

# Dear Funders

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*Tōpūtanga Tuku Aroha o Aotearoa*

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



## From the CE

### Dear Funders...

We like to think every *Philanthropy News* edition is special, but this one has the unique twist that we've largely held space for community voices.

We asked contributors what messages they wanted to give philanthropic funders and grantmakers. The result is great insight, valuable feedback, and constructive challenge.

Many of their points are frequently discussed by funders. Every day I see our members evolving their strategies, approaches, processes and practices in the right direction.

For our community readers, we hope you nod your head while reading and feel supported in your efforts.

This edition goes to print as we're talking with funders to finalise the key topics for the Philanthropy Summit, May 18–20, 2021. There is good alignment between funder feedback on what the key Summit discussions need to be, and what community voices tell us are their aspirations and issues.

Philanthropy New Zealand is progressing an initiative to address some of the pain points in the funding system for both funders and fund seekers. With a working title of 'Flip the Model', this initiative seeks to provide a systemic response to some of the challenges and opportunities. There's a story with more detail on this project, highlighting the hopes community groups have for it.

As well as the community contributions, this edition has a story on Project Hoake, which updates on a collaboration generated after a deliberate focus on listening to communities to inform its approach. Vodafone's Lani Evans has written a piece to stimulate funder thinking and action around data use. We also deep dive into the youth employment space with an economic development agency suggesting areas for investment.

Thank you to our contributors for their openness. We know that this edition will be read by funders that deeply care about the same things they do.

As always, we welcome your feedback on our communications, what you find helpful for your funding practices and what you'd like more of.

Ngā manaakitanga

**Sue McCabe**

# Dear Funders, from community representatives

Community organisations open up to funders about the issues that affect them when trying to support the communities they care about.

## Dear Funders

Running a non-profit is a constant balancing act between meeting the needs of those you serve while securing sufficient resourcing to make that happen. The advent of a global pandemic provides a moment for us to think about how best to build the capacity and capability of the community and voluntary sector.

The quickest win for community organisations is simplifying the funding process. The sector would welcome simplified, faster and more effective funding processes. We thank the funders who are moving towards better processes and encourage others to step up their efforts! This is particularly relevant for small to medium non-profits (with revenue under \$2m) and fully voluntary organisations.

Now is the ideal time for the following systemic changes to funding processes:

## Make it easy to find funding

A one-stop funding shop would significantly transform the funding process for community organisations. Non-profits usually do not have resourcing to constantly search for funding opportunities, complete application processes and meet deadlines, nor can they often afford grant-seeking platforms.

## Fund organisations rather than projects (option 1)

One-off project funding is hugely labour intensive for organisations (both funders

and non-profits). It forces community organisations to design initiatives to match funding criteria rather than design service delivery around the actual needs of those they serve. Funding an organisation and allowing them to decide where best to prioritise funds significantly reduces the administrative burden and provides better return on investment.

## Fund operational and salary costs (option 2)

Funding for back-office infrastructure allows an organisation to rapidly scale up their delivery when new funding is obtained. This type of funding is unfortunately the most difficult to acquire as the majority of funding is project-based.

## Make faster funding decisions

Making funding decisions within four weeks is ideal. Waiting three months for a funding decision is too slow for a non-profit, particularly if an application is declined. By then, the initiative may be ready to launch and it's too late to apply to other funders.

## Multi-year funding provides stability

Funding for three to five years provides stability and sustainability for an organisation. This enables long-term planning and ongoing commitment to clients. It allows staff to have stability and promotes loyalty. (Did you know the majority of people working for small non-profits remain on part-time, fixed-term contracts for years?)



**Hui E!**  
Community Aotearoa

## Fund the ask (or don't!)

Fully funding what's asked for allows an organisation to begin delivering immediately. Too often funding applications are partially funded, leaving the organisation challenged to either deliver at reduced capacity or start again to find additional funding.

## Fund collaborations

It takes resourcing to build and maintain new collaborations. It can take months or years for new collaborations to come to measurable fruition. Along the way however, these new relationships provide peer-to-peer support, innovative idea sharing and broaden networks.

## Ask those you fund how to make it easier

Non-profits can clearly tell you how to make things easier for them. They have complementary knowledge and expertise to yours.

From,  
**Rochelle Stewart-Allen**  
Pou Kaiārahi – General Manager

*Hui E! Community Aotearoa champions the community sector for a fair and just Aotearoa. You can read more about our joint 'Time to Shine' survey on the impacts of Covid-19 on the community sector here.*

When we entered our nationwide rāhui (lockdown) in March, we saw just how essential local responses are for our collective wellbeing – and how high trust funding enabled hapū, iwi, and community networks to respond quickly, collaboratively, and effectively. Following the rāhui, we pulled together insights, experiences and lessons in our ‘Shaping the Future’ report, which highlights the key system shifts required to turbo charge community resilience:

Funders have an essential role to play in creating these shifts. Below are some of the many things which funders are already doing or may now want to consider:

- Provide flexible funding and parameters that allow change and adaptation. Complex challenges require creative responses to see what works.
- Build on and support the increased desire amongst community groups to collaborate by providing ongoing funding support for local networks, brokering and co-ordination roles. Include community and economic backbone functions as well – not just front-line service provision and projects.
- Create more locally held small-scale grant funds with minimal red tape and faster decision making to allow communities to be more responsive, and kick-start or test new initiatives.
- Co-design new funding processes that will allow locals to respond better to crises AND can work for ongoing challenges (such as funding pots that can be tapped by communities for what is most needed, rather than tagged to specific items).



**SYSTEM SHIFTS NEEDED**

1. Decentralise
2. Recognise and respect difference
3. Value people and relationships
4. Embed collaboration
5. Tolerate more risk
6. Build local economic resilience and redefine shovel ready

- Do more funding in a collaborative way alongside other funders, using single front doors and joint reporting.
- Devolve the decision making power to the people who have the most knowledge about where funding is needed and who can best use it.

Further ideas and more detail can be found here:

Full report: **Shaping the Future**  
[bit.ly/3pY0Kqu](https://bit.ly/3pY0Kqu)

Shaping the Future: **Implications for Funders**  
[bit.ly/2UYrpVZ](https://bit.ly/2UYrpVZ)

Community-led Development: **Top 10 Tips for Funders and Practitioners**  
[bit.ly/33gLBH7](https://bit.ly/33gLBH7)

From,  
**Rachel Roberts**  
CLD Comms and Strategy Lead

*Inspiring Communities exists to champion and support the power of locally-led, community driven change.*



## The Fundraising Institute of New Zealand (FINZ)

New Zealand stands proud as the 3rd most generous country in the world (2018 statistics).

### What did this unexpected global pandemic mean for fundraising and giving here in New Zealand in 2020?

How organisations behaved and reacted fell into three camps:

1. Organisations who stopped communicating, stopped spending, cut communications and campaigns, kept their heads down, reduced staff. **Hoped to ride out the storm and return to previous programming when the dust settles.**



2. Short-term patching.  
Approached donors (quickly and often) with emergency fundraising focusing on financial shortfalls (as opposed to beneficiary impact).  
**Hoped to fill financial holes, ride out the storm and return to previous programming when the dust settles.**
3. Organisations that survived and thrived took a donor and beneficiary-focused approach to their fundraising.

### Will the normal levels of generosity in New Zealand be impacted?

The full effect of Covid-19 on fundraising cannot yet be fully understood. In May FINZ joined forces with Giving Architects to look into the impact Covid was having on fundraising income:

- Over 70% of respondents indicated that individual donors gave the same or more in April 2020 when compared to 2019.
- Donors responded positively to direct, authentic, personal engagement.
- Organisations needed to be ready to respond quickly and communicate impact. Donors wanted to know that their giving made a difference.
- There is an opportunity to change how fundraising organisations engage with donors through the more effective use of technology.

From,

**Michelle Berriman**

FINZ Executive Director

*The Fundraising Institute of New Zealand (FINZ) is the professional body that represents fundraising in New Zealand.*

## Volunteering New Zealand is the voice of volunteering

We represent volunteer organisations, and all volunteers in Aotearoa New Zealand. Our purpose is to be the kaitiaki of Mahi Aroha, empowering volunteers to enrich Aotearoa New Zealand.

The New Zealand Support Report (February 2020) identified volunteering as a critical input into the sector's operating model within Aotearoa New Zealand.

Before Covid-19, there were approximately 1 million people sustaining our community and voluntary sector through volunteer labour.

This contribution has been shown to contribute \$4 billion in GDP per annum. This cost-based analysis is only half of the picture.

Covid-19 put a spotlight on the voluntary sector. It highlighted the sector's vital contribution to unity, kindness and the wellbeing of New Zealanders. It mobilised younger people to fill in when vulnerable volunteers had to stand down. It saw whānau and friends uniting behind things that mattered most to them.

People want to volunteer more than before Covid-19. How people want to engage as volunteers has dramatically shifted over the last decade.

As our community and voluntary sector organisations respond and recover from Covid-19, the strains and challenges will continue to put pressure on internal resourcing. Innovation needs sustained resourcing. Engaging new volunteers and supporting volunteers to engage in new and different ways to support organisations to achieve their mission requires more resourcing.

Now, more than ever, we need to understand and grow the infrastructure that enables volunteers to enrich Aotearoa New Zealand. We are calling on funders to:

1. Support organisations that demonstrate best practice volunteer management.
2. Support organisations in a way that enables them to innovate. Covid-19 has shown how this sector can pivot and deliver innovatively. This innovation cannot be sustained without appropriate resourcing.
3. Pivot towards funding more whole of organisation needs, and away from pilot projects.

From,

**Michelle Kitney**

Kaihautū – Chief Executive of Volunteering New Zealand

*Volunteering New Zealand is an association of volunteer centres, and national and regional organisations with a commitment to volunteering in Aotearoa New Zealand.*



## Dear Funders, we appreciate when you name rainbow communities as a priority population



**Tabby Besley, Managing Director of InsideOUT Kōaro, writes about the need for rainbow communities to not be forgotten as a marginalised population facing hardship. Tabby encourages you to reach out and have conversations with rainbow organisations to learn more about what they do and the issues facing rainbow people across every sector of our society.**

It's 34 years on from homosexual law reform and Aotearoa is celebrating having the gayest parliament in the world... yet our rainbow communities still suffer injustice. Sometimes there's a feeling that funders might still see rainbow causes as taboo. It's time to unlearn that narrative and address the issues facing rainbow people. Whether in our families, friend groups, schools, workplaces, churches or sports teams, rainbow people are everywhere – whether or not you see us.

Rainbow communities make up 10–15% of Aotearoa's population and face some of the most severe inequities, yet are often overlooked when it comes to funding and

rarely named as a priority. Numerous studies have reported on our high rates of discrimination, bullying, mental health risk factors and suicidality, substance issues, homelessness, sexual and intimate partner violence, difficulty accessing healthcare, the list goes on. Despite the disparities between rainbow and non-rainbow populations, the Rule Foundation and Rainbow New Zealand Charitable Trust found that just 1% of giving went to rainbow causes in 2019, and that was an increase on previous years.

In the wake of Covid-19, these inequities are emphasised for rainbow communities, already more likely to experience poverty, unemployment, isolation and unsafe living conditions. The Ministry of Youth Development's Youth Pulse Check Survey found that participants who identified as LGBTQI+ experienced more troubling hardships when compared to heterosexual young people as a result of Covid-19. Rainbow youth were particularly at risk to feelings of unsafety within their bubbles during lockdown and struggling more with access to essential services and technology. Internationally, the unique vulnerabilities and risks facing rainbow communities in the wake of Covid-19 have been identified, with a number of specific funds being set up to respond.

At InsideOUT, we appreciate when funders name rainbow communities as a priority population for funding. It shows

recognition of the marginalisation rainbow communities, a significant population in Aotearoa, face. It tells us you've thought about us and you might understand some of the challenges facing our communities specifically. Our rainbow organisations in Aotearoa are tight-knit and work closely together. If you're confused about the differences between what we're doing, or how things fit together, reach out and have a conversation. If a non-rainbow organisation is applying for funding for a rainbow project it may be worth checking they have a rainbow organisation as a referee or a partner in their project. Is the project genuinely benefitting rainbow communities?

The difficulties our communities face are many. Rainbow organisations know what needs to change, have a vision for where we'd like to be and, a lot of the time, we know how to get there. But we're still struggling to pay rent and salaries. I want to see us move beyond fighting to meet basic operating costs and be in a place where we can dream and create transformational change for our communities where it's desperately needed.

How does your philanthropy and grantmaking support rainbow communities? Does it? Are you doing all you could do?

For more information go to [insideout.org.nz](https://insideout.org.nz)

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# Community voice informs philanthropic innovation

Dr Christina Howard (philanthropic strategist and current project lead) writes about a new initiative aiming for system change for fund seekers and funders. This project has heavily involved the voices of community groups as to what they seek in their funder engagement.



This year, Philanthropy New Zealand (PNZ) has been exploring an initiative to enable more effective and efficient connection of funding with those seeking it.

With a working title of 'Flip the Model', the initiative involves:

- An online platform to facilitate easier connection
- An outreach and support service to ensure a broad range of fund-seeking groups can access the platform, and lack of resources is not a barrier.

The platform would facilitate fund seekers to build an organisational profile and add funding needs as they arise. Funders would be able to search for aligned fund seekers and also be alerted to requests for funding in their area of interest. After identifying alignment, they'd then move off the platform to use their existing processes for making the relationship happen! This initiative acknowledges the current systems being used for grantmaking and doesn't seek to duplicate.

The initiative will address some systemic issues which PNZ members and the organisations they fund have frequently discussed over many years. Fund seekers currently bear most of the load

of ensuring that funding flows from those who have it to those who need it. They seek out funders who may be the right 'fit' and then make multiple requests. Meanwhile some funders feel that they aren't always connecting with the organisations most aligned with their goals.

We tested the concept with fund seekers, funders and those who work with donors. The response was extremely positive, and we received important feedback on what the initiative needs to achieve. Fund seekers were enthusiastic about its potential to improve the funding system and welcomed the opportunity to:

- Tell their story in their own way (including with videos and other media)
- Showcase their work to multiple funders at once
- Provide a holistic picture of their funding needs, including for operations and salaries, as well as projects and initiatives.

There were overlaps between what funders and fund seekers want. Both groups told us that **equity** was important. They told us groups with little or no fundraising resources needed help to tell their story alongside charities with sophisticated fundraising

capability. Funders and fund seekers said ensuring that the **platform allows Māori aspirations to be expressed** is essential. There was also shared interest in the concept of funder profiles. Understanding the funders' interests, processes and values is a good way to assess fit for both funder to funder, and funder to fund seeker relationships.

Given the broad enthusiasm for progressing Flip the Model, PNZ is keen to move forward. We are developing a case for support to take to funders. If you've got questions or are interested in helping take the platform from concept to reality, please contact Sue McCabe on [sue@philanthropy.org.nz](mailto:sue@philanthropy.org.nz)

## **Huge thanks to our catalytic funders who provided support for the exploration phase:**

Hugh Green Foundation, Auckland Foundation, J R McKenzie Trust, NEXT Foundation, DV Bryant Trust, Clare, Wilberforce Foundation and the Williams' Charitable Trusts

*We'd also like to thank all the funders, fund seekers and donor advisors who've contributed their time and ideas to the process so far.*

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# How to fund the future

Barbara MacLennan, Manager Workforce Development at Toi EDA, Eastern Bay of Plenty Economic Development Agency discusses where there is opportunity for funders to invest in future generations through supporting youth employment in Aotearoa.



Barbara recommends four areas for investment:

## 1. Raise awareness of the youth employment crisis

“If you look at the statistics, the rate of youth unemployment is growing much faster than the rate of unemployment generally,” Barbara said.

“That unfortunately happens every recession. But what happens in communities like ours in the Eastern Bay of Plenty that have been depressed for so long, is that more young people become long-term beneficiaries and they never enter the world of work. They never step up to higher learning or higher education. We’re at risk of starting another generation like that because of Covid.

“We need co-investment by philanthropy and potentially others in comprehensive tracking of what’s really going on,” Barbara said.

Investment in good evidence, the development of programmes and the tracking of them as a long-term commitment will paint a better and more informative picture.

## 2. Communications showing success

“From a strength-based perspective, we need a commitment to sharing good stories about things that are working and that help young people get into employment.”

Barbara said she sees many examples of successful youth employment in communities, especially in youth enterprise and innovation.

Through amplifying good practice where communities find solutions that work, and showing this over multiple years, case studies will provide evidence of what’s working.

“The stories need to get deeper into what’s enabled this to happen and how sustainable it is. It’s not saying that what’s happening is the right thing for everyone or is the right thing forever. But if the intent to improve youth employment is not supported by sustainable and flexible resourcing, then we will not see change.”

## 3. Investment in backbone roles

“We’ve had the privilege at Toi EDA of a multi-year investment by Todd Foundation in a backbone role in the Eastern Bay communities. We’ve taken a place by place lens and we really believe that the best solutions are co-designed and lead locally.”

The role of the backbone organisation is to support collective effort and help attract resources to where the best things can happen for young people and employment. It takes multiple parties - employers, iwi, business, training organisations and wrap around support to make sure young people get what they need. The backbone roles encourage collectivism and clarity about strategy. They build up relationships, information and common strategies.

“The vision we have is that the local communities design their own youth employment plan and anyone who wants to support the Kaupapa funds into the plan. Then, locally they decide who is going to do what with that money given current challenges and opportunities.”

## 4. Youth development training

“This area really needs attention,” said Barbara. “Youth workers do the most amazing, hard work and are generally poorly paid, and often have little access to quality tailored training, and support. There needs to be more attention here.”

Barbara recommends more investment in quality training, support, coaching and mentoring for youth workers involved in the youth to employment kaupapa. They need to work with the complexities young people face and also understand the world of work in their own community.

Barbara said, “There needs to be recognition of the youth work profession, and investment in training and capacity development. We’ve got a youth employment crisis; we’ve all got to help solve it.”

*Toi EDA is a recipient of funding from the Todd Foundation’s Change, Collaboration and Capability funding stream.*



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# Dear Funders, let us all enter through the same front door

Hurimoana Dennis, Kaitiaki Matua at Te Puea Memorial Marae talks of his experience with funding applications to philanthropy and grantmakers. He has some hard-hitting messages for funders.



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**Hurimoana Dennis,**  
Kaitiaki Matua at  
Te Puea Memorial Marae

Huri said he recognised the contribution of philanthropy but said some aspects of it seemed to be going backwards rather than getting better.

Huri said he'd love to see more standardised application processes and he highlighted the importance of relationships and partnerships.

Practical problems he'd struck applying for funds were being unable to save an application and come back to complete it, or struggling to correct mistakes due to preformatting.

"When you do the application it's almost like an English test to see how well people can write or not."

He said he wondered sometimes, "Do they really want us to do this? Or can only the smart people do this?"

Funders having the same "front door" for applications would help. "So we all know what it looks like – we all know what's in it and we all know the standard that we have to get to. That should be the standard across the board."

Huri said funders needed to understand the importance to many community groups of relationship building and partnerships.

"They need to understand what that is and what comes before what. Relationships come first... It's about establishing trust and confidence. You know me, I know you. We know our values and our principles."

Huri says this looks something like funders saying, "Thanks for the application, it's good to be here – I'd like to see what's going on, it's nice to meet you. I'm going to look after your application, and we'll see where we go. Sit down and have a cup of tea and meet some of the people. Put a bit of flesh in the game. I don't think that happens until the actual application is processed and reviewed. Then someone may go out to visit or not, it may just be a phone call.

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**But in our world – kanohi kitea face to face is the best way.**

**"We don't want false expectations. The whole point of the initial contact is really a cup of tea. No promises, but at least you know who I am, what I look like and who you're talking to on the other end of the phone."**

**Partnership comes into it when moving forward from the application. "They've got to get that right. It's not just about a piece of paper."**

"Philanthropic society and private funding is supposed to be a real taonga. A real opportunity, a potential. It's supposed to come with a bit of heart, with sincerity and empathy and reciprocity."

Huri said Government funders were improving their application processes and also their relationship building, and in his experience, were now "probably pipping" philanthropy.

"You used to get excited about going to philanthropic society, you used to know that at least I'll get a smiling face, a cup of tea, someone who's really warm to my ideas and wants to know. Now it's the other way around."

Huri said this was his experience and there may be others with different views.

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# Developing a new approach to support Māori-led solutions

Project Hoake is an example of ‘Dear Funders’ in action. Funders listened to the communities and developed shared tikanga/values, before signing an agreement which reflected the relational, rather than transactional, approach.

We would like to thank The Tindall Foundation for providing the following story, originally produced in The Tindall Foundation Annual Report 2019/2020.

Three years ago, a small group of funders and communities from Te Whānau-a-Apanui and Ngāti Porou came together to look at how they could support Māori to thrive in the Matakaoa/East Cape region. Out of that visit Project Hoake was born in Wharekahika/Hicks Bay, with Te Aroha Kanarahi Trust setting the goal of providing culturally appropriate support and mentoring for local whānau-led businesses. The project’s intent is to build whānau-led enterprise capacity with the ultimate objective of increased employment that supports a prosperous, vibrant and exciting future for tamariki/children.

## How does it work?

In 2018 two haerenga/journeys were arranged involving Trustees and staff from several philanthropic foundations. They included visits to communities, initiatives and marae on both sides of East Cape guided by Marcus Akuhata-Brown and Haimona Waititi from Te Whānau-a-Apanui and Ngāti Porou. From those haerenga emerged a new way of thinking about relationships between communities and funders.

The journeys demonstrated how important understanding and respecting each other’s roles would be in working together for the greater good. Māori communities and five funders (TTF, Todd Foundation, Trust Tairāwhiti, J R McKenzie Trust and Te Muka Rau) needed to be open to new ways of working together and sharing resources beyond traditional funding methods. They agreed on a ‘relationship before resources’ approach and adopted Te Pōwhiri as a model of engagement

and inspiration that requires deep listening and weaving of thinking. Equality, the sharing of power and unity needed to underpin their work together. Whānau, hapū, iwi, marae and funders confirmed their roles with one another, and agreed on shared tikanga/values and practices to help achieve momentum.

With common values aligned, the groups entered into a written ‘relationship agreement’, which outlined the kaupapa/purpose, those involved, their commitments and funding intentions. Te Aroha Kanarahi Trust then provided a two-page proposal to the funders in 2019 requesting support to employ a part-time kaitakawaenga/community advisor and other support for whānau-led enterprise.

## What has been achieved?

Only a year and a half into Project Hoake, promising results can be seen despite the Covid-19 pandemic interruption. Already, 10 new Māori-led businesses have started up. Those businesses were thriving prior to Covid-19 interruption and are still providing goods and services to their communities, including meal deliveries to homes and schools, food and coffee carts, whakairo/carving, video editing, apparel production and silversmithing, among other initiatives in the area.

Although many of those businesses began pre-Covid and were unable to operate during lockdown, the energy has been harnessed and the challenge remains for the community to rebuild this momentum post Covid-19.

## Matakaoa business highlights include:

Nelson of Toa-Orama, a carver selling pāua-shell buttons to a Canadian First Nations tribe to replace the abalone traditionally used in British Columbia but no longer available due to overfishing.

Joanne of Joanne's Grassroots Māori Arts & Crafts wanted to sell her weaving, but was unsure how to write a business plan. "One session with Arlou Brooking and it was done and dusted. Now I'm getting commissions and planning weaving wānanga/learning."

Varnya of Mauri to Mauri is making soap using local rongoā/ medicinal plants. She has learnt book-keeping and website building, and is selling online and through a shop on Auckland's Karangahape Road.

Cristall of Coffee That has a coffee caravan selling coffee in Te Araroa, in Ruatōria and at events. She has a partnership with a friend who roasts premium beans and is planning to train rangatahi/youth to be baristas.

Arlou Brooking returned home from Australia after managing various businesses there. She explained that her role is to "help whānau to dream the big dream and then to get off their butt and do it – because if we don't control our own destiny, others will always tell us what to do."

## What has been learnt?

Funders learnt there was a lot of entrepreneurial spirit on the East Coast, and that creating sustainable livelihoods is a challenge. A small local market, the expense of accessing wider markets, the seasonal nature of tourism and the predominance of low-spending backpackers are a few of the hurdles.

Māori aspirations don't always align to funder-prescribed outcomes and deliverables, yet funders wish to support and empower Māori to make their own decisions based on what's best for their communities. By taking a bottom-up approach, rather than top-down, communities have a better opportunity to flourish.

Funders have learnt to be more responsive to the Māori community through relational rather than transactional interactions. Working alongside these communities can also teach us a lot about how to be good funders. This haerenga aims to build deep relationships through the concept of whakawhanaungatanga/establishing relationships, and then take the next steps from there.

## Hopes and dreams for the future

Project Hoake is still young and only one of many potential projects. However, goodwill and high trust between the many groups and a joint desire to strengthen relationships between the funders and the East Coast hapū (kinship groups) is paramount. By working in unity and harmony, funders, whānau, hapū, iwi and marae will continue to identify opportunities and support future aspirations and initiatives to build a stronger and more resilient community. Our haerenga together is just beginning.



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# Dear Funders, yours sincerely, youth in philanthropy

Each year, Philanthropy New Zealand’s Youth Advisory Group brings together young people passionate about supporting youth in the sector for a one-day hui to connect and communicate. They’re a mix of youth who work in philanthropy and grantmaking, the wider community sector, and local and central Government.

Networking, professional development, and capturing ideas for projects that would accelerate and push the sector forward are all part of the programme.

Some themes that emerged this year were: the need for more connection since Covid-19; the want to pool resources to approach and improve community issues; more long-term research on youth and youth-led practice in communities; and the need for youth training for governance. The group also finalised the details for Ako, an exciting two-way mentorship pilot.

We’d like to give a shout-out to the Wayne Francis Charitable Trust, who are supporting the work of the Youth Advisory Group.

Here, some of those who attended the Youth in Philanthropy hui outline what they want funders to know.

*“One of the strong themes that emerged was around making collaborative funding more visible and easier.”*

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## Dear Funders,

At the recent Youth in Philanthropy hui PNZ’s Youth Advisory Group held, I was lucky enough to be at a table capturing the dreams those in attendance have for the sector. One of the strong themes that emerged was around making collaborative funding more visible and easier. We’d love to hear more stories (warts and all) about existing funder collaborations, and we’d love to see more resource sharing to help with the mechanics of it (e.g. shared funding agreements; process or policy tips). If philanthropy wants the charitable sector to collaborate more, we need to get better at doing it as well!



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From,  
**Helen Anderson**  
Programme and  
Relationships  
Lead, Todd  
Foundation

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## Dear Funders,

Youth are more engaged than ever before. They grew up with the internet and in turn an amplified voice, and are passionate about bettering the world they have inherited. But are their voices heard through traditional funding structures? Many don’t have experience around board tables, feel like their ideas might be dismissed, and some never considered they could have a say. We need to engage youth in schools or through other avenues, educating them about their value in philanthropy and the making of funding decisions; that it isn’t just for those within certain confines of privilege. We need accessibility, education, and recognition of youth’s potential – can we make it easier to leverage their engagement?



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From,  
**Laura Thomson-  
Bache**  
Marketing and  
Communications  
Manager, TECT



*“Young people need to be the decision makers on decisions that affect them. Those that are closest to the problem, are often closest to the solution.”*

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### Dear Funders,

This is not a message sharing some new idea that hasn't been shared before. This is a message to remind you that you know what you can do with what you have to influence change. It's a reminder that servant leadership in communities with the power you hold is what shifts the dial. It's a reminder that you are bold and courageous and can disrupt. Being curious, holding ideas lightly, and enabling with trust and scope those on the ground to shift the needle. It's when we shift the power, that we shift the outcomes. The majority of innovation will happen before the age of 30, and we as young people want to invite you to build a really special relationship with risk to enable us to screw it up, but then get it right, and in a big way. When you think about what your great, great grandchildren will say about your approach to philanthropy, what do you want them to say? You can, and do, have everything you need to create real change.

—  
From,  
**Anonymous**

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### Dear Funders,

Young people need to be the decision makers on decisions that affect them. Those that are closest to the problem, are often closest to the solution.

We need to include young people and walk alongside each other in partnership. Different to simply giving feedback, consulting, advising or even co-designing; partnership means young people are equally invested in the outcome and share the decision making. We need to steer clear of tokenism where young people are included but with a limited voice, limited capacity and a limited role in decision making.

Endless evidence shows that policies and programmes co-created with their users are so much more likely to be effective. Tamariki and rangatahi bring with them new and disruptive ways of thinking and acting that add value to the work of philanthropy and for-purpose organisations. Millennials now make up half the working population. We need to see more young people on our boards, in our senior leadership teams and in the courageous conversations that matter most.

Research shows that young people who are supported to participate in decision making are more likely to have increased confidence and self-belief, develop group

skills, exercise positive career choices, gain practical skills, be actively involved in their communities and grow up to take on greater responsibility in the future. When we develop our young people we start to catalyse intergenerational change.



—  
From,  
**Michaela Latimer**  
Youth Advisory Group member

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### Dear Funders,

Let's do more to reflect our recipients. They're younger, browner, and more spontaneous. Sometimes, our criteria is too restrictive and that sucks the creativity out of them. And sometimes they can't quite put it all down on paper. But with our diversity and flexibility, we can do even more together. The 21st century is all about trust and growth. Aotearoa, let's do this.

—  
From,  
**Anon working in philanthropy**

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# Unpacking data for social change

Lani Evans, Head of the Vodafone New Zealand Foundation asks funders to take a moment and consider how to use data safely, effectively, and critically. Lani explains the difference between qualitative and quantitative, and considers the role of systemic bias, governance, context and narrative.

I am not a data scientist, but I do love data. Data helps us to tell stories and measure change, it helps us to gather insights, see trends and make decisions that prepare us for the future. But data also has a shadow side. It can narrow our thinking about people and places, and it can send us down unhelpful pathways that simplify and strip the nuance from complex and complicated problems.

Philanthropy, right now, appears to be in the midst of a data revolution, one that could fuel a new wave of innovation and social change. But in order to use data in safe and effective ways, we need to understand how to apply a critical lens and have critical conversations about its role within our work. And I'm not sure we're doing that yet.

So where do we start? What should we be looking for or thinking about when interacting with data? For me there are five initial considerations that can help us look beyond the dashboard: the type of data itself; the potential for bias; governance; the wider context; and the narratives that frame the data and its use.

The first thing to think about is why the data exists, its accuracy and what it is designed to tell us.

The most accessible data tends to be quantitative – data that is mathematically precise and measurable, and shows up in numbers, scales or yes/no answers. This data is often collected without us really

thinking about it – like the administrative data that's produced during our interactions with the Government, or when we use our loyalty card at the supermarket. Quantitative data is super useful, and can be incredibly accurate, but it can over-simplify. This sort of data is:

*“great for observing broad patterns and trends, but can miss nuances that would be obvious to the human eye, and which form an important part of the stories of individuals and communities”*

(Thea Snow, Nesta).

Qualitative data, by comparison, tends to tell a more layered story, using techniques that uncover people's emotions, stories and worldviews. However, by its nature, good qualitative data is labour intensive to collect and analyse. As a result, sample sizes for qualitative studies tend to be small, which means that the findings shouldn't be

generalised beyond the research context, especially where populations are diverse.

The second consideration is the role of bias. Systemic bias is present in many commonly used datasets and can result in errors of interpretation at any stage in its life cycle – during collection, or analysis, or conclusion – leading us to incorrect or incomplete outcomes. We need to understand and account for biases when we're drawing conclusions from data – we can't simply trust that the data is representative. A lot of surveys, for example, are still completed using landline numbers listed in the phone book. This data collection method introduces bias immediately by excluding much of the youth demographic, and anyone who has unstable access to housing.

Our third consideration is governance. Just as we would complete due diligence on the governance of non-profits we fund, we should also examine the governance structures of both organisations offering us data, and the governance of the datasets themselves. Those collecting, analysing and sharing datasets should have thought about, and be able to answer questions on ethical frameworks, data security and storage, and safeguarding mechanisms.

Fourth is the question of the context that surrounds the information. We need to unpack the broader ecosystem of influences that sit around data –

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*Data helps us to tell stories and measure change, it helps us to gather insights, see trends and make decisions that prepare us for the future. But data also has a shadow side.*

and understand what this means for causation, and correlation of actions with outcomes. Imagine comparing the April 2019 and 2020 traffic infringement statistics without including the broader context (i.e. lockdown). You could make an incredibly compelling, and incredibly inaccurate statement about the efficacy of a speed reduction process. Or, a classic example of the difference between correlation and causation – the observation that when ice cream sales increase, so do drownings. Warmer weather is the lurking variable here.

And finally, there's the question of narrative. Data often tells us stories of deficits and disadvantage, not because the data is inherently measuring deficit, but because we frame it that way. Educational attainment, for example, is a strengths-based data point until you use it to compare groups of young people. When we frame that data in terms of "good" outcomes (tertiary-level attainment) versus "bad" outcomes (NCEA Level 1) we shape the data from a deficit perspective. Data can be used in a more mana-enhancing way, by looking holistically at a broader range of aspects of a young person's life.

To use data effectively, we need to examine it, to understand its provenance, its failings and its biases. We need to make active choices about how we govern it, frame it, and the narrative that

we use it to create. And this is just the start – there are plenty of other questions to ask, like how do we democratise and de-privilege data? How do we uphold principles of Māori data sovereignty? And how do we ensure that data doesn't reduce our thinking about people and problems to a single story?

*“The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story.”*

Chimamanda Ngozi Adichie

“E koekoe te tūi, e ketekete te kākā, e kūkū te kererū” – the tūi squawks, the kākā chatters, the pigeon coos. This whakatauki holds a valuable lesson - by appreciating all our voices, our different songs, we make good music for the future. The tūi, the kākā and the kererū are all birds, but it's the differences in their songs and stories that make them special. We need to understand if the data we're using is telling us about birds, or about kererū. And then we need to go and spend time in the forest ourselves, and ask the kererū what it is they really want. If we don't, we risk further entrenching the inequity that exists within Aotearoa.



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Lani Evans is the Head of the Vodafone New Zealand Foundation.

The Vodafone New Zealand Foundation will be launching a free, youth-focused, population level data interface in March 2021.

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