



giviNTEL

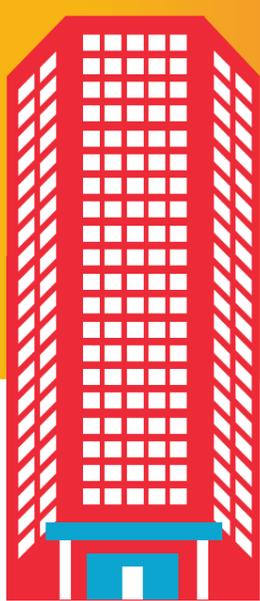
2017 GNZ Business Giving Report

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

giviNER STATISTICS

The following information is from GNZ's giviNER database and covers the 2015-16 period.

giviNER curates information from 120 businesses and investigates how, and why businesses give back to the community, and who benefits from their respective generosity.



83% OF GIVING CAME FROM BIG BUSINESSES

Out of the 120 businesses in giviNER 83% were classed as 'large' (100+ employees).

Which sectors got funded?

COMMUNITY ORGANISATIONS/
SECTOR DEVELOPMENT



SPORT



ARTS & EVENTS



EDUCATION



A SNAPSHOT OF BUSINESS GIVING CASE STORIES



Te Rūnanga o **NGĀI TAHU**

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



Microsoft

Through Microsoft's *Technology for Good* programme, approximately 2,500 non-profit and philanthropic organisations are recipients of product donations every year in New Zealand.



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

More than NZ\$10 million is invested Fonterra *Milk for Schools* annually. The *Fonterra Grass Roots Fund* distributed over NZ\$600,000 to groups in New Zealand, and more than NZ\$1.5 million went to *Living Water* in 2016.



TradeMe uses its widely-used portal to raise awareness and funds for the foundation's varied and many causes. Among their many initiatives,

\$315,000 was raised in two years through auctioning off giant eggs decorated by artists.

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

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

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



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

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

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



Find us on



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