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**HAWKE'S BAY
FOUNDATION**

Winter 2022

Foundation Helps Local Charities Weather a Not-For-Profit 'Sector Storm'

Hawke's Bay Foundation is heeding the call from local charities and community groups for more funding as they battle unprecedented rising operating costs, skills shortages, a drop in volunteers and an overwhelming demand on child and family services.

Two years of challenging Covid conditions and stiffening economic headwinds has seen a marked increase in charities requesting critical funding to sustain their work in the community, and it is regional funders like Hawke's Bay Foundation who are buffering the breach.

At a recent series of Round Tables, 48 charitable groups met collectively to share the year's challenges and successes along with how recent Hawke's Bay Foundation funding has helped sustain their operations.

According to Hawke's Bay Foundation Distributions Chair Sarah Mulcahy some concerning trends are beginning to emerge.

"Societal pressures of the past few years are now wide-reaching. Covid coupled with a cost of living crisis is seeing a spike in the need for family and youth counseling services, drug addiction, financial and budgeting support and healthy homes assistance."

"We're pretty unique in that we get our charities in one room around the table. Charity leaders are able to collaborate and make key connections they wouldn't ordinarily make, helping drive efficiencies but most of all, reinvigorating that face-to-face social connection."

"I've been involved in the grants sector for many years and across the board, I've never seen a greater need for funders like us, than right now."

Since its inception ten years ago, Hawke's Bay Foundation has gifted \$2.29M to 303 local charities - last year granting \$177,000 to 53 local charities. As a non-profit community foundation, grants to sustain the work of local charities and community groups in perpetuity increase from year to year. It is forecast this year up to \$250,000 will be distributed, with that figure set to climb as the fund grows.

A recent report by consultancy Grant Thornton into the not-for-profit sector warns many will soon be at breaking point, as they grapple with legislative changes, financing their organisations and attracting and retaining staff. Sentiments shared by Birthright Hawke's Bay Child and Family Care who last year provided a range of programmes and support to over 3 thousand individuals and family groups.

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*Sarah Mulcahy,
Deputy Chair*

Welcome

This year as winter is upon us it's easy to focus on the uncertainty across the globe and miss the incredible generosity creating a positive impact here at home in our Hawke's Bay community. The winter months at Hawke's Bay Foundation have kept us busy. We were fortunate to be able to bring together last year's community recipients of grant funding to share with us the challenges and opportunities ahead. These round table sessions are a reminder of the commitment of community organisations to serve our community through all seasons.

Hawke's Bay Foundation is one of the few funders who support organisations with general operating funds, helping to keep the lights on while staff focus on delivering services. Hawke's Bay Foundation, like many other charities, also relies on donors to fund and support our very lean operations. We would like to express our gratitude to our new partners Alma Studios, whom, alongside our other donors and corporate supporters, understand the need for operating costs, to enable us to continue focussing on growing the Foundation.

Over the last few months, we have seen an increase in donors choosing Hawke's Bay Foundation as the vehicle for their giving with a number of new funds under establishment. We have also seen donors with a special interest in our natural resources such as Tim and Jules Nowell-Usticke donating a percentage of the distribution for their fund to Te Mata Park. We have donors continuing to create endowments for scholarships and Alison Bevin, interviewed in this newsletter, is the most recent of these. These donors are making long-term commitments to our future generations by creating educational opportunities and protecting our fragile environment.

We thank our donors for their generosity and foresight to invest in a better tomorrow. If you are a local business and would like to support Hawke's Bay Foundation's administration costs so we can continue to build Hawke's Bay a vital community asset, please contact Amy on (06) 870 4648.

**Ngā mihi,
Sarah Mulcahy, Deputy Chair**



HB charities attend recent HBF Round Tables. Foundation Deputy Chair Sarah Mulcahy (far right) says "I've never seen a greater need for funders like us, than right now."

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"Like many other organisations, our costs are constantly increasing, and we have been struggling to attract sufficient staff due to a chronic shortage of trained and certified staff across the country," says chief executive Andy Pilbrow.

"The Covid pandemic placed additional pressure on Birthright Hawke's Bay staff and managers as they quickly developed systems and process to ensure they could continue to provide support for individuals, families, and whanau in a safe way."

"Hawke's Bay Foundation has assisted us to provide external supervision for our staff to ensure they can continue to work effectively and safely during these challenging times. Without the support of Hawke's Bay Foundation, we simply couldn't do what we do."

Hawke's Bay Foundation funding has also enabled Napier Family Centre to recently employ a fulltime male counselor to assist with an increase in youth and adolescent support work. As an organisation with a list of growing services and clients across all of Hawke's Bay, general manager Kerry Henderson says sustaining their work is a constant struggle.

"We have to fundraise around \$350 thousand each year to fill our funding deficit but we do it because we're passionate about supporting our community who need us now more than ever. Last year alone we delivered almost 2,000 youth counseling sessions."

"I truly believe we're making a big difference in the community, with support from Hawke's Bay Foundation we're able to provide more child youth counseling. When families are struggling to put food on the table, we can offer these vital services for free."

From groups such as Christian Lovelink who last year saw a 40 percent spike in demand for household items from families in need, to 'waste warriors' Nourished for Nil to Raukatauri Music Therapy and Riding for the Disabled, Hawke's Bay Foundation's funding reach is expansive. A once vibrant arts and culture scene is set to rise again with the return of the hotly anticipated Hawke's Bay Arts Festival in October, also funded by Hawke's Bay Foundation.

Festival Director Pitsch Leiser is excited to bring the community back together.

"We have a fantastic lineup with 'The Cunning Little Vixen' by Festival Opera

at Toitoti, free family shows with Okareka Dance Company's 'Mana Wahine' at the Napier Municipal Theatre and 'Dream Garden' Aerial Circus alongside Gerry Paul's 'Hank the Wrestling Shark' for families at Toitoti."

"With forced cancellations in 2021, Hawke's Bay Foundation continued to support us when we've sometimes wondered how we can carry on. For locals who want to support the region's arts and culture, a targeted donation made through the Foundation really does help."

Despite the forecast turbulence, Sarah Mulcahy remains optimistic about the charitable sector's future.

"Building healthy, thriving and resilient communities across Hawke's Bay through reliable long-term funding streams is central to the mission of Hawke's Bay Foundation, but we need the public to get behind it."

"Regardless of the challenges we face, I'm encouraged by the sense of community out there and strongly believe that if we all pitch in, our donors will generate better outcomes for Hawke's Bay."



Hawke's Bay Foundation cornerstone donors Jules and Tim Nowell-Usticke

Te Mata Park Piques Giving Interests of Local Couple

Te Mata Park Trust is humbled by the unexpected generosity of a Havelock North couple who have pledged to support the park every year in perpetuity, through their charitable giving.

Tim and Jules Nowell-Usticke were one of Hawke's Bay Foundation's founding

funders, and know only too well the importance of preserving the region's assets for future generations. Through their named family fund with the Foundation, they have been supporting Hawke's Bay charities and causes since 2012.

After reflecting on areas of special interest to them, Tim and Jules decided recently to restructure their giving - tagging a percentage of their fund directly to Te Mata Park Trust. The dividends of which are set to increase over time as the value of the fund invested with Hawke's Bay Foundation grows.

As Te Mata Park Trust's Grants and Fundraising Manager, Catherine Mueller

Alma Puts Weight Behind Foundation

Hawke's Bay Foundation is excited to welcome the region's newest health and wellness provider Alma Studio on board as a Corporate Supporter.

Alma, meaning 'nourish' and 'soul', is a multi-disciplinary movement studio now open in Havelock North's new Joll Road development. A house of movement, wellness, mindfulness and connection, Alma is the brainchild of ex-corporate Emily O'Sullivan and former LA prosecutor Danielle Lowy. Profits from Alma's recent launch and weekly koha classes will be split evenly and directed indefinitely to their chosen charities: Hawke's Bay Foundation (administration support) and Hastings SPCA.

We caught up with Emily to find out, why us?



Alma founders Emily O'Sullivan (right) and Danielle Lowy (left)

Why did you decide to choose Hawke's Bay Foundation as a charity partner for your new business Alma Studios?

After attending the Night of Us event last year, I was really impressed by Hawke's Bay Foundation and the impact it is having on local community organisations. Having a finance background myself, I love how the fund creates a sustainable long-term model (where the interest from investment is used to support local charities) - it's clever and makes sense. I also was really impressed by the sheer number of charities that benefited, due to how the fund operates.

Why are you so passionate about the practise of yoga and pilates?

I turned to yoga while suffering from work-related anxiety in my 20's, with my fast-paced job I would often come home feeling mentally frazzled. I needed to find ways to ground myself and now know full well the benefits that movement and meditation can have on a person. I hope everyone is able to leave Alma feeling a little bit happier, a little bit healthier and a whole lot more relaxed.

How do you feel the two (Alma and Hawke's Bay Foundation) align in terms of ethos and aspiration?

Alma, meaning 'nourish' and 'soul' is a new Yoga and Pilates studio in Havelock North. Our intention for Alma is to be more than just movement though... to also be a place of wellness, mindfulness and connection. We want to create a sense of community - whether that be through connecting with others, hosting beautiful events, or through our koha charity classes. We have further aspirations of how we want Alma to have a greater impact on our local communities in Hawke's Bay. This feels very aligned with Hawke's Bay Foundation whose primary goal is to help local communities.

You and your husband Ryan have settled your young family in Hawke's Bay, would you agree there seems to be a growing concern and will from people nowadays (especially the younger generation) to 'give back' by helping people and planet beyond profit? Can you please explain.

I think there is absolutely a growing desire for the younger generation to give back and help people and planet beyond profit. Coming from a finance background myself, of course a business needs to be financially viable in order to be able to give back. However, I think that a lot of people today are passionate about giving back and making a difference in the mahi they do. For us, this is an integral part of the Alma brand and our values. This isn't just a 'tick the box' exercise of giving back - it is core to who Alma is as a brand and company. I am passionate about creating a beautiful space to serve the community, but also to be able to give back to the community where we can.

How will you personally feel knowing you are making a positive impact with Hawke's Bay Foundation, and what would you say to encourage other businesses to follow suit?

I feel great knowing we are making a positive impact with Hawke's Bay Foundation. I have two young daughters that will be growing up in Hawke's Bay and want them to learn from a young age the importance of giving back, and the impact it can have on local communities. My mum has always said to help your own backyard / local community first, and this has always stuck with me. I encourage other local businesses to do the same - there are a lot of communities in Hawke's Bay that need our help!

If you have a business in Hawke's Bay and would like to support the work of Hawke's Bay Foundation to build a stronger region for generations to come, please get in touch with Amy on (06) 870 4648. We'd love to hear from you!

ALMA

With its comprehensive offering of more than 80 classes a week, Alma Studio facilitates both heated and unheated Yoga, Reformer and Mat Pilates, meditation and breathwork. Stemming from the desire to create a wholly inclusive space, Alma has been designed with everyone in mind - meaning daily practitioners and first timers are equally encouraged and welcomed.

To find out more visit www.almastudio.co.nz Check out their Instagram @almastudionz or stay updated via their Facebook page at <https://www.facebook.com/almastudionz>

Wartime Women Working the Land Sows a Scholarship Seed

There aren't many places in the world Alison Bevin hasn't seen or been. Ten years spent living on a tour boat will do that, but reflecting on her experiences visiting some of the most off-the-beaten track wonders of the world has seen Alison return to the adage "charity begins at home."

At 72, on her return to New Zealand to make Hawke's Bay home when the pandemic hit, Alison got to thinking about her philanthropic wishes. Inspired by the story of Napier couple Diana and Colin Crombie who've been offering tertiary scholarships to local students, Alison recently decided to launch her own scholarship fund through Hawke's Bay Foundation. Launching next year, the Alison Bevin Scholarship Fund will provide an annual scholarship for one local female student to attend Lincoln University to study agriculture, horticulture or viticulture. Through



Hawke's Bay Foundation donor Alison Bevin

Hawke's Bay Foundation, Alison has seeded the fund with \$100,000 and hopes that in time it will grow to \$1M with recipients becoming fully funded post-graduates.

"I've always had a strong interest in education and an urge to one day help open the doors for females in less traditional female roles. Hawke's Bay was built on old fashioned farming and orcharding practices, and sits among the best producers in the world for making great wine. There are amazing career paths available here in the areas of agriculture, horticulture and viticulture for young women and they can be every bit as successful as males."

"I chose Lincoln because it remains New Zealand's specialist agriculturally based university - not to mention my great uncle taught there pioneering the Land Girl Programme at the beginning of World War 2."

Alison says it was his legacy equipping women with the skills necessary to run the land when their men had been sent off to war, that has inspired her in her own way, to continue his vision.

"Hawke's Bay Foundation is building a community asset for the region for perpetuity, it's not top heavy on admin, I like how you can direct exactly where you want your gift to go and history is showing the funding model works."

Alison Bevin has always been charitable, but as she's getting older, she's putting 'things in place'. When she turned 70, she insisted 'no presents', instead asked friends and family to donate money to Hawke's Bay Hospice. She also supports Wellington's Music Futures School and in the past has directed funds to Indian orphans of families grappling with AIDS.

With two sons now in their 50's, two young grandchildren and a life back on terra firma, Alison spends her spare time e-biking, walking and knitting ("preferably

for small people rather than big people,") and admits it's a far cry from her previous life of transience.

"When I lived on the boat (where I had my own apartment), I spent eight months of the year travelling. We had divers, biologists and many other experts in their field come onboard and give us tailored tours of places like Antarctica, Madagascar, the North Pole to name but a few. I met some fascinating people and did some incredible things. It was a privileged life but it wasn't all drinking and dancing, I'm still the 'Queen of mashed potato!'"

"Those experiences did leave me though with a realisation that there is a huge divide between wealth and poverty and opportunity. Travelling highlighted for me not just the diversity out there but the divide."

"So in my own little way if I can provide an opportunity for somebody and look after one person with this scholarship and they do well, then three more people will benefit. It's like the branch of a tree, because generosity grows and with a vehicle like Hawke's Bay Foundation giving can be targeted and collective. I think that's a legacy worth leaving."



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06 870 4648

info@hawkesbayfoundation.org.nz
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