



NEXT STORIES

The Centre for Strategic Philanthropy

An invitation to give thoughtfully

‘Whakaraupo i a
koutou i te iwi,’
Te Whiti o Rongomai

*One raupo will break in the wind,
but bound together/working
together we flex, but do not break*



Introducing the Centre for Strategic Philanthropy

Aotearoa New Zealand



Overview

- The Centre for Strategic Philanthropy (CSP) is a place for givers with a strategic, business-like approach to meet, share, learn and find opportunities to act
- Catalysed by NEXT and with the backing of five founding funders, and seven supporting families, the CSP launched in 2022
- The organisation’s proposition is bespoke, and focused on supporting and encouraging individuals and families who wish to approach their giving in a thoughtful way
- Looking forward, the founders of the Centre hope philanthropy within Aotearoa New Zealand will evolve to become more strategic, more collaborative and more impactful

The Centre for Strategic Philanthropy

The Centre for Strategic Philanthropy (CSP) is a place for givers with a strategic, business-like approach to meet, share, learn and find opportunities to act. Catalysed by NEXT and backed initially by five founding funders, the Centre believes that a stronger, more resilient and equitable Aotearoa is possible when good people work together effectively. The CSP aims to catalyse more thoughtful philanthropy for the benefit of New Zealand.

'Annette, Neal and trustees wanted NEXT to be not just a 'doer' of strategic philanthropy, they wanted it to be an inspiration and catalyst for strategic philanthropy in New Zealand. They chose that model because of who they are and because of their business background. Strategic philanthropy works alongside other approaches. We are there not because we think it's the only way, but because it fits with who we are.'

Bill Kermode
NEXT FOUNDATION

'I'd like to think that we are close to a tipping point in New Zealand. There are many who have created significant wealth in the last generation and will be thinking about their legacy. In the future, I hope strategic philanthropy is a more significant part of the landscape here. I hope we have a vast group contributing to making a substantive difference. There is important work to be done in environment, education and all aspects of country and society. Individuals and families, through sharing their wealth in a thoughtful way, can help solve some of our nation's biggest issues.'

Chris Liddell
FOUNDING NEXT CHAIR

'Being business-like in the philanthropic context can mean many things and due diligence is one of these. For example, checking to see an organisation is well led, has clear objectives, manages finances responsibly, and is focused on delivering the best possible outcomes for those it serves. Also, in many cases, givers can offer their contacts, networks and skills, to help the organisations they support reach the next level.'

Mattie Wall
THE CENTRE FOR STRATEGIC PHILANTHROPY

Background

NEXT's aim was to leave a legacy for the land and people of New Zealand. The original strategic plan outlined an intent to deliver a 10-year \$100 million spend down programme, and focus in the areas of education and environment. Beyond this, there was a deeper intent: the Foundation wanted to act as a role model for strategic philanthropy and inspire others to give in a similar way.

THE NEXT APPROACH TO STRATEGIC PHILANTHROPY

- NEXT aimed to transform the ecosystems it chose to focus in
- NEXT invested, partnered, convened and advocated for increased impact in those ecosystems
- NEXT was business-like and learning focused

The NEXT strategic approach included: systems thinking; backing and building strong governance and project management capability and capacity within the organisations it supported; goal setting; measurement – and making changes based on those measurements; organisational capacity building; collaborating for impact; ensuring the good work had a plan for sustainability; and bringing a humble, learner mindset to the work.

WHY A STRATEGIC IMPERATIVE?

There are many complex and varied issues facing Aotearoa New Zealand. These require coordinated solutions across sectors and organisations. Philanthropy is uniquely placed to convene on key issues, act as an 'honest broker', and bring together diverse groups to work towards a common goal. NEXT believed that strategic generosity can amplify impact on some of the nation's critical issues. With this purpose in mind, NEXT catalysed the Centre for Strategic Philanthropy.

'Effective giving in NEXT's view is as much about the non-financial support a giver can provide, as the financial assistance. This can encompass convening, partnering, governance support, capacity building, leveraging relationships – any and all of those things. The strategic approach is a business-like one. There can be a perception about business, that it's only profit driven. In my experience, it is much broader than that. And good business is always founded on good relationships.'

Bill Kermode
NEXT FOUNDATION

NEXT's aim was to leave a legacy for the land and people of New Zealand and to act as a role model for strategic philanthropy. In 2022, the Foundation catalysed the Centre for Strategic Philanthropy.



Five founding funders

In 2022 the Centre for Strategic Philanthropy launched with the support of five founding funders. Seven others have subsequently gifted. The founding group included Biome Trust, Allan & Gill Gray Philanthropies, NEXT, Whakatupu Aotearoa Foundation, and JN and HB Williams Foundation. This consortium wished to promote and increase strategic philanthropy within Aotearoa, create a community to enable sharing and learning, and make a substantive contribution to the nation.

Motivations for their involvement included:

- A belief in the potential of strategic philanthropy to make a real difference for the country
- To catalyse others to get involved in philanthropy and be strategic in deploying their resources
- To encourage and facilitate joined-up approaches, with the aim of making more impact together in their common interest areas
- To build a community of learning with like-minded givers, who wished to be business-like and guided by evidence
- Respect for NEXT



Whakatupu Aotearoa Foundation is one of the five founding funders of the CSP. Whakatupu Aotearoa believes in a restored and thriving Aotearoa New Zealand. In te reo Māori, Whakatupu (verb) means to thrive, grow, or cultivate.
Photo credit: Lake Tekapo, New Zealand – Tobias Keller on Unsplash.

'There are many examples of giving circles overseas which effectively increase collaboration. New Zealand is small, so that can happen naturally and we can be more intentional about collaboration. Philanthropic communities often duplicate efforts, like local food resilience, early childhood, and pest eradication. Creating more independent, third-party communities and networks can sharpen our strategic lens, so that others don't need to manage all of this in-house.'

Matthew Monahan
BIOME TRUST

'Our organisation has been inspired by the way NEXT brought their business acumen into philanthropy and welcomed fellowship. Bill was generous with his time and the spirit in which he engaged. Philanthropic money is the most flexible capital: it is precious and can be applied to the most critical areas. The CSP can help catalyse others to get involved in philanthropy, think strategically and make a bigger difference.'

Carl Vink
WHAKATUPU AOTEAROA FOUNDATION

'Bill and his team have impressed us. Bill is such an inspirational proven leader, down to earth and solid. The CSP is filling a gap here in New Zealand. We are excited to take a chance with this new concept, led by a highly effective and motivated individual.'

Dr Trevor Gray
ALLAN & GILL GRAY PHILANTHROPIES

'Those who wish to give will be able to learn together and partner up with others who have similar interests. Philanthropy will become increasingly about working together collectively.'

Frank Janssen
JN and HB WILLIAMS FOUNDATION
MANAGER

'While NEXT did the proof of concept work and acted as a catalyst, the CSP is not a NEXT subsidiary. There are five families who are the founding funders and the CSP exists because of those founders and that collaboration.'

Bill Kermode
NEXT FOUNDATION

A unique proposition

The CSP offering is bespoke and focused on supporting individuals and families who wish to approach their giving in a business-like way. With connections and experience, the Centre is well placed to increase strategic philanthropy within New Zealand, welcome new philanthropists into the network and provide enjoyable opportunities for learning and collaboration. Bringing together the best of Aotearoa with the 'best of the rest', the aspiration is to build a movement of thoughtful generosity – contributing to a stronger, more resilient nation.

'The CSP offers givers, families and organisations interested in starting philanthropic activity an easy way to ease into charitable giving, in a well researched and independent way. It has the potential to accelerate the giving process and the impact. Instead of reinventing the wheel, givers can learn from and build on previous experience. I am an eye surgeon and am time poor, so an organisation like the CSP makes a lot of sense.'

Dr Trevor Gray
ALLAN AND GILL GRAY PHILANTHROPIES

The Centre for Strategic Philanthropy offers:

- A place for individuals and families who wish to be business-like in their generosity to learn, connect with others, and (if they wish), collaborate in areas of common interest
- Provision of tailored support and advice in a discreet, high trust environment, respecting that for many this is not their core business and their time is valuable
- Recognition that each giver is different – some may wish to give financially, others may wish to provide non-financial support (or a combination of both)
- Access to the lessons from the NEXT Foundation's experience and to the learnings of other local foundations also operating strategically, high quality research (including sector reviews) and international evidence
- Referrals to other sector organisations. For instance, Philanthropy New Zealand, regional community foundations, and The Gift Trust. Bill Kermodé shares, 'These relationships are affiliative, constructive and complementary. We all want to see a better Aotearoa New Zealand'
- Support to give with impact, alongside a community of others of like mind
- Independent advice

A CSP Youth Enterprise event.



'The CSP is a way of documenting everything we have learned, making it available, sharing ideas and building a community. Taking what is good about NEXT and other strategic foundations, and making it accessible to those who want to make a difference for future generations.'

Chris Liddell
FOUNDING NEXT CHAIR

'We need to put ego to the side. It can be confronting to have to work with others, to compromise, take on other views – but it is important. With a sense of common purpose, it can be very gratifying and that collaboration is what creates a movement.'

Carl Vink
WHAKATUPU AOTEAROA FOUNDATION

Looking ahead

Looking ahead ten years, the founding funders share their hopes for how philanthropy within New Zealand will have evolved.

The aspiration existed for a strategic and uniquely Aotearoa model of philanthropy:

- The sector will be more strategic and New Zealand will be leading on key issues
- Collaboration will have increased and will be making a manifest difference in multiple cause areas
- Philanthropy will encapsulate the best of the world and the best of Aotearoa, including learning from and partnering with iwi Māori

'In ten years, the CSP will be thriving and more people will be giving, giving strategically and having impact. Givers will understand their place in the eco-system and will be collaborating with others to achieve shared goals. Philanthropy here will look and feel more uniquely Aotearoa, bringing together the best of New Zealand and the best of the rest.'

Bill Kermode
THE CENTRE FOR STRATEGIC PHILANTHROPY

'Aotearoa New Zealand's population is small and so we should be the best connected nation in the world. We're facing huge issues internally and externally and we're running out of time on many of them. Philanthropists have a freedom that business and government don't have. If more held hands and worked in collaboration with iwi, community and government, the potential for resolving those big issues together is huge. This approach should be exhilarating, enjoyable and satisfying, as well as worthwhile.'

Mattie Wall
THE CENTRE FOR STRATEGIC PHILANTHROPY

'I'd love to see philanthropy in Aotearoa take more risks, be more integrated with government and business, and leading on climate. Our relationship with the natural world is one of the most important generational issues of our time. That means taking responsibility for our agricultural footprint, leading in conservation, biodiversity, reimagining food and forestry, adaptation and resilience in climate adaption. New Zealand is small and can be ahead of the curve.'

Matthew Monahan
BIOME TRUST

'I hope that we have more of a focus on working together to deal with some of these complex challenges. Climate change is one example where there is a role for collaboration within philanthropy, to leverage our resources for significant change. We know what we need to do, it's now a matter of doing it together.'

Carl Vink
WHAKATUPU AOTEAROA FOUNDATION

'In ten years there will be more collaboration and more strategic social investment. The CSP offers that intermediary role, enabling collaboration between givers and non profits and givers and givers, to create something bigger together.'

Dr Trevor Gray
ALLAN & GILL GRAY PHILANTHROPIES



The Biome Trust is one of the founding funders of the CSP. The Trust is rewilding resources by committing their endowment to the protection and regeneration of our living planet. Image provided by the Biome Trust.

Dreams for the future

The founding funders have inspirational and ambitious dreams for the future of New Zealand:

- Those most wealthy and privileged will be living an ethos of generosity. Aotearoa New Zealand will be a more equitable and fair country
- There will be increased harmony between planet and prosperity
- New Zealand will capitalise on its natural advantages (size, culture, connectedness) and be leading globally on key issues
- Te Ao Māori will be a respected, valued and important part of building the nation of the future
- There will be a strong movement of strategic philanthropy
- Our natural environment will be thriving

'I'm passionate to see a system of trying, innovating and pushing for change. That ultimately benefits humanity. That relentless pursuit for a better future. Taking big bets and stepping into the unknown while holding that vision of a better tomorrow.'

Carl Vink
WHAKATUPU AOTEAROA FOUNDATION



A CSP event in 2023 included a visit to Point England School with Pat Snedden, Manaiaakalani Executive Chair and Russell Burt, Principal, to see the inspirational mahi of the Manaiaakalani digital education initiative. Manaiaakalani is now changing the lives of pupils in more than 120 schools around the country. Photo credit: Point England School.



A CSP event in 2023 included a visit to Simplicity Living's Kupenga Apartments in Auckland. Simplicity Living is an extraordinary example of business philanthropy from Shane and Anna Brealey, partnering with Simplicity KiwiSaver. Simplicity Living is meeting a great need in New Zealand providing 'homes for life' through longterm, affordable, rental housing.

'For New Zealand, I dream that there is increased balance between planet and prosperity, between what is good for the individual and what is best for the country. I hope that we hold onto our uniqueness and can participate on the world stage.'

Frank Janssen
JN and HB WILLIAMS FOUNDATION MANAGER

'I come from the States, turning a boat with 400 million people in it, that's hard. In New Zealand there are five million people, two degrees of separation and we are all on a journey together. Aotearoa can move faster and we can set examples to lead on key issues.'

Matthew Monahan
BIOME TRUST

'I dream of a nation where respect and genuine partnership exemplify how the nation can be restored to wellness. Indigenous values and cosmologies will be an important part of building the nation of the future. All cultures will work in harmony towards a regenerative, healing and vibrant country of wellness. River water will be clean enough to drink, forests thriving and the abundance of the commons will take precedence. The financial system will have evolved so that restoration of nature is primary. New Zealand will be a country where love, compassion and reciprocity are at the very centre.'

Jan Hania
BIOME TRUST

Advice to others

For those living comfortably, who may be thinking about giving back to community, the founding funders of the CSP shared their advice. Suggestions ranged from focusing on the issues that matter most, joining hands with others and learning from those who have already journeyed the path.

'One of the things I think can be challenging for a person starting in philanthropy, is that all the amazing learning you have from commercial success, doesn't automatically transfer to the philanthropic world. It's important to come with a growth mindset. Work with others, surround yourself with different perspectives and learn about this new world. Do it with other like-minded people and you'll get a better result.'

Carl Vink
WHAKATUPU AOTEAROA FOUNDATION

'For those who may be thinking about their philanthropy, start small and that's ok. The process is one of learning and this raises questions about values, legacy, contribution and privilege.'

Matthew Monahan
BIOME TRUST

'Neal and I encourage all people who are privileged, as we are, to give away at least half of their wealth during their lifetime. Together we can make a greater difference for the country we all love. If you wish to meet others of like mind, learn and make a difference, reach out to the Centre for Strategic Philanthropy and make your giving even better.'

Annette Plowman
NEXT CO-FOUNDER

'Take your time, pick one niche and back it the whole way.'

Frank Janssen
JN and HB WILLIAMS FOUNDATION MANAGER

'For those who wish to give, with the CSP, it is becoming increasingly easy. The team can make it a non-threatening, engaging and pleasant endeavour. The Centre has the potential to make that an easy process for those starting out.'

Dr Trevor Gray
ALLAN & GILL GRAY PHILANTHROPIES



NEXT founders Annette and Neal Plowman believe that strategic philanthropy can make a great difference for Aotearoa New Zealand. The kererū is endemic to New Zealand and is one of only two bird species big enough to swallow large fruit (such as those of karaka, miro, tawa and taraire) and disperse the seed over long distances. These manu or birds are important for the regeneration of our native forests. *Photo credit Bradley Shields @bradley_birdsnz*

For more information go to the NEXT website

WWW.NEXTFOUNDATION.ORG.NZ



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Philanthropy

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