

New Zealand  
2008 Foundation | Annual Update

# Lead with each other\*

In our communities

\*connectedthinking

PRICEWATERHOUSECOOPERS 

# Lead Trustee's Message

The period since our last Annual Report has been significant for developing the PwC Foundation and for the engagement of PwC people in the Foundation initiatives. We now have some great stories to share about our commitment to our communities, and the difference that we can collectively make. Importantly, we can now show that focus on our charity partners enables our involvement to have a noticeable impact.

Earlier this year we asked you to participate in a survey which sought your views on the direction of the Foundation. We asked you what you want us to support and how you want to engage with us, and be kept informed of the Foundation initiatives.

Your responses told us your top five cause areas remained major diseases / medical research, child welfare / families, education, conservation / environment and youth at risk. You affirmed that you agreed with our choice of charity partners and that it is important to you that we support charities whose work is undertaken in New Zealand. You also told us that you want to know how the funds donated by us are spent by our charity partners and that we could improve our level of communication around this.

Overall, you told us the Foundation performance rated as 'good', so we know we have further work to do.

And, lastly an overwhelming 80 percent of participants supported continuation of our Shave for a Cure fundraiser for the Leukaemia & Blood Foundation.

So, how engaged are you with the Foundation initiatives? In the year to 30 June 2008, one in five of us took part in a volunteer day activity, one in four were involved in providing pro bono services and over \$200,000 was donated to various charitable purposes.

Obviously, none of this could have been achieved without the input of the many champions across the firm who support each initiative. We thank you all for your participation. I would also like to acknowledge the Trustees as a group – John Harvey, Keren Blakey, Karen Shires, Richard Longman, Malcolm Hudson and Steve Brocklebank – for it is they who are the drivers for much of the Foundation's work.

Finally, an observation that our support for our local communities is as much about us receiving as it is about us giving. What we get back: that sense of fulfilment that comes with supporting others and meaningful connections within the teams in which we work at PwC are two rewards that come to mind straight away. Let's not lose sight of this.

On behalf of all the Trustees, thank you for your support over the last four plus years and we look forward to your continuing support.

Kathryn Roberts  
Trustee

## The Trustees



Kathryn Roberts



John Harvey



Keren Blakey



Karen Shires



Malcolm Hudson



Richard Longman



Steve Brocklebank

# The Four Pillars

The Foundation's activities centre on the four pillars of our Global Communities programme:

- Volunteering
- Provision of Professional Services
- Corporate Community Leadership
- Giving

## 1. Volunteering

The Foundation promotes and facilitates volunteering and contribution opportunities for all our people. Whether individually or in teams, volunteering initiatives give practical hands-on help to community groups or they may involve our people volunteering services in their own time with the firm's support.

It's about getting out there and doing it and making a difference in a practical and tangible way. Volunteering is a great way to bring together the knowledge, expertise and enthusiasm of our people to help change the lives of others.

In the past year, 202 staff and partners took "Volunteer Day" leave and worked in 20 different activities, investing more than 1,450 hours in:

- Helping build houses
- Planting trees on Hauraki Gulf islands
- Helping wrap Christmas gifts for the City Missions
- Clearing weeds on reserves

It's a great way to get to know your colleagues while also giving back to your communities.

## 2. Provision of Professional Services

These include both pro bono and very discounted services and can be across all lines of service.

The firm continues to be involved in providing pro bono services to charitable organisations such as:

- Cochlear Implant Foundation
- Laura Fergusson Trust
- Leadership New Zealand Trust
- World Vision
- First Foundation
- Dress for Success
- Spirit of Adventure Trust Board

Cover page: Shave for a Cure - Auckland

Around 100 community organisations have benefited from PwC services in the past year, with more than 20 per cent of these organisations coming within the cause areas you identified as being in your top five preferences. Almost 300 people spent an average of 16 hours each in providing these services – close to 5,000 hours of professional staff time was spent on engagements across the firm either on a pro bono basis or discounted basis.

*On behalf of Volunteer Wellington and the Wellington Region Foundation Corporate Challenge I would like to thank your volunteer team for the wonderful work they completed at the Makara Peak Mountain Bike Park. They were a very lively and enthusiastic group and I am told they exceeded the desired length of track scheduled for the volunteer day. The team achieved even more than was expected which is indicative of the hard work they put into their volunteer day. Could you pass on my thanks to all the team.*

*Judy Kerr - Coordinator Volunteer Wellington*

Volunteers at a tree planting day - Auckland (below)



### 3. Corporate Community Leadership

This pillar aims to provide funding and support to developmental activities and projects that align well with PwC values including mentoring programmes, sponsoring and giving awards. These initiatives are generally focused on long term impacts. The five key programmes over the past two years have been:

1. PwC Foundation Aspire Scholarship
2. STARS mentoring programme through the Foundation for Youth Development
3. Dame Malvina Major Emerging Artists (DMMEA)
4. Volunteer Awards Scheme
5. Dress for Success Suit Drives

*We remain in a state of great excitement after last week's Shave for a Cure events throughout the country. It was truly wonderful to see this incredible fundraising outcome, demonstrating such generosity, team support, energy and enthusiasm across the company. It was great to have met the brave Wellington 'Shavees' and 'Colourees' a few days down the track and hear of the fabulous feedback they had experienced when talking to colleagues and friends of what they had done.*

*Pru Etcheverry Executive Director - Leukaemia & Blood Foundation*



South Island - CureKids adventure race (right)  
North Island - CureKids adventure race (below)



#### PwC Foundation Aspire Scholarship

This was launched in 2005 to provide Year 13 students with an opportunity to apply for a university scholarship towards the costs of their tertiary education. It is targeted at students in lower decile schools and from lower socio economic backgrounds.

Participation is by invitation only. In 2008, 68 schools (with a decile rating between one and seven) across Auckland, Hamilton, Wellington, Christchurch and Dunedin were invited to nominate a qualifying student for a scholarship.

Winners received a number of benefits including:

- \$7,000 during their four year degree with a further \$1,750 paid for a qualifying fifth year
- The opportunity to develop valuable business relationships and networks
- The opportunity to work as a summer intern at the end of their third year

To date 13 scholarships have been awarded between 2005 and 2007. The Trustees are delighted that Melissa Redfearn, a scholarship recipient from 2006, will join us as a summer intern later this year.

Our 2007 winners were:

- |                     |                           |
|---------------------|---------------------------|
| • Pauras Rege       | Lynfield College          |
| • Cameron Fraser    | Rutherford College        |
| • James Brown       | Kelston Boys High School  |
| • Cameron McPherson | Birkenhead College        |
| • Propey Samreth    | Kelston Girls High School |

#### STARS programme

Supported by the Foundation for Youth Development, this programme for Year 9 students in participating schools aims to help them move smoothly into their school environment through adventure camps, community projects and peer mentoring.

Senior students train as mentors for their peers with support from teachers and PwC staff. The programme builds self confidence, develops leadership and life skills and creates a sense of community through bringing students together.

Twenty PwC staff volunteered to be mentors at the Seventh Day Adventist School in Mangere, offering support, guidance and advice.

*Thank you to PricewaterhouseCoopers for supporting the Foundation for Youth Development. The generosity of PwC towards the Stars programme will help us in our mission to deliver our programmes to more young people. Our programmes have the potential to significantly benefit New Zealand through a youth population who are better educated, have enhanced employment prospects, greater self-esteem and focus, are more balanced, healthier and motivated.*

*Jo-anne Wilkinson Executive Director - Foundation for Youth Development*

#### Dame Malvina Major Emerging Artists programme

This is the only programme of its kind in New Zealand that helps in developing emerging opera talent. The programme identifies up to five emerging artists each year and adopts the mentor and student approach to nurture the talents of these young artists.

Shave for a Cure - Auckland (below)



## Volunteer Awards Scheme

We are committed to being active corporate citizens – sharing skills, expertise and resources with our communities and creating partnerships which have a positive impact on society. We value the sustained commitment, time and energy that many PwC people give.

Over the past two years, a number of our staff have applied for a Volunteering Award under this scheme and the Foundation has been delighted to award 10 staff each year with \$1,000 each to give to their supported charities. The level of volunteering commitment shown by all applicants was outstanding and many are giving more than 100 hours of their time annually to these organisations.

The 2008 successful applicants were:

- |                     |            |   |
|---------------------|------------|---|
| • Katie Geaney      | Auckland   | Edmund Rice Camps                               |
| • Melissa Cameron   | Auckland   | Barnardos                                       |
| • Sheryn Angus*     | Auckland   | Guides NZ (Epsom District)                      |
| • Michael Hill      | Auckland   | Kiwanis Club of Takapuna Inc                    |
| • Lisa Hardie*      | Napier     | Birthright Hawkes Bay Child & Family Care Trust |
| • Helen Appleby     | Hamilton   | Altrusa Club of Te Awamutu Inc                  |
| • Anne Aitken       | Hamilton   | Habitat for Humanity                            |
| • Catherine Milner* | Wellington | Wellington Riding for the Disabled Association  |
| • Lyn Aimers        | Wellington | Dress for Success Wellington                    |
| • Neil Hodgkin      | Dunedin    | Rotary Club of Taieri                           |

\* winners in both 2007 and 2008

*My heartfelt thanks for your PwC Foundation cheque of \$5,625 we received this month along with many boxes of food for our Brown Paper Bag Campaign. Nothing is more heartbreaking than seeing people who have totally lost faith and confidence in themselves and don't know how they can make it better. Thank you. Together we are helping turn lives around.*

*Fr Des Britten - Wellington City Mission*



(above) Habitat for Humanity construction - Dunedin

(below) Relay for Life volunteers in New Plymouth



## Dress for Success

This worthy cause promotes the economic independence of disadvantaged women by providing them with professional clothing, a support network and career development tools. As well as providing pro bono assurance services, we held our fifth Dress for Success Corporate Suit Drive in Auckland, Wellington and Hamilton.

More than 400 items of clothing, shoes and accessories were collected with unused items passed to a local charity. PwC has also supported Dress for Success events during the year in 2008.

*Thank you for your very kind donation of 7 boxes of jackets and dresses. Contributions such as these are invaluable in helping us assist women in need, who are endeavouring to secure a position in the workforce.*

*Claire Donaldson Volunteer and Programme Coordinator - Dress for Success*

Volunteers at a tree planting day - Wellington (below)



## Contact us

For more information please visit our page on Knowledge Curve. For any queries please contact either Tania or Dianne below, or the Foundation Trustees.

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## 4. Giving

The firm and our people continue to support community organisations through donations. For the year ended 30 June 2008, the Foundation and staff collectively gave around \$200,000 to causes including: the Power of 10, our key charity partners, and organised or supported charity events for:

- Leukaemia and Blood Foundation – Shave for a Cure
- Cure Kids – Great Adventure Races, North and South Island
- Cholmondeley Children's Home, Christchurch
- Relay for Life
- Malcam Trust, Dunedin
- Auckland and Wellington City Missions

Our biggest single fundraiser was the 2007 "Shave for a Cure" event for the Leukaemia and Blood Foundation (LBF). This event involving participation across six offices and a challenge with law firm Bell Gully, raised over \$125,000 for LBF making it their most successful corporate shave fundraiser ever. The next is planned for November 2008 and we look forward to even more people being involved around the firm.

## Power of 10

The Power of 10 marked the 10th anniversary of PricewaterhouseCoopers. Rather than holding the more conventional celebrations, PwC Global decided to partner with the United Nations on a project that gave us the opportunity to make a substantial impact in a country that needs help.

The Power of 10 raised money to build educational facilities in Chad for refugees fleeing the conflict in Darfur.

The funds will be used by the United Nations Refugee Agency on behalf of PwC to build schools, train teachers and provide supplies and services to 20,000 children. The first stage of the project will be completed within two years and overall the project is planned to provide sustainable education for at least five years.

Globally PwC has raised more than \$4 million US with more than \$17,000 NZD raised by our own people in New Zealand. This is an absolutely fantastic effort.

**What's possible in our communities?**