



Te Ope Whakāora

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BusinessReporter

corporate support in action



Elizabeth Daly, Community Ministries Social Worker, offers budgeting advice to a Salvation Army client

Budgeting services go from strength to strength

Major Pam Waugh, Territorial Community Ministries Secretary, describes recent trends and initiatives, and the growing strength of Salvation Army budgeting services

Increasingly, The Salvation Army is encountering people who are marginalised due to overwhelming financial debt and liabilities. Latest reports and statistics show that unemployment has risen to 6.6 per cent, and youth unemployment now sits at 18.8 per cent. Coupled with this, many people have faced cuts to employment hours, significantly decreasing their income.

New Zealand has also faced price increases for basic costs over the past year, leaving many people in a vulnerable position. Overall, prices increased 6.6 per cent, food costs increased by 6 per cent, rent across the country increased 4.5 per cent, and petrol increased by 30 per cent. Hourly earnings, however, only increased by 3.4 per cent, while benefits remained static.¹

Low-income and beneficiary families are most affected by rising costs, and sadly it is estimated that around 232,264

children are in this group.² Families in this group are often faced with few choices, and food is the item often dispensed with.

One way The Salvation Army seeks to help is through our budgeting services. This year we have been successful in recruiting and training more volunteers and staff in our Budget Advice teams, and this has enhanced the service we are able to offer to our clients. Two Divisional Budgeting Coordinators have now been established, through funding from Rabobank. They look after budgeting work in the mid-North Island and the South Island respectively.

However, we have also faced increased demand as a result of changes to the Special Needs Grant process. The Ministry of Social Development now requires a client who has accessed a Special Needs Grant through Work and Income three times to receive compulsory budget advice. While this idea has great merit, it has placed a significant demand on our services, and we struggled to keep up in the early stages of this policy change. We are pleased to report that we have now managed to stabilise our services by

partnering with Work and Income and increasing volunteer assistance.

The need for budgeting services will continue to grow as rising costs hit low-income and beneficiary families especially hard. The Salvation Army is therefore looking to secure two additional Divisional Budgeting Coordinator roles and further Budget Advisors in crucial locations across the country. We also plan to set up new Budget Education Groups, which include proactive budgeting as part of life skills learning: for example, pre-Christmas spending seminars.

Our budgeting advisors help people to make positive changes and find a way out of the financial dilemma they find themselves in, often through no fault of their own. The positive impact on these families—especially the children—is immeasurable, and our budgeters have great delight in seeing families move to financial independence.

Major Pam Waugh
Territorial Community Ministries Secretary

1. Statistics New Zealand, Consumer Price Index; Infoshare

2. Ministry of Social Development, 2008 Living Standards Survey—Background and Key Findings

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success story

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Warehouse Stationery gives a 'helping hand'

A new school year can mean added stress for families struggling to pay for school supplies

The Salvation Army works with many families that are running tight household budgets. During the weeks leading up to the start of school, these families find it extremely hard to buy their children the supplies they need to start off the school year, such as calculators, dictionaries or writing pads.

To support such families, The Salvation Army partnered with Warehouse Stationery to develop the 'Helping Hands' programme, which runs just before the back-to-school rush from December through to February.

Through the initiative, Warehouse Stationery cashiers ask customers to add at least one dollar to their bill. The funds

raised then translate into vouchers distributed by Salvation Army centres to financially-struggling families, who can then use the vouchers at Warehouse Stationery stores throughout New Zealand. In the first year, the initiative provided The Salvation Army with \$30,000 worth of vouchers.

Dion, Te-Awhina and their five children were one family to receive a 'Helping Hands' voucher through Warehouse Stationery. The Salvation Army centre they attend saw that the couple were struggling financially and assisted with the voucher just before the children went back to school.

'It came at the right time. It pretty much paid for just under half of our children's stationery needs,' says Dion. 'Because we had exhausted our funds, we had no money for uniforms, so it meant that we were able to track down some

uniforms as well. It was a big help.'

'It made it really easy for us to get the supplies for the kids, particularly when there were sales on too,' adds Te-Awhina. 'It was really good that it was done through Warehouse Stationery.'

Warehouse Stationery and The Salvation Army have new initiatives planned this summer, with hopes that 'Helping Hands' will be even more successful and will support more families into the future.

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Corporate goodwill at Christmas time ...

Under the wishing tree

16 November will see the launch of the annual Kmart Wishing Tree Appeal. The popular appeal runs until Christmas Eve, with Kmart stores across the country collecting donations of gifts to give to thousands of New Zealand families in need. Last year the appeal collected an overwhelming number, with close to 30,000 children receiving gifts. For those wanting to give donations other than gifts, e-gift cards will be available to purchase online this year.

Go to www.wishingtree.kmart.co.nz

One million cans

Wattie's aims to reach a significant milestone and achieve its one millionth can of food donated to Salvation Army food banks through the Wattie's Cans Film Festival! The Festival has been running an incredible 18 years. On 9 November, participating cinemas throughout the country will offer movie showings for a can donation, which Wattie's then generously matches. Last year, The Salvation Army received over 45,000 cans from Wattie's and moviegoers.



Finding his place

Martin didn't know where his life was headed when he ended up on the streets. The Salvation Army helped him get back on his feet and now he helps others just like him

Martin grew up in an abusive family, his dad drinking and smoking heavily throughout Martin's childhood: 'My upbringing with my family wasn't very good,' says Martin.

In his late teens to early twenties Martin didn't know what he wanted to do in life and drifted from place to place. At 23 he was married; a marriage which broke up after nine years. He then found himself in turmoil.

'I have had a pretty up-and-down life. I was living on the streets for three years after my marriage broke up; I was

homeless,' says Martin. 'It was pretty tough. I had to let my pride go, and that was the hardest thing for me.'

Martin came to The Salvation Army for help getting off the streets as well as assistance after an accident left him with a head injury. Community workers at The Salvation Army helped get Martin on his feet again with food parcels, counselling and assistance in finding accommodation. Martin is now the chef for the weekly community meal at The Salvation Army centre in his area.

'If The Salvation Army hadn't been there to take me under their umbrella, I wouldn't be able to be here 18 months down the track helping people at the community meal,' says Martin. 'I can understand what it is like not having a meal day to day.'

Martin comes in early each week to

The Salvation Army centre to prepare the meal, using produce from the garden at the centre to create healthy dinners. He loves the change in his life that means he can now help others.

'My favourite part is just serving people—being out there and doing the best I can,' says Martin. 'It's not so much for me, it's to see other people with a smile on their face when they come and have a meal.'

'If I hadn't come to The Salvation Army I would just be another person hurting in the community. Now I hope that I can help some of those hurting people get to where I have today.'

This is just one example of a life changed thanks to your support. We look forward to transforming many more Kiwi lives with your continued partnership.

Win One, Give One

This Christmas, Energizer is getting into the spirit of giving and making a positive impact through their 'Win One, Give One' campaign. Throughout November and December they will give away prizes including Wii consoles, digital cameras, and vouchers. Customers can look out for specially-marked packs in stores, enter the unique code online and find out if they are a winner. For every prize won, Energizer will donate the same item to The Salvation Army.

'Hope at Christmas'

Thanks to the Holiday Inn Auckland Airport, Manukau will host the 2011 'Hope at Christmas' corporate breakfast to launch this year's Christmas Appeal. Taking place in November, the breakfast offers attendees the opportunity to hear a great guest speaker, network with other business individuals, enjoy a complimentary breakfast and learn more about The Salvation Army's work.

If you're interested in attending, email annabel_causar@nzf.salvationarmy.org



Corporate New Zealand is changing Kiwi lives

Annabel Causer, Relationship Manager—Corporate Appeals, on the difference your support is making and the challenges that lie ahead

Over the past few years, an increasing number of New Zealanders have been coming to us for help, and the issues they're facing have become increasingly complex. Though people often present for a food parcel, it's the underlying problems that need to be solved to break the cycle of poverty.

Through The Salvation Army's holistic approach at our Community Ministry centres, in the past 12 months almost 40,000 New Zealand families have been provided with the skills, knowledge and support needed. These consist of both immediate and long-term necessities, including food, budget advice, counselling and training.

We are all familiar with the added stresses Christmas brings, both socially and financially. For those already struggling, this pressure is compounded as they try to feed their families or give the ones they love something special over the holiday period. Christmas stretches already limited budgets and tense emotions, often making the need for support more urgent. *The Salvation Army will need your support again this Christmas, in what is always our busiest period.*

The tremendous strength and courage required by people to make positive changes to their lives should be applauded—and so should the difference New Zealand is making when it gives to The Salvation Army, helping us be there



Kmart and The Salvation Army partner each year for the Wishing Tree Appeal

for people when they need us most.

Despite ongoing global economic demands, it is encouraging to see corporate New Zealand still thinking philanthropically and building strategies to get involved in helping to solve social and economic issues.

The Salvation Army can't thank you enough for the support you provide through monetary gifts, goods in kind, collections, sponsorship, and even influence. Our mission is to care for people, transform lives and reform society, and we are able to do this by putting your support into action in communities throughout the country.

We are humbled that business leaders voted us the 'Most Reputable Not-For-Profit Organisation' in New Zealand for the second year running in *NZ Management* magazine, a survey conducted by international consultancy Hay Group. This is as much a testament to your generous support as it is to our work.

Thank you again for the difference you are making, and we look forward to our continued partnership which will help to build a stronger New Zealand.

Annabel Causer

Relationship Manager—Corporate Appeals

WORKPLACE INVOLVEMENT

GET CREATIVE THROUGH FUNDRAISING | HOLD A COLLECTION | JOIN PAYROLL GIVING

Boost team spirit, get your staff involved and give back to the community

For further information and inspiration on how to get your staff involved, contact **Annabel Causer**, Relationship Manager—Corporate Appeals: **04 382 0774** or annabel_causar@nzf.salvationarmy.org or visit our 'Corporate Partnerships' page at salvationarmy.org.nz

Giving back

Three ways to support ...

Make a **donation**

Sponsor a programme

Become a **corporate partner**