



# ***WELLINGTON FUNDING MAPPING PROJECT***

*INTERIM REPORT | JULY 2017*





**NIKAU FOUNDATION**



**generosity**  
NEW ZEALAND

*Wellington*  
**Community Trust**

Absolutely Positively  
**Wellington City Council**  
Me Heke Ki Pōneke

*Special thanks to the advisory group who gave guidance and support for this project.*

*Also, to the Wellington local councils, philanthropic trusts and foundations who provided data.*

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## ABOUT THIS REPORT

*This interim report is the most detailed study to date of the grant applications processed and approved by the local councils and a select group of philanthropic trusts and foundations in the Wellington Region.*

It is the outcome of the first phase of the Wellington Funding Mapping Project – a pilot research study initiated by a group of funders who want to have a better understanding of the demand and supply of funding in the Wellington region.

From the onset, we have been cognisant of the wide breadth and scope of this piece of work which led us to divide the project into several phases. It is hoped that the outcome of the first phase will inspire and encourage more funders to share their data and contribute to developing a more complete picture of the state of funding in the region.

This interim report features an analysis of the grants allocated in 2014-2016, with a view to answering the questions - who requested and received funding, for how much, for what purpose and for which target groups. It also sheds light on the issues and challenges around collecting and classifying funding data.

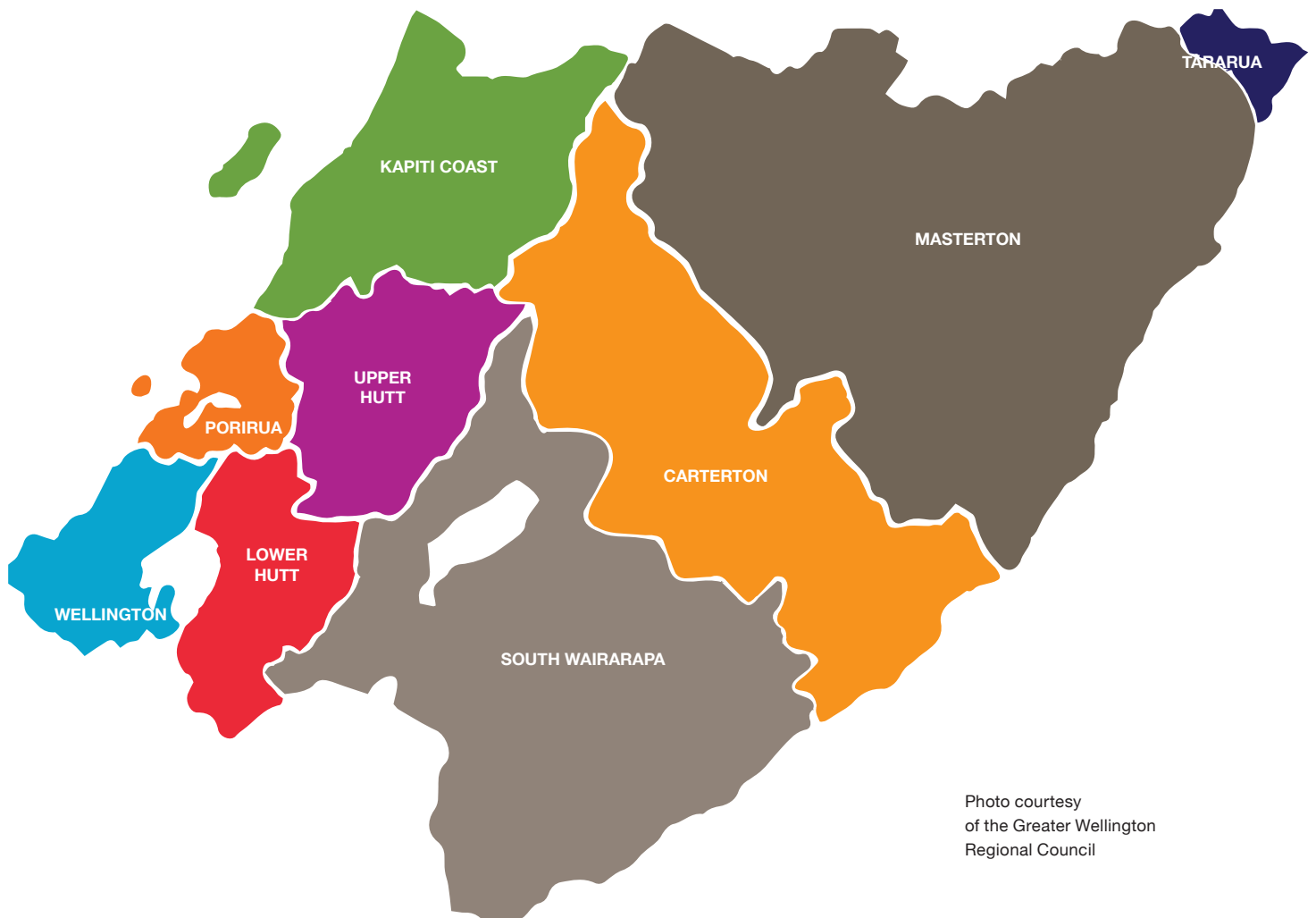


Photo courtesy  
of the Greater Wellington  
Regional Council

# METHODOLOGY AND RESPONDENTS

This report is based on a survey of the local councils<sup>1</sup> in the Wellington region and some philanthropic trusts and foundations, namely Nikau Foundation, Wellington Community Trust, Porirua Community Trust, Greytown Trust Lands Trust, New Zealand Community Trust, and the New Zealand Racing Board. These funders provided a level of detail that enabled us to make an initial comprehensive analysis of funding in the region.

It focuses on the past three calendar years, 2014-2016, the timeframe for which detailed grants data could be obtained for all the respondent funders.

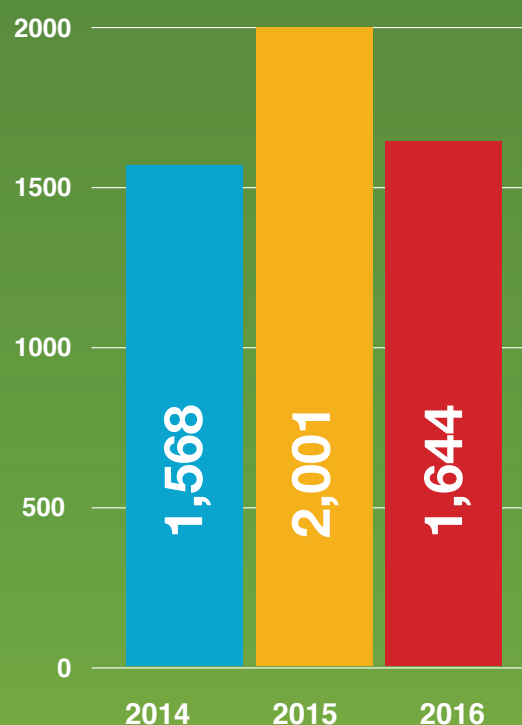
The funders were contacted by email and phone calls with a request to submit their complete list of grants, in the state in which it was available. A suggested excel data template was also provided to facilitate easy collation for funders who keep paper-based information or have a different way and system of storing their data.

Some data provided by the funders was complemented by the grants list extracted from their websites.

A handful of funders included in the survey whose data lacked substantial information (that allows us to collate and make meaningful analysis) were set aside for future exploration.

<sup>1</sup> The local councils who provided aggregable data are the Carterton District Council, Kapiti Coast District Council, Masterton District Council, Porirua City Council, South Wairarapa District Council, Upper Hutt City Council, and Wellington City Council.

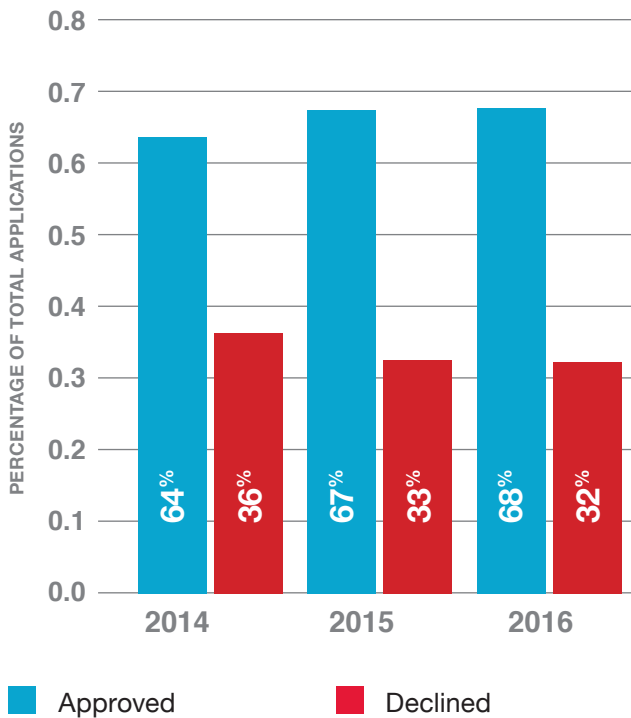
**Figure 1. Number of Applicants**



## SNAPSHOTS OF KEY FINDINGS GENERAL TRENDS

In 2014 to 2016, there are around 5,213 grant applications lodged with the 14 funders covered in this study. Details of these submissions, which include the name of applicant, amount requested and allocated, project title and location, are the data coded and analysed in this report.

**Figure 2. Distribution of Applications by Outcome**

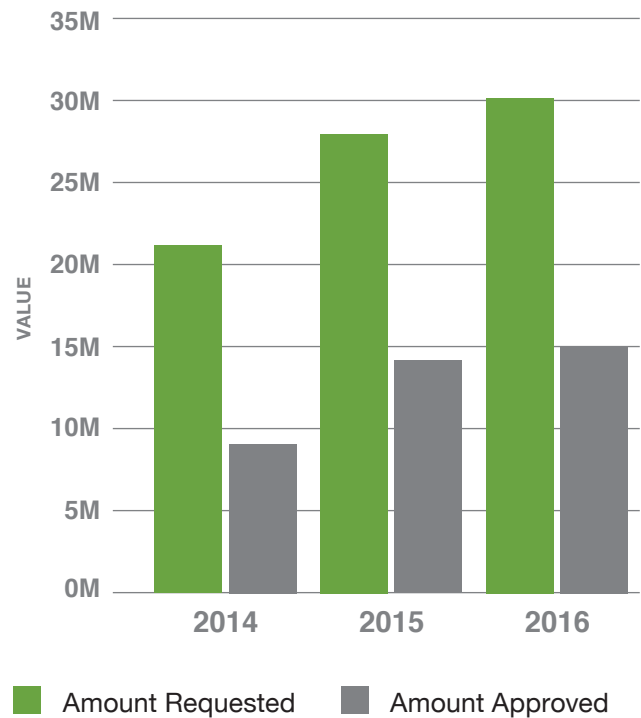


A comparison of the number of applications, year on year, shows a modest growth of 28% in the first two years only to dip by 18% in 2016. This is mainly due to a considerable number of entries excluded in 2016 because of lack of details needed to be collated with the rest of the data.

The approval rate of applications in the past three years, as illustrated above, was relatively high, averaging more than 60%.

There was around 1,734 declined applications over the past three years, valued at \$20M. Most of these declines were submissions related to operations, service delivery, capital expenditure, salaries and participation in events and conferences.

**Figure 3. Total Amount Requested and Approved**

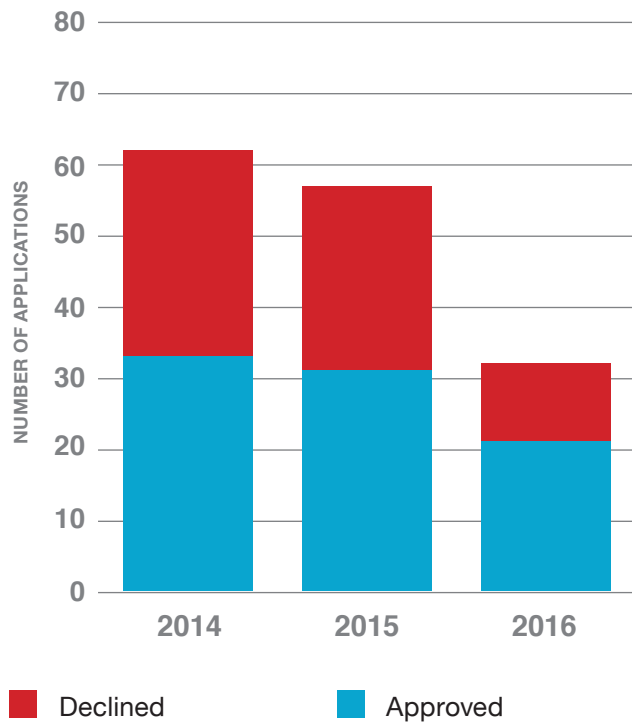


Total funding requested in the last three years reached \$79M, while the actual amount allocated was \$38M.

Year on year, the total amount requested by applicants exhibits a distinctly increasing trend, from \$21M (2014) to \$30M (2016). This goes with a corresponding rise in approved funding, from \$9M (2014) to \$15M (2016).

The average grant awarded in 2014 was \$14,000, which has risen to \$21,000 in 2016.

**Figure 4. Applications  
By Individuals**

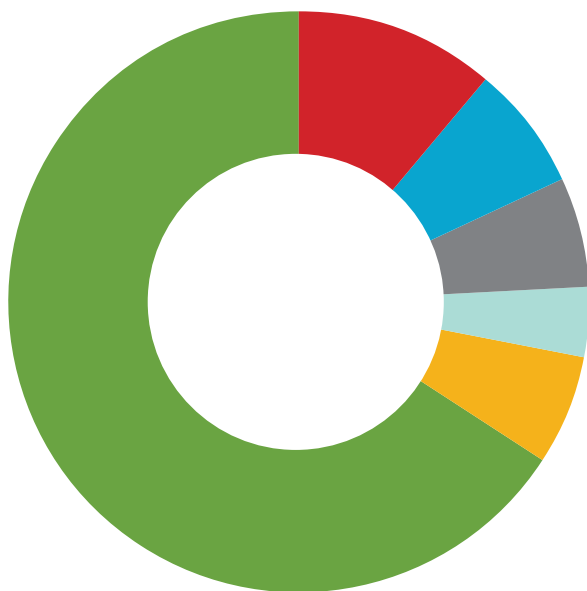


Of the total count of applications, only 151 (2%) were from individuals. Figure 4 shows that unlike the overall trend, the figure has significantly decreased overtime.

Each year, about 36% of submissions from individuals were declined. Most are related to costs for performances, exhibitions and competitions.

## WHERE THE FUNDS ARE GOING

The subsequent figures provide an analysis on where the funds are ultimately spent and who benefited from the grants. The priorities of funders were explored by coding the data into the following categories - by organisation (or sector) type, funding (or project) type, and target group (beneficiary) type.



*Figure 5. Geographical Distribution of Grants, 2014-2016*

### REGIONS

- Greater Wellington Region
- Hutt Valley
- Kapiti Coast
- Porirua
- Wairarapa
- Wellington City

### Geographic Distribution

Looking at the geographic distribution of all grants made, 65% of total funding, amounting to \$25 million, went to projects taking place in the Wellington City.

This is primarily due to the fact that most of the funders surveyed are based in this area and have received and approved a large number of submissions for projects intended for this locality. Also, the Wellington Central based funders provided a more comprehensive list of their grants,

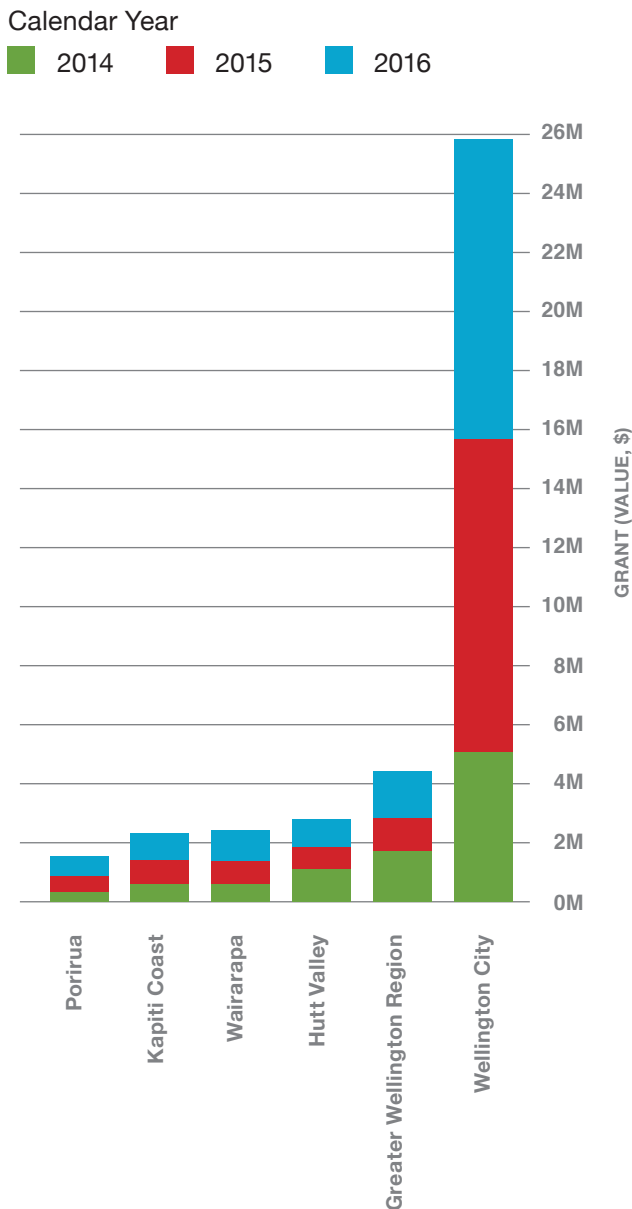
compared with local funders from the other cities and districts in the region.

The second biggest chunk, 11%, was allocated to the Greater Wellington Region. This figure includes grants intended for the whole region or for projects spanning across two or more areas (e.g. Hutt Valley and Porirua).

The other cities and districts each received between 4 to 8% share of the total grants.



**Figure 6. Total Grants by Area**



This comparison of grants received by each area reveals an almost mirror image for the past three years. Each area received more or less the same share of the total funding each year. This reflects the somewhat similar level of funding provided by most local councils annually.

It is hoped that an inclusion of a wider range of philanthropic trusts and foundations, including the national funders, in the future phase of this project, would lead to an increase in the share of grants being directed towards the other parts of the region.

## Sectoral Focus

Sports, which has been captured in the Cultural & Arts category, received the bulk (39%) of the funding, amounting to around \$15 million. The other sectors that received a significant share of the grants are culture and arts with 19% (\$7 million), economic, social and community development with 8% (\$3 million) and social services with 7% (\$2.6 million).

The size of the dataset provided by the New Zealand Racing Board has a big impact on the proportion of the funding going to sports.

**SPORTS**  
\$14,840,634

**CULTURE & ARTS**  
\$7,172,006

**ECONOMIC, SOCIAL & COMMUNITY DEVELOPMENT**  
\$2,926,112

**SOCIAL SERVICES**  
\$2,606,516

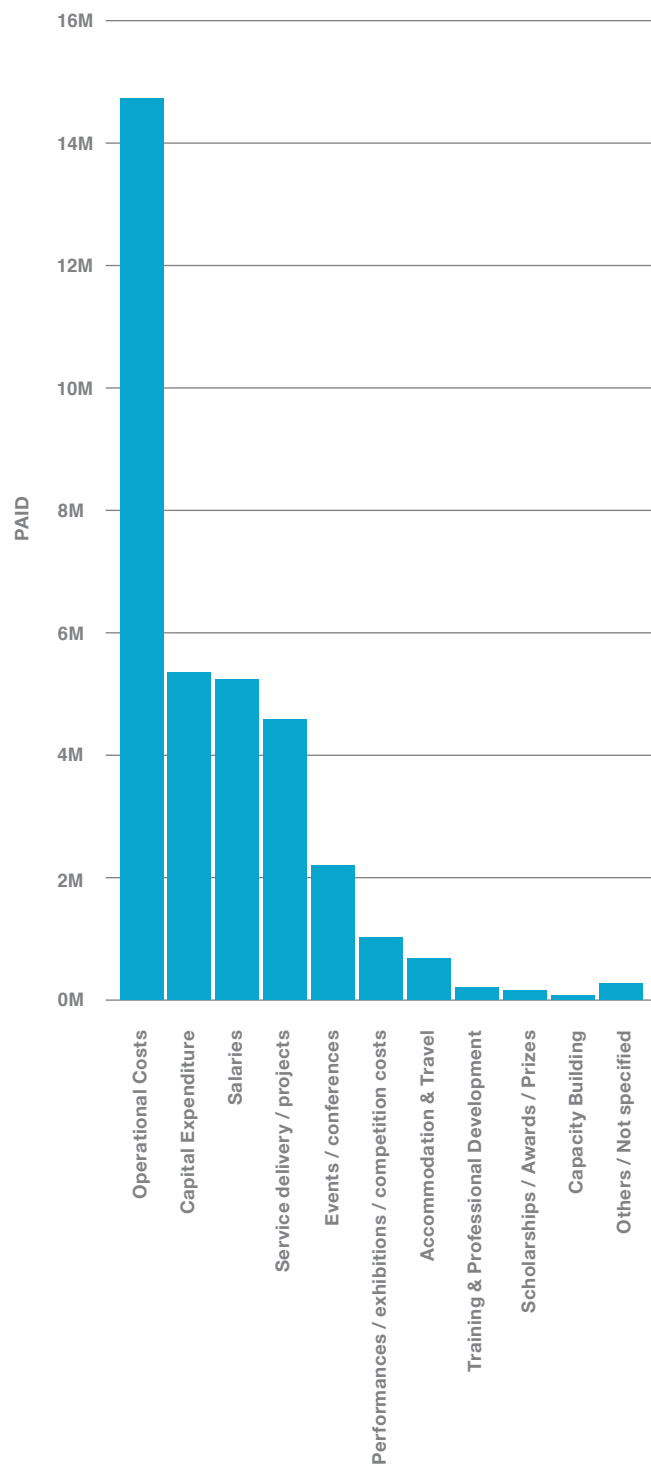
**ALL OTHER CATEGORIES**  
\$10,860,365

## Project Focus

Most of the grants in the past three years were directed towards operational costs (43%), capital expenditure (16%), salaries (15%) and service delivery (13%). When combined, all of these categories which cover basic core organisational and administrative costs account for 87% of the grants, amounting to \$33 million. Capacity-building gets a .2% share, amounting to \$88,186. This could be due to a small number of applications (14) lodged for this purpose.



Figure 8. Distribution of Grants by Funding Type



## Recipient Focus

To examine who ultimately benefits from the grants, we classified the data according to target groups, as shown in Figure 9. We coded the data based on the main focus of the projects. For example, an application seeking to improve arts skills of differently-abled children was coded under *Differently-abled* and *Children*.

A majority of the grant applications (49%) were intended for the general public.

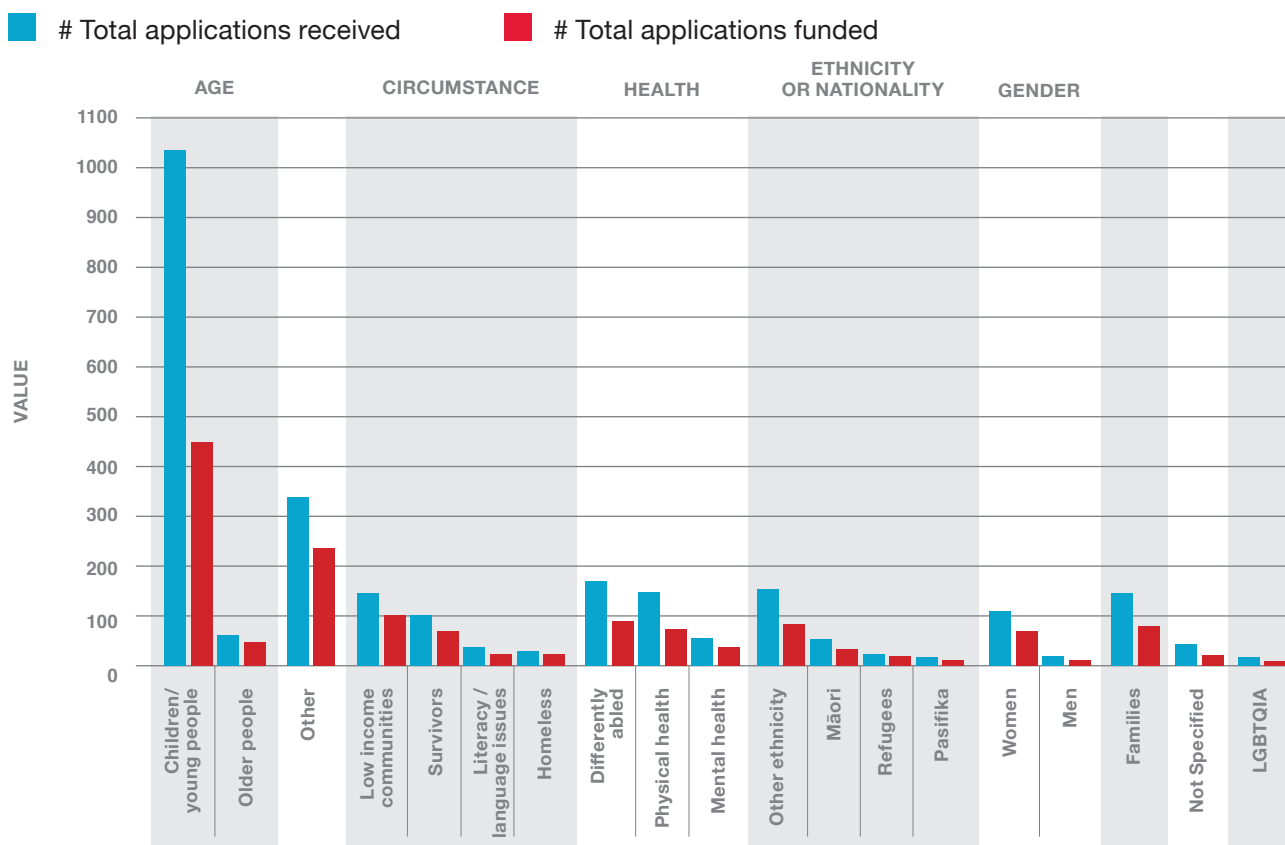
In the figure below, we excluded that category to be able to examine more closely the other specific target groups.

*Children and Young people* stands out as the main target beneficiaries for the other half of the applications. This group accounts for 20% of the total count, with 61% of submissions approved. Most of the grants under this category are directed towards supporting the continued operations and project delivery of organisations serving this age group.

The *Other* category follows, accounting for 6.5% of the total applications with 72% approved. It mainly comprises of administrative and operational costs of organisations with beneficiaries who don't fit within the other categories, e.g. prisoners or the environment. Any specific group within this category makes up such a small proportion of applications that separating them out into their own category was not warranted.

Other target groups with significant number of submissions and approved applications include the *Differently-abled*, *Physical Health*, *Other Ethnicity* all accounting for 9% of the total applications and with around 60% approved submissions. *Other Ethnicity* refers to ethnic groups other than the Pasifika, Māori and Refugee. Even though 'Refugee' is not an ethnicity or nationality, it was placed under this category, as it seems best fit given this taxonomy.

Figure 9. Distribution of Grants by Target Group



# CHALLENGES AND ISSUES



In moving forward, we start by taking a step back reflecting on some of the challenges we encountered in collecting the funding data, in order to inform future engagement strategies with the other funders.

Gathering and classifying the data posed a huge challenge, for a number of reasons:

- **Grants data is not easily available**, as there are no mandatory reporting requirements in New Zealand. While many funders now publish detailed annual financial reports on their websites, complete and detailed grants lists are still rare. Many publicly funded organisations do not publish a complete and detailed list and provide easy access to their data.

Some councils and philanthropic foundations keep their data in paper-based form, stored in different locations, which made it difficult to collate information for the purpose of this study. The task of putting together their information for the past three years is arduous and has discouraged a couple of funders to participate in the study.

- **Most of the accessible data is not detailed.** Much of the information that can be found in websites or that funders can easily provide comes in the form of organisation names with amount allocated only. Collecting information on amount requested, project titles, and project areas is an onerous process for most funders and the researchers.

These challenges mainly point to varied levels of organisational capacity and technology issues faced by funders in managing and reporting their data. Some use Excel, while others use more sophisticated grant management systems.

- **There seems to be no clear understanding on what constitutes a violation of the Privacy Act.** Different funders have different ways of interpreting and understanding the act which correlates directly to their ability and willingness to provide their funding data. Some funders scrubbed applicant's name (even entries not relating to individuals), amount requested and all information about declines to avoid violating the act.
- **There is lack of a systematic taxonomy of giving in New Zealand.** Aside from the New Zealand Standard Classification of Non-Profit Organisations, we found a dearth of guiding literature in the local context that would help us describe the work of funders, funding type and target beneficiaries.

For the purpose of this report, we developed classification systems based on data frequency and how we intend to analyse the data. Our initial categories, however, need re-examining to capture and reflect the range of kaupapa, projects and activities of the funders, grant seekers, and circumstances of target beneficiaries, as well as, incorporate the unique semantic language of our funding sector.

## ***NEXT STEPS***

This interim report was written to inspire and encourage more funders to share their data. The long-term goal remains to establish as detailed a picture as possible of the state of funding for the Wellington region. This is with a view to building a better understanding of the funding sector, improving coordination, and providing analysis that informs policy decision-making and more effective grant-making.

### ***EyesOpen Funding***

Following on from this study, the Wellington City Council is working on developing a web-based viewer, using the council's data and some of the data collected by this study. Depending on the outcomes of the first stage, the project will prototype an open dashboard accessible by grant seekers, the community and the funders.

### ***WFMP Report Presentation / Forum***

A forum is planned to share insights and learnings from the study. The activity is also intended to initiate discussions on the identified bottlenecks in data collection and collation and begin a process of identifying appropriate tools and approaches to address data challenges and issues.

It is hoped this report and the other related to it will start to address the current knowledge gap around actual funding in the Wellington region. We are interested in hearing from the other funders who would like to support this work.

With real, reliable and comparable data shared across the sector, funders would be able to quantify their contribution, compare information, learn from one another and plan and evaluate their work based on evidence.



## ***SPECIAL THANKS TO***

Carterton District Council

Creative NZ

Greytown District Trust Lands Trust

Hutt City Council

JR McKenzie Trust

Kapiti Coast District Council

Lion Foundation

Masterton District Council

Nikau Foundation

NZ Community Trust

NZ Racing Board

Porirua City Council

Porirua Community Trust

Public Trust

South Wairarapa District Council

Sport NZ

Upper Hutt City Council

Wellington City Council

Wellington Community Trust



