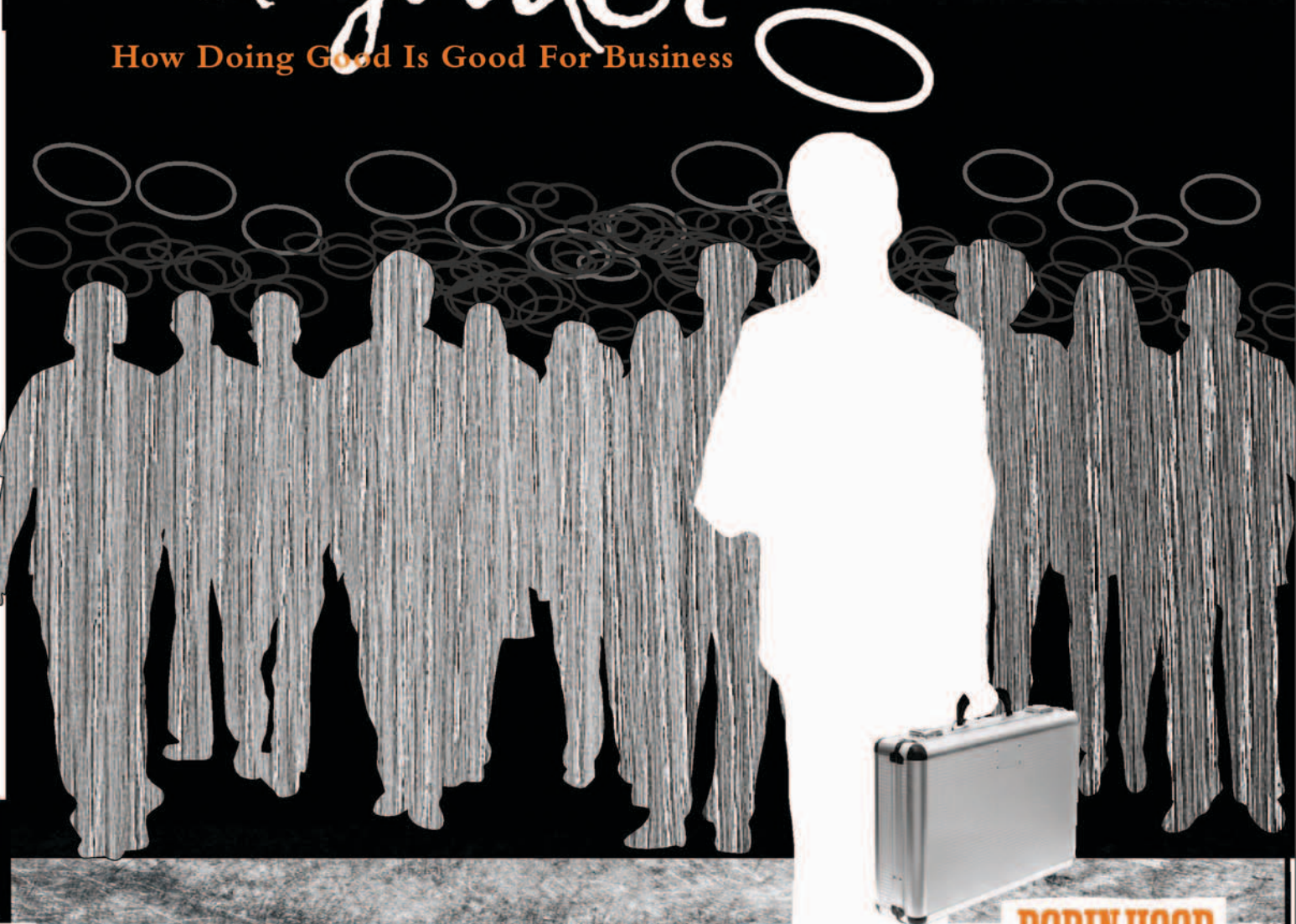


DO GOODER & gooder

How Doing Good Is Good For Business



ROBIN HOOD
INSURANCE



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DOING GOOD

WHAT'S IT ALL ABOUT?

Doing good means applying your skills and other resources to make the world a better place — particularly by helping the causes that need it most. With this in mind, Robin Hood Foundation matches businesses with non-profit organisations, working with both to ensure their partnership meets expectations and delivers real social change.

OUR PARTNERS' CHARITABLE CONTRIBUTIONS HAVE:

helped raise millions for third-world aid, run free advertising for charities every day of the year, donated software worth millions of dollars to hundreds of charities, explored how we can help build a house for the homeless every eight days, helped restore our native forests, shaved their heads to support leukaemia patients, delivered their finest bread to foodbanks, trained thousands of young women to keep themselves physically safe and helped 150,000 of us to fight the shame and powerlessness of illiteracy — both here and in third-world countries, brightened every day for 75,000 kids in daycares, promoted to 20,000 women on how to self-examine for breast lumps, developed, inspired 20,000 employees to share their skills by creating volunteering opportunities for them, funded professional counselling to over 500 young people every day, logged 4000 pre-schoolers onto the internet to see a world they didn't know existed...

NOT BAD
for a bunch of
SELFISH,
UNCARING,
PROFIT
DRIVEN,
MONEY
GRUBBING
NO-GOOD-
STINKING-
capitalists

THE PROOF IS IN THE NUMBERS

1 in 2 KIWIS can name a corporate that supports a charity.

71% OF KIWIS would be more likely to buy product/ services from a company that supports a worthy cause.

57% OF THESE would pay a premium price for a product that supports a worthy cause.

62% OF RESPONDENTS have “bought products or services from a company because it supports charities or worthy causes”.

71% ARE LOYAL to a company they know to be supporting a charity.

MAIN HOUSEHOLD SHOPPERS

49% of main household shoppers have bought from a company because of its support of a charity or worthy cause. They are 17% more likely to do this than the average New Zealander.

NEW CAR

46% of those who bought a car in the last year have bought goods from a company because of its support of a charity or worthy cause. They are 8% more likely to do this than the average person.

DAILY NEWSPAPERS

61% of those who are heavy readers of daily newspapers think more highly of companies that support charities. They are 7% more likely to feel this way than the average person.

INVESTMENT

40% of those with a term deposit or bank investments totalling \$100,000–\$199,000 are involved in volunteer or charity work. They are 61% more likely to do this than the average New Zealander.

AGE PROFILE

33% of those aged 40–49 and on \$80,000-plus salaries will buy from a company that supports a charity or worthy cause, even if it is slightly more expensive.

◎ Yesterday is history
The future is a mystery.
The present is a gift – make it
rich, make it count.
Ensure your place in it
touches lives.

GARY BROWNE

◎ Not everyone wants to work
at the coal face dealing with
unpleasant or difficult social
problems, but we all want them
to get sorted out. With business
helping us, organisations like
ours can make tremendous
changes – but we can't do it by
ourselves.

JANE DRUMM – DOMESTIC
VIOLENCE CENTRE

“The biggest
risk a business
reputation faces
is for its brand
to be seen as
unlovable”

DR RICHARD
STECKEL

CASE STUDIES

OUR BUSINESS PARTNERS INCLUDE:

Aboitez Philippines, AC Nielsen, Amway, ANZ, ANZA, APEC (Asia-Pacific Economic Cooperation), Asian Institute of Management, Auckland University of Technology, Bendon, Cadbury, Capital Merchant Finance, Carter Holt Harvey, Cerebos Gregg's, Coca-Cola NZ, Coca-Cola Philippines, Elizabeth Arden, Fairfax, Fidelity Life, Frucor, Goldman Sachs, Grey Worldwide, Hubbard's Foods, IAG Australia, IBM New Zealand, Kellogg's, Lopez Group Philippines, Maersk, Microsoft, Minter Ellison, Mitsubishi Motors, Nokia, NZ Post, Petron Indonesia, Philips, Progressive Enterprises Ltd, Sovereign, Subaru, Tegel Foods, The Warehouse, United Fresh NZ, Versatile Buildings, Village Sky, Vodafone, Westpac, Yellow Pages.

OUR MEDIA PARTNERS INCLUDE:

ACP, Adshel, Buspak, George Radio, iSite, Lucire, Media1, More FM, NZ Magazines, Oggi, Pacific Magazines, Prime TV, Profile Publishing, Radio Network, Radioworks, Retail Media, Sky Television, The Aucklander, The Independent, Val Morgan.



ADSHEL

ADSHEL

Imagine a company that gives every employee \$250 to donate to their favourite charity and a day off to donate their time to the charity as well. Adshel does just that through its 'Life Connections', and to date it's supported dozens of charities in this way.

The business also donates a very smart asset — its advertising sites — to aid Women's Refuge, the Salvation Army and the Cancer Society with their fundraising appeals.

the business donates a very smart asset

AMWAY

Imagine waking up in a strange place...full of people you don't know...and it's Christmas Day.

There is a child admitted to women's refuge every hour every day of the year. Imagine waking up in a strange place...full of people you don't know...and it's Christmas Day.

Amway, with the support of their suppliers Alphabet Soup, BJ Ball Papers, Mailshop and Kaleprint & Design, decided they wanted to do something to touch the day and the children.

And by creating a range of child artist cards to fundraise they used the funds to deliver toy parcels to women's refugees all over New Zealand.



You love our special Christmas cards - designed by Kiwi kids to pass fortunate than themselves. They are special cards because from their sale will go towards "Making Dreams Come True" as for hundreds of Kiwi Kids.

Auction will help buy toys for kids at Women's Refuge and in autism enjoy their wilderness big day out. For making our dreams come true for Kiwi Kids this Christmas.



A big thanks to the following suppliers for their generosity in embracing the true spirit of Christmas - they have helped put a smile on the face of a child at Christmas.

Thanks from everyone at Amway

P.S. And for judging the drawing!



THE AUCKLANDER

The Aucklander, along with co-sponsors Classic Hits, AUT University, Countdown and Pacific Blue, have created a partnership to find ordinary Aucklanders' doing extraordinary things.

The Aucklander of the Year award running for the second term, gives a unique opportunity for Aucklanders to name those they feel should be recognised for their selfless efforts and time given in the community. The initiative has seen many extraordinary faces of Aucklanders being nominated and honoured for their services.

they created a partnership to find ordinary Aucklanders doing extraordinary things



AUT UNIVERSITY

An intelligent investment by a leading university and telecommunications company will link thousands of employee volunteers with their community.

In a very Kiwi way, AUT University and Vodafone have developed Skills Exchange (www.skills-exchange.org.nz), a volunteering website that combines outstanding international insight with local ingenuity.

To compliment a long tradition of community involvement, the University needed a business partner experienced in employee volunteering to ensure the project would provide an easy to use tool that meets the needs of employers and non-profits alike. AUT University's willing and focused partner for the nine-month gestation was Vodafone. Together the two created a unique, purpose-built tool that, within 30 days of its launch, signed up over 1500 volunteers and listed over 50 volunteer projects from across New Zealand.

Winner of the 2005 Marketing Magazine's Robin Hood Innovation Award, Skills Exchange provides a comprehensive and cost effective online solution to initiate, track and report on employee volunteering activities.

Skills Exchange welcomes the participation of additional employers and community groups.





COCA-COLA

Out of School Care and Recreation (OSCAR) programmes are before school, after school and school holiday programmes for children aged between 5 and 14. There are approximately 1,000 programmes nationwide catering for about 80,000 children. While the programmes are safe and fun places for children to be in their leisure time, they also provide an essential and increasingly popular service for working parents.

NAOSCAR (National Association for OSCAR), which changed its name to OSCAR Foundation 14/10/2005, is a not for profit

the OSCAR Foundation met the team from Coca-Cola and together created something new...



incorporated society which fulfills its vision of "Enriching Childhood" by providing advice, support and a wide range of services to programmes to enable them to provide quality services for the children. This includes offering children a diverse choice of activities.

Many programmes however, lack the resources needed to

implement projects that would get children "off the couch and into the playground". That's when the OSCAR Foundation met the team from Coca-Cola and together created something new... *Go Kids!*

Go Kids! Is like a fun gym workout programme for the children. It is a modular resource specifically for OSCAR programmes that is full of ideas, exercises, games and events that help children learn about being active and healthy in a fun way. It targets the next generation who are now growing up in a culture where 31% of New Zealand children are overweight or obese. www.gokids.org.nz is an online resource for caregivers, parents and children.

ELIZABETH ARDEN

Two years ago Elizabeth Arden decided to partner with Farmers to support the Urban Goddess program running over 3500 presentations a year in schools, reaching an estimated 50,000 females and males aged between 12 and 17 years.

Urban Goddess, which is designed to prevent thousands of teenagers from becoming rape statistics, was promoted through sales of small size purse perfume sprays at Farmers counters. The first years, Red Door and Green Tea were sold. Consumer support surprised both the cosmetics house and Farmers by doubling the previous year's response.



ELIZABETH
ARDEN

This time they are going a step further by retailing four top fragrances at take-it-home prices. Expecting a bigger and better response from the already successful previous sales, Elizabeth Arden wants to reinforce young people's rights when it comes to their body - going a long way to reduce New Zealand's sexual abuse rates.

FAIRFAX

Fairfax is New Zealand's largest media company, holding nine daily newspapers, two national Sunday papers, a stable of magazines and an internet operation. The team wanted to demonstrate how they could strategically make a stand that resonates with what they stood for. Their objective:

"Helping people read, understand and communicate better."

They put the time in and researched what agencies operated in the literacy arena, and they found a gap. A gap, that when focused on the most at-need areas, identified thousands of pre-schoolers all over the country, without access to adequate reading materials you need to overcome what is potentially a very real literacy barrier.

New Zealand rates poorly in international literacy stakes, with a recent government report stating only 54% of adults aged 16-65 have a level of English literacy needed to meet the demand of everyday life and work.

A previous report noted: "Almost half of all unemployed New Zealanders are at the lowest level of literacy."

And a 2001 survey revealed that the reading skills of New Zealand 9-year-olds were the second worst among English-speaking countries.

Currently in development *Fairfax First Books* aim to put early reading books into the hands of thousands of children aged 2 to 5 years old that need them the most.

Fairfax
New Zealand Ltd



FIDELITY LIFE

Fidelity Life wanted to commit to working with a cause that enabled families to be well cared for — a cause in keeping with their products and philosophy.

Every day, four New Zealanders are diagnosed with leukaemia and related blood conditions. They and their families face extraordinary stress and demands, the result of both illness and prolonged, invasive therapy.

In an integrated marketing campaign, the staff, advisers and suppliers of Fidelity Life have worked together

In an integrated marketing campaign, the staff, advisers and suppliers of Fidelity Life have worked together to raise \$100,000 for the Leukaemia and Blood Foundation (LBF) over the past year. To express visible support in a daily business setting, nine staff — including the entire senior management team — embarked on a Shave for a Cure® campaign, shaving or dyeing their hair and raising over \$39,000 for the LBF in four months.

FRUCOR BEVERAGES

Concerned at the growing level of obesity and inactivity amongst NZ children, Frucor decided to invest in the area of children's welfare and self-esteem.

Frucor provides healthy choices through its innovative and diverse range of cold drink brands like Just Juice and H2Go. So it was a natural choice to partner with Life Education Trust, a life skills programme which reaches 250,000 primary school children every year with the powerful message that each and every one of them is special and unique.

Frucor helps LET to deliver its programmes with impact, by directly funding upgrades to the audio visual materials used in their innovative mobile classrooms. Through Harold, its popular giraffe, LET provides kids with the information they need to make healthy choices in life from the food they eat, to the friends they make and even how to respect the environment.

Looking forward, both organisations are working towards creating volunteer opportunities for Frucor staff in local communities and ways for Harold to stand tall for even more children.

Apart from the welfare of New Zealand children, Frucor's support of World Vision through their Just Juice brand has meant the welfare of third-world communities have prospered from the proceeds of the annual 40 Hour Famine.



HUBBARD'S

ALL IT TAKES IS A MINUTE

Imagine reaching a broad cross-section of kiwis every day with a message promoting personal action and social change. That's just what the team at Hubbards is doing — each and every day, right across the country.

Hubbard's believes in business with a social conscience. The company wanted to inspire others by showing how easily they could make a difference. With Robin Hood they created *Take A Minute*, enabling and inspiring all of us to engage in easy, individual, one-minute actions that really do create change.

Partnering with ZM Radio, *Take A Minute* provides national daily reach to 40,000 people, with a new *Take A Minute* idea each day. Hubbard's cereal packs, clipboard newsletters and website also carry the motivational messages, taking the news even further afield.



The company wanted to inspire others by showing how easily they could make a difference



KELLOGG'S

How does one of the country's biggest cereal brands, *Just Right*, achieve a staggering two-year sales high? By changing just one ingredient in the marketing mix.

Kellogg's linked its promotion of *Just Right* to a social cause, supporting a charity that was selected not by the CEO or chairperson but by consumers exercising their right to choose!

The company offered a \$10,000 prize and another \$10,000 for donation to a charity chosen by the winner.

This campaign was measurably good for business — and for 800 Papua New Guinean women, whose Kellogg's-sponsored literacy training over the next three years will help them to step out of poverty. It just goes to show: doing good is good for business!



ING

ING wanted to enable Kiwis to better their lives and the lives of those who matter to them. So how have they made this happen?

ING has formed two different relationships, each working to empower a different segment of society.

The company sponsors a student through the First Foundation, which supports academically talented but financially disadvantaged high-school students through to tertiary education. Sponsored students then become role models in their own communities.

Through its communications with clients, ING also promotes their global relationship with the respected children's charity UNICEF and Special Olympics New Zealand.

IBM

IBM is committed to levelling the playing field by giving pre-schoolers across New Zealand access to technology — technology some could previously only dream about.

IBM's *KidSmart* programme is now in its second year. It combines a specially designed, child-friendly computer; a software package; and training to help early-childhood teachers use the technology to its full potential. IBM will soon have donated KidSmart to more than 170 kindergartens around the country, making technology part of the learning experience for 13,000 New Zealand children.

MICROSOFT

In today's knowledge-based economy, computer literacy has become a vital workplace skill - a skill that millions of people worldwide still lack. Microsoft's Unlimited Potential (UP) initiative is designed to help narrow the technology skills gap and aid workforce development by providing technology skills training through community-based technology learning centres (CTLCs).

In New Zealand, the initiative provides basic computer skills, internet skills, digital media and software curriculum to CTLCs located in rural and urban community centres, maraes, schools, libraries and church halls.

their initiative provides basic computer skills, internet skills, digital media and software curriculum to CTLCs

Microsoft®

MATUA VALLEY

Matua Valley Wines is looking forward to encouraging New Zealanders from all walks of life to join them helping protect our native forests for future generations.

Matua Valley Wines has come on board as the NZ Native Forests Restoration Trust's first corporate benefactor and is set to launch an innovative campaign designed to raise both awareness and funds.

New Zealanders keen to toast the Trust's good work and help them protect our native forests will simply need to purchase any of Matua Valley's products and text a special number on pack. Each text will see Matua and the Trust plant a seedling of the consumer's choice in one of its twenty-plus reserves throughout New Zealand.

A little WILL go a long way in preserving New Zealand's Native Forestry with Matua Valley and NZ Native Forests Restoration Trust.





NIELSEN MEDIA RESEARCH

Nielsen Media Research has made its mark in the non-profit sector by doing what it does best: producing first-class research that is also a world first.

The team at Nielsen Media Research established, as one of its core objectives, informing the business sector about diversity would help to ensure confident development of business strategies. The team quickly showed that the only research businesses had on social responsibility was out of date.

So to help non-profits make a difference — and business to make a decision — Nielsen Media Research took the lead. In a world first, the team has since delivered social research that spans hundreds of possible customer profiles and provides media and communications planning for promoting its message.

The initial research revealed that 62% of consumers have purchased a product or service based on a company's association with a worthy cause.

Already the findings have gone global, through both Robin Hood's business partners and Good is Gold: in-depth consumer profiling on the 'consumer who cares'. Not surprisingly, this consumer is an affluent and attractive target for most businesses.

OGGI



Hats off to OGGI for having in the past donated their billboard space to Guide Dog Services, Auckland Philharmonic Orchestra, Fight for Life, Wellington City Mission, Auckland City Mission, NZ Aids Foundation, World Vision and the Women's Health Action Trust.

NZ HERALD

The New Zealand Herald and Herald on Sunday support a wide range of organisations through various forms of sponsorship, including:

The Sky City Starlight Symphony, Coca-Cola Christmas in the Park, The Chinese Lantern Festival, Pasifika Festival, The St Patricks Irish Festival, Readers and Writers Festival, The Oddfellows NZ Comedy Festival, The Auckland Santa Parade and the Halberg Trust.

NZ MAGAZINES

New Zealanders have raised their voices to demand life-saving changes to breast cancer treatment in this country.

The Hear Our Voices petition was organised by New Zealand Woman's Weekly to highlight the fact that New Zealand's cancer treatment and survival rates are still considerably lower than those of many Western countries.

Research suggests that New Zealanders with breast cancer have a 28% higher chance of dying than their Australian peers.

The magazine successfully mobilised over 4000 people to sign the petition, outlining four points for change.

NZ POST

New Zealand Post makes a difference through Community Post, a sponsorship programme designed to support communities throughout the country by donating postage-included envelopes to local non-profit organisations.

By supporting the Books in Homes programme they bring the work of our top New Zealand writers and illustrators to Kiwi children.

Children also benefit from the New Zealand Post Book Awards for Children and Young Adults. The organization buys and distributes all finalist's titles to children in schools that are involved in Books in Homes.

In addition, NZ Post continues to help deliver dance to heartland New Zealand. They are a season sponsor of The Royal New Zealand Ballet's Tutus on Tour, which during February and March 2005 took world-class classical and contemporary dance to 49 centers from Kaitia to Invercargill.

THE RADIO NETWORK

When it comes to delivering a social message, radio is a powerful voice.

Partnering with Hubbard's and Robin Hood, The Radio Network presents the thought-provoking "Just A Minute" statements on its ZM network in prime listening time. Aired just before 8 o'clock on weekday mornings, these remind people that any one of us can make a difference as part of our daily lives.

In addition to this daily campaign, The Radio Network supports the Fred Hollows Foundation, Autism New Zealand, Muscular Dystrophy New Zealand and The First Tee.

Their philosophy: "If we can help make a social difference, then everyone is richer." That sounds like good business to us.





SOVEREIGN

Daily work with disability and life insurance claims means that people at Sovereign see how poor health affects many New Zealanders. They decided to do something about it — a programme that would be a living, breathing part of their culture, and that would inspire and involve everyone at Sovereign — so they created Sovereign Spirit.

In its first year, the Sovereign Spirit programme donated more than \$150,000 and reached more than 100,000 people in local communities around New Zealand.

Rather than nominate one long-term partner, Sovereign wanted to reach into the communities where its customers live, seeking out and supporting issues that would improve health and wellbeing.

So far their teams have chosen to support a wide range of programmes; from intensive health campaigns for kids at risk, to therapy for people with Multiple Sclerosis.

Sovereign's quarter of a million plus clients and advisers can also become involved through offering suggestions for upcoming regions via their website.



TOYOTA FINANCIAL SERVICES

Around one in ten Kiwis go boating every year. That's a lot of our nation out on the water, and it doesn't always go well.

This team knew the only reason our boat toll doesn't match our road toll is that Coastguard educate people, as well as turning up in times of trouble at sea.

Toyota Financial Services wanted to demonstrate support for New Zealanders simply being themselves, enjoying themselves safely and with peace of mind.

Dayskipper in Schools — a Coastguard educational program — was perfect.

This programme reaches thousands of school pupils, teaching them responsible boating: skipper responsibility, safe boat-

they wanted
to demonstrate
support for
New Zealanders
simply being
themselves



ing practices and what to do on board. Previously only available in Auckland, Dayskipper is now offered around the country thanks to the Toyota Financial Services sponsorship.

THE WAREHOUSE

Imagine never being able to help your kids with their homework, or to read a bus timetable.

A quarter of New Zealanders have such problems, and with an average of 1.2 million customers walking through the doors of The Warehouse every week, the team saw the power and potential of their opportunity to make a difference. The Warehouse has always strived to make a difference in peoples' lives and maintained the clear goal of putting people first. On this occasion the company was seeking an opportunity to address an important social need that was perhaps not getting the attention it deserved. The literacy cause was one that resonated with The Warehouse, but there was the challenge of bringing together New Zealand's three major literacy agencies under the umbrella of The Literacy Network so that issues could be addressed collectively across all ages and stages of society.

The shame and embarrassment associated with poor literacy mean that many people work hard to hide it. The Warehouse has helped boost the resources available to help those with literacy needs, with an over \$400,000 contribution to the cause.





UNITED FRESH/ 5 + A DAY

From humble beginnings of the 5 + A Day day to this year's 5 + A Day month, the fruit and vegetable message is gaining momentum. 5 + A Day, an education programme delivered in early Childhood Centres and Primary Schools, aims to encourage children to make eating a wide variety of fruit and vegetables from 5 colour groups as basic a part of life as dressing, washing and cleaning teeth. It is food with fun with a capital F - a colourful, interactive and physically active programme to get children and their caregivers involved! With 88% consumer awareness, the results of their programme are beginning to speak for themselves.

It is thanks to the produce industry's foresight and funding that so many New Zealand children have learnt the long term health benefits that fruit and vegetables provide.

With the potential to save nearly twice as many lives than are lost annually in road accidents, United Fresh took a stand and communicated the benefits of eating fruit and vegetables in the hope of reducing the burden on an already pressured health system.

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VODAFONE

They've been flat out at Vodafone unleashing passion at every corner! The *Vodafone New Zealand Foundation* over the past year has invested nearly \$1million in charitable organisations enabling them to continue their great work in the community. Having just announced the winners of the Vodafone NZ Foundation's *World of Difference* programme for 2006, they have for the 4th year running of this unique programme funded the salaries and expenses of passionate New Zealanders to work for a charity of their choice for a year.

Vodafone has a strong culture of volunteering and in celebration of this have just awarded through the Vodafone NZ Foundation five of their *Vodafone Volunteering Heroes* \$10,000 each to donate to the charity of their choice! These heroes live and breathe passion and really make things happen for these great organisations!

Vodafone have been delighted to have worked with AUT University in launching to the market the Skills-Exchange programme which enables employees of companies to find and apply for volunteering projects for themselves and their teams.

Accessibility and creating opportunity is the purpose of the relationship Vodafone has with the Royal NZ Foundation of the Blind. Currently there are numerous projects on the go involving many areas of Vodafone's business, integrating their people, technology and business resources.



WHITE PAGES®

When Kiwi kids have a problem, there's one place they can call for free professional counselling: *What's Up*, the phone helpline.

Some 45 percent of the issues raised by *What's Up* callers relate to relationships with peers, family and friends. One in seven callers is affected by bullying, the main reason pre-teens call the service.

White Pages staff believed that supporting *What's Up* wasn't just about substantial funding or about providing telecommunications services to the call line, though those things were critical. Raising the profile of *What's Up* was important too.

To raise awareness, White Pages took *What's Up* into almost every home and business in the country — in the most high-profile way the business could offer: on the cover of the White Pages. Further information about *What's Up* featured inside every White Pages directory.

It didn't stop there. White Pages extended support for *What's Up* to billboards, magazine lift-outs, online ads, a dedicated micro-site and its hugely popular *White Pages Art Awards and Charity Auction*.

Right across the 550-strong organisation, staff took the project to heart and initiated sponsorship of *What's Up* in their neighbourhoods. Activities ranged from firing up barbecues for fundraising events through to telling local school-children about *What's Up*.

As a result, *What's Up* now receives more than 1000 calls every day, double the numbers back when White Pages took up its sponsorship.

right across
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neighbourhoods

White Pages®



White Pages®
Helping What's Up to help
young New Zealanders.





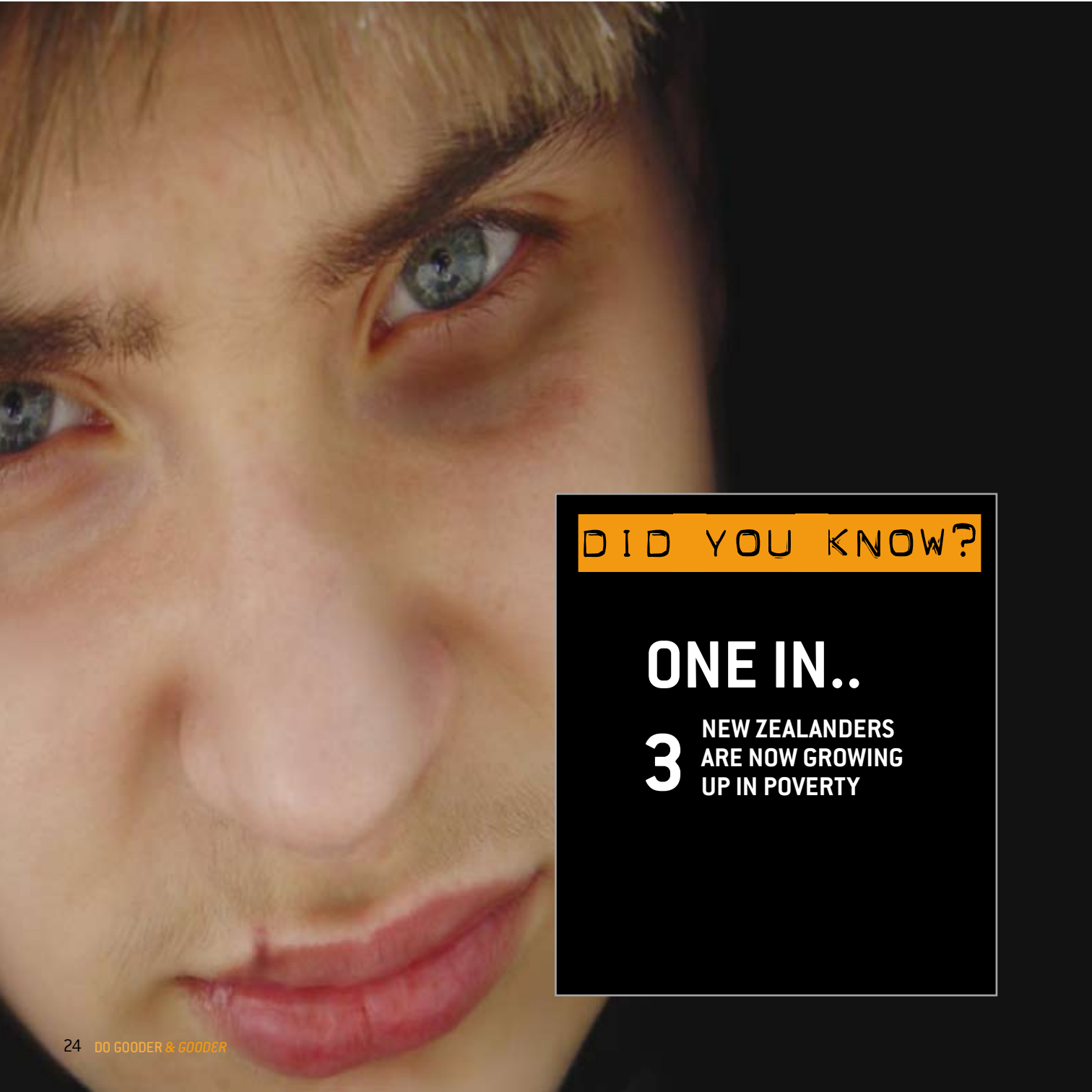
DID YOU KNOW?

ONE IN..
5 OF OUR YOUNG
PEOPLE IDENTIFIED
AS "AT RISK"



DID YOU KNOW?

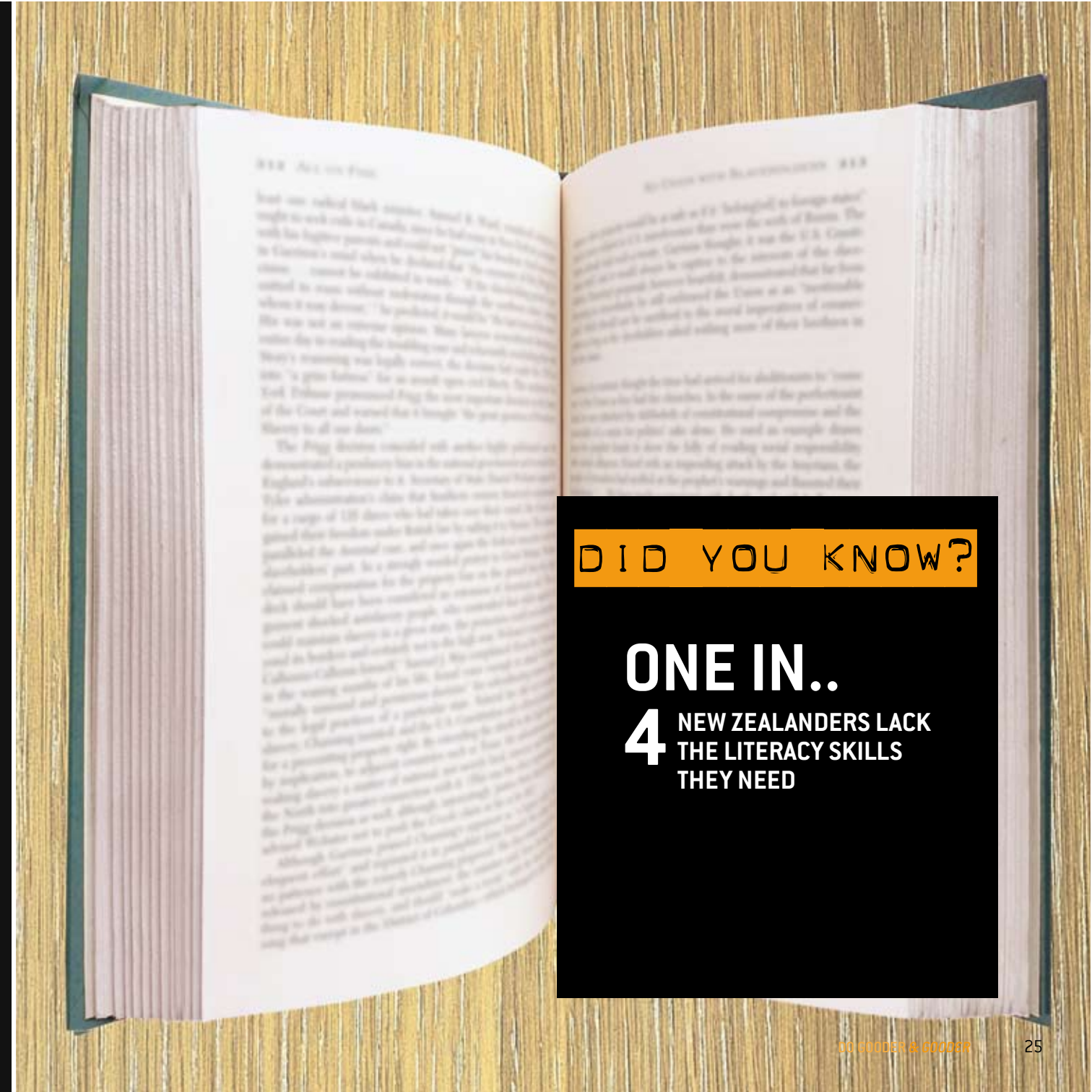
ONE IN..
3 YOUNG NEW
ZEALANDERS LEAVE
SCHOOL WITHOUT
QUALIFICATIONS TO
SIXTH FORM LEVEL



DID YOU KNOW?

ONE IN..

3 NEW ZEALANDERS
ARE NOW GROWING
UP IN POVERTY



DID YOU KNOW?

ONE IN..

4 NEW ZEALANDERS LACK
THE LITERACY SKILLS
THEY NEED

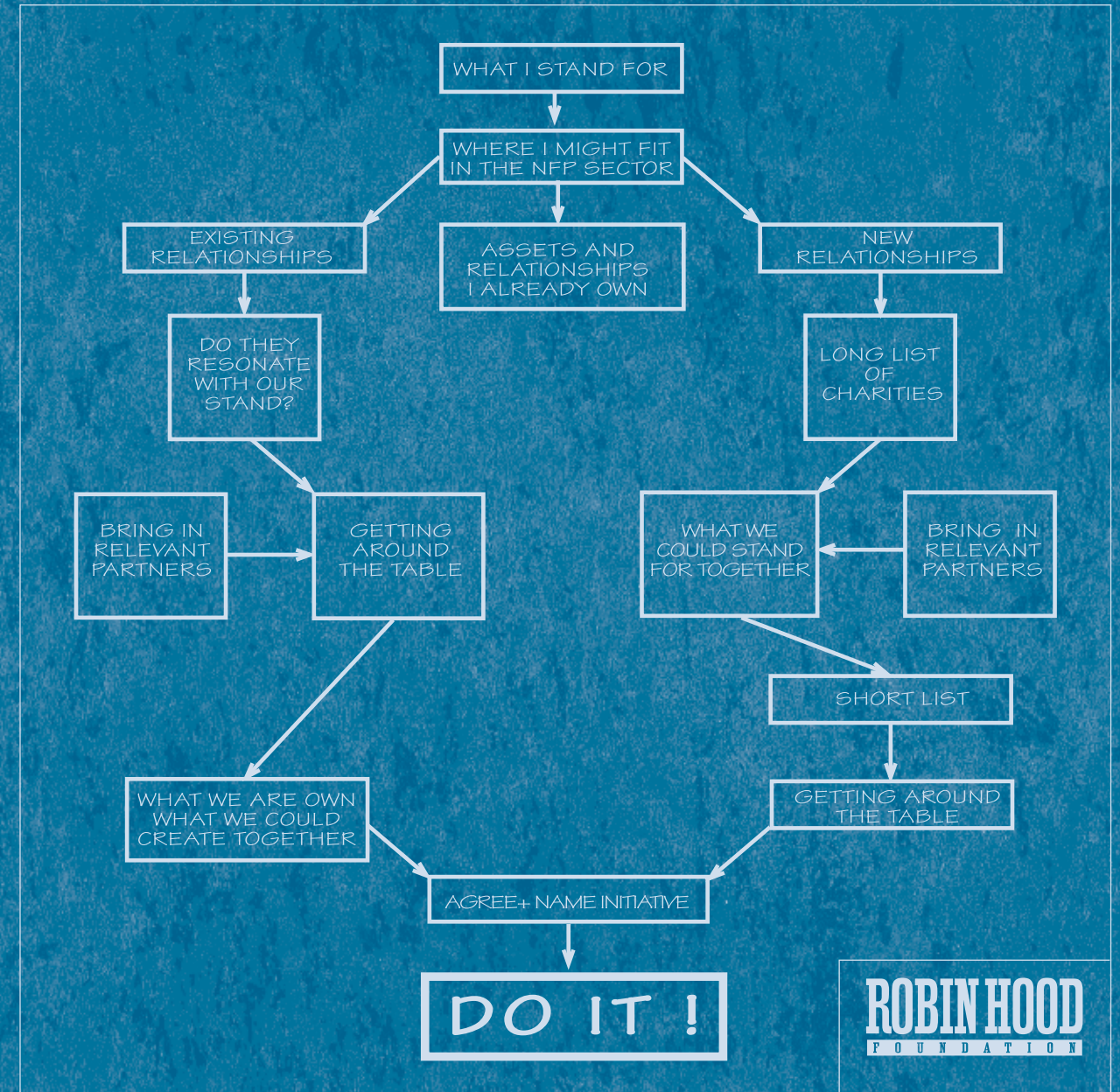


GETTING STARTED

FOR CORPORATES

You've seen the figures and you're raring to go — or you've been thinking about building a social reputation around your brand and you haven't started yet.

Robin Hood is here to help on the journey. We'll take you effortlessly through a tried-and-true strategic process, outlined here. We'll get you from go to whoa in whatever timeframe works for you. And if you'd like to go it alone, go for it: we hope the research, the processes and the case studies in this book will inspire you and help you to get there. We'd still love to hear how you get on and share your case study if you'd like to.



YOUR OPTIONS

NOW ITS TIME TO THINK ABOUT HOW YOU MIGHT BEHAVE IN MAKING A SOCIAL DIFFERENCE

WHAT DO YOU STAND FOR?

Answering this question is the first step for businesses keen to invest in social change.

Every day Robin Hood works with some of New Zealand's most innovative companies to help them think about, and then take, a social stand that fits their business and their core competencies like a glove.

Is this just another marketing connection? NO. We believe it's much more than this. It's the heart of connection: a match that makes sense — good business sense — to companies and consumers.

Companies start to recognise what they stand for when we get them to imagine that they don't exist any more. We can then help them to articulate why they exist as a business, and how their business helps people to live the lives they want.

This is the kind of thinking that doesn't come out of mission or values statements. Let's give you an idea...

You're an iconic New Zealand cereal manufacturer and what you stand for is "championing the local underdog — giving a voice to them". Hubbard's pursuit of this objective resulted in the 'Take a Minute' campaign, broadcasting at 8am every day, all over the country, on ZM radio. Take a Minute offers simple ideas on how make a difference.

You're a university, standing for "enabling our students and staff to take a lead in the social sector". This stand prompted the Auckland University of Technology to create a volunteering website that enables people to share their most valuable assets: their skills. The site is already recognised as having reached a global standard of best practice.

Now, round up your team and ask them: as a business, why do we exist? Now cut through the rhetoric and express it in sentences that start with:

We enable people to
We enable people to
We enable people to

Work at it until you've got at least three sentences completed. Don't worry if they're clumsy; it's the feeling behind them that counts.



Why is this harder than it sounds? Because businesses have a habit of expressing why they exist in terms of being the most innovative, best, fastest, smartest, and so on. They forget what difference their product or service actually makes to people's lives. Yet that life-changing experience is exactly what people are buying. It is the very core of your business, which will help determine your company's social stand and its natural partners.

Check out the case studies section of this book, and learn from some of the best in the business of doing good.

If you're a non-profit, follow exactly the same process: complete the three 'enabling' sentences and then ask yourselves what business or brands actually match your sentences.

FOR EXAMPLE:

We enable people to feel secure about providing for their families.

Think of finance houses, banks or stockbrokers.

We enable people to realise their potential by overcoming illiteracy or other obstacles to learning.

Think of the communications industry, newspaper and magazine owners, computer companies.

We enable people to reach out and talk to people when they need help.

Think of the telecommunications industry.

We enable people living in poverty to feed their families.

Think of all players in the food industry.

Check out the non-profit next steps on pages 34 & 35 of this book.

YOUR OPTIONS

Once you've worked out where to look for a good fit for your brand, the next step is working out specific options — and we can help there, too.

Now it's time to think about how you might behave to make a social difference.

1. You could become an awareness-raiser for an issue.
2. You could become a fundraiser.
3. You could form a collaboration between organisations in the social sector you have chosen to work with.
4. You could use existing business relationships to form partnerships that address the issue.
5. You could join the board of a non-profit and help direct its business strategy.
6. You could enable all your staff to volunteer one day a year in support of the cause.
7. You could share your great case studies with your other offices around the world, encouraging them to take a stand on this issue.
8. You could create a new product that generates income and awareness.

There are even more ways you can make a difference. It's your call.

Non-profits: think about exploring these new ideas in your next conversation with business.

We see the richest exchanges between businesses and non-profits coming from people, their ideas, their imagination, their skills and their networks — not just their chequebooks.

We make no apologies if you find the following names difficult to read...

Aids Foundation/ Auckland Post-Polio Support Group Inc/ Care NZ/ Challenge Trust/ Child Cancer Foundation Northern/ Crohns Ulcerative Colitis Support Group/ Family Life Education Pasefika - FLEP/ Integrated Support Services/ Argosy House/ Ngaroma Centre for Psychological Stress/ Pakuranga Children's Health Camp/ Pasifika Healthcare/ PHAB/ W.A.L.S.H. Trust - Community Support Service/ Women's Health Information Unit/ Auckland Women's Refuge/ Clendon/ Manurewa Whanau Support Services/ Tough Love Auckland Inc/ Friendship House/ Papakura Marae Health & Social Services/ Anger Change Trust Auckland/ CPS Training/ Youth Horizons Trust/ Lake House Arts Centre/ The Brain Injury Association Northland/ Stroke Foundation NZ Inc/ National Foundation for the Deaf/ The turning Corners Charitable Trust/ Whangarei Budgeting Service/ Adult Literacy Inc/ Citizens Advice Bureau/ Christchurch Budget Service Inc/ Community Child Health and Disability Service Auckland Healthcare Central/ Families Apart Require Equality/ Parenting with Confidence Inc/ Parent and Family Resource Centre/ Out of School Care Network/ NZ National Maritime Museum/ Victims Referral & Assistance Service/ Make-A-Wish Foundation of New Zealand Trust/ Quality of Life Trust/ Occupational Overuse Support (New Zealand) Inc/ Youth Health Trust/ Alzheimers Auckland Inc/ Business In The Community/ Fitness NZ/ Phobic Trust of New Zealand/ NZ Childcare Association/ Mindscapes International/ NAOSCAR/ Kindergarten New Zealand Inc/ The Victims of Crime Assistance League Inc NSW (VOCAL)/ Auckland City Mission/ New Zealand CCS Inc/ Mission Australia/ Equal Voice at Auckland Theatre Company/ Life Line New Zealand/ SPELD NZ/ Building Bridges Trust/ Child Development Foundation/ CCS/ Manukau Enterprise & Employment Trust-Enterprising Manukau/ First Foundation/ Herpes Foundation/ Manaaki House/ Procure Medical/ Spectrum Care Trust - Te Kahukura Atawhai/ Ara-Tu-Tika Trust/ Auckland New Ventures/ Gambling Problem Helpline Service/ Presbyterian Support - Home Care/ NAOSCAR- Out of School Care Network/ The Personal Advocacy Trust/ HOHEPA AUCKLAND/ Ahu Whatatika- Challenge Violence Trust/ EDGE Employment/ Anglican Trust for Women and Children/ Outward Bound/ Rape Crisis Auckland Inc./ The Outward Bound Trust of New Zealand/ Auckland Community Church/ The New Zealand Federation of Family Budgeting Services Inc./ Family Information Service/ Eleazar Family Support Trust/ Diabetes Projects Trust/ Wahine Malosi Charitable Trust/ Disabled Citizens Society Inc/ Grandparents Raising Grandchildren Trust/ Koanga Institute/ Brain Injury Association (HB) Inc/ Odyssey House/ Pacific Island Women's Health Project/ Te Whanau O Waipareira Trust/ Victim Support/ Womens Refuge North Shore/ The Youth Horizons Trust/ YMCA/ Pregnancy Help Canterbury Inc./ Adult Literacy Palmerston North/ Auckland Refugee Council (Inc)/ Raeburn House/ Wesley Community Action/ Family Planning Association New Zealand/ Auckland Philharmonia/ UNICEF New Zealand/ Habitat for Humanity/ CanTeen/ World of WomIn/ Hibiscus Coast Hospice Charitable Trust/ Te Pasefika Health Trust/ Star Sign Café/ Internet Safety Group/ NetSafe/ The New Zealand Native Bird and Animals Rescue and Rehabilitation Trust/ FADE/ Foundation for Alcohol and Drug Education/ ESOL (national Association of ESOL Home Tutors)/ Storylines Festival (Children's Literature Foundation of NZ)/ YWCA Auckland/ N.S.M.S.S. (North Shore MS Society)/ New Zealand Association for Adolescent Health & Development/ Project k/ Diabetes Auckland/ SPINZ (Youth Suicide Prevention Information New Zealand)/ Age Concern North Shore/ Alpha employment Training Ltd/ Amitabha Hospice Service/ Banking Ombudsman/ Birthcare Auckland Limited/ Blood Services NZ/ Boys Brigade/ Home and Family Society Inc/ KIDS FOUNDATION/ Auckland Cancer Society/ Child Cancer Foundation/ Computers In Homes as an initiative of 2020 Communications Trust/ Auckland University of Technology/ Students In Free Enterprise/ Skylight/Abilities Incorporated/ Te Hatu Manawa Maori/ Auckland Deaf Society/ Cardiac Inherited Disease Group/ NZ Kindergartens Inc/ Literacy Aotearoa Inc./ City of Manukau Education Trust/ New Zealand Bipolar Network/ The Christchurch Primary Schools Cultural Festival Trust/ New Zealand Federation of Family Budgeting Services/ Stepping Stone Trust/ Eating Difficulties Education Network/ The Christian Service for Dispute Resolution Inc - trading name is Resolve/ AA Driver Education Foundation/ Christchurch Methodist Mission/ Alcohol & Drug Service (CADS)/ Auckland Society for Music Therapy/ Centres of Mutual Aid North Shore/ Cornwall House/ Homai National School for the Blind/ Impaired/ Kelston Deaf Education Centre/ Age Concern/ Bethany Centre/ Otahuhu Home Budgeting Service/ Presbyterian Support - Macpherson Group/ Barnardos Counselling Services / Copeland House/ Playcentre Auckland Association/ Youthline Counselling Service/ Lions-Skills For Living/ Neighbourhood Support NZ/ New Zealand Motorcycle Safety Consultants/ Papatoteo Adolescent Christoe Trust (P.A.C.T.)/ Parentline HB Inc/ Parents Centre New Zealand/ West Auckland Hospice/ The Leprosy Mission NZ/ Asia 2000 Foundation/ The Children's Autism Foundation/ SPELD Auckland/ Homeworks Trust/ Mount Maunganui Lifeguard Service Incorporated/ FRIENDS OF WOMENS REFUGE CHARITABLE TRUST/ Lifestyle 2000/ Hamilton Budgeting Advisory Trust/ Environmental White Water Park Trust/ The Rotary Club of Waitakere City/ Sarah Jane Trust/ Attitude/ Brainwave Trust/ Dress For Success Auckland/ Learn and Live Ministries Charitable Trust Inc/ Malaghan Institute of Medical Research/ Rhema Broadcasting Group Inc/ Royal NZ Plunket Society/ SAFE Network/ Potikohua Charitable Trust/ New Zealand AIDS Foundation/ Pacific Foundation New Zealand/ The Gifted Kids Programme/ Sudden Infant Death Charitable Trust/ Paralympics New Zealand/ Touch Compass Dance Trust/ Manalife/ Epilepsy New Zealand/ Royal New Zealand Foundation of the Blind/ Global Youth Foundation Inc/ ATC EDUCATION UNIT/ Project StarJam/ Problem Gambling Helpline Service/ Child Development Foundation/ Kiwi Can/ Bi-ZInfo/ Variety-The Children's Charity/ Inzone/ Cholmondeley Children's Home/ SK8GO - Hope 2000/ Auckland University Engineering Society (AUES)/ Mental Health Foundation of New Zealand/ Heart Children NZ/ Accommodation for Mental Health Society (AMHS)/ Cerebral Inc/ Waitakere One- Mental Health West/ M.E. Social Mental Health/ Multiple Sclerosis Society/ Special Service & Research Trust/ Te Pua Pohutukawa/ Focus Shore/ Manukau Youth Centre/ Muscular Dystrophy Support & Awareness Group/ Leukaemia & Blood ing Service/ Floyds Creative Arts Charitable Trust/ New Zealand Underwater/ Kidney Kids of NZ/ Spirit of Adventure Trust/ Papakura Budget Service Inc/ ASH (Action on Smoking and Health)/ EBAT Charitable Trust/ Recreate Auckland Trust/ Friends of Refugees Trust/ Look Good Feel Better/ Puawai Charitable Trust/ First Foundation/ Parkinsons New Zealand/ Womens Health Research/ Carers New Zealand/ ECPAT NZ Inc/ New Zealand Pacific Child Health Advancement and Research Trust (CHART)/ Cure Kids/ George Parkyn National Centre for Gifted Education/ Theatresports Youth Programme/ Family Matters Foundation (NZ) Inc./ South Auckland Caregivers Association Inc/ Auckland Festival of Photography Trust/ Impact Travel/ Little River Volunteer Fire Brigade/ Twin Productions Trust/ Wakatu Dance Theatre Trust/ Napier Family Centre/ Auckland Festival of Photography Trust/ Christchurch Supergrans/ Wakatu Dance Theatre Trust/ Auckland Family Counselling and Psychotherapy/ Access Ability/ Advocate/ Alcohol Advisory Council of NZ/ Anorexia & Bulimia Family Support Group/ Apert Network/ Arthritis Foundation/ Asbestos Disease Association of NZ/ Ashley Cottage/ Brain Injury Assn Auckland Inc/ Bridge Programme/ Cancer Society of NZ, Auckland Division/ Chest & Tuberculosis Association (Inc)/ Conductive Education Foundation (Auckland)/ Cot Death Assn (NZ)/ Creative Abilities/ Disability Information/ Health Advocates Trust/ Homecare/ I H C Northern Regional Office/ Immunisation Advisory Centre/ Fertility NZ/ Kari Centre (formerly CCAFS)/ Kidney Society Inc/ Make-A-Wish Foundation of NZ Trust/ Midwives Collective/ Narcotics Anonymous/ Pacific Islands Drug & Alcohol Services (PIDAS)/ RADs: Auckland Regional Alcohol & Drug Service/ Spina Bifida Support Group/ St Luke's Community Mental Health Centre/ Talk Link Trust/ Te Puna Hauora Health & Social Services/ Tranx Services Inc/ Family Support Centre/ Lifeline Auckland/ Relationship Services/ Tamaki Ki Raro Trust/ Te Manawa O Hine Centre/ Tu Wahine Trust/ Waitakere Abuse & Trauma Counselling Service Inc/ Women's Centre - Auckland/ Women's Centre - West Auckland/ Awataha Marae Inc Society/ Chinese Lifeline/ Methodist Mission Northern/ Foster Care Assn Auckland Inc/ Kidslife/ Life Education Trust/ Te Whare Rangimarie Trust/ West Auckland Family Services/ Youthlaw / Tino Rangaitiranga Taitamariki/Auckland Kindergarten Association/ Child Abuse Prevention Service NZ Inc/ New Zealand Down Syndrome Association/ StarDome - Auckland Observatory & Planetarium/ Street Youth Ministries/ The Kids Help Foundation Trust/ Auckland Sexual Abuse Help Foundation Charitable Trust/ The Meningitis Trust/ The Motor Neurone Disease Association of NZ Inc/ St Chads Communication Centre/ NZ National Singing School/ Ambury Park Centre for Riding Therapy/ Asian Health Support Service/ Auckland City Mission Social Detoxification Service/ Auckland Regional Methadone Services (ARMS)/ Autism NZ, Auckland/ Bum Support Group/ Child Health Research Foundation/ Citizen Advocacy Auckland Inc/ Downs Syndrome Assn/ Epilepsy Association of NZ Inc/ Framework Trust/ Haemophilia Foundation of NZ Inc/ Home Birth Association/ Immunisation Awareness Society/ Justice Action Group/ Medic Alert Foundation NZ Inc/ National Audiology Centre/ Needle/Syringe Exchange Prog/ ADIO Trust/ Ngati Whataua O Drake/ North Harbour Home Care Inc/ NZ Association of Professional Hypnotherapists/ NZ Endometriosis Foundation Inc/ Pacific Island Home Services Trust/ Pacific Islands Mental Health Service/ Paraplegic & Physically Disabled Auckland/ Parent Care/ Protected Employment Trust (Auckland)/ Pryde Hugs not Drugs/ Qutline (Smoking)/ Raukura Hauora O Tainui Trust/ Richmond Fellowship of NZ/ Stroke Foundation Auckland/ Stuttering Treatment & Research Unit/ Tai Ho Mai/ Twin & Multiple Birth Loss NZ Inc/ Wilson Centre for Children/ Womens Health Action/ Agender/ Alternatives to Violence Project/ Auckland Refugees as Survivors Centre/ Domestic Violence Centre (SAFINET)/ Job Connections/ Te Ara Hou/ Te Ata West Auckland Mental Health Support Trust/ Te Tai Awa O Te Ora/ Te Whanau Tuhoonotia Trust/ Te Whare Ruruhau O Meri/ Waitemata Health Community Health Services/ Womens Refuge Western and Outreach Vvava/ Working Women's Resource Centre/ Auckland Latin American Community Inc/ PIERC Education/ WADCOSS/ Baptist Action Youth Hostel/ Barnardos New Zealand/ Campbell Lodge, Family & Community Mental Health/ Dingwall Trust/ Heartbeat City Ministries/ SafeKids/ W.A.Y.S. West Auckland Youth Service/ Franklin District Library Trust/ Alcoholics Anonymous/ Allergy New Zealand/ Antara Free Natural Health Clinic/ Deaf Association of NZ/ Disability Resource Centre/ Eating Disorders Association/ Higher Ground Drug Rehabilitation Trust/ Mt Roskill Union Community Health Service/ Pohutukawa/ Schizophrenia Fellowship/ Sexual Health Service (Auckland)/ Speakeasy Association NZ Inc/ Stewart Centre Services/ Tai-kura Trust/ Te Puau Ora/ Te Puawai Aroha Ki Otara/ Women's Health Council Auckland/ Women Survivors of Sexual Abuse/ Sexual Abuse/ Refugee Foundation of New Zealand/ Presbyterian Support - James Family/ Barnardos Parent Help Line/ Care for Kids supervised Access Centre/ Monte Cecilia House Trust/ Seasons (Groups for Children)/ Yellow Ribbon NZ/ NZ LAM Charitable Trust/ Family Help Trust/ Learning & Behaviour Difficulties Charitable Trust NZ/ New Zealand Endometriosis Foundation Inc./ Parent to Parent New Zealand/ Hohepa Canterbury/ Asthma & Respiratory Foundation of New Zealand (Inc.)/ Te Waipounamu Maori Womens Welfare League/ Aotearoa Youth Initiative Trust/ The Faraday Centre/ Ronald McDonald House Charities/ Schizophrenia Fellowship Canterbury/ Disability Equity And Lifestyle Support Inc/ St John/ The Workchoice Trust/ Miscarriage Support Auckland Inc/ Women's Refuge/ SENZ Training and Employment Centre/ Workbase/ Children's Literature Foundation of NZ/ COMET (City of Manukau Education Trust)/ What's up/ Books in Homes part of the Alan Duff Charitable Foundation/ Resources To Schools Charitable Trust/ Human Development and Training Institute/ Workbridge/ The Immunisation Awareness Society Inc. (IAS)/ St Joseph's Mercy Hospital/ New Zealand Register of Exercise Professionals (REPs)/ Workforce Auckland Inc/ NZ Nutrition Foundation/ National Association of ESOL Home Tutor Schemes Inc/ Wellington & Region NeoNatal Unit Charitable Trust/ Presbyterian Support Northern/James Family/40+ Employment Support

These non-profits are having as much difficulty at finding partners.



BRANDS ACROSS

A single business can place brands in markets all over the world in a consistent way, so that the brands' core promise remains unchanged.

So why do these brands fail to carry that consistency through to their social stand, and instead support a different cause in every market?

For some reason companies treat this part of their business — the social contract — as secondary.

The Robin Hood Foundation advocates replacing this 'hobby' approach with a strategic one, thus ensuring that the social reputation of a brand will follow it around the world.

Just imagine you created Live Aid: would you use it in only two markets and apply 15 differing strategies in all the other markets?

Just imagine your social strategy went global.



BORDERS

Globalised businesses can ensure that wherever your brand sits, it is consistent in its messages.

Just imagine that in every corner of the world your brand stood for one thing — whether literacy, clean water, training people for work, building houses for the homeless or eliminating violence in the home.

Just imagine how your stories would multiply into your global impact on the issue.

And just imagine the different kind of learning you would gain from your colleagues, as you each innovated new ways of making a difference.

We encourage all our business partners to invite their colleagues in other markets into our process. If it makes sense here, chances are it will make sense in Brisbane, Beijing, Boston and Birmingham.

A CASE IN POINT:

Approximately 55 million people across the globe wear a LIVESTRONG™ wristband in support of people living with cancer.

www.livestrong.org



GETTING STARTED

FOR NON PROFITS

THE ROBIN HOOD PROCESS

The process outlined on page 27 can be used by non-profits as well as businesses, with a few adaptations.

GET OUT THE WHITEBOARD WITH YOUR TEAM AND WRITE SOME STATEMENTS ON:

- What you stand for
- Who you make a difference to and how
- What your assets are
- What you could create in conjunction with business
- What the world looks like without you in it.

FOCUS IN ON YOUR OWN STORYTELLING.

Here's a domestic violence example:

What needs wouldn't be met if you didn't exist?

The children and mothers who suffer every day.

Who is disadvantaged and why?

All families who are trapped and do not feel understood.

What social research proves this?

One home in seven is home to domestic violence.

How do you provide hope or solutions?

Through intervention, counselling and education.

SO THE OUTCOME IS?

- Keeping one in seven families safe
- Empowering families to break the cycle
- Providing a safe place for children to heal and move on

WHAT BUSINESSES MIGHT MATCH YOU?

- Security companies
- Insurance companies
- Car manufacturers

WHAT COULD YOU STAND FOR TOGETHER?

Awareness-raising, fundraising, calling for volunteers, identifying professional skills they could share with you, on-pack communications campaigns and more.

PLAN THE PROJECT

- Name your initiative
- Set realistic goals
- What companies might stand for what you stand for?
- Your new language to funders / partners

NOW IDENTIFY..

- Project leader
- Project team
- Project timeline
- Project resources needed
- Project outcomes and how we measure them
- Communications plan

Lastly, we recommend you approach a business once you've clarified that what it stands for is a good match with what you stand for. Be open to simply sharing that fact and asking the company for ideas on how it could help, rather than presenting it with a final sponsorship proposal that seems like a fait accompli.

☉ Imagine if doing good was the baseline, if everybody did it, if all businesses thought about giving back to the community they draw their revenue from and did it habitually – what a powerful force that would be! That could transform a nation!

JANE SWEENEY



AdAid is a brand-new Robin Hood initiative to provide a media voice for non-profits with no previous access to one, through pro-bono donation of advertising — including production and media placement.

NON-PROFITS

This is your chance to get pro-bono help to secure the exposure you need. Simply fill out the briefing form at www.adaid.org.nz. We'll call you and check anything that's not clear, and then we'll post it on the website for every advertising agency, media college and university in the country to pick from. Once they remove your campaign from the site they'll call you — which means you've just found a pro-bono agency. When your ad has been produced, we'll load it back up on the AdAid site so that all media owners in the country can view it and choose to run it for you pro bono.

ADVERTISING AND COMMUNICATIONS AGENCIES

You click on a link at www.adaid.org.nz and there, waiting for your skills, are dozens of non-profits to whom you could make a world of difference — just by picking one and creating a relevant campaign for it pro bono; in print or on radio, billboard, internet or TV.

All listed non-profits will have been assisted to complete our 101 checklist, ensuring that you receive an industry-standard creative briefing sheet to work with. It's our job to ensure this process is as easy as it can be for you.

MEDIA OWNERS

You navigate the selection of great creative ads at www.adaid.org.nz, choosing the one that best deserves your donation of advertising space.

For many non-profits this is the first time they have had a voice, an opportunity to tell people how they offer or need help. For many it will be the very first ad they have ever run. So by donating even one space, you've made a difference. And what a great creative showcase you'll have to choose from.

All media donors to Robin Hood's AdAid will be acknowledged in our inaugural AdAid Heroes List, which will be promoted to all our business partners.

OTHER BUSINESSES

Participation in AdAid extends beyond agencies, media and non-profits.

By volunteering one day a year, staff of your company can help non-profits complete the agency creative briefing form and help Robin Hood run the related 101 clinics for non-profits. Imagine seeing the resulting multi-media advertising campaigns!

When you have bonus media space, donate a percentage to a non-profit campaign of your staff's choice.

Finally, you can help make heroes out of our media donors: the media who run the ads for free. We'll update you with the list of names and show you the ads they ran, and you can acknowledge them by sending them a 'good on you!' email. Better still: send some advertising their way in appreciation of their stand.

TELL THE STORY

British consumer research says that only one business in three is any good at letting consumers know what it stands for socially. We suspect the same is true here. If you have an inspiring social stand that matches inteli intelligently with your brand, why keep it a secret?

YOUR SOCIAL STAND IS:

- the very best brand story you've got to tell
- the best point of competitive difference you've got to talk about
- the best new product launch you could have on your marketing calendar

TELL THE STORY:

- on packaging
- in your existing advertisements
- in your call-waiting message
- in the conversation with your sales reps and merchandisers
- in your recruiting messages

The marque is awarded to business partners who rate as making a measurable social difference.

We take you through:

- 1 Understanding your place in the social sector
- 2 Utilizing a strategic rather than an ad hoc approach
- 3 Inspiring leadership behaviour
- 4 Action and measurement
- 5 Your Return on Investment Template

SHOUT IT OUT



Making a Measurable Difference

ROBIN HOOD
FOUNDATION

Through being awarded the Robin Hood Foundation marque, you can communicate to your consumers that you're a socially proactive company.

Remember, 62% of New Zealanders have actually bought a product or service because of its association with a charity or worthy cause.

The Robin Hood Foundation Marque is a signature of what you stand for, and can be used in any of your product promotional or communications materials – from annual report through to product pack. The process is straightforward and simple. Better still, it's free to members. Talk to us soon about the use and application of the marque.

MEMBER BENEFITS

AUDIT

An independent Social Responsibility Audit and Report on your business that will:

- Measure your business against your industry's statistics.
- Assess the current value of what you do.

WORKSHOPS

Your membership entitles you to these workshops. They will put all your staff in the picture, enable each to contribute, and provide strategies to take your stand to market.

It's time to take what you stand for out of the silo and enthuse your entire organisation. These workshops will enable all your staff to own a piece of the pride and provide strategies to take your stand to market.

ENGAGE

CHECK YOUR BRAND HEARTBEAT

Find out how your company's reputation stacks up against your competition.

- > What do you stand for?
- > What do they stand for?
- > Competitive differentiation opportunities.
- > Scoping the opportunities.

CONNECT

HIT THE IGNITION

- > Get to know the relevant social sector, meet a selection of partners to get the right fit.
- > Agree on an inspiring social contract
- > Name your initiative and let's kick off the project.

INTEGRATE

CONNECT THE TEAM

- Project Team workshops to:
- > Specifically identify how each individual or team contributes to the whole
 - > Cross functional team alliances and team leadership experience models.
 - > Action plans and internal measurables are included.
 - > Leadership Projects.

LEVERAGE

TELL THE STORY

- > Identify all the touch points where you can leverage your social stand.
- > On pack, in media, in store – everywhere.
- > Develop the stories that you can tell consumers.
- > Addresses specifically each stakeholder group.
- > Coach all your staff into becoming part of the story.

ADDITIONAL WORKSHOPS

90 minute workshops.
[Costs available upon request].

WORKSHOP FOCUS:

- Who are you?
- What do you stand for?
- Where would you BE and HOW?

HOT GOSSIP

A quality newsletter update that keeps you up to date, delivers you soundbite-format global trends, inspiring case studies, and local research.

MEMBER-ONLY WEBSITE CONTENT

- Latest Research information.
- Templates and logos to demonstrate and maximise your association with Robin Hood Foundation.
- Press releases [designed for use in your business].
- Contact details for all members
- Access to leading social responsibility information via global website link.

Please support us by joining us. \$4995 incl GST per annum – totally tax deductible.

WHY IT MAKES SENSE

Here's what our partners have to say

Thank you your session and guidance was fabulous, frankly the best I've ever seen.

This is an invaluable service for us as we have neither the resource or expertise to do it even half as well.

We believe that genuine community involvement by a corporate should extend a lot further than simply writing a cheque or dispensing free product. We want to promote the 'hand up, not hand out' culture and engage meaningful ways with those sectors where we can do most good. In partnership with Robin Hood, IBM New Zealand is moving toward that goal.

The Robin Hood Foundation has the potential to be the catalyst in creating powerful, innovative partnerships which will: build a confident and safe New Zealand and give business a leadership role in building a positive future for this country.

Katrina Troughton
Managing Director
IBM NZ

Wayne Gobert,
National HR Manager IAG
Personal Insurance

Jane Drumm,
Executive Director Domestic
Violence Centre

Alison Sykora,
Region Corporate Affairs
Manager Coca-Cola Oceania

ARE YOU IN OR OUT?

THE ROBIN HOOD FOUNDATION IS A GROUP OF PEOPLE WHO BELIEVE BUSINESS CAN (AND SHOULD) BE DONE DIFFERENTLY. MEMBERSHIP ISN'T JUST A BADGE; IT'S A SET OF VALUES.

◎ Robinhood enables companies to take the journey towards defining themselves in a non-traditional way. Not by what they sell, what they make, or who their customers are. Robinhood can enable a company to define itself by who it helps.

It is a journey that is enlightening, thought-provoking and engaging, the outcome from which – when undertaken with passion and rigor – is that most sought after of corporate attributes: respect.

SHARON HUNTER



INTRODUCING... ROBIN HOOD



Robin Hood Foundation Board Members

Jude Mannion
CEO
ROBIN HOOD FOUNDATION

Nick Jones
General Manager
NIELSEN MEDIA RESEARCH/
ACNIELSEN

Lynley Kirk Smith
MARKETING CONSULTANT

Sandra King
Group Sales & Marketing
Manager
FAIRFAX NZ LTD

Sharon Hunter
Director
HUNTER POWELL INVESTMENTS

Alison Sykora
Regional Corporate Affairs
Manager
COCA-COLA

Jane Drumm
Executive Director
DOMESTIC VIOLENCE CENTRE

Vivienne Bridgwater
General Manager
Communications and Marketing
AUT UNIVERSITY

Gary Browne
CEO
OMNI GROUP

Jane Sweeney
CEO
PORTER NOVELLI NZ Ltd

Allison Roe MBE
Director
ALRO EVENTS LTD