

Funding Co-ordinator's Report AGM 2019

During the 2018/19 financial year we received funding as follows:

Lotteries Grant: We received \$4380 on 6 April 2018. This pays for our subscription to a Cloud membership platform and mobile phone costs for the President and two Field Officers.

Donations: \$7053.20

University Visits: \$800

Dogs NZ: We received \$5000 on 25 May 2018 which significantly contributed to the Liaison Officer's Appreciation and Training Day held 3 November.

We are extremely appreciative of the support we receive from Dogs NZ and fortunate to feature in the monthly Dog World magazine.

Dogs In Togs Events: Three events were held earlier this year which raised \$591.00 (\$171.20 banked prior to 31.3.19)

Sponsorship: Since signing the agreement on 26 April 2018, Ziwi's spend has been (first three items below)

Newsletters – postage and printing est. \$3500 per annum and years 2 and 3 to cover growth of sending newsletters to organizations visited in the order of 10%

Total spend \$8658.36

This includes postage of co-branded scarves with the 2018 winter newsletter (each member received a hard copy)

Printing of promotional material plus postage where required
\$200 allowed for designer's costs and \$4000 for printing

Total spend \$3603.91

New Member Packs – provide 20gm Ziwi product sample packs to be included in new member packs (dog scarf, member name badge, business card and a membership guide) and pay for the packaging and postage of same – est. \$1600

Total spend \$579.98

Co-branded dog scarves - The agreement stated Ziwi would pay for 700 scarves, however 850 were produced. We are not aware of the cost of these but this has meant a saving to us from the date the co-branded scarves were received. Note: Annette Dougherty continues to make extra small scarves when required.

Banners - We have received one banner. Note – three additional banners have been produced as part of year two and sent to Tauranga, Wellington and Christchurch.

Publicity Opportunities have included:

April 2018 Tea Party to announce the opening of Ziwi's Burnham factory



June 2018 Tauranga Expo

October 2018 Massey University Albany group visit – televised

October 2018 Auckland Pet Expo

Carolyn Williams provides Ziwi with material for social media. Zoe McClintock (Ziwi) follows our Facebook page and shares posts when appropriate.

Website – update has been progressed by Leanne Gibson.

Discount Coupons – This has not progressed due to cost margins. Ziwi offered a 20% discount on the basis product was shipped to distribution points and our members would arrange delivery of orders. This was not considered practicable.

Contribution by Ziwi (items 1-3) = **\$12842.25**

What has this meant to us?

We have been able to:

Cover extra costs of the Liaison Officer Appreciation and Training Day

Cover the cost of a proper financial audit

Purchase two footpath signs

Print new brochures

Extend our reach into communities by sending the newsletter to facilities we visit

Year Two

Following a meeting held 1 March 2019, Ziwi has confirmed the following requests for the second year:

Newsletters – to continue as previously

New Member Packs – to continue as previously

You Tube Training Clips on our website - \$2000 contribution towards production

Dog Scarves – 850 co-branded scarves

Banners – three banners have been made as noted above

Volunteer Recognition Certificates – Ziwi to pay for a two year supply

Our member/dog teams attending Ziwi promotional events will be provided with 1kg bags of Ziwi product or similar

As included in year one, we will provide Ziwi with a half page in our newsletter and provide opportunities for Ziwi to shoot (video or still) Canine Friends events and facility visits and to tell stories through social media where acceptable to Canine Friends and facilities.

Vicky Graham
Funding Coordinator