

Funding your charity in a post-COVID world

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Logistics

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- Echoing or distortion? Try using headphones
- Webinar is being recorded and will be made available on YouTube and Charities Services' website
- Listen-only webinar. Click the **Q&A icon** to type questions. If your question doesn't get answered during the webinar, email us at events@charities.govt.nz

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Funding your charity post-COVID

Donations and
events

Subscriptions

Payments for
services

Business
activity

Grants

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Funding opportunities in wider environment

Trish Hughes

Community Advisor

Hāpai Hapori

Community Operations

Department of Internal Affairs



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COVID survey

Key findings from Philanthropy New Zealand survey in May 2020 shows:

- 65% of funders expect to fund at the same level
- 21% of funders are likely to decrease their funding
- Funders have earmarked at least \$21 million to tackle COVID impacts



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COVID Specific Funds

- Ethnic Communities
- Community organisations that support women and girls
- Sports and recreational clubs



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Government announcement

\$32 million investment over next 2 years to support food banks, food rescue and other community organisations providing food to families and whānau



\$32 million



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Wage Subsidy Extension

- The subsidy helps businesses affected by COVID to support their business and staff
- Available to registered charities, incorporated societies and contractors



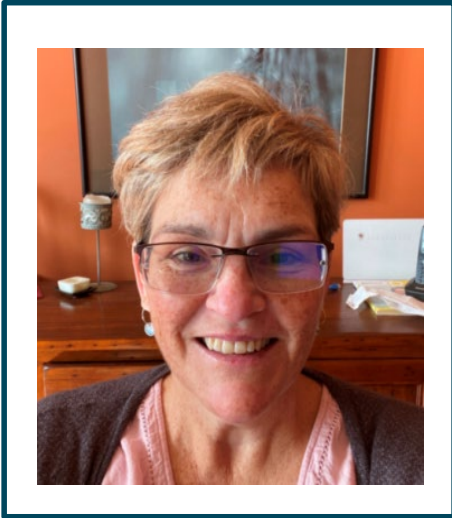
General funding information

Information about funding available in your community can be provided through your local Hāpai Hapori Community Advisor.

community.matters@dia.govt.nz



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DIA funding

Maggie Regan

Community Advisor

Hāpai Hapori

Community Operations

Department of Internal Affairs



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Community Matters

www.communitymatters.govt.nz

Community Matters

Your Funders For Communities For Individuals For Organisations Log in here

Kia akiaki te mana o te tangata

Nau mai, haere mai, welcome

Helping build successful communities

What do you want to know? [Ask us](#)

Afiō mai | Mālō e lava mai | 'ārikiriki | Haele Mai | Ulu tonu mai | 欢迎 | 歡迎 | こんにちは | वरगत हे



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Our services for organisations

[Our approach to working with community organisations](#)

[How we can help and where to find us](#)

[Log in here](#)

Grants for organisation costs

[Community Organisation Grants Scheme \(COGS\)](#)

[Lottery Community](#)

[Lottery Outdoor Safety](#)

[Support for Volunteering](#)

[Disarmament Education UN Implementation Fund](#)

Grants for projects

[Community Organisation Grants Scheme \(COGS\)](#)

[Lottery Community](#)

[Chinese Poll Tax Heritage Trust](#)

[Pacific Development and Conservation Trust](#)

[Support for Volunteering](#)

[Lottery Environment and Heritage](#)

[Lottery Community Facilities](#)

[Oranga Marae](#)

[Lottery Fund for Community Benefit Related to the 2021 America's Cup](#)

[Ethnic Communities Development Fund](#)

Grants for organisation development

[Community Internship Programme](#)

[Lottery Minister's Discretionary Fund](#)

[Support for Volunteering](#)

Grants to develop the community and voluntary sector

[Community Leadership Fund](#)

Grants for training

[Lottery Minister's Discretionary Fund](#)

[Youth Worker Training Scheme](#)

Grants for NZ disaster relief

[Lottery Hurunui Kaikoura Marlborough Earthquake Relief Fund](#)

[Lottery Rangitaiki River Stopbank Breach Recovery Fund](#)

[Lottery Hurunui Kaikoura Marlborough Community Facilities Earthquake Fund](#)

Grants for education

[Peace and Disarmament Education Trust](#)

[Lottery Health Research](#)

[Norman Kirk Memorial Trust](#)

Grants for community buildings and facilities

[Lottery Significant Projects Fund](#)

[Lottery Community Facilities](#)

[Lottery Community](#)

[Lottery Environment and Heritage](#)

[Lottery Hurunui Kaikoura Marlborough Community Facilities Earthquake Fund](#)

[Oranga Marae](#)

Grants for feasibility studies

[Lottery Community Facilities](#)

[Lottery Environment and Heritage](#)

[Oranga Marae](#)

Grants for safety

[Racing Safety Development Fund](#)

[Lottery Outdoor Safety](#)

Grants for earthquake strengthening

[Lottery Significant Projects Fund](#)

[Lottery Community Facilities](#)

[Lottery Community](#)

[Lottery Environment and Heritage](#)

What we can help with

- Accessing grants
- Community-led development
- Community projects
- Developing and strengthening community groups and organisations
- Understanding and working towards achieving meaningful outcomes for communities
- How individuals can contribute and make a difference in their community



Where to find us

community.matters@dia.govt.nz



Kaitaia
Auckland
Rotorua
New Plymouth
Palmerston North
Wellington
Greymouth
Dunedin

Whāngarei
Hamilton
Gisborne
Napier
Lower Hutt
Nelson
Christchurch
Invercargill



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Funding

- Community Organisation Grants Scheme (COGS)
- Community Leadership Fund
- Community-led Development Programme
- Chinese Poll Tax Heritage Trust
- New Zealand Winston Churchill Memorial Trust
- Norman Kirk Memorial Trust
- Peace and Disarmament Education Trust
- Pacific Development and Conservation Trust
- Disarmament Education UN Implementation Fund
- Racing Safety Development Fund
- Support for Volunteering Fund
- Lottery Community fund
- Lottery Community Facilities fund
- Lottery Environment and Heritage fund
- Lottery Community Sector Research fund
- Lottery Health Research fund
- Lottery Outdoor Safety fund
- Lottery Significant Projects fund



All year round funds

- Lottery Individuals with Disabilities fund
- Lottery Minister's Discretionary Fund
- Lottery Hurunui Kaikoura Marlborough Community Facilities Earthquake Fund
- Oranga Marae
- Ethnic Communities Development Fund




Real Me

- To access DIA's Community Advice and Grants, you need a RealMe login
- If you've created a RealMe login somewhere else, you can use it here too

Login with RealMe®

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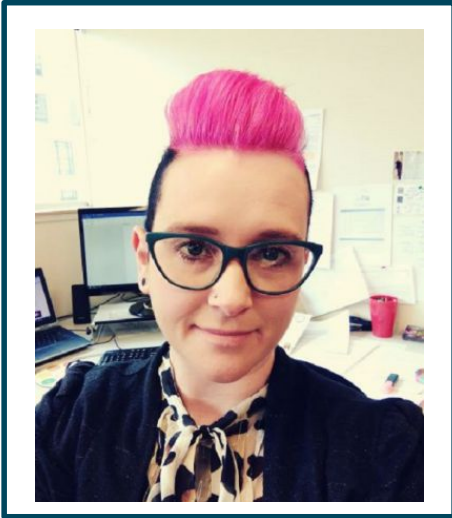
Login 



[What's RealMe?](#)



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Ethical Fundraising Post-Covid

Michelle Berriman
Executive Director
Matatika Mātauranga
Kaitautoko
FINZ (Fundraising
Institute of New Zealand)



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Kia Ora from FINZ!

- FINZ is the professional membership body that represents fundraising in New Zealand
- We develop standards of practice to enhance integrity of the fundraising sector
- We ensure ethical fundraising
- We are your voice



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What we will discuss in this session

- Informed leadership
- Keep fundraising
- Putting donors & beneficiaries first



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Fundraising



‘The difference between a merely good fundraiser and a truly great fundraiser is simply that the great fundraiser knows more. That’s all.’

*Ken Burnett, author
Relationship fundraiser*

‘Win their hearts and minds first.
Then their hearts will follow’

Harold Sumpton

No absolute rules. Just basic principles you should know, that no advance in technology or development will change



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COVID impact

Organisations are thriving and focussing on what really matters to them the most – donor love



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How did the industry respond to COVID?

1. It stopped
2. It used short-term patching
3. It took on a donor and beneficiary focussed approach

What is the most effective answer?



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The importance of informed leadership

- Focus on core purpose
- Review your operation
- Engage your teams
- Take the opportunity to *accelerate change*



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What should we be doing now post-COVID?

- Know you make a difference, know your impact, know your donors
- Be bold, be brave but more importantly be authentic
- Focus on donor care



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Who is thriving, not just surviving?

- Those who take a donor based approach to fundraising
- Those who focus on storytelling
- Those focussed on empathy, gratitude and transparency



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Donor based approach to fundraising

- Continue to build deep strong relationships with your donors
- Get to know your donors
- Listen and empathise



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Tell your story

Stories influence people.
They should be inspirational
and engaging!

Effective storytellers become
change makers.



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Fundraising Institute of New Zealand Code of Ethics and Professional Conduct

- Honesty
- Respect
- Integrity
- Empathy
- Transparency



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Ethical Fundraising post-Covid

- Ethical fundraising is vital
- It should not change because of COVID
- People need to give, as much as they give to need



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Conclusion

‘...our job is to empower and facilitate those that can give, while showing empathy and understanding with those who can’t.’

Simon Scriver, Fundraising Expert



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If we don't get to your question please email us.
We would be happy to help you.

Email: Events@charities.govt.nz

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Thank you for attending this webinar!

Links to resources mentioned in this webinar will be sent out to you.

You will receive a survey shortly. We welcome your feedback!

Websites:

Charities Services <http://charities.govt.nz/>

Community Operations <https://www.communitymatters.govt.nz>

FINZ <https://www.finz.org.nz/>

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