

Purpose (The change we are trying to bring about)

**Growing effective giving**

Way (How we will make it happen)

- Supporting *better* giving
- Inspiring *more* giving
- Building a *stronger* sector

Impact (how we know we've succeeded)

**Supporting *better* giving**

Philanthropic giving creates improved outcomes for Māori

Our services increase the effectiveness of philanthropists and grantmakers

Community groups spend less resource on fund seeking

**Inspiring *more* giving**

Generosity measures show increased giving over time

Research shows NZers know the value of giving and how to give

Target audiences know the contribution of philanthropy

**Building a *stronger* system**

The sector has the tools to collaborate at a system level

The sector influences important national conversations so Government decisions support philanthropy

Our sector's learnings influence Government and corporates

Our work areas (how we'll achieve our impact)

**Supporting *better* giving**

Provide leadership and support to philanthropists and grant makers to partner with Māori

Provide education, professional development and training

Promote evidence-based approaches, best practice and thought leadership

Connect/convene philanthropists and grant makers on common interests

**Inspiring *more* giving**

Highly visible and collaborative generosity movement

Produce a measure of public giving

**Building a *stronger* system**

Represent and advocate for the sector through building influential relationships with key decision makers

Keep members informed of activity impacting on their work

Develop a research programme measuring philanthropy's contribution

Act on system issues and opportunities that funders alone can't resolve/leverage

Enablers (what underpins our success)

We need:

- knowledge of Te Ao Māori and how to honour Te Tiriti o Waitangi
- strong relationships, communication, collaborating and convening abilities
- expert knowledge either within our staff, from our strong membership, or bringing in external resources
- input from diverse voices including youth
- smart systems, processes and knowledge management to support our efficiency, effectiveness and measurement
- financial sustainability to maximise the resources we can devote to our mission