

# BUSINESSES WORKING WITH CHARITIES

**NEW ZEALAND FACES SOME SIGNIFICANT CHALLENGES THAT DIRECTLY OR INDIRECTLY AFFECT YOUR BUSINESS.**

What challenges do you face in your community?

What do you consider to be the effects on your business of:

- Crime and vandalism
- Poor achievement in education for some young people in your community
- Social disconnection of older people in your community


## WHAT CAN YOU DO ABOUT THIS THROUGH YOUR BUSINESS?


Businesses form one of the cornerstones of life in New Zealand, providing jobs and creating value in our economy.


Businesses partner with the community in so many ways. From the design business that gives pro-bono creative work, to the business that supports their staff to be on a board, or finish early to volunteer their time.

By partnering with a charity, your business has the opportunity to make a difference in our communities. This isn't about just making an open-handed donation, it's about sharing resources, skills and ideas. Both partners give and receive.

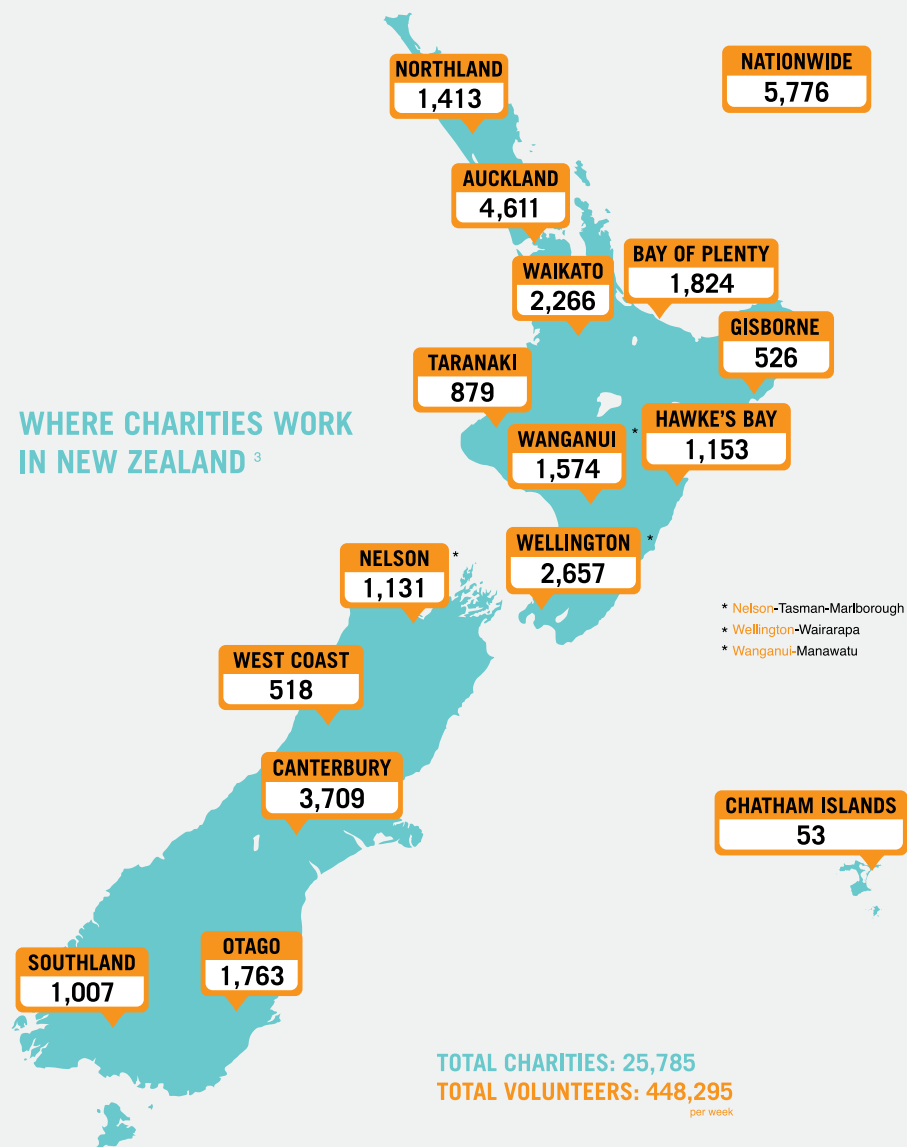
## GOOD FOR YOUR BUSINESS. GOOD FOR YOUR COMMUNITY.

 You will have more **engaged staff**, which will flow in to productivity gains

 You will increase your **visible presence** in your community

 You will be helping to **solve some of the most challenging issues** New Zealand faces today

## WHERE CHARITIES WORK IN NEW ZEALAND <sup>3</sup>



**66%** of kiwis are more likely to buy from a company that supports a worthy cause. <sup>2</sup>

## CHARITABLE SECTOR <sup>3</sup>

The charitable sector is large, diverse, and keen to partner with you.



**PROTECTION OF ANIMALS**  
172 CHARITIES  
1,631 VOLUNTEERS



**COMMUNITY DEVELOPMENT**  
1,481 CHARITIES  
11,013 VOLUNTEERS



**ACCOMMODATION / HOUSING**  
433 CHARITIES  
1,518 VOLUNTEERS



**EDUCATION / RESEARCH**  
5,292 CHARITIES  
36,095 VOLUNTEERS



**EMERGENCY / DISASTER RELIEF**  
593 CHARITIES  
12,141 VOLUNTEERS



**ARTS, CULTURE & HERITAGE**  
2,108 CHARITIES  
12,063 VOLUNTEERS



**ENVIRONMENT / CONSERVATION**  
651 CHARITIES  
8,545 VOLUNTEERS



**FUNDRAISING**  
837 CHARITIES  
4,634 VOLUNTEERS



**ECONOMIC DEVELOPMENT**  
109 CHARITIES  
467 VOLUNTEERS



**INTERNATIONAL ACTIVITIES**  
49 CHARITIES  
2,716 VOLUNTEERS



**MARAE**  
213 CHARITIES  
670 VOLUNTEERS



**EMPLOYMENT**  
50 CHARITIES  
218 VOLUNTEERS



**PEOPLE WITH DISABILITIES**  
805 CHARITIES  
14,465 VOLUNTEERS



**PROMOTION OF VOLUNTEERING**  
56 CHARITIES  
448 VOLUNTEERS



**HEALTH**  
1,823 CHARITIES  
110,762 VOLUNTEERS



**SOCIAL SERVICES**  
1,871 CHARITIES  
22,311 VOLUNTEERS



**SPORT & RECREATION**  
1,469 CHARITIES  
16,949 VOLUNTEERS

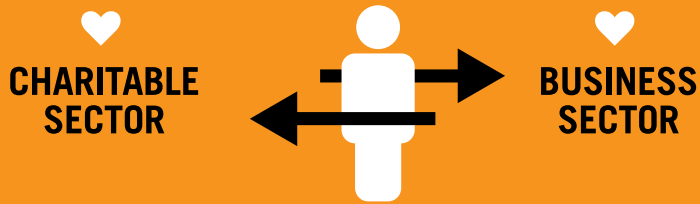


**OTHER**  
3709 CHARITIES  
82,246 VOLUNTEERS



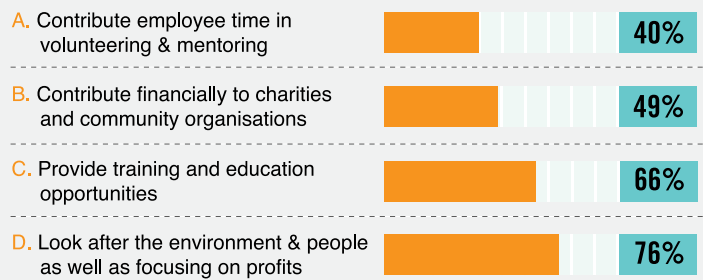
**RELIGIOUS ACTIVITIES**  
4,064 CHARITIES  
109,403 VOLUNTEERS

**55%** of kiwis are loyal to companies that support a charity or local community.<sup>2</sup>



**CHARITY SUPPORTERS ARE YOUR CUSTOMERS.**

**WHAT COMMUNITY OR SOCIAL ACTIVITIES ARE BUSINESSES INVOLVED IN?** Snapshot Survey 2010 Results



**SHARED VALUE**

Research from Nielsen\* shows people who shopped in certain types of stores in the last week were more likely to support a particular type of worthy cause. Here are the strong relationships.

<b>MEN'S FASHION</b> Sports Clubs, Business Associations, Political Orgs	<b>OLDER WOMEN'S</b> Preschool, Social Services, Animal Welfare
<b>WOMEN'S FASHION</b> Tertiary Education, Marae, Animal Welfare	<b>LIQUOR STORES</b> Sports Clubs, Tertiary Education, Business Assocs
<b>JEWELLRY STORES</b> Marae, Animal Welfare, Business Associations	<b>SPORTS STORES</b> Marae, Sports Clubs, Business Associations
<b>CHILDREN'S WEAR</b> Tertiary Education, Preschool, Marae	<b>SHOES + BAGS</b> Marae, Tertiary Education, Environmental
<b>GARDEN STORES</b> Community Clubs, Political Orgs, Business Assocs	<b>OTHER STORES</b> Political Orgs, International Activities, Arts & Culture
<b>HOMEWARE STORE</b> Arts & Culture, Social Services, Environmental	

\*Nielsen asks respondents which stores they've visited in the past week and which charities/worthy causes they've supported in the past year. This information is then compiled into a correlation index. The relationships with the highest index results are highlighted above.

**WHERE TO NEXT?**

Top five questions to ask when you are thinking about supporting a charity.

If you're looking for assistance in addressing these questions, please email: [Peter.Dixon@dia.govt.nz](mailto:Peter.Dixon@dia.govt.nz)

1. What are the challenges in my community that impact my business, staff and/or my customers which I would like to change?
2. Who is already working in the community to solve these challenges and how could we work together?
3. What are the resources I can afford to commit to the community (time, knowledge, skills, networks)?
4. How can we make this happen and set it up for success?
5. What is the value of this engagement/relationship to my business and are there ways my customers and employees could be involved?

**References**

<sup>1</sup> Snapshot 2010, Stories of business engagement in the social space "Business can't succeed in societies that fail". New Zealand Business Council for Sustainable Development, December 2010 [http://www.nzbcscd.org.nz/\\_attachments/NZBCSD\\_Snapshot\\_2010\\_LR.pdf](http://www.nzbcscd.org.nz/_attachments/NZBCSD_Snapshot_2010_LR.pdf)

<sup>2</sup> Nielsen Media Research 'Consumer Cares' module. Consumer Media Insights Survey Q4 2010 - Q4 2011 database.

<sup>3</sup> A snapshot of New Zealand's charitable sector: A profile of registered charities as at 28 February 2011 Charities Commission, 2011 <http://www.charities.govt.nz/assets/docs/key-statistics/2011/sector.pdf>

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