



JR MCKENZIE TRUST

ESTABLISHED IN 1940

Philanthropic Funding to Māori

Estimates, Insights and Next Steps

Foreword

Tihei mauri ora.

E ngā mana, e ngā reo, e ngā karanga maha o ngā tangata katoa, tēnā koutou katoa.

The J R McKenzie Trust recently received the coveted Funding for Indigenous Peoples Award 2014 – an international accolade to encourage and recognise donors who fund indigenous communities around the world.

The first New Zealand organisation to ever win the award, it marks a milestone in the Trust's long legacy of giving that has evolved over the years to prioritise Māori long-term wellbeing and sustainable development.

In 2003, the Trust engaged in a strategic review of its philanthropic practices and noted that only 2–3 percent of its funding went to Māori, and there was an under-representation of Māori in the Trust's philanthropic activities.

In a proactive move, the Trust established *Te Kāwai Toro*, a subcommittee whose mentoring and guidance has helped to increase Māori representation on the Board and prioritised long-term development in the Trust's grant making.

This report is yet another strand of work pursued by the Trust to encourage a unified sector approach to investing in the long-term sustainable development of Māori communities. This is particularly important given that Māori inequalities eclipse all others in Aotearoa New Zealand.

The report estimates philanthropic funding to Māori in 2012 totalled \$289m or just over 12 percent of the total philanthropic funding. Based on this, it suggests philanthropic funding to Māori is lower on a per-capita basis than funding to other population sub-groups. It surmises that philanthropic funding to Māori does not fare well when measured against relative need and the development aspirations of Māori.

To address these concerns, the report suggests that consideration be given to:

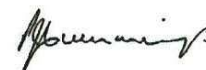
- whether Māori needs and contributing to Māori development are adequately covered within the activities, goals or strategic objectives of the sector; and
- greater collaboration within the sector to capture, collect and collate more detailed data on the use of funds by ethnicity, sex, age and region.

We believe this report serves as a catalyst for conversations with the sector regarding future collaborative improvements; and strategies to ensure better alignment of philanthropic investment matched to Māori development aspirations.

Sharing this research with other organisations is also an opportunity for us to learn about alternative models and investment strategies being used; and how these might also benefit a unified approach to supporting Māori development aspirations.

We trust this report provides a positive impetus for future dialogue and engagement with all our stakeholders.

Mauri Ora



Patrick Cummings, J R McKenzie Trust
Chairperson



Manaia King, Te Kāwai Toro
Chairperson

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Executive Summary

This report presents estimates, findings, insights, and observations from a project investigating philanthropic funding to Māori. BERL carried out the project for Te Kāwai Toro, the Māori Development sub-committee of the Board of the J R McKenzie Trust.

The project would provide Te Kāwai Toro with an informed understanding of philanthropic funding to Māori. The project would assist in strategic decision-making when funding Māori development.

1.1 FRAMEWORK FOR THE STUDY

This project used the conventional definition of philanthropy and its measurement framework – as used in the GNZ06 and GNZ11 projects. This definition includes funding to individuals who benefit from philanthropic activities, as well as philanthropic funding to organisations as recipients.

Philanthropic funding to Māori has been determined by the source of the funding and how the funding is received; that is, what activities are funded and what channels are used to provide this funding.

The types of activity funded by philanthropy were classified according to the categories and sub-categories used in the GNZ studies.

The work undertaken in this project and our resulting findings fell into two stages.

1.2 FIRST STAGE OF THE PROJECT: TWO KEY RESEARCH QUESTIONS

The first stage consisted of research using methods based on earlier Giving New Zealand studies¹ (GNZ06 and GNZ11) to address two key research questions:

- i) Who provides philanthropic funding to Māori and how much is given?
- ii) What activities are funded and what channels are used to provide this funding?

We have produced estimates in response to these two key research questions. These estimates provide a benchmark for future measurements so that we can more easily compare movements or changes in total philanthropic activity. We note a number of assumptions and caveats related to the estimates and discuss these throughout the report.

1.3 SECOND STAGE OF THE PROJECT: NEW QUESTIONS CONSIDERED

The second stage consisted of further analysis of the original data to consider new questions arising out of the initial study. These questions include:

- i) What is philanthropic funding to Māori organisations; and how does this funding compare to the philanthropic funding of other organisations?
- ii) What (types of) activities are being supported by philanthropic funding to Māori organisations; and how does this compare to the (types of) activities pursued by other organisations?
- iii) How does the philanthropic funding to Māori organisations compare to the relative need, noting existing economic and social disparities and iwi/Māori priorities for Māori development?

¹ BERL reports for Philanthropy New Zealand: Giving New Zealand – Philanthropic Funding 2006 and Giving New Zealand – Philanthropic Funding 2011.

This project has not fully addressed all the second-stage questions. However, the questions have informed the structure, analysis, and recommendations of this report; and are key to any further research on philanthropic funding of Māori development.

1.4 OUR ESTIMATES OF PHILANTHROPIC FUNDING TO MĀORI

We estimate philanthropic funding to Māori in 2012 totalled \$289 million or just over 12 percent of total philanthropic funding.

The largest source of philanthropic funding to Māori was from personal giving (\$184 million or 64 percent of total giving to Māori). Personal giving, as defined in our GNZ06 and GNZ11 studies, is giving by individuals, either as donations or bequests.

The second largest source of funding was from trusts and foundations, at an estimated \$89 million or 31 percent of total giving. The final six percent of giving was from businesses, at an estimated \$16 million.

1.5 FINDINGS AND INSIGHTS FROM THE STUDY

Our research found that most philanthropic organisations believe their grant making activities include all New Zealanders. Funding activities that include all New Zealanders may be too broad, and there may be a gap in philanthropic funding directed towards Māori.

The majority of survey respondents and philanthropic organisations that we interviewed were unable to tell us how much of their existing funds could be termed 'funding to Māori'. And only 20 percent of philanthropic organisations that responded to our survey could identify that they provide philanthropic funding to Māori². Most of these organisations were able to do so because they have a strategic policy in place or have identified Māori as a priority interest area.

Philanthropic funding to Māori organisations is highly likely to be less, for each organisation, than for other organisations. Our observation is evidenced by the survey responses that indicate limited engagement between the philanthropic sector and Māori organisations.

Further, a case exists that philanthropic funding to Māori organisations does not fare well when measured against relative need and Māori development aspirations.

1.6 OBSERVATIONS ABOUT THE PARAMETERS

The parameters of our earlier work (GNZ06 and GNZ11) were not fully fit for purpose for this particular project and the subsequent findings, such as the quantum of philanthropic funding to Māori above, raised more questions than answers.

In particular, including philanthropy to individuals – estimated where necessary through the use of population proportions – is consistent with the framework and parameters of analysis, and so retains comparability with earlier estimates. However, abiding by these parameters of analysis makes it difficult to assess the philanthropic sector's contribution to Māori development and the allied central research question – what is philanthropic funding to Māori organisations?

² We obtained 108 responses from grant makers to our online survey. Information from a further 484 grant recipients was also collected from our online survey.

1.7 OBSERVATIONS ABOUT THE DATA

After checking and recoding, our sampling of grant makers and grant recipients provided a total of 524 valid responses. While the sample was less than desired, the sample was sufficient to provide robust results, with a survey margin of error of 4.0 percent.³ Data for sub-samples had higher margins of error.

Data is important to make strategic decisions at a sector and organisation level and to ensure the outcomes of philanthropic funding are effective. Data gaps indicate that the sector may need to collaborate to capture, collect, and collate data.

³ At the 95% confidence level.

1. About this Report

This report presents estimates, findings, insights, and observations arising from a project investigating philanthropic funding to Māori. BERL carried out the project for Te Kāwai Toro, the Māori Development sub-committee of the Board of the J R McKenzie Trust.

The work undertaken in this project and our resulting findings fell into two stages: an initial analysis and further analysis of questions arising from the first stage. The next section of the report has an overview of the project: how it developed from the initial task, and the benefits of what has been achieved to date.

The rest of the report contains:

- an outline of the project's first-stage initial analysis
- a discussion of what was learnt from this first-stage initial analysis
- an outline of the second stage of further analysis with findings from the new research questions, including a statement of caveats
- a discussion of insights gained as a result of both the initial analysis and the second stage further investigation; and indicators of potential next steps.
- details of the estimates obtained – to be read in the context of the preceding discussions
- information about our project methodology and a list of references.

2. Overview of the Project

We embarked on this project with a task of assessing the quantum of philanthropic funding to Māori. We believed this would be a relatively straightforward exercise using the method and processes of two earlier projects for Philanthropy New Zealand (GNZ06 and GNZ11). We expected some difficulties in obtaining all data, but hoped that sufficient data would be available and collectable, to enable us to derive robust estimates.

2.1 HOW THE PROJECT DEVELOPED FROM THE INITIAL TASK

Central research questions were uncovered that needed to be addressed for our estimates to be properly interpreted. In particular, retaining the conventional definition of philanthropy – requiring no expectation of reciprocity – has limited the range of activities captured by our estimates.

Moreover, information on philanthropic funding of Māori organisations and their contribution to Māori development remains unclear. This is also hampered by including philanthropic funding of individuals within the conventional definition. This is an area of considerable relevance in the context of efforts to improve the engagement of the philanthropic sector with Māori organisations.

2.2 BENEFITS OF WHAT HAS BEEN ACHIEVED TO DATE

In spite of these problems, reaching a robust estimate of philanthropic funding to Māori on a comparable basis to earlier estimates of total philanthropic funding, provides a sound foundation for working effectively with the broader philanthropic sector. Further, this report provides a clear set of next steps to obtaining better data on the philanthropic funding of Māori organisations. It also provides information on institutional frameworks and/or constraints that may be impeding a more positive contribution from the philanthropic sector.

One of the themes of this report is that we consider this project to be just one component in longer-term efforts to improve the contribution of the philanthropic sector to Māori development.

3. First Stage: Initial Analysis

In this section we outline the first stage of the project: our research questions, the model used, and our top-line findings.

3.1 RESEARCH QUESTIONS FOR THE INITIAL ANALYSIS

The key research questions addressed during the initial analysis of this project were:

- Who provides philanthropic funding to Māori and how much is given?
- What activities are funded and what channels are used to provide this funding?

Our approach followed three steps.

1. Identifying and analysing data and information from existing reports and research.
2. Building on this evidence base by undertaking an online survey of identified philanthropic organisations and grant recipients.
3. Interviewing philanthropic organisations identified from the survey and by J R McKenzie Trust to obtain more detailed information on philanthropic funding that relates to Māori.

This research aimed to improve the understanding of philanthropic activities and their contribution to Māori development. The results of the research would help Te Kāwai Toro in its strategic goal of improving the sector's contribution to Māori development. The research will also enable all those involved in philanthropic activities to be better informed about how their activities relate to Māori.

More detail about our project methodology is in section 8 'Project Methodology'.

3.2 EARLIER GIVING NEW ZEALAND PROJECTS PROVIDED A MODEL

Our method was based on earlier studies: GNZ06 and GNZ11.⁴ GNZ06, a report for Philanthropy New Zealand in 2006, was the first comprehensive and robust research on the scale and sources of philanthropic grants in New Zealand. It was followed by another report in 2011, GNZ11. GNZ11 used data from a range of sources to capture the range of ways New Zealanders make philanthropic contributions.

3.2.1 About the GNZ method

BERL believes it has identified the majority of information sources by working with Philanthropy New Zealand, the Office for the Community and Voluntary Sector, the Charities Commission, and Statistics New Zealand.

Since the original GNZ06 study, new sources of information have become available. These sources have given us access to better, more comprehensive information, as well as allowing us to validate our estimates from more than one source of information.

3.2.2 Comparability with earlier reports is important

We believe that comparability with the earlier studies is important. Comparability enables the prospective audience, who are familiar with the earlier reports, to easily understand the findings of this study. In particular, we note that the GNZ06 report has been a critical resource to help lift the philanthropy sector's profile and ensure that its work is recognised and developed. As a result, comparability with the GNZ reports would enable us to gauge the quantum of funding to Māori philanthropy and to assess its size relative to the total funding of philanthropy.

This would assist discussions with the broader philanthropic industry in informing its activities. Further, maintaining comparability provides a benchmark for future estimates and enables such future measurements to be easily compared with movements or changes in total philanthropic activity.

We also anticipated that retaining comparability with the earlier studies would simplify the method, approaches, and analysis for this project. Definitions, data sources, and the additional survey-gathering exercise would all follow those adopted in the earlier studies. Avoiding the need to modify or establish new analytical tools or processes would help us to quickly provide a robust estimate for philanthropic funding to Māori.

3.2.3 Top-line findings from first-stage initial analysis

In 2011, New Zealanders gave \$2.7 billion to charitable and community purposes. This estimated total giving equates to 1.4 percent of the national GDP. More than half of the contributions came from personal donations and bequests, followed by philanthropic contributions of trusts and foundations (36 percent). Business giving (about 6 percent), excluding sponsorship, was at \$151 million, up from \$103 million in 2006.

We estimate philanthropic funding to Māori in 2012 totalled \$289 million or just over 12 percent of total philanthropic funding. See Section 5.3 for further details of our estimates for philanthropic funding to Māori.

⁴ BERL reports for Philanthropy New Zealand: *Giving New Zealand – Philanthropic Funding 2006* and *Giving New Zealand – Philanthropic Funding 2011*.

4. Learnings: First Stage Initial Analysis

After analysing this data and assessing the survey results, we sent our initial report to Te Kāwai Toro for review. A summary of the results was also the subject of a workshop presentation at the Philanthropy New Zealand 2013 Conference in April. Subsequent discussions with Te Kāwai Toro during further workshops honed and assessed critical findings. These discussions also identified concerns of primary importance to Te Kāwai Toro, J R McKenzie Trust, and the wider philanthropic sector – the central audience for this report.

As the study progressed, our findings reinforced to us the need to place this study within the broader context. Without such context, the findings of the study would risk being lost in the mire of caveats and data gaps.

4.1 GOALS AND ACTIVITIES OF THE PHILANTHROPIC SECTOR

The philanthropic sector has numerous players who facilitate a range of activities, all with the ultimate aim of improving the lives of New Zealanders.

Some in the philanthropic sector will focus on a particular subset of the population; for example, children, people living with illness, or the financially disadvantaged. For Te Kāwai Toro, the population of immediate interest is Māori. However, the progress of particular subsets cannot be totally isolated from that of other groups and of New Zealand as a whole.

We also recognise that philanthropic funds can be applied (by those in the philanthropic sector) to individuals, to organisations, or to activities. For example, funding to individuals may take the form of education scholarships or grants for further study. Funding to activities may take the form of assisting events like fun runs or community fairs through grants to cover operation costs. Funding to organisations may enable groups to provide specific products or services to groups in the community; for example, developing a community building or facility, or providing preventative health services and treatments.

Figure 4.1 shows the activities, functions, and relationships of the philanthropic sector focusing on improved outcomes for Māori and, ultimately, a better New Zealand/Aotearoa⁵. This diagram distinguishes funding from activities and goals. Our earlier work (GNZ06 and GNZ11) began at the bottom of this diagram, measuring the total amount of philanthropic funds collected and distributed in New Zealand. The initial task of this project can be seen as the next step in this diagram – that is, to distinguish how much of that philanthropic funding is to Māori. So the initial task focused on the second-to-bottom box – and its relativity to the bottom box – in Figure 4.1.

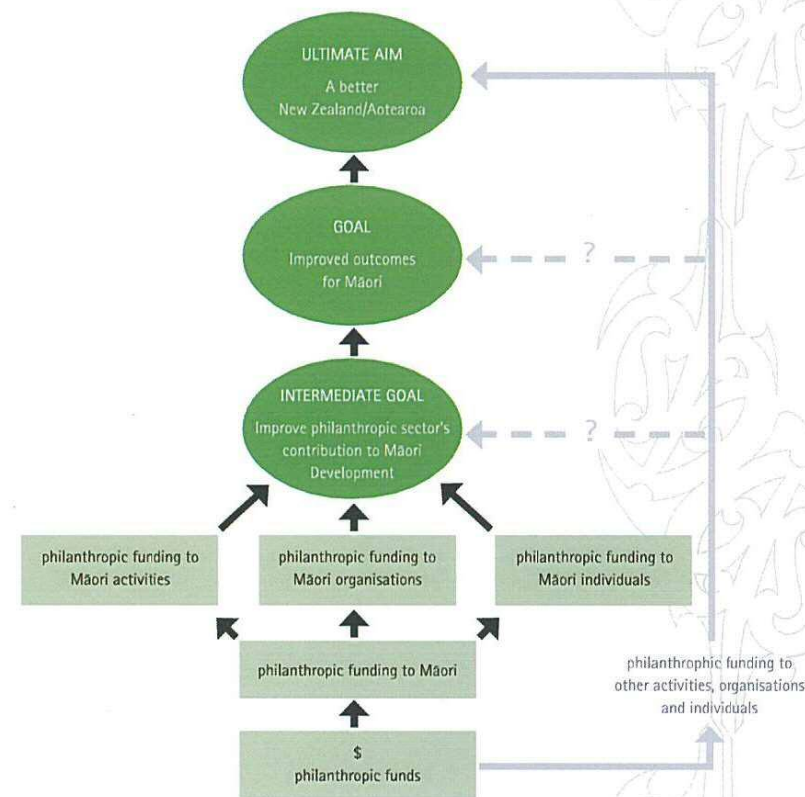


Figure 4.1 Aims, goals, activities, and funding of the philanthropic sector in New Zealand

⁵ We would argue that this depiction is closely aligned with the 2010-2014 Strategy Vision of the J R McKenzie Trust for "A socially just and inclusive Aotearoa New Zealand".

4.2 RELATING THE PROJECT TO BETTER OUTCOMES FOR MĀORI

After further workshop discussions, it became clear that the project needed to be properly placed within the longer-term goal of better outcomes for Māori. This was particularly relevant to assisting Te Kāwai Toro in working towards its own strategic goals of improving outcomes for Māori. Further, an allied goal of this project was to enable all those involved in philanthropic activities to be better informed about how their activities relate to Māori. This meant we needed to place the initial analysis and findings in the wider context of various objectives and goals. We also wanted to recognise the difference between intermediate goals and long-term outcomes. As a result, the top half of Figure 4.1 took shape.

4.3 FURTHER QUESTIONS WITH THE BROADER CONTEXT IN MIND

With this broader context in mind, we needed information about the existing situation – what is the philanthropic sector's current contribution to Māori development? So, while the initial analysis focused on the overall quantum of funding to Māori (the second-to-bottom box in Figure 4.1), we now needed to break that down to identify the nature of that funding. We needed to know whether the funding was to individuals, groups, or activities.

Te Kāwai Toro was particularly interested in information about philanthropic funding of Māori organisations. This is important as philanthropic funding of Māori organisations is central to the philanthropic sector's contribution to Māori development. Te Kāwai Toro sees its main efforts in contributing to Māori development through the funding of Māori organisations.

We included funding to individuals to retain comparability with earlier work.

4.4 MODIFYING THE PARAMETERS OF THE EARLIER WORK FOR THE SECOND STAGE

Learning from our initial analysis, we decided that the parameters of our earlier work (GNZ06 and GNZ11) were not fully fit for purpose for this particular project. We needed to modify the parameters of analysis of the earlier work (identifying the quantum of philanthropic funding) to capture the needs of Te Kāwai Toro as well as fulfil the wider objectives of this project.

So, what are these wider objectives? We embarked on a second stage of analysis aligned to further research questions. We turn to these in the next section.

5. Second Stage: Further Analysis

In this section we discuss the purpose of the second stage, the further research questions that arose from the first stage, our findings, and some caveats.

5.1 PURPOSE OF THE SECOND STAGE

In the further analysis, we focus on funding to organisations, rather than to activities and individuals. The previous section notes that the estimates from the initial analysis (reported in subsection 3.2.3, serve a fairly narrow function.

Establishing the *segment* of the total that was attributable to philanthropic funding to Māori was challenging. However, we believe we have obtained a figure of philanthropic funding to Māori that is comparable with the earlier study. By improving our collective information and knowledge on the scale of philanthropic funding to Māori, the philanthropic sector (and associated researchers) will be better informed when making decisions on future developments.

Ideally, such decisions would be based on a full set of information on the effectiveness of different types of activities on Māori development and, ultimately, outcomes for Māori. However, we are a long way from such a position. Core data on philanthropic funding to Māori is a prerequisite to more detailed information on how such funding contributes to Māori development. The details of our estimation process and consequent results are presented in sections 7, 8 and 9. Future research should be able to build further on this exercise.

This report has a broader purpose:

- to benchmark future growth and changes in philanthropic funding to Māori – to organisations, as well as to individuals and activities
- to identify gaps in our knowledge of philanthropic funding to Māori, and explore means to fill those gaps
- to inform, socialise, and publicise the level and type of philanthropic funding to Māori
- to enable a wider conversation with those in the philanthropic sector as to the characteristics of philanthropic funding to Māori
- to begin a constructive discussion on philanthropic activities and their contribution to improving Māori development and outcomes for Māori
- to initiate an investigation into structural barriers that may hinder the contribution of the philanthropic sector to improving Māori development (whether within philanthropic organisations or in the operations of the sector as a whole).

5.2 FURTHER RESEARCH QUESTIONS

The framework illustrated in Figure 4.1, along with the above purpose, brings to the fore the following central research questions. These go alongside the initial task of measuring the quantum of philanthropic funding to Māori.

- What is philanthropic funding to Māori organisations, and how does this funding compare to the philanthropic funding of other organisations?
- What (types of) activities are being supported by philanthropic funding to Māori organisations, and how does this compare to the (types of) activities pursued by other organisations?
- How does the philanthropic funding to Māori organisations compare to the relative need, noting existing economic and social disparities and iwi/Māori priorities for Māori development?

This is a much wider and more ambitious brief. However, we see this report as a starting point for a much longer effort aimed at ensuring that the activities of the philanthropic sector make an informed and worthwhile contribution to Māori development.

5.3 FINDINGS

Who provides philanthropic funding to Māori and how much is given?

- We estimate philanthropic funding to Māori in 2012 totalled \$289 million, adopting the conventional definition of philanthropy as used in the GNZ11 study.
 - The largest source of philanthropic funding to Māori in 2012 was personal giving (\$184 million), followed by trusts and foundations (\$89 million). Business and corporate giving was \$16 million.
- Philanthropic funding to Māori in 2012 was equivalent to just over 12 percent of total philanthropic funding.
 - This suggests that philanthropic funding to Māori is lower on a per-capita basis than funding to other population sub-groups.

What activities are funded and what channels are used to provide this funding?

- The activity that received the largest amount of funding was education, in particular tertiary education scholarships to individuals.

What is philanthropic funding to Māori organisations and how does this compare to the funding of other organisations?

- While we are unable to provide a numerical breakdown, we observe that philanthropic funding to Māori organisations is highly likely to be less for each Māori organisation, than for other organisations. This is evidenced by:
 - the finding that philanthropic funding to Māori is lower on a per-capita basis
 - survey responses that indicate limited engagement between the philanthropic sector and Māori organisations.

What (types of) activities are being supported by philanthropic funding to Māori organisations, and how does this compare to the (types of) activities pursued by other organisations?

- Again, we are unable to provide a numerical breakdown. But, we observe that scholarships (which are included in the education category) are given to individuals, not to organisations. This suggests culture and recreation, social service, and health activities are likely to dominate philanthropic funding to Māori organisations.
- The types of activities of Māori organisations supported by the philanthropic sector appear to be similar to those of other organisations.

How does the philanthropic funding to Māori organisations compare to relative need, noting existing economic and social disparities and iwi/Māori priorities for Māori development?

- The question of philanthropic funding of Māori organisations compared to relative need, is well outside the domain of this study. However, the following points suggest that philanthropic funding to Māori organisations does not fare well when measured against relative need:
 - our estimates of total funding to Māori philanthropy
 - our observation that funding of Māori organisations is highly likely to be less than to other organisations
 - our own knowledge of social and economic disparities of various New Zealand population groups.

5.4 CAVEATS ASSOCIATED WITH THE DATA AND THE FINDINGS

The above findings are subject to some caveats, mostly about the coverage and clarity of the data and the parameters of the analysis.

5.4.1 Sample size

In terms of data, the majority of survey respondents and philanthropic organisations that were interviewed were unable to provide an indication of how much of their existing funds were allocated to Māori. The coverage could have been improved if we had sought an even greater sample size. However, seeking a larger sample was likely to have been of little use given the finding that many organisations were unable to specifically identify philanthropic funding to Māori. If organisations do not collect data on the ethnicity of their grant recipients, then no increase in sample size (or survey response rate) would provide the information to the desirable level of detail. As the clarity of the data is wanting, we are reluctant to conclude much beyond the headline level.

5.4.2 Collecting data on other characteristics of the grant recipients

Ideally, data not only on the ethnicity, but also the age, sex and – perhaps – regional characteristics of grant recipients would be collected. This data would be complemented by the recipient organisations' own data, as well as more robust information on activities being funded.

Such information would not only improve the robustness of the headline estimate, it would enable clearer insights on the contribution of the philanthropy sector to Māori development. Further, it would enable us to address the central research questions more directly.

5.4.3 The effect of using the conventional definition of philanthropy

As also discussed earlier, the headline estimates and findings are consistent with the conventional definition of philanthropy. Consequently, the findings exclude funding where some expectation of reciprocity exists (even if implicit and/or indirect). So, we need to explicitly note a caveat to our estimates: that they are likely to exclude a significant quantity of activity that in most other respects conforms to the notion of philanthropy.

Including philanthropy to individuals – estimated where necessary through the use of population proportions – is consistent with the parameters of analysis and so retains comparability with earlier estimates. However, keeping to these parameters of analysis may restrict our ability to assess the philanthropic sector's contribution to Māori development and the allied central research question – what is philanthropic funding to Māori organisations? So, our estimates come with the caveat that they are consistent with the parameters of analysis according to the conventional definition of philanthropy, but may include elements that are not directly related to funding of Māori organisations contributing to Māori development.

6. Insights, Observations and Next Steps

In this section, we share the insights gained and observations made during this study, consistent with the wider purpose of the report noted in Section 4. We also note some next steps for the research.

6.1 OUR INSIGHTS FROM THE RESEARCH

We noted five insights below that will inform future work.

6.1.1 Viewing the research within the relevant context

We reiterate that this research needs to be viewed within the relevant context. The ultimate aim for all in the philanthropic sector is for a visible improvement in outcomes for New Zealand's population. For Te Kāwai Toro, the population of immediate interest is Māori.

6.1.2 Expanding on the coverage of the conventional definition

Some aspects of the conventional definition of philanthropy may constrain our understanding of philanthropic activity and its impact on outcomes for Māori. For this study, which is an initial foray into collecting and interpreting information and evidence on philanthropic funding of Māori, we have retained the conventional definition.

Philanthropy is the act of giving financial resources to a cause that is intended to improve general human well-being, and where the giver expects no direct reciprocation or financial gain in return.

Nevertheless, the limited coverage of philanthropic activities that this entails is a further factor to be addressed during later stages of the research programme.

The following two caveats support the finding that the conventional definition of philanthropy may not capture all philanthropic funding to Māori.

6.1.3 Shifting the focus to organisations for a more complete picture

A critical element of interpretation also needs to be addressed. This is in the context of individuals as opposed to organisations. The conventional definition of philanthropy, and its measurement framework, focuses on individuals as those who benefit from philanthropic activities. For example, education scholarships granted by organisations to individual Māori are captured by our analysis. But the scholarships or other forms of giving granted by Māori organisations may be of more interest.

Some argue that it is the activities of Māori organisations – and how they interact with hapū, marae, and whānau in fostering and assisting improved outcomes for the group – that is of considerable importance when measuring (and assessing) the quantum of philanthropy to Māori.

6.1.4 Signalling the need for specific strategies for philanthropic funding to Māori

Fourth, the results of our survey of grant makers provide, we believe, a critical insight beyond the information on the amount of philanthropic giving. In particular, the finding that only about a fifth has a specific policy or strategy related to funding to Māori, while nearly a third did not respond to the question, signals a need for industry-wide discussion. These figures suggest the grant makers remain somewhat isolated from the ethnicity changes occurring across New Zealand – changes that are certain to accelerate over the coming years.

6.1.5 Seeing the core data as a step towards further research

Fifth, the core data from this research on philanthropic funding to Māori is a prerequisite to more detailed information on how such funding contributes to Māori development. Future research will be able to build on this initial exercise.

6.2 OBSERVATIONS FROM THE PROJECT

We list below some further observations from the project.

6.2.1 Considering whether barriers exist to philanthropic funding to Māori

The insights we have noted so far lead to the question: are there barriers within organisations or the philanthropic sector that hinder the sector's contribution to Māori development? More particularly, are there barriers that hinder Māori organisations from accessing philanthropic funds? To investigate these questions we would need to look at:

- the institutional and organisational structures of philanthropic organisations
- the application processes
- the capacity and capabilities of potential applicants.

6.2.2 Moving from baseline figures to broader issues

This report provides baseline figures for philanthropic funding to Māori, comparable with earlier national estimates. Overall, the survey findings and interviews completed have enriched the data, information and knowledge accumulated as part of the earlier studies on New Zealand-wide philanthropic funding.

However, in identifying the proportion of total philanthropic funding in New Zealand that relates to Māori, three key issues have arisen. These include:

- the lack of engagement of philanthropic organisations and the philanthropic sector with Māori, and the impact of their funding activities on Māori
- the appropriateness of the conventional definition of measuring philanthropy in the context of philanthropic funding to Māori
- the underestimation of philanthropic funding to Māori due to data unavailability.

This research will stimulate the conversation about what is happening in the philanthropic sector in regard to philanthropic funding to Māori. The estimates discussed in the previous two sections indicate that approximately \$289 million was given to Māori in 2012, and that philanthropic funding is directed to organisations rather than individuals. The source of this funding is largely from personal giving, followed by grants from trusts and foundations. The activities that are funded are largely in the areas of education and research, health, and social services.

6.2.3 Obtaining more detailed data on funding for Māori

The grant makers who responded to our survey provided approximately \$86 million in funding to all their activities in 2012. These grant makers were asked to identify what activities they funded that support Māori and how much was given to these activities. Of those 109 grant makers who responded, 43 percent answered that they provided funding for activities that supported Māori, and that this funding amounted to an estimated \$11.4 million.

More philanthropic funding may be flowing to Māori across a range of activities, but this research has highlighted that philanthropic organisations (grant makers and grant recipients) have difficulties identifying and separating this funding. Only a small number of philanthropic organisations that responded to our survey (20 percent) could identify that they provide philanthropic funding to Māori. These organisations were able to do so, because they have a strategic policy in place or have identified Māori as a priority interest area.

6.2.4 Encouraging more specific strategies for Māori development

Our research found that most philanthropic organisations believe their grant making activities include all New Zealanders. This finding supports earlier research commissioned by Te Kāwai Toru that identified that limited numbers of philanthropic organisations have a clear focus or explicit strategy in relation to funding Māori development.⁶

The implication of our research finding is that, funding philanthropic activities that include all New Zealanders may be too broad, and a gap may exist in philanthropic funding directed specifically to Māori. This research may inform thinking and strategies in the philanthropic sector to ensure the efficient and effective allocation of funds; to avoid duplication of effort; and to measure and evaluate whether investment funds are having the desired outcome for Māori.

6.2.5 Devising a more appropriate model of measurement

To estimate the proportion of total philanthropic funding in New Zealand that relates to Māori, and to be comparable with earlier GNZ06 and GNZ11 studies, this research defined philanthropic funding as financial giving. This research has found that the conventional model of measuring philanthropy may not be appropriate, and our estimates of philanthropic funding to Māori may be an underestimate as a result.

The implication of this finding is that the GNZ definition of philanthropy is one way of measuring giving in a New Zealand context, but it may not be the best way to measure giving to a specific group within this sector. Further, the research results, particularly the lack of data on some areas of giving and the need for assumptions, has also raised question as to whether adopting a similar scope to the GNZ06 and GNZ11 projects to complete this research, is appropriate.

⁶ Atahua Consultancy Limited (2012). Development of Te Kāwai Toru Investment Strategy, Stage 3: Investments in Māori development by other philanthropic organisations. Unpublished.

We would recommend further exploration with the philanthropic sector to devise a more appropriate model of measurement. This would allow the various organisations that are within the sector to consider what data could be drawn on or gathered to support their decision-making process, and what are the most appropriate indicators to measure inputs and outcomes.

This exploration could lead to the development of a more appropriate model of measuring philanthropy in the context of philanthropic funding to Māori. This model could be based on the current data and assumptions gathered as part of this research; it could consider how data and information could be collected to test the current assumptions; and provide more comprehensive information to be validated.

As part of devising a more appropriate model of measurement, it is important to acknowledge that this research has found that our estimates of philanthropic funding to Māori may be underestimations due to the unavailability of data. Some of this underestimation may be due to the inappropriateness of the definition used, while some of this underestimation may be due to data and information gaps.

6.2.6 Working with the sector to encourage collaborating on data

Data is important to make strategic decisions at a sector and organisation level, and to ensure the outcomes of philanthropic funding are effective. Data gaps indicate that there may be a need for the sector to collaborate to capture, collect and collate data. This data could provide a more detailed picture of the amount of funding received by recipients and how they allocate their funds to various activities, as well as provide further information on the activities funded by grant makers.

But, data collection, maintenance, and storage incur a cost. Funds that are allocated to this purpose are not being used in the community for charitable purposes. It is therefore important that interested parties work together to develop an appropriate scope for this data collection, and consider how this data collection and subsequent framework can inform not only the measurement model noted above, but the strategic direction of the philanthropic sector regarding funding for Māori.

1.1 NEXT STEPS

Irrespective of the caveats and the issues, the estimates provided in this research deliver a step in the right direction, offering knowledge and insight about philanthropic funding to Māori. This research can therefore be used as a reference point for further discussions and decision-making in the sector.

Our findings and discussions confirm that philanthropic organisations, as well as the philanthropic sector as a whole, should consider:

- whether Māori needs and contributions to Māori development are adequately covered within the activities, aims, goals or strategic objectives of the philanthropic sector
- whether the conventional definition of philanthropy excludes some activities that would in most aspects conform to the concept of philanthropy; if so, what modifications would be appropriate to ensure the data and information that is gathered better reflects philanthropic activities in relation to contributing to Māori development.
- methods to capture more detailed data on the use of funds by ethnicity, sex, age, and region.

Despite its limitations, we believe the estimates presented in this report serve as invaluable benchmark figures and provide a strong foundation for understanding philanthropic funding to Māori.

Further work to understand the apparent lack of engagement between philanthropic organisations and Māori is essential. An analysis of grant makers' data would provide invaluable information and needs to include:

- the number of applications from Māori organisations, and their dollar value, and as a percentage of all applications
- the above applications categorised by
 - i) declined applications
 - iii) successful applications.

A more challenging exercise would be to explore (potential) grant recipients. This would be broken down by number and dollars, as well as by the characteristics of non-applicants. Questions would include:

- how many Māori organisations do not apply for philanthropic funds? (to gauge the scale of the issue)
- why do they not apply? (to gauge where assistance may be best directed).

7. Who Gives to Māori? How Much Do They Give?

This section (the first of two sections giving the detail of our estimates) addresses the research questions: who provides philanthropic funding to Māori and how much was given in 2012?

In this and the following sections, the estimates of philanthropic funding to Māori were generated using the same method, approach, and parameters of analysis as for our earlier studies (i.e. GNZ06 and GNZ11). The estimates are not fully fit for purpose in the context of our reoriented project and should be read in the context of the discussions of the previous sections and the information in Figure 4.1.

7.1 HOW MUCH WAS GIVEN IN 2012?

New Zealanders gave an estimated \$2.39 billion to charitable and community causes in 2012.⁷ Of this total amount, an estimated \$289 million was given to Māori. Philanthropic funding to Māori in 2012 was equivalent to just over 12 percent of total philanthropic funding.

The largest source of this funding was from personal giving, as shown in Figure 7.1. An estimated \$184 million, or 64 percent of the total giving to Māori, was from personal giving. The second largest source of funding was from trusts and foundations, at an estimated \$89 million or 31 percent of total giving. The final six percent of giving was from businesses, at an estimated \$16 million.

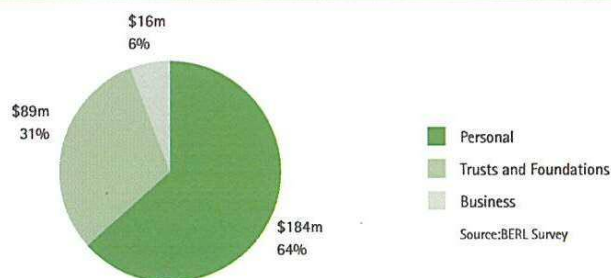


Figure 7.1 Total giving to Māori, by source (\$m, %), 2012

7.2 PERSONAL GIVING

In our GNZ06 and GNZ11 studies, personal giving was defined as giving by individuals, either as donations or bequests. This definition was also used in this study. Donations include all money donated by the public to charitable organisations.

⁷ This is a reduction from the \$2.67 billion given in 2011. In part this decline reflects the large amount of one-off giving New Zealanders provided following the Christchurch earthquakes in September 2010 and February 2011.

These donations are made either through committed regular donations, or through ad hoc street or telephone appeals. Bequests include all money directed to charitable organisations through grants or legacies on death, immediately distributable estates, or continuing/perpetual estates.

Personal giving to Māori was estimated to be approximately \$184 million in 2012. Almost \$170 million, or 92 percent of this giving, was estimated to be from donations, while an estimated \$15 million, or eight percent, was from bequests.

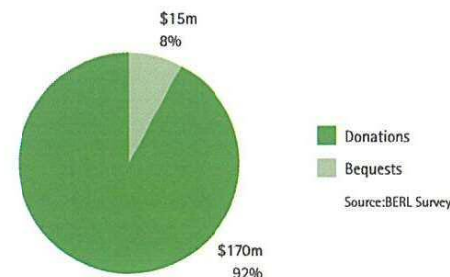


Figure 7.2 Personal giving to Māori, by type (\$m, %), 2012

Donations

Total donations from the general public were estimated to be \$1,219 million in 2012, of which an estimated \$170 million was given to Māori.

Average monthly donations were estimated to be \$92.25 in 2012. This is a decrease from the monthly average donations of \$114.75 recorded in the GNZ11 study. The number of people giving donations has remained fairly constant over this period, at about 41 percent of the population. The difference in the amount donated may be due to a reduction in giving after the Canterbury earthquakes, and people feeling that they have less money to give with the ongoing recession.

Information on total donations by individuals was drawn from the Nielsen Panorama Survey, provided by the Office for the Community and Voluntary Sector. This survey of 12,000 people provides an estimate of the percentage of the general population over the age of 10 who give donations, and the monthly average given.⁸

Assumptions

Information from the Nielsen Panorama Survey provides an estimate of total personal giving to all causes and people. In our GNZ11 study, we used the estimated value of donations, scaled up to a population level, to estimate total donations in 2011. In that study, we focused on the value of direction donations (committed donations) and the donation of money or goods to an appeal (ad hoc donations).

⁸ Nielsen surveys around 12,000 individuals per quarter. It asks people to identify the types of charities and other community organisations they have supported in the previous 12 months. The survey asks about various forms of support. BERL used the estimated value of donations, scaled up to a population level, to estimate total donations in 2011 for the GNZ research.

To estimate the amount of personal giving to Māori, we used our survey information to estimate the amount of funds grants recipients received for redistribution to Māori. We then assumed that the amount of personal giving to Māori is of a similar percentage.

This estimate of personal giving could differ from the real level of personal giving to Māori, but our estimate is appropriate, given the information available in this area.

7.2.1 Bequests

Approximately \$104 million in bequests was given in 2012. Of this amount, an estimated \$15 million, or approximately 14 percent of total bequests was given to Māori. We estimate total bequests decreased from \$122 million in 2010, to \$104 million in 2012.

Assumptions

Information on the total amount of bequests was drawn from the GNZ11 study. The GNZ11 study used information on individual giving by bequests from four sources:

- the Nielsen Panorama Survey
- donation rebate claims from Inland Revenue – these claims were also used to validate the estimates from the Nielsen Panorama Survey
- trustee administration companies
- the Charities Commission.

We estimated total bequests for 2012 using this information and applying our previous methodology (see 'Donations' above).

7.3 TRUSTS AND FOUNDATIONS

An estimated \$89 million of philanthropic funding was given to Māori from trusts and foundations in 2012. This figure represents approximately 31 percent of total giving to Māori. As shown in Figure 7.3, an estimated \$32 million was given to Māori by voluntary trusts in 2012.

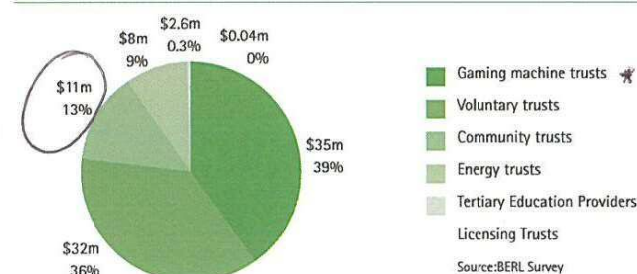


Figure 7.3 Trusts and foundations giving to Māori, by type, (\$m, %), 2012

This represents approximately 37 percent of total giving to Māori by all trusts. The remaining 64 percent, or an estimated \$57 million, was given to Māori by statutory trusts. The statutory trusts included in this research are gaming machine trusts, community trusts, energy trusts, tertiary education providers, and licensing trusts.

7.3.1 Voluntary trusts

In 2012, voluntary trusts gave an estimated \$32 million to Māori. Giving by voluntary trusts includes philanthropic giving by family or individual trusts and charitable distributions from private trusts administered by trustee companies.

Total giving by voluntary trusts was estimated at approximately \$295 million in 2012. This means giving to Māori by voluntary trusts was approximately 11 percent of their total giving.

Assumptions

Our estimate of total giving by voluntary trusts is based on data from the GNZ11 study. We have applied an assumption that the growth in voluntary trust giving recorded between 2006 and 2011 (9 percent) would continue in 2012. The GNZ11 study estimated total giving from voluntary trusts in 2011 at \$271 million.

Our estimate of total giving by voluntary trusts to Māori is based on our survey responses, which included 78 voluntary trust grant makers. These grant makers gave \$23.8 million in 2012, \$2.6 million of which was identified as being given to Māori. This estimate of giving to Māori by voluntary trusts was scaled up to match the total population of voluntary trust grant makers.

7.3.2 Gaming machine trusts

Estimated giving to Māori by gaming machine trusts was approximately \$35 million in 2012, or 40 percent of total giving to Māori by trusts. Giving by gaming machine trusts can be split into two main groups: gaming machine societies and the Lottery Grants Board.

7.3.3 Gaming machine societies

Estimated giving to Māori by gaming machine societies was approximately \$4 million in 2012. This estimate was derived from our analysis of the grants provided by the Lion Foundation, New Zealand Community Trust, and the Southern Trust in the March 2012 financial year. Together, these gaming machine societies identified that 1.3 percent of their total giving was to Māori.

Assumptions

The Lion Foundation, the New Zealand Community Trust, and the Southern Trust provided approximately 70 percent of the philanthropic funds from this sector in 2012. To estimate giving to Māori by the remaining 30 percent of gaming machine societies, we applied the same percentage and assumed that 1.3 percent of their total giving was to Māori.

In 2012, distributions from gaming machine trusts were an estimated \$277 million. This estimate is based on the level of distributions in 2006 by non-club gaming machine societies (inflation-adjusted). This distribution figure was then scaled according to distribution changes between 2006 and 2012 by the five largest trusts and foundations.

In 2006, the five largest trusts and foundations allocated over \$181 million (in 2010/11 dollar terms) to the community from gaming machine profits. In 2012, these organisations allocated just over \$158 million. The 2012 level is about 13 percent lower than the 2006 level (after adjusting for inflation).

7.3.4 Lottery Grants Board

Of the \$163.4 million transferred from the New Zealand Lotteries Commission to the Lottery Grants Board for the 2012 year, \$6.7 million was transferred to the Marae Heritage and Facilities Committee.

The Marae Heritage and Facilities Committee focuses on the development and conservation of marae facilities.

An additional \$24 million was estimated to be distributed to Māori by the Lottery Grants Board through its other committees and statutory bodies.

7.3.5 Community trusts

Community trusts gave an estimated \$11 million to Māori in 2012, or 13 percent of the total giving to Māori. This \$11 million given to Māori, represents 12 percent of the total amount community trusts gave to all recipients in 2012.

The global financial crisis has had a significant negative impact on the capital asset base and returns of community trusts. Community trusts reported that they granted around \$94.8 million in their latest financial year. This is a decrease of 8.2 percent from the 2011 figure of \$103.2 million (in 2010/11 dollar terms). As a result, the community trusts' reserves policy has changed to achieve long-term stability. In general, the reserves held by these trusts have increased to smooth out any potential fluctuations in income and distributions.

Assumptions

Our estimate of total giving, and total giving to Māori, was calculated using the survey responses of six community trusts and the annual reports of six community trusts.

Community trusts were established from regional trust banks in 1988 under the Trustee Banks Restructuring Act. Community trusts hold funds in trust on behalf of defined regional communities and distribute from these trust funds to purposes that serve their communities.

Community trusts are some of the biggest individual funders of the community in New Zealand. For example, the ASB Community Trust granted approximately \$37 million in 2012, down 9.4 percent from the \$40.9 million they granted in 2011.

7.3.6 Energy trusts

Estimated giving to Māori by energy trusts was approximately \$8 million, or 10 percent of total giving to Māori by trusts and foundations. We estimate total giving from energy trusts was \$97 million in 2012. This figure is down 15 percent on the amount distributed in 2011, which was \$115 million.

Information was collected on the 22 energy trusts and the companies associated with these energy trusts when trust figures could not be sourced. Both distribution and revenue information was available for 19 of the 22 energy trusts. These 19 trusts distributed \$81 million. The six energy companies distributed \$17 million from their revenues in 2012.

Assumptions

Energy trusts are statutory bodies responsible for distributing dividends to their owners, or to community projects. As the majority of giving by energy trusts is to their own customers, we estimated the proportion of energy trust customers who were Māori households in 2012. We used the distributions of dividends, donations, discounts or rebates to customers reported by these companies. This proxy measure was then used to estimate giving by energy trusts to Māori customers.

7.3.7 Licensing trusts

Estimated giving to Māori by licensing trusts from non-gaming funds was approximately \$41,000. This is an estimated 1.3 percent of total giving to all recipients from licensing trusts. This is in addition to the estimated giving to Māori by licensing trusts from gaming machine revenue, which was approximately \$355,000.

Giving by licensing trusts from gaming machine revenue has been included in the total on giving by gaming machine societies. This allows an estimate of the total giving to the community, and to Māori, from profits from gaming machines to be shown in one place.

Assumptions

No data was gathered from the survey on giving to Māori from licensing trusts. A proxy measure of 1.3 percent was therefore used as an estimate. This proxy measure is the same amount as our estimated giving to Māori by gaming machine societies. The majority of licensing trusts profits, and therefore funds to give are from gaming machines. It is therefore reasonable to expect that licensing trusts would hand out these funds in a similar manner to the gaming machine societies.

7.3.8 Universities and other tertiary education institutions

Giving to Māori through universities, polytechnics and other tertiary education institutions was estimated at \$3 million in 2012. Total giving through universities, polytechnics, and other tertiary education institutions was estimated at \$13 million in 2012. This figure includes scholarships, bursaries, and grants for study and research.

Assumptions

Universities, polytechnics and other tertiary education institutions were included in the online survey. However, due to a low response rate, we were unable to calculate a robust estimate of giving to Māori. Instead, we estimated a ratio based on the proportion of Māori students in tertiary education.⁹

The estimate of total giving by education institutions is based on the total giving by education institutions in the GNZ11 report. The GNZ11 report estimated total giving in 2011 at \$11.5 million. We have applied an assumption that the growth in giving recorded between 2006 and 2011 in this area, 9 percent, would continue in 2012.

7.4 BUSINESS GIVING

Total business and corporate giving was estimated to be \$117 million in 2012. Of this amount, 14 percent was estimated to be given to Māori, or \$16 million. Business giving includes donations provided by businesses, but excludes sponsorship and cause-related marketing by businesses.

Assumptions

The estimate of total business giving was based on the GNZ11 study. Business giving was estimated by using per annum growth in giving between the GNZ06 and the GNZ11 studies, and applying this to total business and corporate giving calculated in the GNZ11 study.

The proportion of business giving to Māori was estimated from our survey responses. The proportion of total philanthropic funds that Māori grant recipients received was estimated to be 14 percent.

⁹ According to the Ministry of Education, Māori students enrolled in tertiary studies were 21 percent of total EFTs (equivalent full-time students) in 2012.

8. What Activities are Funded? What Channels are Used?

This section of our report addresses the research questions: what activities are funded and what channels are used to provide this funding? It discusses philanthropic funding to Māori by activity, from the point of view of grant makers and grant recipients, as the amount that is given is linked to the source of the funding and how the funding is received. This section of our report uses the survey responses from grant makers and grant recipients to address the research questions.

These estimates were generated using the same method, approach, and parameters of analysis as for our earlier studies (i.e. GNZ06 and GNZ11), and so the caveats, observations, and insights discussed in earlier sections remain relevant.

We used an online survey to ask grant makers and grant recipients what activities were funded in 2012, and how these activities were funded. Their answers were then classified into 12 activities using the classification system shown in Table 8.1.

Activity category and sub-categories	Example
1 Culture and recreation Culture and arts Sports Other recreation and social clubs	After school care, arts organisations Surf lifesavers, netball competitions Youth groups, school tuck shops
2 Education and research Primary and secondary education Higher education Other education Research	Kohanga reo, preschools Universities, literacy programmes Courses: life skills, leadership, or professional Research trusts: cancer, farming, economics
3 Health Hospitals and rehabilitation Nursing homes Mental health and crisis intervention Other health services	Special needs support, private hospitals Hospices, residential care facilities Sexual abuse support groups Ambulance and emergency services
4 Social services Social services Emergency and relief Income support and maintenance	Overnight shelters, alcoholism treatment Search and rescue, refugee services Foodbanks, family support services
5 Environment Environment Animal protection	Environmental groups, wildlife parks Animal protection societies and trusts
6 Development and housing Economic, social and community development Housing Employment and training	Marae committees, community centres Social/charitable housing organisations Infrastructure for community groups
7 Law, justice, advocacy and politics Civic and advocacy organisations Law and legal services Political organisations	Peace groups, school boards, student unions Advocacy services, free legal advice Political parties
8 Philanthropic intermediaries and voluntarism promotion Grant-making foundations Other philanthropic intermediaries and voluntarism promotion	Community trusts Fundraising organisations
9 International International activities	Child aid organisations, international advocacy
10 Religion Religious congregations and associations	Religious associations or bookshops
11 Business and professional associations, unions Business associations Professional associations Labour unions	Industry associations University graduate associations Worker advocacy and bargaining organisations
12 Other (not elsewhere classified) Not elsewhere classified	Rural school bus societies

Table 8.1 Philanthropic activity categories and sub-categories

Our survey found that philanthropic organisations provide philanthropic funding to Māori across all of the activity categories examined. In addition, philanthropic organisations gave to Māori organisations, rather than individuals.

8.1 WHAT ACTIVITIES DID GRANT MAKERS FUND?

A total of 109 grant makers responded to our online survey. A large portion of these grant makers provided funding for activities in education and research, 43 percent. Another 36 percent provided funds for culture and recreation activities, and 25 percent provided funds for social services. Grant makers can provide funding for more than one activity area. The activities funded by grant makers are shown in Table 8.2.

Activities*	Number of Responses	% of Responses
Education and research	47	43%
Culture and recreation	39	36%
Social services	27	25%
Health	23	21%
Environment	15	14%
Other (not elsewhere classified)	13	12%
Religion	9	8%
Philanthropic intermediaries	8	7%
Justice, law, advocacy and politics	6	6%
International	6	6%
Development and housing	3	6%
Business and professional associations	3	3%
Total	109	3%
*Multiple responses		Source: Berl Survey

Table 8.2 Grant maker responses, by activity, 2012

Education and research activities received the highest number of grants. However, culture and recreation activities received the largest share of funding in 2012.

Activities*	Total grant given	%
Culture and recreation	\$22,430,113	26%
Social services	\$19,121,044	22%
Religion	13,864,966	16%
Education and research	\$11,015,365	13%
Other (not elsewhere classified)	\$6,630,277	8%
Health	\$5,331,102	6%
Environment	\$4,118,912	5%
Justice, law, advocacy and politics	\$1,287,348	2%
Development and housing	\$1,249,750	1%
Philanthropic intermediaries	\$264,066	0%
Business and professional associations	\$228,000	0%
International	\$113,628	0%
Total	\$85,654,571	100%
*Multiple responses		Source: Berl Survey

Table 8.3 Grant maker responses, activity by amount funded, 2012

The grant makers who responded to our online survey provided approximately \$86 million in funding to activities in 2012. Culture and recreation activities received the largest amount of funding at \$22 million, or 26 percent of the total identified grants. This was followed by activities in the social services area, with \$19 million or 22 percent of the identified grants, and activities related to religion with \$14 million or 16 percent of the identified grants.

8.2 WHAT ACTIVITIES FOR MĀORI DID GRANT MAKERS FUND?

Grant makers were also asked what activities they fund that support Māori, and how much was given to these activities. As shown in Table 8.4 below, the top three activities that received funding were education (50 percent), marae (15 percent), and Māori health (8 percent). Education and research activities listed by the survey respondents include kōhanga reo; literacy programmes in universities; and life skills, leadership, or professional courses.

Activities*	Grant given to Māori	%
Education	\$5,709,805	50.3%
Marae	\$1,676,356	14.8%
Māori health	\$881,718	7.8%
Social services	\$868,590	7.6%
Not specified	\$849,783	7.5%
Māori business development	\$545,077	4.8%
Housing	\$505,077	4.4%
Māori language	\$111,749	1.0%
Recreation and sport	\$96,009	0.8%
Arts and culture	\$44,477	0.4%
Environment	\$31,250	0.3%
Heritage	\$22,274	0.2%
Justice, law or advocacy	\$17,926	0.2%
Total	\$11,360,091	100%
*Multiple responses		Source: Berl Survey

Table 8.4 Grant maker responses, activity by amount funded to Māori, 2012

Of the 109 grant makers that responded to the online survey, 43 percent answered that they provided funding for activities that supported Māori, and that this funding amounted to an estimated \$11.4 million in 2012. The activity that received the largest amount of funding was education, receiving an estimated \$5.7 million, followed by funded for activities related to marae at \$1.68 million.

Almost 75 percent of the reported funding for Māori educational activities came from just one grant maker, a community trust. While 17 percent of grant makers reported providing funding to Māori social services, the amount of funding provided was 8 percent of the total.

This apparent lack of funding compared to the number of grant makers reporting providing funding is distorted by the significant donations provided for education activities. Examples of social services activities included funding of overnight shelters, alcoholism treatment, search and rescue, and refugee services.

8.3 HOW DID GRANT MAKERS FUND ACTIVITIES?

Grant makers were also asked to list the recipients of their grants. This information allowed us to identify that grant makers funded philanthropic activities through organisations rather than individuals. The recipients of this funding were also identified as being part of the education and research, culture and recreation, and health sectors.

As part of identifying what activities were funded and how they were funded, grant makers were asked if they had a specific policy, strategy, or organisational vision in place for funding to Māori. Of the 108 grant makers that responded to the survey, 23 grant makers (20 percent) identified that they did have a specific policy, strategy, or organisational vision in place for funding to Māori.

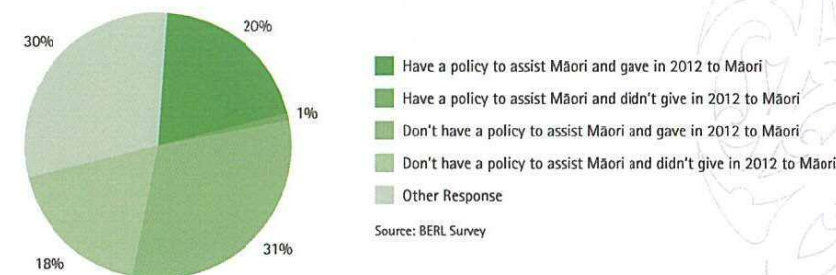


Figure 8.1 Grant maker responses, strategies for funding to Māori, 2012

These organisations included voluntary and statutory trusts and foundations, and businesses. All of these organisations gave to Māori in 2012, and together they provided 87 percent of the total philanthropic funding to Māori.

Survey responses to open questions indicated that the policies, strategies and visions that philanthropic organisations have in place to assist Māori are broad. They range from the simple aim of ensuring that Māori are provided with an equitable share of philanthropic funding, through to more focused aims, such as increasing Māori educational achievement. The one common theme of these policies, strategies, and visions is to increase the welfare of Māori.

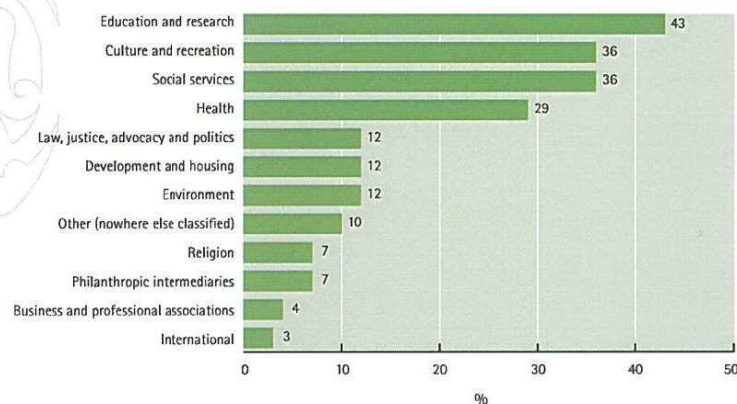
The remaining 13 percent of funding provided to Māori came from an additional 34 organisations (31 percent) that do not have a policy or strategy in relation to philanthropic funding to Māori.

8.4 WHAT ACTIVITIES DO PHILANTHROPIC FUNDING SUPPORT?

Grant recipients were invited to participate in the online survey to provide further information on what activities are supported with philanthropic funding and what channels are used to provide this funding. We received 486 survey responses from grant recipients. Of this number, 396 grant recipients (81 percent) provided responses on the types of activities they undertake with their funding.¹⁰

Grant recipients were able to provide a multiple response on activities they fund. These responses are shown in Figure 8.2. Education and research received the greatest amount of funding, with 43 percent of grant recipients using their funding on this activity.

Grant recipients indicated that 36 percent of their funding was used respectively on culture and recreation activities and on social services. Another activity that received funding was health, at 29 percent.



Source: BERL Survey

Figure 8.2 Grant recipients responses, activity funded, 2012

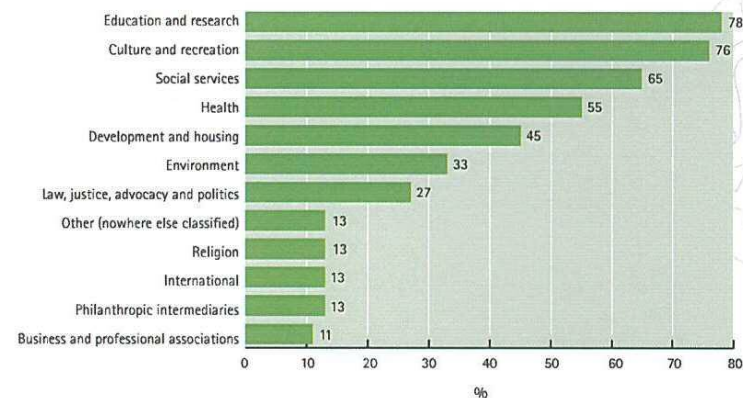
Overall, grant recipients provided an indication of the activities they fund with their received grants, but they did not indicate the amount they spent on each activity.

¹⁰ This is a multiple response question. Thus, the activity with the highest number of responses shows that this is the number of respondent who answered the question.

8.5 WHAT ACTIVITIES FOR MĀORI DID GRANT RECIPIENTS APPLY FUNDS TO?

Grant recipients were asked if their organisation primarily focused on assisting Māori. Of the 486 grant recipients who responded to the survey, 55 grant recipients (11 percent) answered yes to this question.

Focusing on this group of grant recipients, Figure 8.3 illustrates that education and research received the greatest amount of funding, with 78 percent of grant recipients using their funding on this activity. Culture and recreation activities, social services, and health were also activities funded by grant recipients who focused on assisting Māori.



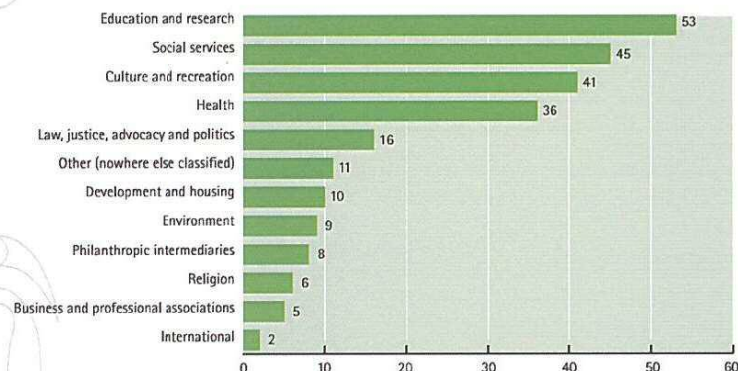
Source: BERL Survey

Figure 8.3 Grant recipients focused on Māori, activity funded, 2012

These grant recipients are organisations rather than individuals, and they received their funding from a variety of sources. In addition, this group of grant recipients used their philanthropic funding on activities with other organisations rather than individuals.

For those grant recipients who do not focus primarily on assisting Māori, they were asked what proportion of the funding goes to assisting Māori. For the 431 grant recipients asked this question, 152 grant recipients provided an estimate of the proportion of their funding that goes to Māori. On average, these 152 grant recipients provided an estimated 35 percent of their funding to Māori.

Figure 8.4 illustrates that education and research received the greatest amount of funding, with 53 percent of grant recipients using their funding on this activity. Social services, culture and recreation activities, and health were also activities that these grant recipients fund.



Source: BERL Survey

Figure 8.4 Grant recipients who provide for Māori, activity funded, 2012

Survey and interview results indicate that grants to education included grants that were to be used for equipment such as computers in schools or playground equipment, through to the funding of learning outside of the classroom and outdoor education programmes.

Grants for activities in the area of social services included grants for programmes on mentoring, career planning, and transition to work and/or tertiary education. Youth leadership and development programmes were also identified in this activity category. Activity on marae included grants for capital projects such as repairs and maintenance as well as the building of new facilities related to the whare nui. Other activities included training in tikanga and kawa, governance and management, and financial literacy.

9. Project Methodology

In this section we outline the approach used to collate information for the project and to generate the 2012 estimate of philanthropic funding and philanthropic funding to Māori. We also offer more detail on the caveats that affect the interpretation of this report.

9.1 SURVEY METHOD

In general, this study uses the same approach as the Giving New Zealand 2011 (GNZ11) research. This study makes wide use of the Giving New Zealand 2011 research data to supplement the data gathered through the online survey and interviews.

By collecting data in a consistent fashion, we can make sensible comparisons of New Zealanders' giving behaviour in 2012 compared to 2006 and 2011. In particular, we apply the same definition of philanthropy and categorise the sources of funding and recipients as in the 2011 study.

The current report updates the measures in the GNZ11 report using:

- identified sources with publicly available or administrative information
- identified sources with private information gathered through direct contact.

The study aimed to collect and collate data:

- for the most recent financial year available for each source
- categorised by the source of the philanthropic giving and the types of recipient
- in constant dollar terms (using 2011/12 dollars).

The majority of data collected from the sources outlined below related to the financial years ending 31 March 2012 or 30 June 2012. Where necessary, data were converted to 2012 dollar terms to ensure measurement in consistent dollar terms.

Direct contact included an online survey of grant makers and grant recipients. This was complemented by engaging directly with organisations including; for example, telephone and face-to-face interviews with a number of trusts and foundations

Below we outline the method used to assemble the data and calculate the estimates.

9.1.1 Survey design

Our online survey for this project was adapted from the survey designed for the GNZ11 study. The design process is described in an appendix to the GNZ11 report. The survey was a tailored version of the GNZ11 survey, with the addition of one set of questions on giving to Māori.

In brief, the survey was designed in three steps.

1. A review of relevant survey tools used in New Zealand and international studies. This step aimed to identify formats and questions used in previous studies.
2. Initial question selection and survey format. Where possible, questions were adapted from the tested surveys above.
3. A pilot of the survey with a test group of grant makers and grant recipients. The survey questions and format were amended based on the pilot process.

9.1.2 Sampling and collection

Survey participants were drawn from two sources. The first was the GNZ11 survey. The second source was from the Charities Commission's Charities Register. The Register has just over 25,000 organisations, of which just over 22,300 submitted the required documentation in the last year. We use this latter figure as our estimate of the active population of charities.

The Register covers grant makers, funding intermediaries and grant recipients. To avoid double counting, the survey asked respondents to state whether they purely made grants, received grants or administered grants (that is, granted from its own funds but might also administer grants on behalf of another grant making organisation). This data was used to split the data into grant makers, intermediaries, and recipients.

To allow analyses according to organisation type, we aimed to collect a sufficient number of responses from each type. This required an estimate of the likely proportions of these different types of organisations. These were based on the results from the GNZ06 survey, which indicated around one quarter of all organisations were grant makers, and three quarters grant recipients (or intermediaries).

The Register was used as a guide to the population size. This fed in to the sample size calculations, along with the proportions of grant makers and recipients. We divided the Register into those organisations that recorded only making grants (which were provisionally classed grant makers) and those that both granted and received donations, or just received donations.

Random samples were then drawn from these two sources. Below we tabulate the required number of responses and corresponding sample size to achieve a satisfactory level of representativeness (in particular a 95 percent confidence level with a five percent margin of error, and assumed a response rate of 25 percent).

	Population	Required responses	Min sample (RR=20%)	Expected (RR=25%)
Grant maker	4,330	353	1,765	1,412
Grant recipient	15,118	375	1,875	1,500
Total	19,448	728	3,640	2,912

*RR – response rate

Table 9.1 Sample size and required responses

To allow for the possibility of some invalid addresses, the survey size was scaled up by five percent to 3,900 organisations.

The survey was administered in two parts. A first tranche of invitations was emailed to the random sample of 3,900 organisations selected from the two sources. The invitation gave the recipient the opportunity to complete the survey online through a survey tool that BERL used for the GNZ11 research.

The initial tranche provided a sense of the likely response rate – 11.3 percent responded, of which 7.9 percent provided valid responses (that is, using a valid survey ID and completion of key questions). The initial tranche had lower than expected responses from grant recipients and grant makers.

In the second tranche of invitations, the random sample size was increased to ensure more responses from both types of organisation. This sample was limited to organisations that had a valid email address. To allow for a lower response, around 4,800 invitations were sent. Just over 6.5 percent of contacts responded; 4.9 percent were valid responses.

9.1.3 Online survey response

We sent our online survey to randomly selected sample of 3,900 grant makers and grant recipients, selected from the samples drawn from the GNZ11 survey and the Charities Register. We expected a response rate of between 20 and 25 percent

The response rate for this sample of grant makers and grant recipients was 11.3 percent, of which 7.9 percent provided valid responses (that is, using a valid survey ID and completion of key questions). Because of the lower-than-expected survey response rate, we set up a second larger random sample of 4,800.

Table 9.2 shows the quality of data we collected from the survey. Before the data collection or survey, we identified the required responses for the grant makers and grant recipients, 353 and 375 responses, respectively (Table 9.1). However, we were able to gather a total of 592 responses from both the grant makers and the grant recipients. The total response from the grant makers was 2.5 percent of the total population of grant makers and 30 percent of the required responses. In the case of the grant recipients, the response rate was 3.2 percent of the total population of grant recipients – 30 percent more than the required response rate.

	Population	Actual responses	Response rate	Margin of error*
Grant maker	4,330	108	2.5%	9.31
Grant recipient	15,118	484	3.2%	4.38
Total	19,448	592	3.0%	3.97

**Assuming 95% confidence level

Table 9.2 Quality of responses

After checking and recoding, where appropriate, 108 responses were received from grant makers, 484 from grant recipients, 5 from other organisations (that were both grant makers and recipients), and 134 respondents did not specify their organisation type. The overall response rate to the survey was 8.6 percent, with valid responses from 6.3 percent of contacts. This provided 524 valid responses.

We calculated the margin of error for grant makers at 9.31 percent and for grant recipients at 4.38 percent. Although no hard and fast rule exists for the maximum allowable margin of error, most literature uses 10 percent as the maximum. The margins of error of this survey are below the 10 percent maximum margin of error. But we know that as the margin of error decreases, the more confident we can be about the results of the survey.

Some of the survey questions, for both grant makers and grant recipients, were critical for estimating philanthropic giving to Māori. Some of these survey items have margins of error beyond 10 percent, which gives a lesser confidence level on the estimates.

The total responses to the online survey provided a large enough sample of grant recipients to provide robust results. Given that only 108 responses for grant makers were achieved with the online survey – lower than the required level for robust results – data was also sourced from annual reports of all non-responding community trusts, energy trusts, and licensing trusts.

While the overall number of responses was below the recommend level of 735 needed to produce a highly robust sample, the sample was judged sufficient to provide robust results for this survey. The sub-samples by type had margins of error for grant makers at 9.3 percent and grant recipients 4.4 percent.

9.2 DATA COLLECTION ON PERSONAL GIVING

Below we outline our process for collecting data on personal giving.

9.2.1 Donations

Information on donations by individuals was drawn from the Office of the Community and Voluntary Sector in the Nielsen Panorama Survey.

Nielsen surveys around 12,000 individuals per quarter. It asks people to identify the types of charities and other community organisations they have supported in the previous 12 months. The survey asks about various forms of support. For this study, we focused on the value of direct donations ("committed donations") and donation of money or goods to an appeal ("ad hoc donations"). We used the estimated value of donations, scaled up to a population level, to estimate total donations in 2012.

The estimated value of donations was cross-checked against the GNZ11 study estimate of personal donations.

9.2.2 Bequests

We estimate the value of bequests by focusing on what charities received in 2012. This involved examining the average value of bequests received by a sample of charities and the number of active charities in the population.

Information was drawn from two sources:

- the GNZ11 survey responses about bequests received.
- the number of active charities in New Zealand estimated from the Charities Commission's Charities Register.

The GNZ11 survey asked organisations about the number and value of bequests they had received from individuals' estates for immediate distribution or to establish perpetual trusts. These responses were used to calculate the average value of bequests per organisation that received bequests.

The Charities Register had records for just over 22,300 charities that submitted the required documentation in the last year, which we used as an estimate of the active population of charities in 2011. The survey was used to calculate the proportion of charities that received a bequest. This figure was applied to the estimated population of active charities to indicate the number of charities receiving bequests.

9.3 DATA COLLECTION ON TRUSTS AND FOUNDATIONS

This section outlines our process for collecting data on the various types of trusts and foundations.

9.3.1 Voluntary trusts

Data were collected from several sources: voluntary trusts through our online survey conducted, aggregated information provided from trustee administration companies, and the Charities Register for foundations, family trusts and estates (that were not included elsewhere).

Both the survey and the Charities Register had individual information for specific organisations. This allowed us to identify if an organisation appeared in both sources. To avoid double counting, where any potential duplicates were identified, the survey data were used in preference to the FIS data.

9.3.2 Trustee administration companies

Trustee administration companies (TACs) were included in the BERL online survey. With a low response rate from these institutions in the BERL online survey, data gathered in the BERL online survey was supplemented with data from the GNZ11 study, to provide a more comprehensive estimate of total giving in this sector in 2012, and the estimate of giving to Māori

9.3.3 Gaming machine societies

Organisations operating class 4 gaming machines outside of a casino are licensed under the Gambling Act 2003, and must be incorporated as societies. Gaming machine societies are required to distribute a minimum of 37.12 percent of their (net) profits from the gaming machines to authorised purposes.

Two main types of organisation distribute gaming machine profits: clubs and societies. A club forms its own community group and may apply gaming machine proceeds to its own activities as an authorised purpose, that is, its own internal activities. This category also includes licensed sports and private clubs, such as working men's clubs, cosmopolitan clubs, and RSAs. These clubs have licenses to operate gaming machines on their own premises to raise funds for the club and its members to use.

The distributions from club venues tend to be used directly by the club for administration or activities related to the club. In 2005, clubs accounted for about 10 percent of gaming machine expenditure, and clubs allocated 97 percent of their gaming machine profits to their own purposes. Club distributions are not included in this study as funding to recipients within a circle of membership does not fit within the study's definition of philanthropy.

A society is a business entity that distributes net proceeds to the authorised purposes of other groups; that is, it grants to external individuals or organisations for authorised purposes. The societies receive proceeds from machines operated on their behalf in venues such as bars, pubs, and some TAB outlets.

Profits from gaming revenue in non-club societies are generally redistributed to the community. It is this portion that is consistent with the study definition and is included as philanthropic giving.

Grants to community organisations for authorised purposes from gaming societies are a significant source of giving in New Zealand. The Department of Internal Affairs (DIA) collects gaming expenditure figures, but no official source records the proportion of gaming revenue redistributed to the community, and the last survey of the sector was conducted in 2005.

This report's estimates are validated from two sources:

- the most recent annual reports for New Zealand Community Trust, The Lion Foundation, The Southern Trust, the Pub Charity and The Trusts Charitable Foundation Incorporated
- responses to the BERL online survey.

9.3.4 Lottery Grants Board

The Lottery Grants Board was established in 1987. It receives 20 percent of sales from games such as Lotto, Keno, and Instant Kiwi that are administered by the New Zealand Lotteries Commission.

Established under "a community-benefit model", the funds transferred to it from the Commission "should be used primarily for community and charitable purposes". The Lottery Grants Board distributes community funding through a range of national, regional, and activity-based committees.

The role of the Lottery Grants Board is to govern and set the direction for the lottery grants distribution system. The Lottery Grants Board also ensures lottery grants are made for 'community purposes'. These purposes are defined as contributing to the building of strong sustainable communities.

The lottery grant distribution system includes:

- four statutory bodies – Creative New Zealand, the NZ Film Commission, the NZ Film Archive, and Sport New Zealand.
- 12 community committees that represent each region of New Zealand.
- 10 specialist committees, including Marae heritage and facilities, health research, outdoor safety, and community facilities.

Figures were taken from the annual reports and records of grants from the New Zealand Lotteries Commission and Lottery Grants Board.

9.3.5 Community trusts

Information on community trusts was taken from two sources: annual reports prepared by the community trusts and responses to BERL's survey of grant makers and recipients. The first source provided comprehensive information on the level of giving, while the survey responses were used to estimate the level of giving to Māori.

9.3.6 Energy trusts

This study updated, and where possible extended, the list of trusts compiled in the GNZ11 report. Annual reports were collected for all the trusts or, when reports for the trusts were unavailable, for the energy companies to which they were linked. In addition, some energy trusts completed BERL's survey of grant makers. These figures were compared with those from the annual reports to produce the results used in this report.

Energy trusts have distribution mandates stemming from the legislation restructuring the electricity supply authorities. The different approaches reflect the discretion granted by legislation to the supply authorities in determining their ownership and governance arrangements¹¹. As such, not all energy trusts explicitly make charitable donations. For example, trusts such as the Central Lakes Trust and the Tauranga Energy Community Trust and Charitable Trust explicitly grant to their communities.

The customers of the associated energy ('lines') company represent the Trust's beneficiaries. While the distribution mechanism differs, for consistency we include these dividends, as they are mandated to return these funds to their community.

9.3.7 Licensing trusts

Licensing trusts are non-profit organisations that have the exclusive right to sell liquor in a defined geographic district under the Sale of Liquor Act 1989. Licensing trusts are permitted, under the Act, to distribute profits to the community for philanthropic purposes. This category includes organisations such as the Portage Licensing Trust, the Mātāura Licensing Trust, and the Invercargill Licensing Trust.

Schedule 3 of the Sale of Liquor Act 1989 lists 23 existing licensing trusts, although to 28 trusts have existed. We established in 2006 that nine of the 28 trusts were no longer trading, leaving 19 trading trusts. Information was gathered for 15 of the 19 operating licensing trusts.¹²

Data were collected from the BERL online survey and from annual reports. Information was also gathered for the GNZ11 study, from The Trusts Community Foundation Limited and the Trust House Community Enterprise on the operations of licensing trusts (including information on gaming machine operations on licensing trust premises).

An issue for this study was that licensing trust operations tend to have gaming machines from which distributions may be made to the community. To avoid double counting, as gaming machine information is estimated from a different source, trusts were asked to separately identify what they had returned to their communities from their non-gaming machine operating surpluses and from gaming machine revenues.

11 McKinlay (2001). Public Wealth and Trusts. Victoria University of Wellington, Institute of Policy Studies, Paper 11/2001.

12 The four trusts that we were unable to gather data on were Papatōetoe Licensing Trust, Parakaiti Licensing Trust, Hawarden Licensing Trust, and Porirua Community Trust. Data on these trusts was also unavailable when we undertook the GNZ06 and GNZ11 studies so we do not have a baseline measure for these trusts.

Four of the 15 operating licensing trusts made distributions to the community of just over \$3.2 million in 2012.¹³ The other licensing trusts reinvested their surplus in their operations, or made operating losses.¹⁴ The Invercargill Licensing Trust was the largest distributor, granting \$3.1 million in 2012 from their operating profits. The other three trusts that made distributions granted around \$100,000.¹⁵

The 15 licensing trusts also provided information on how much they distributed to their communities from their gaming machine operations. The trusts distributed a total of \$15.7 million from their gaming machine profits, of which \$6.3 million came from the Invercargill Licensing Trust. This amount is in addition to the grants from its operating surplus noted above.

9.3.8 Universities and other tertiary education institutions

Universities and other tertiary education institutions were included in the online survey. With a low response rate from these institutions in the online survey, data gathered in the BERL online survey was supplemented with data from the GNZ11 study, to provide a more comprehensive estimate of total giving and the estimate of giving to Māori in 2012.

9.4 DATA COLLECTION ON BUSINESS GIVING

The estimate of business giving was based on the following sources of information:

- Giving New Zealand 2011 report (BERL)
- The Non-Profit Institution Satellite Account 2007 (NPISA)
- Statistics New Zealand national accounts information on production by industry in New Zealand in 2012
- Information for the FIS Corporate Citizens and BreakOut databases
- Information from the Charities Register
- the BERL online survey

As corporate and business giving might be recorded in more than one of these data sources, care was taken to cross-match organisations in order to eliminate potential double-counting.

The NPISA was developed as a measure of production by Non-profit Institutions (NPIs) using Statistics New Zealand's system of national accounts (SNA) framework. The Satellite Account reports the GDP by industry of NPIs in 2004. The NPISA report also records how much income NPIs received from businesses as transfers.

Although dated 2007, the NPISA report is the most comprehensive and rigorous source of information on business transfers to the non-profit sector. We assume that the pattern of NPIs' GDP by industry is similar in 2012 to that in 2004. We then use national GDP by industry in 2012 to estimate the GDP of NPIs in 2012. Next we calculate business transfer income to NPIs, based on the 2004 NPISA proportion of business transfers relative to the NPI's GDP. This gives an estimated level of business transfer income to NPIs in 2012.

Measuring philanthropic business giving is complicated by the use of sponsorship and cause-related marketing. As in the GNZ11 report, this study distinguishes between donations and sponsorship, and only includes donations as business giving. However, we acknowledge that sponsorship represents a substantial contribution by business to non-profit and philanthropic causes.

¹³ The four trusts that made distributions to the community were Invercargill Licensing Trust, Mātaura Licensing Trust, Portage Licensing Trust, and Waitakere Licensing Trust.

¹⁴ This analysis excludes allocations from gaming machine profits, which are considered separately to avoid double counting.

¹⁵ We did not extrapolate distributions from the remaining trusts as they did not make a distribution from their operating surplus and no information was available.

9.5 CAVEATS

A number of issues affect how this report should be interpreted. These issues relate to the study's definition of philanthropic funding, the focus of the study, and how to collect and analyse data from multiple sources in order to accurately measure philanthropic funding.

The definition of philanthropy used in this study was developed to meet specific aims, in particular to measure money given to support causes for the betterment of humankind. Therefore the study aimed to measure philanthropy, such as scholarships and environmental protection efforts, but it excluded a number of aspects of philanthropy such as volunteering and in-kind donations.

A second aim of the study was to take a snapshot of giving for a single year ending in 2012. As data were collected from a range of organisations it was not possible to ensure that the data corresponded to an exact calendar year. Rather, the information relates to the latest financial year that ended in 2011 or 2012.

Another issue relating to using a snapshot measure is that this work only provides one part of a broader picture of typical giving behaviour across time. For example, a number of specific appeals and donations in the GNZ11 study related to the Christchurch earthquakes. However, in a similar fashion, the GNZ06 report may have been affected by specific appeals following the tsunami on Boxing Day 2004.

While such events raise the need for, and profile of, philanthropic giving, a snapshot measure cannot independently identify whether these events led to a change in the level of giving, a change to the mix of giving, or both. Giving related to the Christchurch earthquakes, however, means the 2011 snapshot includes both 'typical' giving as well as New Zealanders' response to a major, atypical event.

In addition to the issues of definition above, how the study has collected and analysed the data affects how the study results should be interpreted. As no single, comprehensive source of information on philanthropic funding in New Zealand exists, the study collected data from a wide range of sources. The results should be read in light of the steps taken to draw these sources together to produce an accurate measure of giving.

The study endeavoured to avoid double counting first by determining whether information from different sources related to different givers. Where it was clear that two sources related to different givers, the two sources could be combined. In cases where overlaps were possible, only a single source was used. This approach is conservative, however, as not all giving in the disregarded source may have been captured in the source that was used.

A second step was to collect data from a range of sources to capture the range of ways New Zealanders make philanthropic contributions. We believe we have identified the majority of information sources by working with Philanthropy New Zealand, the Office of the Community and Voluntary Sector, the Charities Commission, and Statistics New Zealand.

The study took a number of steps in designing, implementing, and analysing a survey of grant makers and grant recipients. The availability of a 'live' register of information through the Open Data Charities Register assisted us to deploy a comprehensive survey that achieved a suitably high response rate.

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