



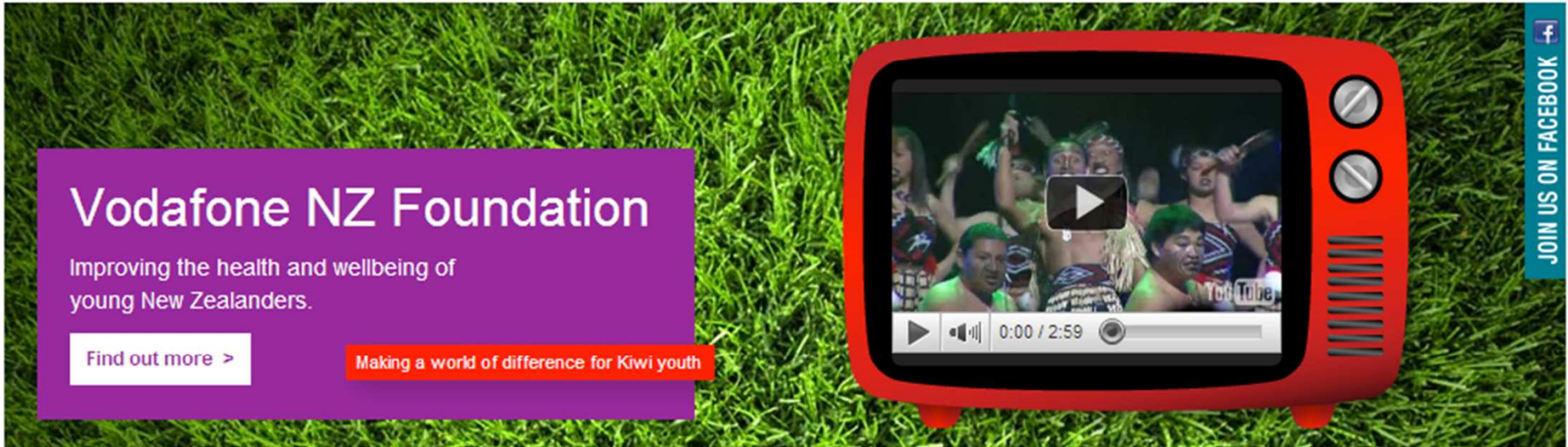
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**Vodafone NZ Foundation**  
Improving the health and wellbeing of young New Zealanders.

[Find out more >](#) [Making a world of difference for Kiwi youth](#)

[JOIN US ON FACEBOOK](#)

The hero banner features a background of green grass. On the left, a purple box contains the foundation's name and mission statement, along with two call-to-action buttons. On the right, a red vintage-style television set displays a video player showing a group of young people dancing. A vertical blue button with a Facebook icon and the text "JOIN US ON FACEBOOK" is positioned on the far right.

## What we fund



World of Difference



Grant Making Programme



Youth Health Fellowship



Employee Programmes



Red Alert

**Michael Stanley**

# Encouraging healthy outcomes for young New Zealanders





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## World of Difference

- Pays salary and expenses of six to eight people to work for a youth focused NZ charity for 12 months
- Between 2002 and 2011, 51 recipients
- In 2010 we introduced World of Difference Gem
- 25 three month placements with 25 of our charity partners





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## Grant Making Programme

- Available to programmes that focus on high needs young Kiwis
- Partners: LIFEWISE , Odyssey House, Te Waipuna Puawai, Brothers in Arms, STRIVE Community Trust, Salvation Army, Great Potentials Foundation, YWCA, Youthlink
- From \$50,000 to \$322,000
- Funding from 1 to 5 years





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# Vodafone Employee Programmes

**Create the best place to work!**

**Attract the best people to work here!**

- Double your \$
- Hands Up Vodafone



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# Fellowship in Youth Health Leadership

- 2010 Inaugural year
- Leadership focus
- Invests in a promising mid-career researcher or practitioner

Dr Aniva Lawrence





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## Corporate Philanthropy – why do it?

- Global trend ‘consumers who care’
  - 2.4 million Kiwis think more highly of companies that support charities or worthy causes
  - 54% population feel more loyalty to a company that aligns itself with charities or worthy causes
- Strengthen business reputation and brand
- Attract & retain the best workforce
- Enhance stakeholder relationships eg community, govt
- Stronger communities = great for business



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# Guiding Principles

## #1 Right motivation

- Corporates have an enormous & unique opportunity
- Making a positive difference in the community must be the primary driver





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## #2 Support from the top

- Philanthropy as an authentic integrated part of business strategy
- Champion from the top, CEO and executive model commitment

*“This is the time we invest more”*

**Russell Stanners, CEO Vodafone NZ, May 2009**



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## #3 Long term strategy: our learnings

- Narrow your focus
- Identify target group
- Tackle the tough issues & innovate
- Strategic fit with your brand
- Drive collaboration
- Stay the distance
- Governance: draw from community expertise



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## #4 Acknowledge your customers

- Share the story
- Thank and acknowledge customers
- They have enabled the investment





## #5 Engage your employees

- Engage your people, leverage their skills & capability
- Expand their hearts – grow pride and loyalty
- Build and retain the best workforce

*'I am so very grateful to Vodafone for giving me the opportunity ... It has been a life changing experience and I feel blessed to have shared the week with such an incredible bunch of young woman that have shown such strength and courage . It is so sad to realise that within our communities we have children that suffer so badly and face so much hardship. To have a reward week to celebrate their achievements in making positive changes in their lives is incredible and I can only hope that I have in some way enriched their lives as they have mine.'*

Hands Up Vodafone experience with YWCA



## #6 Leverage the business

- Unique position
- Leverage partnerships eg sponsorships
- Leverage the business eg financial support for EOY accounts





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## Kiwis - A Nation of Givers

- 28% of the population volunteer on average 10 hours per month
- 40% donate \$36 per month
- 19% donate goods

### NZ Business – what's happening?

- 40% give employee time through volunteering & mentoring
- 49% contribute to charities and community organisations



## The Opportunity

- Corporate New Zealand – move towards more strategic, intentioned corporate philanthropy
- Strengthen alignment between government, business and not for profit sectors – each bring different things to the table
- Government – where are the incentives?
- Philanthropic sector – more powerful promotion
- Monitoring and reporting – closing the gap