

# KUMARA VINE

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COMMUNITY  
WAIKATO

*"Thriving Communities"*

Hapori Mauriora



## STARTING THE YEAR OFF ON THE RIGHT FOOT!

**By Karen Stockmann and Sarah Gibb  
Community Waikato Community Advisors  
and Kim Cable  
Community Waikato Marketing Manager**

It's already March so the year is well and truly underway but are you actually ready for it? The transition from summer holidays to full on work mode can be both daunting and exciting. Before we know it, we are knee deep in the day to day demands of our roles without any time to catch our breath let alone plan for the year ahead.

Many community organisations close over the Christmas period to ensure that their staff and volunteers are able to take a decent break from the constant demands on their time and attention. While this is nice to have and certainly well deserved the period of catch up that follows can take people by surprise as they try to complete their regular commitments for the month in two weeks.

For those of you who can relate we have put together a checklist of things that may help ease the back to work blues.

- Don't stretch yourself thin – take time to plan your day, week, month before diving in
- Don't be afraid to ask for help or support – if you are facing an avalanche of work try prioritising your work
- Know when your next holiday is – Easter is in April. Make sure you get all the public holidays into your diary e.g. ANZAC Day has been Monday-ised
- Don't get lost in your In-Box

- Connect with your colleagues
- Take care of yourself – make sure you have regular breaks and work at a pace that is sustainable
- Re-establish your routine (change it if you dare) and habits that help you be productive
- Think back on the good bits of your break and use that momentum to plan forward

If you are responsible for other staff or volunteers, here's some things to think about as you set up for a constructive year ahead.

- Be proactive – make sure that you have set regular time to touch base with both individuals and the team.
- Schedule team meetings for the year as well as individual activities like performance appraisals
- Check in with people – negotiate expectations for the year i.e. projects or priority activities
- Develop realistic and attainable annual work plans with individuals and the team

### What have we done to ease the transition?

Sarah painted her office and Karen left her out of office message on her emails for the first 3 days back at work.

Whatever strategies you have in place for yourself or those you manage remember "Act as if what you do makes a difference – IT DOES" - William James

This time of the year is also a good time to consider your marketing for the year.



## SOME MARKETING CONSIDERATIONS:

### • **Have a marketing plan in place**

Your marketing plan is simply a roadmap to follow to achieve your goals and improve the success of your organisation. Marketing is about much more than developing a flier, a website, or an ad in the paper. The real work of a marketer is in the planning before any promotional material is produced. Once you have completed your marketing plan, then you are ready to implement it and measure results.

### • **Ensure your website is in order**

These days people expect to be able to find information about your organisation online. Websites are the window to your organisation, and help people build an impression about you. In many cases viewing your website is the very first impression people have of your organisation. What kind of first impression are you giving people? Be clear around what your communication objectives are, and ensure your website meets these objectives. Know who your audience is, and write content tailored for that audience. Your website should clearly tell people: who you are; what you do; and why the work you do is important.

### • **Have consistency across your branding**

A strong brand adds value and gives your organisation a competitive advantage. When you interact with people, both online and offline, they'll build up an image of who you are over time. Part of building a strong brand involves being consistent in living your brand values. Develop a brand identity for your organisation – including what fonts you use, logo colours, any imagery and words that represent your brand. Once you have your brand identity guidelines determined, be consistent in sticking to these guidelines. By being consistent, when people come into contact with any aspect of your organisation the impression these people have is likely to be the one you want them to have.

### • **Have a great case for support statement**

A 'case for support' is a marketing document that should be developed by any organisation that seeks support and funding. A case for support captures: who you are, what you do, what your goals are, and why people should join with you to achieve these goals. It should be both informative and inspirational and is the touchstone for all your marketing and communications that support your organisations fundraising.

### • **Have a range of testimonials and case studies you can draw on**

Testimonials and case studies are great to have on hand to use in your marketing communications. They provide proof from unbiased people that your organisation is making a positive difference. Share appropriate testimonials with relevant target audiences – e.g. Add beneficiaries' testimonials to sponsor proposals. Use funder's testimonials in reports to the board. Case studies are different to testimonials as they provide a background story, but they are also proof that what you are offering is valuable. Case studies are great to display on your website. You can use your case studies to create blog posts and video content. You can link to case studies from social media platforms, and also incorporate them into your newsletters

### • **Have a database of stakeholders**

Every not-for-profit organisation should maintain a database of stakeholders and keep it up to date. A good database will help you to target your communications and manage relationships. Sort your database into common target audience groups (e.g. beneficiaries, funders, media, sponsors, donors). Then when you want to target a communication to a particular group you are able to do this using your database.

### • **Ensure your Facebook page is engaging and kept updated**

All not-for-profit organisations should consider having a Facebook page. Facebook is a low-cost way to reach a wide network of individuals and is the most popular social network on the Internet. Facebook is a great way to build and maintain relationships. On Facebook, communication flows two ways, so you can have conversations with people, rather than talk at them. Facebook is a place that connects people to things they care about – so give people the ability to connect with your cause.

### • **Send a regular e-newsletter**

An email newsletter is a cost-effective way to connect with your audience. An email newsletter enables you to send information, with links to where your audience can potentially find out more information on topics they are interested in. When these links go to your website, e-newsletters can increase website traffic.



## CE UPDATE



We are excited about the year ahead at Community Waikato. We are kicking off our digital hub this year and will be inviting people to join us in that virtual space. We are also recording and uploading a series of short videos on NFP basics to both our Facebook page and our YouTube Channel, so make sure you are subscribed to receive our updates on those mediums. We are also starting two mentoring programmes this year. One is working alongside our ethnic communities and the other is for any not-for-profit organisation, through a partnership with Mentoring Foundation New Zealand. We are taking expressions of interest so keep an eye on the weekly bulletin for details.

Our quarterly Managers Forums will also start again on 29 March and I will be sending out invitations soon. If you would like to be on the Managers Forum list, please contact me.

We have a lot coming up this year but of course, continue to provide our advisory service and our training, so if you are needing to grow your organisational capability or capacity, please get in touch and see what we can do to help.

*Holly Snape*



## LOCAL WAIKATO FUNDERS COLLABORATE TO ADDRESS SOCIAL HOUSING

**Melissa Gibson, Len Reynolds Trust**

The Len Reynolds Trust and the D V Bryant Trust together with Wintec have joined forces to address social housing in the Waikato.

The purpose of the funding is to support greater outcomes into higher learning and sustainable employment for those students in the trades school at Wintec. The funding is intended to have a social impact resulting in greater student completion and success.

“We are both relatively small funders, and we knew our contribution to the national housing crisis wasn’t going to be in developing social housing complexes. We simply don’t have the funds available for that level of support.” says Raewyn Kirkman, CE of DV Bryant Trust.

The two trusts have contributed \$60,000 in 2019 - \$30,000 per Trust. “There are huge benefits in working together to achieve common goals. Together our funds can achieve so much more than they could on their own”, says Raewyn.

Year One will be a pilot where opportunity will exist to ‘try different things’ with Wintec having discretion to determine how the funds are spent to achieve the stated goals. The notion of a pilot provides flexibility while at the same time there is an expectation that measures are in place to show the impact of the funding.

There is a shortage of tradespeople and there are sometimes barriers for students to completing their studies. “We want this funding to help to remove some of those barriers” says Melissa Gibson, CEO of the Len Reynolds Trust. “We wanted to make this as easy as possible for Wintec to respond to the needs of the students. If the students are hungry, feed them. If they are struggling to get a job because they don’t have a drivers’ licence, help them to get that licence. We didn’t want to put in place lots of rules about how the money is to be spent. What we want

to see is these students completing their course, not dropping out, and getting out into the workforce.”

There are three components to the funding. The first is for students who for whatever reason are unable to purchase tools at the end of their course, so funding is available to assist them. There is a hardship fund component available as the parties acknowledge there are many factors which may keep students from attending and participating in the course. These funds are to be applied as tutors or other Wintec staff see fit to encourage students to remain in the course. For example, funding for students to get their drivers licence so they can attend class, funding for other transport, or funding for temporary accommodation. The third component to the funding is for pastoral care – a contribution to the salary for the Kaiwhakamanawa. The Kaiwhakamanawa navigates students through the programme and with progression into higher levels of study. The aim of the role is targeted, holistic support for students enrolled in the programme; creating a nurturing environment that fosters an awareness of self and identity; and connecting students to wider support networks.

“This opportunity has given our students the confidence to grow and to keep students engaged. Students are motivated to feel like they have a sense of belonging and are provided opportunity to excel within the community work ready” says Melisa Fotu of Wintec.

This is not the first time the two philanthropic funders have worked together. The two trusts are part of the Working Together More Fund – a national collaboration of family foundations who fund New Zealand community organisations to work together in order to make a greater difference for the people and communities they serve.



## GENDER AND SEXUAL DIVERSITY WITH WAIKATO QUEER YOUTH

### By Nathan Bramwell, WaQuY Youth Services Manager

Like many non-profit organisations, Waikato Queer Youth (WaQuY) started because a vulnerable young person needed support. A few passionate people saw an opportunity to create a space for advocating and supporting young people to celebrate their diversity and identities and provide safe places where people can thrive and feel empowered to be themselves or support their loved ones.

Heading into 2020 we now work alongside people all over the Waikato by facilitating personal, social, and educational growth in young people and their wider communities through volunteering, mentoring and creating safe spaces. We deliver training and education to professionals, services and volunteers who work with gender and sexually diverse people. We also connect with youth services and health services, creating robust referral pathways for health and wellbeing.

50 percent of the questions we receive from youth in our school education sessions are about how to come out to friends or family, or safely tell their parents they may be gender diverse. As a society we have definitely come a long way from when I personally was seeking support with my identity as a teen, but there is still a lot more work to do within our communities. By far my favourite gift I have received from a young person is a canvas with a hand printed script saying: "In the hopes that one day this wonderful group will no longer be needed".

WaQuY strives to offer hope to youth who may otherwise be isolated, a space for young people to celebrate who they are, through positive, identity affirming and community building care. There is a substantial need for support services, peer support networks, and a greater sense of developing positive identities for gender and sexuality diverse youth living in the Waikato.

Life outside of the handful of big cities in Aotearoa New Zealand can be tough for any minority, and for gender and sexuality diverse youth this is too often their lived reality. Often communities are keen to help their friends and family members but lack adequate knowledge or resources

to do so. We aim to continue fostering stronger communities and family relationships in geographic areas where this may be the only positive face-to-face identity affirming support a youth may have. As in our beginning in 2005 when we held our first youth group, we continue to adapt to the growing range of needs of those we support.

Some of the most common barriers we have identified are spaces for families and adults to find connection, access to adequate gender affirming healthcare, visibility in data and research, homelessness and mental health and wellbeing. As an organisation we look forward to seeing what is next for our evolution into a wrap-around service and invite you to join us in making a difference in people's lives.

WaQuY thrives because of the support of the wider community through volunteering, internships and resources. If you are keen to be part of a movement instilling a culture of inclusivity and acceptance where all people irrespective of gender and sexuality have the greatest opportunities to thrive, or are wanting support in your own journey, please contact us at [waikatoqueeryouth@gmail.com](mailto:waikatoqueeryouth@gmail.com)



# DONEE ORGANISATIONS NEEDING TO REGISTER WITH CHARITIES SERVICES

From 1 April 2020, all entities with charitable purposes that qualify for registration under the Charities Act are required to be registered with the Department of Internal Affairs - Charities Services (Charities Services), in order to qualify for or retain donee tax status.

This change may also have an effect on those who are 'self assessed' as donee organisations. However, the change will have no impact on donee organisations that are currently registered under the Charities Act 2005 or donee organisations that have benevolent, cultural or philanthropic (but not charitable) purposes already approved by Inland Revenue.

## Donee organisations

Generally, a donee organisation is one which applies its funds wholly or mainly in New Zealand to:

- Charitable purposes
- Benevolent purposes
- Philanthropic purposes
- Cultural purposes

The organisation's aims must also be for a public purpose except where they are for the relief of poverty. The benefit must be available to a large part of the community and the activities must not result in the private benefit or profit of any individual.

Having donee tax status qualifies an organisation for tax benefits, such as donations of money qualifying the giver for a donations tax credit or a tax deduction.

This flowchart may help you to work out if your organisation is affected:

If your organisation has charitable purposes and does not register with Charities Services, donee status will be removed from 1 April 2020.

## Registering with Charities Services

Charities Services can only register an organisation when confident that it has exclusively charitable purposes, is for the public benefit, and its activities do not result in the private benefit or profit of any individual.

For more information on charitable purpose and registering as a charity with Charities Services visit: <http://www.charities.govt.nz/ready-to-register/need-to-know-to-register/>

Any enquiry about how this law change affects your donee organisation may be sent through myIR Secure Online services or emailed to [Charities.Queries@ird.govt.nz](mailto:Charities.Queries@ird.govt.nz).

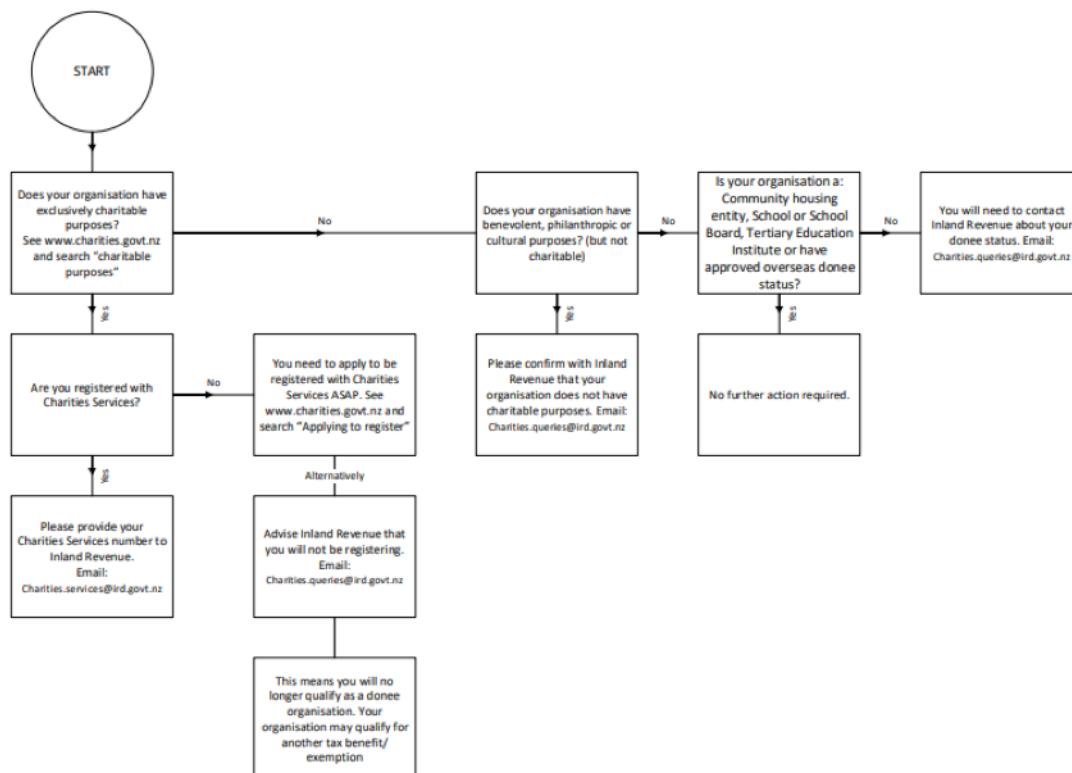
Sources:

<https://www.ird.govt.nz/roles/non-profits/news-and-updates-for-charities-and-non-profits>

<https://www.ird.govt.nz/roles/non-profits/donee-organisations-needing-to-register-with-charities-services>

# CHARITIES SERVICES

Ngā Ratonga Kaupapa Atawhai





## HELP BUILD A SOCIALLY INCLUSIVE AOTEAROA, NEW ZEALAND

There are many people in our beautiful country who are made to feel like they don't fit in. This could be because society is not structured well enough for them to move around easily, or because their culture is not treated with respect, or they are treated with suspicion because of how they look. There are any number of big and small ways that people feel excluded, and the Inclusive Aotearoa Collective want to hear and reflect both feelings of inclusion and exclusion. Most importantly, they want to know what needs to change so that everyone feels that they can thrive in this country they call home.

Inclusive Aotearoa Collective Tāhono is a project that was conceived after the March 15th Christchurch tragedy when the nation witnessed the depth of divisiveness, intolerance and hate that exists in our society. But March 15th also unified Aotearoa in aroha, and many felt a conviction that this must never happen again.

This project builds on that impetus, to create a national Strategy on Belonging and Inclusion. This will help to build a social movement that creates lasting change by enabling each person and community to claim their place in Aotearoa New Zealand, while recognising the right of others to do so too.

The friendly Inclusive Aotearoa Collective team of four includes Anjum, Nona, Sara and Talie. They are organising conversations around belonging, analysing what people have said, and using it to develop a national strategy to guide the change process.

"We have a lot of experience in facilitating conversations and making sure everyone in the room is heard. We also have a fabulous group of volunteers who are helping us with communications, policy writing, organising and hosting conversations, and various important pieces of this project"

"Once we have a strategy, we will be using the Constellation Model to create community-led work hubs made up of diverse groups of individuals and organisations. Each hub will be focused on a single theme or goal regarding inclusion. These hubs will determine their own programmes and actions" says Anjum.

This year, the Inclusive Aotearoa Collective are travelling around the country to hold conversations with New Zealand.

"We want to find out from all kinds of people how well they belong and if things need to change to improve their sense of belonging. We are visiting 45 towns and cities across the country, so that we can reach a wide range of people. It doesn't matter who you are or what you do, we would love to spend time talking with you!" says Anjum.

The conversations will be held around the country from late February to the end of September 2020. These conversations are happening in 45 towns and cities. They will be in the Waikato at various times through the year so contact Inclusive Aotearoa Collective if you would like to host a conversation.

They hope to launch the Strategy by early 2021, and then begin work on developing the constellations.

Please get involved in this project if you care about creating a society that works for everyone, where people don't have to face discrimination or hatred, where systems and structures work so that everyone can participate fully in all the things that are important to them.

For more details visit <https://www.inclusiveaotearoa.nz>.  
Email: [info@inclusiveaotearoa.nz](mailto:info@inclusiveaotearoa.nz)



Left to right: Nona Morris, Anjum Rahman, and strategy development advisor Sandra James in the first phase of the project in 2019.



*Anjum Rahman is speaking at this year's International Women's Day celebration being organised by the Zonta Club of Hamilton-Waikato at the Agora Cafe in Frankton on Monday 9 March from 5.30 – 8 pm. As we approach the first anniversary of the Christchurch mosque attacks Anjum is well placed to focus on issues of equality, in particular, the ethnic pay gap, discrimination and participation in civil society. Canapés and a glass of juice or bubbles will be served on arrival. Tickets are \$40 or \$25 for students with ID from Eventbrite. For further information: [hamiltonzontaevents@gmail.com](mailto:hamiltonzontaevents@gmail.com) or 0226107660.*



## PROFESSIONAL LEARNING WORKSHOPS

### Hamilton Funding and Financial Support Workshops

2020 Funding and financial support workshops cover:

- Looking after your finances
- How to fill out a successful application form
- Budgeting for your project
- Selling your project to the funder
- Tips on getting prepared
- How decisions are made
- Sustainable funding – what is it
- Getting specific with your organisational budget
- Seven streams of income, taking a closer look
- How to create opportunities
- Making it easy to give
- Accountability and reporting



### Gender and Sexual Diversity in the Workplace

2 April, Community Waikato, \$70 community

Understanding gender and sexual diversity, and the identities that exist within our rainbow communities is essential for best practice and relationships within your professional or community organisation. This workshop is an exploration of gender and sexuality, and how being aware of diversity relates to your organisation and empowers your interactions with others. This workshop will provide practical tips and knowledge for successfully working alongside people of diverse gender and sexuality.

**GENDER  
& SEXUAL  
DIVERSITY**

## MARCH-JUNE 2020

### Understanding and completing your COGS application

21 April, 3 sessions: 9.30am to 11.30am; 11.30am -1.30pm; and 1.30pm – 3.30pm, Community Waikato, free



### Xero workshop

29 April, 10am to 12noon, Community Waikato, free

Xero is an online accounting system that provides financial confidence and clarity for small to medium sized business owners and not for profit organisations. The key features of Xero are: Automatic bank account imports, GST at the click of a button, Invoicing, fixed assets, Stock support, Standard business reporting and Management reporting. Xero also enables you and your accountant to have access to up-to-date financial information simultaneously, enabling this relationship to work as efficiently as possible. Come along to this free workshop and find out if Xero is right for you.



### Introduction to Governance in the Community Sector

6 May, 9am – 4pm, Community Waikato, \$100 community

What is good governance? Many people take their place on boards and committees to support their organisation and realise they need to know more about their roles. This workshop has been designed around the four functions of governance...

- Strategic Direction
- Stewardship, including Fiduciary Responsibilities
- Stakeholder Relations and
- Self-Maintenance

...with the intent of giving trustees and board or committee members a general feel for the role of governance and a framework for what they need to know to be effective as board members.



## Thriving in Diverse Teams

12 May, 9.30am to 12.30pm, Community Waikato, \$70 community

Understanding your financial documents is an essential part of good governance and Our relationships with colleagues determine to a great extent how we feel about our jobs and ourselves. Good relationships are the foundation for happiness and success on a personal and team level. People usually get along well with some and not so well with others. It can be challenging to navigate an increasing cultural diversity on top of personality differences. Help your team members by learning to lead the way in successfully connecting and collaborating with diverse team members. This workshop will provide practical tips and practice for successfully working in diverse teams.



## Teams that Work- How to Create High Performing teams

20 May, 9.30am – 12.30pm, Community Waikato, \$100 community

It's in our human DNA -cooperative teamwork out-performs individualism every time! But in our highly individualistic world of today we have forgotten how best to work with others. However, the recent extraordinary rescue of the boys out of the Tham Luang cave in Thailand clearly shows us what still can be achieved by highly cooperative teamwork. The same elements that ensured the success for this rescue team can be present in our workplaces but this takes know-how and application. High performing teamwork won't happen automatically or accidentally. Hence, this seminar will outline the role of the leader in fostering the essential elements that create high performing teams.

## Te Kuiti Funding workshop

28 May, 10am – 12noon

2020 Funding and financial support workshops cover:

- Looking after your finances
- How to fill out a successful application form
- Budgeting for your project
- Selling your project to the funder
- Tips on getting prepared
- How decisions are made
- Sustainable funding – what is it
- Getting specific with your organisational budget
- Seven streams of income, taking a closer look
- How to create opportunities
- Making it easy to give
- Accountability and reporting

## Leadership in Practice Masterclass

3,4 and 5 June, 9am – 3.30pm, Community Waikato, \$400pp, snacks and lunch provided

Do you know ...

- 70% of all organisational change initiatives fail?
- 80% of employees are disengaged from their work?

Thus, in this Leadership in Practice Masterclass you will learn how to:

1. Become an effective leader in today's world
2. Understand and positively influence your workplace culture
3. Create highly effective teams
4. Maximise employee engagement
5. Enhance your strategic thinking and organisational planning skills
6. Implement successful organisational change

## Evaluating and Assessing your Organisations Impact and Success

10 June, 9.30am – 12.30pm, Community Waikato, \$100 community

It has become increasingly important for non-profit organisations to 'prove' the valuable impact of their work to government agencies and other funders. However, evaluating success for non-profit organisations is known to be difficult for a multiple of reasons including the very nature of the work they do in supporting communities, much of which is done through volunteers. Typical metrics such as financial KPIs or numbers of this or that might provide some benefit, but they fail to show the real success of a non-profit organisation (Mckinsey.com, 2018). Further, carrying out evaluations can be time consuming and expensive thus taking valuable resources away from the critical work of the organisation. This seminar outlines the current thinking and literature on evaluations of non-profit organisations. A particular emphasis is provided on assessing the success of the Mission and of understanding the organisation as a connected ecosystem. The seminar provides a way forward for organisations to explore their impact that is doable, affordable and relevant to the work of non-profit organisation in achieving its mission.



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**EDITOR** Kim Cable  
**EMAIL** [kim@communitywaikato.org.nz](mailto:kim@communitywaikato.org.nz)

Charities Commission # CC24579  
Community Waikato, PO Box 1367, Hamilton 3240

Find out  
more and register at  
[communitywaikato.org.nz/training](http://communitywaikato.org.nz/training)