

# Philanthropy News

THE MAGAZINE OF PHILANTHROPY NEW ZEALAND

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## Cutting edge philanthropy

Stories from philanthropists and grantmakers  
creating change through future focussed solutions

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Te Pūtea Whakatupu  
Trust launches an  
online platform to  
connect whānau

### **Response to an act of terror – a year on**

Christchurch  
Foundation's unique  
fund distribution

### **Waikato Wellbeing Project**

Changing the  
questions to find us  
different answers



**Philanthropy  
New Zealand**

*Tōpūtanga Tuku Aroha o Aotearoa*

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*The articles in **Philanthropy News** do not necessarily  
reflect the views of Philanthropy New Zealand.*

*Magazine design and layout by Gusto.*



## From the CE

### Tēnā koutou katoa

At the time of writing, we're hours away from moving to level four in our COVID-19 response. Given the timelines of a print production, we're unsure what life will look like when you're reading this.

We do know that we're in for a tough time. And that those who can least manage further hardship will be most affected, like population groups with high rates of underlying health conditions, and low-wage casual workers who struggle with living costs.

It's been heartening to see philanthropy and grantmaking quickly engage over COVID-19, both looking at what they can do to help as well as their own sustainability. Our more agile online communication channels will be updating you on the latest sector activity and insight.

At this time, many of us are experiencing information overload. We hope that *Philanthropy News*, with stories largely written prior to COVID-19 hitting our shores, offers you different and welcome information.

The PNZ team nicknamed this the 'What's hot edition'. It contains stories, trends and innovation. We thank our contributors for their help.

It introduces our refreshed Youth Advisory Group, featuring their thoughts on philanthropy and outlining areas of focus for 2020.

Our Relationship and Events Manager Yvonne Trask writes on international trends. Many readers will find these familiar as the trends show up in our country's philanthropy. It shows how we're up there with the best of them!

We've got a vox pop of expert insight, and a focus on the way Te Pūtea Whakatupu Trust is connecting Māori via technology. The biggest public philanthropic response in the past year was post the March 15th attacks, and Christchurch Foundation's Amy Carter writes about that journey.

We couldn't talk about what's hot without mentioning the Waikato Wellbeing Project, which strongly features philanthropic leadership. Our final story is from platinum sponsor, Perpetual Guardian, which gives real life examples of how technology is changing giving for the better.

Ngā manaakitanga

**Sue McCabe**

# Youth voices on what's hot

Philanthropy New Zealand's Youth Advisory Group (YAG) was established in 2016. The group has been created to address ways the philanthropic and grantmaking sector can support, engage and include youth in all levels of decision making.

YAG is a group of under-35s who are influencers in their field of work and have a connection or passion within the philanthropy sector.

With many pressing issues facing humankind on an increasingly global level, youth have taken action to have their voices heard on issues that will affect their generation's future. It's clear to see that the dawn of social media connectivity has given youth a platform to invigorate movements (think Greta Thunberg) and offer fresh perspective and voice to advocacy in the socio-political sphere. We can see this passion extended in members of YAG wanting to shake things up in New Zealand philanthropy.

We've just refreshed our YAG membership and you can visit [philanthropy.org.nz/youth-advisory-group/](https://philanthropy.org.nz/youth-advisory-group/) to see their bios. Thoughts on philanthropic trends from some of the members follow.

Andrew Lesa, Policy Consultant at the Asian Development Bank and Subsidiary Director at the Manukau Institute of Technology says, "I think the big levers of change for me are public-private partnerships, high-impact philanthropy, and sustainable development. In New Zealand, that involves a strong kaupapa Māori focus. The coronavirus has exposed gaps in our healthcare system that philanthropy can help close. Young people bring much more creativity and innovation. Our global mindsets lend considerable weight to social justice."

Gemma Major, creator of Seeds Waikato says that, "My take for right now is that 'what's hot' is taking action on what we already know works in flipping the power dynamics of grantmaking. Thankyou Payroll's grantmaking model is fierce,

and I'd love to see other grantmakers take a decentralised approach, especially around giving to young people."

YAG understand that to participate effectively in the philanthropic sector they need to provide education and mentoring as a key starting block. Paige Sullivan, who sits on various boards, is passionate about getting young people into decision making roles. "We have to first work on upskilling and educating our youth so that they are capable and confident to be successful Board members. This creates a unique perspective around the table and allows for more insight into how to distribute funds – specifically for organisations who are youth-focussed."

Shreya Rao, who works as the Local Board Engagement Advisor for Auckland Council says, "I grew up in Mt Roskill and was raised with a strong sense of community. These values have galvanized me to champion work that changes inequities or injustices I see in society. Participation of young people in the philanthropy space doesn't just ensure the legacy of the work, it also passes down the values that fuel this mahi."

Naisi Chen, who works in the Government Office of the Chief Whip observed a cultural shift in valuing youth voice saying, "Philanthropic organisations together with for-profit companies are now finally seeing the value in having young people on their boards. Young people bring fresh and maybe radical ideas into the boardroom and provide more instinctive insights into what the community needs right now."

*Philanthropy New Zealand would like to thank the Wayne Francis Charitable Trust who is supporting the work of the Youth Advisory Group.*



**Molly Allen**  
26, Hamilton



**Helen Anderson**  
29, Wellington



**Cale Borell**  
21, Auckland



**Dayna Carter**  
33, Wellington



**Naisi Chen**  
26, Auckland



**Michaela Latimer**  
29, Raglan



**Andrew Lesa**  
30, Auckland



**Nicole Lin**  
29, Auckland



**Gemma Major**  
28, Waikato



**Shreya Rao**  
27, Auckland



**Kii Small**  
22, Kaitia



**Paige Sullivan**  
19, Christchurch

*Written by Terri Petersen, Communications and Marketing Advisor and Youth in Philanthropy Network member*



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# Global trends

Globalisation has a lot to answer for culturally, but philanthropically it's interesting to note some common trends from all over the world.



These themes respond to both societal developments and to a growing awareness of philanthropy's contribution to the problems and solutions.

For example, in PNZ's regular environmental scanning, we've noticed a global trend indicating philanthropy is stepping up its human rights focus, due to greater numbers of refugees and other emerging threats to people's rights.

This article summarises six global trends and provides links for those who wish to read more.

## Climate change funding

As we have seen with COVID-19, when a nation's government declares an emergency there is a release of government funding and actions are fast-tracked. Many funders are joining calls for governments around the world to declare a climate emergency.

Environmentalists are also calling on grantmakers to give more and declare a climate emergency themselves to trigger the distribution of more and different funds, and to change their missions to include climate action at the top of their priorities. They're encouraging philanthropy to advocate with their local and central governments.

The Australian Environmental Grantmakers Network has launched a 'Giving Pledge', with a goal to raise an additional A\$50 million in funding over five years for the environment. They're already over halfway there! There have been conversations in New Zealand on whether this is a model we should adopt. One funder suggested that we should consider a pledge for NZ funders

to allocate a minimum of 20% of all our funding toward climate change. Should we consider it? [bit.ly/2Quto2B](https://bit.ly/2Quto2B)

## Critique of philanthropy

One fascinating trend we're seeing is greater scrutiny of philanthropy and grantmaking in terms of how donors made their money, how it is given and to who.

There's been heightened profile given to calls for the sector to be more accountable and give up the power its funder role provides.

Anand Giridharadas's book *Winners Take All: The Elite Charade of Changing the World* says that philanthropy reinforces the power of the elite, and that philanthropists are often among these unelected power brokers in the USA. This book is a challenge to all of society, but the challenge to philanthropy to consider their part in this repeating pattern is clearly apparent. [bit.ly/2WpSSBL](https://bit.ly/2WpSSBL)

Edgar Villanueva, Chair of the US's Native Americans in Philanthropy, talks in his book *Decolonizing Wealth* about how philanthropy and grantmaking, like other sectors, can have racist structures that continue the harm of colonisation. Villanueva again calls out the sources of philanthropic funds and how they were often made to indigenous people's detriment. [bit.ly/2U23Njv](https://bit.ly/2U23Njv)

## Media impact funding/ science communication

The term 'media' now means so much more than journalism and newspapers. To ensure media makes heard the voices

of the marginalised and disenfranchised, many funders around the world are supporting online media sources with a broader view than we hear in mainstream media. In some nations where media have biases this is particularly important. An example in Australia is where some funders are supporting regular mention of climate change during media weather reports to normalise the term and the conversation among the public, and therefore driving behaviour change. Does New Zealand need to see more of this? [bit.ly/3ddGtH1](https://bit.ly/3ddGtH1)

## Human rights funding

Funding human rights has long been the trademark of cutting-edge philanthropy. This challenging yet vital work disrupts social processes in support of those disenfranchised by various factors. Historically the arena of the third world, the movements and detainments of refugee populations have brought the conversation into Europe and the US. Indigenous people, whose rights have long been compromised and who receive a low percentage of funding ([bit.ly/2vCzgQ8](https://bit.ly/2vCzgQ8)) continue to be impacted negatively and their needs are becoming increasingly apparent to funders who are often choosing to engage. The unique space particularly considered by Edge Funders Alliance members is that of those communities impacted by changes such as the closing of coal mines. Their Just Transition programme is working to support former mining towns that are now at risk of marginalisation. [bit.ly/3d7YCX3](https://bit.ly/3d7YCX3)

Leaders in this field, such as the Ford Foundation, continue their support of minorities and those most affected by



*“As we have seen with COVID-19, when a nation’s government declares an emergency there is a release of government funding and actions are fast-tracked. Many funders are joining calls for governments around the world to declare a climate emergency.”*

human rights injustices such as refugees; women, particularly those of colour; the elderly and the disabled. [bit.ly/2xaOdZP](https://bit.ly/2xaOdZP)

The increasing awareness within New Zealand of those impacted by injustice such as Māori, particularly those in the justice system; children from marginalised communities; victims of human trafficking and the elderly has led to some funders addressing these formerly unspoken issues.

### **Advocacy and behaviour change**

Funders are often being urged to ‘do’ and fund advocacy in line with their missions. PNZ’s March event with the Centre for Social Impact and the J R McKenzie Trust looked at the remarkable work of the Tow Foundation in removing children as young as 13 from adult jails in the states of Connecticut and

New York. [bit.ly/2J09E2F](https://bit.ly/2J09E2F). We look forward to seeing the trend for more advocacy increase in the support of creating a better society.

### **Data-based giving**

While NZ is challenged by a lack of data, around the world effectively collected and interpreted data is beginning to ensure that funding gaps are filled, and we aren’t creating a society in which popular fields are funded while others are neglected.

The US organisations Native Americans in Philanthropy and Candid (formerly The Foundation Centre) are using data to support change for indigenous communities. Native Americans have, like Māori, been underfunded, a fact this collaboration is hoping to highlight with their new data platform. This platform outlines the work of Native American not-for-profits for funders

and donors to consider. Here’s hoping a new trend next year will see more funding into indigenous groups globally. [bit.ly/2J09E2F](https://bit.ly/2J09E2F)

What do these trends mean for NZ? We know a lot of funders are discussing these topics and are evolving their practices to take account of societal change and growing understanding of the role philanthropy and grantmaking can play.

These topics often populate PNZ’s communications and events, as we support discussion around best practice.

We look forward to continuing to share information on these international trends and more and welcome your feedback.

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*By Yvonne Trask, Relationships and Events Manager, Philanthropy New Zealand*

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# iHono – An online platform to connect whānau

“To get here we were not talking in the language of philanthropy. In the past we were talking in what was a historical space of ‘we’ll fund this’ or ‘we’ll fund that’. Now, we’re talking in a conversational place about how we create real change. How do we look towards a funding model that is future-focussed? Now the language changes for us. Amongst that change in language, we also get a change of view.”

—Karleen Everitt

Te Pūtea Whakatapu Trust was set up under the Māori Fisheries Act to administer a now \$30m fund for Māori, in particular those who are not connected back to hapū and iwi, and those who are living and urban experience so that they may benefit from the fisheries settlement. The Trust is a funder focussed on Māori education, training and research, including fisheries and associated industries, but not exclusive to. It supports and accelerates Māori social and economic development by providing strategic leadership in education, skills, and workforce development.

Launched in February 2020, iHono is a platform designed to help Māori connect to whakapapa, whenua and whāiaio. It enables community building and collaboration through: whānau, hapū and iwi connections; place and proximity; and expertise, capability and interests.

Trust General Manager Karleen Everitt said stemmed from seeing young people searching for their connection to whānau and whenua.

Trust Chair Kate Cherrington said the Trust’s purpose is the sustenance of Māori identity.

“A lot of Māori who are living in urban spaces have been disconnected.

Up to five generations of Māori have moved away from their homes, through government policy, through the impacts of colonisation or for job opportunities. Over time the connection back to tribe and identity is eroded.

“Our role is to find ways for our whānau to connect to their hapū, their iwi, and their identity.”

The Trust gathered a community to discuss how they could support connection and identified the platform as a way forward.

To begin the process, they brought together Māori entrepreneurs, tech geeks, young people and well-respected Māori leader Che Wilson, who is also the managing director of Intugen Limited, a consultancy that provides strategic and cultural advice. Kate said they needed to trust the process, as Kate and Karleen knew that they weren’t the experts.

“We were aware that there’s so much that we need to understand, so from the initial meeting we gained that body of knowledge and direction from those who are leaders in the space of Māori tech and data sovereignty,” Karleen said.

The Trust’s collaborative approach was key to the project’s development.

“It was clear that there was a joint opportunity to create a positive support



Karleen Everitt, General Manager, TPWT.

network and experience for those involved in the app creation. There’s an intimacy in the relationship. We want to support the rangatahi coming through, we want to support what they’re doing and it’s vice versa. There’s a relationship there. It’s not just transactional,” Kate said.

They engaged Wellington-based Indigenous Design and Innovation Aotearoa to create the platform. The company mentored rangatahi interns to help develop the digital space.

Kate and Karleen remembered the nervousness they felt when beginning the project, given it was venture philanthropy.

“The risk was there but it’s extremely exciting because this process, from its inception through to the launch, has been by Māori for Māori with Māori,” Kate said.

What’s next on the horizon for iHono seems boundless. For example, a next step could be extending the platform from its connecting function to also being a place where Māori businesses are supported.

Ultimately, the direction of the platform is dependent on the users and they are the authors of their own solutions.

“We all struggle with data in philanthropy and getting data to make decisions





From left to right: Norm Dewes (Director), Maria Ngawati (Alternate Director), Tatiana Greening (Alternate Director), Kate Cherrington (Chair), Awerangi Tamihere (Director).

around funding. This is a platform where the data belongs to people who have put it up. This is a place to explore community sovereignty and community self-determination and they determine how iHono will evolve.

“At some point iHono may evolve away from the Trust. We just don’t know because the community will guide that, not us. Our role right now is that we’ve invested in it and we will continue to maintain it at a technical level,” Kate said.

“The Trust itself is a change agent. The Trust itself is in this opportunity to create a real positive support network for those who access the various opportunities presented by the Trust. Once you start changing the language, you start changing your view and lens of how you operate in the space. This is a joint and shared opportunity to create real change for whānau and for Māori. This is the very change that comes at the heart of our own tinorangatiranga,” Karleen said.

When looking back on the journey of development for iHono we asked Kate for advice on leaning into the opportunity.

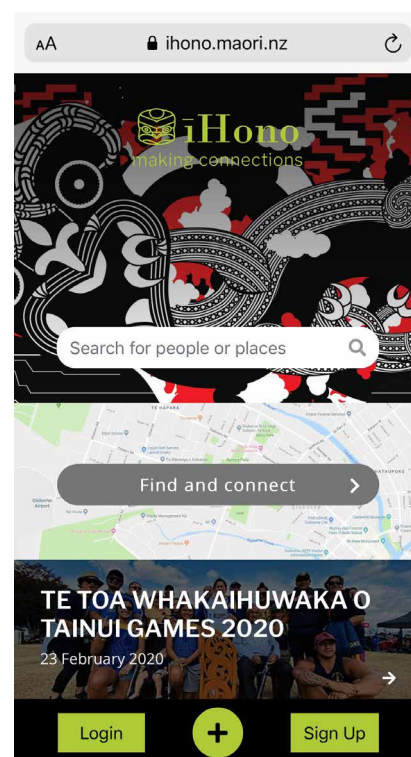
“Take the time. Try not to get caught up in your rounds of funding and your financial years for those ideas to be fed and watered and grown. Think long term in terms of your strategies, 3–5 years even 10 years is just not long

enough. Start up in my mind is 10–15 years. Start up for me as a whānau and a hapū member is 100 years. We have long horizons pae tawhiti that need to land, and it could take some time. What’s important is the clear view of what we are seeing. For example, the outcomes that we have for iHono are not going to happen tomorrow just because we launched it. It will be 5–10 years down the track and that’s okay. We will keep maintaining, keep telling the story and keep sharing the vision.”

You can learn more about Te Pūtea Whakatupu Trust here: [tpwt.maori.nz](http://tpwt.maori.nz)

Check out iHono here:  
[ihono.maori.nz/about](http://ihono.maori.nz/about)

By Terri Petersen, Communications and Marketing Advisor, Philanthropy New Zealand



ihono.maori.nz website

## Te reo Māori dictionary

**Whakapapa** – genealogy

**Whenua** – land

**Whaiao** – daylight/light

**Hapū** – kinship group, clan, tribe

**Iwi** – a Māori community or people

**Rangatahi** – young people

**Tino rangatiratanga** – self-determination, sovereignty, autonomy

**Pae tawhiti** – distant horizon, long term

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# What's cutting edge 2020

We asked people near and far for their perspectives  
on philanthropy in 2020



**Duncan Matthews**

Treasurer Rule Foundation and  
Deputy Chair Ministry of Youth  
Development Partnership Fund

## What is exciting in philanthropy?

I think philanthropy can influence Aotearoa not just by what we fund, but by how we work as well. For example, the new model of the Todd Foundation is, working closely with communities to identify a shared way forwards across multiple agencies; the Vodafone New Zealand Foundation being highly data-driven to target vulnerable young people; and 'participatory funding' – like a digital version of Z's Good in the Hood.

## What do you hope the philanthropic landscape will look like in 10 years?

I hope that philanthropy can focus on trialling new ways of working and ideas. It feels like so much philanthropic money must cover the gaps in social services, or play catch up, rather than moving us into the future.

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*“A final issue is technology and digitalisation. It is closely connected to the political backdrop but surely is of such magnitude that it will seriously influence nearly all aspects of life. Algorithms are making many decisions for us and changing our lives.”*

–Gerry Salole



**Gerry Salole**

Chief Executive,  
European Foundation Centre

## What is cutting edge in philanthropy?

Am I allowed to say that I don't really buy into the hype of things being 'cutting edge'? For example, the philanthropic space is now a veritable hothouse of terminology linked to the ubiquitous notion of 'innovation' ... every season brings a trendy new form. The rhetoric that new forms of philanthropy will deliver solutions that 'traditional' philanthropy cannot is problematic. Those involved in European institutional philanthropy are obliged to recalibrate or rename processes; invent or adopt new tools; modify their work processes; and use their intellectual, social, and financial capital by describing them in new ways as 'cutting edge' or 'exciting' at a time when, in fact, there is much to be said for consolidating and explaining the processes that already exist and the (great) work that is already being done.

## What are the most pressing issues for philanthropy?

At the time of writing, the most pressing issue many of our members (and others in the sector) are working on is mitigating the impacts of the COVID-19 pandemic, which we are collecting and analysing. Another is the climate emergency, an existential threat that is likely to become more and more one that Foundations will have to grapple with. I would anticipate that even foundations whose missions and mandates are far removed (at least in their minds) from the environment will find themselves compelled to find ways of addressing one or more aspects of it. We will all have to contend with the food and storage systems, the travel systems and other aspects of daily life that will be impinged by the climate emergency.

A final issue is technology and digitalisation. It is closely connected to the political backdrop but surely is of such magnitude that it will seriously influence nearly all aspects of life. Algorithms are making many decisions for us and changing our lives.





**Jennifer Walsh**  
Ngāi Tahu Fund  
Programme Leader

### What is cutting edge in philanthropy?

For Ngāi Tahu Funds it is forming partnerships with external funders. The RUIA Fund is a contestable fund to support rangatahi wellbeing, intergenerational leadership, succession planning and cultural development, between Ngāi Tahu Funds, Ministry of Youth Department, Te Pūtahitanga and Rātā Foundation. We are looking at renewing this partnership for the next financial year and other external funders have expressed interest. We have aligned our respective criteria to be able to respond to rangatahi aspirations and development in Te Waipounamu. Each partner contributed \$100k (Rātā with 10% towards employing an administrator).

### What are the issues philanthropy needs to tackle?

For Ngāi Tahu Funds, funding applications need to be simplified, although we have done this and changed the form to an online app.



**Lani Evans**  
Head of the Vodafone  
New Zealand Foundation

### What is cutting edge in philanthropy?

There's some great work happening in collaborative systems change; there's an increase in the use of data to examine assumptions and find effective levers for change, and overall I think we're seeing more organisations taking a strategic approach, thinking about the broader landscape, and thinking and funding long-term.

### What are the issues philanthropy needs to tackle?

The most pressing issues are intrinsically intertwined: climate change and social justice. We can't fight climate change without addressing issues of equity and equality, of poverty, of systemic racism and the impacts of colonisation. These issues are going to be exacerbated in the wake of COVID-19. Philanthropy has a role in providing funding support, but we also need to reflect on our own practices. Are we upholding problematic systems through our behaviour, our investments or our processes.



**Jenny Nand**  
Acting Senior Advisor:  
Community-Led Development  
at Department of Internal Affairs

### What is exciting in philanthropy?

It is exciting to see how funders are engaging in participatory grantmaking and shifting decision-making power to the very communities impacted by funding decisions. This is a strong lever for disrupting and democratising philanthropy.

### What do you think the philanthropic landscape will look like in 10 years?

The cutting edge of philanthropic innovation over the last decade was mostly about improving funders' organisational effectiveness, efficiency, and responsiveness. The next 10 years will have to build on those efforts to include:

- Cross-sector partnership, because given the scale and complexity of the challenges we face, funders will need to increasingly look, both in philanthropy and across sectors, to activate the gift of the 'hand', 'heart' and 'head'. No funder alone has the resources and reach required to move the needle on our most pressing and intractable problems.
- Adaptation: given the pace of environmental, political, digital, economic and cultural change today, funders will need to incorporate the best available data and knowledge about what is working and regularly adjust what they do to add value.



**Vu Le**  
Blogger and  
international speaker

### What is cutting edge in philanthropy?

I think philanthropy is starting to recognize its internal contradictions. For instance, the fact that so much wealth is built on unjust systems like slavery and colonisation and is furthered by privilege, power dynamics, and a tax system that favours the rich. These are issues we need to dive into if we want true philanthropy.

### What do you hope the philanthropic landscape will look like in 10 years?

I would like an end to all grant applications. The system is like a food bank forcing hungry people to write essays explaining how hungry they are and how the potential food they get would help. Philanthropy needs to do the work of figuring out where the most pressing needs are and then cut all the bad practices (like restricting how grants can be spent) so resources and autonomy can go to those communities. Honestly, conservative foundations have figured this out and have been implementing it for ages; progressive foundations need to do the same.

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# Response to an act of terror – a year on

**The terrorist shootings of March 15, 2019 rocked Aotearoa New Zealand. They led to an outpouring of local and global generosity, through two main vehicles – Victim Support and the Christchurch Foundation.**

Victim Support looked to distribute its funds quickly, while the Christchurch Foundation's funds were targeted at the medium-term.

This article focuses on the Foundation's activity over the past year. It showcases how the Foundation looked globally as well as nationally for ideas and advice, but then embedded its approach in the affected community to guide what has become a unique fund distribution.

As we pass the anniversary of the March 15 terror attacks it is timely that we update on our progress and reflect on the process used to distribute the Our People, Our City Fund. This fund supports the next of kin, bullet wounded and wider Muslim communities.

## The history

The Christchurch Foundation was founded on the back of the 2010/11 earthquakes, and the lack of a vehicle with the expertise to collect and distribute funds to assist in the recovery. The generosity from around the world opened both central and local governments' eyes to the need and opportunity. A mayoral fund and a central government initiative were launched as vehicles to enable generosity, but neither were developed with a long-term view.

The Canterbury Earthquake Recovery Authority (CERA) commissioned work as to what would be the best distribution vehicle beyond the initial flurry of gifts. This was passed to the Christchurch City Council in 2015 who, after further research, launched the Foundation in September 2017.

The Christchurch Foundation is a community foundation. We are an independent organisation and a registered charity. The Mayor and Deputy Mayor are trustees alongside other high-profile and highly skilled citizens.

## 15 March 2019

When the terrorist shootings occurred, I was the only employee.

Disaster response was always a key function of the entity, but no one dreamed that this would be called upon so quickly.

The Hon. Lianne Dalziel contacted me late on the 15th and asked for a fund to be established to support victims, the next of kin of the deceased and the wider Muslim communities. The fund was live by 11am on the following day and gifts were received immediately. The Prime Minister assigned The Christchurch Foundation as her fund later that day, and our first large corporate pledge of \$1.1M was received from the New Zealand retail banks by 8pm that evening.

The generosity was like a wave. At least one gift a minute was received for several weeks. We stopped counting at 18 thousand new donors. Over \$11M was raised/pledged within weeks. The largest gift was over \$1.5M and the smallest gift was 50 cents from a child's pocket money. Roughly 50% of the funds came from overseas. Almost every gift had a message of aroha and support.

We are still working through collecting some overseas pledges, which takes time and resources. New gifts continue to be received.

Within hours of the attacks we received offers of support from the Vancouver Foundation and the London Emergency Trust. Both have been called upon to support communities after terror acts.

We knew from the earthquakes and overseas experiences that the involvement of those most impacted in the decision-making was important. Decisions made in a room on behalf of victims, albeit well-intentioned, can add to the trauma.

On March 19th, Kevin Tso from Victim Support and I met with a diverse group of Muslim leaders, from Christchurch and further afield. It was decided that Victim Support would distribute their funds first, and The Christchurch Foundation would take a longer-term view.

The Christchurch Foundation committed to include the families of the deceased and injured and the wider Muslim communities in the decision-making process around how our funds would be used. It was made clear, with the support of the attendees, that the funds collected by the Foundation would not be used for anything that should be funded by government.

## The Listening Project

The Foundation began engagement with those most impacted, and the wider community, on June 29th. We began once Victim Support had concluded its distributions.

The project was designed to guide our thinking around how to distribute the funds collected that did not have attached donor wishes or tags.

City councillor Raf Manji, who has knowledge of Islam and is held in high esteem by the community and donors alike, was approached to chair a committee from the community to guide our thinking.

Within hours of Raf beginning to talk to and listen to the community it was clear that this process was not what was wanted. Instead Raf acted as the central point for all feedback. Everyone wanted to talk directly to him, rather than through appointed representatives.

Raf led a comprehensive and iterative project over three months. This was a voluntary role and a huge undertaking both in terms of time, and the impact of sitting with those present in the mosques, those that had lost loved ones, and latterly (when they had recovered enough) those that had been shot.

This involved over 125 meetings, as well as many emails and phone calls. As Raf's thinking evolved he would take it back to the families and the community and seek their feedback.

In addition, he met/spoke with funders across the world that responded to acts of terror, and government departments and politicians, to comprehensively understand what central government would and couldn't fund.

Raf reported his findings back to the trustees by October 31. His report and supporting research are on our website. The trustees adopted his recommendations in full and announced them at the end of November.

Distributions began in December.

Overwhelmingly we have received support for the process both from the Muslim communities and from our donors.

## One year on

As of March 5th, 2020, we have distributed \$9.27M of the \$11M received.

We continue to collect funds for both our Education and Community Support Funds. Once the final distributions are made from the Victim's Fund, it will be closed.

An unexpected outcome of the Listening Project is that we, in particular Raf, have become the 'go to' for anyone in the wider community needing support. As such, and with support from central government, we have engaged Raf on a part-time basis to continue this role.

The generosity that we have facilitated has without a doubt assisted, but the remainder of 2020 will be a difficult year for all that were at the mosques that day, as well as their friends and family.

By Amy Carter, Chief Executive,  
Christchurch Foundation

## Funds for Distribution



**Victims' Fund**  
\$7 million



University of Canterbury

**Education Fund**  
\$1.5 million



**Community Support Fund**  
\$500,000



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# Waikato Wellbeing Project

The Waikato Wellbeing Project is an initiative aiming to improve the wellbeing of the Waikato region by 2030. It has 10 targets which seek to end poverty, fight inequality and take action on climate change.

The targets are based on the United Nations Sustainable Development Goals (SDGs) and have been adapted to meet the challenges facing the Waikato region.

Waikato Regional Council and the WEL Energy Trust head the project and are the first in the country to adopt a sustainable wellbeing movement.

Prime Minister Jacinda Ardern spoke at the project's launch in Hamilton, commenting on the leadership that the Waikato region is taking by testing the blueprint.

"GDP measures everything...except for the things that make life worthwhile."

She saw that by creating new measures, "you are changing the questions to find us different answers."

WEL Energy Trust Chief Executive Raewyn Jones said to enact such large-scale change all parts of the community are involved: iwi, business, industry groups, central and local government, tertiary education providers, economic development agencies, community organisations and philanthropy.

In addition to WEL Energy Trust, other philanthropists and grantmakers involved in the project are the DV Bryant Trust, Momentum Community Foundation, Trust Waikato. Waikato Regional Council, Trust Waikato, NAR Foundation, Waikato Tainui and Hamilton City Council, University of Waikato and The Waikato Plan.

## What is the role of philanthropy and grantmaking?

Raewyn says to achieve their targets the project needs to attract capital to purpose, otherwise called impact

investment. She believes the Waikato Wellbeing Project highlights the wider need to move with pace to something new and innovative, and the conversation needs to move from impact investment to talking about impact economies.

An impact economy differs from a capitalist economy that prioritises only financial returns. In an impact economy, consumers and shareholders challenge businesses to show they generate profits in a manner contributing to the public good.

Raewyn says philanthropy can play a leadership role, as it can get things started to support collective impact, before handing over to private activity.

"Philanthropic organisations are increasingly recognising that using investments to achieve their mission can be a powerful addition to philanthropic distributions, and that the two can be combined for even greater impact in the form of blended finance.

"There is a developing body of work supporting impact investment as an important social-finance tool in achieving the SDGs<sup>1</sup>, and trusts and foundations are increasingly looking at how investments can be used alongside grants to achieve their mission<sup>2</sup>."

Raewyn said the opportunity is for philanthropy to bring the impact revolution to itself, and that philanthropy should lead the impact revolution.

## More on the move to impact economies

Raewyn's an advocate of moving to an impact economy and she says a multiplicity of action is needed to achieve this system change.



Waikato Wellbeing Project launch

"We need a cross-sector alignment of actions and funding interventions. Bringing this kind of collaboration together is not easy! However, we are already seeing some positive changes."

Raewyn said there are moves:

- from individualism to the commons;
- from passive to responsible consumption;
- from a formal economy to a more inclusive informal economy;
- from a shareholder to stakeholder focus;
- and from the purpose of investment being from just doing well to doing well and doing good.

Raewyn said a new narrative was needed where people recognise themselves as part of the whole. This concept is not new to Aotearoa New Zealand. A holistic, community-focussed intergenerational impact focus is at the heart of Te Ao Māori.

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1 Mudaiilar A & Dithrich H. Sizing the Impact Investment Market, Global Impact Investment Network, New York, 2019, viewed October 2019. [bit.ly/39gWTvf](https://bit.ly/39gWTvf)

2 The Impact Investing Guidebook for foundations, [impactinvesting.ca/foundations](https://impactinvesting.ca/foundations), viewed October 2019. [bit.ly/34wIN9u](https://bit.ly/34wIN9u)

The new narrative involves:

- **Impact consumers** using their spending power to align with their values (surveys show 66% will pay more for sustainable brands, that figure is 75% millennials).
- **Impact entrepreneurs** disrupting the models of companies (50% of large businesses are already reporting on ESG or sustainability).
- **Impact investors** using measurement, transparency and allocations for impact and understanding that impact can drive profits.
- **Governments** waking up to the new tools and looking at companies to require reporting on impact.
- **And philanthropists** using new ways to complement grants programmes, leading the impact revolution.

Read more here: [bit.ly/2WDPRhq](https://bit.ly/2WDPRhq)

## Scaling impact and connecting with the SDGs – the role of impact investment

According to a 2018 Global Impact Investing Network report the Global Impact Investing Market is estimated at US\$502 billion Assets Under Management (AUM), with 1,340 organisations managing this.<sup>3</sup>

Raewyn said the figures showed a 17% increase in impact investment each year. Capital is scaling, but we need impact to scale also.

“There seems to be some confidence that by 2020 the tipping point towards a move to impact will be achieved. The next milestone is the SDGs. The SDGs can only be achieved through impact investment, but beyond the SDGs the goal is impact economies where decisions are based on risk, return and impact.”

## Impact measurement and management

Raewyn said that to accelerate the growth, speed and depth of impact, a disciplined approach to impact management and reporting is required. Credible and comparable impact data is needed to inform impact investment decisions and drive greater results. Impact management and reporting needs to be closely linked to financial results, and key performance metrics need to be well-integrated with financial metrics.

“The Waikato Wellbeing Project has been engaging with Treasury to ensure our regional measures link with the Living Standards Framework, Indicators Aotearoa and the Wellbeing Budget. Advocacy and support will be required to ensure enough effort and resource is put into measuring and reporting the achievement of the goals and making sure our regional efforts support national and global agendas.

## Final thoughts

Raewyn said today's problems are increasingly complex and cut across society's traditional problem-solving lines.

“The field of impact investment has the potential to be a game changer, and there is an enabling role that can be played by philanthropic organisations and corporates, local and central Government in building the ecosystem to enable impact investment. When it comes to climate change and the pressing social issues of our time, considering risk return and impact is the only strategy that makes sense.”

“Nothing is more powerful than an idea whose time has come.” – Victor Hugo

For more on the project visit: [waikatowellbeingproject.co.nz](https://waikatowellbeingproject.co.nz)

## Waikato Wellbeing Project targets:

1. Our people are living in sufficient housing
2. Our natural environment is restored
3. Our people are provided with reliable and affordable energy
4. Our rivers and lakes are returned to pristine conditions
5. Our region will generate minimal waste
6. Our region will be free of carbon emissions
7. Our young people are supported into employment, education or training
8. Our children are housed, fed, and cared for
9. Our coastal waters are clean and swimmable
10. Our people are supported to be the best versions of themselves.

Read the SMART goals: [bit.ly/2QIYIA5](https://bit.ly/2QIYIA5)



*Te Kura Kaupapa Māori o Te Ara Rima Primary school kapa haka group performs at Waikato Wellbeing Project launch.*

By Terri Petersen, Communications and Marketing Advisor, Philanthropy New Zealand

<sup>3</sup> Nicholls, A & Paton R and Emerson, J. Social Finance. Oxford University Press 2015.

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# The future of philanthropy is digital

New Zealanders have long been among the most generous people on Earth. And we're only becoming more giving. The New Zealand Support Report, released in February, valued New Zealand philanthropy at \$3.8 billion for 2018.<sup>1</sup> This is a significant increase from earlier comparable studies.

This quantum of giving places more responsibility on those deploying funding to accurately and consistently measure its value – that is, the social and economic return on investment in philanthropy. Measurement is easier due to the digital tools now available, which are being created to a world-class standard by New Zealand data scientists, analytics experts and software developers.

What does this mean for everyone who gives – from large corporations to everyday philanthropists and those who use crowdfunding platforms such as Givealittle? Here are key things to know about what digital innovation means for philanthropy:

## **Better access to all forms of philanthropy, making it easier to give at every level**

Charitable trusts remain popular vehicles for those who want to give to a favoured cause in perpetuity. Trusts – when set up and managed well – can facilitate philanthropic giving for decades after a philanthropist's lifetime. With a relatively high barrier to entry of at least \$500,000 to settle a traditional charitable trust, and many people wanting to start giving earlier in life, there are new ways of giving, such as the Perpetual Guardian Foundation. This makes philanthropy more accessible and gives people an opportunity to be part of a bigger cause.

Digital innovation has also met this need. When Kiwis are affected by someone else's need and want to

help, a crowdfunding platform is their first port of call. We know from psychologists, such as Elizabeth Gerber at Northwestern University, who have studied the science of crowdfunding campaigns<sup>2</sup> that seeing their name on a website next to 'I supported this' delivers the reward of recognition.

There is satisfaction that comes with seeing your name on a list of people who are bolstering your giving with their own towards a cause you all care about. The study of altruistic behaviour refers to this sense of meaning and satisfaction as a 'warm glow'.

Perpetual Guardian recently announced its acquisition of the Givealittle crowdfunding platform, which is tracking at \$138.1 million in all-time donations. Our task is to continue to develop the platform and create opportunities for people to use their giving dollars to support their favoured causes in direct and measurable ways.

## **The ability to track where each dollar is going and how it is benefiting the intended cause**

Supporting the vision of digital innovation in philanthropy, Impact Lab, founded by Sir Bill English, Emily Mason, Dr Todd Nicholson and Kylie Reiri, is a valuable new player. Impact Lab applies sophisticated data mining and analysis to analyse how donated dollars benefit recipients.

Impact Lab (a partner to Perpetual Guardian) has developed GoodMeasure,

which is a unique, data-driven tool for quantifying impact so social organisations and philanthropists can invest in the strongest opportunities to change lives.

By applying this measurement framework focussed on the results of giving, we can improve strategic and high-impact grantmaking and support effective collaboration between those who give and those who receive.

Te Puna Foundation was set up as a charitable trust in 2015 to support the National Library's aim to enrich New Zealand's cultural and economic life. Digital innovation is a core part of Te Puna Foundation's goal of seeing every Kiwi child have access to New Zealand's founding documents, part of a permanent exhibition called He Tohu<sup>3</sup>. It has a travel fund<sup>4</sup> to support this, which has received funding via a Perpetual Guardian administered estate. It has also created a VR experience<sup>5</sup> for those unable to get to the exhibition.

Te Puna Foundation work includes the Community of Readers Programme, developed over the past year to improve the wellbeing of New Zealand children through reading and literacy development.

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1 [bit.ly/3chsi2E](https://bit.ly/3chsi2E)

2 [bit.ly/2X0vyLf](https://bit.ly/2X0vyLf)

3 [bit.ly/2wLEz0g](https://bit.ly/2wLEz0g)

4 [bit.ly/2UTOqZF](https://bit.ly/2UTOqZF)

5 [bit.ly/2yQ7eBJ](https://bit.ly/2yQ7eBJ)





Liz Gibbs is Head of Philanthropy at Perpetual Guardian. With over 25 years in philanthropy, NGO management and governance, Ms Gibbs has served as Chief Executive for Save the Children New Zealand and Philanthropy New Zealand and as Head of Foundation for Te Papa Tongarewa. Current governance roles include Deputy Chair of Unicef New Zealand and Board member for Treasury's Living Standards Framework Programme.



By Liz Gibbs, Head of Philanthropy,  
Perpetual Guardian

Digital tools to analyse the programme's effects will measure these outcomes and guide future investment made by Te Puna Foundation and its supporters.

**Organisations which invest in philanthropy can 'prove' the value of their commitment to their stakeholders**

An upside of Kiwis being enthusiastic givers is that we hold our companies to a high standard. According to the Nielsen CMI Consumers Who Care survey, 2.6 million New Zealanders think more highly of companies that support charities and 52% of us want companies to tell us more about how they are making a positive difference to our society or the environment.

The advantage companies have is sheer resource – their financial might can be leveraged to do more for more people (or other species). They can give in a strategic fashion, for maximum impact, rather than one-off or less strategic giving.

Consumers want to know how the funds are being used and the benefit. This is where tools such as GoodMeasure

come in. Organisations can track their philanthropy over time and report to their consumer base. This builds trust, creates transparency, and draws a line from the product or services to consumers' goodwill and desire to support businesses investing in good causes.

**The benefits of digital innovation are felt far beyond the boardroom. Every community will be enhanced by growing evidence and sophisticated measurement tools.**

An example of data used to ensure the philanthropic dollar has maximum impact is Makerspace at Manurewa High School. Makerspace has origins in a model of learning called constructionism, which was developed by Seymour Papert at the MIT Labs.<sup>6</sup> The idea is that students' hands-on learning by making things – a model, coding, a website, an app, a video, or products to sell – has multiple positive impacts.

The Perpetual Guardian Foundation Activation Fund has partnered with Manurewa Makerspace and is using Impact Lab to measure the programme. According to GoodMeasure analysis, there are 56 students in the programme:

50/50 boys and girls; 50% Pasifika, 25% Māori, and 25% other.

GoodMeasure has found that every year Makerspace delivers \$313,507 of measurable good (or social value) to New Zealand society:

- \$3.92 worth of social return on investment for every dollar spent
- Social value generated for each successful participant is \$5,598
- Programme cost per participant is \$1,429
- Participants have increased STEM achievement, STEM excellence, and employment; and reduced risky behaviour.

Manurewa Makerspace programme has clearly delivered significant value for students to do their best academically and interpersonally. GoodMeasure, along with the other tools in development, means we do not have to estimate, or rely on anecdotes, to know what our philanthropy achieves. Giving for good is no longer a wish or a promise – it is a scientific and technological reality.

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**“Measurement is easier due to the digital tools now available, which are being created to a world-class standard by New Zealand data scientists, analytics experts and software developers.”**

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<sup>6</sup> [www.manurewa.school.nz/news/latest-news/maker-space-what-does-mean](http://www.manurewa.school.nz/news/latest-news/maker-space-what-does-mean)



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