

# 2019 – 2020 ANNUAL REPORT

*seed.*

WAIKATO



# CONTENTS

A woman with long, wavy brown hair is smiling and looking towards the left. She is wearing a light-colored, textured top. The background is a blurred indoor setting, possibly a restaurant or event space, with other people and tables visible. A vertical white line is on the left side of the page.

**04** **CHAIR'S REPORT**  
*Jenny Nand*

**06** **CEO'S REPORT**  
*Gemma Major*

**09** **AWARD WINNING IMPACT**  
*An overview*

**10** **STORIES OF CHANGE**  
*Our people*

**12** **ACKNOWLEDGMENTS**  
*Thank you to our community*

**15** **FINANCIALS**  
*In the detail*



# CHAIR'S REPORT

## JENNY NAND

I am delighted to introduce our annual report for the financial year 2019-2020.

Seed Waikato is a youth informed, youth-led organisation. We are a team of dedicated volunteers, armed with the mission to foster growth and strengthen communities of young people in the Waikato region.

This report highlights the organisation's considerable innovations, achievements and challenges over the past year as we continue our important work of delivering high-quality wellbeing events and programmes for the rangatahi in our rohe.



Our key achievements for the past year have been:

- Establishing a stable purpose-driven governance and operational team
- Having access to a strong dedicated team of volunteers
- Running a series of impactful events tailored for rangatahi wellbeing
- Maintaining and nurturing relationships with our key stakeholders and supporters

Our organisation has grown substantially, which has resulted in Seed Waikato creating two paid positions: namely Events Coordinator and Digital Content Coordinator. Both roles position Seed to continuously be responsive and agile to the rangatahi aspirations.

COVID-19 has considerably turned up the heat on many organisations and is accelerating existing issues of organisational sustainability and impact effectiveness. Seed Waikato is no different.

It has posed a question for us - what does it mean to be a future-ready youth-led organisation? To us it means having a

- clear strategic direction
- learning organisation framework
- robust community engagement framework
- key strategic relationships established, and momentum generated

Being future ready means having an eye on the impacts we want to create, and having access to the right enablers to do that, including having the right mindset and culture. With that in mind, we have identified four strategic priorities for the next three years:

### Strategic Initiative 1

Strengthening the Wellbeing Workshops series

### Strategic Initiative 2

Developing a pilot Leadership Programme

### Strategic Initiative 3

Building youth sector capacity within the Waikato Region

### Strategic Initiative 4

Building a learning organisation culture

To achieve our aspirational strategic vision, it requires intelligent leadership and collaboration. We are positioned well to achieve the aspirational goals and will encourage each one of you to join in the journey with us to foster growth and strengthen communities of young people.

We would like to acknowledge everyone who contributed towards an amazing year. The results achieved this year would not have been possible without the input and support from the rangatahi, community strategic

advisors, business sponsors and Community Funders. We thank you and look forward to our continued partnership over the coming year.

To the Seed Waikato whaanau: thank you to our amazing volunteers Abby Van De Ven, Angela March, Brittney Benn, Caitlin Roa, Celine Kao, Chantelle Cobby, Chloe Walling, Isaac Kerr, Josephine Makuden, Laura Fifield, Lyndal Whiting, Maryana Garcia, Naveen Singh, Poonam Chhetri, Rachel Cuneen, and Will Revelo. You have continued to step up and generously provided your gift of time to strengthen our programme delivery. I salute your courage and determination with which you continue to serve Seed Waikato's vision.

To the Seed Waikato Board members: Natasha Harvey, Greg Johnston, Nick Johnston, Rosalie Norton, Rachel Bauer and Corey Wilson. You have been my partners in crime for the last year. Thank you for your kindness, compassion, intellect and support in enabling Seed Waikato to lay a strong foundation to achieve our aspirational strategic vision.

To the CEO, Gemma Major: thank you for your continued hard work. You are an amazing thought-leader and are setting an extraordinary example of commitment and professionalism for Seed.

Lastly, I want to let you all know that I am immensely proud of Seed Waikato, thanks to all of you. We are collectively united by a common purpose, armed with a culture of discipline, organisational agility and intention of collaboration that positions us well to be responsive to the emerging aspirations of the young people in the Waikato region.

**Let's keep moving our waka ahead.**



# CEO'S REPORT

## GEMMA MAJOR

Kirikiri-roa-Hamilton has the highest youth population in Aotearoa, and across the Waikato, 23% of our region is aged 18-35. From an Action Station report, we know that young people are strongly concerned that they lack the skills or knowledge to flourish in the 21st century, and HPA note that 75% of people over the age of 15 are affected by mental distress. We have the worst youth suicide rate in the developed world, and every 63 seconds a young person takes their life. Every year 20,000 people attempt to take their life, with the greatest loss happening to those under the age of 24.



As we reflect on these realities and our collaborative approach to youth-led change, we're reminded that there is no silver bullet. As a human potential organisation, we know that true wellbeing is holistic, and young people's lived experience matters. We believe all young people have strengths, often untapped, and that they can make a meaningful contribution to our economy, society and environment. We believe in weaving together new possibilities by leveraging our strengths as a community. These past 12 months have given us an opportunity to strengthen our impact model, build strong foundations for growth and re-focus our resources and efforts on what matters most to us.

### Digital Wellbeing

In the face of the government's COVID-19 alert levels, we heard that young people were looking for ways to connect online, have fun, find inspiration and learn new skills. We responded quickly, collaborating with youth organisations and young change-makers to deliver highly relevant digital wellbeing content. Some of our most engaged content pieces were the Mindset Workshop with Briony McKenzie, the COVID-19 & Change Leadership Panel, and Rangipare Belshaw-Ngaropo's "seeds for change" blog. Our strengths-based approach was built on the foundations of Te Whare Tapa Whā, curating holistic wellbeing content to meet young people right where they are.

Digitising our content was one step towards increased accessibility for those who come from marginalised communities - particularly for those with disabilities, significant health considerations, and those in rural communities. This community response had a focus on lived experience, elevating a diverse range of young people, celebrating the uniqueness of rangatahi's personal narratives and shining a light on the practical tools that enable connection and growth. We covered topics such as creativity, habits, mindset, financial wellbeing, leadership, environment, queer pride, nutrition, mental wellbeing, generosity, entrepreneurship and employee rights.

### Youth engagement in local politics

Early in 2019, we heard from a range of young people that were curious to better understand why our community was disconnected from local politics. We want to acknowledge Waikato Regional Council and Waikato District Council for their partnership to drive change, funding Seed Waikato to co-design a campaign by young people for young people. We heard from hundreds of young people in our pre-election survey with the findings informing our approach and being featured in The Spinoff and Stuff. It was incredible to see the power of collaboration working with several other organisations to reach 300 people across two events where we hosted and profiled the 11 candidates under the age of 35 standing for Councils.

Our campaign coincided with over 20 events held by a range of groups in the lead-up to the local body elections, and the result was an unprecedented level of engagement. Voter turnout had a 5% increase from the 2016 elections (the highest since 2004) and Hamilton was the only major city in New Zealand to show an increase rather than a decrease in voter turnout. We also saw three young people elected to Councils across the region: Kesh Naidoo-Rauf and Sarah Thompson at Hamilton City Council, and Jennifer Nickel at Waikato Regional Council.

### **Community Workshops**

Over this period, we hosted several community workshops bringing together hundreds of young people to learn about community-led development, mindfulness, story-telling, social entrepreneurship, nutrition, yoga and micro-volunteering. A highlight for many was hosting Brianne West, founder of Ethique, one of Aotearoa's fastest growing social enterprises. Our workshops build community connection, and create opportunities for young people to grow by learning practical tools and strategies to improve their wellbeing.

### **Volunteer Programme**

Seed Waikato has largely been a volunteer-led kaupapa. Over the last three years, our committed, permanent volunteers have collectively donated \$250,000 of time across events, accounting, marketing, administration and research. Our volunteers care deeply about community-led youth development and are passionate about making a difference.

Thank you so much to the young people of the Waikato who have decided the time is now to make a change. I'm consistently inspired by your resilience, courage and dreams. Your dreams for regenerating our environment, decolonising spaces, leading political change, speaking up on issues you care about, seeing your whaanau thrive, volunteering for causes that matter, starting your own enterprises, advocacy and systems change, overcoming your limiting beliefs, working for inspiring leaders and mentors, following your passions and expressing yourselves creatively. Your stories fuel our mission and it's an honour to serve your dreams and aspirations.

Led by young people, for young people, Seed Waikato creates spaces and places where young people can thrive. We have the opportunity to empower young people across the Waikato and there is plenty of work ahead, but together we will create transformational change with and for young people. Our heartbeat is the dreams and aspirations of our community and as we sharpen our focus, we will strengthen our efforts as curators of community and of learning, sharing opportunities, tools and resources that empower young people to improve their wellbeing and step into their potential.

**“SEED WAIKATO HAS CREATED A SAFE,  
SUPPORTIVE ENVIRONMENT WHICH  
EMPOWERS PEOPLE, MODIFIES MINDSETS,  
AND PROVIDES TOOLS FOR US TO BE THE  
BEST VERSION OF OURSELVES.”**

***DREAMSHOP: TOOLS FOR CHANGE EVENT ATTENDEE***





# AWARD WINNING IMPACT

SEED WAIKATO'S IMPACT MODEL WORKS, AND IS BUILT ON YOUNG PEOPLE'S INVESTMENT IN THEMSELVES. IT'S FOCUSED ON YOUTH WELLBEING, AND WE MEASURE OUTCOMES OF WELLBEING THROUGH FEEDBACK FROM WORKSHOP ATTENDEES.

## DIGITAL WELLBEING:



**7 BLOGS**  
WHICH WERE READ  
**1,032 TIMES**

**10**

LIVE VIDEOS  
CO-HOSTED  
BY 15 PEOPLE



WHICH  
REACHED  
**20,196**  
PEOPLE

**7**

WORKSHOPS,  
WITH 151  
PARTICIPANTS



CO-HOSTED  
BY 7 PEOPLE

**4**

DIGITAL WELLBEING  
RESOURCES

## YOUTH ENGAGEMENT IN LOCAL POLITICS:



**3,300**

VISITS TO OUR ONLINE  
POLITICAL LOUNGE

**100,000**



PEOPLE REACHED THROUGH  
POLITICAL SOCIAL MEDIA CONTENT

## VOLUNTEER PROGRAMME:



**1,600**

HOURS DONATED  
BY 14 VOLUNTEERS

## COMMUNITY WORKSHOPS:



OVERALL  
EVENT  
RATING OF

**4.5/5**

**4** COMMUNITY  
WORKSHOPS

BRINGING TOGETHER  
300 YOUNG PEOPLE

CO-HOSTED  
BY 11 PEOPLE

91% INCREASED  
SELF-AWARENESS

80% INCREASE IN  
WELLBEING

71% BUILT  
COMMUNITY  
CONNECTIONS

67% LEARNT  
TOOLS TO DO LIFE  
DIFFERENTLY



# STORIES OF CHANGE



## ROSALIE

After coming along to a Seed Waikato event, Rosalie was inspired to join the Seed team as a blogger, before becoming part of the committee last year.

Seed Waikato means so much to me. I first got involved when I was 13, writing blogs for their website. I was very shy, and didn't have a lot of self belief. After getting to know the Seed team and getting more involved helping them set up events and becoming a member of the Seed Waikato committee, I slowly started to feel like I was not just a member of an organisation, and more like I was a member of a family. Three years later, I have grown so much from that shy 13 year old because of Seed Waikato.

Being a part of the Seed team has given me so much self confidence, self belief and has given me so many platforms and support to share and express my true self. Thank you Seed for changing my life and allowing me to pass on what you've taught me to change other people's lives.



## MARYANA

Maryana started out writing blog posts for Seed Waikato, then joining Seed's volunteer team, as the Head of Blogs and a content creator for social media.

Young people need community and opportunity to become the best versions of themselves. In Seed Waikato, I found both. When I first got involved with Seed Waikato I was unsure about my professional future. What I had were bits and pieces of things I liked to do, and a general idea of who I wanted to be. Seed Waikato gave me a supportive community that encouraged me to try new things, a platform to grow my talents, and a vision which inspired me for my future. Working on the Seed Waikato blog helped me to fall in love with writing once again, and pushed me in the direction of my current career path. If I hadn't met the Seed Waikato whaanau, I would probably not be studying journalism today.



## CELINE

Celine volunteered as Seed Waikato's Co-Head of Communications, before designing and implementing Seed's Political Campaign to increase youth voter turnout. Following this, she landed a job at the Mental Health Foundation.

I became involved with Seed Waikato after heading along to a couple of events, drawn to the vision of connection and community that was the cornerstone of their events. I found a collective of like minded people who were aspiring to excel in their respective fields, and that was really inspiring. Once I got on board, I was lucky to be a part of many opportunities that allowed me to build on my own skillset and to explore new skills. My time with Seed Waikato was incredibly valuable and has contributed so much to my personal and professional growth. A sense of community for youth is something that Hamilton needs and I'm proud that Seed Waikato exists to serve this gap. It's given me friends, connections, and confidence for life – and I'm very thankful for that.



## JOSEPH

After coming along to a Seed Waikato event, Joseph joined the volunteer team as Head of Fundraising, and has been the MC for our second and third birthday events.

Seed Waikato was the disruption I needed to ignite the sleeping giant who was comfortable not noticing the bigger picture and how one can contribute to the greater good of humanity. Approaching topical issues with a spirit of collaboration and connection. Linking like-minded passionate movers and shakers, which is a great representation of Hamilton's future leaders in action. Seed Waikato reaffirmed my cultural values and teachings ingrained by ancestors of "unity is power". I come from a village, a district, a community within the region of Moana (Oceania). Belonging to these various communities gives me a sense of responsibility and accountability for the people I am connected to! And that's what I see Seed Waikato doing - pockets of gold working on issues and remedies that our current system is failing to support.



## WILL

After coming along to a Seed Waikato event, Will joined Seed's team of bloggers. Recently, he joined the volunteer team as the Community Funding Assistant.

The first time that I went to a Seed Waikato event, I loved the sense of community. The fact that it was a safe space to connect with others, share our stories, and be inspired was something that resonated with me. I have been involved with Seed for quite some time, first as a blogger and now as a Community Funding Volunteer. The organisation has helped me connect with like-minded people, become more self-aware of my potential, my strengths, my wellbeing, and my personal development.

For me, Seed Waikato is a platform to express my ideas and use my skills for a meaningful purpose. Being part of the Seed Waikato whaanau means that I'm able to make a difference in the youth sector and contribute to the vision of empowering Rangatahi.



## BRITTNEY

Brittney has been a key part of the Seed Waikato volunteer team, as the Head of Finance and Accounting.

For me, Seed isn't just an organisation or charity. Seed is my family. Through my time volunteering at Seed, I've really developed resilience because I've learnt how to connect with my feelings, commit to my own self-development and make real friends. I've felt love, and learnt that it's okay to lean on others around you in times of need. I used to be so afraid and scared of being vulnerable. And to some degree, I still am. For a very long time I associated vulnerability with weakness. But now, I realise, being vulnerable allows you to build trust, empathy, and self worth. To not only watch myself grow, but to help and guide others to grow alongside me has been such a rewarding process.

I can't even describe how much seed has changed my life. Seed, and the people behind the scenes, are a HUGE testament to the person I am today. Seed has gifted me with a community I never knew I needed.

**"THANK YOU SEED FOR CHANGING MY LIFE  
AND ALLOWING ME TO PASS ON WHAT YOU'VE  
TAUGHT ME TO CHANGE OTHER PEOPLE'S LIVES"**

**ROSALIE**

# ACKNOWLEDGEMENTS

Seed Waikato would like to acknowledge and thank the many individuals who co-created our programmes and featured as guests, and the enablers who gave community grants, sponsorship, or donations to power our movement.

Thank you to our young change-makers who featured in our “seeds for change” blog series: Corey Wilson, Joseph Monise, Madiha Ali, Mahana Blundell, Nowshin Humayun, Oliver Stewart, Rana Arif and Rangipare Belshaw-Ngaropo.

Thank you to our live Q&A guest speakers and workshop co-hosts: Essa May Ranapiri, Briony McKenzie, Chantelle Cobby, Danielle Marks, Esther Burnett, Louise Hutt, Greg Johnston, Jake Campus, Josiah Tualamali’i, Keeda Walters, Kiri Crossland, Luke Taylor, Logan Cotter, Maryana Garcia, Pam Ariestia, Robert Moore, Sarah Colcord, Shane Way, Thomas Nabbs and Tony Stevens, and the amazing team from ASB including Poh Teo and Tarah Mohagheh.

Thank you to our incredible event speakers who gifted their time to inspire and empower our community: Amy McLean, Brianne West, Chantelle Cobby, Dean Watson, Fleur van Zuilekom, Holly Bennett, Jenny Nand, Katie Deare, Kiran Patel, Raewyn Kirkman, and Victoria Hood.

Thank you to our event sponsors who enabled our community to grow: AlSCO, ASB, Des Neilson Photography, Carlton Party Hire, Hamilton City Council, Hearth Grocer and Juice Bar, Longveld, MHB Photography, and Ramen Events.

Thank you to our operational sponsors for your ongoing support providing in-kind services: Sarskia Melville, Inkdrop Design Co, and PKF.

A massive mihi to our funders who enabled us to serve young people the way we have: DIA, DV Bryant Trust, Hamilton City Council, Len Reynolds Trust, Ministry of Youth Development, NAR Foundation, Trust Waikato, and WEL Energy Trust.

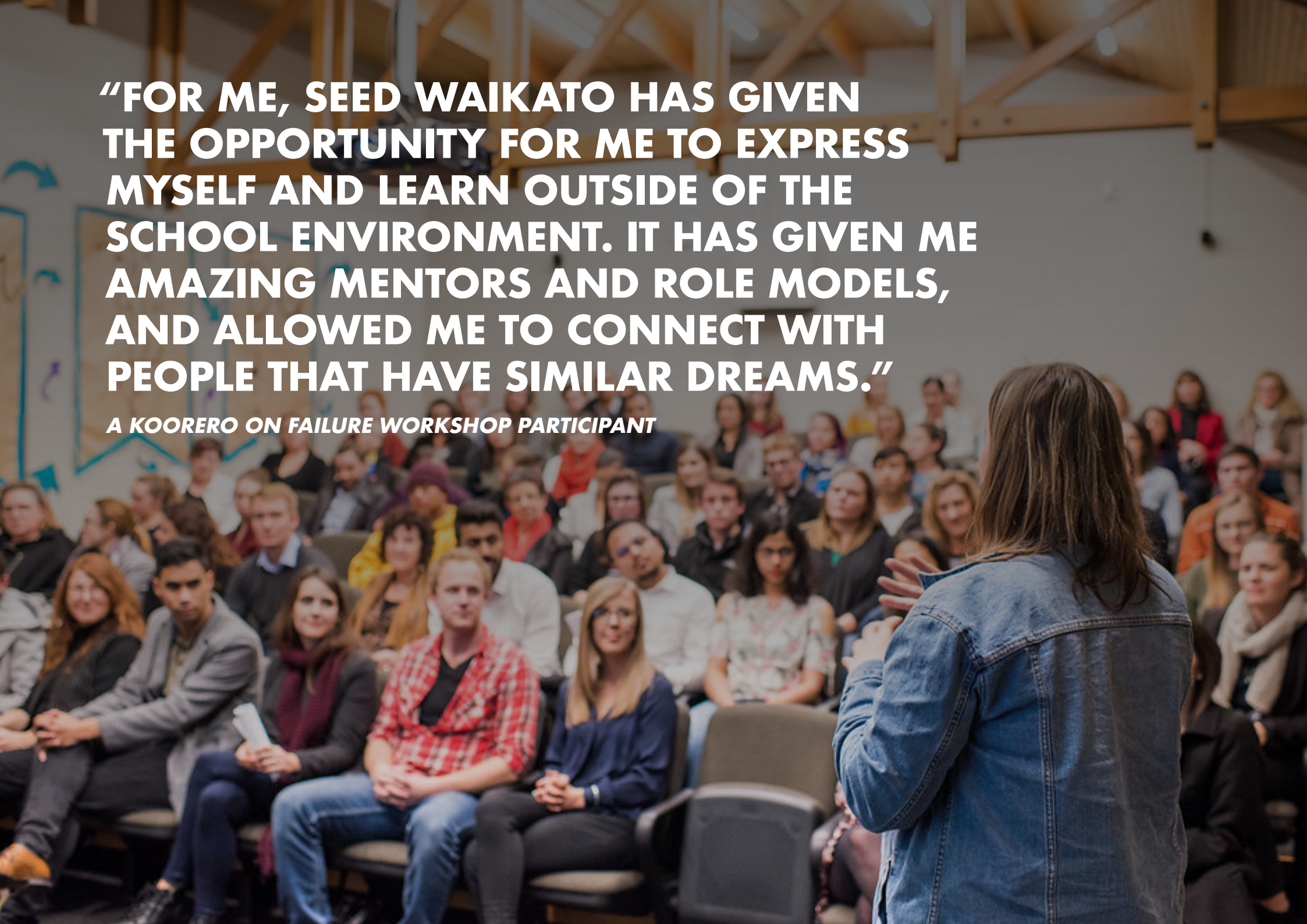
Thank you to our payroll giving donors, monthly donors and one-off donors for your financial contribution. Every single dollar makes a difference.

Thank you to the inspiring people who pledged their birthday or ran fundraising events to support our movement via our partnership with The Good Registry: Amber Cardale, Caitlin Roa and Rosalie Norton.



**“FOR ME, SEED WAIKATO HAS GIVEN THE OPPORTUNITY FOR ME TO EXPRESS MYSELF AND LEARN OUTSIDE OF THE SCHOOL ENVIRONMENT. IT HAS GIVEN ME AMAZING MENTORS AND ROLE MODELS, AND ALLOWED ME TO CONNECT WITH PEOPLE THAT HAVE SIMILAR DREAMS.”**

***A KOORERO ON FAILURE WORKSHOP PARTICIPANT***





**"FOR ME, SEED ISN'T JUST AN ORGANISATION OR CHARITY. SEED IS MY FAMILY. THROUGH MY TIME VOLUNTEERING AT SEED, I'VE LEARNT HOW TO CONNECT WITH MY FEELINGS, LEARNT EVERYDAY LIFE SKILLS, HOW TO COMMIT TO MY OWN SELF-DEVELOPMENT AND HOW TO MAKE REAL FRIENDS. I'VE FELT LOVE, AND LEARNT THAT IT'S OKAY TO LEAN ON OTHERS AROUND YOU IN TIMES OF NEED. SEED HAS GIFTED ME WITH A COMMUNITY I NEVER KNEW I NEEDED."**

**SEED WAIKATO VOLUNTEER**

# FINANCIALS

## Statement of Financial Performance

Seed Waikato Inc

For the year ended 30 June 2020

Revenue	NOTES	2020	2019
Donations, fundraising and other similar revenue	1	96,230	53,164
Revenue from providing goods or services	1	20,956	82,943
Other revenue	1	6,730	26,589
<b>Total Revenue</b>		<b>123,916</b>	<b>162,695</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	76,530	50,709
Costs related to providing goods or service	2	40,701	62,933
<b>Total Expenses</b>		<b>117,230</b>	<b>113,642</b>
<b>Surplus/(Deficit) for the Year</b>		<b>6,686</b>	<b>49,053</b>

## Statement of Financial Position

Seed Waikato Inc

As at 30 June 2020

Assets	NOTES	30 JUN 2020	30 JUN 2019
<b>Current Assets</b>			
Bank accounts and cash	3	177,364	107,569
Debtors and prepayments	3	-	18,964
Total Revenue		177,364	126,533
<b>Total Assets</b>		<b>177,364</b>	<b>126,533</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Unspent Grants	4	104,842	64,421
Creditors and accrued expenses	4	5,407-	1,683
Total Current Liabilities		110,250	66,104
<b>Total Liabilities</b>		<b>110,250</b>	<b>66,104</b>
<b>Total Assets less Total Liabilities (Net Assets)</b>		<b>67,114</b>	<b>60,429</b>
<b>Accumulated Funds</b>			
Accumulated surpluses or (deficits)	5	67,114	60,429
<b>Total Accumulated Funds</b>		<b>67,114</b>	<b>60,429</b>

**"THE FACES OF YOUNG PEOPLE  
ARE THE FACES OF OUR PAST,  
OUR PRESENT, AND OUR FUTURE.  
NO SEGMENT IN SOCIETY CAN  
MATCH WITH THE POWER,  
IDEALISM, ENTHUSIASM, AND  
COURAGE OF YOUNG PEOPLE."**

***KAILASH SATYARTHI***

***seed.***

WAIKATO

**Seed Waikato**

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Seed Waikato is a Registered Charity (CC55322)

