



generosity
NEW ZEALAND



THE 2016 YEAR
OF GENEROSITY



Samuelu Sefuiva Chairman's Report 2016

Tēnā Koutou Katoa

In Samoa, we have a saying “E felelei manu, ae ma’au i o latou ofaga”, meaning birds fly everywhere, but always return to their nests. The message is simple – always remember your identity and culture.

Kohā is central to Generosity NZ’s kaupapa and identity and 2016 has been transformative for the team, both board and staff. We continue to redefine our business activities and tools to effectively contribute to New Zealand’s future generosity eco-system as we have for the last 20+ years. The task? To become agile and robust with a straight forward message and refreshed solutions to inform and support an ever-changing not-for-profit environment. Our approach is to continue to be an inclusive networker recognising New Zealand’s diverse communities and populations.

This is influenced by redefined expectations from traditional funders - such as Government, philanthropy and business - responding to New Zealand’s future economic, social, environmental and cultural needs.

Changes in 2016 included a refreshed GNZ board membership to replace, with gratitude, our colleagues Barry Baker,

Hinerangi Edwards, Hazel Jennings and Wayne Vargis who have served Generosity NZ with distinction and mana. Welcome to Janet Carson, Nigel Sanderson and Tina Wehipeihana-Wilson who join remaining members Timoti Brown, Gavin Holley, Samuelu Sefuiva and Baden Vertongen. A full board profile is now online.

Our external advice has changed with Baubre Murray and her colleagues from Dowse Murray replacing long time advisors Deloitte Wellington, the Humankind team, legal advisors Kensington Swan and our auditors Moore Stephens Markham Wellington. A heartfelt appreciation for their guidance and support. This has been strengthened by our enduring partners JR McKenzie Trust and Philanthropy NZ and the continuing support from the many regional community, corporate and public sector led funders who have supported us with good advice and resources. Also of note is our continuing positive relations with FINZ who offer a range of expertise and quality practice.

Thanks also to the operations team of ‘fund generators’ and ‘information guardians’ who have kept us mindful of the challenges ahead and thankful for their talent. Guiding all of this

and ensuring that we keep to the ‘flight plan’ we appreciate and thank Brenda Smith, our CE/Chief Kite Flyer for her leadership.

So, what has kohā got to do with our year? Everything! This annual reflection – talanoa - acknowledges the growing contributors to the generosity eco-system by recognising our organisational mind shift, the rejuvenation of our online platform and improved relations to our customers.

We’re targeting new communities to join this eco-system and continue to work with our existing partners and customers to be a 21st century fund management and information solution, making a stronger inclusive generosity ecosystem in Aotearoa.

Kia kaha, la manuia

Samuelu Sefuiva
Chairperson Generosity NZ (Inc.)
October 2016



Brenda Smith Chief Executive's Report

E ngā mana, e ngā waka, e ngā reo rangatira, tēnā koutou katoa.



In 2015, Generosity NZ created a completely fresh strategy which signaled the focus of the organisation going forward. It is simple yet purposeful:

Vision: A Thriving Generosity Ecosystem

Mission: Generosity Intelligence

Objective: Access to high quality information

Value: Kohā

While this is a 21st Century distillation of our original mission, I want to focus on the notion of 'kohā', a completely new word which we launched alongside our new brand in April 2015.

Kohā has been gifted to us by Tungia Symonds Kaihau. Her whakaaro about the concept of kohā is that "the macron on the 'a' places emphasis on hā – life". As a verb it can mean to enable, to aid, to contribute, to embrace, to celebrate, to embellish, to nurture, to acknowledge, to be generous. As a noun 'it is life!'

It has become the underpinning value in our organisation, influencing what we do and emphasising the importance of the ecosystem we have called generosity.

Reflecting on the very nature of kohā, the events of the past year have been shaped by kohā.

A massive market research project was completed. This involved so many people from all parts of the generosity spectrum agreeing to be interviewed. To also fill in surveys and provide us with feedback. Generosity NZ is humbled by the generosity of those who have participated and we are so much richer for the knowledge and experiences people have shared with us. We will continue to engage with the generosity ecosystem in this way, to grow our knowledge and return it with embellishment.

This work would not have been possible without the assistance of four innovative funders: Tindall Foundation, Todd Foundation, G Trust and koro JR McKenzie Trust.

Ngā mihi mahana ki a koutou.

In the past twelve months, we have been blessed with wonderful people who have volunteered their skills and time.

Massey University communications undergraduate Allie Miles joined us for three months and applied all her new skills to our organisation, helping Ata with the background work for the fundraising campaign and taking the concept of kohā out onto the streets during the Te Reo Māori celebration march. She embraced the notion of kohā and nailed it. Watch the video

A small army of volunteers have been assisting in our information collection. We give thanks for their efforts, our information has never been in better order or as comprehensive as it is now due in part to them. Thank you to Priya Moorthy, Arklaire Vailepa, Joanne Corook and Diane Luey. Four volunteers from the National Library of New Zealand are also making a big contribution to the quality of our information. Thank you to Charlotte, Daniel, Geethani and Ken.

Let's not forget our board. They all volunteer and bring a raft of impressive skills and attributes to our governance. As a leadership group, they demonstrate Generosity NZ is in great shape to meet the future.

Our landlord has been kind enough to refurbish our offices and getting them looking really good. This has been good for morale and for health and safety. It's been a big job but we are very grateful to Roger Gyles and Civic Assurance for doing this for us.

A new relationship with Workbridge has helped us resource the very big task of keeping our information up to date. This involves scanning for new funding information and maintaining the quality of the information we hold. The staff we have employed through Workbridge are motivated and are making a huge difference to our organisation.

Within a thriving Generosity ecosystem, relationships are so important and over the last year we have actively engaged with leadership organisations in a bid to start new conversations and refresh the way we engage with each other and with our respective missions. Hui EI, Volunteering NZ, Fundraising Institute of New Zealand and let's not forget the family of Philanthropy NZ and JR McKenzie Trust. Nāu te rourou, nāku te rourou, ka ora te manuhiri.

As we look around our small staff and board, we see a nimble, culturally diverse, engaged and highly skilled group of people. It is life!

Step by step, Generosity NZ is moving to utilise its information in more complex and focused ways. Meeting the generosity intelligence mission. This year we are working with Nikau Foundation to produce an insight into the funding landscape in the Wellington Region. We are at the beginning of a more in depth piece of work, once we have established the methodology and got a sense of the size of the job.

The second Business Giving Report is underway. We are producing this in conjunction with the London Benchmarking Group. The focus for the report this year is to create more accuracy around the size of business giving and look at how it is measured across different businesses.

A preliminary piece of work with Rātā Foundation is aimed at understanding the funding response to the Canterbury earthquakes and tracking the quantum and the practices that emerged as part of that response.

This work will complete an initial report in March 2017.

Lastly, you will have noticed that we have launched a fundraising campaign on [Givealittle](#).

We have done this to give you all an opportunity to vote for us with your wallet. We need to replace our search engine and this campaign is aimed at raising the funds to do that. I hope you feel moved to participate – your koha is gratefully received and with it we will renew life! Kohā.

Na reira, tēnei te mihi ki a koutou, pa ana ki tau tātou mahi ki te kaupapa o kohā.

Brenda Smith
Chief Executive Generosity NZ (Inc.)

A Year of Firsts

Just when we thought 2015 was a dramatic year of change, it served only to set us up for a 2016 year of firsts.

CROWD FUNDING CAMPAIGN

By the time of our AGM, we would have been a couple of weeks into a Crowd Funding Campaign via Givealittle. Without a doubt, a Crowd Funding Campaign is another first for us, not only for the campaign itself, but the very first time in 26 years, Generosity NZ has appealed to close associates and the general public for support. Click here [Givealittle](#).

The campaign also features GNZ's first born animated character, Iwik.



FRESH NEW WORK SPACE

It may have been long overdue, but within the space of six weeks, Generosity NZ packed up, relocated to the floor above and returned to a bright, spanking new refurbished office space. Alongside the momentum of change that started in 2015, we continue to refresh ourselves while exploring more ways to work efficiently.



GNZ PROFILE

During late July and early August, GNZ's CE Brenda Smith was interviewed on National Radio about scholarships, their availability and how some go begging for applications. This was prompted by an article in the Dominion Post that ran before and after a Radio NZ interview.

The ability to track traffic saw a significant spike in people visiting the GNZ website, our Facebook page and phone enquiries. The correlation of our profile and what we are doing in the media, especially social media, is easily tracked and proving popular.

BREAKING NEWS..

We recently learned at a CATE conference that some secondary schools have secured scholarships and awards within a range from \$15,000 to \$800,000 over a 12 month period. They are ardent users of givME.



Some Key Insights from the GNZ Market Research

Our Market Research was a fitting opportunity to connect with our stakeholders and know the nagging issues that affect them.

One of the main pain points identified is the absence of a "knowledge base", a "central repository" where people could go to share, exchange and acquire information about funding resources, best practices and advice.

Another is the lack of a collaboration tool that intuitively matches fundseekers with grantmakers, and foster and support more joined-up efforts across the funding community.

Many believe that addressing these two main problems would go a long way in helping alleviate the "problem of community organisations competing and cannibalizing one another, and wasting disproportionate amount of funds in overheads and back office". It would also tackle the issue of "people trying to access the same pots" and "relieve the pressure on large funders".

GNZ's Future Tools

Generosity NZ is now working on building an innovative platform that will provide a one-stop-shop with intuitive tools for individuals, community organisations and funders to connect directly, collaborate, and operate more efficiently and effectively.

Website Traffic Dec 15 to Nov 16

| | Visits | Views | Audience |
|--|---------|-----------|----------|
| Generosity New Zealand Corporate Website | 87,089 | 175,548 | 71,984 |
| Generosity New Zealand Product Website | 174,848 | 6,369,929 | 101,905 |
| | 261,937 | 6,545,477 | 173,889 |

Annual Reports

Please see Annual Report prepared by Dowse Murray for full Financials.

GNZ 2016 Annual Report (Full Financials)
[Click Here](#)

GNZ 2016 Annual Report (Condensed)
[Click Here](#)



GenerosityNZ

Team



Brenda Smith
Chief Executive

As the Chief Executive, aka Kite Flyer, Brenda ensures Generosity New Zealand soars but is grounded at the same time.



Ata Te Kanawa
Communication and Sales Manager

With a background in media, publishing and marketing, Ata brings her (sometimes unsolicited) creativity and experience to Generosity New Zealand.



Andrew Grenfell
Data Analyst

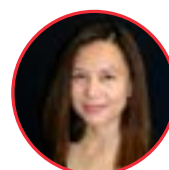
Andrew is a newish (2016) addition to the Generosity NZ team.

He is charged with updating our givMe database to ensure information is technically, factually and grammatically correct.



Geoff Hayward
Executive Assistant

Geoff describes himself as a 'Generalist Specialist': the calendar keeper for our Chief Executive, while juggling responsibilities for our two sister organisations - JR McKenzie Trust and Philanthropy New Zealand.



Janette Doblas
Research and Development Analyst

Janette is our prober and numbers cruncher. She loves flipping stones and none are left unturned in her world of data spreadsheets and analysis graphics.



Keith Morris
Data Analyst and Programmer

Keith, by his own admission, is GNZ's in-house Geek.



Xiang Mi
Finance Analyst

Xiang Mi is obsessed with numbers and is proficient with financial reports that include forecasts, cost benefit analysis, and other sexy stuff like trending and results analysis.



GenerosityNZ Board



**Sam
Sefuiva**
Chair

A former Principal Advisor at the Human Rights Commission, Sam now manages an independent social enterprise consultancy in strategy, shared value and synergies between economic and social objectives.



**Baden
Vertongen**

Baden is a Legal and Strategic Advisor with extensive experience in the negotiation and settlement of Treaty of Waitangi Claims, and the protection and utilisation of those assets post-settlement. Baden has lectured and presented on Māori legal issues in New Zealand and abroad, and has published a range of materials on these issues. In his personal time, Baden enjoys spending time with his family, running and mountain biking around the hills of Wellington.



**Gavin
Holley**

Gavin Holley has been a Director in KPMG's tax division for a number of years, including three years in KPMG's Information Technology and Communications tax practice in London. He joined KPMG's Business Advisory team in 2008 to focus on working with private clients, an area he is passionate about. Gavin is experienced in working with business and business owners to achieve their commercial goals.



**Tina
Wehipeihana -Wilson**

Tina Wehipeihana -Wilson is GNZ's newest board member and is Auckland based. Tina has a robust 20 year background in business advisory roles, particularly in the Maori sector.

She hails from Ngati Tukōrehe, Ngati Raukawa, Muaupoko, Rangitane and Ngai Tahu. When not jet setting across the world in her role as Pouārahi / Director Māori Business for NZ Trade & Enterprise, Tina can be found deep in adventures with her hubby Tem, daughter Arahia and three sons, TJ, Kahua and Aorangi.



**Janet
Carson**

Janet brings a global perspective and local smarts to her role as a member of the Generosity NZ board. Janet runs her own PR consultancy, Caucus, working with clients in a diverse range of sectors, from airports to Māori broadcasting.

She spent time in The Netherlands working for large global company Shell and then went to the other extreme, working for a small ad agency in Anchorage, Alaska.

Janet has government experience including time in the Beehive and as a communications director at Te Puni Kokiri, along with senior manager stints at two of New Zealand's most innovative energy companies: Contact and Todd Energy.

Janet has a passion for good governance, and is a member of the Institute of Directors. Other directorships include The Energy Efficiency and Conservation Authority and Literacy Aotearoa Wellington. She is executive chairperson on the home front, raising two sons and a husband; her most challenging governance role ever!



**Nigel
Sanderson**

Nigel has worked as an organisational change consultant for over 30 years, for a range of organisations in New Zealand and globally, including Vodafone, Spark, ANZ, Kiwi Bank, British Telecom and Hewlett Packard (HP). Nigel has provided strategic advice and guidance to these organisations as they embark on a range of change and transformation initiatives, with a particular focus on how technology can be harnessed to deliver great customer outcomes.

In addition to this, Nigel was a founding Director and shareholder of FundraiseOnline, New Zealand's first and most globally successful web based fund raising service for the not-for-profit sector, which supported the raising of over \$NZD50M for charities around the world. FundraiseOnline was sold to Blackbaud, a listed American corporation, in 2015. Nigel continues to work with a range of organisations to support and develop their web and digital capability, and work as a board member for a range of organisations, ensuring robust governance is supporting successful organisational growth and development. Nigel is a frequent lead speaker at conferences globally, from his base in New Plymouth, New Zealand.



**Timoti
Brown**

Timoti brings over 15 years of experience in Māori language research, monitoring and evaluation; and Information, Communication and Technology (ICT) policy. With an ethnically-diverse background, Timoti descends from te kawai taniwha, and affiliated to Ngati Ruapani, Ngati Kahungunu ki Te Wairoa, Rongowhakaata and Te Iwi Moriori. Timoti lives in Wellington with his wife and two children.



GenerosityNZ

Māori Strategy Committee



Brenda Smith
General Manager

As the General Manager, Brenda works hard to ensure that Generosity New Zealand is always flying high. Brenda was involved with the Funding Information Service when it founded 25 years ago, and in 2012 returned to lead the organisation into the 21st century. In her spare time, Brenda plays semi-serious tennis where she “gives heaps”.



Marama Takao

Marama is the Maori Development Advisor/ Kaitohutohu for JR McKenzie Trust and works alongside various community organisations, Iwi, hapū and roopu Māori to support their development. Marama traces her whakapapa to Ngati Rarua, Te Atiawa, Ngati Toa Rangatira, Ngati Tama, Kai Tahu, Ngai Tuhoe, Ngai Te Rangi.



Te Huia Bill Hamilton

A Manager at the Human Rights Commission, Bill is well versed in Treaty work, Māori issues and Māori communities. Bill negotiated for Nga Rauru when they settled their Treaty claims in 2003. Bill has three children and five mokopuna, and traces his whakapapa to Ngati Kahungunu, Nga Rauru, Ngati Raukawa, Kotimana.

Embellishing our staff in 2016 were:

Former consultant, David Laing
Volunteers; Priya Moorthy, Arklaine Vailepa, Joanne Corook and Diane Luey and recent staff members from Workbridge, Maria Colls and Mel Landrum



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