to worry. The fund-raiser last month netted about \$353,000 — slightly more than the first year — when it was held at the *City Winery*. Demand was so strong, Murtagh and Mooney needed to hold the event in a bigger spot — the *InterContinental* hotel. The group also honored *Bill Mayer*, *head of equipment finance for Wells Fargo*.

"We were so overwhelmed by the number of people who wanted to attend, we were forced to go to a bigger venue," said *Murtagh*, a *corporate finance lawyer* at *Riemer & Braunstein*. "We were successful in raising more money, but our overhead was more."

Mooney, a founder of business loan firm *Crystal Financial*, says about 25 percent of the roughly 450 people who attended came from outside Greater Boston.

"We're really getting a lot of visibility," Mooney says. "As it relates to the Boston corporate finance community, it has become the networking event that everybody wants to go to."