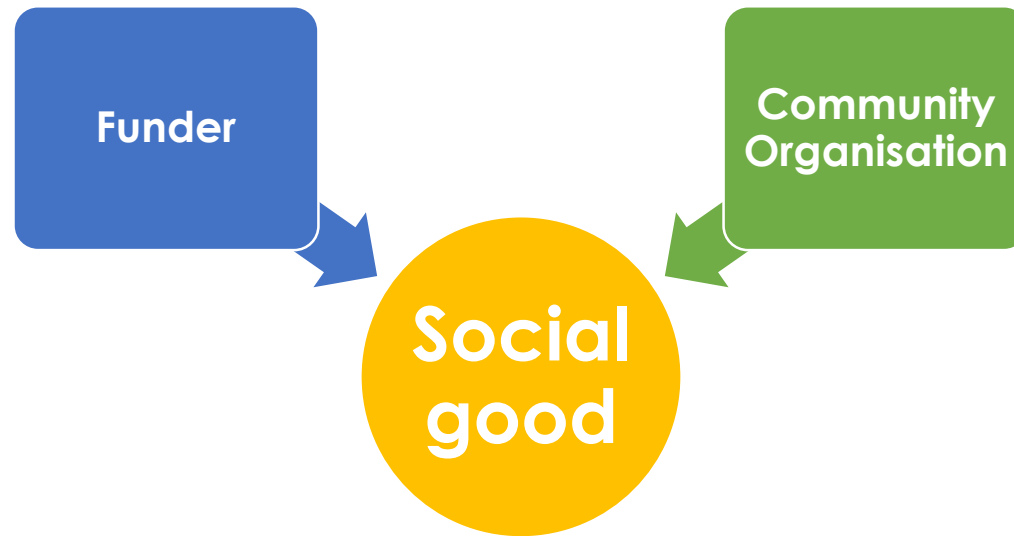




Grants Trends in New Zealand

Presented by: Sarah Doherty, for Strategic Grants
www.strategicgrants.co.nz

Grant-seeking is major gift fundraising that enables delivery of your organisation's mission.



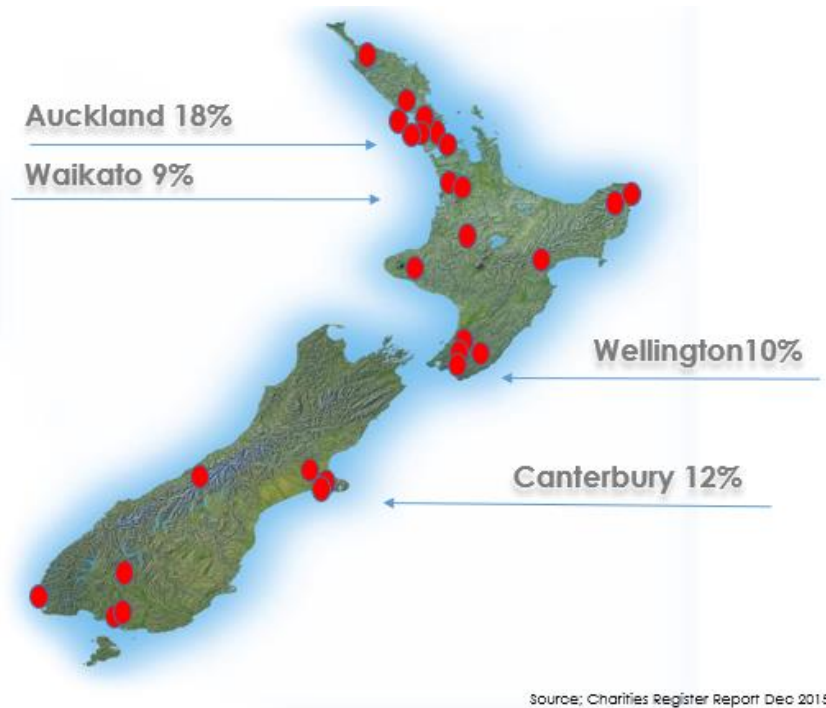
Professional fundraising practice fosters effective philanthropy and achieves positive outcomes for the community, your charity and the philanthropist or grant-maker

The non-profit sector

There are about **115,000 non profits** in New Zealand of which **27,000 are charities**.

That's around
1 charity per
174 people!

Regions with the most
registered charities



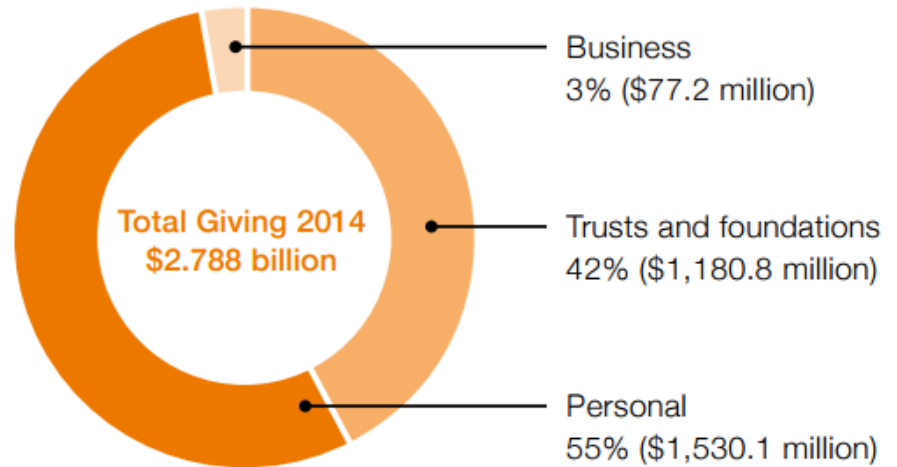
Philanthropy in New Zealand

According to the Charities Register there are 7500 funders.

- 2400 (32%) give away > \$10,000
- 956 (13%) give away > \$50,000
- 296 (4%) give away > \$250,000
- 89 (1%) give away > \$1 million.

Figure 1.1 Breakdown of giving in 2014

Source: BERL



Source: Giving New Zealand Philanthropic Funding 2014 Report

NFP sector total revenue in
2016 was **NZ\$17 billion**



OUTCOMES!



= CHANGE or CHANGES that have occurred as a result of the activity or activities

Grant-Seeker Trends

- Non-profit staff = wearer of many hats
- Always seeking the elusive unicorn of operational funding
- Can get stuck in 'scarcity thinking' – always more competition, so fewer \$ to go around
- Can sometimes keep going back to the same honeypot, and forget (or run out of time) to look around for others



Grant-Seeker Trends

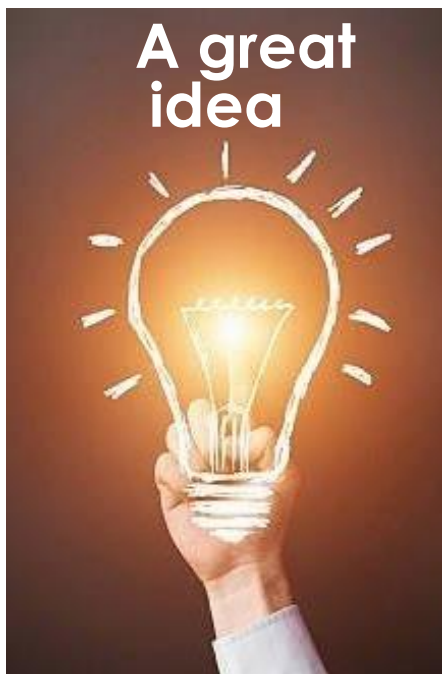
- In the constant struggle for funds, can sometimes forget philanthropists aren't ATMs
- Sometimes come up with projects to fit the funder, rather than projects that fit the mission
- Often aren't sure if it's okay to ask funders to cover the cost of evaluation (it is!)
- Many don't call funders to discuss the project's fit with the trust's objectives, because funder conversations are anxiety-inducing!



Reasons for not being successful

- Feedback from all funders – large percentage of applications are poor.
- Responses don't answer the questions
- There are more applications being presented. It is HIGHLY competitive.
- Projects are not well-planned, or budgets don't add up
- **Funders still get applications that just don't meet guidelines!**

Reasons for success



- Proven track-records
- Effective governance & financial management
- Capacity to manage project delivery
- Paperwork submitted is correct and up to date
- Conversations with the funder
- A realistic/well thought out budget
- Sustainability of project has been considered