

20-21 ANNUAL REPORT



seed.
WAIKATO

CONTENTS

- 3** **CHAIR'S REPORT**
Greg Johnston
- 4** **CEO'S REPORT**
Tania Pointon
- 5** **OUR HIGHLIGHTS**
A summary of our mahi this year
- 11** **AWARD WINNING IMPACT**
The difference we've made
- 12** **STORIES OF CHANGE**
Our inspiration
- 13** **ACKNOWLEDGEMENTS**
Thank you to our community
- 14** **FINANCIAL REPORT**
A summary





GREG JOHNSTON

E ngā mana, e ngā reo, tēnā koutou katoa. I am delighted and honoured to be introducing our annual report for 2021 - and what a year it has been.

Our greatest collective challenge, COVID-19, has become a powerful catalyst for change and growth at Seed Waikato, and across the youth sector. More than ever, young adults in our community are looking for ways to connect, explore their growth, unleash their passions, and contribute in meaningful ways.

Some of the highlights at Seed Waikato this year have been:

- Supporting Te Aka Matua to foster youth sector collaboration
- Exploring digital channels to engage rangatahi in lockdown
- Supporting four youth charities to build their internal digital capacity and online presence
- Securing record levels of multi-year funding from partners for Seed's core project streams
- Growing our team of paid employees and volunteers
- Re-imagining our community-led approach
- Developing our strategy for the future.

CHAIR'S REPORT

As many of you know, our founding leader and visionary Gemma stood down from Seed Waikato in July to spend more time with her son, pursue further education and develop new ventures. Over the past four years, Gemma has been instrumental in building Seed Waikato. Her gifts of meeting young people where they are at, fanning their flames, and being a passionate advocate for revolutionising the way we support rangatahi through a community-led approach has been transformational for our organisation and the wider youth community.

As we farewell Gemma, and honour her for the incredible contribution she has made to Seed Waikato, we know she will continue to share her gifts with our community, and are excited for what she pursues next.

As part of Gemma's transition, we welcomed Tania Pointon to our Seed Waikato whānau, who has since moved into the role of CEO. Tania brings a wealth of experience in community-led initiatives and partnerships, has an incredible heart for the journeys of young people, and a passion for mentoring others around her.

Thanks to our incredible partners who have committed multi-year funding to our core projects, we have been able to take the opportunity to invest in our team. Seed's team has grown from two to five paid employees, with many more volunteers joining to support our kaupapa.

Our team have been on a collective exploratory journey, working alongside Inspiring Communities and Community Waikato, to unpack what it means for us to be truly community-led, and how we can structure our organisation to fully embrace this moving forward.

We have also recently spent time together dreaming about where we're heading and what's next in our journey.

Thank you to our incredible team of volunteers, staff, contractors, workshop contributors, advisors and board members. It is humbling to witness the magic of your mahi, and a real privilege to work alongside you all.

On behalf of our team, thank you to everyone who has been a part of Seed Waikato's journey. A special thank you to our funding partners who have supported Seed Waikato and enabled us to journey alongside young people, allowing them to be the hero in their own story.



CEO'S REPORT

TANIA POINTON

Kia ora koutou. I was welcomed to the Seed Waikato Whānau in March 2021, and i'm honoured to be part of this dynamic organisation.

The game-changing work done over the past four years has meant we now have the foundations in place to allow for expansive future growth. The ability of Seed Waikato to sense and respond to our community, has been the catalyst in our evolution. Our ability to be adaptable and flexible as we listen to the dreams of our young people demonstrates strength and commitment to our kaupapa. We are excited to launch our planned initiatives in the coming year as we continue to listen and understand how best to empower every young person to be the hero in their story.

With a city that has half of its population under 35, Kirikirōia is a place filled with creativity and innovation. In the last 12 months Seed Waikato has intentionally looked for ways to unleash the potential of the young adult community, leveraging the unique strengths and gifts to weave new possibilities together. Our heartbeat is the dreams of young people, and it's been an honour to be in followership to this community, co-creating initiatives that address the fundamental challenges around wellbeing so that they can live purpose-driven lives they love.

Alongside strengthening youth leadership and deepening our youth engagement, our organisation

has seen the strongest growth in its nearly 4 years of operating to enable resourcing for high impact. Our grants grew 200% on the previous year, providing essential resourcing to increase our paid staff from 2 to 5.

This is a huge milestone in our journey, and with this increased capacity we are building strong foundations on which our young adult community can thrive. More than 10,000 volunteer hours have been given to grow this youth-led movement, which converts to just over \$227,500 if they were paid a living wage. Our volunteers are the backbone, and we simply wouldn't be here without their generosity.

Moving from an Incorporated Society to a Charitable Trust has further enhanced functionality and allowed us space to focus on our mahi rather than intensive administrative processes. It also allows widens the scope and potential for diversified funding and contracts in the future.

On behalf of the Seed Waikato Whānau, we want to acknowledge the young people that make up our incredible community. We're inspired by your courage to show up for yourself, develop connections and learn new things. What you do with that is what fuels our mission; whether it's returning to study what you're passionate about, volunteering for causes you care about, starting a business or campaign, making your voice heard on the issues that matter most to you, finding a mentor, landing a scholarship, finding a friend, and stepping into your potential. We exist for you to live a purpose-driven life you love, and it's an honour to serve you.

GEMMA'S FINAL REFLECTIONS

Serving the youth community as co-founder, founding Chair, then founding Chief Executive of this incredible organisation and youth movement has been a privilege and honour.

As my final report, I'd like to say thank you to my incredible team of staff and volunteers for your passion, energy and generosity in bringing this kaupapa to life! To the 100's of workshop speakers, thank you for sharing your stories and gifts to create transformational moments with our community. Thank you to the 100's of businesses and funders who backed this movement. To the 1,000's of young people who shared their lived experience with myself and the team across the 12 community-led projects we've co-created together, thank you.

We've shifted young culture together through building community connections, making our voices heard on the things that matter, shifting our narrative in how people speak about this community and how we speak about ourselves, and taking action on the things we care about. I leave this organisation in a strong position, and am excited to watch a new chapter of Seed Waikato unfold from the side lines.

Ngā mihi nui.



COMMUNITY WELLBEING WORKSHOPS

Over the last 12 months, we've hosted 10 community workshops bringing together 510 young people to learn about:

- Developing a generosity mindset
- Financial wellbeing
- Leighton Clarke's Road to Remarkable
- The Art of connection
- Rockbottom: your springboard in disguise
- How to manage stress
- The Kete of Hau Ora
- Navigating Uncertainty
- Taking purposeful action, and
- Grounding: how to reset with an Ao Māori lens.



“ABSOLUTELY LOVE THE ENERGY OF THE EVENING, AND HOW THE SEED TEAM MAKE IT SUCH A WELCOMING AND TRUSTING SPACE.”

Workshop Participant

Our workshops build community connection, and create opportunities for young people to grow by learning practical tools and strategies to improve their wellbeing.

It's such an honour to platform young, diverse leaders from across the region to share their story and create teachable moments that honour their lived experience.

In the current climate, we're so present to the impact of creating safe spaces for young people to be themselves.

We have loved living the Seed Values as we continue to curate workshops that elevate the voices and dreams of our rangatahi.

“THIS WORKSHOP HAS GIVEN ME THE PUSH TO START MOVING TOWARDS MY DREAMS!”

Community Workshop Participant

DIGITAL WELLBEING

OUR DIGITAL CONTENT MEETS YOUNG PEOPLE WHERE THEY'RE AT, ONLINE!

The content aims to develop community connections, provide hope, give access to real strategies to strengthen wellbeing, and elevate stories and lived experiences that resonate.

Across our website and social platforms, we posted 181 pieces of content, reaching 109,813 people. We covered topics like mindset, leadership, inequities, and social change.

“THANK YOU (SEED WAIKATO) FOR GIVING ME INSPIRATION WHEN I’M FEELING LOW, IT MAKES A DIFFERENCE TO HOW I SEE THE WORLD”

Social Media follower



YOUTH SECTOR CAPACITY BUILDING

TE AKA MATUA

We heard the youth sector wanted pathways to enhance collaboration, capability and wellbeing in the Waikato. In response, we worked to convene a group of young ethnic, queer, disabled, Pacifica and Māori leaders who represented youth organisations across the region to build whanaungatanga and co-design an experience to support that.

The collective ideated ways to nurture connection, wellbeing and self-leadership within the sector, and in April 2021, a 3-day unconference retreat was brought to life. 95 youth workers representing 27 organisations co-created the weekend together. One participant shared, "this was the most meaningful thing I have done with my time in a long time."

This first stage gave great insight into the pulse of the local youth sector, what personal and community dreams are simmering, alongside identifying leaders ready and willing to be part of regional systems change with and for diverse communities. This is where Te Aka Matua was born, and its essence captured by local illustrator, Kavita Singh, live at the retreat in these four illustrations.

Meeting fortnightly, Te Aka Matua co-design leaders, evaluated what was heard at the retreat and co-created a second gathering for the youth sector in response to the calls for more opportunities to connect, collaborate and re-energise together.

Despite the odds with COVID19, the August hui went ahead one week before Waikato entered its next lockdown. The gathering served as a timely opportunity for the youth sector to re-connect before isolating once again.

A creative evening that expressed what Te Aka Matua stands for, the hui took participants on a journey of integration, transformation and re-integration; weaving breathwork, poetry, self-reflection, and space to share voice together.

Building capacity and capability with an equity lens and using a community-led approach means that leadership development ripples out and back into the communities represented. Solutions are led by those experiencing and identifying with the challenges and aspirations, so they are designed for and by the people.

The next phase looks to making sense of the data and experience collected at both the April retreat and August hui, to inform a 3-year strategy to drive greater collaboration, connection, leadership and wellbeing within the youth sector community.

The impact of this project to-date has been far beyond what we could have originally comprehended, inspiring new types of leadership, community engagement, organising and advocacy.



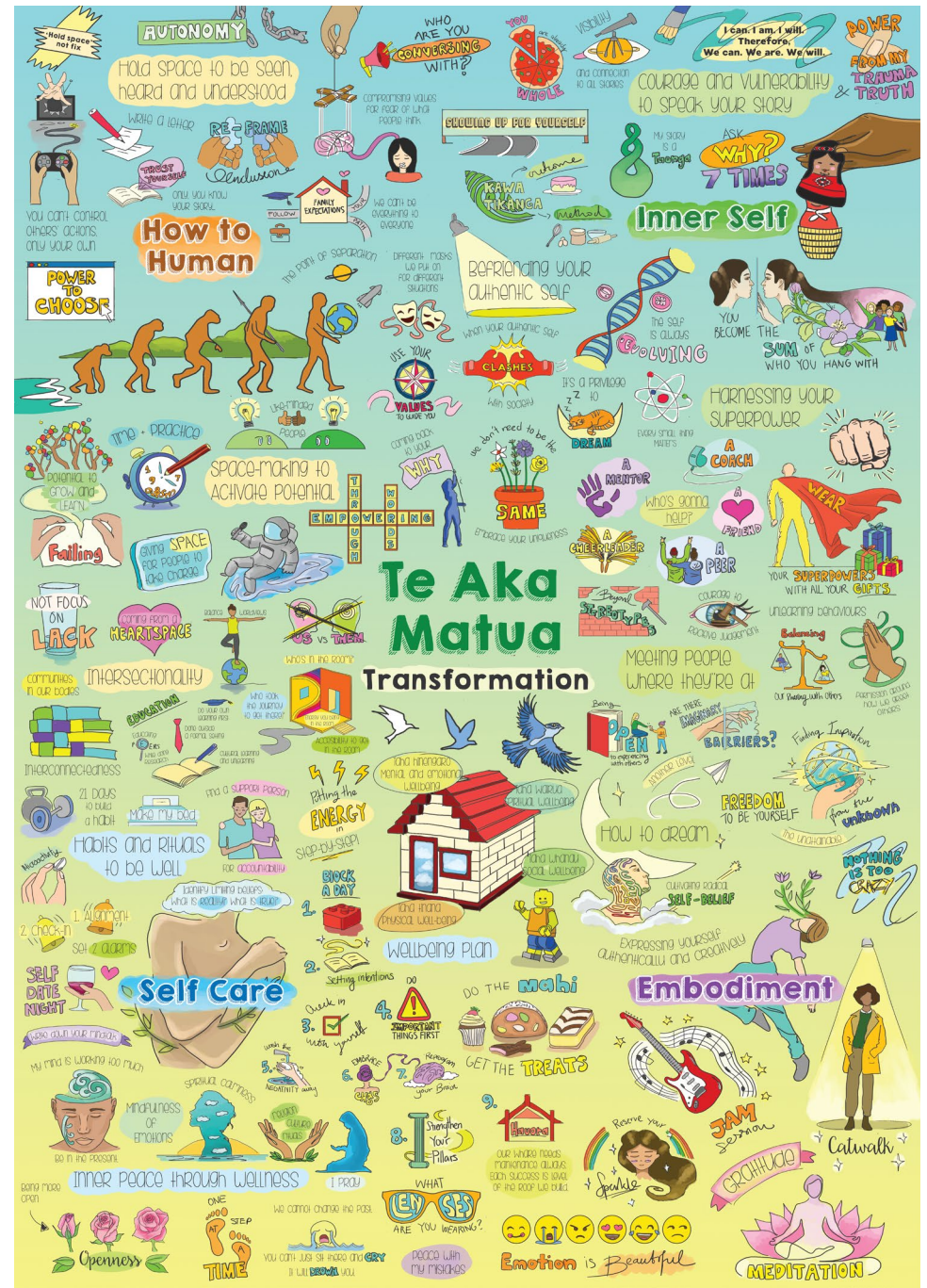
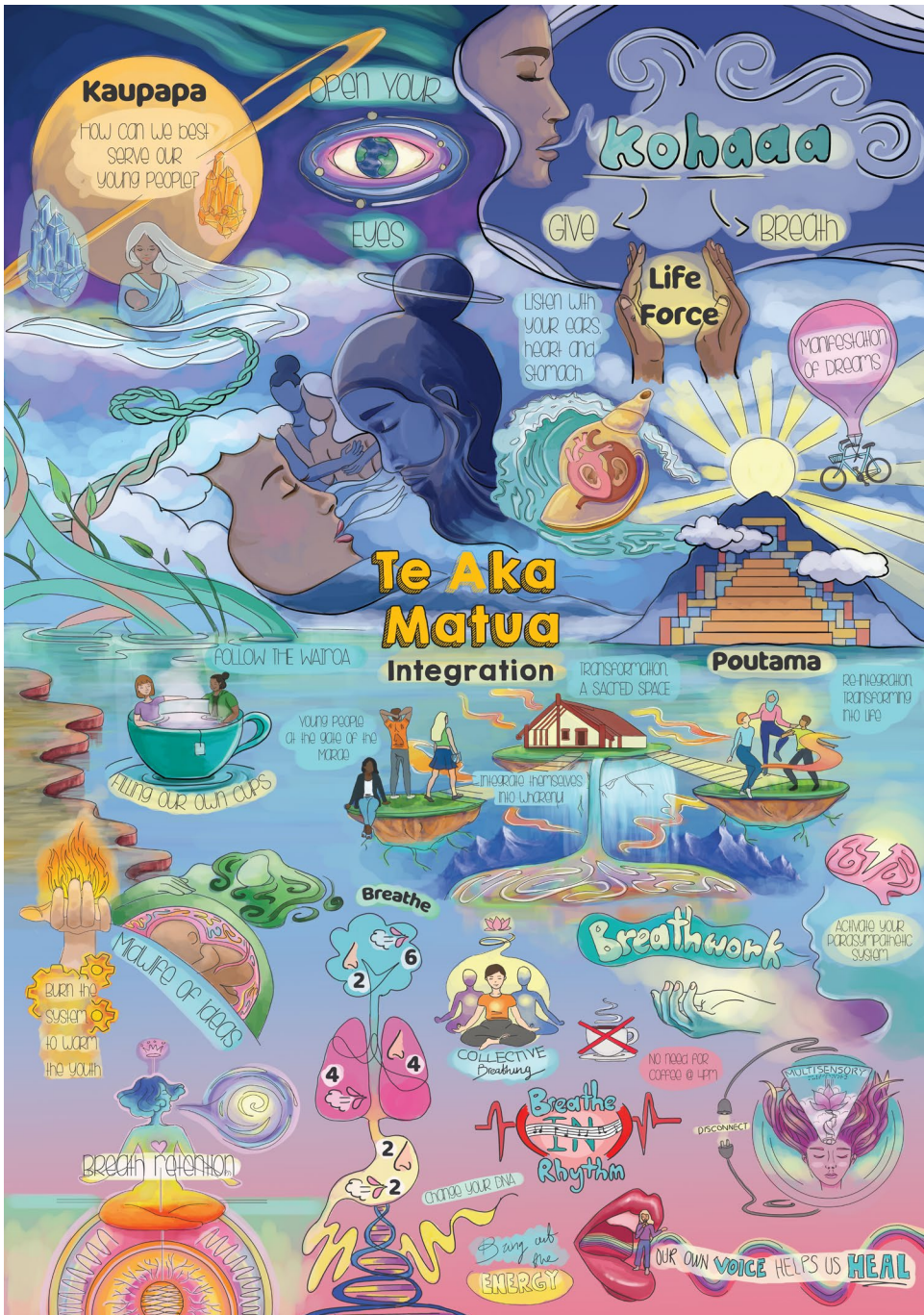


Image Credit: Kavita Singh



Image Credit: Kavita Singh

YOUTH SECTOR CAPACITY BUILDING

DIGITAL CONSULTING

The project began with a community aspiration that rangatahi will have access to what we need to participate in, contribute to, and benefit from the digital world. This defines digital inclusion as a desired end state, one in which everyone is included.

Achieving this community aspiration means defining what it means to be digitally enabled, and for this project, that meant:

- Making services accessible online for rangatahi
- Increasing the reach of youth organisations
- Harnessing technology to improve back-end systems in youth organisations to deliver services
- Increasing the digital literacy of staff and volunteers of youth organisations.

In this project we mentor key youth social services to embrace a digital platform and strategically share learnings across the community development sector.

To deliver this vision, Seed Waikato is co-designing technology strategies and project managing the delivery of digital solutions for youth-focused charities: Rainbow Hub Waikato, Te Ahurei a Rangatahi, Number Twelve, and Waikato Young Workers Resource Centre.

"This project has been instrumental in lifting our digital game at the Young Workers Resource Centre. The initiative came at the perfect time – when COVID-19 restrictions were forcing us to rethink how we engage with rangatahi – and we were able to give our web presence a huge boost and improve our back-end systems to better understand the impact we're having. The support from Seed was also critical in launching our Help Centre to better respond to the disadvantages young workers are experiencing as a result of COVID-19. Though this, hundreds of rangatahi have been given access to justice and support from Seed Waikato was key to this achievement." **Tony Stevens, YWRC**

"Navigating lockdowns and the challenges that digital connection provides has been an interesting journey in the times of COVID-19. Since our beginnings as Waikato Queer Youth, we have supported young people of diverse gender, sex and sexuality. As we have grown as an organisation, the needs of the community have also grown. After extensive consultation, we now have the capacity to increase our scope to transform into Rainbow Hub Waikato, supporting people of all ages. From funded support through Seed Waikato, we have also been able to evolve our brand, and grow our digital presence and strategy. We are very excited about what these changes will bring to our community, enabling us to share digital resources on how to access Waikato based support, and show people that they are not alone in their identity, through positive strength-based content. We invite you to walk along this journey with us, and to check out our new website once it is live!"

Nate Bramwell, Rainbow Hub Waikato



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
695 TIMES



181
POSTS
REACHING
109,813 PEOPLE



2
ONLINE
WORKSHOPS

WITH 92 PEOPLE
ATTENDING

YOUTH SECTOR CAPACITY BUILDING:

4 YOUTH
ORGANISATIONS
SUPPORTED

DIGITAL STRATEGY
WEBSITE AND
SOCIAL MEDIA



VOLUNTEER PROGRAMME:



1,830
HOURS DONATED
BY 16 VOLUNTEERS



OVERALL
EVENT
RATING OF

4.8/5

COMMUNITY WORKSHOPS:

10 COMMUNITY
WORKSHOPS

BRINGING TOGETHER
510 YOUNG PEOPLE

CO-HOSTED
BY 9 PEOPLE

9/10 MORE OPTIMISTIC
ABOUT THEIR FUTURE



8/10 INCREASED
SELF-AWARENESS

8/10
INCREASE IN
WELLBEING

9/10 BUILD
COMMUNITY
CONNECTIONS

8/10 LEARNT
TOOLS TO DO LIFE
DIFFERENTLY

STORIES OF CHANGE



RACHEL BAUER

I'm so grateful that I have had the opportunity to be involved with Seed Waikato and to see the impact from day one. When Gemma Major first shared the concept for Seed Waikato with me I knew it was going to be special and was keen to be a part of the journey.

Gemma has a beautiful ability to bring others on the journey with her – people believe in her because she has such unwavering belief in whatever she is focusing her energy on.

After each event I always felt inspired and pumped and through connecting with others I found I wasn't alone in my fears and dreams.

Whatever the role has been – volunteer, filling in as Chief Doer of Things while Gemma was on maternity leave, event speaker or on the committee – I have loved being a part of a community who lifts you up and embraces who you are. Seed Waikato truly is something magical.



MADIHA

The Seed Waikato whānau is one that actually feels like a family. I joined Seed last year as a Committee Member and ever since then, I have loved being part of this amazing team. Over my time at Seed, being part of the Committee, I have been able to learn so much.

Some of those learnings are:

- The answer lies within the community
- "Flearning" (Failing + learning) is welcomed
- Best teams support each other

The passion that each individual member of the team carries for the work that they do is so evident in what Seed has been able to achieve.

Seed provides a safe space for so many individuals to thrive, to dream and to become the best versions of themselves. Being part of this amazing community and contributing to this amazing mahi has allowed me to learn and grow in so many ways.

It has expanded my horizons, given me the opportunity to learn about governance, given me the space to meet like-minded people and allowed me to Flearn. Seed Waikato is truly unique and I feel blessed to have been part of it.



HAYLEY JAMES

I came home from my first Seed event buzzing. The welcoming sense of community and the tools of empowerment and self-development I learned have kept me coming back for more ever since.

From going to events, to becoming an events volunteer to now working as the Digital Coordinator I can honestly say Seed Waikato has changed the way I feel about work and community.

Before working with Seed, I wasn't in a workplace that appreciated me, respected me, or pushed me to develop myself as a person, and I was very unhappy.

In Seed I found a community that gave me all that and more. I have a community of people that have my back, allow me to be vulnerable and appreciate and respect me and I have grown immensely as a person in the short time I have been involved.

Seed Waikato exists to show young people that they can live purpose driven lives they love and create spaces to meet other like-minded people while learning skills to be able to live your best life.

I am so grateful to the Seed Waikato whānau, for helping me to unlock my potential alongside a group of epic young adults.



NATE BRAMWELL

As someone who has worked in the community most of my working life, I have seen passionate and skilled people fizzle out, giving the last of their capacity to support one more person. I was once asked what my work life balance was and I replied, "80/80".

Together with the community, Seed has facilitated and "planted" the foundation of a joint kaupapa - Te Aka Matua - a call to action to empower diverse and inclusive representation across the vibrant Waikato youth sector and to help amplify the voices in our community to be supported in greater well-being, self-leadership, and connection.

I was drawn to this kaupapa to help co-create ways that we can feel nourished together, to weave friendships, cup filling, and reduce isolation and burden within our roles through solidarity, joy and fun. A key protective factor in the lives of many rangatahi is their connection to community and those with similar lived experiences. Te Aka Matua showed me there was a need for this amongst our community workers also.

I am excited to continue growing with Te Aka Matua and supporting through community-led development, collective action and learning together strategically with aroha.

ACKNOWLEDGEMENTS

Thank you to our young change-makers who featured in our “Seeds for Change” blog series: Nowshin Humayan, Rana Arif, Oliver Stewart, Madiha Ali, David Rooney, Kemi Mildred Hughes, Camilla Carty-Melis, and Luke Stevenson.

Thank you to our incredible event speakers who gifted their time to inspire and empower our community: Briony McKenzie, Danielle Marks, Kiri Crossland, Chantelle Cobby, Kevin Smit, Leighton Clarke (Uncle Tics), Michelle Howie, Michael Moore, Tracy Hemmingway, Lucien Nabbs, Ryan Bennett, Tuihana Ohia, Diaz Grimm, Miguel Raman, Daynah Eriepa, Dujon Cullingford, Amy-Leigh Hopa, and Wikiwira Pokiha.

Thank you to the leaders of Te Aka Matua: Madiha Ali, Nate Bramwell, Dujon Cullingford, Daynah Eriepa, Helena Kaufononga, Zeta Mohn, Maluseu Monise, Michael Moore, Alana Tyrell, and Maoiro Barton. Thank you for honouring your lived experiences, thank you for speaking your truth, and deciding that you can use your voice and gifts to make change.

Thank you to our incredible MC’s who held space for our community to feel safe: Maluseu Monise, Slay Way, Amy Leigh-Hopa, and Michael Moore.

Thank you to our event sponsors who enabled our community to grow: AlSCO, Carlton Party Hire, Hamilton City Council, MHB Photography, and Ramen Events.

Thank you to the team of staff and volunteers who have and continue to move this waka forward: Chantelle Coby, Travis Eggink, Katie Hines, Jared

Ipsen, Kavita Singh, Brittney Benn, Naveen Singh, Chloe Walling, Abby van de Ven, Will Revelo, Hayley James, Michelle Parker, Kelsy Scott, Gemma Major, and Tania Pointon.

Thank you to our hard-working Committee who provided leadership over the last year as we have navigated strengthening a youth-led movement: Greg Johnston, Madiha Ali, Natasha Harvey, Rosalie Norton, Kauri Tearaura, Molly Allen, Inde King, Johann van Loggerenberg, Rachel Bauer, Liz Rushbrooke, Slay Way, and Jenny Nand.

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

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 and Give a Little: Gemma Major, Jess Hood, and Liz Rushbrooke.

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

And of course 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, Waikato Plan, Trust Waikato, John and Glenice Gallagher Foundation, and WEL Energy Trust. Your belief in our movement has powered us forward and we look forward to another great year together.



FINANCIALS

Financial Performance

Waikato Seeds for Change Charitable Trust - For the year ended 30 June 2021

Revenue	2021	2020
Donations, fundraising and other similar revenue	194,016	96,230
Revenue from providing goods or services	9,587	20,956
Other revenue	4,785	6,730
Total Revenue	208,388	123,916
Expenses		
Costs related to providing goods or service	67,638	40,701
Volunteer and employee related costs	155,530	76,530
Total Expenses	223,168	117,230
Surplus/(Deficit) for the year	(14,781)	6,686

Please read in conjunction with the [Compilation Report](#).

Contact us for the full Financial Report.

Financial Position

Waikato Seeds for Change Charitable Trust - As at 30 June 2021

Assets	2021	2020
Current Assets		
Bank accounts and cash	286,705	177,364
Total Current Assets	286,705	177,364
Liabilities		
Current Liabilities		
Bank overdraft	555	-
Creditors and accrued expenses	7,418	5,407
Unspent grants	197,258	104,842
Total Current Liabilities	205,230	110,250
Non-Current Liabilities		
Other non-current liabilities	29,141	-
Total non-current liabilities	29,141	-
Total Liabilities	234,371	110,250
Total Assets less Total Liabilities (Net Assets)	52,334	67,114
Accumulated Funds		
Accumulated surpluses or (deficits)	52,334	67,114
Total Accumulated Funds	52,334	67,114



Seed Waikato

2 London Street, Hamilton 3204, Aotearoa

kiaora@seedwaikato.nz

Seed Waikato is a Registered Charity (CC55322)

seed.
WAIKATO