The following report offers an emerging picture that reflects back on the business sectors giving profile and informs the generosity ecosystem in New Zealand.

2017 GNZ Business Giving Report

The following information is from GNZ's givER database and covers the 2015-16 period. givER curates information from 120 businesses and investigates how, and why businesses give back to the community, and who benefits from their respective generosity.

STATISTICS

Which sectors got funded?

- 20% COMMUNITY ORGANISATIONS/SECTOR DEVELOPMENT
- 17% SPORT
- 12% ARTS & EVENTS
- 11% EDUCATION

$44.2m distributed to whanau in 2016 and provided governance, scholarships, commercial expertise and community initiatives.

Since inception, the Payroll Giving programme has facilitated donations of over $285,000.

As of April 2017, there are 62 IRD and iPayroll registered charities, a six-fold increase from its inception in 2010.

Fonterra’s purpose is to be the world's most trusted source of dairy nutrition. In this context, that means being known as trusted to care for its communities.

More than NZ$10 million is invested Fonterra Milk for Schools annually. The Fonterra Grass Roots Fund distributed over NZ$800,000 to groups in New Zealand, and more than NZ$1.5 million went to Living Water in 2016.

TradeMe uses its widely-used portal to raise awareness and funds for the foundation’s varied and many causes.

Among their many initiatives, $315,000 was raised in two years through auctioning off giant eggs decorated by artists.

TradeMe’s relationship with the Wellington Zoo saw an event raise $10,000 for the trust.

Cash sponsorship, advertisement, and pro-bono services, have contributed to Annual Christmas Party for Children with Special Needs held in Auckland, Wellington and Christchurch.

Kaibosh’s Make a Meal in May (2016), the NZ Blood Service’s Missing Type Campaign and the Christchurch Earthquake Support and Section Landcheck. TradeMe is currently partnering with the One Percent Collective and continues to support Plunket and Kiwis for Kiwi.

There will be more in-depth stories contained in the full 2017 Business Giving report to be published in June. Keep a look out on our website generosity.org.nz or email info@generosity.org.nz to order your copy.