



**givealittle**  
POWERED BY  perpetual guardian

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**GIVEALITTLE // FY2024**  
GENEROSITY REPORT



# GENUINE AROHA **WHIPPED UP** WITH KIWI GENEROSITY



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WHERE  
EVERY  
LITTLE BIT  
COUNTS

# Givealittle's outcomes

**TO ADVANCE THE CHARITABLE PURPOSE SET OUT IN THE FOUNDATION DOCUMENTATION THROUGH MAKING GENEROSITY EASY AND ACCESSIBLE. GIVEALITTLE'S OUTCOMES ARE TO FACILITATE KIWI CHARITIES, SCHOOLS, INDIVIDUALS, BUSINESSES OR GROUPS TO FUNDRAISE FOR THE THINGS THAT MATTER TO THEM.**

## **WE DO THIS BY...**

- + Enabling simple-to-use peer-to-peer fundraising for and by individuals, charities, schools, businesses and groups.
- + Facilitating “anytime” support for registered Kiwi charities and schools.
- + Establishing trust in the platform. We work hard to moderate pages, and verify payees to ensure donations go to the right place.
- + Following cybersecurity best practices and having regular third-party audits by industry-accredited providers.
- + Providing multiple methods of donating to maximise generosity; such as Apple Pay, Google Pay, regular donations, payroll giving, and more.
- + Operating with a small, effective team to minimise costs.
- + Continuously reviewing the user experience and making improvements with agility.



## Our outputs

DESCRIPTION & QUANTIFICATION  
OF ENTITY'S OUTPUTS FOR

# FY2024

1 JULY 2023 - 30 JUNE 2024

ALL  
GENEROSITY



# \$33.1m

DONATIONS  
TO CHARITY

# \$8.1m

RAISED BY  
INDIVIDUALS



# \$23.6m

NUMBER  
OF DONATIONS



# 391,000

NUMBER OF  
PAGES CREATED  
BY GIVEALITTLE USERS



# 11,100+

KIWIS CREATED A  
PAGE TO FUNDRAISE  
FOR CHARITY



# 2300

DONATIONS TO  
KIWI SCHOOLS



# \$372,700

CHARITIES  
REGISTERED  
ON GIVEALITTLE



# 3700+

SCHOOLS REGISTERED  
ON GIVEALITTLE



# 460+

## Additional output measures

TO ADVANCE THE CHARITABLE PURPOSE SET OUT IN THE FOUNDATION DOCUMENTATION THROUGH MAKING GENEROSITY EASY AND ACCESSIBLE. GIVEALITTLE'S OUTCOMES ARE TO FACILITATE KIWI CHARITIES, SCHOOLS, INDIVIDUALS, BUSINESSES OR GROUPS TO FUNDRAISE FOR THE THINGS THAT MATTER TO THEM.

“

Because I run a pet rescue, and any money goes to the pets we save. I love the way you operate, it's amazing.

Great guidance, friendly communication, genuinely wanting us to succeed. It must feel so good to help so many people.

Although it's often sad, it gives people the feeling they have done something good. Being on a pension I like seeing other people giving just \$10 like myself.

I'm thankful for a platform that helps to fundraise for a worthy cause. It was easy to set up and had all the help available as it's needed.

It is fabulous that this can be done to help people in desperate situations. It just makes things a little easier on the families.

The process to set up was easy, the service we have received from yourselves and the kind people that helped has been amazing. The situation has been very stressful and sad and the Givealittle page and team have helped to lift us up. Thank you.

”

Such a respectful way to ask for financial support at such an emotional time.

You were supportive in our time of grief. Your service allowed people to donate to us & leave messages, and you released the money early. Thank you so very much!

For the most amazing cause and so easy.



# Who we are

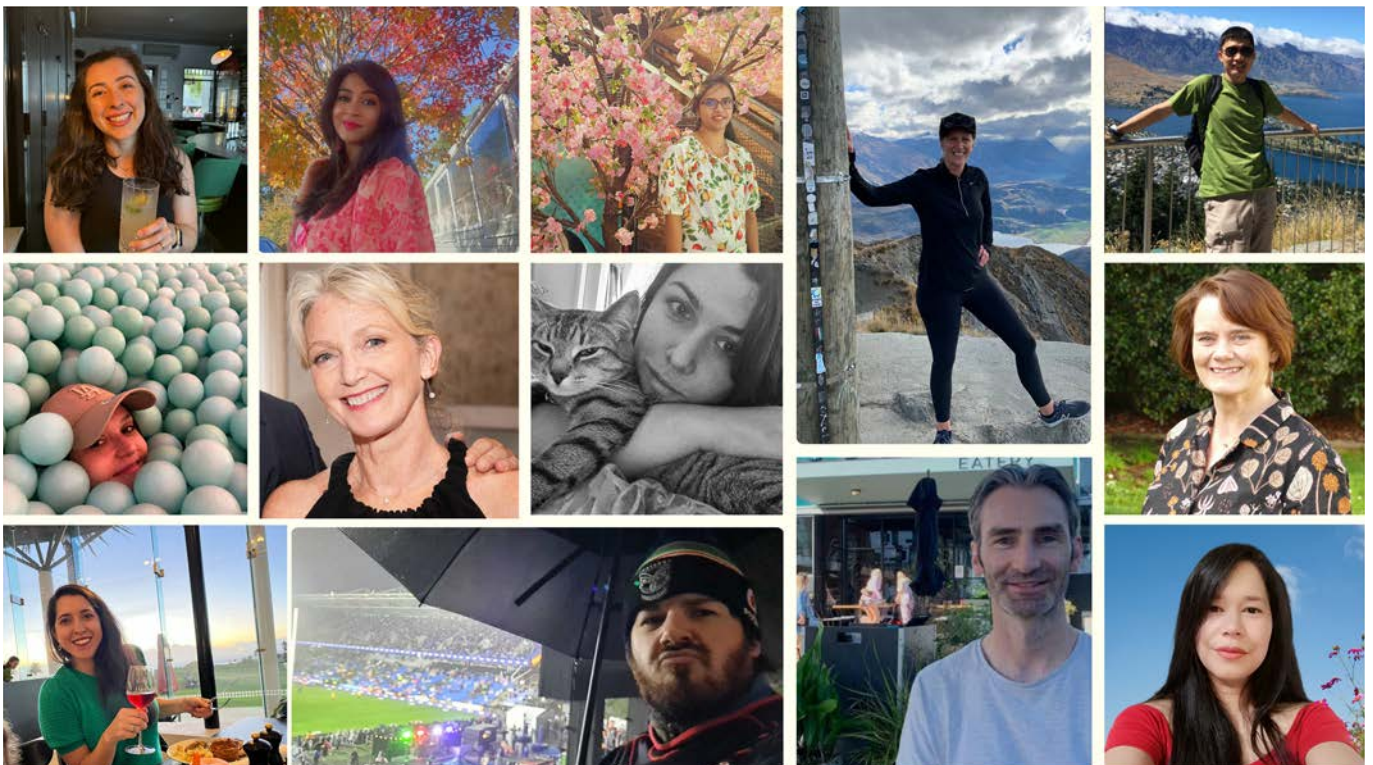
**THE GIVEALITTLE TEAM ARE BASED IN AUCKLAND AND IS MADE UP OF 12 HUMANS WHO LOVE WORKING HERE.**

Working at Givealittle, every day brings something new; sometimes we laugh, sometimes we cry, and believe it or not, we read every single page. We truly appreciate how lucky we are to witness the amazing feats that people accomplish using Givealittle, as well as the love and support that comes through in donation comments.

*Givealittle - powered by Perpetual Guardian since March 2020.*

“Perpetual Guardian is proud to support Givealittle in its incredible work helping Kiwis raise funds for all sorts of worthwhile causes. Some causes are uplifting and inspiring, some are heart-breaking. GAL’s small team of dedicated professionals are a delight to have in the PG group and we feel privileged to be part of GAL’s continued growth and impact across New Zealand.”

**PATRICK GAMBLE**  
CEO Perpetual Guardian



*The Givealittle team ready to support New Zealanders in their fundraising efforts.*

# What do people raise funds for on Givealittle?

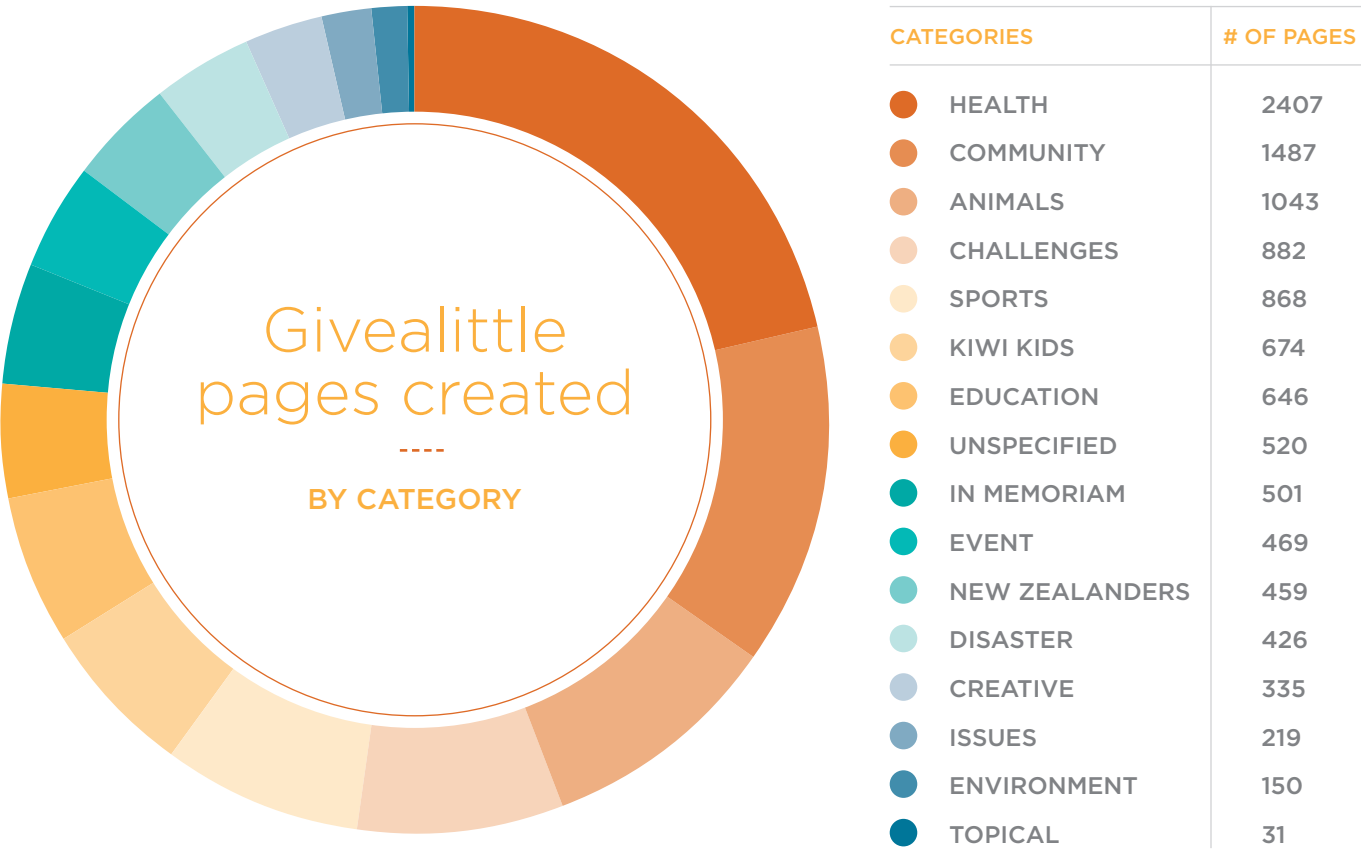
**GIVEALITTLE’S MISSION IS TO HELP KIWIS RAISE FUNDS FOR THE THINGS THAT MATTER TO THEM - AND WE MEAN IT!**

Givealittle is a neutral platform where all New Zealanders can fundraise for anything from a helping hand when times are tough, to a charity-campaign to rehabilitate native birds; and everything in between. So there’s no simple way to answer this question because crowdfunding can be complex and there are often several reasons people are fundraising. Kiwi’s may turn to crowdfunding to help rebuild and heal in urgent times of need, and we do observe higher volumes of page creation/donations during these times. An example of this is in response to a natural disaster, where it becomes especially clear that New Zealanders have an incredibly generous nature, and want to help their loved ones and communities in need of support.

Using data from Category selection, out of over 11,000 total pages created, we observed in FY2024 that the three most frequently selected categories were Health at 21.6%, Community at 13.4%, and Animals at 9.4%.

**WHAT TO KNOW ABOUT THIS DATA**

Page owners choose the page category from a predetermined list while they are creating their Givealittle page, and cannot choose more than one. This means that categories are subjective, but also they do not necessarily reflect the complex reality of fundraising; where often there is not just one reason funds are needed. For example, the Health category is over 20%, but it can be the case where donations will help with other things like accommodation, lost wages, or any number costs that accumulate as a result of an illness.





## What makes a successful crowdfunding campaign?

For any crowdfunding campaign, the crowd decides what they will support. Pages that receive the most support and/or sharing usually include one or more of the following qualities:

**COMPELLING STORYTELLING** engages emotions, builds trust, and drives meaningful connections that inspire people to contribute to a cause they resonate with.

**TRANSPARENCY** this is crucial for crowdfunding as it fosters donor trust by providing clear insight into how funds will be used and ensures accountability for achieving the ultimate goal.

**GRATITUDE AND ACKNOWLEDGMENT** Gratitude matters! Expressing gratitude to donors helps foster a sense of belonging and encourages ongoing support.

**TRUST** People are more likely to donate to a cause they believe in and/or people they trust.

**COMMUNICATION** Sending regular updates keeps supporters engaged, informed, and motivated.

## Who is raising funds on Givealittle?

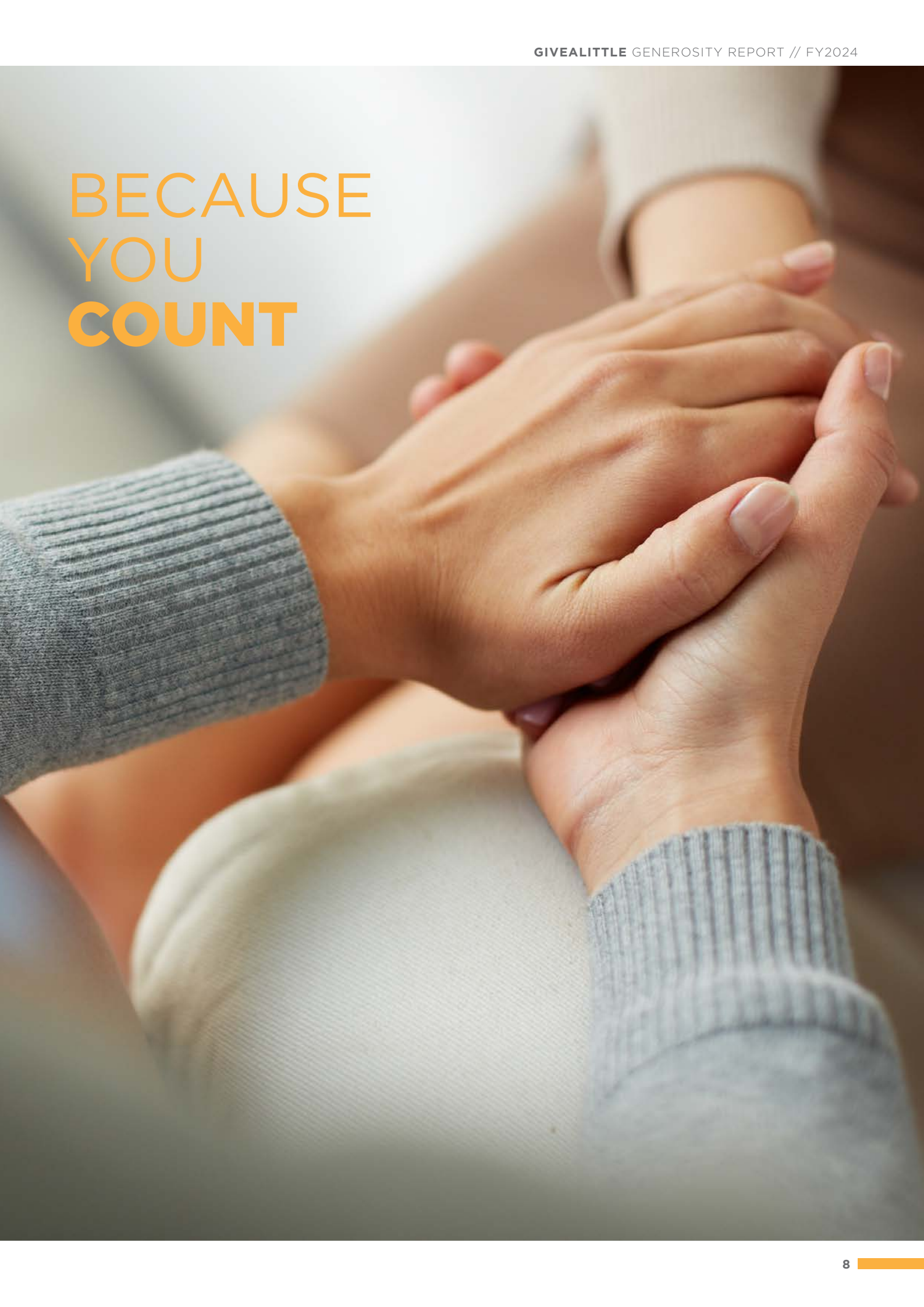
**THE BEAUTY OF GIVEALITTLE IS ITS VERSATILITY AS A PEER TO PEER AND CROWDFUNDING PLATFORM FOR ALL KIWIS. USERS ON GIVEALITTLE FALL UNDER ONE OF FIVE “PROFILE” TYPES (EACH WITH DIFFERENT REQUIREMENTS) WHICH ARE: CHARITY, SCHOOL, INDIVIDUAL, BUSINESS, AND GROUP.**

Kiwis spirit of giving remains strong in FY24 with over \$33.1M raised in total. In keeping with previous years, individual beneficiaries continued to be a major recipient of the generosity, accounting for 70% of the donations raised. Additionally, there has been an increase in giving to Schools, which is a result of some pretty amazing school fundraising initiatives. The Charity sector did see a decrease this year; where the numbers reflect a similar shift in charitable giving across the sector as also seen in the Perpetual Guardian Philanthropy Report FY2024. Businesses and Groups also saw a downturn from previous years. Changes in generosity on Givealittle year on year can in large part be attributed to significant events like covid lockdowns (2022), natural disasters (2023) or any event triggering a large response of support from the crowd. This year, there have been many highlights to celebrate through the various ways support is provided on Givealittle.

### GENEROSITY BREAKDOWN BY PROFILE TYPE

FY	CHARITY	SCHOOL	INDIVIDUALS	GROUP+BUSINESS
2021	\$8.4M	\$307k	\$16.7M	\$1.1M
2022	\$11.3M	\$363k	\$23.5M	\$2M
2023	\$11.2M	\$349k	\$25.9M	\$6M
2024	\$8.1M	\$373K	\$23.6M	\$1M

# BECAUSE YOU COUNT



## Individuals fundraising on Givealittle



Individuals raising funds for causes that are important to them consistently make up the majority of the total generosity on Givealittle. This year, individuals raised a total of \$23.6M; which is a decrease of about \$2m from FY23, but an increase in the proportion of total donations; from 60% in FY23 to 71% this year in FY24. There are some important qualities that can determine if an individual fundraiser reaches their goal on Givealittle; these include trust, transparency, communication, and sharing amongst their networks.

### CASE STUDIES

## Support Micky

### TO BUY A RELIABLE AND SAFE VEHICLE THAT HE USES TO TRANSPORT OUR GOLFING TAMARIKI

Local legend, teacher, and golf fanatic Micky Huriwaka is a dedicated youth golf coach in Opotiki, Bay of Plenty. Micky also earned national recognition for his commitment to supporting the most promising young golfers in the area, when he was named NZ Golf Volunteer Coach of the Year. Regularly transporting tamariki and their golf equipment to practices and tournaments, Micky often relied on his personal vehicle or borrowed others due to safety and space concerns. The car he had was prone to overheating and various other issues, and was no longer viable. To address this, a campaign was launched by Glenn Phipps, a grateful parent, to raise funds for a reliable and safe vehicle. Micky, his students, and his passion for golf was the focus of a lovely feature from 1News which helped spread the word in a big way. In the month the page was open; from March to April, it raised just under \$30k for a total of \$29,780 from 434 donors which helped Micky not only purchase a beautiful blue Mitsubishi Triton, but also to continue his invaluable work, fostering the growth and development of young golfers throughout the region. This campaign is a perfect example of the impact of compelling storytelling, as well as the trust and connection towards Micky and his mission from his own community, which extended to others.

*Micky's students with the new truck - making their travel around the region safer.*





## CASE STUDIES

## Frankie to the Rescue

“Frankie to the Rescue” was created in December 2021 in memory of three-year-old Frankie, who passed away in April 2021 from a rare brain cancer. The name, “Frankie to the Rescue” was inspired by Frankie’s love for fire trucks, Fireman Sam and Paw Patrol, and his kind nature. This wonderful initiative supports families with children receiving palliative care via Starship Hospital in Auckland and Nurse Maude in Christchurch, providing practical assistance such as ready made meals, as well as gifts and activities for children and their families. Frankie to the Rescue also provides ‘present boxes’ to the Oncology wards at Starship and Christchurch Hospital, allowing nurses to create special gift bags for children in need.

Frankie to the Rescue is an individual cause, but is supported by Fire and Emergency NZ, who provide resources like fold-up fire trucks, and activity sheets. This campaign provided regular updates to its supporters via social media and Givealittle which included pictures of some of their deliveries; giving supporters tangible examples of the good they’ve helped accomplish with their donations. To date, Frankie to the Rescue has raised \$25,690 from 178 donors over 2 years, and continues to help countless whānau and children going through the unimaginable.



## Help Neihana Walk

This cause to “Help Neihana Walk” was a heartwarming success, raising an incredible \$95,190 total funds needed to buy a Trexo Robotic Walker for nine-year-old Neihana from Rotorua. Neihana, is a spirited and fun-loving boy who was left severely disabled after a choking incident at his daycare, and has since been confined to a wheelchair, standing frame, or lying down. Led by Neihana’s dedicated and loving mother, Marama Renata, the campaign received overwhelming support and media coverage; resulting in generosity from 1,200 donors that covered the cost of purchasing and sending robotic legs to New Zealand, from Canada. Neihana’s family was the first in New Zealand to buy the overseas-developed technology; and documented their progress from beginning to end. Marama concluded the page with one last “thank you” a page update with a link to a lovely feature about Neihana in the Rotorua Daily Post which included a video of Neihana using his new robotic legs.



*Neihana at home with his family. Givealittle was pivotal in the family’s campaign to get Neihana back on his feet.*



BECAUSE  
GIVING  
**COUNTS**



## Charities fundraising on Givealittle

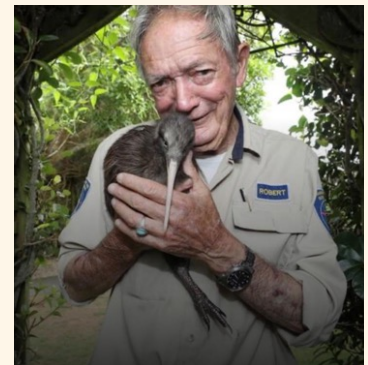


Fundraising on Givealittle as a registered charity is straightforward, simple, and can be set up quickly by even the least tech savvy users. We see organisations across all charity tiers raising funds for everything from a funding shortfall to upgrading a beloved community swimming pool. Some campaigns bring together kiwis nationwide; while others can receive more regional support. In FY24, charities received \$8.1m in donations from their wonderful supporters. While this is a reduction from FY23 of about \$3m, we observed an increase in registered charities on the platform, and that the proportion of charitable donations remained level at 24.5%.

### CASE STUDIES

#### KIWI'S DONATE TO SAVE WHANGĀREI BIRD RECOVERY CENTRE

The Whangārei Bird Recovery Centre, was given a lifeline in March this year thanks to the overwhelming support from Aotearoa. Over \$50k was donated via Givealittle, contributing to the \$140k total (including off-line donations); helping the centre remain open for a few years. The centre rescues, rehabilitates, and releases over 1,200 birds annually, educates more than 6,000 children, and plays a crucial role in the kiwi recovery programme. Leading the centre, is legendary conservationist Robert Webb; who has received the Queen's Service Medal and New Zealand Order of Merit for his outstanding contributions to conservation. He was interviewed for several media articles during the span of the fundraiser, and was deeply moved by the public's generosity. Webb stated, "We didn't really expect this overwhelming sort of support from the public. But this tells me that people like what we do and like to have us around." This cause embodied the very spirit of what Givealittle stands for, and endings don't get much happier than this!



Robert Webb - Photo/ Michael Cunningham, Northern Advocate.

"Givealittle has been an easy and effective way to involve the whole community in supporting the upgrade of our pool. It's great to be able to use a QR code in all our publicity and direct people straight to the fundraising page." **Carterton Swimming Club** ❤️



## CASE STUDY

## Carterton Community Pool

The Carterton Swimming Club along with their partners at Splash initiated the Central ITM Big Swim 10<sup>6</sup> campaign in December 2023. It closed at the end of March 2024, however the Carterton Pool is still fundraising with an aim to raise \$1.7 million for urgent upgrades to their beloved pool; which is the only indoor pool available to the community in the Southern Wairarapa. The campaign rallied over 27 participants and 14 teams fundraising on Givealittle, to collectively swim a million metres during the month of March. This campaign was quite special, because it's clear to see the community's genuine commitment to preserving this vital asset. Through various fundraising efforts, including individual swims and team relays, and some wonderful media attention, participants garnered immense support; so far raising over \$60,000 on Givealittle for the Carterton Swimming Club Indoor Pool Project. Built in 1987 by the community, the Carterton Indoor Pool is used by a cross section of the Wairarapa community from toddlers and schoolchildren, competitive and recreational swimmers, people requiring rehab, and the older generation looking for ways to keep active and mobile. It's available to users from all three Wairarapa districts, and people come as far away as Featherston, Martinborough, and Masterton.

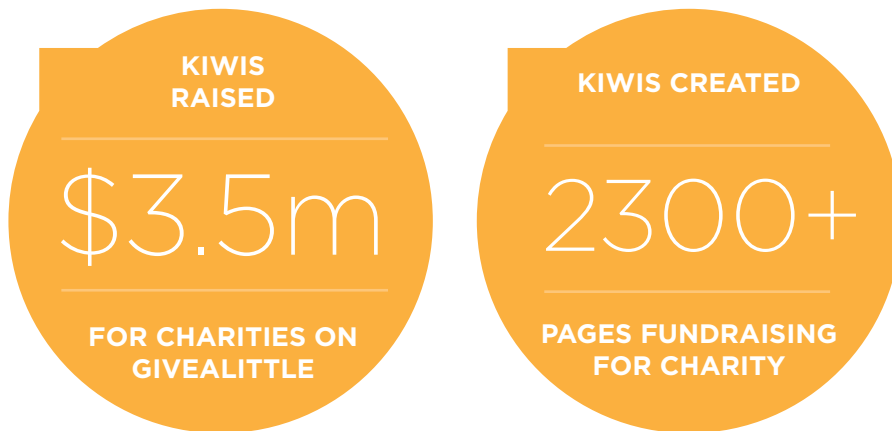


*Participants in the Central ITM Big Swim 10<sup>6</sup> all working together to save their beloved pool. Funds raised ensure that the community of Carterton can remain active and mobile.*

BECAUSE  
THINKING  
OF OTHERS  
**COUNTS**

**B E K I N D**

## Kiwis fundraising for charities on Givealittle



### PEOPLE FUNDRAISING FOR CHARITY ARE NOT ONLY MAKING A MAMMOTH EFFORT WHICH TAKES TIME, ENERGY, AND DEDICATION, BUT THEY ALSO MAKE A HUGE DIFFERENCE.

On Givealittle, individuals, groups, schools, or businesses can fundraise for their favourite charities anytime; it doesn't need to be a special occasion. Givealittle users can also fundraise multiple charities from one page, so the sky's the limit! This year was no exception with over 2,300 fundraiser pages created by passionate people who ran the length of NZ and Australia to shaving their heads, and everything in between.

Organisations play a huge role in encouraging their own supporters to create a fundraising page for them by providing them with resources; like logos, email templates, or simple to follow instructions - just to name a few. Motivating supporters to fundraise is one of many effective fundraising strategies because it can be a year round activity, but also is an excellent way to spread awareness and acquire new supporters organically.

CHARITY NAME	FUNDRAISER COUNT
I Am Hope Foundation	393
The MediaWorks Foundation	182
Jolly Good Chaps	143

“The chopper appeal was a f\$%ing good cause, the bike ride was f\$%ing hard, but at least Givealittle made the fundraising f\$%ing easy!” - **Paddy Gower** ❤️



## CASE STUDIES

## Paddy G Riding F#\*king 235 km for Charity

A familiar face to most Kiwis; unless you live under a rock - journalist Patrick (Paddy) Gower embarked on an extraordinary journey, cycling 235 km from Queenstown to Invercargill in support of the Westpac Chopper Appeal's annual event (Chopper Appeal Bike Ride QT2INV). Motivated by a challenging year that included redundancy, Paddy channelled his energy into helping others by raising funds for the Lakes District Air Rescue Trust. While Paddy does have the added benefit of a bit of star-power, he didn't rely on this alone to raise \$6,673 in just 12 days; he put time and effort into showing gratitude to donors by publishing fun page updates, sharing his page, and replying to each and every donation comment; which takes time, especially when there are 108 of them! Paddy's ride not only showcased his resilience to ride in the freezing cold, but also highlighted the



*Paddy Gower ready to ride!*

critical role of rescue helicopters in saving lives across the lower South and Lower Western South Island of New Zealand. The Million \$\$\$ Ride - Westpac Chopper Appeal Bike Ride Queenstown to Invercargill took place on May 10th, included 32 Participants, 7 teams, who all rode in the freezing cold to raise \$107,631 for Lakes District Air Rescue Trust, just on Givealittle. Including donations off-Givealittle the Chopper Appeal Bike Ride has raised over \$1M in total (including donations off-Givealittle) since it began in 2011.

## Curly Runs from the Bottom to the Top

Curly, an ultra runner and adventurer, went on an incredible self-powered mission to run the length of New Zealand and Australia - a total of 6,500kms. He completed his run in Darwin on May 15th 2024, greeted by his family and a TV crew. Inspired by his own struggle to run without proper nourishment and a passion to help those in need, Curly (Grant Jacobs) has (to date) raised over \$13,000 for KidsCan Charitable Trust over 7 months. His fundraiser and mission were the subject of many media articles and TV interviews during his big adventure where he learned valuable lessons like staying away from Australian wildlife, and that you can never have too many pairs of spare shoes. KidsCan is a registered Charity that provides the essentials (like school lunches) to Kiwi kids affected by poverty so they can participate in learning and have an opportunity for a better future.



*Curly (Grant Jacobs) preparing for his adventure so that he could support KidsCan, who provide essentials to Kiwi kids on an everyday basis.*



## CASE STUDIES

## 22 Halves - 22 Weekdays

In April, Damion Ranginui ran 22 half-marathons in 22 weekdays, raising a whopping \$29,281 for KidsCan. Inspired by his own challenging childhood marked by poverty and hunger, Damion aimed to support KidsCan in providing essential items like food, jackets, shoes, and health products to schools across New Zealand. Damion's campaign went from strength to strength. He had the support of three corporate sponsors, a bit of media attention, and a large network of supporters who he kept updated using photos and engaging videos posted on his Instagram page. Lastly, he put in the mahi and showed gratitude to his donors - he replied to all 295 donation comments to say thanks. Well done Damion!



*Damion Ranginui in his bid to support Kids Can. Givealittle was pivotal in making his fundraising efforts a breeze.*

## Kate Poulson Runs for Retired Working Dogs NZ

Kate Poulsen, a dedicated shepherd from Otago undertook a remarkable challenge from July 2023 to March 2024 of running over 14 half marathons to raise awareness and support for the Retired Working Dogs Charitable Trust NZ which has been rehoming working breed dogs since 2012. In the end, Kate raised \$3,270 from 68 generous donors, and created 13 Givealittle Page updates to boot - with a picture for every half-marathon; an excellent way to show gratitude to donors. Kate's efforts embody the spirit of compassion and advocacy, driving meaningful change for a group that she's passionate about.



*Kate, pictured here with some of the beloved retired working dogs she's been able to help.*

# BECAUSE EDUCATION COUNTS



## School fundraising on Givealittle

\$373k

DONATIONS  
RAISED

\$24k

INCREASE IN DONATIONS  
RAISED FROM  
FY2023

460+

SCHOOLS  
REGISTERED WITH  
GIVEALITTLE

**WE'VE SEEN EVERYTHING FROM COLOUR RUNS TO FUNDRAISING FIESTAS TO BASIC-FACT-A-THONS AND MORE. SCHOOLS HAVE USED GIVEALITTLE TO FUNDRAISE FOR THEIR LITERACY PROGRAMMES, LEARNING EQUIPMENT, FURNITURE FOR A NEW LEARNING SPACE - THE LIST GOES ON!**

In FY2024, we observed a slight increase from last year moving from \$349,000 in FY23 to \$373,000. We also welcomed over 10 new schools to the Givealittle platform and we look forward to seeing the unique "athons" they have in store! On Givealittle, many of the school campaigns we see fundraise are by classroom; this is a model where each school may create several pages (one for each classroom) for any single campaign. These classroom-led campaigns generally lead up to an in-school event, like a kid-sized triathlon. That being said, the beauty of Givealittle is its versatility, and schools can use the platform to fundraise for anything they need. Think of travel costs for students to a competition or even just an annual campaign where they use a simple structure involving only one Givealittle page which people can donate to.

Schools; like businesses, have an excellent platform for fundraising, as they have already-existing networks. This means the time and effort can go towards the communication of the event - to parents, grandies, PTA's, you name it. Our goal is to make their fundraising experience as easy as possible, and we have several helpful tools commonly used by schools that make their fundraising easy:

- + Donation Tags - an extra field that can be added to a donation screen, which tags a donation to something or someone specific; which the page owner can tally up. For example, tagging your donation with a student's name.
- + Landing Pages - large format pages that gather together an unlimited number of Givealittle pages and display them on one screen. For schools, this is beneficial as they often have more than a dozen classrooms fundraising.
- + One-on-one customer support - our customer care team offer one-on-one support to get each campaign up and running, and we help tailor the best setup for the event, and there is no extra charge for extra help!

"Working with Givealittle was awesome. Their team's responsiveness and commitment to ensuring our campaign was successful truly made a difference. The user-friendly platform made it easy for us to rally support for our cause and resulted in donations from around the world. We are grateful for the partnership we have formed with Givealittle and look forward to working with them again in the future"

**Christine Abercrombie Pasadena Intermediate** ❤️



## CASE STUDY

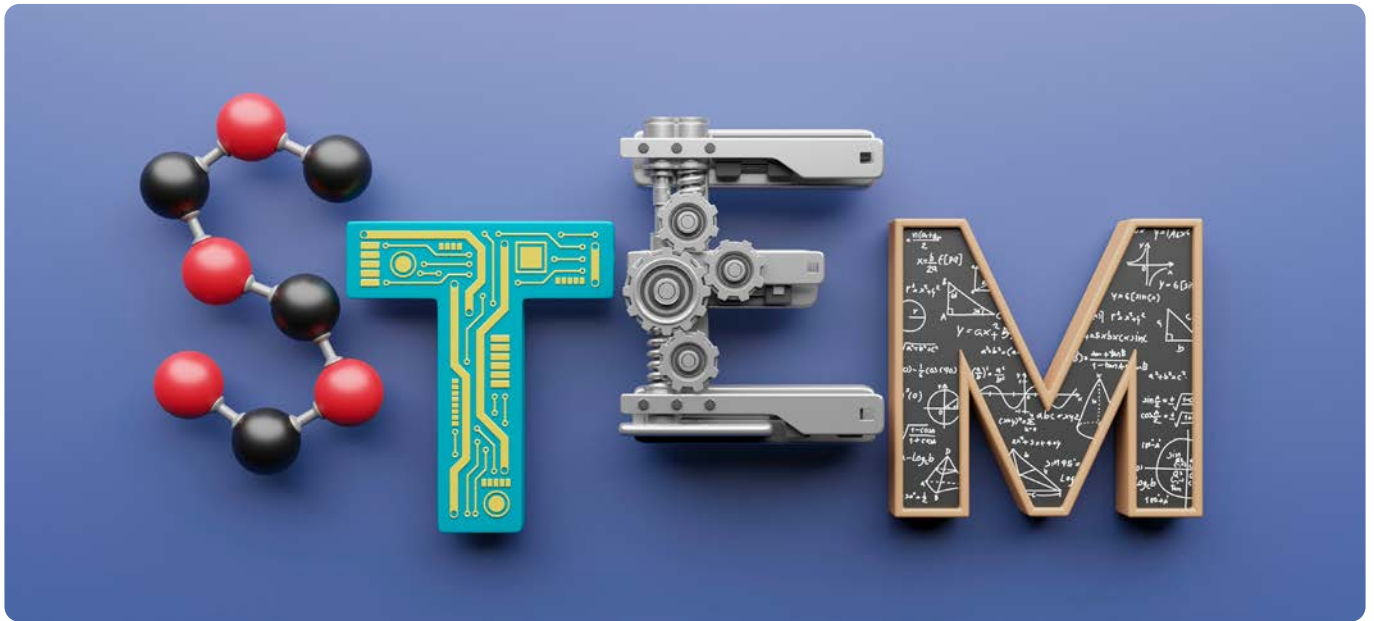
## Pasadena Intermediate's Fundraising Fiesta



The Fundraising Fiesta by Pasadena School used a fundraise-by-classroom model, which included 14 rooms; so one fundraising page for each; and over 360 students. On the day of the event, students participated in a sponsored quiz that featured a mixture of “knowledge questions” that students answered in a fun, interactive and inclusive environment. All students who raised funds were given a prize; encouraging donations from friends and family, but also bolstered the motivation efforts of participants. Pasadena School raised \$18,479 on Givealittle from over 400 donors in Aotearoa and internationally! Their support helped purchase furniture for their new classrooms and library, plus a secondary goal of additional staffing for enrichment programmes, allowing Pasadena Intermediate to continue to support the learning needs of every student in their school.



## Spotlight on : STEM



### WHAT IS STEM? SCIENCE, TECHNOLOGY, ENGINEERING, AND MATHEMATICS.

This year we saw several campaigns fundraising to support tamariki in STEM; whether it was to improve an existing program, or travel for a robotics competition, we are stoked to be able to play a small part in encouraging Kiwi kids in this field. With our current reporting, it's tricky to track specifically how much STEM-related pages have raised this financial year, however, here are a handful of pages from FY2024 that stood out from the crowd.

#### CASE STUDIES

##### MOTATAU SCHOOL AQUABOTS

\$42,205 was donated by 586 generous supporters (and more off-Givealittle) to help four Motatau School's Taikirau Waibots Team and their teachers travel to America to the international Sea Perch competition; an annual world-renowned event lasting 11 days in Washington DC. Motatau School is a small rural school of 65 students with an exceptional group of four young people (Aquabots) with a passion for underwater robotics. After the Aquabots placed second in the Te Taitokerau Aquabots Competition, they needed funds to travel to Washington DC; cue a huge volume of grassroots support from all over Aotearoa, which increased exponentially after a segment on RNZ's morning report, and TVNZ. In an interview with RNZ, teacher Emma Marsh said: "Science organisations wanted to give koha, even a nun in a convent in Wellington got in touch wanting to donate \$1000 to the cause." What an experience for the Aquabots, who brought invaluable knowledge back to their rural community in Te Tai Tokerau.





## Spotlight on : STEM CONTINUED

### CASE STUDIES

#### SUPPORT GIRLS IN STEM TO GET TO THE USA

The SAGE Engineering Club, consisting of five dedicated girls from Rotorua aged 12-17, qualified for the International Seaperch Competition in the USA. These young engineers had been participating in various robotics and engineering competitions for the past four years, recently securing 2nd place in the High School division at the NZ Aquabots competition. This achievement earned them the opportunity to represent New Zealand on an international stage in May 2024. The crowdfunding campaign, led by their coach and mentor Jessica Cathro, aimed to raise funds for flights and accommodation, enabling these aspiring STEM professionals to take up this life-changing opportunity. The community's support was incredible, with \$31,188 raised and more off-Givealittle, helping to inspire and empower the next generation of female engineers.



*The SAGE team with their creation.*

#### HOUSE OF SCIENCE HUTT VALLEY APPEAL

For the past nine years, 'Hutt Science' have provided invaluable bi-lingual science kits to 15,000 students across 67 schools and offer hands-on learning experiences that ignite curiosity and inspire future scientists. This year they faced a big challenge when the crucial financial support from two councils which they depend on, was withdrawn. House of Science NZ Charitable Trust created a Givealittle campaign with the hopes of bridging the funding gap and keeping the doors open; where to date they have raised nearly \$23,000 of a \$100,000 goal. The charity is great at showing donors gratitude by replying to every donation comment, but importantly are very active on social media, so supporters can see real-world examples of the goodness the organisation does in the community. House of Science is a registered Kiwi charity with several regional science branches. They are passionate about inspiring young New Zealanders' interest in science through tangible learning experiences by providing quality science resource kits to primary and intermediate schools and professional learning for teachers.



*Two inspired young Kiwis using the kit to peak their interest in science.*

# MAKING IT OUR BUSINESS TO **COUNT**



## Corporate Fundraising on Givealittle



**BUSINESSES HAVE A SOLID PLATFORM FOR FUNDRAISING BECAUSE THEY HAVE AN ALREADY-EXISTING NETWORK THAT INCLUDES EMPLOYEES, CHARITABLE ORGANISATIONS THEY SUPPORT, AND THEIR BOARD OF DIRECTORS, JUST TO NAME A FEW! THESE NETWORKS CAN TRANSLATE TO POTENTIAL DONORS, AND PARTICIPANTS IN AN EVENT, OR THEY CAN HELP TO SPREAD THE WORD. FOR BUSINESSES, THERE'S LESS EFFORT NEEDED TO CREATE THESE NETWORKS, ALLOWING THEM TO FOCUS ON THEIR FUNDRAISING STRATEGY.**

In FY24, business profiles on Givealittle raised a total of \$500,400. While this is a decrease compared to FY23, where \$5 million was raised, it's important to note that the FY23 total was significantly boosted by a single campaign by Stuff NZ, which raised \$4.5 million in response to Cyclone Gabrielle. The funds raised in FY24 are more in line with what we would typically expect to see for business profiles in a financial year. On Givealittle, businesses are one of five profile types that users can choose from, and they raise funds for a wide range of reasons. Often, they are not the direct beneficiaries of the donations, highlighting their generosity and commitment to supporting various causes.

Givealittle has several tools that are commonly used by businesses to help amplify their fundraising:

- + **Matched Giving:** Matched Giving in a nutshell is a large donation (over \$500) that is pledged by a business generally to one of their charity partners that is used to double donations for a limited time; thus creating a sense of urgency.
- + **Teams for Events:** Givealittle Team pages allow groups of people to fundraise collectively as part of an Event, and each participant in the Team has their own page, adding an element of friendly competition!
- + **Events:** Think of an annual marathon, mud run, sky dive, or any challenge with an unlimited number of Teams and participants, where participants can fundraise for up to 3 set beneficiaries or pick their own.
- + **Fundraiser page:** Fundraiser pages are created by individuals, groups, or businesses who want to fundraise in support of a favourite charity.
- + **Widget:** a window into your Givealittle page from your own website. It changes dynamically, where the total raised updates more donations come in.
- + **Payroll Giving:** Employees make regular donations to an organisation with Tax Donee status directly from their salary or wages

## THANK YOU to our Partners

# CHARITIES  
ON GIVEALITTLE

77

OFFERING FOOTPRINT  
TO THEIR DONORS



On November 10th, 2023 we began our collaboration with the online Will provider Footprint to encourage more Kiwis to consider leaving a gift to charity in their Will. Since then, we're happy to report that 77 Kiwi Charities have opted in to Footprint messaging on their donation receipts from over 100 pages. Through this collaboration, donors to charities who have switched on Footprint messaging will receive a 50% discount on the cost of a Footprint Will with the option to leave a gift to charity.

Footprint is an online Will provider with a focus on improving financial literacy and helping change the perception that Wills are about retirement. Their aim is to drive a behaviour change that results in more people getting their Wills earlier in life.

## The Funding Network NZ

### GENEROSITY GENERATOR PROGRAMME BECOMES GENEROSITY GENERATOR MASTERCLASS



4

INTAKES

123

SMALL KIWI  
CHARITIES

\$694k

RAISED

In the FY24, Givealittle hosted its last Generosity Generator, which raised \$187,859 and included 37 grassroots Kiwi charities. This year, we bid a fond farewell to our wonderful partners The Funding Network NZ, who closed their doors in December 2023. While we are sad to see them go, every cloud has a silver lining...

The Generosity Generator Masterclass: released on September 5th 2024

It is a free, self-paced, online short course created by Anusha Bhana, in consultation with Tim Pare (co-leads of TFNNZ) that teaches the fundamentals of crowdfunding, and builds on the original Generosity Generator. While its core focus remains on small charities, the course also offers valuable insights for schools, community groups and individuals looking to run a crowdfunding campaign.

As we move forward, we're proud to carry the torch of this incredible initiative, ensuring that the spirit of generosity continues to thrive in Aotearoa. We invite you to join us in this exciting new venture and discover how the Generosity Generator Masterclass can help you create lasting impact in your community  
<https://ggm.givealittle.co.nz>.



give a little  
POWERED BY  perpetual guardian