



Sunrise cracks \$5 million mark

Our endowments have grown to \$5.2 million in the five years since we were established.

Sunrise Chair, John Clarke, says it is due to the support of our local community that Sunrise has become the fastest growing community foundation in New Zealand.

“To say that reaching \$5 million in our first five years has exceeded our expectations is an understatement. We are overwhelmed at the generosity of our donors and how quickly Tairāwhiti has taken to the community endowment foundation concept.”

Sunrise is one of 17 autonomous community foundations throughout New Zealand, and although fairly new here, they have been around in the US and Canada for over 100 years and are a trusted and proven model.

Sunrise, like other charities, raises funds through donations and bequests, where we differ is that all the donations are invested in endowment funds in perpetuity (forever). The interest from the endowment funds is granted back to local charitable causes throughout Tairāwhiti every year.

Glenda Stokes, Sunrise Executive Officer, says “the fact that all funds raised here stay here, and are only used locally, is a big attraction for

donors. People like to know their donation is going to stay here in our place, and not be sent off to head office in Auckland or Wellington to be used for other purposes.”

Donors can choose to donate to Sunrise’s General Fund, the income of which is granted to charities that apply for funding through Sunrise’s annual funding round, or one of 43 special interest funds. The special interest funds were set up in response to donor wishes and cover a diverse range of local charities. They are a guaranteed source of income for those charities that they don’t have to apply for every year.

Kerry Taggart, Sunrise Marketing Manager, says the team at Sunrise are delighted with how quickly endowments have grown. “Every year the amount of funding applications we’ve received far outweigh the money we have available to grant.”

“We have seen first-hand how much need there is for more funding for our local community groups and charities. The bigger we can grow our endowments, the more money we will have to grant to those that need it most.”



The team at Sunrise are delighted with how quickly endowments have grown, which will enable them to grant more to those in need in Tairāwhiti -Gisborne l-r Kerry Taggart Marketing Manager, John Clarke Chair and Glenda Stokes Executive Officer.

News in brief

GisInt grows generous kids

GisInt’s motto is ‘Growing Great People’. They do several mufti days a year to raise money for worthy causes. Students helped to fundraise for the future of their school with a mufti day in Term 4 last year which raised over \$1000 for GisInt’s fund at Sunrise.

Principal Glen Udall says “encouraging philanthropy across a range of causes teaches our students to give back to the community. This is the second year we’ve done a mufti day for our legacy fund at Sunrise. It reinforces our message to care for our school and leave it better than they found it.”

Giddy on up

Last year RDA horses provided 2,800 rides and their volunteers donated over 3,000 hours of their time to this wonderful cause. We were delighted to gift them a grant so they could buy new horse covers to keep their therapy horses warm, dry and healthy.

Ilinster gets creative

Gisborne International Music Competition used their grant from Sunrise last year to host a three day creative music residency at Ilinster Intermediate School. Students from several matauranga developed musical skills using percussion and ukulele, learnt to express their ideas creatively whilst working as a team and learnt the focus required to achieve a polished performance. They did finale performances, which included improvisation, exploring issues around climate change and composing and performing original waiata and instrumental works, in front of the whole school.

**Give
and
get back**

Donate before
31 March and
qualify for an
immediate

33.3%
tax benefit



Leave a lasting legacy

What does Sunrise do?

- We raise funds from donations and legacies
- We invest funds retaining the capital and generating income
- We use income from investments to provide grants for local charities and organisations

Words from Glenda

Wow, what a great start to 2020, with the news that our endowments are now over \$5 million. It's so exciting for us, because the more we can build our endowments, the more money we can grant back to worthy causes in our community.

We've started hearing back from last years grant recipients. They only received their grants at the end of November, so we're expecting a lot more feedback in the coming months. We'll update you as their stories come in, follow us on Facebook to be first to hear how your donations have helped our community.

Overwhelmingly we're hearing from the charities we work with that funding is getting harder to come by, with the sinking lid policy for pokies in our region and the decrease in COGs funding available locally. Although it is great for our whanau that this insidious type of gambling is on its way out, it does leave a funding hole that many of our community groups have come to rely on.

We've now got 43 special interest endowment funds, you can read about our two newest in this newsletter. It's great to see these small charities looking forward, their endowment funds will help with funding in the future.

With the end of the financial year nigh, you may be looking to donate, it's easy to do. You can visit our website and pay by creditcard or internet banking, or pop in and see me at our new office in the Architect 44 building on Childers Road, just down the road from the PBC. See you soon!

Glenda Stokes

EXECUTIVE
OFFICER



New fund to support Gisborne volunteers

Gisborne Volunteer Centre (GVC) recruits, trains and finds suitable roles for hundreds of volunteers every year.

Reliant on grants and donations to operate they recently established an endowment fund at Sunrise which they hope will help them build a more sustainable business and reduce their reliance on annual funding applications.

Michelle Whitley, GVC Chair, says "even though up until now we have been fortunate to have great support from funders, we have noticed that grants from gaming trusts are getting harder to access as machines are disappearing. We want to build up our own endowment fund to give us some security and reliability of funding in the future".

GVC Centre Manager, Jenny Greaves, says volunteering impacts on the social, economic and cultural outcomes of a community.

"Volunteering can help people who may be socially isolated, it contributes to well-being, increases self-esteem and confidence and helps improve employability skills and opportunities. There are also positive economic outcomes from providing a free workforce that is not motivated by financial gain and who give their time and skills freely to the community."

Jenny added that "people are volunteering in a different way than before. Social media has had a big impact and there is now greater awareness amongst the youth of today about volunteering and giving."

"We work collaboratively with organisations to identify and improve volunteering opportunities. We seek the best outcomes for people so they can volunteer in fulfilling roles that they enjoy."

Janine Hamilton-Kells, GVC Marketing Manager, says "recruiting and referral is only one part of what GVC does. We don't just work with volunteers, we also support and educate the organisations that use them so they can manage their volunteers well and get the best benefits for both the organisation and volunteer."

"We run networking events, celebrate and recognise the contribution volunteers make to Tairāwhiti-Gisborne at our Volunteers Awards Ceremonies and do lots of promotional work to engage more people in the volunteer community."



The good folk at Gisborne Volunteer Centre hope people will help them build their new fund to reduce their reliance on annual funding applications. L-r Kay Clarke, Janine Hamilton-Kells, Jenny Greaves, Brian Cochrane and Michelle Whitley

A&P members help The Shows future

Generous donations from their members have seen Poverty Bay A&P Assn (PBAPA) top up their endowment fund at Sunrise to the tune of \$6166.

Last year many of their 900 members, in addition to paying their annual membership and purchasing carparks and tickets to The Show, also donated a little bit extra to help them build their legacy fund.

Erica McNeil, PBAPA General Manager, says "we are fortunate our members are passionate about what we do. We want to reassure our members that their donations aren't going to go into the general coffers to get gobbled up by day to day operating costs."

"Our endowment fund at Sunrise is all about sustainability. We don't have extra money to build up our fund and are reliant on others to help. We're very thankful to everyone that gave donations last year which have helped us grow our fund for the future."

Rob Telfer, PBAPA President, says many people probably aren't aware of how important The Show is for the financial viability of PBAPA. "Two years ago bad weather meant the gate takings were down significantly. Even if the weather is bad and not many people turn up, we still have the same amount of expenses to cover."

"PBAPA was established in 1875, we see our endowment fund, like this organisation, as long term. It will take time, but our fund will get to a tipping point where it will be a valuable safety net which will help alleviate the risk we face from bad weather events."



Glenda with PBAPA's Rob Telfer and Erica McNeil

Bayleys team get behind Sunrise

Bayleys Gisborne recently donated \$15,000 to Sunrise's endowment funds.

Karen Raureti, Bayleys Gisborne Director, says the donation was from their winter promotion last year.

"During the months of July and August, for every property that was listed and sold, a donation was put aside for Sunrise. The vendors of the properties sold were given a choice as to which Sunrise fund they wished the donation to go to."

Jenny Murray, Bayleys Gisborne Agent, says it was easy to get onboard. "With so many different funds to choose from, it meant everyone could contribute directly to the causes that were important to them and their clients."

Karen added that "there was no hesitation from anybody, everyone bought into it. Our agents are right behind Sunrise, and were more than happy to donate part of their sales commission, especially as Sunrise touches so many people and causes we already work with on a daily basis."

The Bayley's donation will go towards the General, Waikanae Surf Lifesaving Club, Disability and Cancer Society Gisborne East Coast funds.

Bayleys Gisborne became a Sunrise Gold Sponsor last year and the winter campaign was over and above their annual sponsorship.

Shelley Donaldson, Bayleys Gisborne Agent, says many of her clients weren't sure how Sunrise's endowment model works. "It was a great opportunity for all of us at Bayleys to introduce Sunrise to our clients. We think Sunrise is great, they only grant to local causes and as all donations are invested in perpetuity the money donated isn't just spent and gone, it's there for the future."



Craigs Xmas giving

For the second year running our local branch of Craigs Investment Partners (Craigs) has donated to Sunrise the money they would usually have spent on Christmas gifts for their clients.

Craigs have been long-time supporters of community foundations across New Zealand, and are a key sponsor for our national body Community Foundations NZ.

Adam Lynch, Craigs Investment Adviser, says "we wanted to do something closer to home and so for Christmas 2018 we decided that in lieu of sending out Christmas gifts and cards to our clients, we would donate that money to Sunrise instead."

"We particularly wanted to support our local community and Sunrises's endowment model, with all funds invested in perpetuity, resonated with us. The feedback from our clients has been overwhelmingly positive."

Last year Craigs head office implemented Christmas Giving across all of their branches in New Zealand. Adam says "we are pleased that all Craigs branches now participate in Christmas Giving through their local community foundations. We like the concept of acting locally, and Sunrise is the perfect vehicle to do that, it's a good thing to be part of"

Adam and his team have decided they would like their Christmas 2019 donation to go through Sunrise to the Eastland Rescue Helicopter.



l-r Chris Slater, Fleur Gardiner, Lynn Kinnaird, Valerie Ferris and Adam Lynch

Amazing SuperGrans set up new fund

SuperGrans Tairāwhiti (SuperGrans) is the latest local charity to establish an endowment fund at Sunrise.

For 18 years the team at Supergrans have been helping whānau that are overwhelmed by crisis and poverty. They run workshops that help people to help themselves, teaching them how to budget, cook healthy meals, grow vegetables and apply for jobs.

They also support families with practical assistance such as providing beds, sheets, blankets, fridges, food, and clothes, helping families to move into safe accommodation and donating home cooked meals to folk in crisis.

Linda Coulston, SuperGrans Manager, says her team love the work they do helping to instil change in our community. "Helping whānau up the hill of life through building confidence, instilling life skills and creating an environment where whānau are nurtured and taught much needed life skills, are the highlights for us."

"Our outcomes are amazing and the feedback we get from our clients is testament to the hard work our small dedicated team of five, which includes two social workers, put in every day. They couldn't do what they do without the support of our wonderful volunteer 'SuperGrans'."

"Our 'SuperGrans' are pretty amazing. Some are older 'Grans', some young 'Grans' and some are not 'Grans' at all, in fact some are blokes. They all have the same thing in common though – huge practical experience in life skills and they're generous, community minded people."

Linda added that "getting back to basics is a key component to our delivery. Getting your hands in the soil and creating food from a vegetable garden was the norm for our grandparents and this is a skill SuperGrans instil in our whānau to help not only to save money but enrich their wairua."

All of the household goods SuperGrans gift to local whānau in need are donated by others in our community. Linda says they have seen an increase in demand for help moving whānau in crisis, and furnishing homes of whānau who have nothing. "We have tremendous support from our community and every time we ask for help via social media we are inundated with donations of a whole range of household furniture and essential items."

As with so many community organisations funding is a challenge and this, says SuperGrans Treasurer, Gwen Bush, is why their board has established an endowment fund at Sunrise. "We see our fund at Sunrise as a diverse way of securing future funding, rather than relying solely on applying for funding through grants, which are hit and miss."

"The money we have invested to establish our fund is safe with Sunrise, we won't lose that money, it will only build. It's a low risk way of securing future funding."

Molly Pardoe, SuperGrans Chair, says SuperGrans philosophy is helping whānau to help themselves. "With the establishment of this fund we are investing in SuperGrans future. This marries well with our philosophy."

"Without the support we receive from our community, by way of volunteer time and donated goods, we couldn't do anywhere near as much of the vital work we do in our community as well as we do. We hope people will support us by donating to our fund to help continue this work well into the future."



SuperGrans do an amazing job helping whanau to help themselves. Now you can help them by donating to their new fund at Sunrise. l-r Linda Coulston (Manager), Linda Paulson, Molly Pardoe (Chair), Jane Smith, June Fraser, Gwen Bush (Treasurer), Dail Solvander (Secretary), absent Michelle Lexmond.

Ways to give

Donations during your lifetime

Sunrise welcomes donations of any size. Your donation can be added to the General Fund or one of our special interest funds, the choice is yours.

You can donate by creditcard, internet banking, automatic payment or cheque.

Leave a legacy in your will

When making a will many people want to give something back to their community, or leave a bequest to their favourite charitable cause. It's a common misconception that only wealthy people leave money to charity when they pass away.

Gifts in wills, or bequests, are not just made by the rich and famous. The reality is most bequests are made by ordinary, hardworking people who want to make a positive difference in their community and to other people lives.

After providing for family, you may consider leaving a percentage of your estate or a specified sum in your will to Sunrise, knowing it will keep on giving to our community forever.

Workplace Giving

Sunrise Workplace Giving is an easy way for companies to help their employees give back to our local community with regular donations through their payroll system.

Many people don't have a lot of spare money and a little bit every week or month is a realistic way they can donate.

Donors can give as little as \$5 per week, the cost of a cup of coffee.

It is an easy way for people to donate a little often, with the added bonus of an immediate tax benefit.

Eastwoodhill's collection more vital than ever

Although it is revered as the National Arboretum of New Zealand, Eastwoodhill doesn't receive any government funding and is reliant on donations and grants to survive.

In an immense show of support JN Williams Memorial Trust (the Trust) has promised to match any donation to the Eastwoodhill Arboretum Endowment Fund at Sunrise – dollar for dollar.

Lee Newman is a friend of Eastwoodhill and works in the visitor centre. She says she enjoys the varied and relevant interests revealed by visitors and looks forward to seeing the Autumn colours.

Lee recently donated to Eastwoodhill's fund, it's the first time she has given through Sunrise, and she says "it was the generous dollar match from the Williams family which made me act. They are such wonderful benefactors of our arboreal ark, which has even more relevance in today's climate and the global environmental challenges."

"I support Sunrise's concept of retained and invested capital and the use of income. Small amounts given by many gather together to make substantial secure investments and the result is vital funding for worthy ventures."

"I'd love to see other members of Eastwoodhill dip into their pockets to support the fund and take advantage of the amazing generosity of the Trust in doubling their donation. It's a great way to commemorate your membership."

Glenda Stokes, Sunrise Executive Officer, says Eastwoodhill's collection is more important today than it has ever been with trees burning all around the world.

"It's a mammoth task keeping Eastwoodhill running day to day, but it is just as vital to secure the arboretum for tomorrow, to help ensure the survival of this globally significant arboreal art collection."



Lee Newman would love to see other supporters of Eastwoodhill join her in donating to their fund at Sunrise, which will be doubled by the JN Williams Memorial Trust. (picture with Glenda Stokes, Sunrise Foundation Executive Officer).

Arts fund boosted by regular giving

Mary-Jane Richmond and Kay Crosby are both regular donors to the Arts Fund at Sunrise. Mary-Jane donates every pay day through workplace giving and Kay with a monthly automatic payment.

Both women are active in the local arts scene and have a great love for the arts. Mary-Jane says she "was nabbed two weeks after moving to Gisborne in 1982" to join the Gisborne Choral Society and has sung with the choir ever since. She has been on the choral society committee most of that time, and is now president, she says "it was an easy decision to direct my weekly workplace giving donations to Sunrise's Arts Fund".

Also a lover of musical theatre Mary-Jane believes the arts are an important aspect of society. "The arts not only help build a rounded community, they lift your spirits and take you out of yourself."

"I donate to the Arts Fund every week through workplace giving and I don't even notice it going out. I love supporting the arts, especially as I know that Sunrise only grants locally. The local element is very important to me."

Kay Crosby has been a trustee on Art in Public Places for ten years and says she used to donate her charitable giving to multiple different causes. "I started looking into it and was shocked at the amount of my money that was going towards admin for those charities."

Sunrise, as a community foundation, is only allowed to use one percent of donations to cover admin, meaning that 99 percent of all donations benefit our community. Kay says this is why she decided to start donating regularly to Sunrise. "It means that more of my money is going to where I want it to go."

"I think it is important for us to have a thriving local arts scene as there are many in our community that don't have the means to travel outside of the region to experience the arts. It's hard to raise money for the arts in Gisborne, and so I'm happy to support the Arts Fund at Sunrise."



Kay Crosby and Mary-Jane Richmond donate regularly to the Arts fund through workplace giving and automatic payment. The installation of the surfing statue in the background was supported by a grant from Sunrise last year.

Leave a lasting legacy

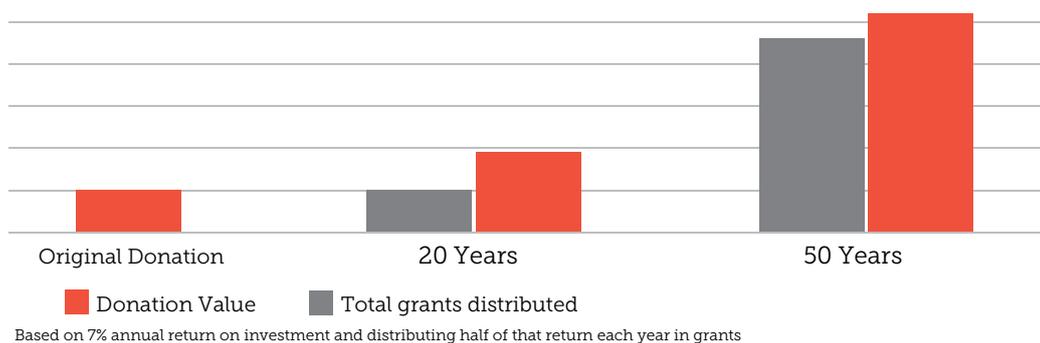
The Sunrise Foundation is a simple and lasting way to support local charities, organisations and causes that are important to you.

You can choose to donate to Sunrise's General Fund or your favourite charity or cause through a special interest fund. You can support causes that are close to home and close to your heart.

Sunrise is an organisation for local people to give for local needs, to help build a strong future for Tairāwhiti-Gisborne forever.

Make your charitable giving have a bigger impact

All donations and bequests to Sunrise are invested in endowment funds in perpetuity (forever). Every year some of the investment income is retained to ensure your gift grows in line with inflation and is protected against investment market fluctuations. The balance of the income from investments is distributed to worthy causes throughout the Tairāwhiti-Gisborne District each and every year forever.



Over 20 years your donation will double in size and grants to the value of your original donation will have been granted to worthy causes. Over 50 years your donation and the total grants to our community will be 5 times more than your original donation.

99% of your donation works for our community

As a community foundation Sunrise can only retain a maximum of 1% of endowment value each year to cover operating costs. Until we grow endowments to where we are self-sufficient we are fortunate to have the generous support of our funders Trust Tairāwhiti and Clark Charitable Trust; gold sponsors Amber Dental, Bayleys Gisborne, Larsen Sawmilling and Self-Storage Gisborne; and numerous organisations and volunteers that have helped us along the way.

We appreciate the immense support we receive from so many as we strive to build a powerful taonga (treasure) for our community for generations to come.

If you or your organisation would like to help us on our journey by providing sponsorship, practical assistance or volunteer time please get in touch.



Who runs Sunrise?

We have a volunteer board of nine trustees who provide a robust governance and succession model. The trustees are a group of respected and trusted individuals from within our local community.

Our trustees are John Clarke QSO JP (Chair), Lilian Tangaere Baldwin, Richard Briant, Colin Christie FCA, David Clark, June Hall, Dame Bronwen Holdsworth DNZM, Joe Martin and Reweti Ropiha.

The trustees support the executive officer and committees. The Investment Committee consists of Colin Christie (FCA), David Clark and Richard Montgomery (FCA). The Grants Committee is Lilian Tangaere Baldwin, Richard Briant, David Clark, Rob Dymock, Leslynne Jackson and Stephen Thomson.



The Sunrise Foundation

44 Childers Road | P O Box 1068 | Gisborne | 4040 | P: (06) 867 7939

E: glenda@sunrisefoundation.org.nz | www.sunrisefoundation.org.nz | [f @sunrisefoundationgisborne](https://www.facebook.com/sunrisefoundationgisborne)