

# Hapori Aotearoa Group

## Collaboration Notes – Day 2



**Question 1: How might we clearly articulate the value of community development initiatives to potential funders and supporters?**

### **Storytelling and Data Presentation:**

- Use images, stories, and data to clearly convey the value of community initiatives.
- Recognise the importance of both emotional and value-based information to create impact.
- Tailor storytelling to the right audience, ensuring it's simple, relevant, and delivered at the right time.
- Emphasise the community-led nature of the work and highlight tangible results.
- Provide evidence of community involvement through photos, videos, and testimonials.
- Share success stories on social media to reach wider audiences.
- Present key measures and achievements through clear visuals like infographics.
- Share hypothetical storytelling about what might have happened without the work to emphasise its importance.
- Include community feedback to support the value being demonstrated.

### **Aligning with Funder Agendas:**

- Connect the initiative's goals with those of potential funders.
- Clearly outline how the proposed work aligns with their objectives and priorities.
- Actively ask funders how they prefer value to be articulated and incorporate that feedback.
- Use funders' language when presenting initiatives to establish alignment.

- Ensure clarity on what the initiative means to the community and how it matches funders' goals.
- Provide tailored reporting that reflects alignment with funders' priorities.

### **Preparation Before Seeking Funding:**

- Research potential funders to understand their priorities and expectations.
- Prepare concise, well-organised applications with clear accountability frameworks.
- Consider using tools like SImpact and other relevant AI tools for the sector.
- Develop strategic plans that clearly outline desired outcomes and how they will be measured.
- Highlight the community-driven impact of the work, making it relatable and personal.

### **Building Relationships with Funders:**

- Build genuine relationships through personal connections, such as in-person meetings and phone calls.
- Collaborate with other local providers to share ideas and avoid competing for the same funding.
- Agree with similar initiatives on who is best suited to apply for specific funding and work together collaboratively.
- Maintain proactive communication with funders throughout the journey to keep them involved.

### **Strategic and Long-Term Thinking:**

- Create a strategic plan that clearly defines the desired change and the pathway to achieving it.
- Establish measurable goals to effectively track progress and demonstrate impact.

- Inspire shifts in community mindsets to create lasting and meaningful change.

## **Question 2: How might we encourage for-profit businesses to partner with us and financially support community development initiatives?**

### **Building Mutually Beneficial Partnerships:**

- Demonstrate how collaboration can enhance their brand and corporate social responsibility (CSR) objectives.
- Clearly outline what businesses can gain from the partnership, such as positive publicity and community goodwill.
- Ensure alignment between community goals and business interests to create win-win scenarios.
- Provide specific opportunities for sponsorship, investment, or shared initiatives that meet both parties' needs.
- Identify how businesses can specifically help and highlight those areas to create effective partnerships.
- Promote and incorporate principles of the circular economy to appeal to environmentally conscious businesses.
- Establish reciprocal relationships where benefits and outcomes are clearly identified for all parties.

### **Effective Communication & Relationship Building:**

- Establish personal connections with businesses through networking, phone calls, and in-person meetings.
- Build genuine relationships before asking for funding, focussing on connection first.
- Spend time in places where high-profile people are likely to be, such as Koru lounges, golf clubs, and other social spaces.
- Tailor proposals and communication styles to match the business's priorities and values.
- Maintain ongoing communication and transparency throughout the partnership journey.

- Invite businesses to be involved in the process rather than just contributing financially.
- Approach potential partners with empathy, sharing passions and maintaining integrity by following through on promises.
- Engage face-to-face and actively listen, putting their needs before your own.

### **Demonstrating Value and Impact:**

- Present clear evidence of positive community impact through storytelling, case studies, and data.
- Use infographics and testimonials to convey results effectively.
- Show how their support will contribute to long-term positive change within the community.
- Provide reports and updates to showcase the business's role in making a difference.
- Tell the story of the initiative in a way that provides passive advertisement for the business.
- Put the story out through networks and events to gain wider visibility.
- Measure outcomes clearly to highlight benefits and demonstrate impact.

### **Leveraging Marketing Opportunities:**

- Promote the partnership through joint social media campaigns and marketing efforts.
- Highlight business contributions in public communications and events.
- Create branding opportunities at schools, churches, festivals, and other community-focused spaces.
- Acknowledge and celebrate your supporters publicly.

### **Creating Flexible Partnership Models:**

- Provide various levels of involvement, from financial sponsorship to resource sharing or skills-based volunteering.

- Offer tailored packages that meet the business's preferred level of engagement.
- Consider asking for goods and services rather than direct financial support when appropriate.

### **Strategic Planning and Preparation:**

- Research businesses to identify potential synergies and shared values.
- Prepare clear proposals that demonstrate how business support aligns with their corporate goals.
- Clearly outline the roles and responsibilities within the partnership to avoid misunderstandings.
- Take a strategic approach, asking for support knowing you are no further behind if the answer is no.
- Highlight your point of difference and present a strong, effective organisational structure to gain credibility.
- Be visible and proactive to enhance your chances of being considered fundable.

### **Question 3: How might we encourage donations from individuals who are passionate about community development?**

#### **Understanding and Engaging the Community:**

- Have a strong reputation within the community.
- Understand community needs and align your initiatives with those needs.
- Share stories that resonate with people's lived experiences of the service.
- Know your potential donors, their interests, and passions. Treat them as individuals, not just sources of funding.
- Find individuals connected to a place or community, even if they no longer live there, appealing to their desire to leave a legacy.
- Encourage people to feel that they are part of the community and can contribute meaningfully.

### **Effective Communication and Storytelling:**

- Share stories that demonstrate impact and create an emotional connection.
- Utilise relevant storytelling methods such as film, social media, and other digital platforms.
- Clearly outline the social and environmental benefits of donating goods.
- Spread awareness of tax benefits related to donations.
- Report clearly on where the money is going and how it is being used.
- Prove outcomes and showcase how donations contribute to meaningful change.
- Show the positive mahi being done and present future plans to generate excitement and support.
- Consider changing terminology to something more relatable than "community development."

### **Creating Opportunities to Give:**

- Make it easy and accessible for individuals to contribute.
- Provide multiple ways to give, time, money, resources, and other forms of support.
- Create structured opportunities for individuals to engage and donate.
- Be brave and straightforward in asking for support.
- Acknowledge donations publicly to build goodwill and encourage further contributions.
- Involve the community and include donors in the journey to maintain engagement and support.
- Empower and teach the next generation to understand the value of giving.

## **Question 4: How might we develop stronger relationships with existing funders and supporters, so that they continue to support us for the long term?**

### **Visibility and Influence:**

- Present to the wider community to showcase who you are and what you do for the community.
- Speak to elected members at public forums to gain visibility.
- Be aware of the political climate and how it may affect your initiatives.
- Identify and approach offshore funders where applicable.

### **Effective Communication and Storytelling:**

- Improve storytelling to clearly communicate your impact.
- Clearly articulate where your social value impact lies within the community.
- Ensure communication about impact aligns with funders' goals and interests.
- Be really clear about your funders' reporting requirements and meet them effectively.
- Share success stories that highlight meaningful achievements.

### **Building Relationships and Collaboration:**

- Personally meet with funders to strengthen relationships.
- Highlight how you collaborate and connect with other organisations.
- Ensure your goals are tied together with those of your funders.
- Take time to create meaningful, trusting relationships—play the long game.
- Invite funders to the planning table and involve them in decision-making.

### **Long-term Strategy:**

- Shift focus from short-term to long-term goals and sustainability.
- Be strategic, creative, innovative, and future-focused in your approach.

- Draw on shared or mutual outcomes between your organisation and funders.
- Continuously communicate progress and outcomes to maintain engagement.
- Demonstrate clear accountability and honesty about what funders can realistically provide.

**Question 5: How might we make some of our community development initiatives self-funding while at the same time ensuring accessibility?**

**Funding Workshops and Collaboration:**

- Provide funding workshops and training to educate community members on funding opportunities.
- Non-profits working together and collaborating with businesses to create stronger funding networks.
- Encourage councils to fund training and resources on social enterprise.
- Create opportunities for networking and learning from each other.

**Social Enterprise and Sustainable Funding:**

- Encourage and educate funders about social enterprise models.
- Explore social enterprise as a viable path towards self-funding.
- Ensure grant funding policies permit seed funding of social enterprises.
- Invest in capacity-building programmes to enhance skills and knowledge.
- Look outside of current models and adopt best practice social models.
- Set up social enterprises that meet the needs of the community and potential funders.
- Lean into the concept of "koha" contributions, does not always need to be financial.
- Overcome barriers by educating funders about the value of social enterprise.



### **Strategic Planning and Partnerships:**

- Start with clear planning focused on achieving self-funding.
- Work closely with local businesses to generate revenue and support.
- Invest in community leaders, building their confidence to lead.
- Build closer relationships with universities to better partner with the social sector.
- Utilise student placements as an extra resource.
- Promote global citizenship and emphasise legacy and contribution.
- Understand community needs and tailor initiatives to meet those needs.
- Develop propositions and shift mindsets towards self-funding.
- Utilise community hubs as catalysts to enable collaboration and resource sharing.
- Explore innovative models like Human Library Cafes for business expertise sharing.

### **Question 6: How might we reduce reliance on grants and contracts and think more collectively about how we are funded?**

#### **Social Enterprise and Community Empowerment:**

- Focus on developing fundamental skills for successful social enterprise initiatives.
- Encourage community allowance models to provide funding flexibility.
- Build on the strengths and knowledge already present in communities.
- Work with people who have ideas and help them bring those ideas to life, recognising that communities have been doing things without funding for a long time.

#### **Partnerships and Long-term Thinking:**

- Form strategic partnerships with like-minded organisations and stakeholders.
- Encourage long-term collaboration rather than short-term funding solutions.

### **Creating Sustainable Income Streams:**

- Develop products or services that generate sustainable income.
- Utilise community procurement and protect intellectual property, especially in government contracts.
- Identify unique value propositions and leverage existing assets.
- Create an initial plan that envisions moving beyond reliance on grants, focusing on long-term resilience.
- Encourage collaboration beyond individual projects, promoting shared efforts and resources.
- Explore extra services that generate income, particularly through social enterprises.
- Secure corporate sponsorships, including vehicles and signage, for promotional opportunities.
- Build a strong reputation and attract community growth funds.
- Leverage local and community wisdom for better decision-making.

### **Question 7: How might we better collaborate on initiatives, so that funding goes further?**

#### **Community Hubs and Shared Infrastructure:**

- Community hubs working together to share resources and infrastructure.
- Creating frameworks for collaboration that maximise value and resources.
- Weaving together efforts to enhance positive collaboration.

#### **Strategic Partnerships and Storytelling:**

- Building stronger relationships with larger businesses and organisations that want to help.
- Clearly telling your story so people understand your goals and initiatives.

### **Joint Applications and Information Sharing:**

- Applying jointly for funding to enhance eligibility and resource pooling.
- Ensuring strategic alignment and clear communication among collaborating groups.
- Engaging in brave conversations to address challenges and align goals.
- Maintaining good record-keeping, reporting, and planning throughout the funding process.
- Actively building relationships with other groups and understanding their work.

### **Collective Advocacy and Networking:**

- Establishing spokespeople and key connections to support issues collectively.
- Creating a community map of initiatives and infrastructure to identify opportunities for collaboration.
- Promoting intergenerational networking and attending conferences to build networks.
- Being willing to share resources and ideas openly.
- Talking to other funders to avoid duplication and encourage partnerships.
- Establishing a hub or steering group focused on whanaungatanga.
- Enhancing communication across the entire sector.
- Considering how to serve the whole community, not just individual needs.

## **Question 8: How might we better support organisations and individuals to upskill around funding, so they are better equipped to access what they need?**

### **Support Capability Organisations:**

- Provide support to capability organisations like Social Link that focus on building capacity and skills.
- Highlight the importance of upskilling within the community development sector.

**Funding Movements and Advocacy:**

- Promote the "Pay What It Takes" movement to ensure funding covers operational costs adequately.
- Advocate for councils to fund capability development initiatives long-term, beyond election terms.
- Increase visibility to funders by making organisations and their needs known.

**Comprehensive Funding Resources:**

- Compile a list of relevant funders for their kaupapa.
- Create timelines detailing when funding opportunities open and close.
- Keep a centralised database at local libraries for public accessibility.
- Source funding supporters for various funding streams and provide guidance.

**Financial and Strategic Support:**

- Provide support to organisations with financial reporting, including budgeting and financial management.
- Offer training and capability-building around strategic planning and storytelling.
- Encourage the use of AI tools to streamline processes, while ensuring accurate information is used.

**Training and Knowledge Sharing:**

- Promote upskilling and training opportunities for community groups and organisations.
- Introduce groups to "generosity" platforms to broaden their funding possibilities.
- Encourage organisations to conduct SWOT analyses to understand their strengths, weaknesses, opportunities, and threats.

- Provide mentoring and professional development opportunities to enhance skills.
- Ensure organisations are clear and effective in telling their stories to funders.