



Giving made Easy:

Ideas for a Generous Aotearoa
(despite financial turmoil...)

A presentation to Women in Super

by Kate Frykberg

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Overview

1. What is generosity?
2. How generous are we?
3. Why giving is sometimes complicated
4. Another approach to giving
5. Strategies for encouraging generosity
6. Generosity Resources
7. Final thoughts

1.1 What is Generosity

Four kinds of generosity:

- Giving of time
- Giving of money
- Giving of goods and services
- Acts of kindness

1.2 Generosity in a global downturn

- Demand for social services will grow as the most vulnerable are hardest hit
- Environmental, Sports, Arts and umbrella organisations will also struggle
- Supply of funding and possibly volunteers will drop
- ▶ *Even more important to give, and to do more with less*

2. How generous are we?

We're good at volunteering:

1. 33.8% or 1.2m of us volunteer
2. 67% of the non-profit workforce are volunteers (compared to an average of 42% for other countries)

We're average at giving money

3. \$91 per person / year
4. 0.81% of GDP = moderate internationally, (but only 0.42 without statutory trusts)

We're possibly quite kind?

5. Levels of trust higher than other OECD countries (69% cf 56%)
6. Perceived as one of the three least corrupt countries in the world

1. How do New Zealanders give? Nick Jones and associates 2008, 2. NZ Non-profit sector comparative perspective, John Hopkins university 2008, 3 and 4 Giving New Zealand, Berl 2006, 5, The Social Report, MSD, 2008, 6. Transparency international 2008

3.1 Why giving gets complicated

- What?
 - Social needs?
 - Environment?
 - Arts?
- Where?
 - Local?
 - National?
 - Overseas?
- Who?
 - Young People?
 - Old People?
 - Cats?

3.2 Why giving gets complicated

- Which?



3.4 Why giving gets complicated

- And these are only a few of the estimated 26,000+ charities in NZ
- So what do we do?



- Often, we simply use personal experience and brand recognition

4. A possible approach to giving

4.1 A possible approach to giving

- What is my wish for the world?
- What might help achieve it?
- What can I do in my day to day life?
- Shall I also give time or money or both?
- Create a short list of organisations
- Check them out
- Select method for giving

4.2 How effective are they?

Possible questions to consider before giving:

- Does the organisation's vision align with your goal?
- Do the things they do sound sensible strategies for achieving the vision?
- Do they have any evidence that what they do works?
- Do they seem well managed & wholehearted?
- How well do they reach Māori and other groups?
- How much do they work with others?

4.3 Methods for giving money

- Set up automatic monthly donation(s) or sign on to payroll giving
- Get your kids to donate from their pocket money
- Make bequests in your will
- For larger amounts, create your own charitable trust

5. Encouraging a generous Aotearoa

- Create a culture of giving through role modelling and sharing stories of giving
- Understand and tell people about the tax advantages now available
- Try the 5+ methodology:
 - Give away 5% or more of income
 - Volunteer for 5 days per year or more
 - Reduce resource usage by 5% or more
 - Take action on what you believe five times per year or more

6. Giving Resources

- Giving time:
 - Volunteering NZ www.volunteeringnz.org.nz
- Giving money:
 - Philanthropy NZ www.giving.org.nz
 - Community Foundations
www.nzcommunityfoundations.org.nz
- Giving Goods and Services:
 - Freecycle:
<http://groups.yahoo.com/group/Wellingtonfreecycle>
 - Donatenz: www.donatenz.org.nz

Final thoughts

- Giving is part of the fabric of our society
- Giving in hard financial times is needed even more than in good times
- Giving can be as easy or as complex as we choose to make it
- Together we create a culture of giving

7. Contact Details:

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