



You can **make good happen** with The Gift Trust

FOR BUSINESSES

# About **The Gift Trust**

The Gift Trust's purpose is to simplify generosity, to make good happen. We connect business donors with charitable organisations making a difference, through personalised giving plans. We help donors to give with confidence and deeper effect. It's just like having your own company foundation, but without the hassle or overhead.

If your business wants to grow your brand through charitable giving, we can help. Our Business Gift Accounts allow companies to invest money in an account dedicated to their charitable giving. We take care of all the mechanics of your corporate giving, so you can focus on core business. Together, we'll make good happen.





**DONOR  
PROFILE**

IMAGE: MANAIKALANI EDUCATION TRUST

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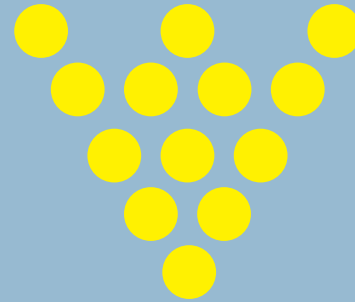
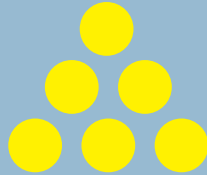
The Gift Trust has supported Restaurant Brands with its donations strategy and the distribution of donations from the Restaurant Brands Charitable Fund.

This has enabled us to give back to our community in a way that is aligned with our corporate brand and values. The Gift Trust provided us with expert advice, and has undertaken research on the charitable organisations we could potentially partner with. The Gift Trust has also provided a giving mechanism and structure to manage our donations.

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Restaurant Brands are proud to support many worthwhile causes, including the Manaiakalani Education Trust, a registered charity working in partnership with Māori, Pasifika and low income communities to address educational inequity in primary and secondary schools.

# How it works



## 1. Gift

Your business can open a Gift Account simply and easily today. Business Accounts start with a minimum \$5,000 donation, are eligible for tax credits and can be named by your business. There is no need to specify upfront what causes you want to donate to, so you can support a variety over time.

## 2. Grow

For accounts with more than \$20,000, your donations can be responsibly and ethically invested in a variety of ways to grow, tax-free.

## 3. Grant

Your business can decide when and which charitable causes to donate to, in New Zealand or internationally. The Gift Trust checks their credentials and can provide research or guidance for your business giving.

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The real value of The Gift Trust is that if you're interested in charitable giving, but you don't know where to start, we provide specialist advice, knowledge and do due diligence. There's an independent expert team doing that work for you.

ANNETTE CULPAN, TRUSTEE

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The Gift Trust's Board of Trustees are Phil McKinstry, Annette Culpan, Anake Goodall, Alanna Irving and David Woods. The Board support a team of expert staff, including Executive Director Cheryl Spain, to **make good happen**.



IMAGE: THE LEARNING ENVIRONMENT

## BENEFITS



### Expert advice

We connect your business to aligned causes through a custom giving plan. We provide expert advice on local or global charitable organisations to bring your brand purpose to life.



### Free up valuable resources

We take care of all the mechanics and due diligence on your corporate giving so you can focus on core business.



### Attract and engage staff

Charitable giving will attract talent aligned with your values. We can run workshops with your business on charitable giving, to engage your whole team.



### Get tax credits now, but donate whenever

Receive all the tax benefits upfront, while you take your time to choose where to give.



### Grow your funds responsibly and tax-free

We can grow your charitable funds through ethical and responsible investment options, tax-free.



### For good, not for profit

As a lean non-profit, our fees are low and vary between 1% to 4% of your balance depending on your needs. There are no set-up fees.

International aerospace company Rocket Lab works with The Gift Trust to manage their annual \$20,000 Rocket Lab scholarship. The company donates a university scholarship to a deserving student that covers up to four years of education costs. The scholarship fosters New Zealand's next generation of science, technology, and engineering leaders. The Gift Trust provides due diligence and administers the payments of the scholarship over four years. This enables Rocket Lab to avoid the hassle of setting up a separate charitable entity to distribute the funds. So far, \$80,000 has been committed through the scholarship programme to four promising students to attend university who may not otherwise have been able to.



IMPACT



LATEST SCHOLARSHIP RECIPIENT CLIVE HOOK-POMARE WITH HIS MOTHER AND GRANDMOTHER AT ROCKET LAB. IMAGE: ROCKET LAB



Grow your brand through giving more good, but without  
the hassle or overheads.

Together, we'll **make good happen**



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The Gift Trust is a New Zealand registered charity: CC40774