


*Make your charitable giving have a bigger impact.*



An aerial photograph of a coastal city at sunset. The sky is a mix of orange, pink, and purple. The ocean is a deep blue, with white waves breaking onto a sandy beach. A large, dark, forested island is visible in the water. The city is built along the coast, with several tall, modern buildings in the foreground. The overall scene is peaceful and scenic.

*"I believe everybody has  
a desire to add value to the people  
and community around them."*

David Campbell – Acorn Donor



# WHO ARE WE?

Established in 2003, the Acorn Foundation is the Western Bay of Plenty's community foundation. There are currently 17 regions throughout New Zealand with a community foundation. One of the fastest growing forms of philanthropy worldwide, community foundations are popular because people like to "give where they live."

Our approach is unique. We connect passionate, caring people with causes that are close to their hearts. The capital in the fund is invested in perpetuity, with a portion of the investment income distributed annually. Acorn's point of difference is that, through pooling and collectively investing our donors' funds, your generosity will continue to support the community **forever**.





# ACORN OVER THE YEARS

Acorn  
Foundation  
established.

**2003**

First \$1 million  
invested.

**2006**

100 donor funds.

**2010**

Passed \$20 million  
in investments.  
More than 300  
donor funds.

**2018**

\$30 million in  
investments.  
Surpassed \$1 million  
in distributions, with  
\$1.15m gifted.

**2019**

\$36.4 million in  
investments.  
363 Funds.  
Over \$1.75 million in  
contributions to the  
community.

**2020**

A horizontal timeline is overlaid on a grayscale background image of several hands clasped together. The timeline consists of a yellow line with three yellow circular nodes. Above each node is a yellow rectangular box containing text. The nodes are labeled with the years 2013, 2014, and 2016.

Acorn Foundation  
oak grove  
established to  
mark 10 years.

**2013**

200 donor funds.  
\$10 million invested.  
\$434,000  
distributed.

**2014**

250 donor funds.  
\$16 million invested.  
Inaugural Acorn  
Foundation fiction  
prize (\$50k):  
NZ Book Awards.

**2016**

# JOIN US TO BUILD A STRONGER COMMUNITY

We all benefit if we can support the development of a thriving community where nobody is left behind. When we look after our own, we have a region that's proud, vibrant, diverse and deeply caring.







Over  
**\$8.3M**  
gifted  
to the community.




## HOW DOES ACORN SUPPORT THE COMMUNITY?

We provide annual funding to WBOP charitable organisations and administer a range of scholarships and awards in accordance with each donor's wishes. In 2020, our funds under management totaled \$36.4M, which led to more than \$1.75M being distributed to a variety of charity and award programmes.

Organisations funded by Acorn are varied and include those working on causes such as family violence, drug and alcohol abuse, food supply, children and families with disabilities, environmental organisations, housing and inequity, supporting the elderly and many, many more.

Our scholarships and awards are predominantly given to college and university students. These scholarships and awards cover areas such as educational expenses, international travel, sports, arts, apprentice programmes, Outward Bound and Dale Carnegie courses. Our largest annual award of more than \$55,000 is provided to a New Zealand author via the Jann Medlicott Acorn Prize for Fiction at the Ockham NZ Book Awards.

We work closely with other funders in our region and endeavour to provide a straightforward application process for organisations, whilst maintaining robust due diligence.



*“The funding we received from the Acorn Foundation was vital to us as it allowed us to focus on our support of the community with distribution of rescued food, producing meals, community projects and gardens. We are extremely grateful for this support.”*

Simone Gibson – General Manager,  
Good Neighbour Aotearoa Trust

# MEETING OUR COMMUNITY'S GREATEST NEEDS

At the Acorn Foundation, we are acutely aware of the responsibility entrusted to us by our donors to ensure that our grants are addressing key issues in this community. Since 2015, every three years we partner with many of this region's stakeholders to commission the Vital Signs research project for the Western Bay of Plenty.

Vital Signs is a community “health check” that measures the social, economic, environmental and cultural well-being of our region, and this research uncovers what matters most to the people who live here.



The background of the entire image is a close-up, slightly out-of-focus photograph of several fern fronds. The fronds are in various stages of unfurling, showing their characteristic spiral pattern. They are a mix of green and brownish-tan colors, suggesting a natural, outdoor setting.

Helped support the  
work of **266**  
 local charities.

Over  
**\$1.75M**   
distributed  
in **2020.**


# MORE MONEY FOR LOCAL CHARITIES

After 17 years, Acorn has reached financial self-sufficiency so that the foundation no longer needs corporate, trust or direct donor gifts to help cover expenses.

Several generous donors have allocated a portion of their annual distributions to support Acorn's operating costs. Their gifts combine with the 1% fee taken annually from the fund to pay for administrative costs. Reaching this objective means that there will be more money available to support local organisations doing such great work in the region.

Many local trusts and businesses have supported Acorn's work, including BayTrust, Legacy Trust, The Tindall Foundation, Craigs Investment Partners, BNZ Partners and Tabak Business Sales. In addition, dozens of local Acorn volunteers and supporters have gifted money to help with operational costs since our founding in 2003.





*"I was pleased to be one of the first Acorn donors, giving back to a community that has given so much to me. I would encourage others to do the same and see the difference you can make."*

Greg Brownless – Legacy Funerals  
and Legacy Trust

*"It is great for the Bay to see how Acorn has grown. The heroes are the many donors: the good local people who have utilised Acorn to become serious funders of good things in our area."*

Bill Holland – Holland Beckett  
and Acorn's first Chair



# WE'RE MAKING A DIFFERENCE

The Acorn Foundation has provided funding to hundreds of charitable organisations that are important to our donors and are vital to our region's well-being.

Acorn distributions support both larger, well-known charities as well as essential smaller charities working at the grassroots level who are often sorely underfunded.



WAIPUNA  
HOSPICE



ST JOHN

LIVE FOR  
MORE



EMPOWERMENT  
NZ

KIDZ NEED  
DADS





**SPCA**



**KIDSCAN**



**HURIA  
TRUST**



**KATIKATI  
COMMUNITY  
CENTRE**



**OTANEWAINUKU  
KIWI TRUST**



**BRAVE  
HEARTS NZ**



**OPEN HOME  
FOUNDATION**



**MALE  
SURVIVORS  
BOP**

*“I want to see other people benefiting from what my husband and I have worked and saved for. This gives me a real sense of joy.”*

Elva Shepherd – Acorn Donor

# GIVING VIA A DONOR ENDOWMENT FUND

The traditional way to give through Acorn is via an endowment fund. These funds are set up by a donor either through a gift in a Will or while he or she is still alive. Living gifts may be eligible for a 33% tax credit, and many people get a lot of pleasure from watching their gifts at work.

Acorn's donor-directed giving policy allows an endowment gift to be allocated in one of three ways: to named charities; to an area of interest

such as the alleviation of poverty or caring for the environment; or untagged for any charitable purpose in the WBOP.

Acorn has a volunteer Distributions Committee who review applications and interview charitable organisations to best determine how to allocate the untagged distributions each year.

We are 100% committed to following our donors' wishes. Acorn staff members spend time with each of our

donors to ensure their funds are set up to support those organisations and causes nearest to their hearts. Each donor's annual fund distributions will continue as directed long after the donor has passed on.

It's your choice. It's about making a difference. It's about benefitting our community.



A photograph of a man carrying a young girl on his shoulders. They are in a grassy field with trees in the background, and the scene is bathed in warm, golden sunlight, creating a bokeh effect. The man is wearing a striped shirt, and the girl is wearing a light blue shirt. A dark blue diagonal shape is on the left side of the image.

Over **360**  locals  
are helping to transform  
**our community**  
through Acorn.

# OTHER WAYS TO GIVE

We appreciate there is no one-size fits all when it comes to supporting our community, and we have worked hard to ensure people of all ages and stages of life can participate.

**ACORN VITAL IMPACT FUND:** Anyone at any time can make a one-off or regular donation straight into the Acorn Foundation Vital Impact Fund. The annual distributions of this fund support charitable organisations that work in areas of greatest needs in the community as decided on by the Acorn Distributions Committee. It's a simple way to benefit the WBOP.

Beginning in 2019, Trustpower customers were given the option of donating their TECT rebate to the Vital Impact Fund. Over \$50,000 was raised in just one year.

**GIVING CIRCLES:** Giving Circles are formed when groups of 10 or more friends or colleagues donate \$50 each per month in their fund. The Group then collectively decides on the annual recipient(s) of their funds. Giving Circles are a great way for like-minded people to do good in our community.

**CORPORATE GIVING:** Businesses are becoming much more philanthropically focused. Talk to our team about how your business can join other WBOP companies who are supporting our community through an Acorn corporate fund.

**WORKPLACE GIVING:** Workplace giving includes members of both management and staff who donate to the company's fund automatically through payroll giving. Staff can help choose recipients, creating a connectedness to the community and a feel-good factor amongst employees.

**COMMUNITY GROUP FUNDS:** We have a large number of community groups who have set up funds through Acorn. You can help them build their fund so that it reaches the point where it is distributing funds annually to them forever – providing a much-needed guaranteed source of income.





*“The Acorn Foundation is a standout for its local focus on the special needs of our community, identifying individuals and truly worthwhile organisations, that may deserve but otherwise never receive support. We’ve already seen some of the results of its work. Acorn will make this region a better place.”*

Murray & Gay Read-Smith – Acorn Donors

## HOW MUCH IS ENOUGH TO BECOME A DONOR?

Generosity is not measured by how much you give. In fact, many of Acorn Foundation’s donors are modest people who simply share a passion for our region. Creating a compassionate, caring community just needs thoughtful, committed people – like you. Acorn aims to make the process as easy and rewarding as possible so that

everyone can contribute in a way that works best for them. Your personal philanthropy plan might include giving during your lifetime, giving in your Will, giving one time, or giving regularly to a cause you love.



A donor's story

# PHIL CARMICHAEL

## A FAMILY LEGACY

**With five children and eleven grandchildren and a family linkage to Bethlehem, Tauranga that reaches back over 100 years, Phil Carmichael needs little persuasion of the need to support the local community. But he always wanted to make sure his support was effective and well placed.**

“I first heard of Acorn Foundation from my solicitor, some years ago. In fact he mentioned it whenever I updated my will. For a while, I resisted any commitment. Then Acorn Foundation really started to pick up some momentum. He got pretty enthusiastic and so did I.

**It means I can make a real difference to local charities and organisations.**

When you think about the fact Acorn Foundation invest the funds and only give away a portion each year you understand the huge value of this community foundation. It means your legacy goes on forever. I like that, as over time it will become quite a major amount of money for those community

organisations that need support. Every organisation is constantly trying to fundraise, yet if everyone gave a small percentage of their worth when they died, or as a living gift, the community would be so much better off. Those organisations can then focus on their core work without having to spend so much time on fundraising.

If I look at my own situation, I think it's nice to do some giving while I am alive. It means I can see some of the results. So instead of putting Acorn Foundation into my will, I am contributing some funds on an annual basis so that my legacy builds in its own right. Once it gets to a considerable size, we will start to see some substantial community contributions.

*“If I look at my own situation, I think it’s nice to do some giving while I’m alive. It means I can see some of the results.”*

### **It just makes good economic sense.**

Acorn has professional financial advisors who invest the funds and get a better return. So your money will be there, increasing in value every year. It also makes sense for me to do this while I am still earning – it helps Acorn to grow faster and means I can give more.

I sort of think it would be great if I had a legacy big enough to make a real difference to the community groups and causes that I want to support and I believe I can do that with Acorn Foundation.

I would like to think my funds will be able to support some core community causes for some of their major

equipment and supplies, then they can still fundraise for the smaller things.

When I am gone my children will be able to be involved. It sets a good example for them now, and they may be encouraged to do the same. By telling my story, I hope it helps the whole system to grow and create more awareness of what Acorn Foundation is doing for our community.

Acorn Foundation certainly is a smart idea!



# WHAT DO YOU WANT FOR YOUR COMMUNITY?

Join our growing list of generous donors who are transforming lives by supporting our community through the Acorn Foundation. Please visit our website to find out more, or contact us by phone or email – we would love to meet you and learn about your giving goals!







“ Les and I worked for an organisation where many people gifted money stating that it be used for a specific purpose. Once that money was spent, that was it. Les always thought how much better it would be if the capital was invested and only the income be spent.

When I read about the Acorn Foundation, I was very impressed with what they were doing as this was exactly what Les had talked about so many years ago. I totally agree with what they are doing, and it is great to think that the capital, donated/gifted, will be available forever.”

Janice Jeffs - Acorn Donor

**We love acknowledging our Acorn Donors.  
Will you join us?**









*Making an impact in our community* —————

07 579 9839  [www.acornfoundation.org.nz](http://www.acornfoundation.org.nz)