


# Boost your competitive advantage.

How the Acorn Foundation can help your organisation benefit from an impactful, local Corporate Giving programme



**ACORN  
FOUNDATION**  
WESTERN BAY OF PLENTY



“The business case for CSR has strengthened over the last decade. Companies are enjoying greater business benefits from CSR, such as strengthened reputation, reduced risk, strengthened competitive advantage, and new value creation.”

— Deloitte, 2018 Annual Review of the State of CSR in Australia & New Zealand

“As a Tauranga legal firm, we have a long history of community involvement. We’re proud and thankful to see the impact that our Acorn endowment fund is already having on the community and we’re looking forward to helping many more local charities in the years to come.”

— Cooney Lees Morgan Tauranga

**Research consistently demonstrates** that corporate social responsibility (CSR) delivers multiple benefits — both to society and to companies themselves. As a result, more and more businesses are choosing to give back to the communities in which they work.

The Acorn Foundation (the Western Bay of Plenty’s regional Community Foundation) works with companies large and small across our region to facilitate their charitable giving. With our knowledge of local charities and community groups, and our various Corporate Giving options, you can be sure that your giving will have maximum impact in the region we all love.

**86%**  
**AGREE**

“It is important for me to work for a company that is socially and environmentally responsible.”

— Colmar Brunton,  
Better Futures Report, 2019

# Giving Through Acorn

Since our inception in 2003, the Acorn Foundation has grown to become an established funder in the WBOP region: we have gifted more than **\$16.5M** to **300+** local charities, all thanks to our **425+** local donors.

Historically, our giving model as a **Community Foundation** has involved generous individuals leaving a gift in their will to build an endowment fund that supports causes close to their heart, forever.

However, in recent years we have seen a growing interest from our community in other ways to give. We currently have more than 14 local corporate donors, who give via Acorn in a range of ways.

As of 2023, the Acorn Foundation has more than **\$63M** in funds under management.

Our funds are **professionally managed** by Craigs Investment Partners, who have historically achieved impressive returns (an annualised gross rate of return of 7.47% over the past 10 years).

As an established funder in the WBOP, with 20 years' local expertise and robust governance processes in place, the Acorn Foundation could be the perfect fit for your organisation's Corporate Giving goals.



## Corporate Endowment Fund

100% of your donations are pooled and invested. Once your fund reaches our \$50,000 threshold, the investment returns are donated annually to the community – forever!



## Pass-through Giving

100% of your donations are distributed annually to the community. Acorn can provide guidance on local groups doing amazing mahi in our region.



## Combined Giving

A percentage of your donations are distributed to the community each year and the remainder is invested to build an endowment fund for the future.



## Workplace Giving

Employees choose to donate a percentage of their payroll, then collectively decide on where to donate the pooled funds. Employees receive an automatic 33% tax credit on donations.



## Match-giving

Match employee workplace giving donations up to an agreed amount to engage your employees and create an even bigger impact in the community.



## Scholarships

Celebrate a milestone by creating an annual or one-off corporate scholarship to benefit young people in our region.



## A Smarter Giving Strategy...

The power of compounding interest for a Corporate Endowment Fund is huge: a gift of \$100,000, invested now and earning 5% each year, will be worth **\$270,000** in 20 years' time.

The case study below is a real-life example of how quickly an Acorn fund can grow...



## Why build an Endowment Fund instead of giving immediately to charity?

The simple answer is, it's not an either/or situation. Many companies have chosen to set up an endowment fund with Acorn **and also** give immediate gifts to charities each year.

The benefit of an endowment fund is that if your business has

a long-term vision and mission, an investment now could reap huge benefits in several years.

For companies that plan to be around for the long haul, growing a **Corporate Endowment Fund** is a smart strategy that should not be overlooked.

## CASE STUDY: Cooney Lees Morgan

The **Cooney Lees Morgan Endowment Fund** was set up in 2016 and supports causes which are close to the hearts of CLM's partners and staff.

The proceeds from regular CLM fundraising activities go into their fund, along with personal donations from staff and annual donations from the firm's Partners, in lieu of client Christmas gifts.

As of 2023, the value of the fund now exceeds \$79,700 and, based on historical returns to date, will continue to grow over time as Acorn helps to safeguard and grow this investment, enabling CLM to continue to assist local organisations in perpetuity.

Each year the income earned on CLM's Endowment Fund is distributed to charities chosen by their staff. In the past seven years the fund has distributed a total of more than \$16,000.



In 2022, the Cooney Lees Morgan Endowment Fund supported eight local charities to the tune of \$4000, all of whom mean something special to their dedicated team. It was a tough ask to choose between so many worthy beneficiaries, and with Acorn's guidance, the CLM Partners decided to focus on charities that support our local tamariki.

The team at CLM are proud and thankful to see the impact that their fund is already having on the community and are looking forward to helping many more local charities in the years to come.

**“As of 2023, the value of the fund now exceeds \$79,700 and will continue to grow over time...”**



## Pass-through Giving

In addition to, or instead of, creating an endowment fund, some companies use Acorn to administer immediate gifts to charity. We call this ‘pass-through’ giving (as the funds get passed straight through to charities, as opposed to being invested in an endowment fund first).

### Pass-through giving with the Acorn Foundation takes the hassle out of corporate giving.

There are hundreds of worthy charitable groups working in our region — how do you choose who to support?

As Acorn funds hundreds of charities and community groups each year, our team has our **‘finger on the pulse’**. We have in-depth and up-to-date knowledge of the charitable groups, large and small, doing the most impactful mahi in our communities — some you may not even have heard of!

Our team will provide guidance and support to simplify your decision making and help you to maximise your impact on the community.



“As a former chair of the Acorn Foundation, I understand first-hand how much good Acorn is contributing to the community, so when the opportunity arose to be an early adopter of Acorn’s corporate giving programme, we signed up.

The benefit is that over time we can help make a real difference to our community. The programme also helps us create **a culture of philanthropy** and adds to the team spirit in our Tauranga office.”

— Glenn Keaney, Partner at KPMG Tauranga



### CASE STUDY: Oriens Capital

In 2021, Oriens Capital established a ‘pass-through’ giving scheme through Acorn where Oriens donates twice per year to charities that benefit the local community.

As of 2023, Oriens have donated via Acorn to Tauranga Community Foodbank, as well as local branches of the Salvation Army and Youthline. Oriens say they appreciate the guidance given by Acorn and look forward to continuing to make a meaningful contribution to the local community.



“At Oriens, we have a strong philosophy of giving back to the community. Establishing the corporate giving scheme is another way of being able to give back.

Acorn is well connected and with their guidance, Oriens can regularly help to make a difference.”

—James Beale, Founding Partner of Oriens Capital

# 86% AGREE

“My company’s workplace giving programme makes me proud to work here.”

— Good2Give Survey, 2015

The Acorn Foundation can support your organisation with **workplace giving**, whereby employees can choose to contribute a portion of their payroll. In New Zealand, a 33% tax credit is applied, meaning for an employee who donates \$10 per paycheque, it will only cost that employee \$6.66.

Employee donations are pooled and your team sets up a Giving Committee to periodically choose recipients. Acorn funds hundreds of local charities across the Western Bay of Plenty each year, so can provide up-to-date information and guidance on recipients.

This type of collective giving is **easy, inclusive, and impactful** — and will unite your employees as they see results right here in the WBOP.



## CASE STUDY: Craigs Investment Partners

Craigs Investment Partners have always been community-minded. However, in 2019, they set up the **Craigs Community Fund** to support communities in a more structured manner.

Their vision is to build a Fund that is large enough to donate back to our communities well into the future. After three years, their Fund has already donated over \$450,000 back into local communities throughout New Zealand.

Craigs have chosen to do **Combined Corporate Giving** — a mix of building up an endowment fund and immediate ‘pass-through’ giving to charities each year.

Craigs employees elect to participate in the Workplace Giving programme, with employee payroll contributions matched by Craigs up to \$500 per year, per employee. The programme now has over 300 employees contributing.

“Workplace giving is a hugely rewarding initiative and it’s fantastic to see so many colleagues support a philanthropic cause. The concept isn’t so much about the amount donated, but more about engagement and support for our communities.

I would encourage any company with a community focus to contact Acorn Foundation to discuss how to implement workplace giving in your organisation.”

— Simon Tong, CEO of  
Craigs Investment Partners



“Setting up a scholarship through Acorn is our way of saying thank you to Tauranga for all the support this city has shown our business across our first seven years. We’re so excited to be able to help some local school-leavers achieve their tertiary education goals.”

— Bernadette Ryan-Hopkins and Kiri Burney, Ryan+Alexander



## Corporate Scholarships

Many companies create corporate scholarships to support education and social mobility of their local community but they also lead to **multiple business benefits**, and can go a long way in building a positive brand image.

A well-established scholarship provider, the Acorn Foundation administers more than 20 different types of scholarships per year. In 2023, the value of our scholarships totalled more than \$730,000.

Our team can assist you to design and administer a corporate scholarship that aligns with your company’s values and objectives.

✓ Generate PR Coverage

✓ Increase brand awareness

✓ Graduate recruitment & talent development

✓ Grow your marketing database

✓ Attract new customers

✓ Demonstrate Corporate Social Responsibility

## CASE STUDY: Farmer Autovillage

In 2022, Farmer Autovillage established nine scholarships in partnership with the Acorn Foundation as a way to give back to the BOP community, in celebration of 30 years in operation.

The winning students from Mount Maunganui College, Pāpāmoa College and Te Puke High School each received a \$3,000 award to support them in their tertiary studies.

The criteria for selection included financial need, involvement in their local community, showing resilience, enthusiasm, determination to succeed, and standing out from their peers for their strength of character and leadership qualities.

This thoughtful gift from Farmer Autovillage made a significant impact on the lives of local young people. One recipient from Te Puke High School said:

*“Winning this scholarship means the world to me. I was so very excited when it was announced at my school prize giving; I was left speechless. When I got home that night, I told my mum about the relief I felt having that extra financial support to help me get to where I want to go.”*



“Establishing this scholarship is our way of saying thank you to the Bay of Plenty for all the support this city has shown our business across the last 30 years. Continuing support for the Bay of Plenty community is our responsibility and our future.”


— Mike Farmer, Group Managing Director of Farmer Autovillage

## Next steps?

The Acorn team is here to help! We can support you to create a bespoke corporate giving programme that achieves your objectives.

### Contact us today:

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