The University established this endowment in 1992 to honor Don Keough as he stepped down as chairperson of Notre Dame’s Board of Trustees and became a Life Trustee. During his six-year tenure in the post, he presided over the selection of Rev. Edward A. Malloy, C.S.C., as Notre Dame’s 16th president; officiated at the University’s first presidential inauguration; and served as national chairperson of the University’s Strategic Moment campaign and honorary chairperson of the Generations campaign, the most successful fundraising effort in the history of Catholic higher education.

Don and his wife, Marilyn, are the proud parents of six children, five of whom are Notre Dame graduates. Elected a Notre Dame Trustee in 1978, he was awarded an honorary doctorate by the University at the 1985 Commencement Exercises—the same day that his youngest son received his baccalaureate degree. In 1993, Don was awarded the Laetare Medal, the oldest and most prestigious honor given to American Catholics.

In 1981, Don was named president, chief operating officer, and a director of the Coca-Cola Company. In addition, he became chairman of Coca-Cola Enterprises, Inc., the world’s largest bottling system in 1986. He retired in 1993.

The Donald R. Keough Endowed Collection in Irish Studies provides for the acquisition of major resources in 18th-century Irish studies. Works on the origins of Ireland, bibliographies, biographies and autobiographies of Irish Catholics living and deceased, works relating to the social, economic, cultural, and religious history of the Irish, Irish immigration history, Irish women’s studies, and works on Northern Ireland are being acquired with funding from the Keough Endowment.