

MAHI that matters

First Foundation Annual Report 2021

What's inside



Mum Christine Paul, here with her daughter Ariana, shares the impact the scholarship has had on their whānau in this heartwarming video

Champions of change	2
Our impact	4
Our people	8
Our three pillars	9
Financial assistance	10
Mentoring	13
Work experience	15
Our community	18
Our performance	24
Financials	33

Champions of change

We'll remember 2021 as a remarkable year because of the response we saw to such relentless change. As the pandemic continued, we found swelling support for the First Foundation programme and the deserving young people it benefits.

We're so grateful to everyone in our community who knows this mahi matters.

Thanks to you, we confirmed the largest number of scholarships in any single calendar year so far — that's 76 more talented rangatahi who'll have support in overcoming the barriers they face. You'll see some of these numbers in our audit report for the 12-month period ended 30 September 2021. The remainder will show in our current period. Importantly, the impact will ripple much further and wider.

The education, mentoring, and work experience our scholars receive is not only changing their lives right now but creating ongoing benefits for them and their families. Every scholar is championing a world where all young people can succeed and thrive, no matter their background.

Your support matters

I'm happy to report that our focus on staying lean, keeping agile and protecting the pillars of our programme has paid off. We're in a stable financial position thanks to the commitment of our partners and supporters. We've also been able to enrich the way we support our scholars in response to new waves of Covid-19.

We launched virtual internships, an incredible new online learning platform, and gave scholars a chance to experience the immersive technology of 'RevealVR'. Our devoted mentors connected with scholars online, and we all gathered together for online 'Zuis' when we couldn't meet in person. The power of relationships among our people, team and trustees allowed us to keep our vision and values close.

Our community contributes so much to our mahi – whether it's through financial assistance, work experience, mentoring or spreading the word about First Foundation. Our principal supporters, funders, donors, community and each partner has increased our positive impact. We're especially grateful when we know every business and family has faced challenges in 2021.

Through your generosity, bright young Kiwis from challenging backgrounds are getting the financial help and support they need to thrive at university and bring their fresh perspectives to the workplace. In turn, each student's skills, experience and financial stability will help improve the lives of their parents, siblings, wider whānau and community.

We are so grateful to have you on our journey.

Ngā mihi,

Kirk Sargent
Chief Executive Officer



Principal Supporters



Our impact

In 2021, thanks to the generosity of our partners and funders, First Foundation confirmed its biggest number of scholarships.

First Foundation is making a difference, and in 2021, we made the biggest of any calendar year so far. Socioeconomic status shouldn't stop young people from achieving their dreams. But many bright students simply don't have the financial resources and professional networks most people rely on to get started in their careers. That's why our mahi matters.

Many Kiwi families and businesses came under increased financial strain during the pandemic's second year.

In low-income families, young people are more likely to go straight from school into low-skilled work to help support their families. It keeps the cycle of poverty going, leading to another generation in low-skilled work. In 2021, the need for the First Foundation's programme was greater than ever.

Our talented students will benefit from higher education and be more likely to finish their degrees, dramatically increasing their income potential. Mentors and work experience will further support them on their journey,



helping them grow their skills and professional networks.

Each student in our programme represents a host of positive effects for the individual and their family. They'll use their talents to contribute to businesses and their communities.

[Meet Kaycie >](#)

First Foundation helps Kaycie make her path

Kaycie O'Connor is a 2012 Fletcher Building scholar from Rotorua. Her journey to university and in her career has the momentum and magic that every gifted young person deserves to experience. Now, three years into a marketing management role at Wide Open, Kaycie is still in touch with her mentor Helen. She is thrilled about the difference First Foundation has made in her life.

"This scholarship provides so much more than monetary value; it gives life skills that have provided me with the means to achieve, along with a support network that's priceless.

"It has pushed aside the boundaries I faced entering tertiary education by giving me a foot in the door. It provided me with someone as lovely as Helen Jones as a support person, as well as all of my other First Foundation family," said Kaycie



**Find out more about
Kaycie's story**

2021 Trustee Awards



First Foundation Board of Trustees Award nominees and recipients

Our annual trustee awards recognise those scholars who have taken an extraordinary path. Their stories were especially impactful in 2021 when every scholar faced such uncertainty and stepped up in a remarkable way.



Hikurangi Ratu Award winner
Southern Cross Campus
2016 Tru-Test
B. Engineering with Honours,
University of Waikato



Max Dang Vu
Aorere College
2017 Fletcher Building scholar
B. Engineering in Bio Medical
Engineering,
University of Auckland



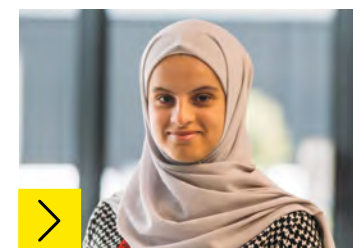
Joel Hall Award winner
Fraser High School
2016 Fonterra
B. Management Studies with
Honours, University of Waikato



Maria Mahoney
Tamaki College
2016 Rutherford Rede scholar
B. of Arts majoring in Social
Sciences, Auckland University of
Technology



Talioaiga Luamanuvae
McAuley High School
2016 Dick and Diana Hubbard
Foundation. B. Arts and LLB,
University of Auckland



Duaa Belgecem
Zayed School for Girls
2016 Spark scholar
B. Arts English and Media Studies
University of Auckland

Giving a hand up not a hand out makes an enduring impact

Ali Farid was part of the first cohort of First Foundation scholars 24 years ago. When we caught up with him in 2021, he was thrilled to hear the programme's impact is greater than ever.

Ali says being a First Foundation scholar was an unbelievable journey; it's been life-transforming, without any exaggeration.

"Twenty-four years ago, I was a Form 6 Iraqi migrant who'd only been in New Zealand for 6 or 7 months. The Penrose High School principal invited me to apply for a brand new scholarship and programme.

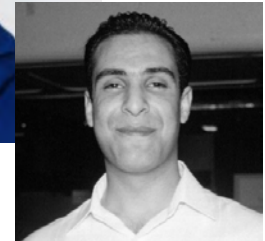
"At first, a friend discouraged me, saying I wouldn't have a chance. But, the principal called me into her office and said I couldn't leave until I completed the form. It was quite intimidating! A few weeks later, I was confirmed! And, that was the first lesson, you've got to back yourself, even when others don't.

"The First Foundation programme is about giving people a hand up, not a handout. When it came to fees, it was a partnership between me as a scholar and Coca Cola.

"I had to work for a share of my tuition, and they paid some too. It wasn't a cheque that just gets paid to your

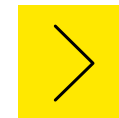


Ali Farid, then and now



university; you have a responsibility to hold up your end.

"First Foundation provides an incredible opportunity for you to build a better life for yourself, your family and others. The programme uniquely brings together its three pillars; it's perfect."



Ali Farid earned a Bachelor of Engineering from the University of Auckland. After graduation, he began as a process engineer at Feltex Carpets. His career has seen him progress through senior roles at British American Tobacco, Givaudan and Kerry.

Our people

Our Board of Trustees

One of First Foundation's greatest assets is its board. Like everyone in our community, our trustees care deeply about supporting our scholars to successful futures. As a board, they offer governance, direction, fiscal oversight and strategic advice. They also do much more.

Each First Foundation board member is so invested in our shared mission that they make a personal contribution. It's a testament to their character and the compelling impact they see first-hand.



Rich Easton Chairperson



Sarah Coleman Trustee



Tuputau Lelaulu Trustee



Michael Harper Vice Chair



**Mona-Pauline
Mangakāhia-Bajwa** Trustee



Agnes Naera Trustee



Loretta Elive-Daunakamakama
Trustee

Find out more about our people on our website.

[Read more >](#)

Our three pillars

Many highly capable students are held back by financial barriers. We're here to change that. Our vision is to create an Aotearoa where all young people can succeed, thrive and lead, regardless of their socioeconomic status. First Foundation's unique three-pillared model is creating such a future, one scholar at a time.

A model that works

- Financial assistance
- Mentoring
- Introduction to work

Our programme spans four years and helps talented young New Zealanders navigate the journey from school through higher education and into a meaningful career. Financial assistance is the first of our pillars, complemented by mentoring and an introduction to the world of work. Together, these three supports dramatically improve each student's opportunities in life, giving them access to resources, networks and knowledge many of us take for granted.

Steven Carden founded the First Foundation programme in 1998. At age 24, he recognised not everyone had the same



2020 Cameron Partners Scholar Nikita Old

opportunities he'd had in life. He wanted to help remove the barriers faced by talented students from challenging backgrounds. Now, nearly 25 years on, First Foundation is staying true to this vision, with hundreds of alumni proving its power.

"First Foundation acts like a broker, introducing talent from one part of society to opportunity from another."

Amanda Gilchrist, First Foundation Partnerships Manager

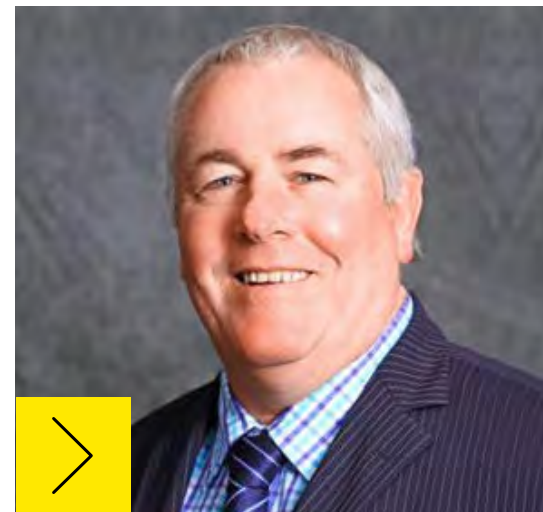
Financial assistance

Financial assistance is the first pillar of our scholarship programme for a good reason. Too many young New Zealanders cannot see past the overwhelming obstacle of university fees.

The financial assistance we give is not only an investment in realising a student's potential; it unlocks their opportunity to pursue their dreams. Each of our scholars is sponsored with financial support towards university costs over three years. We're incredibly grateful to our partners who ensure this is possible.

Receiving financial help is a huge boost for students whose economic situation makes it hard to attend university. Scholars and their families are relieved of the burden of a big student loan. They gain the possibility of prioritising the education that can raise their earning potential for a lifetime.

[Meet Julia-May >](#)



"I've seen the great outcomes that happen as a result of our funding, the First Foundation programme and the people behind it. The value created by supporting these young people to develop professionally and thrive is, simply put, fantastic."

Mike Knell, CEO NZCT



Julia-May steps up with help to overcome cost barriers

For Julia-May Aramoana, university wasn't something she ever considered, especially because the cost was an insurmountable barrier. But through the support of First Foundation, her degree has led her to a kaupapa Māori organisation, Mahitahi Trust. Beginning as a youth support worker initially, she now leads cultural coordination of supports for whānau in the mental health sector.

Julia-May Aramoana

When Julia-May reached her senior years at One Tree Hill College, she was just focused on making it through. She says, “All I knew was that there were fees and I hadn’t thought about what kind of studies I’d do. I didn’t really know anyone who went on to tertiary education.”

First Foundation’s financial support was the start of a new journey

“At the time, the thing I was most focused on was getting a job.

“When I heard that the scholarship programme included opportunities to gain work experience as well as financial support for Uni, I saw a chance to get two birds with one stone.



“I really liked the idea that I’d have to save some of the money earned from my work experience to contribute to the fees myself – it held me to account and made it feel less like a handout.

The sense of partnership is powerful

“I was always taught to avoid getting a handout. Serving others has always been an important part of whānau in my upbringing. I decided early on

that I wanted my path to be different from others I saw. I knew that I wanted to avoid things like drugs, alcohol and violence.

Earning and learning offered special lessons

“My Scholarship Partner was Spark and so I was able to work in customer service during my degree. The lessons I gained have been so important in equipping me for my career. In customer service, you learn a lot about yourself and your work ethic. And people.

“I hope to one day start my own youth support programme in the Far North. I want to establish a Mana Māori group that assists youth in pursuing education and making better-informed decisions about their futures.”

Mentoring

Mentoring is the second of First Foundation's three pillars. Our scholars are all setting out on a brand new life path, which often takes them far from what they're used to. Many of our scholars don't have tertiary-qualified role models to help them transition to university.

We match our students with a dedicated mentor, someone who has been to university and worked in the professional world.

First Foundation mentors become guides, friends, advisers, positive role models for their students. When a scholar is faced with challenges and

questions along the way, they have someone to turn to who has been there before. Mentor Dr Gemma Pugh loved mentoring in 2021.

"We've covered lots of different challenges, including where to look for information about universities. We've



Gemma Pugh and Anne Tupou –
2020 Cariatd Charitable Trust Scholar

talked about how to make decisions about the opportunities available, the importance of believing in yourself, and the challenges of moving away and becoming independent from parents."

[Meet Richard >](#)

"As a mentor, the main job is to listen and reflect what you're hearing back and to shine a light on options or perspectives that the scholar might not have known about or considered. This means sometimes providing advice, sometimes motivation and sometimes just being a sounding board."

Research Lead Dr Gemma Pugh

Mentoring creates powerful personal connections and support

First Foundation Chair Rich Easton says, “At the heart of the value that First Foundation provides is the mentor, who has life experience yet isn’t a family member. It puts them in a special position to guide the scholar in their thinking.

Rich has mentored five scholars over the years, and he has relished getting to know every one of them.

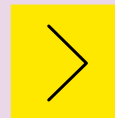
“I’ve learnt as much from Joel, Tau, Robert, Tama and Lachlan as I’ve been able to give.

“Mentoring offers you a whole new perspective on the world and can grow into long term friendships, connections into different communities and self-learning.”

It’s clear that Rich’s support has been a pivotal influence. The first scholar he took on for work experience at Spark ten years ago was Tuputau Lelaulu; Tau has since become a trustee on First Foundation’s board!



Rich Easton with his current mentee for 2021, Lachlan Patelesio



Find out more about Rich’s approach

Work experience

First Foundation's third pillar is work experience. It gives our scholars a 'foot in the door', and its power can't be underestimated.

We know that students from low socioeconomic communities tend to lack access to influential social and professional networks and labour market information compared with students at high-decile schools.

With work experience, our students build professional skills and confidence to launch their careers. At the same time, they have the chance to earn so they can contribute to their fees.

[Learn about Briscoe Group >](#)

2020 Scholar Lena Ioane and Rochelle Grant



“Partnering with First Foundation allows us to build fantastic relationships with scholars as they embark on their careers. Through the work experience pillar we can introduce these future leaders to our company and our values. We’re getting first access to a pool of incredible talent.”

Rochelle Grant, Fletcher Building



The experience
is remarkable at
Briscoes



Briscoe Group Limited

Aston Moss, General Manager Human Resources at Briscoe Group says providing First Foundation scholarships is an investment in the future — not just for the benefit of the company but for New Zealand Inc.

Briscoes has provided 31 scholarships since 2013 and Aston says that not only are they proud of the partnership, they're always looking for opportunities to strengthen it.

"One of the bonuses of being a retail business is that we can provide access to earnings through part-time work to support families while participating in the programme — removing another aspect of the financial barrier, how to support yourself of your family while studying. If a scholar is from Auckland but studying in Wellington, we can provide work in both places.

"We pride ourselves in supporting scholars in their journey to become work-ready.

"Retail is a great training ground for developing skills like personal presentation, reliability, self-management — the skills that are a big determinant of success."

Caitlin Taylor and Aston Moss (left) with past and present Briscoe Group scholars



"Our scholars get a chance to hone their soft skills early before entering their chosen field. While they are with us, we want them to be great team members — we want them to have a great experience and look back at their time with us fondly."

Briscoe Group Limited

Principal Supporter (welcomed in 2022)

31 scholars since 2013

Briscoe Group Limited includes the household brands Briscoes Homeware, Living & Giving and Rebel Sport.

Our community

At First Foundation, we're surrounded by a loyal and growing community of supporters, alumni and friends.

Our community allows us to create an impact that reaches beyond each scholar, to their whānau, their communities and future generations.

In 2021, First Foundation entered its twenty fifth year. Little by little, our own alumni are becoming a growing source of support for the programme. Having benefited so much from the support provided through First Foundation, they often return as passionate mentors and even scholarship partners. They're then able to use their experience of the programme to help other deserving young Kiwis to succeed.

The precious and powerful First Foundation community is the key to the transformational change we are working towards. Our community shows us a future of exponential impact. Our mentors, partners, educators and family all play a role in our scholars' success, and they're allowing each a turn to do the same.

"I think that's the real goal. If you can help one person break the cycle of their family, you've helped generations after."

Alumni and scholarship partner Michael Moka

Tuputau Lelaulu



"I will always be grateful to have been able to share my graduation with my family and to recognise the many sacrifices my parents made. Now, I'm delighted to help ensure others can do the same."

Alumni and Trustee Tuputau Lelaulu

School showcase >

Community showcase >

Gisborne scholars are shining lights

At First Foundation, we often talk about our scholarships' positive ripple effect on communities. And at Gisborne Girls' High School, you can see this in action.



Skyla Taua and Karunika Oere-Walker

In 2021, Gisborne Girls announced a fourth and fifth scholar with Skyla Taua (Year 12) and Karunikah Oere-Walker (Year 13). They've enjoyed the support

of earlier scholars from the school; Phoenix Burrows-Kirikiri in 2018, Sam Booth in 2019 and Tessa Hill in 2020.

Sam Booth has recently graduated and returned to Gisborne Girls' High School to give back and mentor other students. Sam says that coming from a low-income family, the thought of University meant only financial struggle.

"University was not something I thought would be possible," explains Sam.

Jo Graham is the Gateway Co-ordinator/HOF Careers at Gisborne Girls and encourages students to apply for a First Foundation scholarship. She says the financial assistance that First Foundation provides is critical, but the scholarship gives so much more value.

Phoenix Burrows-Kirikiri and Samantha Booth



"When Year 13s connect with their First Foundation mentor, it's like they've got a wise aunty or uncle on the sidelines who understands what study is all about."

"They build that relationship before they get into their academic year."

As they succeed, these First Foundation scholars prove to their peers that the road to university isn't simply a theoretical option. Instead, they're lighting the way so it's a real course that others can follow.

People-powered impact

Lee and Penny Stevens have always been generous with their time, resources and experience. They were inspired when they heard about First Foundation's vision. As they got to know about the people and programme, they were compelled to offer support through the Rua and Clarrie Stevens Charitable Trust, a charitable organisation established in honour of Lee's mother.

Lee and Penny Stevens

“The ripple effect of First Foundation scholars is what excites us. First Foundation will be sustained by its scholars who will eventually become mentors and supporters themselves.

“They’ll develop and lead businesses that can become corporate partners. They’ll also have the support of experienced philanthropists like ourselves to help guide and mentor them.”

Lee says that the model means the level of support required is not daunting – it’s enough that many people each play a small part.



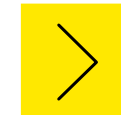
We all reap the rewards

“We looked at how we could collaborate with others so we could take on an additional scholar. We recognise that the programme is just so life-changing; it’s a special thing.

“In this way, we’re bringing the idea of a village supporting a new generation – this is what will strengthen our shared future.”

And Lee encourages others to consider stepping up – he says the rewards are shared.

“We see that what we invest as a society in this generation’s education is what we’ll get back when this generation become our leaders, our government and our society of the future.”



Read their full story here

Funders

Charitable grants mean we can make more of a difference at First Foundation.

Foundation North

In 2021, support from Foundation North helped us lift our capacity and shape our operations to be more agile. Foundation North understands our vision and how we plan to bring it to life. We count Foundation North as a special partner in Tāmaki Makaurau and Te Tai Tokerau. As the community trust for Auckland and Northland, Foundation North works to enhance the lives of people in our region.

In line with their mission, they've truly helped us provide support for the communities of today, to shape the communities of tomorrow.

Every funder matters

We're grateful to all those funders who have supported our mahi enabling academically talented young New Zealanders to achieve their potential.

- Auckland Airport Trust **\$10,000**
- Foundation North **\$232,200** (\$172,000 in 2021-2022)
- Four Winds Foundation **\$15,000**
- Lion Foundation **\$15,000**
- Skills4Work **\$20,000**
- Skycity Auckland Community Trust **\$40,000**



Donors

All of our donors are helping capable students to break the cycle of intergenerational poverty, get an education for a higher paying career and become future role models.

In 2021, our donors contributed an incredible \$115,713. We are extremely grateful for every gift.

Share My Super

Share My Super unites generous over-65 to break the cycle of poverty. For donors, Share My Super takes the hard work out of choosing charities that really make an impact by doing the due diligence. And 100% of the donations made through Share My Super come directly to us as the charity!

Share My Super Donors together gave \$32,650 to First Foundation in 2022, helping to fund an entire scholarship. As a result, one more bright young Kiwi is overcoming barriers to unlock a new future.



Find out more

Fabulous Ladies Giving Circle

The Fab Ladies is all about empowering young women through education and helping lift them out of poverty.

The group of women has been pooling small but regular payments since 2013. In 2021 they funded a First Foundation scholarship that's set to change the life of a bright young woman deserving of support. We're so grateful to them for recognising how much each small donation matters when combined.

Every donation makes an impact through First Foundation and we always have room for another hero!

Our community welcomes everyone to join us in supporting more talented young Kiwis to change their stories, communities and our shared future.

Donate Now >

Our performance

In 2021, every organisation in New Zealand had to adapt to further lockdowns and the effects of the pandemic. First Foundation was no different. We kept our focus on scholar success, quality mentoring and strong community relationships.

We not only awarded a record number of scholarships, but we also enriched our programme with innovative approaches to enhance almost every aspect of our work.

758

scholars supported to date
– as at September 2021

76

scholarships confirmed for 2022

186

scholarship partners over 24 years

77 active

scholarship partners in 2020 – 2021
14 new partners in 2021
13 new partners in 2020

83%

**of scholars complete all
four years of the programme**

200+

**active mentors to provide
support and guidance**

From 'Zui's' to virtual mentoring, we took the best of an 'unprecedented year' forward for a brighter future.

The measured social value* of our impact is \$6,591,317 over the scholars' participation in the programme. First Foundation creates social value across different aspects of people's lives, with the most quantifiable value generated in these domains.

- 67% Jobs and earnings
- 27% Income and consumption
- 6% Health

Outcomes that directly contributed to this social value calculation include:

- improved mental health
- increased academic achievement
- increased specialised skills.

Our mentors and scholarship partners tell us many of the benefits are unquantifiable but profound.

*Research and statistics compiled by Impact Lab



Individual stories impact everyone at OCS

OCS Group NZ

Scholarship Partner

10 scholars since 2013

OCS are a New Zealand based, facilities management services and commercial cleaning provider with 25 branches nationwide.

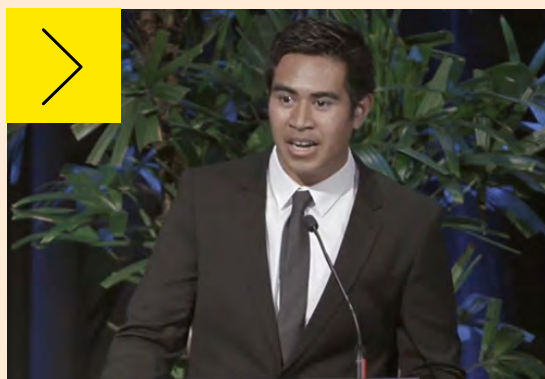
“My dream is to become a doctor working within communities, especially my Pacific community. This work experience has given me the confidence to talk with people from different backgrounds, and to deal with unexpected and difficult situations”.

Teresa Ata, 2020 OCS scholar



OCS Group NZ

OCS firmly believes in upholding a culture where everybody thrives and one of the ways it does this is by supporting First Foundation. It has supported 10 scholarships since 2013! With more than 3,500 team members across 25 branches nationwide, it was important to ensure any partnerships are closely aligned. Carole Norris, Marketing and Communications Manager says the fit is perfect.



Watch Daniel Mea'ole-Naea's speech

"When you've got a big staff base, it's hard to impact everyone. In the beginning, we found it tricky to communicate the partnership between OCS and First Foundation to our people, but that all changed when Daniel Mea'ole-Naea spoke at our conference.

A single Scholar can inspire many others

"We've had speakers with huge profiles, sportspeople, ex-Prime Ministers – but it was our First Foundation Scholar, Daniel that gave our branches an insight into the programme. It made such an impact.

"He came to us a shy young man and stood before us in his suit and shared his story. There wasn't a dry eye in the house.

"Daniel told us that 'OCS has changed the story of my family's journey'. This was a pivotal moment for us –

branch managers now have first-hand awareness of the difference the programme makes. They make sure their staff know about it, especially those with high-school-aged children."

Study is just the start

"It's not all about the academics. We want our scholars to succeed in life. We work with them to support them in any way we can.

"For us, it's about the impact that this programme has – not only on family but also on our business. The pride we feel when we see the growth in our scholars over the four years is immense, they are a part of our family and we feel so lucky to be a part of their journey.

"We are coming up to a decade in partnership with First Foundation and are looking forward to supporting another four scholars this year."

Virtual internships offer real-world experience

We're always looking for ways to help ensure the future success of our scholars once they graduate. This year, when the global pandemic disrupted employment and workplaces, Virtual Internships offered scholars experience of the working world through online collaboration.

The Virtual Internship is structured towards solving a real-world problem in a remote team. Interns gain work-ready skills, contacts and chance to explore career pathways.



Jess Vandermeer 2019 Spark New Zealand Scholar

Spark Scholar Jess Vandermeer is one of those who stepped up to take part. She said the projects excited her from the start because they were so meaningful.

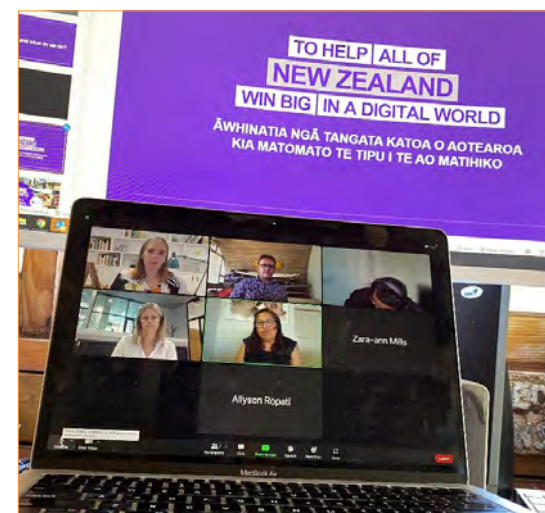
Real-world impact

"Our challenge is to find a way to increase and support diversity at Spark. Another group is considering how to build awareness, education and prevention of certain women's cancers. They're topics we feel connected to and that will make a difference."

Jess explained that her team made the most of online collaboration tools to be confident and productive 'virtually'.

Real-world outcomes

Although the teams focused on their final presentation, the benefits of the Internship will be long-reaching. Not only will these interns make a worthy addition to their CVs, they'll also take forward new connections and something that can help differentiate them in the employment market.



Connecting counts

We know that when people work together, almost anything is possible. So, we cherish every opportunity to connect with our community because it strengthens the network of support we can offer. Each thread we weave between ourselves, our scholars and those around them counts and we're pleased to share some of the numbers.





A night rich in storytelling

February 9, 2021

Celebrating our new and completing scholars for 2021



Events

Celebration event

Celebrating our scholars is an important acknowledgement of their journeys and it's exhilarating!

Over 450 people attended our Celebration event in February 2021 with hundreds more watching online. It was an opportunity for our community of whānau, mentors and scholarship partners to connect and celebrate the achievements of our scholars – new in 2021 and those who completing.



**See all photos
from this event**

Networking event

Relationships with partners and mentors are a vital part of the First Foundation programme, helping scholars get support and build the professional networks that so often lead to career opportunities.

In June 2021, we hosted a workshop on 'Surrounding yourself with people who add value to your life'. Held in Auckland, Wellington, Dunedin and Christchurch, the workshop was live-streamed across Aotearoa.

Guest speakers included prominent economist and former First Foundation scholar Brad Olsen, TVNZ host Indira Stewart, and Jo Kelly from The Kelliher Charitable Trust, which has supported five scholars since 2014.



**Watch a short video
from the event**



Connecting online

Staying connected online was essential in 2021. Our regular newsletters and social media have allowed us to acknowledge our supporters for the positive impact they're making. Thank you for staying in touch online!

Social media

Social media gives a voice to our scholars and allows us to share their stories. It's a great way for us to connect and hear their updates too. Throughout the year, we've welcomed new followers to our three media channels.

LinkedIn – where we talk to our business partners and stakeholders, with a goal to influence.



1,000+
LinkedIn followers in 2021

Instagram – where we talk to our scholars, with a goal to inspire.

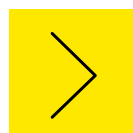
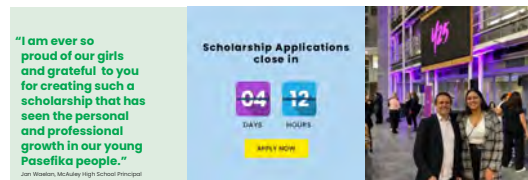


340+
Instagram followers in 2021

Facebook – where we talk to our broader audience, with a goal to include and keep everyone up to date.



1,830+
Facebook page likes in 2021



Follow us on:
[LinkedIn](#), [Instagram](#)
and [Facebook](#)

Newsletters

First Foundation sends regular newsletters to communicate with our supporters. These include success stories of our scholars and partners, as well as news about the programme and relevant events.

2,160+

In 2021, monthly newsletters were sent to an audience of more than 2,160 supporters. Up by 32%

31%

Average open rate, compared to a wider industry average of 20%

Stay in touch

Sign up to our newsletter for inspiring stories about our scholars and the latest news from First Foundation.

Sign up now >

Online learning

Online learning has been a critical part of our scholars' journeys. At First Foundation, we complement mentor support and academic work with a suite of personal and professional development support resources.

Axonify

Axonify is our online learning solution and makes the experience of gaining skills and support fun, fast, personalised. We were delighted to launch this new platform to our scholars in 2021.

Student engagement: Axonify

1,732

Participation days in 2021

Average of 35 days per person

44,320

Points earned

9,882

Questions answered

Average 198 per person

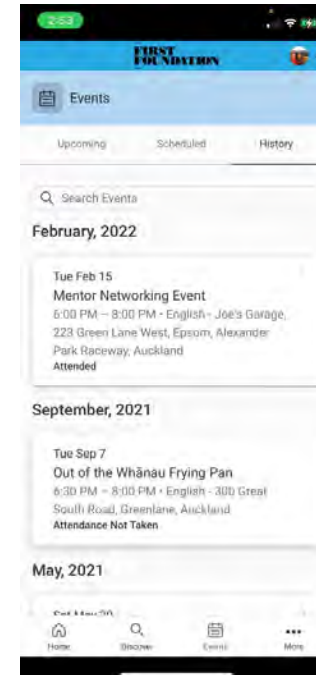
174

Average minutes per person online

187

Modules completed

Equates to 268 hours online

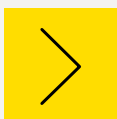


Financials

Approval of Financial Report

For the year ended 30 September 2021

This information was extracted from our full 2020-21 Performance Report undertaken by Grant Thornton.



Our full performance report is available online. [Click here to view in pdf format.](#)

Approval of Financial Report

First Foundation

For the year ended 30 September 2021

The Trustees are pleased to present the approved financial report including the historical financial statements of First Foundation for year ended 30 September 2021.

APPROVED

Rich Easton

Trustee (Chairman)

Date 2 February 2022

Entity Information

For the year ended 30 September 2021

Legal Name of Entity – **First Foundation**

Entity Type and Legal Basis – **Charitable Trust**

Registration Number – **CC25563**

Entity's Purpose or Mission

Our vision is an Aotearoa New Zealand where all people can succeed, thrive and lead. We help make this a reality through our mission of strengthening the pathways, opportunities and choices that empower young people.

Entity Structure

First Foundation is governed by a volunteer Board of Trustees who meet online or in person at least four times each year. They also stay connected by email and phone whenever issues arrive that can benefit from their expertise. First Foundation's trustees are Rich Easton (Chair), Michael Harper (Deputy Chair), Tuputau Lelaulu, Loretta Elive-Daunakamakama, Agnes Naera, Sarah Coleman (from 1/2/2021), and Mona-Pauline Mangakāhia-Bajwa (from 1/2/21). Our founder and patron is Steven Carden.

Chief Executive, Kirk Sargent leads First Foundation's operations and manages its team of employed staff. In the period of this report, staff comprised Partnerships Manager, Amanda Gilchrist, Engagement Manager, Isaac Etimani and Business Catalyst, Jacquie Reid.

The Chief Executive and the staff coordinate volunteers, supporters and suppliers. In this way, First Foundation makes the most of the expertise in the community and skills it couldn't afford to keep in house, while ensuring the organisation remains lean and efficient.

Main Sources of Entity's Cash and Resources

First Foundation's main source of revenue is the management fees it attracts to deliver the scholarship programme. Corporate sponsors and a diverse range of organisations provide financial support for tertiary scholarships across a four year programme. A smaller portion of revenue comes from grants and individual donors.

Volunteers are one of First Foundation's most important resources. Importantly, mentors donate their time to support scholars and the trustees volunteer their governance expertise. Furthermore, First Foundation receives a measure of pro bono resources from key suppliers.

Main Methods Used by Entity to Raise Funds

Creating networks and strengthening communities is at the heart of our work, and so this underpins our approach to raising funds.

First Foundation advocates directly to businesses and corporates for support of tertiary scholarships. It also applies for funding from organisations and bodies that share the vision of a more equitable Aotearoa. First Foundation makes the most of opportunities to create new connections and show others how their support can make a difference.

Entity's Reliance on Volunteers and Donated Goods or Services

Volunteers are critical to the success of the programme; our Board Trustees are volunteers and our mentors are volunteers. There are some pro bono professional services received.

Physical Address

Level 2, 300 Great South Road, Greenlane, Auckland 1051

Postal Address

PO Box 74197, Greenlane, Auckland 1546

Statement of Service Performance

For the year ended 30 September 2021

Outcomes

First Foundation works to assist academically talented New Zealand students in achieving their potential through tertiary education, even when they face a few barriers to getting there. First Foundation also prepares its scholars to influence and benefit their communities positively.

Each year, anecdotally, First Foundation gathers inspiring stories that illustrate the programme’s outcomes. These stories show the benefit to our scholars of financial assistance, a supportive mentor and experience in industry. The scholars are equipped to build careers that allow them to thrive and create positive ripples for their whānau and beyond.

Outputs

Our quantifiable outputs reflect our performance across the three pillars of our programme: financial assistance, mentoring, and industry experience.

First Foundation’s many unquantifiable but meaningful outputs include a range of tailored supports. One example is making introductions so scholars can learn about different real-world professional roles. Another is offering training modules for essential skills like resume writing and goal setting. Our regular check-ins and events are an output that helps contribute to our outcomes and mission.

Revenue	2021	2020
Number of Scholarships awarded for the year	52	47
Total Students in Scholarship programme for the year	174	154
Cumulative Students through Scholarship programme	758	706

Statement of Financial Performance

For the year ended 30 September 2021

Revenue	2021	2020
Donations, fundraising and other similar revenue	339,610	218,474
Student support services fees and sponsorship	518,170	496,570
Interest revenue	897	887
Rent received	2,183	7,061
Other revenue	7,968	63,010
Total Revenue	868,829	786,002
Expenses	2021	2020
Costs related to providing services	175,204	92,624
Admin and finance expenses	184,070	206,284
Employee related costs	396,447	506,946
Loss on disposal of fixed assets	1,386	810
Total Expenses	757,106	806,664
Surplus/(Deficit) for the Year	111,723	(20,662)

Statement of Financial Position

As at 30 September 2021

Assets

Current Assets	30 SEP 2021	30 SEP 2020
Cash at bank	536,020	263,989
Debtors	48,660	21,516
GST	2,754	3,364
Prepayments	10,660	1,428
Term deposits	550,000	-
Total Current Assets	1,148,094	290,297
Non-Current Assets		
Property, plant and equipment	5,078	6,571
Intangibles	44,374	9,811
Total Non-Current Assets	49,453	16,382
Total Assets	1,197,547	306,679

Statement of Financial Position continued

As at 30 September 2021

Liabilities

Current Liabilities	30 SEP 2021	30 SEP 2020
Payables and accruals	44,915	29,876
Employee costs payable	41,638	30,842
Loans	849	7,149
Unused donations and grants with conditions - current	65,213	195,274
Other current liabilities	868,232	6,561
Total Current Liabilities	1,020,847	269,702
Non-Current Liabilities		
Unused donations and grants with conditions - non-current	60,000	32,000
Total Non-Current Liabilities	60,000	32,000
Total Liabilities	1,080,847	301,702
Net Assets	116,700	4,977
Accumulated Funds		
Accumulated surpluses or (deficits)	116,700	4,977
Total Accumulated Funds	116,700	4,977

Our supporters network

Principal Supporters



Active Partners

AJ Park Law Limited
Aliaxis
Auckland DHB Charitable Trust
Auckland Transport
Barfoot & Thompson Ltd
Beate Schuler
BNZ
Briscoe Group Limited
CADPRO Systems New Zealand Ltd
Cameron Partners
Cariad Charitable Trust
Chapman Tripp
Chris and Judy James
Counties Power
Custom Fleet
Danusia Wypych
Darby Family
Datacom
David Lewis
Dick and Diana Hubbard
Foundation

Fabulous Ladies Giving Circle
Fisher & Paykel Healthcare
Foundation
Fletcher Building
Foodstuffs South Island Ltd
Fonterra Co-operative Group
Frank Accounting
Gawith Deans Family Trust
Gibson Sheat
Gilmour Family
Gray Family Trust
Heritage Lifecare
Hibiscus Solutions
Indigenous Growth Limited
James Hardie NZ Ltd
Kelliher Charitable Trust
Kiwibank Ltd
Kiwi Wealth
KiwiRail
Landcare Research
Manukau Beautification
Charitable Trust
Mike Ross

New Zealand Trade & Enterprise
NZ Community Trust
NZI
Ockham Collective
OCS Group NZ
Pāmu Farms Limited
Racing Industry Transition Agency
Resene Paints Ltd
Restaurant Brands
RPV Rawa
Rua & Clarrie Stevens
Charitable Trust
Rutherford Rede
Share My Super
Simplicity Trust
Sistema Plastics
SkyCity Entertainment Group
Southern Cross Foundation Trust
Spark New Zealand Limited
Steel & Tube Holdings Limited
Summerset Holdings Limited
T&G Global Limited
Te Waiu o Tarawera

TMB
Theta Systems Limited
Transpower NZ Ltd
Tupe Solomon-Tanoai
Tycab NZ
Volpara Health
Warren and Mahoney Architects
Watercare Services Ltd
Weta Digital
Withiel Fund Charitable Trust
WSP New Zealand Limited

Capability Partners

Integricity
Chapman Tripp
Capability Group
Frank Accounting
Fraser People
Beaut
Plush Creative
Bright Partners
Franklin Media



Your support can change their story

[Donate Now >](#)

firstfoundation.org.nz
0800 HAND UP (0800 426 387)
@firstfoundationnz