



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by **ASB**

TRUSTLINE



ACADEMY BEGINS TO BUILD NEW LEADERSHIP

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ASB Community Trust was established in 1988 following the sale of its shares in ASB Bank Ltd. ASB continues to support its traditional Auckland and Northland local communities and has committed \$10 million over the next 5 years to assist the operations of the ASB Community Trust.

Kia ora and warm Pacific greetings. Welcome to the March 2010 edition of TrustLine.

In this edition of TrustLine we take the opportunity to highlight the work of the seven groups being funded under our Māori and Pacific Education Initiative.

Each has a strong vision to turn around educational results for Māori and Pacific communities and, as they begin their work, we outline their goals and successes so far. You'll see that although they have a common goal, each has a unique way of working.

Part of our funding support includes research to analyse the results, so they can be replicated.

We will, of course, share this research with any other organisations interested in learning more about this vital area of education.

Good research is at the core of good grant-making. It is a vital tool as we look for ways to do our job better.

The latest research we would like to share is a report, commissioned in association with the Tindall Foundation, in the area of social lending.

The report, called *A New Funding Paradigm*, has provided us with useful data as we consider the potential of this area, but we are happy to share the research with others interested in exploring the social lending options.

You can read more about the research on Page 7.

Elsewhere in TrustLine we're delighted to be able to report a strong improvement in the Trust's financial position and a commitment to maintain a steady grants budget.

Make sure you also read about how we are funding heritage groups and projects.



Trust CEO Jennifer Gill

"Good research is at the core of good grant-making. It is a vital tool as we look for ways to do our job better."

Heritage is the latest funding sector to be reviewed and we have made our strategy clear, laying out where we will be putting our funding focus. You can read more about Heritage funding on Page 3.

Dates set for 2010 public meetings

THE TRUST holds its 2010 Auckland public meeting on Monday, August 2, and will visit Whangarei on Saturday, September 4.

Planning is underway to include another funding fair in the Auckland meeting, which will be held at Pt Chevalier's Te Mahurehure Marae.

A range of other funders and support organisations will be invited to the information fair, where not-for-profit representatives will be able to find out about funding options.

Following the funding fair ASB Community Trust will hold its annual public

meeting to present investment and funding results for the year and to talk about plans for the year ahead.

In Whangarei the Trust will hold its annual public meeting at the Whangarei Events Centre.

The meeting will be followed by a funding workshop where our grants advisors will talk with community group representatives about funding opportunities.

Our Trustees will attend both meetings and, as always, they will be available to talk one-on-one and hear about the work you are doing in the community.

Heritage funding priorities clear

A review of how the Trust funds the heritage sector has resulted in a more strategic approach to our support for projects and organisations.

We support projects and organisations that preserve and promote the physical and cultural heritage of our region. In the past five years grants worth more than \$11m have been distributed to this sector.

“The Trust has always been a strong supporter of the heritage sector, including high-profile projects such as the Auckland Museum redevelopment or protection of the Stone Store in Kerikeri,” says Heritage Grants Advisor Catherine George. “However, a lot of that help has been at the local level, helping people protect and promote the rich history of our region.”

After broad consultation and research, we now know that the projects we’ve been funding are a good fit with our objectives. Moving forward, we have decided to focus funding on two broad areas: physical and cultural heritage.

Physical heritage projects include the conservation and restoration of historic buildings, archaeological sites, wāhi tapu and large items of historical significance, helping ensure they are preserved for future generations.

Recent funding examples include fire protection of Kerikeri’s St James Anglican Church, restoration of the Wagener Homestead in the Far North and restoration of the Toroa ferry in Auckland.

“Before applying, Trustees do ask that you have a conservation plan in place, or a condition report prepared by a conservation architect. That helps Trustees understand the significance of your project and understand how urgent the work is,” Catherine says.

Cultural heritage projects are for the conservation, protection and promotion of herit-



Heritage projects include the restoration of historic buildings. Photo courtesy: NZHPT

After broad consultation and research, we now know that the projects we’ve been funding are a good fit with our objectives.

age. They are often based around museums, historical societies, marae or other cultural organisations.

We want to assist in promoting professional standards in the sector. We encourage groups to become involved with the National Services Te Paerangi New Zealand Museums Standards Scheme Ngā Kaupapa Whaimana a Ngā Whare Taonga o Aotearoa.

Funding in this area includes building developments, such as museums and archives. Trust grants have ranged from the big Auckland Museum redevelopment to the Northland Vintage Machinery Club, in Whangarei.

The Trust also helps with museum collection care and management, including

database projects, digitisation, professional support and planning.

Funding examples include Albertland and District Museum’s project to digitise a photograph collection and Huia Museum’s database project.

Examples of exhibitions and interpretation projects include grants for a fit-out of the Rugby League Museum and the Treaty2U Treaty of Waitangi road-show.

The whole region has enjoyed the Treaty2U road show. It’s taken the story of New Zealand’s founding treaty to schools and communities throughout Auckland and Northland.

History and research projects are also funded – for example, a Trust grant helped Coconut Free Press record the oral histories of two women involved in the peace movement.

So if you’re involved in a heritage project and you’re looking for community funding, please tell us what you’re planning.

Our staff will work with you to find out if the Trust is able to help.

Investments recovering, grants returning to normal

THE TRUST’S investments continue to recover from the impact of the 2008 international financial crisis and the grants process is returning to normal.

Last year the Trust had to respond to the global financial crisis and the grants programme had to be put on hold for the first six months of 2009.

Because the investments fund the grants programme, it was a relief to see markets rally, allowing us to announce a \$23.7m grants budget for the second half of 2009.

As we approach the March 31 end of our financial year, the Trust is in a much stronger financial position, with investments increasing by \$153m through the year.

In April Trustees will make a decision on the grants budget through to March 2011. At this stage we expected the grants budget to be near the \$40m average.

The Trust’s investment value is not quite back to where it was a year ago, but the recovery has been much stronger and faster than anyone expected.

In what is being described as a ‘rogue’ year, the Trust has shown resilience in the way it was able to mitigate the effects of the recession, while continuing to meet many of its objectives.

However, this has been a difficult time for the community and we appreciate the patience and understanding shown when the Trust announced that grants would have to be delayed.

We’re committed to making sure that situation does not occur again.

Funds focused on innovation

In 2006, faced with the evidence of systemic problems in education, Trustees of the ASB Community Trust saw an opportunity to make a difference with funds which were not tagged to infrastructure or existing projects, funds focussed on innovation.

Now, after three years' work, the Trust has committed in excess of \$10 million to the Māori and Pacific Education Initiative (MPEI), which was launched in Auckland on November 30, 2009.

It is the end result of an ambitious and uncharted philanthropic journey in search of

innovative proposals to address the serious problem of educational underachievement among Māori and Pacific Island youth in our communities.

After a series of hui and fono held throughout the region it was clear that some solutions lay in the communities themselves, so MPEI has focused on community innovation, supporting ideas that have grown from grass-roots experience.

The lively presentations by applicants convinced us that, given the opportunity and resources, Māori and Pacific communities will generate and lead their own solutions.

Their resounding message was 'we think we can take charge of this problem and turn things around for our people – but we need to do it our way'.

The full list of groups is now on our website, but what is important to note about these fledgling initiatives is that people with passion and vision were already working on this problem before the Trust became involved. Now, fully funded by the Trust for the next five years, they have the resources to turn their vision into reality.

Here we profile the seven projects. Visit www.Initiative.org.nz to read more.

Encouraging leadership among young Māori

DRAWING on successful learning models from the past, Northland's Leadership Academy of A Company aims to build leadership among Northland's young Māori.

Eighteen cadets have started at the academy this year. Chosen from Northland schools for their leadership potential, academic ability or talent, they live in the academy during school term but go home weekends and holidays.

Cadets continue to attend their own high school but before school and in the evenings, the Academy programme applies. The Academy programme works with each cadet to develop leadership characteristics and support them to work towards achievement at school and in their chosen extra-curricular areas.

Run by He Puna Marama Trust, the academy draws on successful learning models including the military, Māori boarding



Academy members march back from their first leadership camp.

schools and Māori trade training.

He Puna Marama Trust Chair Telly Warren says the Academy pays tribute to the famous 28 Māori Battalion, from World War II. The Academy name was given by A Company Association that oversees A Company business and veterans.

"We are very honoured to have been bestowed this name," says Telly. "The battalion has a rich history that touches every Māori community in the north. Living up to that

"The battalion has a rich history that touches every Māori community in the north. Living up to that legacy is part and parcel of the academy's high expectations."

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The academy aims to be a centre of excellence for leadership, with three key planks:

1. Be Māori: be comfortable with who you are.
2. Be rangatira: live lives of integrity, self discipline and service
3. Be educated: aim high.

Read more at www.initiative.org.nz/leadership-academy-a-company

Partnership with parents aims to challenge school role

MT WELLINGTON'S Sylvia Park Primary School is being funded to set up a project co-ordinator position to act as a key link between home and school.

The school is setting up a learning partnership with the community to help families understand how well their children are doing at school, as well as challenge the school to consider its effectiveness in delivering programmes for Māori and Pasifika students.

One of its central aims is to drive up demand for quality education by empowering parents to ask the hard questions.

"We want our parents to be more demanding of us," says principal Barbara Alo'aloata.

The school is helping parents understand the assessment system and has promoted teacher Ariana Williams into the project manager role.

Ariana's role is full-time and she is spending time out in the community, meeting families and understanding their needs.

She says its important to explain to parents what teachers are doing to support their child and she is trialing ways to explain the school assessment to parents.

Research will be a key component of the project, including monitoring of student achievement, looking for changes in teacher practice, changes in schools systems to better support community involvement and adoption of innovative learning programmes.

The research and assessment will also look for changes at home, with families more involved in student learning, and community engagement demonstrated by parental confidence levels when interacting with staff.

Read more at www.initiative.org.nz/partnership-with-parents

Encouraging family involvement

THE RISE UP Trust began in February 2006 as a Saturday home schooling programme in the garage of its founder, Sita Selupe, a young Tongan primary school teacher on maternity leave.

The children called it 'Aunty Sita's Homeschool' and the hands-on learning and homework that required parent and caregiver input quickly gained momentum. Parents noticed that their children were always keen to start Aunty Sita's Home-school, even at 7.30 on a Saturday morning.

In September 2006 Aunty Sita's Home-school was renamed the Rise Up Trust (RUT) in memory of Sita's cousin, Riki Mafi, who was killed by youth gang members.

Sita says gang violence is often associated with communities where there is high poverty and Rise Up Trust was a response to rising levels of gang violence. The trust's founders believe education and relationships are the keys to breaking the cycle of poverty.

The trust's approach is to work with parents and families with the understanding that 'you cannot change people's actions until they change the way they think'.



The Building Learning Communities course encourages active participation in the learning process.

"We work with parents to find out where their family is at and then find ways to help them. We use classroom practice, and inquiry based learning, but we explain the process so they can understand it," Sita says.

The trust has developed a series of unique

parenting courses called Building Learning Communities'

The model encourages parents and children to be active participants in learning, using real-life scenarios. Read more at www.initiative.org.nz/encouraging-involvement

Building strong management

CAPACITY building is the way of the future, says Fraser McDonald, who teaches and provides pastoral care for Unitec's Graduate Diploma in Not-for-Profit Management.

"This course attracts utterly committed, community-based people," he says. "The course offers eight modules, with intensive six-day classes and practical assignments based on the needs of their own organisation.

"These are busy people, already working as managers or board members, so we get them to pace their learning over a three-year period."

Ten of those students are now receiving scholarships under the MPEI project. In total, 24 students will be given scholarships over the next five years.

The scholarships go specifically to those working in the Pacific community. The first 10 scholarships include people from the Fijian, Tongan, Tokelauan, Samoan, Cook Island and Indo-Fijian communities.

As well as considering the ethnic mix, the Trust's selection committee asked Unitec to provide scholarships for managers and board members of early childhood centres. For

them, the diploma course offers a unique opportunity for capacity building and leadership development.

"Even though we have ASB Community Trust funding for the scholarships, we still ask the ECE boards to pay 20% of the course fee," says Fraser. "That means that there's a commitment from the organisation and we know they will value the course."

With hundreds of Pacific early childhood centres in the Greater Auckland area, marketing the diploma has been a big job. Selecting the scholarship recipients has been even harder.

"As well as looking at the ethnic mix, we had to look at which organisations would benefit most," says Fraser. "We looked at the academic level of those coming in and the strength of their centre. In a number of cases we were so impressed by their success that we decided they didn't need a scholarship."

Fraser says that was a hard decision to make. There were a wide range of applicants, all with great skills and attributes.

Read the full story at www.initiative.org.nz/building-strong-management-skills

A return to more ideal traditions

Manurewa's Ideal Success Trust doesn't think of its Huarahi Tika education project as a radical new idea. Instead, it's a return to the traditional values of family involvement and whanau strength.

"It's not really innovative, says CE Samantha Lundon, "it's a return to our (Māori) cultural framework. It's the traditional way of bringing children up, with the child raised by the hapu."

Huarahi Tika (the right pathway) works with schools to identify 10-year-olds who have the potential to do well, but are facing significant obstacles.

It then runs a motivational programme that works closely with the students' whanau.

This year the trust began working with seven children, but every child has a context, a home, a family, so the trust has ended up working with a total of 52 people, including the key family members of each child.

Read the full story at www.initiative.org.nz/a-return-ideal-traditions

C-me: watch me go!

Saving language from extinction



John Kotoisuva works with yung apprentices under the C-me Mentoring scheme.

"I KNOW that many in our community are still deeply rooted in the ways of the islands and our village way of life, but the village in New Zealand is different," says C-me Mentoring Trust project manager John Kotoisuva.

"Here the village is industry, the education system, the city councils, the communities, the police, the navy and other institutions,

"The culture and language that has to take top priority for our children is the one that enables them to be valuable contributors to

New Zealand society," John says.

"The village is bigger than being a Pacific Islander. The priorities have to be right, otherwise our Pacific Island identity becomes a weight around your neck, keeping us low on the socio-economic groupings and being dependent on others and the state.

"The culture I'm interested in," he says, "is the one that puts food on your table, a shirt on your back, and a roof over your head."

Read more at www.initiative.org.nz/c-me-watch-me-go

WHEN HAMISH Crooks presented his Trust's Cook Islands language resource kit to a public meeting recently, the reaction from one grandfather in the audience was "how much is this going to cost me?"

With flash cards, charts and a resource CD, the pack looks impressive. The grandfather was expecting a price to match.

"It's going to cost you a lot," was Hamish's reply. "It's going to cost you a lot of time with your mokopuna (grandchildren) teaching them this language and then, when you use our resources on the internet, you have to let them teach you."

The Toku Reo Tupuna Trust takes an inter-generational approach to saving the Cook Islands language from extinction, working with families to encourage the use of the language in everyday life.

"You have to be multi-lingual in a modern society," says Hamish, "but your language links you back to your identity, to who you are and what you want to achieve. It is spiritual, it's a belonging. That identity is really important to New Zealand-born Cook Islanders."

Read more at www.initiative.org.nz/saving-a-language

Trust seeks input from Pacific community

The Trust is developing its first Pacific Strategy to support our work with Pacific communities in the Auckland and Northland regions.

To help us achieve this, we will be holding a series of fono (meetings) in April and May, where we will be listening to what specific communities have to say about how the Trust can support them.

Those able to attend and share their views will be helping us develop our Pacific Strategy.

Grants Advisor Peter Stowers says these fono will also be an opportunity for communities to hear more about the Trust and what areas we already support.

"ASB Community Trust is committed to enhancing equity for Pacific communities by ensuring that our programmes are accessible and meet their needs," he says.

"The Trust wants to support organisations that work with or for Pacific communities to address their issues and priority needs. Ideas and input are welcome, as they will

help improve the Trust's work with Pacific organisations in our region."

The fono will help us find out how much Pacific communities already know about the Trust, what experiences they have regarding funding and what the real issues and priorities are.

"By listening to the community we can find out how the Trust can improve its work with Pacific organisations, in order to improve the social and educational outcomes of their communities," says Peter.

The Pacific population now makes up 6.6% of the overall New Zealand population. A high percentage (68%) of the New Zealand's Pacific population have made Auckland or Northland their home.

Wilmason Jensen, who was an ASB Community Trust Trustee when the consultation fono were being planned, says the Trust wants to 'respond' to the needs of Pacific communities, and in particular their social providers, to contribute to the goal of enhancing equity in the Auckland region.

"To do so meaningfully," says Wilmason, "requires a degree of understanding of how Pacific communities are held together. In a cultural sense, the proposed process has been designed to activate the 'va' between the Trust and Pacific communities.

"The calling of the fono is a statement by the Trust that they have a responsibility to Pacific communities."

If you would like to attend the fono (meetings) and contribute to the development of our Pacific Strategy, please contact us on (09) 360 0291, 0800 272878, or email pacific@ASBCommunityTrust.org.nz

Dates and venues for the fono will be on our website as soon as they are confirmed: www.ASBCommunityTrust.org.nz

Social lending research results now on the web

Research and evaluation are essential tools that guide the Trust with its decision making, ensuring our communities are getting the maximum benefit from funding.

The Trust has been looking at where and to who funding has gone in the past as it tries to anticipate the needs of Auckland now and in the future.

The latest research, now available on our website, looks at the prospects for social lending and investment by foundations.

The report, called *A New Funding Paradigm*, was produced in late 2009 for ASB Community Trust and the Tindall Foundation. It was commissioned to find out what trusts and foundations are doing overseas, what is happening in New Zealand and what the prospects are for increasing social lending here.

It is the first research completed for New Zealand on the emerging field of mission and programme-related investment, which aims to address issues through provision of support beyond only grants or donations.

We think it will be useful to those seeking ways to achieve social and environmental improvements through the application of capital in the form of social investment and loans.

The Trust is already using the report as background information as our Trustees consider whether social lending should be a part of ASB Community Trust's community support strategy.

A summary and full version are now on our website's research section.

www.asbcommunitytrust.org.nz/research-social-lending.html

Housing sector

In the research section you'll also find the results of research into the New Zealand housing sector. *A Review of the NZ Housing Sector* was commissioned by the Trust to help us understand issues such as homelessness, housing affordability, housing habitability and emergency housing.

www.asbcommunitytrust.org.nz/research-housing-sector.html

Social Economic Development

Also in the website's research section is the results of research into the key roles and functions of local government. Called *Mak-*



to find out what trusts and foundations are doing overseas, what is happening in New Zealand and what the prospects are for increasing social lending here.

ing Links, Taking Action, this report was the result of collaboration between the Trust and five other agencies to support a research project undertaken by AUT.

It looks at how and where social and economic development could fit in the new Auckland Council. The report draws on what works from an analysis of ten written case studies of local projects.

Part one covers social dimensions of development and the second, economic dimensions of development. Part two documents ten case studies of good practice in local government's engagement in social and economic wellbeing.

This report is a work in progress, as public debate will continue and much is still to be decided about Auckland's future.

www.asbcommunitytrust.org.nz/research-making-links.html

To find out more about *Making Links, Taking Action*, visit the Institute of Public Policy website: <http://www.ipp.org.nz/MakingLinksindex.html>

Facebook keeps public informed

Continuing the series on community support, we invite the community to join us on the Facebook on-line networking site.

INTERNET users can now log on to Facebook for the latest news on the Trust.

By becoming a Facebook 'fan' you will get automatic updates when the Trust updates its status. This will include news releases, grant decisions and funding policy updates.

This is information that is regularly updated on our www.ASBCommunityTrust.org.nz website, but by becoming a fan you won't have to check in to find out about the changes.

For those who prefer an instant update, we are also now on the Twitter social network. Our Twitter account has been linked to Facebook, so each status update is automatically distributed as a new 'tweet' to our followers.

We also hope that Facebook will provide our community with another way to feed back on the Trust's work. When we make an update, you have the option to leave a comment.

If you already have a Facebook or Twitter account, registering to follow the Trust is a one-click task. Simply go to our main website and follow the link you'll see on the right-hand side.

While you're visiting, you'll also notice that we've added a few other new features.

There is now a section of PDFs with information on funding in seven languages. If you prefer to hear the information read out loud, you can click the link to Planet FM's Kiwi Way resource section. The information is available in Arabic, Chinese, Korean, English, Maori, Samoan, Spanish and Tongan.

We'll continue to build multi-media content on the website, including video clips about what we fund in various sectors. Developed with the help of Triangle Television, there are already short videos on funding for environment and heritage groups. Visit the environment or heritage pages to watch them as YouTube clips.

New faces join the team as 2010 begins

NEW TRUSTEE Bob Leveloff has been welcomed to the board table.

Bob, who joined the Trust just before Christmas, has coached softball for over 20 years and is a life member of both the North Harbour Softball Association and New Zealand Softball.

He is also the second Vice-President on the International Softball Federation.

Bob is involved locally through the North Harbour Club and is the Managing Director/Owner of Sound Group Holdings, an importer and distributor of Hi Fi Audio.

Born in Los Angeles, Bob has lived most of his working life in New Zealand.

He has a BA in Financial Management from Michigan State University.

Another of our Trustees, Wilmason Jensen, stood down from the Board in February.

Wilmason has moved to a position with the Office of Ethnic Affairs, leaving the Trust after five years as a Trustee.

Another new face at the Trust is Craig Innes, who has taken over the role of Accountant from Annie Easton.

Craig has worked as an accountant in the marine, travel and apparel industries.

Most of his time has been spent in the marine industry working for a super-yacht management company through two exciting Americas Cup defences.



Bob Leveloff



Wilmason Jensen



Craig Innes

Applying for a grant? Here's what we fund

Our mission: to enhance the lives of everyone in our region by wisely allocating, equitably sharing and responsibly managing the resources that we hold in trust for present and future generations.

Environment

We support projects and organisations that protect and enhance the environment in which we live.

Heritage

We support projects and organisations that preserve and promote the physical and cultural heritage of our region.

Recreation & Sport

We support organisations that focus on community participation and engagement in recreation. Targeted support will be provided for those organisations that aim to increase participation by younger and older people.

Learning

We support projects that improve educational outcomes for people in our region by adding value to the sector, with a focus on innovative projects and lifelong learning.

Health

We support and strengthen community organisations that improve health outcomes for the people of our region, by focusing on health promotion and preventative projects.

Marae

In recognition of the special role marae play in our community, the Trust will support marae development projects.

Community Wellbeing

We support organisations that respond to the needs identified by our communities. Our focus is on innovative programmes that address the underlying causes of social problems.

Arts & Culture

The Trust supports creative projects and organisations that aim to foster access, engagement and experience in the arts.

Rescue Services

We acknowledge the important and necessary role of rescue services in our region. We provide strategic support at a regional level.

Who can apply?

Incorporated societies and charitable trusts which have been operating for at least 12 months.

How to apply

Download an application form and funding guideline from our website, www.ASBCommunityTrust.org.nz or phone 0800 272 878.

Community Building Projects

We aim to support capital building projects where there is strong community involvement, or where the project has regional significance.

Application closing dates

Sector	Round 1	Round 2
Arts & Culture	April 1	September 1
Community Building Projects	February 1	
Community Wellbeing	February 1	July 1
Environment	June 1	December 1
Heritage	April 1	September 1
Health	February 1	July 1
Learning	June 1	November 1
Marae	February 1	July 1
Recreation & Sport, Rescue services	May 1	October 1