

# **COMPANIES WORKING TOGETHER WITH OXFAM**

**MAKE TACKLING POVERTY  
YOUR BUSINESS**



**OXFAM**  
New Zealand

# A NOTE FROM OUR EXECUTIVE DIRECTOR

PARTNERSHIPS ARE AT THE HEART OF WHAT WE DO. WITHOUT OUR PARTNERS WE WOULDN'T BE ABLE TO MAKE A LASTING DIFFERENCE TO THE LIVES OF PEOPLE AFFECTED BY POVERTY AND INJUSTICE.

Business has a vital role to play in the work against poverty. While investment and jobs allow people to create sustainable livelihoods wherever the businesses are based, companies large and small can help to deliver real change to the lives of millions of people across the world through corporate engagement with Oxfam New Zealand.

This is a unique opportunity to link locally with Oxfam, a global movement of people working together to overcome poverty, suffering and injustice. Our corporate partners make a crucial contribution to our work and enjoy the benefits of an association with Oxfam, a global leader in the development sector with 70 years' experience working in over 90 countries.

Whether you're a small company wanting to support a specific project or a large company looking for a strategic relationship, we can tailor an innovative corporate partnership to match your needs, that adds value to your Corporate Social Responsibility strategy and provides a good fit with your core values.

A relationship with Oxfam New Zealand will benefit your company including your staff, customers and shareholders, and also bring hope, dignity and justice to some of the world's poorest people. **Tackling poverty is everybody's business – will you make it yours?**

Please contact Charlene Fitisemanu today to see how you can play your part. Call 09 355 6501 or email [Charlene.Fitisemanu@oxfam.org.nz](mailto:Charlene.Fitisemanu@oxfam.org.nz).



A handwritten signature in black ink, appearing to read 'R. Le Mesurier'.

**RACHAEL LE MESURIER**  
Executive Director | Oxfam New Zealand

# OUR VISION AND APPROACH

## OUR VISION IS OF A JUST WORLD WITHOUT POVERTY.

**Over a billion people live in poverty today and the gap between the rich and poor is widening.**

Oxfam believes that poverty is not natural, is not inevitable, and needs to be addressed. Oxfam is a global movement of people working together for a better future by giving a hand up, not a hand out – creating positive and lasting change.

While Oxfam New Zealand works primarily in the Pacific and Southeast Asia, Oxfam globally works in over 90 countries around the world supporting access to safe water and sanitation, building sustainable livelihoods and providing education.

## HOW WE WORK

Oxfam works to create lasting, positive change for the world's poorest people. We work directly with communities at the grassroots level but we also campaign at the local, national and global level against the root causes of poverty and injustice. To do this we tackle poverty in three ways:

- 1. Responding to humanitarian emergencies and crises:** Through emergency responses and disaster risk reduction.
- 2. Long term development:** Delivering sustainable development by providing vulnerable communities with tools, education, experience and knowledge to provide a hand up, not a hand out.
- 3. Campaigning to challenge the root causes of poverty:** Supporting people to be the voice of those who may not be able to speak up for themselves.



# HOW YOU CAN GET INVOLVED

Partnership is at the heart of what we do. Without our partners — both corporates, who help fund our vital work, and community-based partners who deliver it — we wouldn't be able to make a lasting difference to the lives of people living in poverty.

Here are seven easy ways your organisation, staff and colleagues can choose to support Oxfam New Zealand's work:

1. Donate to our work through sponsorship opportunities (see p.6)
2. Unite great brands and great teams (see p.7)
3. Empower your employees (see p.7)
4. Get active with our challenge events (see p.8)
5. Name us as your Charity of the Year (see p.9)
6. Donate your expertise, facilities and products (see p.9)
7. Use your voice to call for change (see p.10)



# WHAT WE CAN OFFER YOU

## COST EFFECTIVE BRAND EXPOSURE

- We have over 1.3m page views on our website each year. Oxfam can host your logo, company information and link through to your website.
- We regularly communicate via Facebook, Twitter, Instagram and other social media channels to reach our 10,000+ followers.
- Every two months, our e-newsletter goes out to 80,000 people. This is another opportunity to shout about our collaboration.
- Our in-house media and marketing team can further promote our partnership.
- A calendar of well-established events provides your company with opportunities to engage with new and captive audiences in meaningful ways.

## ENHANCED, POSITIVE PERCEPTION OF YOUR BRAND

- We can give your company market differentiation. Eighty three per cent of consumers prefer a product that offers a social benefit over one that does not.
- Committing to a collaboration with Oxfam gives you the opportunity to demonstrate to your customers and suppliers that you support positive change in a meaningful and memorable way.
- In an increasingly competitive market, contracts and tenders are strengthened by a company highlighting their Corporate Social Responsibility and efforts to go the extra mile.

## STAFF INVOLVEMENT

- We would be delighted to present to your staff and highlight the difference you are making.
- We can bring the partnership to life for your staff and are happy to provide updates on what our partnership is achieving on a regular basis.
- Whether it's our Executive Director coming to speak to your staff, our Engagement Director or Programme Managers presenting on specific topics, we can ensure that staff are fully informed and driven to help communities in the Pacific.

## EXCLUSIVE FUNCTIONS

- You're welcome at our year-round special events, which provide fantastic opportunities to hear about the difference you're making whilst networking with like-minded people.
- There is the opportunity for staff to accompany Oxfam on project visits so they can see first-hand the difference you are making.

## REINFORCED POSITIVE COMPANY CULTURE

- Evidence shows that an association with a charity improves staff morale and motivation, team building and company culture.
- Inspired and empowered staff can lead to increased productivity and work satisfaction, thus increasing staff loyalty and retention.
- Increased opportunities for staff to improve and expand their skill set benefits your organisational goals and personal development for your staff.

# DONATE TO OUR WORK

You could choose to make a company donation to one of our many areas of work. With so many different ways to donate, there's something to suit every organisation. Your donation, your choice.

**Donate to our work in the Pacific and Southeast Asia:** Donations to our general fund are channelled to support our work where the need is the greatest. This means we can respond effectively to situations with exactly what's needed on the ground.

**Donate to a project:** Create a direct link to a specific project or issue that your organisation feels passionately about. You will receive regular updates to keep you and your organisation's stakeholders up-to-date on how your valuable support is making a difference.

**Donate to an emergency:** The critical support of corporate partners in response to emergency appeals helps us to deliver life-saving supplies to communities affected by natural disasters or conflict with immediate impact. When the next emergency happens, you can be standing shoulder-to-shoulder with the world leader in disaster response.



# COLLABORATE FOR THE CAUSE

A partnership with us will align your company's brand with strong social and community values. We can work with you to create an innovative collaboration. **Research has shown that 83 per cent of consumers prefer a product and package that supports a charity and 66 per cent will switch when offered such a deal.**

A partnership with Oxfam could include anything from being the principal sponsor of one of our field based development projects to encouraging your staff to take part in Oxfam's iconic events. There are also opportunities to sponsor our events in a variety of ways, providing you with greater brand visibility and exposure to our 80,000 strong – and growing – supporter base.

We can create a bespoke partnership package that suits your company and industry.

## EMPOWER YOUR EMPLOYEES

**Encourage staff fundraising:** Invite employees to organise fundraising drives for Oxfam New Zealand, from cake sales to emergency appeal collections. All of these activities go a long way in helping us to carry out our life-changing work.

**Support through matched giving:** Matched giving is an excellent way to engage and encourage staff by making a commitment to match their donations to us. This show of support can have a substantial impact on galvanising staff and helping them get behind a worthy cause.

**Sign up for payroll giving:** Payroll giving encourages members of staff to give regularly through a staff fund. It's simple - voluntary donations are deducted from your staff members' salary every fortnight or month by the payroll department. Staff members decide how much they wish to donate. We can help you to set up and implement this simple and tax-efficient process.





# TAKE PART IN OUR EVENTS

**OXFAM TRAILWALKER** is a life changing, team building, foot sloggling, friendship forming, group hugging experience! Over the course of 36 hours, teams of four walk 100km together to raise money for Oxfam's vital work globally and help save and improve lives. Taking place in late March/early April every year, it's a great weekend away for a truly fantastic cause. You can:

- **Encourage staff participation and fundraising:** Boost team spirit while raising vital funds by encouraging your staff to take part in this event.
- **Provide volunteers and sponsor stations:** Your company can man a branded station on the trail to cheer on the trekkers. Being a volunteer at Oxfam Trailwalker is about raising spirits and supporting the walkers to get to the finish line - and is an excellent alternative to the traditional away day!
- **Donate your products at the event:** Like all large scale events we rely on the generosity of companies gifting products, such as food and drink, for our participants and volunteers. In exchange, your company will receive fantastic brand exposure to a captive audience.

**OXFAM  
TRAILWALKER**  
100KM | TEAMS OF 4 | 36HRS



**OXFAM UNWRAPPED:** When it comes to buying a great present, another pair of novelty socks or more bubble bath just won't do! By choosing an Oxfam Unwrapped gift like a goat or a water well, you have the opportunity to buy a great gift whilst giving someone living in poverty the chance of a better life. It's also a fantastic way of highlighting your charity of choice to your clients, customers and staff. We'd be delighted to talk to you in more detail about our bespoke Corporate Unwrapped packages.





# CHARITY OF THE YEAR & GIFTS IN KIND

We know that Charity of the Year means different things to different organisations. If you adopt Oxfam New Zealand as your Charity of the Year, we can work with you to create a programme of fundraising that aligns with your Corporate Social Responsibility objectives.

By focusing your company's efforts on Oxfam you can have a real impact. We'll support you throughout the year, helping you arrange a calendar of events to reach your fundraising target, and let you know what your donations mean on the ground.

Naming us as your Charity of the Year is a great way to engage and motivate staff and customers, have your brand associated with a leading charity and make a real difference to the lives of people affected by poverty and injustice.



## GIFTS IN KIND

Gifts in kind can transform your expertise and facilities into support, enabling us to direct more of our funds towards our life-saving projects. Your company can:

- Work pro-bono by offering your staff expertise or providing training to us.
- Mobilise your staff and hold bucket collections for our rapid relief work during emergencies.
- Donate office equipment to our Auckland or Wellington offices.
- Offer us venues free of charge for our events.
- Provide products that can be used as competition prizes or distributed to participants and volunteers at our events (please see p.8 for more details).

# STANDING TOGETHER WITH ONE VOICE

## CAMPAIGNING AND ADVOCACY

Alongside our long-term development and humanitarian work, we campaign and advocate in New Zealand and globally to challenge the root causes of poverty.

We believe that our vision of a world free from the injustice of poverty is attainable. But we won't achieve this on our own. **We need companies who are passionate about overcoming poverty and injustice to use their voice to call for change.**

Add your company's voice to Oxfam's campaigns, for example, more than 700,000 people who have already joined our Behind the Brands campaign to help poor communities around the world gain back their power. Or you could share your company's expertise in supporting and enhancing our campaign work.



# FIND OUT MORE



A partnership with Oxfam is guaranteed to make a massive difference for some of the poorest people in the Pacific and Southeast Asia. It will also benefit your employees, lifting staff morale along with building positively on your company image and profile. We understand that every company will want to achieve different goals through engaging with Oxfam, and therefore we appreciate that each partnership is different.

To find out more about what kind of partnership may suit your company or find out more about the work Oxfam does, **please contact Charlene Fitisemanu on the details below.**

By working in partnership with Oxfam you'll have a unique opportunity to be associated with Oxfam's internationally respected name.

**You can bring genuine long-term benefits to those who need our help the most.**



09 355 6501



[Charlene.Fitisemanu@oxfam.org.nz](mailto:Charlene.Fitisemanu@oxfam.org.nz)

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*"I don't know where New Zealand is, or what language you speak there, but no words will do justice to my gratitude."*

A woman helped by Oxfam during the West African food crisis



"Deloitte New Zealand is proud to work with Oxfam New Zealand, specifically in how we are improving the process of getting vital water and emergency health supplies to Pacific countries after a natural disaster. Our collaboration with Oxfam means we're working together to create solutions that help improve preparedness and readiness in responding to humanitarian crises. Oxfam intuitively understands how to collaborate with corporates to create mutual value – and, on top of that, they are very easy to work with!"

**Deborah Lucas, Head of Corporate Responsibility, Deloitte New Zealand**

**Deloitte.**

"Whittaker's is a proud long-standing sponsor of Oxfam. It's a rewarding and powerful way for us to join together to promote Fairtrade and use a united voice to inform and influence the New Zealand public. Importantly, we are also helping to raise vital funds to reduce poverty in the Pacific and Southeast Asia."

**J H Whittaker & Sons**



"The Body Shop and our staff are proud to support Oxfam in a variety of different ways and chose to do so because Oxfam's work aligns closely with our brand and our values. By teaming up with Oxfam, we know we are truly making a difference where it is needed most."

**Barrie Thomas, The Body Shop New Zealand**

