

The Generosity Hub Strategic Plan

Mission

To grow the level of giving in all its forms amongst all people in our communities

Guiding Principles

- the time is right to grow generosity
- giving provides ways for communities to connect – a better connected and generous society is more resilient and improves individual well-being
- by understanding, influencing and working with all who give, we will be able to identify impediments to giving and opportunities to grow giving in order to create change
- if giving is a social norm, more people will give
- if avenues for giving are clear and accessible more people will give
- giving should be recognised, grown and celebrated.

Meaning of Generosity

Generosity is defined as acts of giving, whether of money, time, in-kind or acts of kindness.

Objectives

To grow the level of giving by connecting, influencing, cultivating and inspiring New Zealanders' giving, in all aspects of their lives

Connecting	Influencing	Inspiring – Calling to Action	Cultivating
<ul style="list-style-type: none"> ❖ Growing connections amongst a diverse, multilayered cross section of philanthropic and voluntary sectors, the wider non-profit sector, communities, government, business, and academia. ❖ Working together and building and maintaining relationships. ❖ Connecting generosity initiatives. 	<ul style="list-style-type: none"> ❖ Reinforcing the value of generosity. ❖ Growing understanding of manaakitanga (care, caring for). ❖ Celebrating and encouraging giving to foster social sustainability. 	<ul style="list-style-type: none"> ❖ Role modelling / leading the way. ❖ Growing education and learning opportunities. ❖ Using our diverse perspectives on giving, e.g. Maori, Pacific, European, Asian and other cultures' ways of giving. 	<ul style="list-style-type: none"> ❖ Embedding concepts of giving. ❖ Seizing and creating opportunities. ❖ Normalising 'asking' and the ability to ask. ❖ Building on existing knowledge through developing research resources that others can use.

PROMOTING GENEROSITY OPERATIONAL PLAN

Objectives – in order of priority	Initiatives	Priority	Timeline	Responsible
1. Ensure research on giving in New Zealand is undertaken regularly incorporating data on motivations for giving; how people are giving; to whom they give; and what they give.	1.1 Research on how we feel about giving and the different types of giving: <ul style="list-style-type: none"> • individual • business • community 			Nick Jones Tim Burns
	1.2 What research is already happening in New Zealand on generosity?			
	1.3 Research on how to capture information on non-financial types of giving			
	1.4 Record initiatives and stories around promoting generosity achieved by the Hub.			
	1.5 Support OCVS to obtain and analyse robust, regular data on giving through the Nielsen Company surveys.			
	1.6 Work with OCVS to obtain and make publicly available annual data on the number of individuals/businesses claiming rebates and the quantity of giving.			
2. Raise the profile of generosity”, inform and influence people to give	2.1 Consider options for using social networking websites	1	Aug/ Sept 09	Rachel Roberts Liz Hampton
	2.2 Consider options for providing information on the Community Central website.	1	Aug/ Sept 09	
	2.3 Consider media options such as advertising screens, Adshell; buses.	2	Sept/ Dec 09	
	2.4 Develop branding for promoting generosity.	1	Aug/ Sept 09	
	2.5 Collect stories of generosity and consider other ways to publicise generosity.	2	Oct/ Dec 09	
	2.6 Work with diverse populations to find out how they would like to be involved in promoting generosity.	1	Sept/ Oct 09	

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3. Promote generosity in young people and influence children to support giving.	3.1	Work with banks on giving options for children eg 3 money boxes for children: one for spending, one for saving and one for charity	High	October - December	Lani Evans Rachel Roberts Elliot Strange Robyn Scott Richard Till
	3.2	Work with youth organisations such as Brownies / Girl Guides / Maori / Pacific youth groups to get them involved in activities such as Volunteer Awareness week / day.	Medium		
	3.3	Support and promote initiatives that promote / encourage young people to volunteer, such as Youth Corp / Kiwi Corp / YMCA / YWCA.	Medium		
	3.4	Understand the relationship between generosity and the school curriculum, build on opportunities to grow generosity and develop understanding of cross-cultural obligation and terms of giving.	Medium	February-March	
	3.5	Stocktake what is happening about the inclusion of generosity in the school curriculum in New Zealand.	High	October-December	
	3.6	Consider opportunities to grow generosity as part of civic education in schools eg youth certificate at the end of school for students who volunteer.	Low	Review in January	
	3.7	Integrate Maori / Pacific views of Mahi Aroha / volunteering / cultural obligations into the school curriculum.	High	Scoping by October	
4. Support new and different ways of giving	4.1	Encourage more giving of money from high net worth and/or influential people			Kate Nicky Kitty Sangeeta Rachel
	4.2	Encourage "giving circles" to get groups involved in giving money and volunteering.			
	4.3	Encourage and support the community foundation movement in all regions.			
	4.4	Build a better understanding of how different cultures give.			

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5. Grow business generosity	5.1	Establish a CSR Network to: 5.1.1 Understand the current levels of business CSR activity and generosity 5.1.2 Identify and showcase a range of giving models for businesses 5.1.3 Connect, influence and engage across the business sector		Immediate and underway	Liz Mark Kitty Robyn Nick
	5.2	Embed CSR practices into business strategy by: <ul style="list-style-type: none"> ▪ inspiring businesses to see the value and importance of CSR to their business through: <ul style="list-style-type: none"> ○ circulation of sound relevant research, and ○ communicating the drivers to: <ul style="list-style-type: none"> ▪ attract and retain talent and improve staff morale ▪ build brand and reputation ▪ engage with the community. 		Ongoing	
	5.3	Measure CSR Business practices by integrating giving and social sustainability into New Zealand's business assessment tools.		For investigation	
6. The Generosity Hub is actively involved in the development and implementation of the Communications and Assistance Strategy for Payroll Giving.	6.1	Payroll Giving Role models and case studies - identify small, medium and large businesses who are interested in implementing payroll; giving and work with IRD to develop case studies on these to distribute to business networks.			Kitty Robyn Mark
7. Support initiatives that promote giving as an alternative to paid work.		Contribute to the work on volunteering on the 10 th day of the 9 day working fortnight (Job Support Scheme)			Tim Rachel