



Impact Report 2021





2020: the year COVID-19 came along and changed the world and how we all operate as not-for-profits and businesses.

With marginalised communities such as disabled New Zealanders and migrant whānau disproportionately affected by impacts including the social isolation of the rāhui (lockdown) and access to basic needs, our clients' social impact mahi became more important than ever. Ngātahi Communications stepped up to provide advice and crisis communications support, as well as working to create innovative hauora and support initiatives with organisations in response to the pandemic.

Our client and project partner Social Currency supports at-risk youth through donating 10% of all sales from their accounting and business advisory services. So far they've raised \$96,765.

Visit: socialcurrency.co.nz

Purpose: why we exist

We exist to amplify the voices of Aotearoa's changemakers.

Focus areas: how we target our impact

We actively measure our contribution towards:



Mission: how we create impact

Our mission is to inspire and strengthen Aotearoa's impact organisations through purpose-driven communications and engagement strategies.

We achieve our mission through mahi that:

- Stimulates purpose-driven transformation within businesses
- Builds capacity and sustainability within not-for-profits
- Engages with and empowers marginalised communities.

Vision: the world we're working towards

Our dream is an inclusive Aotearoa where every organisation works together with their community to address inequalities, and take action on social and environmental issues.

We focus on projects that address marginalisation and systemic inequity in hauora outcomes for:

- Māori, whānau and iwi
- Disabled people and their whānau
- At-risk children and youth
- People with mental health challenges and their whānau
- Migrant families (culturally and linguistically diverse communities).

Values: how we operate



Kotahitanga:

Collaborating for collective action



Whakawhanau-ngatanga:

Establishing strong, long-term relationships



Inclusion:

Seeking diverse perspectives and creating inclusive approaches



Mana-enhancing:

Empowering people and communities to lead their own change



Impact-focused:

Putting social, cultural and environmental outcomes at the centre.

Responding to COVID-19

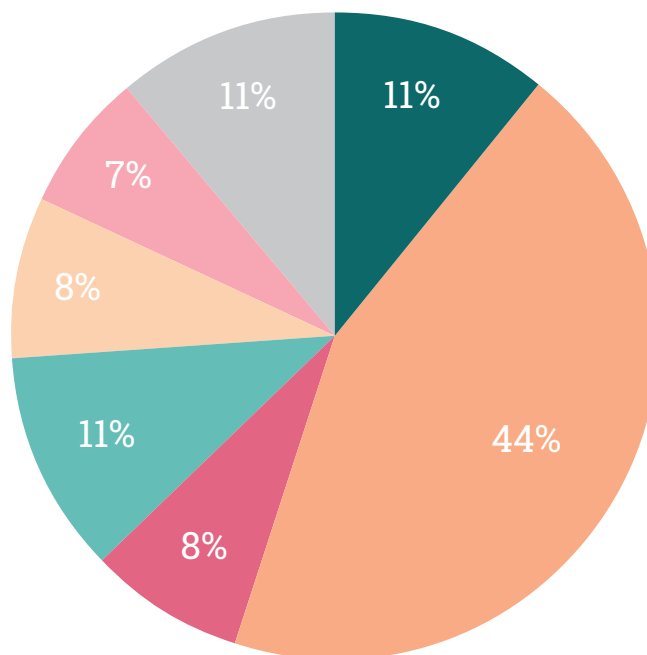
2020 saw us transform rapidly to meet the changing needs of our clients, the majority of whom support marginalised communities who were adversely affected by the pandemic.

We delivered more than 90% of all projects in the Year Ending March 2021 at discounted rates, pro-bono or through government funding initiatives.

Clients were witnessing the people they support struggle with basic needs like accessible showers, experiencing increased anxiety and depression, and under pressure to parent and school their children as sole-parents on decreased income – just to name a few of the issues.

To ensure clients could reach their communities at a time when their support was needed most, we offered blanket discounted rates to all social enterprises, not-for-profits and COVID-19 wellbeing initiatives in response to the pandemic.

Overview of projects completed and associated rates in 2021 FY



COVID RBP LOW-BONO PRO-BONO
-10% -15%
-5% Full Rates

COVID RBP = Regional Business Partner Network COVID-19 Support Fund

Low bono = more than 15% discount

We also established additional partnerships with independent, women-led consultancies to deliver additional crisis communications mahi, in turn supporting the sustainability of these sole-operator businesses.

25% of client hours in the 2021 Financial Year were supported through the Regional Business Partner Network COVID-19 Support Fund.

The New Zealand Trade and Enterprise Regional Business Partner Voucher Funding Schemes gave us the opportunity to expand our capacity-building services to new small-to-medium social and environmental businesses who were facing COVID-19 challenges, enabling us to support purpose-driven business transformation in Canterbury, Wellington and beyond.

Case Study: Dignity and Ngātahi partner for period equity

Dignity NZ was founded on a mission to create a world of period equity. The business' social impact operations were impacted by COVID-19 lockdowns and transitioning to remote work.

Thanks to the Regional Business Partner Network COVID-19 Support Fund, Dignity received funding to reassess how they could sustainably generate funds to provide period products to their partner organisations.

They chose to partner with Ngātahi Communications - a fellow B Corp - to build the foundations for Dignity's marketing and communications strategy.

Visit dignitynz.com to find out more about Dignity's mahi and how you can support period equity.



"It was invaluable for us to spend time together as a team to delve into our business and how we communicate our impact initiatives. Ngātahi managed to pull together so much information from us and put it all in an incredibly detailed and actionable format. Hannah also brought valuable insights and an understanding of the issues facing impact driven businesses. We now have a living document which is a blueprint for our marketing and communications going forward."

— Anika Speedy, General Manager, Dignity NZ.

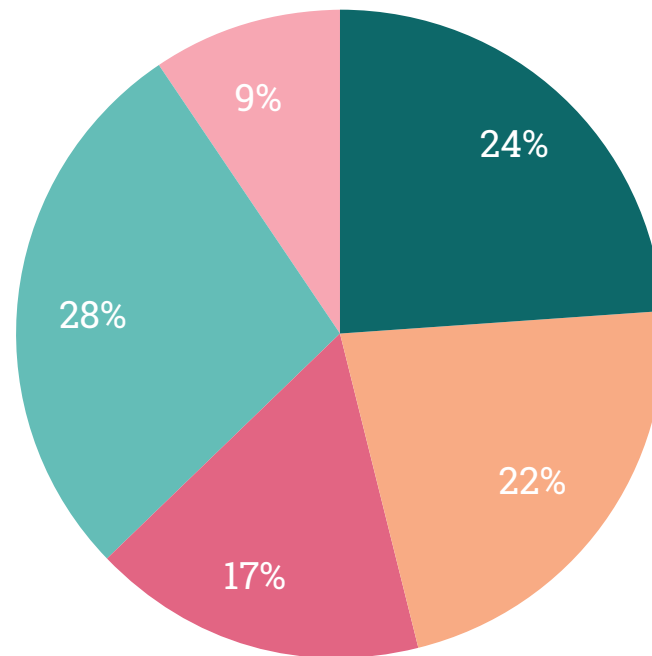
Our target SDGs and focus impact stakeholder groups

While the collective targets of the United Nations Sustainable Development Goals provide an overarching guideline for the kaupapa we support, Ngātahi Communications actively measures contribution towards SDG 3 (Good Health and Wellbeing), SDG 10 (Reduced Inequalities) and SDG 17 (Partnership for the Goals) via the projects we choose to work on. For us, centering our mahi on these SDGs translates to a focus on projects that address marginalisation and systemic inequity in outcomes for:

- Māori, whānau and iwi
- At-risk children and youth
- Disabled people and their whānau
- People with mental health challenges and their whānau
- Migrant families (culturally and linguistically diverse communities).

We refer to these groups as marginalised communities. Under the B Corporation assessment, they are referred to as underserved communities.

How our projects aligned with our impact stakeholder groups



- Māori, whānau and iwi
- At-risk children and youth
- Disabled people + whānau
- Mental health challenges + whānau
- Migrant families

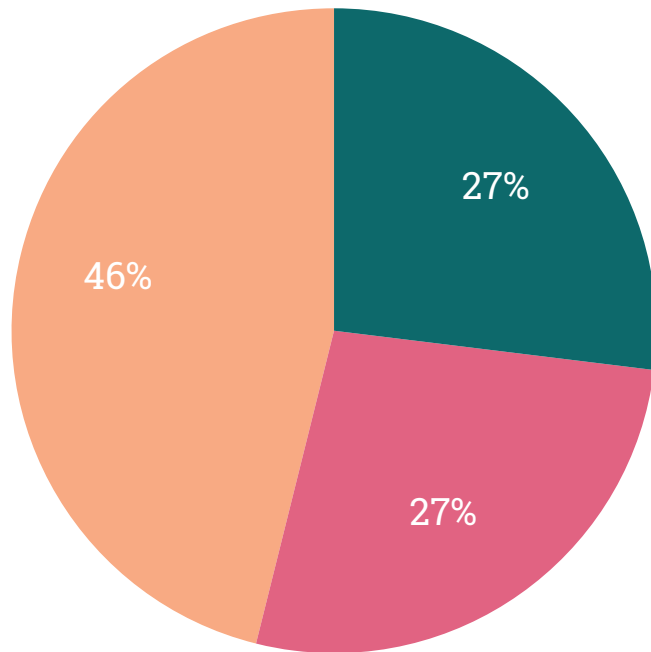
We commit to serving 90% social and/or environmental impact focused organisations. In the 2021 FY, we served 100% social and environmental organisations with 0% commercially focused client work.



Ngātahi Communications supported Life Education Canterbury with their post-lockdown COVID-19 recovery response. Visit: lifeeducation.org.nz.

Our commitment to SDG 17 grew in the 2021 Financial Year as a result of the pandemic, due to an increase in partnering with government via the Regional Business Partner Network, partnering with other consultants to deliver mahi, and creatively partnering with clients facing imminent loss of income and challenges delivering social support services.

Project alignment to SDGs during 2021 FY



- SDG 3
- SDG 10
- SDG 17



We supported Cholmondeley Children's Centre with their COVID-19 response and recovery through media relations and fundraising appeals. Visit: cholmondeley.org.nz.

Ngātahi Communications is committed to providing 5% of total client hours in pro-bono time, for marginalised or underserved community projects. The impact of the COVID-19 pandemic and subsequent rāhui on our community disrupted our planned pro-bono projects. We quickly responded by creating various advisory and coaching packages at low-bono and government-funded rates to support demand from new and existing clients.

4% of our client hours were completed pro-bono and 30% completed low-bono in the 2021 Financial Year to support projects affected by COVID-19 and new initiatives formed in response to the pandemic.



Our friends at NZ Spinal Trust invited us to their crazy hat Zoom morning teas during lockdown and lifted our spirits. Their team culture was strengthened through their people-focused rāhui actions. Visit: nzspinaltrust.org.nz

What makes us most proud of our pandemic response are the strong relationships we maintained with our clients and that our clients maintained with their communities. The phone calls, Zoom coffees, personal check-ins, aroha and manaakitanga flowed throughout the rāhui and beyond, proving the value of always putting whanaungatanga first in business.

"Ngā mihi maioha i tō koutou tautoko e te whānau Ngātahi. Your support, partnership and the impact you have created in the past year is incredible!" – Hannah McKnight, Kaiwhakahaere Whakapā

Case Study: What mahi aroha means to Māori

Volunteering New Zealand wanted to bring a bicultural lens to their storytelling during National Volunteer Week in June 2020, as part of their strategic work towards partnering more closely with iwi and mana whenua across Aotearoa.

Chief Executive Michelle Kitney reached out to Ngātahi Communications because of our connections to Whānau Ora kaupapa in Waitaha Canterbury. We partnered with Emma Smart Creative to tell the stories of three Whānau Ora organisations who are supported by Te Pūtahitanga o Te Waipounamu in the South Island.

Find out more about Volunteering New Zealand and how you can encourage mahi aroha at your organisation at: volunteeringnz.org.nz



Whānau Ora kaupapa Hei Whakapiki Mauri aim to leave a legacy of whānau who have the confidence and leadership skills to be proudly Māori first and contribute to their community. Visit: heihwhakapikimauri.co.nz

“The impact of working with Hannah and the Ngātahi Communications team is beneficial on so many levels. Working collaboratively has enabled us to collectively capture, share and amplify stories of mahi aroha from around Aotearoa. On a personal level I have found working with Hannah immensely enriching; our positive and supportive relationship is front and centre of how we work together”.

— Michelle Kitney, Chief Executive, Volunteering New Zealand.

Our practices

Commitment to Te Tiriti o Waitangi

Ngātahi Communications believes that effective relationships are underpinned by a respect for values, and for Te Ao Māori (the Māori world view). We operate within the spirit of the intent of Te Tiriti o Waitangi (The Treaty of Waitangi), aspiring to build the types of relationships envisioned by the Treaty, and to apply the Treaty in practice to every interaction and in all our communications.

We believe that strengthening relationships between tāngata whenua (first peoples) and tāngata Tiriti (all those who have come by right of Te Tiriti) is critical to community-led change. We encourage the use of te reo Māori and tikanga Māori (Māori language and protocols) and give consideration to the concepts of kāwanatanga, tino rangatiratanga, ōritetanga and wairuatanga (governance, self-determination, equality and spirituality) within all aspects of our daily business. We promote and support our suppliers and clients to do the same.

Accessibility

Considering accessibility enables all people to participate fully in society. Ngātahi Communications expects all employees (including independent contractors), clients and suppliers to apply full consideration to physical, social and personal accessibility needs in all business activities and events. These include but are not limited to:

- building accessibility (including access, lighting, signage or parking).
- electronic availability (allowing for visual, dexterity and hearing impairments).
- a New Zealand Sign Language (NZSL) interpreter as needed.
- catering for support person/s and special needs animals.

Environmental practices

Ngātahi Communications believes that sustainable business practices are fundamental to our future. We strive to minimise the environmental impact of our daily business operations. We actively seek and embrace initiatives that protect the environment.



Our friends at The Barkery had their crowdfunding launch in 2020 and are now well on their way to making their cafe to support rescue dogs a reality. Visit: thebarkerychch.co.nz

Suppliers

We seek to engage and collaborate with suppliers who share our commitment and approach to conducting business and so we have developed a Supplier Code of Conduct (available on our website) to clarify our expectations in the areas of business integrity, labour practices, health and safety, ethical standards and environmental sustainability.

Our full business and employment charter and policies are available on our website: www.ngatahi.co.nz



Want to improve how you communicate your social and environmental impact? We're taking on new impact reporting and storytelling projects in 2022.

Contact us:

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www.ngatahi.co.nz



@ngatahicomms

