

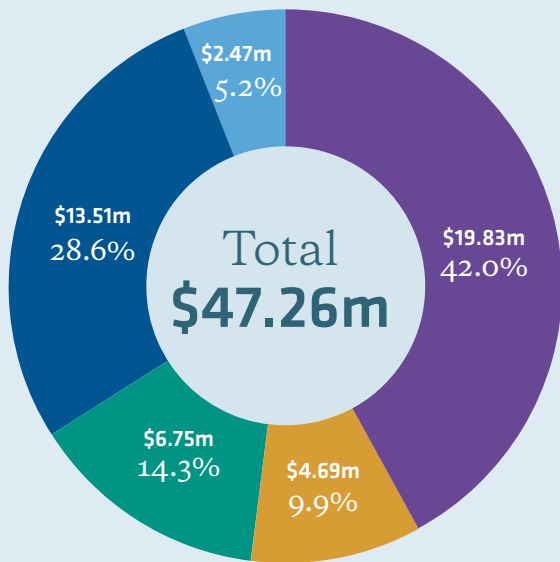
# DONATIONS to 30 June 2012



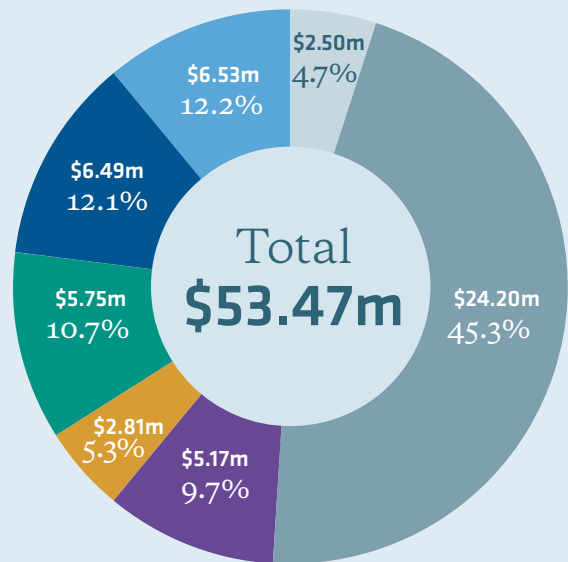
**\$2,296,260.67**  
**from 9473 separate credit cards**  
 Donations to the Appeal by credit card from 27 February 2011 until 30 June 2012

**16** donations  $\geq$  \$1 million

**\$m Approved\* by Portfolio**



**\$m Remaining\* by Portfolio**



## KEY

- Education/Youth
- Sport & Recreation
- Hardship/Spiritual & Faith
- Economic Revitalisation
- Heritage & Culture
- Portfolio Reserve
- Environment
- \* As at 30 June 2012

# GRANTS to 30 June 2012



to help small business sector



Music rehearsal & art gallery spaces



Spaces for community & youth groups



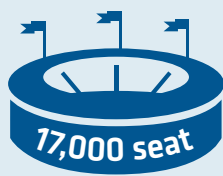
Student scholarships



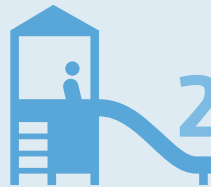
City parks and reserves



Defibrillators (St John)



Temporary stadium



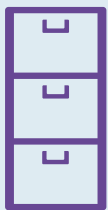
School playgrounds



28 Art workshops for 22 schools



Temporary retail mall



Storage for 14 heritage/cultural collections



Youth/community workers



BMX track



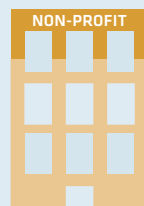
Christmas hardship relief packages



Video-conferencing for 18 secondary schools



Swimming pools



25% of Westpac Business Hub is for non-profit sector



Theatres



Sports clubs



Vehicles (St John)



# DONATIONS & FUNDRAISING

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**\$7,681,220.67**



had been received  
by 9 Mar 2011 from  
6552 donations



**59%**

New Zealand Donations

**41%**

International Donations

**12%**

*from*  
USA/Canada

**10%**

*from*  
Europe

**9%**

*from*  
Australia

**7%**

*from*  
Asia

# DONATIONS

**Within hours of the Appeal launch support for the people of Canterbury came pouring in from all over New Zealand and around the world. The plight of Cantabrians resonated with people everywhere and individuals, families, clubs, corporate businesses, governments and leaders donated.**

People came up with a variety of ways to raise money including: Student work days, garage sales, a global telethon, a radiothon, soup lunches, beard shaving, a stairclimb up London's Gherkin building, charity dinners, gala dinners, fashion shows, a special Lotto draw, celebrity cricket match, a rugby test, singing, ceramics made of silt, a boxing match, and cycling 1000 miles the length of the UK.

**Donors from Japan generously gave \$3.16 million to the Appeal**

Every dollar donated to the Appeal goes directly to earthquake-related projects in Canterbury communities. The New Zealand Government meets all administration costs.

Shortly after the Appeal was launched, Prime Minister John Key asked Mark Weldon, then CEO of NZX to lead the global fundraising effort. On 9 March 2011 Mark Weldon put his day job on hold, took up office inside the Department of Internal Affairs building in Wellington, and started dialling his international contacts.

The fundraising team adopted a bespoke approach, researching philanthropists - to identify their interests and the types of causes they had supported - and reaching out to businesses and communities with connections to Canterbury.

All donors to the Appeal have the option to direct their donation to one of six portfolio categories. Some donors requested that their donation be put towards a nominated project. Some donors wanted to direct their donations towards programmes that would benefit children's health and education, for example, while other donors' interest was more in preserving history and they gave specifically to the restoration of heritage buildings. Another donor wanted to support initiatives that provided sport and recreation facilities for youth. In the case of such 'donor-directed' funds the Appeal Trust acts more as a conduit - providing the legal means by which money could be collected and distributed. Despite all of the challenging factors an impressive fundraising result of more than \$100 million has been achieved so far.

Empathy and support remains evident today as donations continue to come in from overseas, and from within New Zealand, for example some people donated their 2012 tax refunds.

The examples on the following pages are illustrative of the variety of fundraising efforts held around the world, and demonstrate the tremendous generosity shown in support of the people of Christchurch and Canterbury. For every example here, there are many more that are similarly heartwarming and just as appreciated.

**Thanks to all the individuals who gave anything between \$1 and \$50,000 or donated their tax refund. Every dollar is contributing to projects for Canterbury.**

**Donations received 2011/12 \$500,000 or greater**

Donor	Donor	Donor
AEON	Government of Canada	New Zealand Community Trust
AMP Ltd	Government of Indonesia	Salvation Army Hong Kong
Anonymous donor	Government of Oman	Seven and I Holdings
ANZ Bank	Government of the People's Republic of China	State Government of New South Wales
America New Zealand Association	Government of the Russian Federation	State Government of Victoria
Bruce Plested	Infinity Foundation	The Southern Trust
Commonwealth Bank Australia	James Cameron	Valar Capital Management
Fonterra	Ministry for Culture and Heritage	Warner Bros
Fox Studios	NZ Aluminium Smelter	Wesfarmers Ltd
Glenn Family Foundation	NZ Lottery Grants Board	William James Duncan

**Donations received 2011/12 \$50,000-\$499,999**

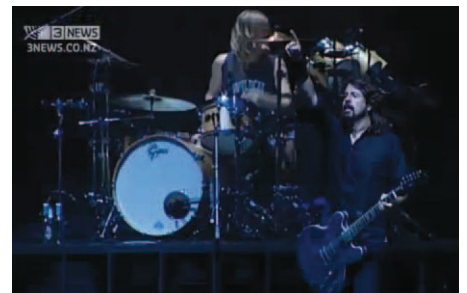
Donor	Donor	Donor
American Friends Of Canterbury various donations	Fuji Xerox (Australia)	New Zealand Rugby Union
Anonymous donations	Giltrap Motors Ltd	NZRU Paris auction
Auckland International Airport	Google Inc Tides Foundation	NZX
Australia New Zealand Chamber of Commerce Taipei	Government of Botswana	Ocean Bridge Shipping
AWE Taranaki Ltd DL	Government of Kiribati	Panasonic Australia Pty Ltd
Babcock International Group Plc	Government of New Caledonia (Northern Province)	Panasonic Group Workers Unions
Bell Gully	Government of Samoa	Partnership Wellington Trust
BGC (Australia) Pty Ltd	Taiwan donations	PGG Wrightson Ltd
BMW New Zealand Ltd	Government of Vanuatu	Phillips Australia
BNP Paribas	Government of Vietnam	Placido Domingo charity concert
CablePrice (NZ) Ltd	Grand Harbour Chinese Restaurant	Quadrant (Tauriko) Ltd.
Canon (NZ & Australia)	Huawei	Rank Group
Cavotec Australia	Inland Revenue Department - tax refund donations	Renaissance Capital
CGC Japan Co Ltd	John Hynds	Royal Wedding Charitable Gift Fund
China Southern Airlines	JTB Corporation	Run the Red Ltd
Christchurch Earthquake Appeal UK Trust	KDDI Corporation	Russell McVeagh
Colombo Plan (former Vietnamese students in NZ 1950-1975)	Kiwi Chamber of Commerce Korea	Sanford Limited
Computer Share	Komatsu Australia	Sella Ltd
Constellation Brands Inc	KPMG	Sky City
Contact Energy	Leighton Contractors	Rise Up for Christchurch Telethon misc. donations
Contiki Holidays	Mainfreight Limited	Text donations
Cricket New Zealand	Mana Community Grants Foundation	Thales Group
Cristal Air International	Maxvalu Nishinon Co Ltd	The Cayo Foundation
Dell	McDonald's New Zealand	The Entertainment Book
District Dining	MFAT (misc. international donations)	The Mad Butcher
Dragon Community Trust	Mitsubishi Motors (NZ) Ltd	The Royal Thai Government
Dunedin Casino	Mobile Commerce Ltd	UBS Holdings Pty Ltd (Australia)
Ellerslie Auckland Racing Club	MS & AD Insurance	Vodafone Foundation
Endeavour Community Trust	Nelson Pine	Warwick Trust
Euro Bar Ltd	New Zealand Institute of Chartered Accountants	Washington Ambassador's dinner
Expats New Zealanders in Vietnam	New Zealand Refining Company	World TV Limited
Foo Fighters charity concert	Nippon Suisan Kaisha	Yaxun Zhan
Formosa Charitable Trust	NZ Embassy in Tokyo - donations	Yum Restaurants Australia
Four Winds Foundation Ltd	NZ Rugby League	Zespri

# GLOBAL GENEROSITY

**Thank you to all the individuals, families, celebrities, governments, Heads of State, leaders, entrepreneurs and corporations from all over the world who generously donated to the Appeal.**

These included many people with past connections to Canterbury and New Zealand, now living all over the world including Australia, the UK, Canada, the US, Singapore and across Asia. Some of these donors wish to remain anonymous.

Governments that gave generously include: Botswana, Brunei Darussalam, Canada, China, Indonesia, Kiribati, New Caledonia (Northern Province), Oman, Papua New Guinea, Royal Thai, Russia, Samoa, State of New South Wales (Australia), State of Victoria (Australia), Tuvalu, Vanuatu and Vietnam. Taiwan was also a source of generous donations.





# GLOBAL FUNDRAISING

People came up with a variety of ways to raise money including: a radiothon, a soup lunch, beard shaving, a stairclimb up London's Gherkin building, charity and gala dinners supported by New Zealand's MFAT, singing, cycling 1000 miles the length of the UK, and many international celebrities who donated their time to film support messages for the Appeal.

## Global fundraising examples included:

- » The Gherkin stairclimb, London - on 22 May 2011 around 1,000 people raised GBP25,500 in a sponsored 'Step Up 4 Christchurch' climb of the famous Gherkin (30 St Mary Axe) in the City of London - that's 38 floors and 1,037 steps - organised by Kent Gardner and Paul Kendrick of Evans Randall investment banking group.
- » South Point High School Ohio, USA - on 29 April 2011 the athletes of South Point High School in Southern Ohio sprinted, shot putted, and high-jumped for the Appeal, donating the \$1,832 proceeds from their annual track and field meet which is named after legendary Kiwi running coach Arthur Lydiard.
- » Beardos, Canada - Canadian rugby flanker Adam Kleeberger not only sported keen rugby skills during Rugby World Cup 2011 but also an impressive length of facial hair. The bushy beard had him dubbed as one of the team's three "Beardos" and drew so much attention that after the Cup he decided to fundraise to help support two worthy causes; the Christchurch Earthquake Appeal which received NZ\$5,000 and Movember (Canada) which benefits the Prostate Cancer Foundation.<http://www.youtube.com/watch?v=NRJTkae8W6E>
- » Radiothon, Cook Islands - the small Cook Islands community of Aitutaki held a radiothon and its Mayor of Aitutaki John Baxter said that in four hours the community collected \$25,000 for the Appeal. Aitutaki is a small island more than 260km from Rarotonga with a population of about 2,000.
- » NZ university graduates, Vietnam - a group of Vietnamese who studied at New Zealand universities over 25 years ago (1950 - 1975) raised \$62,000. The 100 former students and their families, who now live all over the world said: "We were given not only an education, but also hospitality and love by the people of New Zealand. We sincerely hope, as members of the big New Zealand family, it can lend a hand in soothing and comforting earthquake victims as they rebuild their lives."
- » Foo Fighters, USA - the rock band made an unscheduled stop in New Zealand to hold a charity concert on 22 March 2011 at the Auckland Town Hall, donating the \$354,903 proceeds to the Appeal. They then continued on to Brisbane to perform another charity concert to raise money for the Queensland Premier's Disaster Relief Appeal following the floods in that state.

**"Americans generosity and continued support is indicative of the close ties the two countries have," said Rt Hon Mike Moore, New Zealand Ambassador to the USA.**



# NEW ZEALAND FUNDRAISING & DONATIONS highlights

**Thank you to all the New Zealand individuals, families, celebrities, community groups, leaders, organisations and corporations who fundraised or generously donated to the Appeal.**

The range of fundraising included: Student work days, garage sales, a global telethon, charity dinners, a special Lotto draw, celebrity cricket match, a rugby test, ceramics made of silt, and a celebrity boxing match.

## Fundraising and donation examples included:

- » NZ Lotteries Commission raised \$8,248,300 from a special Lotto draw.
- » 'Rise Up Christchurch - Te Kotahitanga' 12-hour global telethon screened on Māori Television on 22 May 2011 raising \$2,018,919.
- » 'Fill the Basin' cricket match - this star-studded match raised more than \$500,000 for the Appeal.
- » From the All Blacks vs Fiji charity rugby test on 22 July 2011 the New Zealand Rugby Union donated \$223,269 to the Appeal.
- » Inglewood High School students raised \$5600 in three weeks through a red and black mufti day, a variety rock concert, cake stall and selling hand-painted bricks in a brick wall. The school's Board of Trustees chairman Mel Cook arranged for AMP Financial Services to match the fundraising effort dollar for dollar, creating a total donation of \$11,300.
- » Kapiti College donated over \$2000, raised from a college workday. A number of students from Christchurch attended the school in term one 2011 making Kapiti College students very aware of the impact the disaster has had on fellow students' lives.
- » Upper Clutha A & P Society donated \$10,000 from profits raised at the 2011 Wanaka Agricultural & Pastoral Show, to be directed to hardship relief projects.
- » Rakaia salmon fishing \$28,440 - the 2011 Rakaia River Salmon Fishing Competition was cancelled due to the earthquake, but some competitors chose to donate their subscription to the Appeal rather than take a refund.
- » Entertainment Books \$57,200 - the people behind the Entertainment Books sold a special 'Earthquake Recovery Edition' of their book and donated 5% of the sales to the Appeal.
- » Healthy Life Media Ltd, which publishes the Healthy Food Guide, donated \$27,116, raised by donating \$1 from every copy sold of their April 2011 magazine.
- » Mudbird ceramics - when the earthquakes surrounded Gillian Weavers house with silt, she decided to put her creative talent to good use by transforming the silt into ceramic jewellery and dishes. She has donated 30% of sales to the Appeal; so far \$676.

**Inglewood High School Principal Rosey Mabin said: "This is from a group of Taranaki kids who don't know people personally in Christchurch. It's just been their real drive to be what I'd call wonderful 21st century citizens. Compassionate, caring, committed. It's just been amazing."**



# DIRECTED DONATIONS

## A number of large donors have requested that their donations be directed to specific projects or areas.

The Appeal Trustees are grateful for the support of these donors, which has made many projects possible during 2011/12. Donor-directed projects are identified throughout this report.

- » **American New Zealand Association (ANZA)** donated \$500,000 from general fundraising events across the USA and donations from individuals. ANZA has worked in partnership with the Ministry of Education and the Appeal Trust to identify specific projects that assist children in Canterbury. ANZA's donation enabled, for example, \$50,000 towards resources for Cholmondeley's Adventure Based Learning programme and \$31,000 towards gumboots, hats, gloves and jackets for pupils of the badly-damaged Freeville School in North New Brighton. The funding also enabled Freeville School to buy a van to transport children across town to sports, swimming lessons, cultural activities and all manner of learning opportunities outside of school. The ANZA donation also granted badly affected secondary schools in Papanui, Linwood, Aranui and Shirley earthquake-related resources such as tutors, materials and replacement uniforms for needy students.
- » **The United Kingdom Christchurch Earthquake Appeal Trust (UK Trust)** was set up following the 22 February 2011 earthquake by interested expatriate New Zealanders and the New Zealand High Commission in London, to allow UK donors to help Cantabrians rebuild their lives and their communities. Since its establishment, the UK Trust has raised approximately \$5 million dollars to assist Canterbury, both directly and through other charities. This funding has been used to support a variety of charitable projects in the Canterbury region, including community projects, sporting projects and educational projects. It is an independent charity registered in England and Wales (1141365) and is governed and operated by independent Trustees.
- » **Southern Trust** donated \$1.4 million which has helped fund sport and recreation projects in 2011/12.
- » **BNP Paribas** donated \$100,000 which in 2011/12 helped fund tennis projects.
- » **New Zealand Rugby Union** donated \$223,269 which in 2011/12 helped provide the temporary stadium in Addington.
- » **New Zealand Rugby League** donated \$50,000 which in 2011/12 helped provide the temporary stadium in Addington.
- » **New Zealand Community Trust** donated \$5 million for sport and recreation projects in Christchurch.
- » **Dragon Community Trust** donated \$400,000 which in 2011/12 helped to provide video conferencing in schools, a hockey turf at Nunweek Park, fit out of the Loons theatre, and arts outreach to children.
- » **Endeavour Community Trust** donated \$500,000 which in 2011/12 helped to provide Christmas hardship grants, and support education and youth projects.
- » **Donor Anonymous #4** donated \$5 million to be directed to projects helping children and young people, particularly in the hardest-hit eastern suburbs.
- » The **Placido Domingo charity concert** held in Christchurch in October 2011 raised over \$300,000 for the Court Theatre and the Christchurch Symphony Orchestra.
- » **Aotearoa Foundation** donated \$5 million, **Fletcher Building** donated \$4 million, **Ministry for Culture and Heritage** donated \$5 million and **Blue Ridge Capital** donated \$200,000 towards rebuilding the Christchurch Arts Centre Clock Tower and the College Hall.
- » **Infratil Limited/Z Energy** donated \$1 million to repair the Wilding Park tennis centre.



- » **Vodafone Foundation Canterbury Fund** — The \$4 million Canterbury Fund is a joint partnership between the Christchurch Earthquake Appeal Trust and the Vodafone (New Zealand) Foundation. Vodafone donated \$2 million (\$1 million from the Vodafone Group Foundation and \$1 million from Vodafone New Zealand) and this was matched with \$2 million from the Christchurch Earthquake Appeal Trust. The aim is to make a positive, long-term difference in Canterbury by supporting grassroots organisations that are addressing earthquake-related needs in their own communities. The 2011 round awarded 64 small grants of between \$5,000 to \$25,000 to youth and community-based recovery projects. In 2012 the upper limit of the grants was increased to \$50,000 with funding announcements scheduled for 30 October 2012.

## DONATIONS IN KIND highlights

- » In 2011 **Bell Gully** pledged \$200,000 in cash and \$200,000 in pro bono legal services to the Christchurch Earthquake Appeal Trust to help with rebuilding Christchurch. To date, Bell Gully's pro bono legal services have been used to assist in establishing funding arrangements for a number of projects in the city, including the Restart the Heart initiative, the construction of temporary premises for the Court Theatre, repairs to College Hall and the Clock Tower Buildings in the Arts Centre and the construction of the temporary stadium in Addington. Approximately \$115,741 of pro bono legal fees remains available to the Appeal Trust as at 30 June 2012.
- » **Beca** supported the Christchurch Earthquake Appeal Trust by providing professional services to the value of \$50,000 to develop project feasibility studies. To date these services have included structural engineering and planning advice in relation to a potential community centre in Aranui.
- » **KPMG** has pledged to provide audit and accounting services on a pro bono basis for the duration of the Trust. On the expectation that the Trust will have a life of ten years and the annual value of the services provided is expected to be \$25,000-\$30,000 the donation totals \$250,000-\$300,000. In the year to 30 June 2012 the value of audit services provided is \$35,000.
- » **Westpac New Zealand Ltd** and its business partners responded to a request from the Government to open a donation bank account to enable people, from all over the world, to make donations to the people of Christchurch. Over the weekend of 26 and 27 February 2011 Westpac worked with its internal experts and business partners (Colenso BBDO, Run the Red, Direct Payment Solutions), along with all New Zealand banks, and was able to provide the Trust with donation facilities through the web, text and at every bank in New Zealand.
- » **Colenso BBDO** responded to the February 2011 Canterbury Earthquake by providing pro bono services, alongside Westpac, to build the Christchurch Earthquake Appeal Trust website. The website enabled people from New Zealand and around the world to contribute financially to the recovery effort. The team at Colenso BBDO were proud to assist the Appeal Trust.
- » **Clemenger BBDO** - in response to the second Christchurch earthquake, Clemenger BBDO made an offer of support to the government to provide pro bono communication services to help the recovery and rebuild effort. The result was collaboration with the Department of Internal Affairs, Facebook, Westpac and Colenso BBDO that saw the creation and launch of the Christchurch Earthquake Appeal, under the slogan 'Tomorrow Starts Here'.

**BELL GULLY**

 **BECA**

 **KPMG**



**COLENSO BBDO**

**CLEMENGER BBDO**