

# CORPORATE GIVING

Strengthen the connection between your company and the community by starting a Corporate Fund with the Acorn Foundation.



## So, how does Corporate Giving work?



### You decide on the best Corporate Fund option to suit your needs.

Acorn will consult with you to help you choose between the following options:

- A pass-through fund, where 100% of the donations are distributed to the community each year,
- An endowment fund, where 100% of the donations build in equity so that once the fund reaches our \$50,000 threshold, the interest earned is donated annually to the community, or
- A combined fund, where a percentage of donations pass through to the community each year and the remainder is invested to build an endowment for the future.



### Your company makes regular or annual donations into your Corporate Fund.

Funds are invested by the Acorn Foundation and managed by Craigs Investment Partners, with oversight from Acorn's Investment Advisory Committee. All donations are tax deductible.



### You establish a Giving Committee to decide upon annual recipients.

Or you can let Acorn decide the recipients based on Vital Signs research into our region's greatest needs.



### Investment returns are used to make distributions to charities, year after year.

Distributions are made each year to your selected organisations.

## WHY CORPORATE GIVING?

- It **enhances your brand reputation** — your company is viewed as a positive corporate citizen that offers a desirable place to work.  
Social impact is becoming increasingly important to employees — especially to younger generations — when selecting a preferred employer.
- It **strengthens connections** between a company, its employees and the community.
- It **reduces, or eliminates**, the need to review one-off sponsorship requests. All your corporate giving can be consolidated and managed within this fund.
- It **delivers long-term impact** — your fund will continue to grow and give back to the community year after year, and results can be seen right here in the Western Bay of Plenty.



Strategic Corporate Giving maximises your impact on the community, while simplifying your decision-making.

### What is the Acorn Foundation?

The Acorn Foundation is a community-based charitable trust that connects generous people who care with causes that matter in the Western Bay of Plenty region.

Many of our 400+ donors have set up endowments that leave money to the community when they die, while other donors get a lot of pleasure out of seeing their money at work while they are still alive.

Since Acorn was established in 2003 — thanks to our generous donors — we have distributed over \$10m to the community, with over \$2M distributed in 2021 alone. This funding has supported hundreds of charitable organisations that are important to our donors and are vital to our region's well-being.

For more information about starting Corporate Giving with Acorn, please contact Lori Luke, CEO, on (07) 579 9839 or at [lori@acornfoundation.org.nz](mailto:lori@acornfoundation.org.nz).