

How do you think philanthropy – whether that's donating or volunteering - supports local communities? How do we make the most of that giving to create meaningful change for communities?

Introduction - roughly 2.5 minutes

Phoebe

Our Parliamentary Group has been focusing on the issue of philanthropic giving, and how we as a government can get support and encourage the donation of time and money into charity, non-profit, and alike organisations. We conducted community discussions with samples of youth in our electorates to gain a representative understanding of where we as a country are sitting now and where we need to improve. We saw large differences across Aotearoa in the forms philanthropy takes on. In cities, often schools, councils, and well established organisations are accessible for youth and encourage an environment of microvolunteering, koha fundraisers, and can drives. But in rural areas, lack of community centres and organisations makes volunteering unknown, and the staggering cost of loans and paperwork over the course of many months to get a charitable trust set up is simply not an option. And in many communities, philanthropy is ingrained deeply in the culture. The culture of giving knowledge, food, and shelter. But the one theme that ties all of Aotearoa New Zealand together is the lack of understanding about what philanthropy actually is. So, in our community outreach, we made it a goal to foster understanding about the topic, and revealing how each community gives back. We will each be covering 6 different key findings of this PWG, followed by 6 recommended next steps for the government.

Findings - 50 sec to 1 minute each

James

- Lack of governmental support / economics
 - Have the government prioritize local stuff and councils
 - The economy doesn't allow for free time or money
 - Trained and competent individuals in charge

Our first finding was that there was a need for greater government support and funding as well as a greater economic strength. People are more willing to be philanthropic when they have spare time and money and the current cost of living means that people do not have the capacity right now. (talk about my conversations with young people time permitting) We found that there is not a great enough prioritisation supporting local initiatives like youth councils local charity groups and food banks ect... we want to see an increase in these as the people we talked to want to see their community thrive but is hard without this support in the current climate. Under this finding we also saw that there is not enough experience and trained individuals in charge of this area to be able to encourage the growth.

Jessica and EJ

- Accessibility
 - Storytelling
 - Convenience of transactions
 - Convenience of setting up eg: youth councils

Nydius

- Understanding
 - Education about opportunities

Delara

Our fourth finding was that different approaches are required to encourage philanthropy for different groups of people

- Pacific communities - family approach
- Migrant communities - supporting other new New Zealanders
- Different ages - old and young people have more time, adults more money
 - a) Youth have more time than money
- Different socioeconomic levels - big companies are not keen to conduct philanthropy
- Different geographical locations: rural (not having community spaces) vs urban

Phoebe

Our fifth finding was how New Zealanders lack incentive to get involved long term, or at all.

- Our communities do care deeply about philanthropy and charity organisations, however when offered the choice between giving up time from work, family, or school to volunteer at an organisation that regularly deals with financial stresses, and going to their job to support themselves in an uncertain economy, it's not really a choice. We found that there needs to be some kind of incentive or motivation for young people and adults alike to help boost the amount of involvement. It doesn't mean people are selfish- quite the opposite. People who give to people struggling are often the ones who experienced hardships themselves. Everyone's just looking out for themselves and their whanau. If publicisation of a beach cleanup is minimal, and all their offering is an afternoon tea of soda and chips, then there isn't much reward to be gained out of the event for many people. Initiatives like SVA help encourage youth to volunteer through a rewards system, but it doesn't account for the experience the youth has while volunteering. No perks, no thank you, no point. Another aspect of incentivisation we saw was how engagement is often encouraged when the donator knows where their money is going, and seeing that change tangibly. Promoting transparency and evidence of the impact of philanthropy is a brilliant incentive for people that costs close to nothing.

Phoebe

And our final finding was the prioritisation of volunteering over donating

- Youth are the backbone of volunteering in many organisations, especially ones through school, as they are accessible to our most passionate and future-focused individuals. Because of this, we each found through discussions with our communities that incentivising and encouraging further volunteering is a much more feasible goal than any significant increase in donations. While our perspectives may be skewed because youth are more likely to communicate their volunteer hours than adults are to communicate how much they donate, it's a much easier branch of philanthropy to make accessible to large amounts of people. Finding well meaning people with time to spare is more than doable, but often finding well meaning people with money to spare is not. Or at least, having those conversations and encouraging monetary gifting is awkward and taboo. There is also a direct link to incentivisation, as offering volunteers the social experience of volunteering with a group of people is a much more positive and sustainable way for youth to enjoy and partake in philanthropy than the small amount of satisfaction they get from donating.

Recommendations: 2.5 - 3 Minutes each

Enya

- National Initiatives - starts with a national advisory group that hosts charity, businesses, and government.
 - Charity match/ tinder findings. “Voluntinder”
 - Government ad campaign? - promotes ALL resolutions
 - Matching people to charitable events or programmes that are within their interests.
 - Hosted within a government app/website that all registered charities and not-for-profits are listed on which has simple and plain language on what they do and their transparency stats, from this people can “match” themselves with a charity. Is a place where you can easily access all these initiative could also include regional bulletins of local initiatives

First Recommendation:

- Looking at these 6 Key Figures we have come together and have produced 3 Key Recommendations
- Our first recommendation touches base with at least a little bit of every finding, more so than others.
- Would first take form in a National Advisory Group that would consist of members from businesses, charities and government, that would advise and recommend to large businesses on how to philanthropically give to New Zealand’s communities.
- This would help to overall bridge the socioeconomic gap between those who are constantly giving, and the businesses that can really help make a difference.
- Another form our first recommendation can also take, is an app that helps people to have more access and knowledge about their local organisations by ‘matchmaking’ them to a community organisation or charity. This would be a government app/website. The app currently has the nickname ‘Voluntinder’, but we are open and keen for more professional and original names.
- The design of the app would be easy to navigate and start with a small quiz upon creating an account. Questions such as what hobbies you are into, what interests you have, or what culture you are involved in and much more, will go towards your results at the end of the quiz, which are registered local organisations, not for profits and charities near and available to you, with descriptions of what they do below to keep their intentions and aim transparent to the public. In short, you are ‘matched’ with a couple or so organisations near you. We also thought a section of the app/website for regional councils to publish regional bulletins of local initiatives would help to bring further awareness and knowledge of these organisations and charities.

- This would help to create a place where all people of New Zealand are able to access the knowledge of local organizations and charities near them, as well as make it a fun and inclusive way to start giving back to communities through what people are passionate and interested about. We would also like to think that this government app/website would be a great way for the Government to keep track of any newly registered charities and not for profits, as a way of supporting local community organisations,
- To spread awareness of these resolutions to promote Philanthropic giving, We also thought an overall Government ad campaign would be the most effective and crucial in informing and promoting all of our solutions for Philanthropic giving in New Zealand.

Kena & EJ

- Accessibility - Knowledge - within schools, the community etc.
 - Schools provide education/opportunities for volunteering
 - Schools provide rewards/incentives to students who volunteer
 - Communities advertise local volunteering/donation opportunities

Ryan

- Consultation - different approaches with different communities
 - Outreach group to form a sort of relationship between businesses and the community to form trust and feedback to support one another.
 - Repurpose to create a community card that is accessible to all that benefits the community and insensitive.
 - Story telling
 - Different approaches with different communities
 - Meet with major businesses and stake holders within the community
- Pay it forward system
 - Using the community cards
 - Allows discounts to community facilities so local charity organisations can host their own meeting allows them to continue to give back
- Better statistics gathering and presenting

Require supermarkets and individual companies to give everyone the option to donate to a local charity of their choice at the checkout. Have some sort of forum to consult with main stakeholders to see how to implement this such as an advisory group

Go out and connect with businesses to see how they think this system would be best implemented

Helps the volunteers.

