

We believe in walking the kōrero and sharing how we create positive impact.

## Our purpose

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

## Our vision

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.

## Our mission

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

## Our values

**Kotahitanga:** Collaborating for collective action

**Whakawhanaungatanga:** 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.

## Targeted actions

We achieve our mission through kaupapa that:

- Stimulate purpose-driven transformation within businesses
- Build capacity and sustainability within not-for-profits
- Engage with and empower marginalised communities.

## Focus impact areas

We focus on projects that address marginalisation and systemic inequity in hauora 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).

**"What shone through in working with Ngātahi was their honesty, integrity and drive to make an impact in the community."**

— Mike Brown, Community and Marketing Manager, NZ Spinal Trust, 2019



# United Nations Sustainable Development Goals

Three key Sustainable Development Goals are the foundation for the projects we support through our communications and engagement mahi.



**Target 3.4:** Reduce mortality from non-communicable diseases and promote mental health  
**Target 3.8:** Achieve universal health coverage



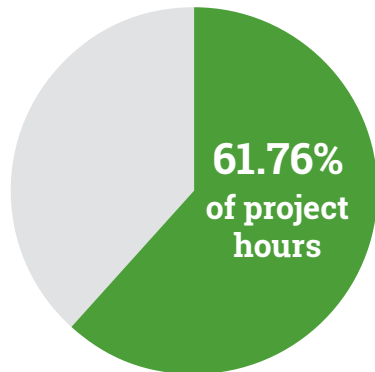
**Target 10.2:** Promote universal social, economic and political inclusion  
**Target 10.3:** Ensure equal opportunities and end discrimination



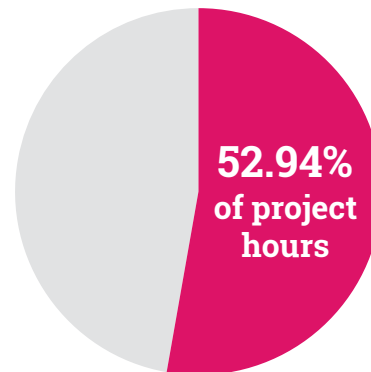
**Target 17.4:** Enhance policy coherence for sustainable development  
**Target 17.17:** Encourage effective partnerships

## How our projects aligned with our target SDGs for the financial year ending 2020.

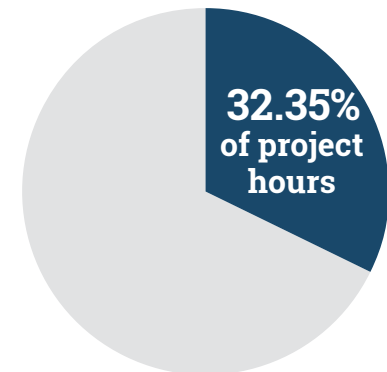
Many of the projects we supported aligned with multiple target SDGs.



**SDG 3:** Delivered 21 aligned projects (61.76% of project hours) including children's wellbeing mahi, mental health initiatives, disability kaupapa and refugee and migrant support.



**SDG 10:** Delivered 18 aligned projects (52.94% of project hours), including initiatives focused on increased access to mental health support, promoting inclusion and accessibility, and celebrating cultural diversity.



**SDG 17:** Partnered with 11 aligned kaupapa and organisations (32.35% of project hours), including impact storytelling organisations and cultural event organisers. Facilitated stronger community partnerships within building companies and disability groups.

We delivered two projects that were solely commercially focused.

# Key achievements

## Became a certified B Corporation:

The 11th business in Ōtautahi to become B Corp Certified and the 27th business in all of Aotearoa.

## Certified



Corporation

This company meets the highest standards of social and environmental impact

## Formed an impact consulting collective

with three other partners to support a national not-for-profit to improve their performance.

## Joined the Canterbury Impact Collective.



## Became a founding member of the global Impact Relations Network.

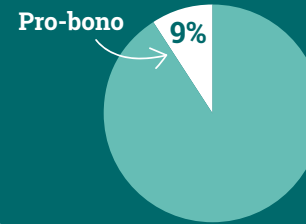
## Contributed to the planning of Impact Week 2019

in Ōtautahi and co-facilitated a workshop to introduce organisations to impact storytelling.

# Impact measures

## Donated \$12,881 of pro-bono time:

9% of our total client hours.



## We built the communications capacity of 13 not-for-profits

through coaching, training, planning and process development with their teams.

## We supported purpose and impact projects

within 11 businesses, helping them to embed positive social and environmental impact as part of their day-to-day operations.

## Our focus on marginalised and underserved community projects grew to 33%

of all project hours in Quarter 4: a 10% increase from Quarter 1 of the financial year ending March 2020.

Focus on marginalised and underserved communities

