



Philanthropy New Zealand

Tōpūtanga Tuku Aroha o Aotearoa

Effective Corporate Social Responsibility





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VISION STATEMENT

To be the leading Foundation in Fiji.

We aim to foster corporate giving and corporate volunteering through establishment of as many foundations that can engage everyone to make a world of difference.



Vodafone
ATH Fiji
Foundation

BACKGROUND

Vodafone ATH Fiji Foundation

- Invested over 8 million in Fiji Since 2003
- Supported over 300 community projects
- Partnering with over 200 charity organisations

Vodafone Foundation is in all countries where Vodafone Company is operating

- Operating in 27 countries
- Invested over 100 million dollars
- £100 million invested by us since we began, winning over 50 awards –
Vittorio

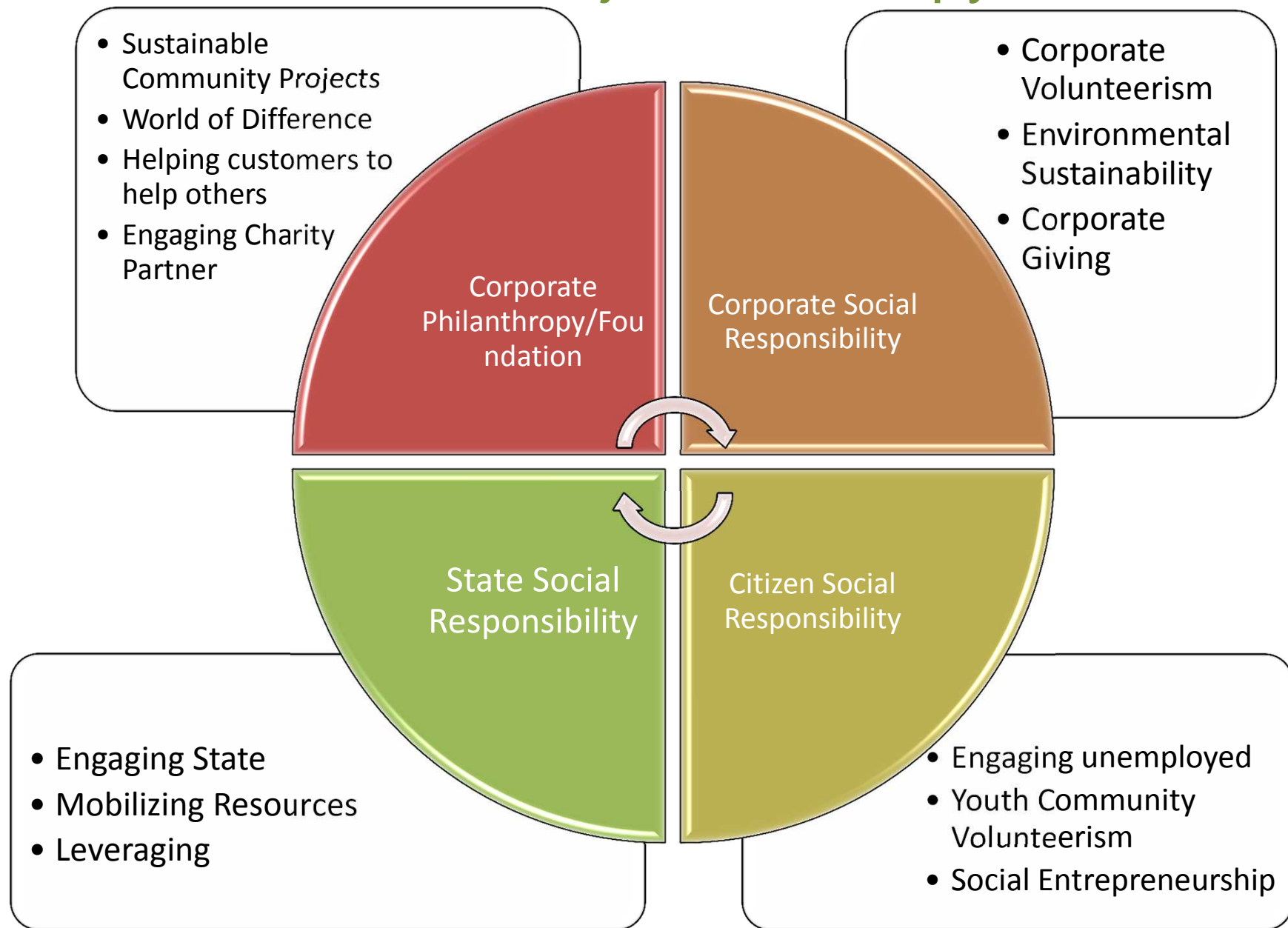
What difference we have made in Fiji

- Gave lives to 50 children living with severe heart ailment
- Provided water to over 300 communities
- Prevented blinded of over 10,000 people
- Touched lives of over 40,000 direct beneficiaries



“This is evident in Fiji where the multinational company Vodafone has become a trendsetter in funding CSO activities through its Foundations”

Vodafone ATH Fiji Philanthropy Model



SUSTAINABLE FUNDING

National Volunteer Centre

- ❖ **1000 plus unemployed registered**
- ❖ **14 community groups established**
- ❖ **100 small community projects undertaken**
- ❖ **1.5 million worth of services provided in \$60k**
- ❖ **10 capacity building/trainings**

Impacts

- Igniting passion for change in unemployed youths
- Engaging them in community volunteerism programme
- Peer mentoring
- Dream – maker campaigns
- Building trusting relations
- Community presence and various level engagement
- Multiplier and replication effects

SUSTAINABLE FUNDING

DEAP project

- ❖ **35 schools – 14 -24 yrs participating**
- ❖ **3000 students, 100 teachers participating**
- ❖ **Social Services to 6 homes and 300 elderlies**
- ❖ **Engaging with Ministry of Education, Youth and Social welfare**
- ❖ **Duke of Edinburgh Awards programme awareness in 45 communities**

Best practice and difference

- Engagement of students in social services – starting from where it matters most**
- Income generation to pay underprivileged school fees**
- Social services to help the senior citizens**
- Student capacity building in areas of team building and social leadership**
- Community resilience**

WORLD OF DIFFERENCE

Paid volunteerism

- ❖ **Building capacities of 36 unemployed**
- ❖ **Engaged 32 charity organisations**
- ❖ **Reached 3600 communities and 36,000 direct beneficiaries of 36 projects**
- ❖ **Ability to make 3.6 million worth of services in \$360k**

Successes/Lessons Learnt

- ❖ **Core/training and capacity building in areas of project management, monitoring & evaluation, social media management, fundraising, proposal writing**
- ❖ **Lack of Project Sustainability due to short term placements**

WORLD OF DIFFERENCE

WoD projects

- Microsavings, women's prosperity, green future, helping seniors, agriculture and agro-forestry, youth mental health, sanitation, home enterprising, food security, housing for poorest of the poor, orphanage giving back, traditional art, youth empowerment, care for the disadvantaged, health outreach, neighborhood watch, special needs, early education, disable care, cultural development, healthy living, climate change and environment sustainability, art & craft, sewing for health, traditional bread making, land tenure, financial literacy, helping single mothers, establishing business for rural women, world of fashion, poorest of poor research, suicide counseling, advanced medical care.....

Successes/lessons learnt

- Various Spin-offs
- Community Employment to unemployed
- Ability to complement national indicators in smaller span of time
- Increased coordination and networking
- Bridging gap between community and citizens
- Increased CSO participation

Vodafone Red Alert

Global Fundraising

- ❖ Christchurch Red Alert 2010 - \$10k
- ❖ Christchurch Earthquake - \$59k
- ❖ Cyclone Tomas - \$75k
- ❖ Post Cyclone Tomas – recuperation effects – 15K
- ❖ Disaster response to 500 communities – focusing on longer term disaster mitigation and prevention

Beneficiaries

- ❖ 300 most vulnerable communities who are depressed in poverty due to disaster
- ❖ Remote rural schools and communities – having inability to recuperate

SMS Giving & Impacts

- Engaging Corporate + general customers – 700,000
- Helping citizens to help others
- Rebuilding communities
- Poverty alleviation
- Destitute housing, water and sanitation
- Poorest of poor children education
- Food security
- Foster exchange of ideas benefitting business and humanitarian organisations

Challenges

- Immediate needs assessment and response to disaster
- Delayed national mechanism to rectify damages
- Dishonest practice of communities
- Fear setting in and mindset that disaster will bring relief
- Most vulnerable are children – future of tomorrow

Philanthropy spin-offs in Fiji

- ✓ Engagement of various individual philanthropists - \$10k
- ✓ Establishment of virgin coconut products factory to benefit 100 rural - \$50K
- ✓ Engagement of Lions Clubs to distribute NEEDY ITEMS TO COMMUNITY – 1million
- ✓ Home of Home re-invested in bread project - \$10k
- ✓ Agroforestry and farming project - \$6k
- ✓ Fundraising for needs assessment
- ✓ Strengthened WoD, Red Alert and Sustainable funding project execution CSO partners and volunteers
- ✓ Engagement of employees in raising funds for charities they are passionate about



Promoting Development - Philanthropy in Fiji

Collaborating in areas such as education and employment creation

Pooling of knowledge, competencies and relationships

Facilitating coordination through creating professional development norms and management roles

Leveraging each others credibility and social network

Holding each other accountable



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Thank you

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