



### **Who we are**

The Generosity Hub aims to increase the generosity of New Zealanders because a culture of giving helps to build strong, generous neighbourhoods and communities. It wants to grow giving of; money, time, acts of kindness and in kind giving.

Philanthropy New Zealand, Volunteering New Zealand and the Office for the Community and Voluntary sector lead the Generosity Hub; which is made up of people from the community, philanthropy and business who have a commitment to growing generosity.

The Hub takes advice from a wider group of advisors and a community of interest, as it aims to have broad and diverse representation from the philanthropic, business, fundraising, community and voluntary sectors sports, art, Māori, Pacific peoples and other ethnic groups, as well as government.

By bringing all the different interests into the conversation, the Hub is able to support the work that is already going on across New Zealand as well as create some innovative, kiwi initiatives.

### **What we do**

The Hub's work is broken down into four project groups – each group is led by a Generosity Hub member:

#### **Research:**

Ensure research about giving in New Zealand is undertaken regularly, incorporating data on motivations for giving: how people are giving; to whom they give; and what they give.

The *How do New Zealanders Give* research has come out of this project. It can be found at <http://communitycentral.org.nz/hub-resources>

Project Leader, Nick Jones - [Nick.Jones@sustainableadvantage.co.nz](mailto:Nick.Jones@sustainableadvantage.co.nz)

#### **Young people :**

Promote generosity in young people. Influence them to support giving through avenues such as the school curriculum, multi-media and youth organisations.

Project Leader, Lani Evans - [lanibe@hotmail.com](mailto:lanibe@hotmail.com)

**New ways of giving:**

Support new and different ways of giving, this includes encouraging more giving of money from high net worth and/or influential people building on existing giving movements such as giving circles, and fostering a greater understanding of cultural giving.

Project Leader, Kate Frykberg -[kate@thinktank.co.nz](mailto:kate@thinktank.co.nz)

**Grow business generosity:**

Support a Corporate Social Responsibility network and work to embed Corporate Social Responsibility practices into business strategy. The Payroll Giving project that is informing New Zealanders about payroll giving and other tax changes is part of this work. The Payroll Giving project is chaired by Robyn Scott -

[robyn@philanthropy.org.nz](mailto:robyn@philanthropy.org.nz)

Project Leader, Liz Hampton [lhampton@nz.ibm.com](mailto:lhampton@nz.ibm.com)

As well as these projects the Hub works at a strategic level with organisations and Government on concepts and material that will grow the levels of giving amongst all people in our communities.

**What you can do**

The Generosity Hub is keen to get support from interested groups and individuals throughout New Zealand. If you wish to be involved in any of the projects you can either e-mail the relevant project leader directly or you can e-mail the Generosity Hub with any questions you may have or your ideas, information, support or expertise you can offer.

E-mail [info@generosityhub.org.nz](mailto:info@generosityhub.org.nz)

You can join our Facebook fan page, it is called *Give New Zealand*. Add your thoughts about generosity, pass on your experiences, give people suggestions and enlighten them in ways to give.

You can find more information about the Generosity Hub at

<http://communitycentral.org.nz/generosity>

Let's work together to build strong, generous neighbourhoods, communities and country.

