



# generosity

BUSINESS GIVING NZ

*Sharing the value and impact of  
generosity across New Zealand*

*JUNE 2017*





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*Ko te manu e kai ana i te  
miro, nōna te ngahere;  
Ko te manu e kai ana i te  
mātauranga, nōna te ao*

*The bird that partakes of  
the miro berry reigns in the  
forest; the bird that partakes  
of the power of knowledge  
has access to the world.*



***This report is brought to you  
by givINTEL***

In 2015, the Generosity NZ brand was launched. As part of that refresh, the existing suite of products were also rebranded and are now known as givME, givUS and givER. Now, it is with great pleasure we introduce givINTEL - our Research Unit.

Visually, it is easy to detect the relevance to intelligence, specifically data and research.

Said aloud, the play on words becomes evident.

For some time we have recognised there are many untold stories embedded in the data that Generosity NZ has been collecting over the last 27 years.

The intention of givINTEL is to bring added dimensions to the data we collect, to reveal the back stories and contribute to the knowledge base of the generosity sector.

We have recently produced givINTEL snapshot panels on Business Giving, Māori Funding, Pacific Funding and Wellington Funding.

givINTEL has already delivered on commissioned work and continues to work with stakeholders to bring a sharper lens to specific aspects of generosity as it is understood and practiced in New Zealand.

## ABOUT THIS REPORT

*Welcome to the second edition of our research series on business giving. It presents a snapshot of business giving across the country based on data from 120 organisations. It also features inspiring stories of business giving from seven New Zealand companies.*

*Business giving is not well understood in New Zealand and, is a relative newcomer to the generosity scene. Generosity NZ has embarked upon a body of work aiming to produce five reports over the next five to seven years. These reports are intended to build on each other to better inform the generosity sector of the contribution and attributes of business giving in New Zealand.*

This report builds on our 2015 Business Giving edition and forms part of a series of research projects we have planned to grow data and analyse key trends in business giving practices and the measurement of its social impact.

Responses from the first report raised a number of questions that have informed the focus of this edition which looks more closely at the data held by Generosity NZ and identifies some of the trends and mechanisms that are being used by businesses to organise their giving programmes.

Positioning this analysis alongside actual business giving stories provides insights into the breadth and depth of approaches, actions and considerations that go into each process.

No two business giving stories are the same and there are a lot more to tell.

We will continue to talk to the business giving community, to reveal their remarkable giving stories, and the challenges many face while making a massive contribution to New Zealand.

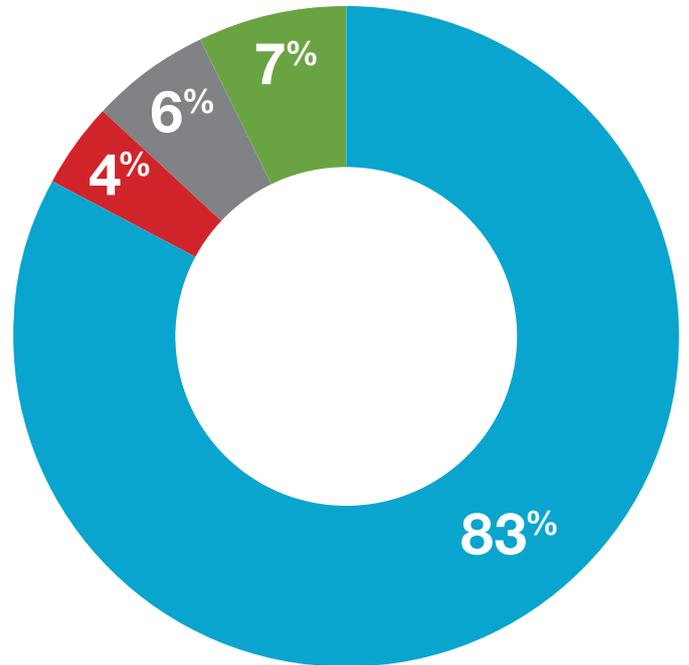
As soon as we finish this report, planning the next begins. Generosity NZ and its research team, givINTEL, intend to use this second report to catalyse the business giving sector and to delve more deeply into, and address the information gaps that exist regarding business giving in New Zealand.

We look forward to working with the business giving sector to continue developing a comprehensive picture of business giving in New Zealand.

This report is based on an analysis of the profiles of the 120 organisations listed in GNZ's givER data from February 2016.

It presents a snapshot of business giving by size of organisation, industry and type of philanthropic initiative. It also provides some insights on why businesses give back and why they choose specific types of giving programmes.

## Giving by Industry



## GIVING BY SIZE

(according to number of employees)



- Of the 120 businesses in givER, 83% were classified as 'large' organisations with 100+ employees.
- Most businesses have three or fewer giving programmes. Of the businesses that have five or more different ways of giving, they are all large businesses, with an average staff size of 2100. Half of these are the New Zealand division of multinational corporations.
- Most of the companies surveyed are focused on wholesale / retail trade (27%), financial insurance and business support services (22%), manufacturing (15%) and information, media and telecommunications (11%).

# WHY GIVE BACK

**Analysis of the 120 businesses listed in givER, reveals three main reasons why New Zealand businesses give back.**

## CULTURE

Most of the organisations surveyed believe that business giving is a core value engraved in their business philosophy. Giving back for them is a fundamental element in the way they do business. It shows they are being “a good corporate citizen” who have a “sense of responsibility for the communities in which they operate”.

## EMPLOYEE MORALE & ENGAGEMENT

A number of businesses engage in giving programmes that enable employees to feel good about themselves and be proud about where they work. They leverage community activities as a tool to develop talent and provide opportunities for employees to support the causes they care about.

## COMMUNITY RELATIONSHIPS

For many New Zealand organisations, being a “good neighbour to communities” means operating and managing their businesses with a “soul and a heart”. It is taking into account varied social, economic and other risks and opportunities for the people and the communities in which they operate. It is fostering and actively maintaining long term partnerships and relationships through supporting local initiatives.

Smaller businesses have set general giving goals such as giving back to “enhance the prosperity and well-being of the communities” or “provide a better future”. While bigger organisations went further as to commit to long-term sustainability goals, identifying key regions and causes they want to support, such as education, innovation, youth enterprise, wildlife preservation and poverty alleviation. Some have no stated policy on business and community involvement.

*Giving back to the community is fundamental to the way we conduct our business. It is aligned with our values and desire to make sustainable positive difference.*

- BDO New Zealand Limited

*We have a responsibility to contribute toward the collective wellbeing of the communities in which we operate.*

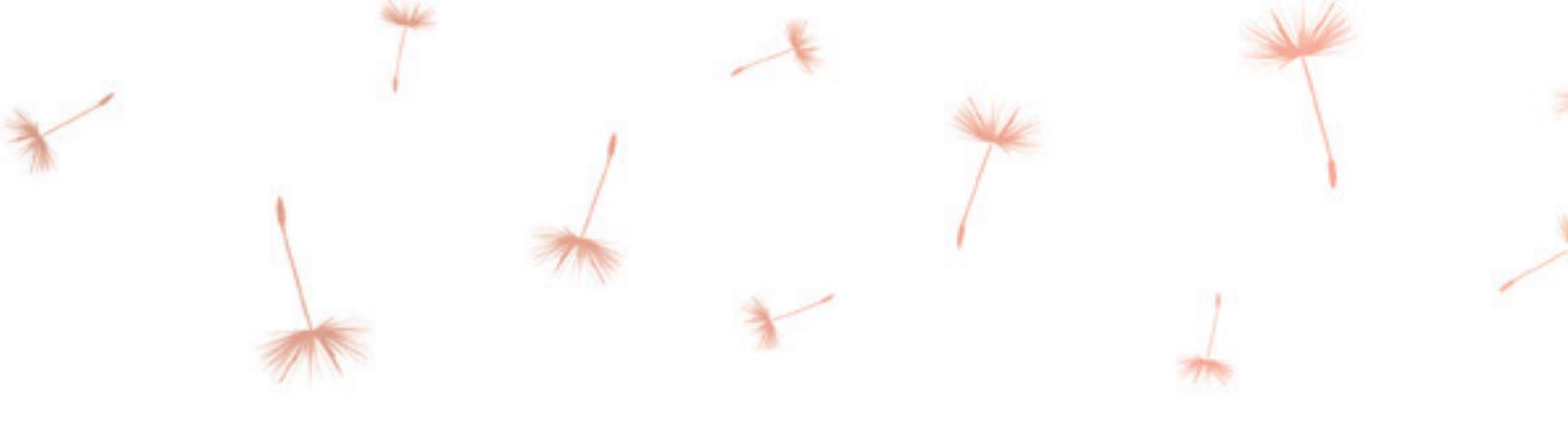
- Cerebos Gregg's Limited

*Giving back through the Growing Futures Programme, is aimed at funding developmental activities for children of Spotless employees. The programme has been designed to help children gain access to otherwise out of reach activities.*

- Spotless Services NZ Ltd

*Our programme GIVE (Grow, Invest, Volunteer, Enrich) is focused on environmental education, science, cultural exchanges, innovation and causes our employees are passionate about.*

- Bayer New Zealand Ltd



# HOW IT'S GIVEN

## SPONSORSHIP

Sponsorship in which businesses pay to be associated with certain events or attractions are the respondents' most preferred means of giving back. It accounts for one third of organisations' giving programmes.

Many businesses proactively seek sponsorship partners that

- fit well with their brand and drive revenue and return on investment
- allow maximum brand exposure and naming rights
- provide opportunities for staff and families to be involved and engaged in out-of-work activities
- deliver a unique customer experience and significant prospecting opportunities
- support community projects where their products could make a difference and will build long term relationships with key clients
- align with their sustainable development goals and philanthropic policy

## STAFF INVOLVEMENT

The data reveals that New Zealand businesses initiate and participate in a myriad of community activities to support and encourage employees to integrate their interests and passion with their work. It is a very broad category that includes:

### PRO BONO SERVICE

Many businesses encourage their staff to donate time, effort and knowledge to charitable activities all year round. Staff involvement ranges from providing mentoring and governance in the boards and committees of some charities to baking and gift-wrapping to raise funds for causes they care about.

Some businesses grant paid company time each year to undertake these community activities. Others donate a specific amount for each number of voluntary hours their staff provide. A few allocate each staff a specific amount that they can donate to a charity of their choice.

In 2015, Deloitte employees volunteered more than 12,580 hours to traditional volunteering, skilled volunteering and pro bono work, representing around \$2,939,539 in value.

Fidelity staff raised over \$300,000 for charity by shaving their heads, running up the Auckland Sky Tower, playing golf and collecting at annual street appeals.

### WORKPLACE GIVING AND FUNDRAISING

Two types of workplace giving that are gaining wider acceptance are payroll giving and matching gifts programme. Payroll giving allows employees to donate a portion of their pay to nominated charities while receiving immediate tax credit. By comparison, the matching gifts programme is where businesses match dollar-for-dollar the money raised by staff for causes they care about.

The Help@Hand Programme supports staff in raising funds for projects and causes that are meaningful to their local communities. Heinz Wattie's Ltd. matches all funds raised.

Bayer offers a pre-tax payroll giving scheme making donations easy and tax effective. Bayer matches these donations dollar for dollar (limits apply).

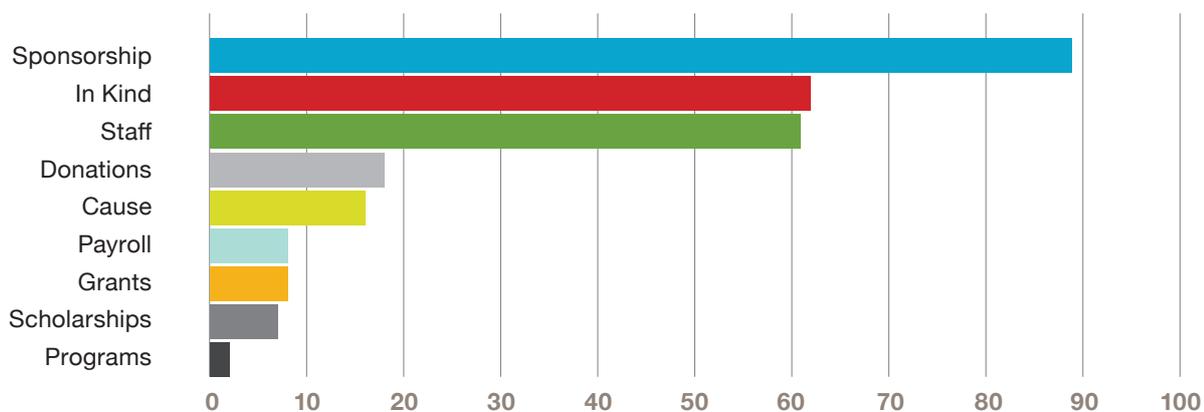
### DONATIONS, GRANTS AND GIFTS-IN-KIND

A couple of organisations make direct contributions to not-for-profits in the form of cash grants, donations or gifts-in-kind.

Many cash grants are provided through charitable trusts or foundations. Although accounting for only 3% of the schemes, this type of giving makes up the bulk of the total money allocated.

Gifts-in-kind takes as many forms as the type of organisation donating. Some of the common in-kind contributions are:

- **Discount vouchers**
- **Space for fundraising events**
- **Software**
- **Broadcast services, airtime and media space for awareness campaigns;**
- **Free envelopes and postage**
- **Equipment and car loans**



Data from the surveyed organisations reveal the following types of community initiatives preferred by New Zealand businesses and the reasons why they are chosen.

## About giver

*Business Giving is the commitment of companies to manage activities in a responsible way. It includes the efforts of businesses to contribute to the society in which it operates.*

*giver is an extensive database of businesses that have a giving programme. Understanding how, what, when and why businesses give back, makes it easier to get a realistic idea of what opportunities are available, and make targeted approaches to those who support their specific needs.*

## Measuring value

*How the value of business giving is monetised is a perennial question.*

*As seen on the following pages, a varied number of approaches have been made which gives prominence to the question.*

*Simon Robinson from the London Benchmarking Group (LBG) Australia and New Zealand, shares some background and insight into how the value of business giving can be monetised.*

In London, two decades ago, discussions between a group of businesses on how to value volunteering in a consistent way, that could enable business to make meaningful comparisons, was realised in the LBG model.

Fast forward 2017 and probably beyond, the LBG's model continues to be applied globally, by hundreds of companies.

In brief, the model helps companies quantify what they give to the community in terms of cash, employee time, in-kind products and services, and management costs.

While cash is easy to measure and report, employee time, in-kind products and management costs can be harder to quantify.

The underpinning philosophy of the model is to value any contribution at the cost to the business. That way companies are actually measuring the impact on their bottom line.

For example, in measuring the value of employee time to volunteer, the model asks a number of guiding questions such as, 'did the volunteering happen in business time?'

If that occurred, then clearly the business is making a sacrifice and the value of time spent by that employee can be measured. Most often, it is too resource intensive to track the exact hourly rate for every single person who volunteers, so business members tend to do one of two things.

Either, they take the total cost of their people and divide that by the total number of people to get to a standard hourly rate for the business. Or they may create standard hourly rates based on different salary bands or levels of employment. Regardless, the time of the employees spent volunteering is always measured at the cost to the business NOT the value to the community, which is far harder and much more subjective to assess.

The same philosophy is applied to products and services, where businesses are encouraged to consider how much the product or service costs the business to provide. In some cases the product or service may in fact cost the business very little, but still provides significant value to the community. A good example of this would be advertising via electronic signage in an airport or shopping centre.

A business may provide free space for a charity and there would be little or no material cost to the business for doing so. The business may lose revenue should they have been able to sell the advertising space to a commercial customer. In this case, the LBG model recognises a nominal cost to the business (an input) and reports the foregone revenue as an output.



*v. to enable, to aid, to contribute, to embrace, to celebrate, to embellish, to nurture, to acknowledge, to be generous*

*n. it is life (figurative)*

### **Kohā - but not how you know it.**

In the preceding text and following stories, it is evident, Business Giving is much more than transactional.

And with all due respect to the value and importance of modern day research, how it is conducted, analysed and measured, it is probably worthwhile to acknowledge, 'giving' was part of the human ethos long before we did the science and math on what, how, why and when 'giving' was enacted.

In addition to the launch of our organisation and product names in 2015, another brand that sits within our suite is the word *kohā*. Not necessarily the version of *koha*, some people might be familiar with, but one that carries a macron on the 'a'.

In a nutshell, *kohā* gives GNZ a unique concept of generosity that takes it into a metaphorical realm.

The existing definition of the word *koha* has become more commonly associated to a donation of a sometimes set amount of money. (eg. gold coin).

In contrast, *kohā* with a macron places emphasis on *hā* (Ko - to give) *hā* - life, or more poignant, about life. Giving that keeps on giving with no limitations, conditions, specifications or expectations.

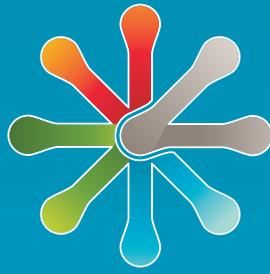
There are actually many analogies to *Kohā* by the businesses who accepted our invitation to be featured in this publication. For their contributions, GNZ is extremely grateful and even if they were not aware, most, if not all, would concur, their business giving outcomes align with more than a few of the fundamental principles offered by the giver of the word, in the adjacent panel.

## ***Kohā***

- By definition engenders responsibilities of reciprocity between giver/s and receivers or visitor and host.
- Acknowledges both the intangible and tangible relationship of giver/s and receiver/s or visitor and host, in a specific or unlimited timeframe.
- Embraces life experiences, which provide opportunities that assist us to develop wisdom, humility and compassion, providing we take the time to reflect.
- Will reveal spiritual maturity, commiserate with physical understanding.
- Is better avoided if merely an expression of tokenism.
- Is to give or receive without conditions or value judgments and no expectations of rewards or accolades.
- Is encapsulated within the theoretical knowledge of spiritual awareness intrinsic to all cultures.
- Is sometimes limited by constraints of personal perception and perceived deficits.
- Can be demonstrated by one's trust in the sayings '*What comes around goes around*' or '*What one gives, one receives tenfold in return*'.

*Kohā* – life-sustaining gestures that affirm and validate mutual dependency and interdependency that foster the wellbeing of individual and collective holistic evolution.

"To summarise, *Kohā* is the underpinning practice inherent to all cultures and intrinsic to our spiritual knowledge of unconditional love. We all know the theory – we need to practice what we know so that we may understand." – Tungia Symonds Kaihau (Ngati Maniapoto and Tainui)



# generosity

## GIVING STORIES

*Businesses in New Zealand engage in giving programmes for a mix of reasons, noted in the section snapshots.*

*The following section showcases a selection of inspiring stories from companies who share their motivations, approaches to and strategies for giving.*

### **CLOUD FOR GLOBAL GOOD**

Microsoft, an international company, offers cloud-based, partnership driven solutions to empower every person and organisation to achieve more.

### **A VECTOR FOR OTHERS**

lpayroll, the country's premier Internet-based payroll service, leverages its company's reach to make charitable giving easy and accessible to a wide range of people.

### **MUTUAL TRUST**

Fonterra, New Zealand's largest company responsible for a third of the world's dairy exports, sees collaboration with communities as the key to tackling social problems.

### **SHARING IS A GOOD THING**

Catalyst, the largest concentration of free open source expertise in New Zealand, believes that 'sharing is a good thing'. It gives back to the community by establishing the Open Source Academy and hosting events and conferences that harness open source thinking and encourage diversity and upskilling within the IT community.

### **CARVING AN INDELIBLE MARK**

Trademe, New Zealand's largest internet-auction website, explores ways to use the power of its platform to enable charities to have a wider reach and take community causes from isolated neighborhoods to the entire nation.

### **ONE VISION, MULTIPLE BRANDS, MILLIONS RAISED.**

The Warehouse Group encompasses some of New Zealand's most iconic retail brands, and many of their brands are aligned with community partners.



## *Advancing a future for everyone*



PHOTO CREDIT: Stand Children's Services

**“  
Technology  
should be an  
equalising  
force in  
the world.”**

We believe technology is a powerful force for improving people's lives. We see it every day in our work—whether it's a young New Zealander discovering the magic of creating something new with code, or a Plunket nurse using cloud services to improve children's health outcomes by connecting families more quickly with the services they need.

But technology can only change people's lives when they have access to the capabilities and the benefits it provides. Right now, half the earth's population does not. For them, the world of knowledge and opportunity that the technology can offer is out of reach. At Microsoft Philanthropies, we are working to change that.

We invest our greatest assets—our technology, people, grants, and voice—to advance a more equitable world where the benefits of technology are accessible to everyone.

One of our key endeavours is to make digital technologies education and digital skills available to young New Zealanders, whose futures will be greatly affected by technology. Technology is a force that is changing our country at a pace never seen before. It is redefining traditional ways of working, enabling new ways of doing business and revolutionising the types of jobs that will be available in the future. Many of the jobs at risk of technological automation in New Zealand are those that currently employ young people, Māori and Pacific young people in particular. We have partnered with non-profit organisations, including the High Tech Youth Network and OMG Tech! to support underrepresented young people to gain skills that will help them become tomorrow's earners and innovators.

Through our Technology for Good program, more than 2,000

non-profit and philanthropic organisations receive our product donations and services every year in New Zealand. Non-profit organisations play a critical role in New Zealand's wellbeing. Many deliver essential services and advocate on behalf of our most vulnerable citizens. We are working hard to bring the intelligence and power of cloud technologies to non-profit organisations in New Zealand to enable them to address our most pressing issues.

Technology should be an equalising force in the world, not one that drives people further apart. Through our philanthropic investments and partnerships, we are working to create a better future that everyone can share in.

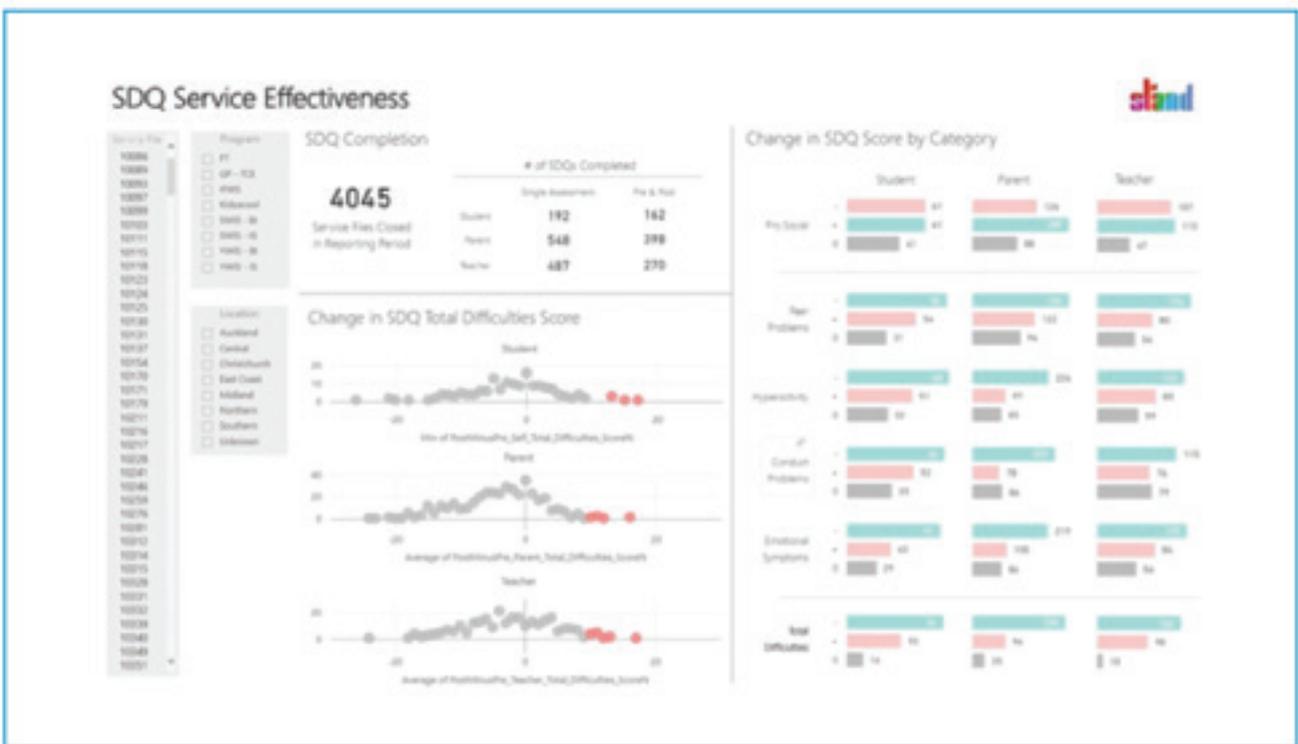
Last financial year, Microsoft donated technology and cash valued at \$13.8 million to non-profit organisations across New Zealand.

[microsoft.com/philanthropies](https://microsoft.com/philanthropies)



# Microsoft

## Better social services require smarter data



*“Our cloud based solution has allowed us to move the conversation away from contract and compliance, to one that is partnership-driven. It has helped us to focus on doing the right things, rather than just doing things right.”*

**Dr Fiona Inkpen**  
Chief Executive,  
Stand Children’s Services

Worldwide more than 3.5 million children are abused and neglected every year. Sadly, within the developed world, New Zealand has one of the worst reputations for child abuse and neglect.

Stand Children’s Services (*Stand*) provides an array of services for children and families across Aotearoa, who have been exposed to many adverse experiences in their lives such as poverty, violence and trauma. *Stand*’s 300-strong professional staff work with approximately 4,000 children and their families annually, building their skills to live safe and fulfilling lives.

In the social service sector, organisations that deliver critical services like *Stand*, have had limited access to data. They have needed to rely on stories, gut instinct and observation to guide their services.

With support from Microsoft’s Technology for Good program and Microsoft’s business intelligence partner Stellar Consulting, *Stand* has developed a cloud based data analytics application that is enabling the organisation to make data-driven decisions that guide quicker, more effective interventions.



### **BETTER SOCIAL SERVICES REQUIRE SMARTER DATA**

While traditionally, sophisticated data management and analysis tools have been outside the financial reach of non-profit organisations such as *Stand*, cloud technology now presents an affordable and quick entry point for many to begin employing data and analytics to improve outcomes for those in need.

Specifically, the cloud based data and analytics application is strengthening *Stand's* social impact by:



### **Mitigating risk through better visibility**

Staff can identify and intervene quickly to critical events, potentially preventing an escalation that might have serious physiological implications for a child.

Using the application, *Stand's* caregivers can monitor and assess a child's health and safety risks and benchmark results against peer groups. Outliers in a child's behaviour, that constitute risk can be quickly identified and managed, enhancing the child's safety and development.



### **Improving impact through actionable insights**

With data analytics tools, *Stand's* staff can now get immediate actionable insight from their data – informing them on what they should be doing rather than what they have done.

From the collective data provided by caregivers, *Stand's* leadership can also identify new trends and determine the appropriate resources, partners and staff training needed to address them. This will enable *Stand* to deliver a higher standard of care in the long-term.

*"I know what's going on in the organisation at a level I never had previously. I can demonstrate to our funders that we are accountable, risk aware and outcomes focused and that allows me to sleep at night."*  
Said Dr Inkpen

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As it looks to the future, *Stand* hopes to be able to share data with other non-profit, government and research organisations, to enhance the collective ability to provide even more targeted, coordinated and effective care to those who are in need in New Zealand.

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## A vector for others

*“It is very satisfying to be able to remit donations to our Charities twice every month.”*

**Martin Gleeson**  
iPayroll  
Managing director

One company acting individually can only do so much. However, when it acts as a vector for others, the possibilities multiply.

iPayroll leverages its company’s reach to make charitable giving easy and accessible to a wide range of people.

iPayroll is a cloud based payroll company which alongside its traditional payroll features provides an ‘iPayroll Giving’ service for all employees of their customers. This provides on-line giving access for all employees whose payslips are processed through iPayroll.

iPayroll Giving certainly makes it easy to donate. The recipient charities are vetted, 100% of the donation goes to the charity, iPayroll returns the tax credit to the employee at the time of pay run and the process itself, requires just a few clicks. Simple!

iPayroll manage the whole process pro-bono, so 100% of donations made via their payroll giving service are passed on to the recipient charity, which equates to in kind value of in excess of \$15,000 per annum not to mention initial development costs and ongoing maintenance. Since inception of the programme, iPayroll Giving has facilitated actual donations of over \$300,000.

The integrated streamlined system significantly lowers the barriers to giving for those using iPayroll’s services, making it easier to donate, which in turn makes receiving donations easy for their charities.

### iPayroll Giving, a FREE service to our payroll clients and their employees

- The complete payroll solution, wherever you are
- iPayroll is New Zealand’s Premier cloud payroll service since 2001
- iPayroll Giving currently provides donation revenue to 62 registered charities and issues instant tax credits to donors



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For further information:

[www.ipayroll.co.nz](http://www.ipayroll.co.nz), [sales@ipayroll.co.nz](mailto:sales@ipayroll.co.nz)

Wellington 04 472 2997 Auckland 09 377 1517  
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Any registered charity that is on the IRD donee registry and is an iPayroll customer is eligible to be part of the iPayroll Giving service. As of April 2017 this includes 62 charities, a nearly eightfold increase from its inception in 2010.

Arthritis New Zealand is one of the charities supported through iPayroll Giving. Rob Mitchell of Arthritis New Zealand appreciates the accessibility of the scheme, noting that it “provides the opportunity for all employees to make charitable donations.”

iPayroll were inspired to develop the programme when the Government first announced the the London Benchmarking Group (LBG) of payroll giving in New Zealand. When they went through a software upgrade four years later, redevelopment costs were considerable, however discontinuing the service was never an option as “iPayroll Giving is part of our core business philosophy”.

Development of the software and service and on-going maintenance costs are all absorbed by iPayroll as part of their charitable giving facility. Managing director Martin Gleeson says “It is very satisfying to be able to remit donations to our Charities twice every month.”

“As a company, we do not seek public recognition for this work. It is satisfying to simply know that we have provided an easy mechanism to enable donations to be made to our many charities to assist them in carrying out their work.”



## Mutual Trust

*“We care for New Zealand and want to do what’s right. We want to be the best we can be, in all aspects of our operations, by meeting the expectations kiwis have of us, and creating a positive impact on society by taking a responsible approach to business.”*

**Carolyn Mortland,**  
Director Social Responsibility



***Collaboration is key for Fonterra’s charitable giving, they recognise partnering with other organisations is increasingly important when tackling societal and environmental problems. These partnerships bring complementary resources and expertise to the table, thereby increasing the outcomes Fonterra is able to achieve.***



With partners Sanitarium and the Ministry of Vulnerable Children, Oranga Tamariki, Fonterra provides a free nutritious breakfast to over 28,000 kiwi kids every week across more than 900 schools. KickStart Breakfast enables children in need to achieve their potential and give them the best start to the day – a healthy breakfast. It’s an exceptional example of how the community, the private sector and the Government can work together to create a positive change for children.

Fonterra invests more than NZ\$10 million each year in Fonterra Milk for Schools. The programme, offering free milk to all primary-aged school children in New Zealand, sees Fonterra partnering with over two-thirds of all primary schools in the country. Over 140,000 children drink milk from New Zealand farms every day, and learn valuable lessons around health, nutrition and recycling.

Last year, the Fonterra Grass Roots Fund distributed over NZ\$600,000 to groups in New Zealand and NZ\$1.5 million was allocated to the Living Water partnership. In addition, Fonterra support food banks, and some staff provide pro bono services in their respective communities.

*“We care for New Zealand and want to do what’s right. We want to be the best we can be, in all aspects of our operations, by meeting the expectations kiwis have of us, and creating a positive impact on society by taking a responsible approach to business.” - Carolyn Mortland*



As a co-operative of farmers, Fonterra is acutely aware of the importance of a strong community in delivering a sustainable future. Thus Fonterra's charitable activities include a large range of activities supporting the communities that support the co-op.

A team of local staff, farmers and representatives of the community decide on a region's recipients of the Fonterra Grass Roots fund and, in doing so, assess projects against specific criteria, including building strong communities, making communities safer and caring for locals.

These projects promote community safety, spirit and wellbeing, as well as efforts to help the environment. Since 2007, the Fonterra Grass Roots fund has supported more than 2,000 local community projects.

Living Water is Fonterra's 10-year partnership with the Department of Conservation. Working with dairy farmers, iwi, hapū and other community groups, Fonterra pursues a sustainable dairy industry as part of a healthy, functioning ecosystem. The Living Water partnership funds and delivers projects in five significant dairying regions and is working to find game changing solutions to environmental challenges, which can be rolled out in other parts of New Zealand. In the last 12 months, more than 72,000 native shrubs and trees have been planted in the catchments.

Fonterra also has a long-standing commitment to provide food to various food banks, such as The Salvation Army and the Auckland City Mission, and assists with disaster relief activities.

## *Measuring Impact: Challenges and Insights*

One of the main challenges Fonterra has faced is to consider the full impact of their programmes. For example, providing free milk in schools achieves the desired primary outcome of improving nutrition, but also creates waste. Vital for the success of Fonterra Milk for Schools is a comprehensive recycling programme in which all used milk packs are recycled by an organisation in Thailand and Malaysia, turning them into roofing tiles and school books. This holistic approach to delivering their programmes is key to Fonterra's success.

Another challenge is measuring the impact of their programmes. Often Fonterra have to use input-type impact metrics, looking at the number of children or groups to have benefitted or the number of trees planted.

To evaluate Fonterra Milk for Schools, a longitudinal health study was commissioned from the University of Auckland's National Institute of Health Innovation. After two years conclusions are very positive, showing a 17 per cent improvement in children achieving the recommended dietary guidelines for dairy consumption every day.

## Sharing is a good thing

*“Free software has created this extraordinary opportunity for innovation to take place, building on the work of others without requiring anyone’s permission to do so.”*

**Don Christie**  
Founding Director



*According to Alison Aldred, Training Manager at Catalyst, separating their strictly business activities from those which contribute to the open source community is incredibly difficult, if not impossible.*

*Why? “Because Catalyst IT lives and breathes its open source ethos,” says Aldred.*

*The main business giving activity for Catalyst is the contribution it makes to open source development within the open source community in New Zealand and internationally. They also encourage clients to make the software that Catalyst develops, open source.*

For those who don’t work in the IT industry or are not familiar with the term; open source software gives the user certain freedoms:

- the freedom to read the code, understand and trust what it is doing
- the freedom to share the software with others, at no additional cost
- the freedom to innovate by modifying the software to better suit your business objectives, and
- the freedom to contribute by sharing those modifications so that others can benefit from your investment in the software.

The prevalence of such software is often not immediately apparent, however, its reach is universal. For example, Linux - the largest free and open source operating system, powers most internet servers (66%), smartphones (68%) and indeed almost all supercomputers (99.79%).

Open source programs put the power back in the user’s hands. “Free software has created this extraordinary opportunity for innovation to take place, building on the works of others without requiring anyone’s permission to do so,” explains Don Christie, one of Catalyst’s founding directors.

Currently there are over 175 projects that Catalyst has contributed to, with the code available to people to use as they see fit. The value of

combined contributions by Catalyst to open source projects is around \$2m per year, a significant investment of time and resource.

Concerned about what they saw as a lack of IT skills in young New Zealanders, Catalyst started the Open Source Academy in 2011, it has been running every summer since.

It is a two week intensive course for secondary school students to learn about coding and to start to make contributions to projects. Unusual for such internships, each student is paid to attend, both for their work, and to be in an inclusive program – acknowledging that not every student would be able to take advantage of the opportunity otherwise.

Despite Academy costs of \$40 - \$60,000 annually, Catalyst believe they have a responsibility to nurture up-and-coming technologists, so cost has never been a factor in the decision-making process. Rather, the Academy continues to the benefit of all involved.

Staff identify where they can contribute, happily volunteer their unique skillsets, and figure out how best to mentor the students. In addition to the Academy, Catalyst runs the biennial New Zealand Open Source Awards, as well as sponsoring various other conferences, events and organisations, large and small.

With a particular focus on encouraging diversity and upskilling within the IT community, Catalyst sponsors a number of meetups and groups, proactively seeking women and ethnic minorities, as well as, various programming languages.

As a New Zealand open source IT company, Catalyst considers itself as having a responsibility to contribute back. “Sharing is a good thing”, says Christie.



## Carving an indelible mark

*“Generally, we are able to help almost all people who approach us in some way. Sponsorship is more than just writing a cheque. We want to explore ways in which we use the power of our platform to help the cause and make that cool stuff happen.”*

**Catherine Smith**  
Charities Coordinator



*Trade Me’s giving programme started organically, motivated by a desire to help charities run auctions to support their cause. No surprises there for the guru of auctions.*

*But having a profile that goes well beyond being a local household name for traders, is fuelled by their objective to carve an indelible mark, as a Kiwi company with a generous spirit that plays a part in people’s big life events and moments.*

*Since their inception, Trade Me has given charities a wider reach and played a significant role in taking community causes from isolated neighbourhoods to the entire nation.*

And there’s no abating the constant stream of causes. The demand for charity assistance has risen substantially in the past decade and as a consequence, Trade Me has created a full-time Charities Coordinator role. One who now fields around 30 queries each week from non-profit organisations across the country.

*“Generally, we are able to help almost all people who approach us in some way. Sponsorship is more than just writing a cheque. We want to explore ways in which we use the power of our platform to help the cause and make that cool stuff happen.”– Catherine Smith, Charities Coordinator*

Since 1999, Trade Me’s generosity has expanded to a range of other giving programmes such as sponsorship, pro bono work, cash donations, and gifts-in-kind. It has so far helped some 1500 charities and fundraising initiatives.

Caring for the community and playing a part in people’s lives are values that underpin the development of Trade Me’s wide range of products – Jobs, Marketplace, Property, etc.

This diversity is reflected in their charitable work, with some highlights including helping Starship auction giant decorated fibreglass Easter eggs to raise funds for their world-class medical facility for kiwi kids, and building a community website to connect victims with sources of support following the catastrophic Canterbury earthquake in 2011.



**Starship's Spring Clean**  
(2010-2015) and  
**Big Egg Hunt**  
(2014-2015).

Trade Me has leveraged its widely-used portal to raise awareness for the Foundation's causes and to help it raise funds for their life-saving medical services and equipment for children. Around \$315,000 was raised over two years through auctioning off giant eggs decorated by artists.

## **Wellington Zoo's Brew and Unique Experiences.**

Trade Me's relationship with Wellington Zoo goes beyond sponsoring The Twilight Te Ao Mahina, the Zoo's home for kiwi and Tuatara. It includes hosting a fundraising event dubbed the Zoo Brew which raised \$10,000 for the Trust. Trade Me also extends support by promoting the Zoos auctions for special one-off events and naming rights to some of its animals.

Cash sponsorship, advertising, and pro-bono services, include:

- Special Children's Christmas Parties Held annually in Auckland, Wellington and Christchurch
- Kaibosh's Make a Meal in May, the charity's biggest annual fundraising initiative
- NZ Blood Service's Missing Type campaign aimed at increasing awareness of the need for more blood donors
- Christchurch Earthquake Support section and Landcheck website, a community support section for Cantabrians that helped them find accommodation, transport, labour, etc and a site that allowed them to check the status of their property in the aftermath of the Canterbury earthquake

Trade Me is currently partnering with One Percent Collective, who take the hassle out of regular charitable giving and inspire New Zealanders to donate a portion of their income to causes they care about.

Trade Me also continues to support Plunket and Kiwis for kiwi through a system that enables sellers to round-off their success fee to the nearest dollar and donate the difference to either charity.

## One vision, multiple brands, millions raised

*“Thanks to the generosity of our customers we are able to extend relationships with our community partners well beyond purely fundraising or the donation of funds, to partnerships that deliver better outcomes for thousands of New Zealanders.”*

**Shari French**  
General Manager  
Community Relations,  
The Warehouse Group

The Warehouse Group encompasses some of New Zealand’s most iconic retail brands, and many of their brands are aligned with community partners. Between May 2016 and April 2017 their brands supported over 550 organisations, distributing over \$4m in funds to New Zealand community organisations during this period.

The Warehouse Group believes that strong businesses need strong communities, this belief is instilled in their brand DNA. Founder Sir Stephen Tindall wrote The Warehouse core purpose at his kitchen table 35 years ago, emphasising the need to support New Zealand communities and the environment. This continues to motivate the Group’s giving efforts today,

As a Group, their vision is to help make Aotearoa a better place to live where all New Zealanders can flourish – both now and into the future.

This commitment is further demonstrated in annual partnerships and collaborations with hundreds of community organisations, delivering real outcomes and helping families and young people reach their full potential.

Their relationships with community partners extend well beyond purely fundraising or the donation of funds, to full partnerships that deliver better outcomes for thousands of New Zealanders. The extent of their comprehensive giving programme is captured in the following.

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**The Warehouse** focuses on initiatives which enhance the lives of families and young people.

- At a national level in 2016-2017 The Warehouse partnered with five organisations: Variety – The Children’s Charity, Life Education Trust, Women’s Refuge, The Parenting Place and Youthline. Fundraising campaigns were run in every store for each of these organisations, raising a collective \$1,541,990 between May 2016 and April 2017.
- On a regional basis, each of The Warehouse’s nine regions choose to support a community partner which makes a significant contribution to families and young people in their areas. Details of our regional partners are available on our website.
- Neighbourhood community organisations are supported through The Warehouse Customer Choice programme, which allows customers to have their say on which organisation they would like to support every time they shop in store. Three organisation are selected per store twice a year, with these organisations receiving funds from the proceeds of plastic bag sales. In 2016-2017 The Warehouse partnered with over 500 neighbourhood organisations.
- The Warehouse Zoofari programme in partnership with Auckland Zoo, Hamilton Zoo, Wellington Zoo and Orana Wildlife Park enables kids from low-decile schools to visit zoos and learn about conservation and the environment, as an integrated part of their school learning programme. Over 15,000 children from Kaitaia to Auckland, Waikato, Wellington, Nelson, Marlborough, Canterbury and Greymouth have participated.

- Red Shirts in Schools provides students in year 11-13 the opportunity to experience what it's like to work in a fast-paced workplace, gaining valuable insight into retail while also earning credits towards their NCEA level 2 qualification. Over 10,000 students have participated in this work experience programme.
- Great Community Clean Up where 129 teams from The Warehouse and local neighbourhoods took part in the 2017 Great Community Clean Up, collecting over 500 bags of rubbish.

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**Torpedo 7** want to ensure that kiwi kids can enrich their lives through outdoor education.

- o Torpedo 7's national partnership with Hillary Outdoors Education Centre raised \$17,826 in 2016-2017 to enable young people from low-decile schools to grow through life-changing outdoor and adventure learning experiences.

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**1-day.co.nz** partners with Ronald McDonald House Charities® to provide stability and resources to families while their children are receiving medical treatment.

- Between May 2016 and April 2017, 1-day.co.nz's customers and suppliers contributed over \$50,000 in value in the form of products (donated to Supper Clubs nationwide), a charity golf day fundraiser, toys, kitchenware, manchester, umbrellas, and Christmas gifts for families staying in a Ronald McDonald House over this time.
- The team at 1-day also volunteers at the Auckland House, cooking meals for families so parents can have the night off and spend special time with their loved ones.

**Warehouse Stationery** partners with organisations that support Kiwi communities through education.

- o Warehouse Stationery's national partnership with The Salvation Army helps thousands of families who find the 'back to school' period financially demanding with funds to make it a little bit easier. Fundraising campaigns run in stores funds 'Aspire' programmes to help youth who are struggling to cope with the demands of society by providing them with practical life skills and reinforcing their self-belief.
- o The Warehouse Stationery Scholarship scheme in partnership with The Salvation Army has funded four young people from across New Zealand to enable them to undertake tertiary education qualifications over a multi-year timeframe. The number of scholarships offered will increase to a minimum of 10 over the coming three years.
- o A national partnership with CanTeen sees fundraising campaigns run in stores to ensure that young people whose education has been affected by cancer are able to get back up to speed.
- o On a regional basis, each of Warehouse Stationery's nine regions choose to support a community partner that makes a significant contribution in their area. Details of our regional partners are available on our website.
- o The Blue Shirts in Schools programme has recently been introduced to Warehouse Stationery. It's adapted from the successful Red Shirts in Schools programme and gives local students the opportunity to participate in a work experience programme in Warehouse Stationery stores.

**Noel Leeming** helps communities to discover new technologies and access education.

- The Mobile Learning Centre was a free community initiative which travelled New Zealand for 2 years (January 2015 to December 2016) helping over 18,000 kiwi kids from 200 low-decile schools to discover the potential of new technology through a high tech mobile classroom. An additional 12,000 kiwis also benefited from the hands-on learning experience through aged care and holiday events.
- The Noel Leeming Community Learning programme launched in 2017 will see every Noel Leeming Open Learning store partnering with a local low-decile school with regular visits from an open learning specialist. We will also be providing quarterly in-store events for teachers from local schools, which will cover everything from robotics to coding 3D printing.
- Noel Leeming has also partnered with First Foundation to support talented students who may not have the financial means to attend university. Noel Leeming is supporting a student for four years and will provide the student with a part time job to support their education. Noel Leeming's senior leaders are also given the opportunity to mentor a university student through First Foundation.

**The Warehouse Group** is involved in the community, supporting organisations through major annual partnerships.

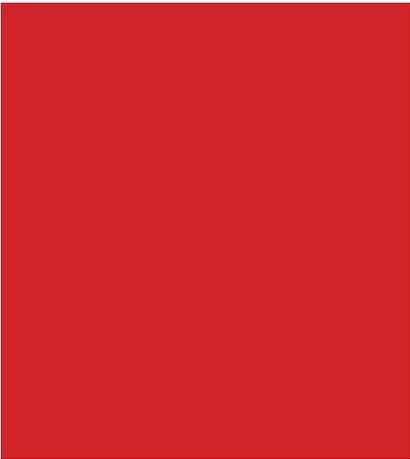
- Life Education Trust and Garden to Table joined together in 2016 creating the Empower programme, designed to tackle one of the biggest health epidemics – childhood obesity. With the help of The Warehouse Group suppliers and business partners, \$765,000 was donated at The Warehouse Group Gala Dinner.
- The Bob Tindall Golf Day in 2017 saw The Warehouse Group suppliers supporting 'Grandparents Raising Grandchildren', who provide vital support services to over 6000 full-time grandparent and whanau caregivers raising children in circumstances where the alternative is foster care. \$76,000 raised from the event will further develop the caregiver education programme throughout New Zealand.
- Team members at The Warehouse Group Store Support office annually support a neighbourhood community organisation, raising funds through office events. In 2016 team members supported the Wairau Valley Special School.
- Payroll Giving is a voluntary initiative which enables The Warehouse and Warehouse Stationery team members to nominate an amount that is deducted from their wages/salary for a registered charitable organisation or school of their choice. Since its introduction in 2013 staff have donated over \$460,000 through the scheme.

Collaborating with a wide variety of organisations throughout the entire country, measuring impact can be challenging. The Warehouse Group continues to refine how it measures the economic and social value of community partnerships, and are committed to exploring how best to implement a measurement and reporting framework.

In the interim, the entity relies on its community partners to report on the impact the funds raised and donated has aligned with their initiatives. These metrics are recorded and inform the measurement of impact for The Warehouse Group's community programmes.

Ultimately, The Warehouse Group wants New Zealanders to recognise all their brands as an iconic and essential part of New Zealand communities. And to be assured their giving programmes really do help New Zealand and New Zealanders flourish.







[generosity.org.nz](http://generosity.org.nz)