

2021 – 2022 ANNUAL REPORT



seed.
WAIKATO



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CO-CHAIR MESSAGE



KIM DYBALL

**Mā te kimi ka kite, mā te kite ka mōhio,
mā te mōhio ka mārama.**

**Seek and discover, discover and know,
know and become enlightened.**

As I sit down and reflect on this last year at Seed Waikato, the proverb above seems very fitting. This year has been one of movement, flexibility and reflection for so many. We moved through lockdowns, the traffic light system and are adjusting to living a “new normal” after COVID.

Firstly, it’s an honour for Molly Allen and I to step into our Co-Chair roles. We are learning and growing as we support this important mahi.

Secondly, we wish to acknowledge the incredible contribution from Greg Johnston who stepped away from the Board in July to pursue other endeavours. We would like to thank Greg for all his hard work and time over these past years.

Like many other organisations, Seed Waikato has gone through a period of rethinking, refining and evaluating. We started the year with running online events, focusing on supporting our community, many of whom shared their challenges of isolation. When levels changed, we responded by providing hybrid events so that anyone was able to attend and participate.

The growing staff team have demonstrated how engaged they are with our kaupapa, by being responsible for the direction we have taken with introducing our new Seasonal Holistic

Wellbeing programme. This will ensure we plan and deliver according to our capacity and weave in other aspects of wellbeing.

We will also connect both with the youth sector and with our community to really build on this momentum, to gain the knowledge and be the light for young people, and to welcome more into our whaanau.

And of course, we pass a huge mihi on to all our amazing funders, volunteers, and gifted staff for your tremendous time, support and guidance this past year. We look forward to building on our strengths and looking for new opportunities to grow and awhi our precious young people.

CHIEF EXECUTIVE MESSAGE



TANIA POINTON

Ka mahi te tawa uho ki te riri.

Well done, you whose courage is like the heart of a tawa tree.

I am humbled by the resilience and courage of our Seed Whaanau and the community we serve as we've all navigated a very challenging period this past year.

It has been one that has called for creativity, patience and aspiration, and all who have been involved in our Seed mahi have demonstrated these qualities in multiple ways.

During the 2021 COVID Lockdown our volunteers, staff and governance team came together for an online hui to redefine our strategic pillars. This process was inspiring and provided the foundations for us to transform our offerings to

respond to what we were hearing our community needed in a changing world.

Our young people are still looking for opportunities to connect and grow, and to be inspired by hope and purpose.

In response to this we have continued to grow and develop by identifying the following key areas of focus:

- Themed "Seasons" to deliver wellbeing narratives within a wider context
- Strengthening meaningful connections within our youth community in the Waikato
- Weaving Te Tiriti-informed principles in everything we do
- Building capacity in the youth sector through systems-led thinking
- Ensuring organisational continuity and stability.

We were also able to clarify our level of input in each of these by using a new "Drive? Activate? Connect?" framework. This has enabled us to scale resourcing as and when required.

Our talented and growing team are using a strengths-based framework guided by TEAL principles to combine productivity with personal wellbeing. We are learning how the principles of Self-Leadership, Wholeness and Evolutionary Purpose support us to live our values of being youth obsessed, showing up and daring to be different.

The report that follows is a co-designed piece of work, highlighting some of our achievements and providing insights as to how we plan to continue our evolutionary journey.

I am filled with hope as we lift our gaze and see what is possible on the horizon. We have many exciting projects emerging and tapping into the potential of our rangatahi around us will make these a reality.

ENGAGING OUR COMMUNITY DIGITALLY

HAYLEY JAMES

With in-person events becoming increasingly challenging, we shifted our focus to engaging with our community in different ways, with an intentional focus on digital engagement. Early in 2022, we co-designed a digital strategy to ensure we continue meeting young people where they are at.

We created a new content calendar and pillars to coordinate the wide range of content going out onto our social media platforms. This keeps it exciting and fresh for our community.

We also explored the dynamics of “movement marketing”. This meant we messaged ideas and concepts so as to create a Holistic Wellbeing Movement of young people. We co-designed a media plan and strategy that could inform us of future trends.

The content we create aims to develop a connection by providing the opportunity for our community to ask questions and engage with us in real-time via Instagram lives and stories. We also provide inspiration, motivation, and hope, and give young people access to strategies and tools to strengthen their wellbeing.

We covered topics like local politics, resting and recovering from burnout, yoga, how to lead with love, and how to build empathy. We looked at these through a Te Ao Maaori lens, to understand how this world view can support us in our wellbeing.

With Instagram’s algorithms changing to focus on video-based content to compete with TikTok we changed our digital strategy from previous years to reflect the current model of the platform and have put a major focus on creating Instagram Reels.

We have been spending time engaging and interacting online with our community liking, commenting, and following people to start to create meaningful (eventually in-person) relationships.

Through this, we have seen a phenomenal rise in engagement with the community sharing our posts online and have received great in-person feedback too. We have seen a rise in comments, saves, and shares which demonstrates our community is resonating with our content and the style of content we have been creating.

We will continue to be aware of where our rangatahi are at, to meet them there to hear and learn what they are needing and shooting for.

“...As someone with severe social anxiety, I really love this series and approach. Thank you for being inclusive and understanding that events and asking questions can be super intimidating.”

- SOCIAL MEDIA FOLLOWER



SHIFTING TO "SEASONS"

As an organisation who had a focus on in-person events and connection, the impact of COVID has been challenging. We have been exploring, how in uncertain times, we can still create spaces and places for our young people to connect with topics they care about.

For the first part of the year, we hosted online and hybrid events. With Hana Tapiata joining us for our 'Road to Remarkable' event and Nick and Danica Joy teaching us about building empathy through movement online via Zoom.

We then switched to 'hybrid' events as we moved down the Traffic Light System, creating a 'digital seat at the table' to watch and interact with our events such as yoga, leading with love and self discovery via Zoom complete with an online facilitator.

Although these hybrid events worked well and were enjoyed by 114 people both online and in person, the Seed team had to get real about the capacity of the organisation to be able to host hybrid events every month with the funding and hours that the team had.

So, after much koorero and ideation, 'Seasons' were created. Moving into a seasonal calendar for our events was the best option to get the most out of the resources we had and continue to provide meaningful whakawaanaungatanga for our community.

Our Seasonal themes have been 'Rest & Recovery' (during Winter months) and 'Engaging in Politics' over the election period. In 2023 we look forward to "Relationships & Sex" and 'Papaatuanuku and Wellbeing' as our season themes.

"[This workshop] helped me accept that all my experiences (especially the difficult ones) helped shape who I am today."

- ONLINE WORKSHOP PARTICIPANT

"I left this workshop feeling energised and motivated. I will now view my trials differently."

- IN-PERSON WORKSHOP PARTICIPANT



YOUTH SECTOR CAPACITY BUILDING - TE AKA MATUA

Te Aka Matua Leadership Group:

Michael Moore - Poutama Rites of Passage
Daynah Eriepa - Hamilton City Council
Kim Dyball - Youth Able
Amy-Leigh Hopa - Seed Waikato

The Te Aka Matua project (funded by Trust Waikato) has continued to enable young leaders representing youth organisations and their kaupapa to co-design solutions to Youth Sector challenges.

We have had a pretty challenging year growing the Te Aka Matua project. Each of our members have gone through huge life changes, and as pandemic levels even out we are finding our footing again as people and a leadership group.

We are exploring how we can integrate and invite new people into the space in a way that allows everyone to respect their capacity and what's both realistic and possible.

We had a lively feedback session around what PD sessions would be most helpful for Htwn/Te Aka

Zeta Mohn - Hamilton City Council

Nate Bramwell - Rainbow Hub

Madiha Ali - SHAMA

Supporting: Dujon Cullingford - Wise Group

Matua trainings - this has informed the sessions we have planned. We are also currently working on finishing up our branding strategy so we can start 2023 with a new look.

We are very keen to start running events next year and have spoken about the possibility of another event. We are currently working with HCC and Seed to see how a Youth Sector Stocktake can be utilised to create a visual eco-system map for Youth Sector Services and contacts.

We look forward to Te Aka Matua supporting those in the youth sector in the year ahead.

“Volunteering with Seed gives me purpose. I’ve learned how I lead myself and others, and I’ve met great people too!”

- VOLUNTEER



AWARD WINNING IMPACT

OUR IMPACT MODEL IS BUILT ON HOLISTIC WELLBEING AND WE MEASURE OUTCOMES THROUGH FEEDBACK FROM WORKSHOP ATTENDEES AND INTERACTION FROM OUR SOCIAL MEDIA FOLLOWERS.

126,713 
PEOPLE REACHED VIA
SOCIAL MEDIA

 **280**
POSTS ON SOCIAL MEDIA

 **96,556**
PEOPLE REACHED VIA
48 REELS

12

LIVES
VIEWED BY



2011 PEOPLE

3

ONLINE
WORKSHOPS



ATTENDED BY 63
YOUNG PEOPLE

3

HYBRID
WORKSHOPS



BRINGING TOGETHER
227 YOUNG PEOPLE

1 

IN PERSON
EVENT

16,853

VOLUNTEER HOURS
BY 16 VOLUNTEERS



STORIES FOR CHANGE



MICHAEL RICHARDSON

I'm so incredibly humbled to be involved with Seed Waikato's mahi. I attended my first Seed event in 2018 with a close friend.

He saw my growth potential as a young community contributor and encouraged me to explore the opportunities the youth community sector had to offer. This was also at a time when

I felt my life was stagnant, I needed to fill my cup again and find more of a direction.

Fast forward a couple of years, I wanted to contribute to the kaupapa in a volunteer capacity in the events space. I have learnt so much regarding event management which has assisted me in other volunteer roles throughout the community. Since April 2022, I have been working for Seed as their People and Finance Coordinator with a focus on community funding, finances, logistics and HR.

Through belonging to Seed, I have been offered many amazing thought-provoking opportunities including being a delegate at the recent Aspiring Leaders' Forum. Young leaders from across the country diving deep into what leadership looks like from a values mindset. Seed Waikato has equipped people like me for many years to realise their potential, it's truly a full-circle moment to inspire the next generation of thinkers and doers.



RANA ARIF

Assalamu Alaykum and Kia ora, I first heard of Seed about 3 years ago and when I went to the first event I left feeling empowered and energised.

Ever since then, I always felt a special connection with the kaupapa. I always left the sessions with

golden nuggets to reflect on. Being able to learn and grow in an environment that invites people from all backgrounds was what really pulled me in and it was really cool that I was able to do that with young people too.

Earlier in the year, I joined the Seed Board and it has been an exciting journey! I am glad I have

the opportunity to provide my skills and be able to voice the communities I come from. I am able to do that whilst also learning from the other board members as we strengthen the Seed kaupapa together. I am excited to see what the future holds for Seed.

STORIES FOR CHANGE



JAHVAYA WHEKI

Kia ora, Ko Jahvaya toko ingoa. My first exposure to Seed Waikato was back in 2019. I worked with the Electoral Commission in the youth engagement space encouraging young people to enrol to vote.

I kept attending events and the amazing Te Aka Matua Retreat which was life changing for me - meeting others in the community and I can see now that it switched my mindset to next-level thinking.

I was fortunate enough to have an opportunity to be a speaker at Seed's March online workshop. I spoke about How to Lead with Love through self discovery. It was a great learning experience and I enjoyed sharing my journey and engaging with others through an online space. After that, I helped out as an online MC for the April hybrid event - Yoga Citta. I really loved helping out and felt seen and heard.

I am blessed that Seed Waikato provided me with an opportunity to explore my potential and offer so much opportunity for growth and community connection. I feel blessed to have been able to find my people and feel at home. Seed enabled me to break down my walls and heal in front of others - to explore my authentic self, and through this learn more about true depth of connection and relationship building.

Fast forward to 2022 I am now working in Seed Waikato as a Project Activator. I am grateful I found a place to explore my inner light and see the gifts of others. I feel as though I have my dream job and am excited to be a changemaker! I look forward to learning more about the community and how I can use my experience to impact the lives of others just as Seed Waikato has done for me.

“I feel blessed to have been able to find my people and feel at home.”

- JAHVAYA WHEKI



CIRCLES

The Circles Project is a development and exploration of opportunities and creation of an interlinked eco-system of young people who care about themselves, others and the world. Late in 2021, we received funding from Todd Foundation to deliver a pilot project to learn and discover how peer groups of interest could support our community further. We are developing a workstream to provide opportunities for young people to explore their interests and in that, find a community of others where there's a space to truly hear, see and support each other.

Eco-systems is a key word for this project as it indicates the interconnectedness of our communities and how we all play a part in creating our environment. As we have piloted this project we have discovered there are infinite possibilities and we will be responding as we see the strengths and gifts in our rangatahi to contribute to growing this space.

CHANGEMAKERS CIRCLE

The Changemakers circle is focusing on encouraging young people to be changemakers and get active with something they care deeply about. We aim to collaborate with other changemakers to inspire young people to take their action to the next level. We also can see the need for education and back-office services for systems change projects and will continue to explore how Seed can provide what is needed to support transformational change.

“I’ve discovered there are gems in these learnings that will ripple for years to come. Awesome work for making this possible at this crazy time.”

- WORKSHOP PARTICIPANT



ACKNOWLEDGEMENTS

Our Seed mahi cannot happen without our incredible supporters.

Thank you to our inspirational event speakers who gifted their time to empower our community: Katie Deare and the team at Sun Salute, Quincy Ngati, Jahvaya Wheki, Iona Marsters, Joshua Rameka, Hana Tapiata, Danica and Nick Joy.

Thank you to the growing leaders of Te Aka Matua, knowing you can use your voice and gifts to make change in our sector: Daynah Eripa, Michael Moore, Kim Dyball, Nate Bramwell, Madiha Ali, Zeta Mohn, Amy-Leigh Hopa and Dujon Cullingford.

Thank you to our awesome MC's who held space for our communities both online and in-person: Maluseu Monise, Slay Way, Jahvaya Wheki, Amy-Leigh Hopa.

Thank you to our sponsors who continued to provide in-kind support for our mahi: Ramen Events, Alsco Services, Carlton Party Hire, PKF Hamilton, Caitlan Johnston and Dwight Rawson.

Thank you to our team and staff who have continued to move this waka forward:

Staff: Amy-Leigh Hopa, Tania Pointon, Michael Richardson, Jahvaya Wheki, Hayley James, Kelsy Scott, Michelle Parker and Sese Bramwell.

Thank you to our hard-working Committee who provided leadership over the last year as we have navigated strengthening a youth-led movement:

Committee: Greg Johnston, Johann van Loggerenberg, Kauri Tearaura, Madiha Ali, Molly Allen, Rosalie Norton, Kim Dyball, Nathan Rahui, Rana Arif, Roxanna Holdsworth, Pratishtha Poruhit.

Volunteers: Guillermo (Will) Revelo, Poonam K-shetri, Charlotte Stockman, Slay Way, Maluseu Monise and Abby Van De Ven.

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:



FINANCIALS

Statement of Financial Performance

Waikato Seeds for Change Charitable Trust
As at 30 June 2022

Revenue	NOTES	2022	2021
Donations, fundraising and other similar revenue	1	210,898	194,016
Revenue from providing goods or services	1	54,619	9,587
Other revenue	1	1,940	4,785
Total Revenue		267,457	208,388
Expenses			
Volunteer and employee related costs	2	66,693	67,638
Costs related to providing goods or service	2	199,916	155,530
Total Expenses		266,609	223,168
Surplus/(Deficit) for the Year		848	(14,781)

Statement of Financial Position

Waikato Seeds for Change Charitable Trust
As at 30 June 2022

Assets	NOTES	30 JUN 2022	30 JUN 2021
Current Assets			
Bank accounts and cash	3	308,730	286,692
Debtors and prepayments	3	983	-
Total Current Assets		309,713	286,692
Total Assets		309,713	286,692
Liabilities			
Current Liabilities			
Bank overdraft	4	1,144	542
Creditors and accrued expenses	4	5,078	7,418
Unspent Grants	4	250,309	226,399
Total Current Liabilities		256,531	234,359
Total Liabilities		256,531	234,359
Total Assets less Total Liabilities (Net Assets)		53,182	52,334
Accumulated Funds			
Accumulated surpluses or (deficits)	5	53,182	52,334
Total Accumulated Funds		53,182	52,334



seed.

WAIKATO

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Seed Waikato is a Registered Charity (CC55322)