



Your business giving journey

**Donations to charities
by sector for the year
ending 31 March 2021**

8.9%
EDUCATION

4.6%
COMMUNITY

7.4%
ARTS, CULTURE, AND
MUSIC

9.3%
YOUTH

1.4%
RELIGION

3.3%
INTERNATIONAL WORK

28.7%
HEALTH AND SOCIAL
SERVICES

36.4%
ENVIRONMENT



Personalised advice for your business giving

Optimising your business giving optimises your brand, creates a sense of community among your team and among your customers or clients. The Gift Trust can help you make the most of your giving, maximising your impact through well researched donation opportunities, strategic planning and expert knowledge.

Since 2009, The Gift Trust has been helping individuals, families, and businesses across Aotearoa get more impact out of their giving. So far we've helped them donate more than \$4 million to good causes, with \$10 million committed for future good causes.

(The chart on the left shows the types of causes we've helped them support.)

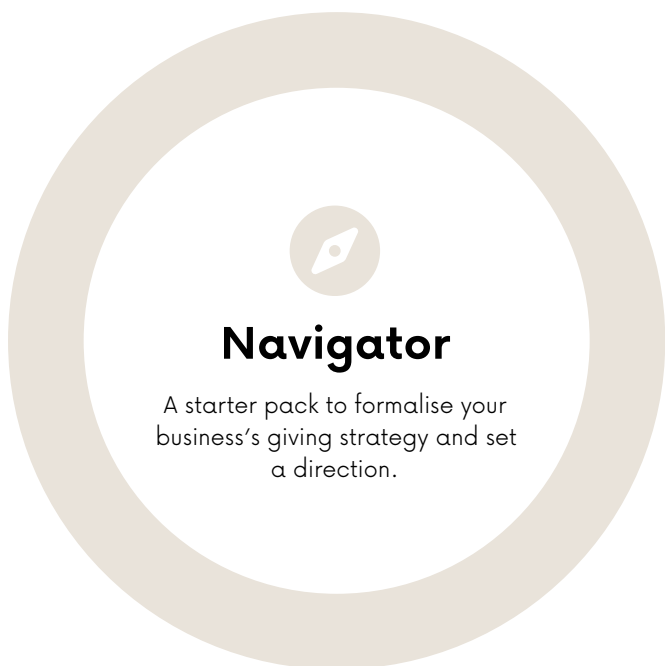
Whether you already have a business giving programme or you're just starting out, we're here to help. Receiving quality advice is crucial to the effectiveness of your giving. We help you make the biggest impact right from the start – because we know that when it's done well, giving can change someone's whole world.

If you're ready to take the next step on your giving journey, we'd love to help you along the way.

Our advice options

Our team have the expertise and connections to help you make good happen, whether your giving journey is well on its way or just starting out. We can help you create a package of giving that's impactful, on mission, and intuitive.

Navigate your giving journey with one of our advice options:



Navigator

A starter pack to formalise your business's giving strategy and set a direction.

The Navigator package will tease out your business's motivations for giving, identify causes you care most about, and craft a clear statement about your giving vision, strategy and goals.

What we'll explore

- Your business's experience of giving and philanthropy
- What you want your business to achieve and for whom
- Your hopes for your business and local community
- Your investment strategy
- How involved you want to be with the organisations you give to and what support we provide in the future

What the package includes

- A meeting with your team and one of our team to engage your people with giving (this can include a workshop to identify your goals)
- A crafted giving statement to set out your giving vision and goals.
- Guidance, support and direction for the next steps in your giving journey including identifying any research needed.
- Up to 10 hours of support

Cost

An initial setup fee of \$1,500, plus any travel costs from Wellington

Our standard Gift Account terms and fees apply for all packages - see thegifttrust.org.nz/terms for more information.



Connector

Expert knowledge to research and identify relevant causes that fit your giving strategy within Aotearoa and around the world.

The Connector package gives you the power of our expert knowledge to help you identify and research relevant causes.

Once we understand your business's giving strategy, we can provide research and guidance to match your business with aligned causes. Our expertise, contacts and due diligence result in greater impact.

What we'll explore

- Research on the causes aligned with your business, to identify organisations working in these areas
- The financials and credentials of those organisations
- Opportunities for your business to make a difference
- Volunteering opportunities for your business

What the package includes

- A meeting between you and one of our team
- A research brief with options for your giving detailing the organisations, opportunities for business giving and credentials, including financial due diligence.

Cost

\$150/hour - we can provide you with a total estimate of time once we've had an initial discussion



Storyteller

Let us tell your giving story to augment your brand and to bring your customers or clients along on your giving journey.

The Storyteller package lets you tell your giving story to the world, and bring the world along on your journey.

We'll set you up with what we call a 'collaborative fund' - a public-facing digital giving portal that lets your customers and contacts support the causes you care about.

What the package includes

A meeting between you and one of our team to discuss the goals for your collaborative fund

A bespoke webpage with your own branding that allows you to collect donations from customers or other donors into your fund

A bespoke distribution plan allowing us to distribute the collected donations to the causes of your choice

Cost

An initial setup fee of \$1,500, plus our ongoing Gift Account fees, which may include additional charges for high-volume or complex donations



Evaluator

Measure the impact of causes you connect with (in partnership with an external supplier).

The Evaluator package lets you know what impact your giving is having on the world, and on your goals.

We ensure that every charitable cause you donate to offers accountability on your investment. If you'd like to know the exact impact of the organisations you support, we can work with our friends across the sector to give you the full picture.

Cost

The cost of a detailed impact report depends on the scope of your giving and how much detail you want. We'd love to have a conversation with you about your needs.



IMAGE: GARDEN TO TABLE

Case study: G.J. Gardner Manukau Major Projects

Auckland-based construction company G.J. Gardner Manukau Major Projects have partnered with The Gift Trust to plan and manage their company giving fund. The Gift Trust ran a staff workshop with their team to gather feedback to create a giving mission statement and strategy. We then provided research on a range of charitable organisations that met their goals.

G.J. Gardner Manukau Major Projects have chosen Garden to Table as their main charity to support this year, based on The Gift Trust's research and introductions. Garden to Table helps kids to grow, harvest, prepare, and share great food. The Gift Trust also run a staff matched giving fund for the G.J. Gardner Manukau Major Projects team, where the company will match donations made by their staff members.



Ready to take the next step on your giving journey?
We'd love to help you along the way.

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