



give a little
POWERED BY  perpetual guardian

GIVEALITTLE // FY2022
GENEROSITY REPORT

HUNDREDS &
THOUSANDS
OF KIWI'S
GIVING
EVERYDAY
**FOR THE
THINGS THAT
MATTER
MOST**



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BECAUSE
EVERY
LITTLE BIT
COUNTS

Givealittle's outcomes

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

WE DO THIS BY...

- + Enabling simple to use peer to peer fundraising.
- + Facilitating "anytime" support of a charity or school.
- + Establishing trust in the platform. We work hard to moderate pages, and verify payees to ensure donations go to the right place.
- + Following established processes to make sure all data is safe and secure.
- + Providing multiple methods of donating to maximise generosity; such as Apple Pay, Google Pay, regular donations, payroll giving, and more.
- + Operating with a small, effective team to minimise costs.
- + Continuously reviewing the user experience and making improvements with agility.



**SUPPORTING
SCHOOLS AND
CHARITIES
WHEN THEY
NEED IT
MOST REALLY
COUNTS**



Our outputs

DESCRIPTION & QUANTIFICATION
OF ENTITY'S OUTPUTS FOR

FY2022

1 JULY 2021 - 30 JUNE 2022

ALL
GENEROSITY



\$36.6m

DONATIONS TO
CHARITIES & SCHOOLS

\$11.6m

DONATIONS TO INDIVIDUALS,
& OTHER GROUPS

\$25.5m

NUMBER
OF DONATIONS



464,400+

NUMBER OF
PAGES CREATED
BY GIVEALITTLE USERS



10,000+

NUMBER OF
FUNDRAISERS
FOR CHARITY



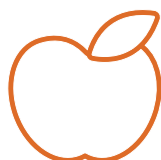
3075

NUMBER OF PAGES
CREATED BY
CHARITIES & SCHOOLS



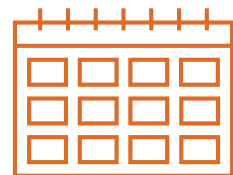
2000+

CHARITIES & SCHOOLS
REGISTERED
ON GIVEALITTLE



3523

NUMBER
OF EVENTS



81

Additional output measures

OUR NUMBERS DON'T GIVE THE WHOLE PICTURE, TO BETTER DESCRIBE THE PART THAT GIVEALITTLE PLAYS IN AOTEAROA, IT NEEDS TO COME FROM THE PEOPLE DOING THE STORYTELLING, AND THOSE WHO SUPPORTED THEM ON THE PLATFORM. THE STATEMENTS BELOW ARE MESSAGES FROM EMAILS OR FEEDBACK THAT WE RECEIVED FROM GIVEALITTLE USERS.



“A great service to humanity”

“Easy to access and great to have the chance to do some good for those in need”

“Work came to a standstill because I ran out of funds after paying all the funeral expenses for my husband. Receiving the funds at this time has made a huge difference being able to recommence the great work started on my husband's grave. Thank you everyone from the bottom of my heart and my children's heart.”

“I found it easy to use and I love being able to gift my tax refund which I always thought defeated the purpose of donating! So I love this charity and Givealittle is a trusted brand for donating. Thanks so much!”

“I would like to thank you guys at Givealittle. My heart is heavy because of the damage, but I am so darn proud of our community, and the surrounding areas for their support. Finally realise I am not alone, people have seen my work.”

“A great cause worthy of support, clearly presented webpage, trustworthy, and easy to follow instructions for payment. Thanks for the amazing opportunity available for me to help”

The funds raised through the Generosity Generator project which Givealittle supported has helped IWCNZ run a range of events this year including facilitating a speaking tour and coming up next month, it will help us with bringing Muslimah youth together from around Aotearoa for a national camp. The additional support allowed us freedom to run consistent, innovative and uplifting programming. - *Aliya Danzeisen, Islamic Womens Council New Zealand*

“You made a real difference and have been amazing, I am so grateful and I know your support helped us raise more money because we could get online sooner”

“I enjoy this platform and like to donate regularly to families or individuals. It makes me feel good to make a difference for them”

“I am still blown away by people's generosity. Thank you for providing such a wonderful service”



Who we are

GIVEALITTLE IS A TEAM OF REAL PEOPLE WHO LOVE WORKING HERE. BECAUSE WE ARE AN ONLINE PLATFORM, THERE IS SOMETIMES THE PERCEPTION THAT ROBOTS DO EVERYTHING, BUT IT'S ACTUALLY HUMANS!

Every page on Givealittle is reviewed by one of our customer care team and if we need a cool new function, or something needs the bugs worked out, our Tech Team are on hand to get it sorted. Our Customer Care Manager and Comms Lead ensure we are delivering a great service, and our General Manager Mel Steel is always on hand steadying the ship. Working at Givealittle means something new every single day, and we are a very tight knit team who really care about the people we interact with. Givealittle is proud to be owned by Perpetual Guardian since 2020, and align really well with their philanthropic philosophies.

Givealittle has become more than a website to facilitate fundraising – it is a platform that people, schools and charities trust to help solve problems, show care, and make lives better.



What do people raise funds for on Givealittle?

PART OF OUR MISSION IS HELPING ALL OF NEW ZEALAND FUNDRAISE FOR THE THINGS THAT MATTER; AND WE MEAN IT! THERE IS NO SIMPLE ANSWER TO THIS QUESTION BECAUSE WHAT MATTERS TO ONE PERSON MIGHT BE NEW FURNITURE AFTER A FIRE, WHILE ANOTHER WANTS TO FUNDRAISE FOR THEIR FAVOURITE CHARITY.

On the platform, we may observe certain trends depending on the time of year, and/or world events. For example, if a natural disaster occurs, we may see a surge in page creation from people wanting to help. After the eruption of Hunga-Tonga-Hunga-Ha'apai volcano in Tonga, nearly 30 pages were created and over \$300K was raised to support in various ways. We also saw over 60 pages created by New Zealanders in response to the war in Ukraine, where there was an urgent need for humanitarian aid, however there were over 10,000 pages created on the platform, and their purposes vary widely, so a better question is perhaps who uses Givealittle?

Who is raising funds on Givealittle?

ON GIVEALITTLE, ANYONE CAN RAISE FUNDS FOR WHAT MATTERS TO THEM; THIS INCLUDES CHARITIES, SCHOOLS, BUSINESSES, INDIVIDUALS, AND GROUPS.

The beauty of Givealittle is its versatility to be used as a peer to peer fundraising platform for an urgent need for everything from unfunded medical treatment to assistance from a natural disaster; but also for school and charitable giving campaigns. On the platform in 2022, we've seen an increase in overall donations of around \$10M since 2021, where this year, in 2022, individual beneficiaries received the largest proportion of donations; over 60%. Charitable and school donations also increased by \$3M, accounting for 30% of total generosity. This year has also seen a record number of donations to Kiwi Schools, with the total being quadrupled since 2020.

GENEROSITY BREAKDOWN BY PROFILE TYPE

FY	CHARITY	SCHOOL	INDIVIDUALS	GROUP+BUSINESS
2020	\$7.7M	\$76k	\$14.9M	\$926k
2021	\$8.4M	\$307k	\$16.7M	\$1.1M
2022	\$11.3M	\$363k	\$23.5M	\$2M

PAGE CREATION BY CHARITIES AND SCHOOLS

FY	CHARITY	SCHOOL	TOTAL PAGES CREATED ON GIVEALITTLE
2020	1433	78	9,746
2021	1625	194	9,500
2022	1828	233	10,799

INDIVIDUALS



Individuals raising funds for causes that are important to them make up the bulk of total generosity on Givealittle; about 60%. In 2022, there are several standouts that resonated with New Zealanders:

DONORS TO GIVEALITTLE HELPED TO...

Support a Hamilton tradie

In less than a month, over 1400 friends and strangers donated to help a Hamilton tradie “superhero” dad named Gareth who was run over when he intervened during an attempted carjacking of a woman in broad daylight. Gareth was told by doctors he would not be able to walk (or work) for at least 3 months after the attack, while his shattered leg healed. This page is unique because the individual who created the page for Gareth did not know Gareth prior to the incident, but believed he deserved “all the assistance that the local community can muster”. In the end, \$80,000 was raised for Gareth and his family, which supported them during his recovery. On Givealittle, it is most common to see individuals creating a page for someone they already know; in this case, it was really heartwarming to see the motivation from a total stranger to support a local hero.

Crowdfund facial reconstruction for Brittany

The crowd came together to support a 25 year-old Christchurch resident (Brittany) who needed costly private surgery to reconstruct her jaw. At the age of 8, Brittany was diagnosed with stage 3 rhabdomyosarcoma which was ultimately treated with a 13-hour surgery, removing her jaw and part of her skull along with the tumour. With no public funding available to cover the surgery needed to repair her jaw and face; private treatment was the only option. Brittany’s family friend turned to the crowd and raised over \$100k the first day, and in the end, a total of \$280k (exceeding their \$250k goal) from over four thousand generous donors. Brittany’s surgery is projected to cost at least \$100,000, where anything extra raised would go to a cochlear implant, teeth implants and any other cosmetic procedures required. Some Givealittle pages can attract media attention, as was the case here. Brittany’s page received a high volume of media attention that increased generosity; where the sheer volume of donations in the first day exceeded their expectations.



BECAUSE EDUCATION COUNTS

School fundraising on Givealittle



MORE AND MORE SCHOOLS AND CHARITIES ARE USING THE GIVEALITTLE PLATFORM FOR THEIR SCHOOL FUNDRAISERS, WHERE WE'VE SEEN THE NUMBER OF PAGES CREATED BY SCHOOLS TRIPLE SINCE 2020!

One of the fun aspects of school fundraising we can see is how creative they can be; where they are mostly fundraising per classroom towards a certain goal. We've seen everything from colour runs to readathons to fun runs and more; where donations have helped fund their literacy programmes, learning equipment, improvements to outdoor learning areas - the list goes on!

Schools have an excellent platform for fundraising, as they have already-existing networks; so the time and effort can go towards the communication of the event, and our goal is to find the best ways to facilitate their fundraising. Givealittle has several helpful tools commonly used by schools which have contributed to an increase in fundraising on the site-

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

"Our inaugural Maungawhau School Get Active event was a huge success and we exceeded our fundraising expectations! This was in large part due to the ease of working with Givealittle for both our organisers and those who donated. The money raised has made a huge improvement to our outdoor learning areas including extra seating and astro turf in both the junior courtyard and middle school court. The kids love it!" **MAUNGAWHAU PRIMARY SCHOOL**

CASE STUDY

Maungawhau School's get active fundraiser

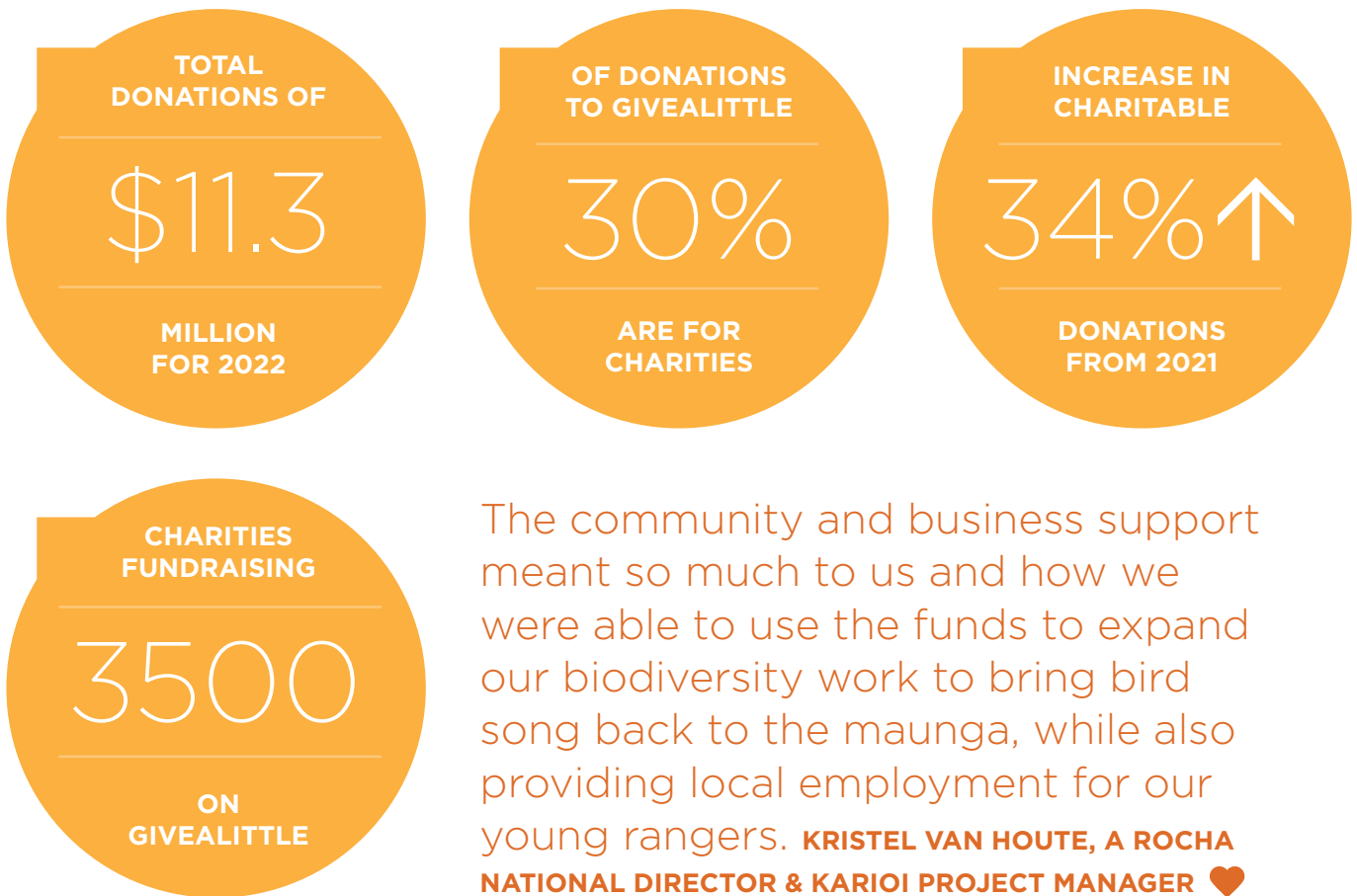
Maungawhau School in Auckland ran a successful fundraiser across 28 classrooms, raising a total of \$39,453 on Givealittle to help fund their STEAM learning and Te Reo programs as well as improvements to Outdoor Learning areas. The Get Active fundraiser was active for about one month, from May to June 2022; where students from all 28 classrooms were invited to dress up and take part in challenging activities in addition to their annual cross-country run. The one-month time-frame created a sense of urgency; and for some would not be long enough, but it suited this one-day event really well. A common theme for a successful campaign is sharing, and the Get Active fundraiser was no exception. Every classroom has donations from friends and family members of the students, where the school utilised their own newsletter, fundraising and parent committee, social media and their website which was kept up to date. The school had two corporate sponsors who provided incentives for this event; each was given kudos with their logo in the main image banner, and short summary of the landing page; a great way to encourage generosity! The written content of the pages themselves was well written; what/where/who/why was clear, while the main image displayed a drawing from each classroom. This was incredibly charming, but also colourful and eye-catching.



BECAUSE GIVING COUNTS



Charitable giving and fundraising on Givealittle



IN 2022, WE SAW AN INCREASE IN CHARITABLE DONATIONS OF \$3M FROM 2021, FOR A TOTAL OF OVER \$11M RAISED FOR CHARITY. FUNDRAISING ON GIVEALITTLE AS A CHARITY IS STRAIGHTFORWARD, SIMPLE, AND CAN BE SET UP QUICKLY BY EVEN THE LEAST TECH SAVVY USERS; ACROSS ALL CHARITY TIERS RAISING FUNDS FOR EVERYTHING FROM VEHICLES TO POSSUM TRAPS. SOME CAMPAIGNS BRING TOGETHER KIWI'S NATIONWIDE; WHILE OTHERS CAN RECEIVE MORE REGIONAL SUPPORT.

“Buy The Hill” : Harnessed the power of the crowd

This year, a shining example of a cause that received nationwide support was created by the Rod Donald Banks Peninsula Trust raised over \$270k from donors all over New Zealand (and beyond!) to “buy the hill”. The funds raised enabled the purchase of a 500ha block of iconic land; where the trust will create the new Te Ahu Pātiki conservation park, to protect and restore native biodiversity and provide full permanent public access.

“For the Birdsong” : Grassroots charity fundraising

In another excellent example of grassroots fundraising is the campaign run by a small charity full of really passionate people; A Rocha Aotearoa New Zealand's - For the Birdsong. This campaign harnessed the power of a simple video, but putting the right people in front of the camera; which is equally engaging, beautiful, and endearing. Their passion for the cause really shined through, and they kept really positive encouraging updates coming throughout the campaign. A Rocha raised just under 30k during a two week campaign for their Karioi Project - Te Whakaoranga O Karioi - to restore biodiversity, and bring back the birdsong on Karioi and beyond. “For The Birdsong” was a participating campaign in the Generosity Generator pilot program, and their success is also testament to the fundraising knowledge gained during the GG program.

Supporters fundraising for charity

One of the spaces that Givealittle really shines is peer to peer fundraising for charity. All Givealittle users can create a fundraiser page to support up to 3 organisations that they love the most.

TOP 5 CHARITIES PEOPLE FUNDRAISE FOR ON GIVEALITTLE

CHARITY NAME	FUNDRAISER COUNT
Key to Life	344
Good Neighbour Trust	282
KidsCan Charitable Trust	181
Diabetes New Zealand	150
Kind Hands Charitable Trust	113

Supporters of the Key to Life charity created a whopping 344 fundraiser pages on Givealittle to raise funds for them in the 2022 FY; this number rapidly increases around their annual Gumboot Friday campaign. ❤️



CASE STUDY

Key to life

KEY TO LIFE CHARITABLE TRUST AND GUMBOOT FRIDAY SUPPORTERS have created 344 fundraising campaigns in the 2022 financial year (June 30th 2021- June 30 2022). High volume of fundraisers for Key to Life can be attributed to several factors. Firstly, their ambassadors who travel around the country spreading awareness about the need for free mental health services for tamariki. These individuals include some high profile New Zealanders; including its most active ambassador; who is also the founder of Key to Life, Mike King. Key to Life also provides clear guidance; if an individual, group, or business expresses interest in fundraising, they are provided with direction and support from the Charity. Key to Life is also active

on social media, and give kudos to people fundraising for them, which creates a lot of confidence in the fundraiser, but also spreads the word to a targeted audience who might want to do something cool for a good cause. A good example of this was the Marathon Innings page where a group of uni mates ran the length of a marathon while playing an overnight game of non-stop Backyard Cricket and raise awareness and funds towards I am Hope. They raised \$45K, and managed to get a lot of media attention which really helped spread the word. It is worth noting that one of the participants in this cricket game was George Glover; who has had 2 total fundraisers so far for The Key to Life Charitable Trust. Raising \$64k from "Black Dog Swim" - where he swam 100km+ over 10 days in June 2020, and he is currently training for his third fundraiser; "Black Dog Freshwater"; a 300km swim in Lake Rotoiti.

Corporate fundraising

More FM Northland's All Day Breakfast Show Being on radio is obviously an excellent resource to take advantage of for crowdfunding! We have had several really successful radio fundraising campaigns. This particular campaign raised \$90k from a total of 492 donors for Northland Rescue Helicopters from the 28th of September to the 31st of October 2021. This is a huge volume of donations for such a short time, and goes to show the strength and potential for radio-driven fundraisers because of their reach, but also their constant promotion. Listeners will have heard the DJ talk about this fundraiser while commuting both ways! Also, live updates, kudos to donors, reading comments live made this fundraiser (and other radio fundraisers) really interactive where people listening had a real incentive to donate. Live updates of the total also helped, and perhaps a bit reminiscent of an old-school telethon in many ways.



BECAUSE DOING COUNTS



Events on Givealittle



THIS YEAR, WE WERE PROUD TO BE THE PEER TO PEER FUNDRAISING PLATFORM FOR ABOUT 80 EVENTS WITH OVER 1,200 PARTICIPANTS, AND 260 TEAMS JOINED TOGETHER TO COMPETE OR PUSH THEIR LIMITS TO RAISE OVER ONE MILLION DOLLARS. ON GIVEALITTLE, EVENTS ARE GENERALLY ADMINISTERED BY A CHARITY, BUSINESS, OR GROUP, RAISING FUNDS FOR UP TO 3 DIFFERENT ORGANISATIONS REGISTERED ON GIVEALITTLE.

“Mount Everest challenge : Strength in numbers”

In February to April 2022, More FM (Mediaworks Radio Ltd Tauranga) held their 8th annual Mount Everest challenge on Givealittle. This event is constantly one of the largest, and this year was no exception with 177 participants, and 93 teams, all with a goal to climb the Mount 38 times in 50 days to raise much needed funds for the Good Neighbor Trust. There is no limit or minimum number of participants in an event, and the Mount Everest challenge is a great example of how successful an event can be with active participants, who send updates of their walks often. During this event, the Givealittle team will Moderate hundreds of page updates, which are fabulous way to give donors kudos for their support.



CASE STUDY

Bayleys plate up for a purpose

CORPORATE FUNDRAISING WITH EVENTS Bayley's plate up for a purpose is an annual standout event by the Christchurch City Mission and Bayleys Canterbury; it is incredibly well-done, down to the images on the page. This campaign created a really consistent theme by using similar images for all of their participants in the event, in addition, they made an excellent video which explains the impact of what the campaign's goal is; Which can be seen 'front and centre on their "Plate Up" 2022 event page.' For Bayley's plate up, business leaders from Canterbury's biggest businesses join this annual event on Givealittle to help struggling families meet school costs for uniforms, shoes, and stationery, so that every child in Canterbury has the chance to get the education they need. Each business leader utilises their large network of supporters, and social media followers to spread the word, and they are supported also with promotion by Chch City Mission, and Bayleys Canterbury. In addition, Bayley's Plateup has a section on their website dedicated to Plate Up, where viewers can see every Givealittle page via our Widget function, showing active totals for each participant. Bayley's Plate Up raised \$126k for their last campaign over a 5-month period, and overall have raised over \$345k for the CHCH City Mission Charity.

Givealittle is an integral part of the Bayleys plate up for a purpose campaign. The platform offers people the peace of mind and security to donate with confidence.

PETE WHALAN, CEO, BAYLEYS CANTERBURY ❤️



Partnerships



The Funding Network New Zealand

The Funding Network New Zealand are a small but mighty two-person team; who, since 2014, have supported 78 grassroots charities from across Aotearoa to raise more than \$894k and access more than 40k of pro-bono training through online and in-person live crowdfunding events. Our wonderful partnership began in 2020, where we supported virtual fundraising events during Covid Lockdown. This year began a successful pilot of the Generosity Generator campaign which evolved after five “#Help from Home” virtual fundraising events.

The Generosity Generator pilot was led by Tim Pare and Anusha Bhana, and ran from February to April, where over 30 charities from all over Aotearoa received training on how to run an online fundraising campaign and use Givealittle tools. After training, they then took part in a two week crowdfunding campaign to put into practise their new found skills, raising funds and learnings for their future campaigns.

Generosity Generator was successful in the amount raised, but also helped small charities grow their giving community on Givealittle. The pilot program raised a total of \$193K via Givealittle, and \$241k in total donations. This included 32 matched giving campaigns where businesses or supporters provided funds to be matched and used Givealittle’s Matching Feature.

Generosity Generator - an award winner!

- The Funding Network New Zealand - Winner for Excellence in Innovation (The Fundraising Institute of NZ)
- The Islamic Women’s Council of New Zealand (IWCNZ) - Winner for Fundraising Newcomer of the Year (The Fundraising Institute of NZ)



Working in partnership with Givealittle to deliver the Generosity Generator online fundraising training programme is rewarding on so many levels! They are a highly skilled and deeply passionate team of folks who make you feel valued and bring a personal touch to everything they do. We couldn’t do the Generosity Generator without Givealittle as our partner - our training and their platform go hand in hand. We are proud to be working with Givealittle to co-create an online fundraising learning space for small charities in Aotearoa New Zealand.

ANUSHA BHANA - DIGITAL & COMMS CO-LEAD FOR TFN

TIM PARE - CHARITIES & PARTNERSHIPS CO-LEAD FOR TFN ❤️

Partnerships CONTINUED



TaxGift

The Givealittle and TaxGift partnership began in September 2020 to give Donors the option to donate their available tax credit to the charity they initially donated; keeping their giving going and making an even bigger impact for their chosen charity.

In May 2022, we celebrated the first donor re-gifts to charities; and it was so rewarding to apply TaxGift payouts to 200 charities on Givealittle. Also, we are really proud to report that during this financial year 30,000 donors registered with TaxGift via Givealittle, resulting in over \$45,000 going back to Kiwi charities. Perhaps one tax credit from one donation may not seem like a whole lot, it can add up to make a big impact for charities in Aotearoa.

NOTE: Due to the change in Inland Revenue operating procedures in July 2022, TaxGift are not able to receive new registrations to the TaxGift service from the 6th July 2022 onward.





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