



# LIVE HERE GIVE HERE



HAWKE'S BAY  
FOUNDATION

## UPDATE

AUGUST 2017

### WELCOME

A message from the Hawke's Bay Foundation Chair

Given that it's now mid-winter, an iceberg metaphor for the work we are doing feels quite appropriate. Since Hawke's Bay Foundation was established four years ago, our reputation and visibility within the community is certainly starting to rise above the waterline. The hard work of our Trustees, donors and supporters and the growing impact of our grant-giving across the community have given us real buoyancy - the 'tip of the iceberg' is rising with every month.

But there is a huge amount going on below the surface as we work with the many Hawke's Bay organisations helping those in need to keep their heads above water and ultimately to learn to swim on their own.

Our goal is to build a truly significant capital fund through preserved donations and careful investment for growth. It is the investment income from the capital which provides a permanent stream of funds for distribution to Hawke's Bay charitable organisations.

Our focus is to provide sustained support to areas of need, helping build real community resilience and strength.

Donations to the Foundation do not get immediately swallowed up in a sea of need. They are invested in perpetuity, continuing to grow and give forever. (See the graph below to see how it works).

The Foundation needs to keep working hard, both above the waterline and below. And we can all help – by engaging with the Foundation to better understand its powerful potential; by sharing this and by giving careful consideration to how we individually and collectively contribute to the betterment of our community, both now and well into the future.

In this newsletter, we have great stories about givers and receivers, as well as our efforts to further build on the Foundation's momentum.

I hope you enjoying reading about our work, and my thanks for your interest and support.

Warm regards, Jules Nowell-Usticke

### How Hawke's Bay Foundation works

Our community. Our responsibility. Our future.



\*Accurately predicting the future is difficult. The assumptions made here come from the experience of other Community Foundations and forecasts made by FNZC. For more detailed information please contact us and we will take you through our numbers in more detail. All donations are eligible for a tax refund under the charities act.

### Website Re-launch

After many months of collaboration, our new 'Live Here Give Here' website is on the cusp of going live. This has been a true team effort and we're incredibly grateful to a generous donor who has co-funded this alongside NZ Digital, who have developed the back end of the website and Band have created a vibrant visual masterpiece.

The refreshed website will include some short videos and strong graphics to help tell our story.

Please sign up for our online mailing list [info@hawkesbayfoundation.org.nz](mailto:info@hawkesbayfoundation.org.nz) to keep up to date with what's happening.

## Helping Spread the HBF Buzz

Readers of Bay Buzz will have seen the great support Tom Belford and the magazine are giving Hawke's Bay Foundation. The last two issues have included coverage of the Foundation, focusing on a recipient organisation and a donor. Here's the June issue HBF story – well worth re-telling and providing a great snapshot of one of the organisations we support, and one of our young donors.

### ZEAL – The Home of Young Creatives

Getting through your teenage years can be a bumpy ride – finding your place in the world, developing resilience, self awareness and practical ways to follow your passions.

ZEAL Hawke's Bay is part of a national organisation working with young people to help them navigate this journey. And they are really making a difference through developing the amazing creative talents of young New Zealanders as well as building their sense of community and belonging.



### How is ZEAL involved with Hawke's Bay Foundation?

As Mark Wilson, Manager of ZEAL Hawke's Bay says, "We were thrilled to have received funding last year from Hawke's Bay Foundation – it helped us to hit the road with our refurbished shipping container and to run events throughout the Bay. Last year alone we ran 19 events and 800 dance workshops for over 3,200 participants. ZEAL focuses on what's relevant to young people – we go to where they are and work with young local bands, artists, dance crews and soloists helping them hone their craft. Through their participation the kids get a great sense of community – there's room for everybody."

## We're in Search of a New Home

All good things must come to an end, and after three years in rent-free office space in Hastings (thanks to the wonderful Haumoana Holdings), our tiny HBF operation is now in need of a new home. Please email me if you have any suggestions at

[jules@hawkesbayfoundation.org.nz](mailto:jules@hawkesbayfoundation.org.nz).

### A Young Creative Gives Back

Hawke's Bay 24 year old, Jock Nowell-Usticke is busy carving out a music career as BAYNK and the world in which he now finds himself is global and borderless, driven by streaming, social media and the online universe. But Jock will always be a Hawke's Bay boy at heart and he is a regular donor to Hawke's Bay Foundation.

### Why do you support HBF?

"I had fantastic opportunities as a kid here – school was great, lots of chances to try new things, muck around with music (when I probably should have been studying!), good friends, really supportive family – all in the beautiful Bay. I know I've been given a lot so far in life."

"I think it's really important to give back and it's not just up to our parents' generation to do it. You've got to start everything young, and flexing that 'giving muscle' should be part of everyone's life-long exercise regime."

### How do you give?

"I don't give a lot to the Foundation at the moment - I give what a somewhat impoverished musician can – but I know that each donation I make counts. And I really like the fact that HBF knows where the needs are in the Bay – outfits like ZEAL are doing an amazing job – all power to them."



Donor - Jock Nowell-Usticke

## The HBF Team Expands

We are delighted to welcome Adele Fitzgerald to our small team, joining Linda Calder and Bev Penny. With a background in administration and event management across the corporate and not-for-profit sectors, Adele is a wonderful addition and will now be the first point of contact for HBF enquiries and information.

We run as lean as possible in terms of overheads, and Adele's arrival is the result of Bev Penny offering most of her services on a voluntary basis going forward. Bev exemplifies the 'Live Here, Give Here' philosophy, but has added 'Work Here' to her commitment to the Foundation which is an amazing contribution. Bev is now looking after the financials while Linda dedicates herself to donors and our communications and marketing.

## A Year of Generosity

Early in 2016 we were approached by local photographer Kelly Hosken who wanted to create a fund-raising calendar to showcase Hawke's Bay. Twelve months on, and through her talent, tenacity and generosity, Kelly has made a donation of \$4,710 to the Foundation's Community Impact Fund.

### Why did you choose HBF as a recipient for your donation?

I knew I wanted to raise funds for a local charity – I just couldn't decide which one. Having read up online about Hawke's Bay Foundation, I thought, "They're the one". And then I attended the Giving Event last November and heard first-hand from recipients how the funds from HBF had helped them. I knew I'd picked the right organisation for the calendar funds to go to!



One of the many stunning photos in the calendar

### How did you make it happen?

The Dilmah family are great supporters of Art Deco, so I rather cheekily submitted a proposal to Mr Fernando and his son, Dilhan, and they very graciously agreed to provide design and print assistance to the project.

I was lucky to not only work with the amazing NZ Dilmah team – Nigel, Daron and Lesley – but also all the local models and suppliers who agreed to take part in the project – everyone was very generous with their time and support and that made all the difference!

During the August photo shoot, I managed to break one fine china tea cup (belonging to my mother no less), spill tea twice, and witnessed the front wheels of the Tiger Moth plane become air-borne for a split second. Despite the windy, chilly, wet winter conditions, the wonderful models smiled throughout. I guess that's part of the allure of photography for me – not all is what it seems!

### Would I do something like this again?

You bet!

**A huge thank you from the Foundation to Kelly and her models and supporters. The donation is testament to the success of the calendar and will continue to make a difference for years to come.**

## Pimms, Platters and Prima Volta at Birdwoods

A great example of how to help support Hawke's Bay Foundation and extend our 'reach' was initiated by Bruce and Louise Stobart of Birdwoods in Havelock North. In March they held a wonderful end of summer event for 120 in the gardens at Birdwoods. Despite a week's delay due to rain, the evening event was a great success, with the gathering enjoying Pimms and platters while being serenaded by the amazingly talented young singers of Prima Volta.

Project Prima Volta is life-changing programme for young people, established and run by José Aparicio and Anna Pierard of Festival Opera fame. PPV supports up to 30 Hawke's Bay teenagers each year, giving them the opportunity to find their own voice, through song and in life and offering them a positive path to finding purpose and meaning, using music and performance.

The event not only raised funds for PPV but was also a valuable opportunity for HBF to spread the word about what we do to a wonderful audience in one of the best spots Hawke's Bay has to offer.



## Giving Back Today

**Did you know that through Hawke's Bay Foundation you can give to a cause you care about now, and you can continue to give to that cause after you've gone?**

**We offer a range of giving options and you the donor gets to choose how you tailor make your giving plan.**

**We make it easy to live here and give here .... forever.**

## A new approach to Accountability

We are here to make a difference. And that means doing some things differently. This month an exciting progression in our development has been the introduction of Round Table accountability reporting for organisations which have received HBF funding.

Instead of charities spending time filling in lengthy report forms in isolation, Hawke's Bay Foundation bring them together in groups to share stories, learn from each other, and explore collaborative opportunities going forward.

All in all, this approach is proving to be a great success.

"I recently attended a Round Table meeting at Hawke's Bay Foundation to provide a verbal accountability report on our 2016 grant – to share our story with the HB Foundation in person.

We were given the opportunity to speak about how the funds were spent and what has been achieved, the challenges we face, and also to talk about any up and coming projects. There was also time for all of us to find out more about each other's work in the community of Hawke's Bay.

I found the morning really interesting and informative and it's fantastic to hear about all the great work happening in Hawke's Bay. A verbal presentation is a great way to convey successes that sometimes a written report doesn't quite capture. It also helps the Foundation to get a better understanding of how their grants are making an impact in the community."

Katrina Jamieson, Manager, The Paul Hunter Centre Inc, Waipukurau



Our first Round Table Reporting sessions with some of our 2016 recipients, in the Jim Wattie room at the Hastings Library

## Our Annual Funding Round

We are now accepting applications for our annual funding round. This year we will be distributing over \$120,000 back into the community. Applications must be received by 31 August 2017.

## A Big Thank You

Thanks to our newsletter supporters Band and Brebner Print.

If you enjoy reading about our work, email [info@hawkesbayfoundation.org.nz](mailto:info@hawkesbayfoundation.org.nz) to sign up to our newsletter and 'like' us on Facebook to receive regular updates.

Please feel free to share this newsletter with your friends and family, and call us if you prefer to get your newsletter by email or in hard copy.

## How Do I Give?

- **Give now** - see the impact of your generosity, while you are still around to enjoy it, plus receive a tax refund
- **Give later** - through your will you can leave a lasting legacy to the community to causes you care about
- **Give what you can** - every gift counts, big or small. It's about giving back in any way you can and inspiring others
- **Give your way** - It's up to you whether it is a one off donation, annual payment or regular credit
- **Give to what you care about** - you can direct your giving to a cause or organisation you feel strongly about

There are many ways to make a difference in Hawke's Bay and we can help find the right option for you.

Our community.

Our responsibility.

Our future.

06 870 4648

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