

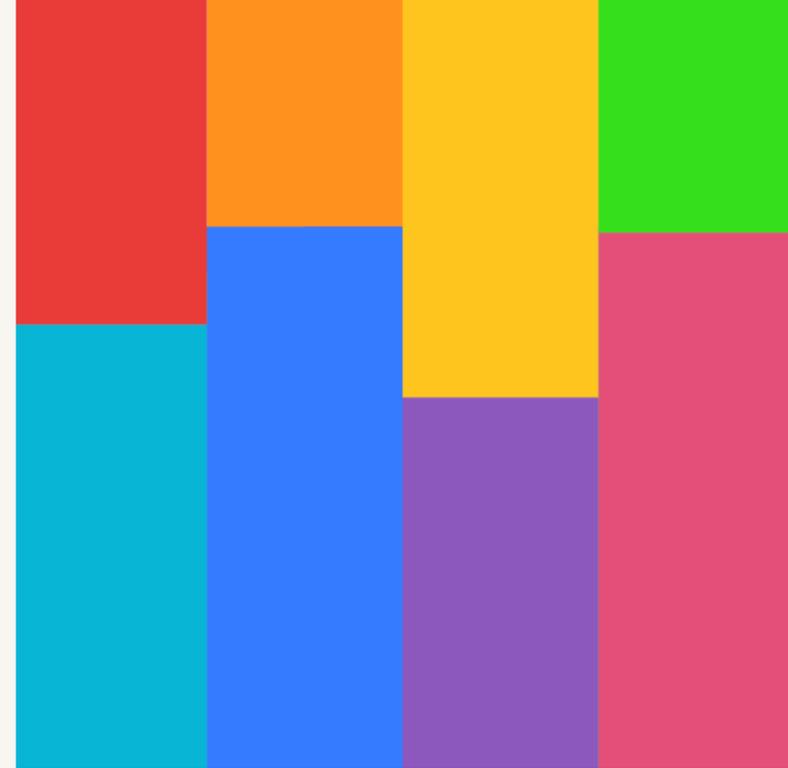


# REPORT INTO RAINBOW PHILANTHROPY IN AOTEAROA

**RULE FOUNDATION**  
rulefoundation.nz

 **Rainbow New Zealand**  
Charitable Trust

# FOREWORD



Visibility will always be an important part of promoting and protecting the human rights of our Rainbow community. Visibility enables us to come out to ourselves and our families, to find each other, to express ourselves freely and to share in our delightfully rich diversity. Yet given the importance of visibility to us, the lack of visibility on the extent of philanthropic funding to support rainbow community organisations seems surprising.

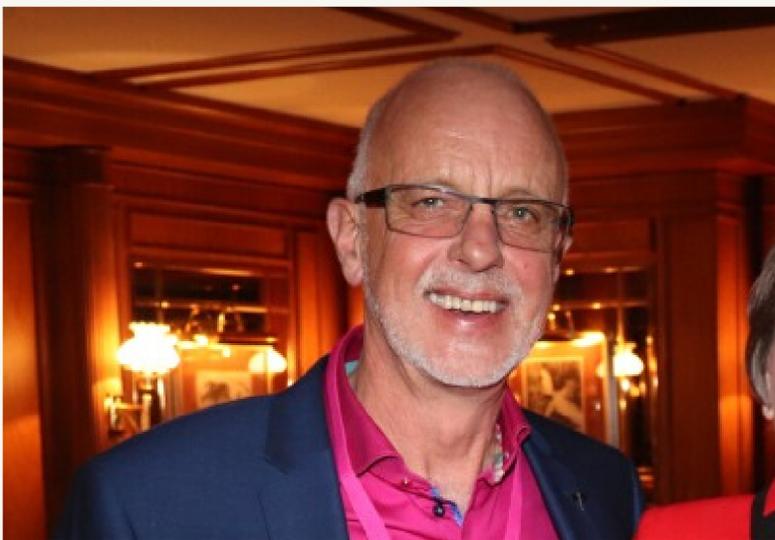
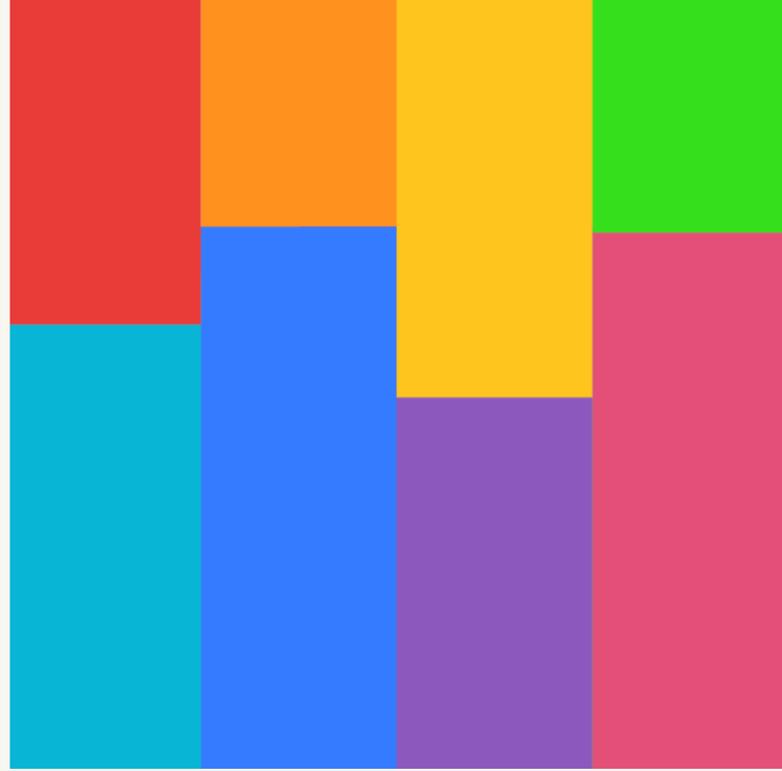
Knowing the extent of funding not only provides transparency to the Rainbow community, it enables funders to make better, more informed, decisions about what and where to provide community support, helping to make that funding go further and do more.

This report is the result of a unique collaboration between Aotearoa New Zealand's two largest Rainbow funding organisations in which we seek to shine a light on the extent of Rainbow philanthropic funding. The results highlight prospects and challenges: on the one hand, Rainbow communities have diversified funding strategies and overall funding to Rainbow causes is increasing. On the other hand, this funding is largely directed to mainstream rather than Rainbow community organisations (which are often poorly resourced and have difficulty securing operational costs).

The researchers have done a remarkable job, providing a timely call to action and a helpful focus for our work to strengthen and promote our Rainbow community.



**JOY LIDDICOAT - CHAIR, RULE FOUNDATION**



**GRESHAM BRADLEY** - CHAIR, RAINBOW NEW ZEALAND CHARITABLE TRUST

The Rainbow NZ Charitable Trust is pleased to have been able to collaborate with the Rule Foundation on this important piece of research. Until now we have lacked any definitive data on the levels of funding and sponsorship that are made to support and resource the many Rainbow community organisations throughout the country.

We have been pleased to see the support already given by Lotteries, COGS and Regional community trusts to the Community, many of which we were not aware of till now. It's a great start but clearly many more resources could be provided as a matter of course.

While the RNZCT has experienced increased support from 'Rainbow Tick' corporates in recent years, we need ongoing growth in revenues to be able to continue our work funding educational scholarships, and growing our ability to provide community grants to diverse organisations for their education, cultural, health, welfare and support, and to ensure their sustainability. The Trust is confident that this research will help other funders to make better informed decisions about funding Rainbow causes.

# DEFINITIONS

**Funder/Grant Maker** are used interchangeably in this report. This refers to an organisation that gives funds or makes grants to other organisations, usually for charitable or other community purposes. A further breakdown of the different types of funders identified in this report is in the section titled 'Grouping of philanthropic funding sources'.

**Funding recipient** is the organisation, often a charity, that receives funds from a grant maker.

**Giving** is used in this report to describe money that New Zealanders and our philanthropic organisations gave for charitable or other community purposes.

**Income** is used to describe any money received by funding recipients.

**Mainstream** is used in this report to describe an organisation that is not solely focused on Rainbow causes.

**Philanthropy** is used in this report to describe money given by organisations whose sole purpose is to fund charitable or other community purposes.

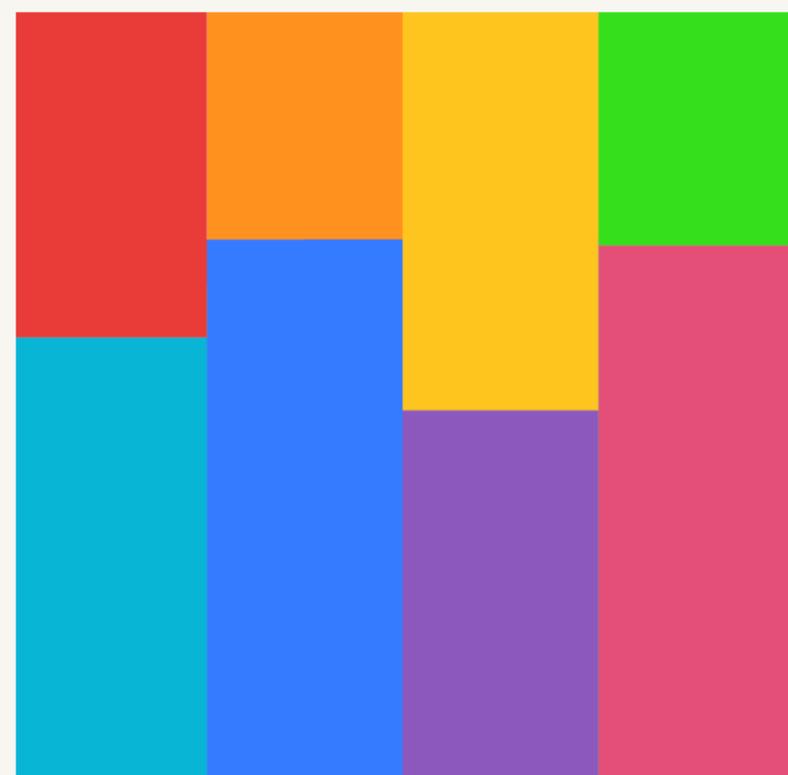
**Rainbow** is used in this report as an umbrella term to describe people and communities whose sexual orientation, gender identity, gender expression or sex characteristics differ from the majority or binary norms. This includes people who identify with terms like takatāpui, lesbian, gay, bisexual, intersex, transgender, queer, non-binary or fa'afafine, as well as people who don't use specific words for their identity, people whose identity changes over time, and people who are in the process of understanding their own identity and may not have 'come out' to themselves or others.<sup>1</sup> Where a quote or information from another source has been used, the quote has been taken verbatim. For example, 'LGBTI/LGBTQI+' is used a number of times in reference to the Rule Foundation and RNZCT.

**Rainbow cause(s)** is an initiative, event, human rights advocacy, project, organisation, or anything similar that is specific to the wellbeing of Rainbow people and communities.

**Rainbow community organisation(s)** is generally used throughout this report to mean funding recipients that are led by Rainbow people, for the benefit of a Rainbow cause. Not necessarily a formal or incorporated group. For example, RainbowYOUTH, the Charlotte Museum Trust, or North Canterbury Pride.

**Rainbow specific** is anything (person, place, organisation, project, cause, etc) that is for the sole benefit of Rainbow people and communities.

**Rainbow specific funder** is a funder that only funds Rainbow causes.



<sup>1</sup> Definition of Rainbow is adapted from Te Ngākau Kahukura: <https://www.tengakaukahukura.nz/language>

# INTRODUCTION

## THE PARTNERS



The Rule Foundation seeks to advance the health, wellbeing and visibility of lesbian, gay, bisexual, transgender and intersex (LGBTI) New Zealanders. We give funds for projects and activities that support LGBTI people, and for education and research on LGBTI issues. To date, The Peter Rule Fund has distributed over \$410,000 in support of New Zealand's LGBTI communities.

The Rule Foundation and The Peter Rule Fund are named for Peter Rule. Born in Gisborne in 1931, Peter was passionate about flying, and joined the Air Force in 1954. Peter spent two summers on assignment in Antarctica, surviving a plane crash onto the ice in whiteout conditions, only being rescued after several days holed up in an igloo. In the 1960s Peter was seconded to the United Nations, and spent some years as an observer in Korea and Syria, rising in rank to Squadron Leader. He was awarded an MBE in the 1972 Queen's Birthday Honours.

In the mid-70s, Peter was told that intelligence services had observed him fraternising too closely with a man in Syria. Typical of the era, his Air Force and likely Foreign Affairs prospects were cut short. He was devastated.

Peter committed suicide in 1987, aged 56, having suffered depression for many years. In his will he left the balance of his estate to be used for the benefit of gay people, providing the basis for The Peter Rule Funds endowment.

In 2020, the Rule Foundation was asked by the New Zealand Government to administer the Rainbow Legacy Wellbeing Fund, as part of reparations for those convicted for homosexual acts before the law was changed in 1986.

The principal objective of the Trust is to actively fundraise and attract bequests and donations in order to maintain a fund available to promote the interests of the LGBTQI+ community in New Zealand. The Fund is available on application to individuals and institutions for the explicit purpose of supporting the development of activities in the education, health, welfare, cultural and support services for the benefit of the LGBTQI+ community of New Zealand.

The Trust's aim is to donate money where it is most needed, and where it will have the greatest impact. Recipients range from larger LGBTQI+ organisations that provide a variety of services to the community, through to numerous lesser known, but equally vital, organisations and projects that sustain the wider LGBTQI+ communities.

Since its founding, the Trust has donated over \$425,000 to fund a broad range of LGBTQI+ organisations, individuals, projects and initiatives.

## BACKGROUND

With an estimated \$3,816 million dollars given in Aotearoa in 2018<sup>REF: A</sup>, 'giving', which includes personal and business donations, and philanthropic sources such as trusts and foundations it is a huge source of income for organisations. Rainbow community organisations in particular receive the majority of their income in this way.

In early 2019, Wellington hosted the International Lesbian, Gay, Bisexual, Trans and Intersex Association (ILGA) World conference. As part of this conference, Trustees from the Rule Foundation had the opportunity to attend a donor pre-conference, hosted by the Global Philanthropy Project<sup>2</sup> (GPP). The donor pre-conference offered an opportunity to network with funders of Rainbow causes from around the globe, and hear about some of the initiatives, funding mechanisms and funding volumes happening in other parts of the world. Following this, the Rule Foundation and RNZCT hosted a further networking event to connect global funders, New Zealand funders and funding recipients.

As part of this networking event, the Rule Foundation posited the question – how does philanthropic funding that goes towards Rainbow causes in Aotearoa stack up against that given internationally? Fortunately, the GPPs' 2015/16 Global Resources Report<sup>REF: B</sup> looked into this globally and found that \$0.17 per \$100 of philanthropic giving is allocated to Rainbow causes.

Some quick calculations suggested that the rate in Aotearoa could be as low as \$0.02 per \$100. The Foundation quickly realised that if this was the case, there was a significant argument to be made to increase the levels of funding to Rainbow causes in Aotearoa. To make a solid case to funders, proper research was needed.



<sup>2</sup> The Global Philanthropy Project (GPP) is a collaboration of funders and philanthropic advisors working to expand global philanthropic support to advance the human rights of lesbian, gay, bisexual, transgender, and intersex (LGBTI) people in the Global South and East.

<https://globalphilanthropyproject.org/>

<sup>3</sup> Philanthropy NZ is the peak body representing and supporting philanthropy and grantmaking in Aotearoa.

<https://philanthropy.org.nz/>

## PURPOSE

The purpose of this research is multifaceted:

- To compare the funding given for Rainbow causes in Aotearoa with that given globally
- To act as an evidence base for data-driven decision making by grant makers
- To highlight areas that could benefit from investment for Rainbow causes from funders
- To legitimise Rainbow philanthropy in Aotearoa

As outlined above in the background section, the GPPs' 2015/16 Global Resources Report<sup>REF: B</sup> suggests that \$0.17 of every \$100 of philanthropic funding given globally goes towards Rainbow causes. Excitingly, the GPP is currently working on collating data for 2017/18, meaning the future ability to compare the data collected in this research (for the years 2015 – 2019) with four years of GPP data. A future update to this research will be published once the GPP 2017/18 report is released.

Increasingly, institutions from government to social movements are moving to 'data driven' or 'evidence based' decision making practices, and this includes grant makers. While this approach to decision making has many benefits, it can be restrictive for more marginalised groups such as Rainbow communities, who have less research done about them – or research that is too specific or broad. This report aims to provide a base to prove the level of funding that Rainbow causes receive in Aotearoa.

Analysing the sources of funding to our Rainbow community organisations, and focusing on the grant makers who fund them, the Foundation hoped to identify areas that would benefit from further development. Whether from investment by the Foundation, other funders, or Rainbow community organisations themselves.

Finally, while there are several small Rainbow specific funders in Aotearoa, it is hoped that by completing a formal report into the area as a collaboration between the two largest Rainbow specific funders, and being promoted through Philanthropy NZ<sup>3</sup>, the field would gain some legitimacy.

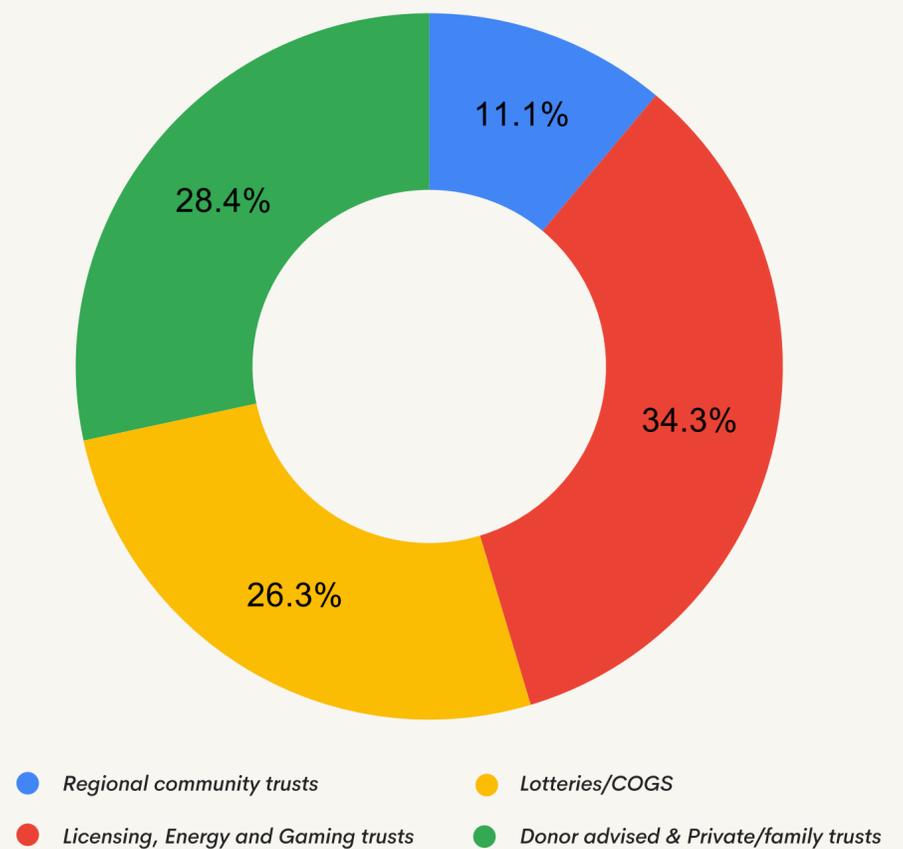
*Left: Kevin Haunui of Tiwhanawhana opens the Funders Function at the ILGA World Conference 2019 in Wellington.*

## LANDSCAPE - FUNDERS

\$1,047 million dollars was given by trusts and foundations in 2018, according to the The New Zealand Support Report <sup>REF: A</sup>, the latest year for which this figure is available. The vast majority of this giving was through funders such as the Regional community trusts, the Lotteries/COGS, Licensing, Energy and Gaming trusts and Donor advised & Private/family trusts.

A tiny fraction of this amount was given by Rainbow specific funders; the main four in Aotearoa being the Rule Foundation Charitable Trust, Rainbow New Zealand Charitable Trust (formerly the GABA Charitable Trust), the Arthur and Armstrong Charitable Trust, and Rainbow Wellington. Together, these four funders granted \$116,108 towards Rainbow causes in 2019.

SOURCE OF PHILANTHROPIC FUNDS 2018 <sup>REF: A</sup>



## LANDSCAPE - GRANT RECIPIENTS

There are many Rainbow community organisations in Aotearoa. They include small, unincorporated communities of people (such as North Canterbury Pride, or Q-munity in Gisborne), large and impactful unincorporated groups (Tīwhanawhana), small incorporated groups (Hamilton Pride, GALS), and large incorporated organisations (RainbowYOUTH, OUTLine).

Throughout this survey, 27 separate groups or organisations were identified as being Rainbow community organisations. Attempts were made to contact all 27 groups, or to find their financial data online. Unfortunately one third (nine organisations) were not able to be included in the data analysis due to one of the following: not responding to the survey, their financial accounts were not available online, or their financial accounts were not prepared to a standard or in a format that was able to be included in the data analysis for this report.

The remaining 18 organisations analysed received a combined \$1.75 million dollars in 2018 – the highest income year of the four looked at. Note that this combined income excludes the income received by Rainbow specific funders that only provide funding – such as the Rule Foundation or RNZCT.

Lastly, there are non-Rainbow organisations that receive funding for Rainbow causes. An example of this is Kāhui Tū Kaha and Youthline, who both operate Rainbow specific programmes but are mainstream organisations. These organisations have not been included in the data analysis in this report.

4 For a further explanation and examples of these funders, see the Grouping of philanthropic funding sources section

## HIV ORGANISATIONS

Organisations that are primarily HIV focused, including Body Positive, NZAF, Positive Women and INZ (Maori, Indigenous and South Pacific HIV/AIDS Foundation) have not been included in the data analysis for this report. There are two main reasons for this:

- Overall size and income
- Source of income

HIV organisations tend to be much larger than other Rainbow community organisations. In 2019, the NZAFs' income was more than three times the combined total of all the Rainbow community organisations analysed in this report.

The HIV organisations collectively have their top income sources as Government and international funders (such as the MAC AIDS Fund<sup>5</sup>).

As demonstrated later in this report, this is in stark contrast to the eighteen Rainbow community organisations analysed.

In short, including the HIV organisations in the analysis of this report would make this a report about the funding of HIV organisations, as their financial results dwarf that of the other organisations. While they are a very worthy cause of investigation, they were not the purpose or intention for this research.

<sup>5</sup> <https://m.macaidsfund.org/>

# METHODOLOGY

This section covers the method by which data was collected, how it was collated, what was included for analysis and what was excluded.

## DATA COLLECTION

Data was collected for this research through two main mechanisms:

- Online survey
- Annual returns available online

### ONLINE SURVEY

The online survey<sup>6</sup> was structured to allow both funders and funding recipients (and organisations that are both) to complete it, prompting the user with different questions based on their selection as a grant maker and/or funding recipient. The survey captured both detailed financial information, and had a narrative section.

The survey was designed to be completed by organisations operating for a specific Rainbow cause, or funders that provide funding for Rainbow causes (no matter if the funding provided was to a mainstream organisation, a Rainbow community organisation, or something else).

This survey was promoted to funders and funding recipients through a number of ways:

- The Rule Foundation and RNZCT website and social media
- The Philanthropy NZ fortnightly Giving Matters email
- Through direct email, chat or phone contact from the Project Lead, Duncan

In all, the survey received 20 submissions from 19 separate organisations.

### ANNUAL RETURNS

All organisations that are registered charities are required to file annual financial statements with the Charities Register<sup>7</sup>. Many organisations that are incorporated societies, but not registered charities, still file their returns on the Incorporated Societies register<sup>8</sup>.

It should also be noted that, with the data being collected in October 2019, a small number of organisations targeted had not yet reported information for the 2019 financial year. This has a very minor impact on the 2019 figures reported.

<sup>6</sup> Link to online survey: <https://form.jotform.co/92331127286859>

<sup>7</sup> Charities Register in NZ: <https://www.charities.govt.nz/>

<sup>8</sup> Incorporated Societies register in NZ: <https://is-register.companiesoffice.govt.nz/>

## COLLATION

While \$1 equals \$1 to most people, financial years vary from organisation to organisation. This section also looks at how philanthropic sources of funding were grouped together.

### FINANCIAL YEARS

In Aotearoa, the standard financial year for non-Government organisations runs from 1st April to 31st March. In this report, when it says *'the total for 2018 was \$100'*, it means the total for the dates of 1st April 2017 to 31st March 2018 was \$100. 55% of the organisations who provide data used 31st March as the end of their financial year.

In order to align the financial years for the other 45% of organisations not using 31st March, the amounts entered for their financial year were mapped to the 31st March financial year which had the most overlap with the reported year. For example:

- Organisations with a 30th June financial year end were mapped to the earlier year end of 31st March.
- Organisations with a 31st December financial year end were mapped to the later year end of 31st March.

This approach was chosen over alternatives (such as apportioning reported years on a pro-rata basis to 31st March financial year) for simplicity. The overall purpose of this report was to analyse data in aggregate and for trends over time, rather than specific year by year analysis.

It should also be noted that, with the data being collected in October 2019, a small number of organisations targeted had not yet reported information for the 2019 financial year. This has a very minor impact on the 2019 figures reported.

## SCOPE

The following was out of scope for the purpose of this research:

- Personal giving or fundraising campaigns undertaken by funding recipients
- Commercial revenue generating activities by funding recipients – except for funding received from government under a services contract or outcomes agreement
- Personal scholarships

## GROUPING OF PHILANTHROPIC FUNDING SOURCES

In determining how this report would capture data on the various sources of philanthropic funding, an attempt was made to keep the definitions as similar as possible to those used in other reports. This was to enable ease of comparison with other data points. The definitions and mapping to the The New Zealand Support Report <sup>REF A</sup> are shown below:

DEFINITION	EXPLANATION	MAP TO THE NEW ZEALAND SUPPORT REPORT <sup>REF: A</sup>
Rainbow specific	Any organisation that gives funds exclusively for Rainbow causes. E.g. Rule Foundation, Arthur and Armstrong Charitable Trust.	
Donor advised & Private / family trusts	Private / family trusts, and charities through which donors can establish a legacy or giving fund. E.g. Tindall Foundation, Nikau Foundation.	Structured private giving
Iwi	Funding given by iwi or other kaupapa Māori organisations.	
Regional community trusts	Trusts established out of the sale of the Regional Trust Banks. E.g. Foundation North, Otago Community Trust.	Community trusts
Energy and Gaming trusts	Trusts which distribute the proceeds from gaming machines, or energy providers that are partially/fully owned by a Charitable Trust. E.g. Pub Charity, WEL Energy Trust, Southern Trust.	Energy trusts grants Gaming machine societies
Lotteries/COGS	Administered through the Department of Internal Affairs to distribute funds from Lotto.	Lottery Grants Board
Government (central)	Funding from Ministries. E.g. Ministry of Social Development.	
Government (local/regional)	Funding from a council, local board or council controlled organisation.	
Business/corporate	Funding from businesses, corporates, corporate sponsorship or business associations.	Business giving donation claimed <sup>9</sup>

It should be noted that, in some cases (for example, funding recipients completing the online survey), we relied on the person completing the survey to determine which definition a funding source fell under.

<sup>9</sup> This is not a direct mapping, as The New Zealand Support Report looked at cash, sponsorship and in-kind. In this report, the survey only asked about cash received by recipient organisations.

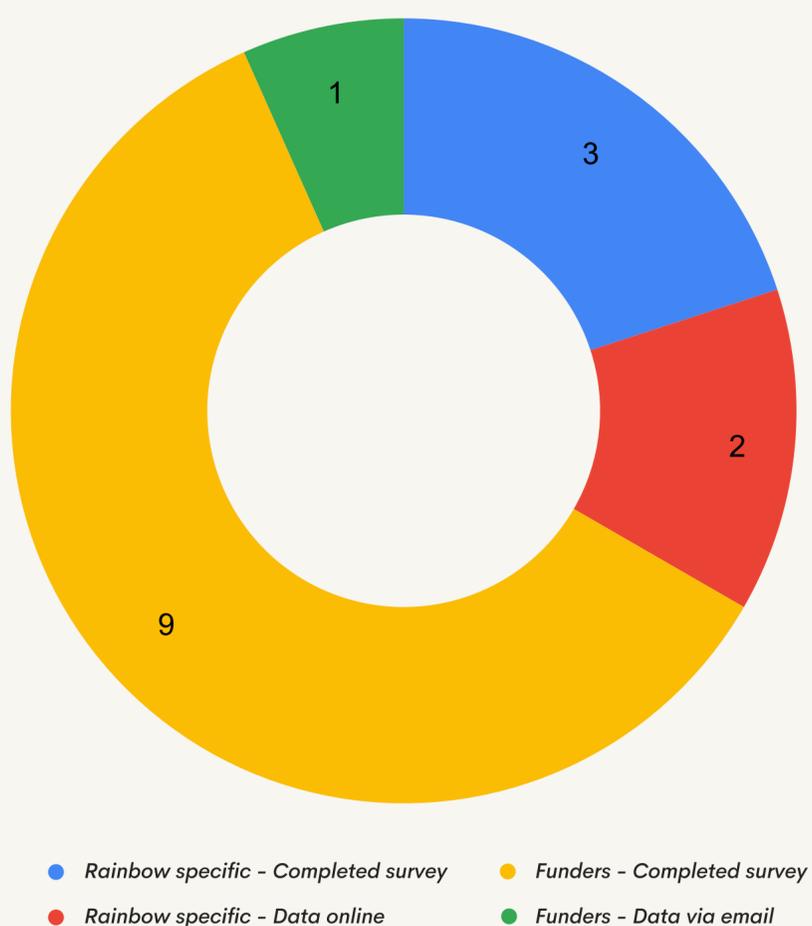
# WHO RESPONDED

A total of 20 survey submissions were received, covering 19 separate organisations. A further 22 organisations were identified and targeted to be included in the research. Of these 22, 12 were able to be included through annual return filings online, one responded via email with financial information only (no narrative responses), and nine organisations were not able to be included in the research. See the section on **Data Collation** for further information on this.

“[We] searched all grants made from 1 July 2015 to 30 June 2019 to find requests containing the key words ‘Rainbow’, ‘LGBT’, ‘Queer’, ‘Gay’, and ‘Lesbian’... The search returned 393 unique results. [We] undertook a manual check on the outcomes of each... In total, 251 grants were [made] across all funds.”

Q SURVEY QUOTE - GRANT MAKER

DATA SOURCE FOR FUNDERS INCLUDED IN THIS RESEARCH



## FUNDERS WHO RESPONDED

A total of 15 funders are included in this research, including five Rainbow specific funders<sup>10</sup>, and ten mainstream funders. The majority of funders completed the survey online.

It should be noted that several funders went to great lengths to access data from their internal systems to be able to be included in this research. A number of funders had to run key-word based searches on their internal grant databases to determine the number of grants made to Rainbow causes.

A huge thank you to all the funders who took the time to prepare data for this research.

Q FINDING:

**Many grant makers do not track 'Rainbow' in their database**

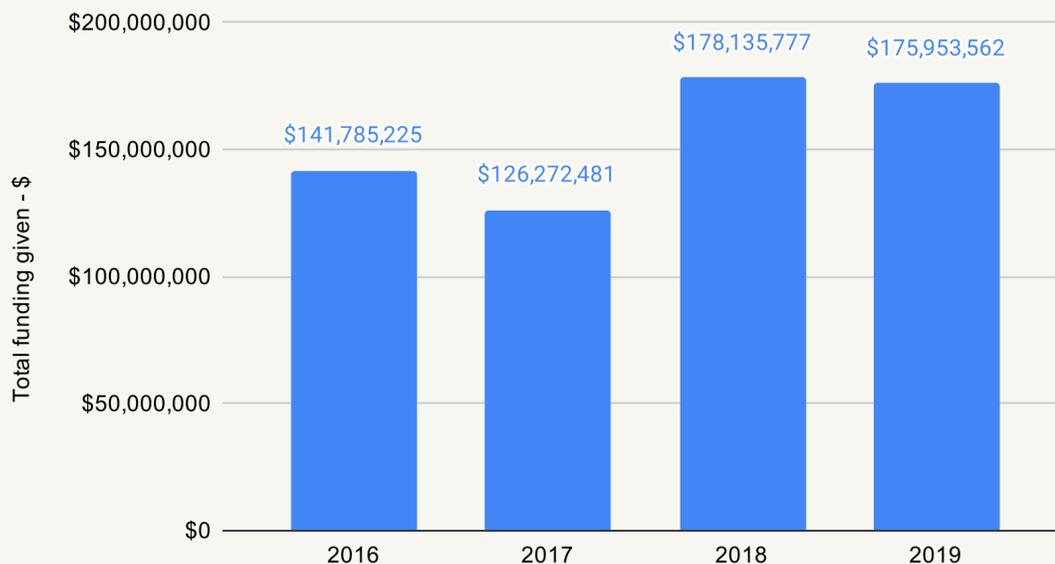
<sup>10</sup> One Rainbow Specific funder indicated they were also a recipient of funds

## FUNDERS MONETARY VALUE CAPTURED

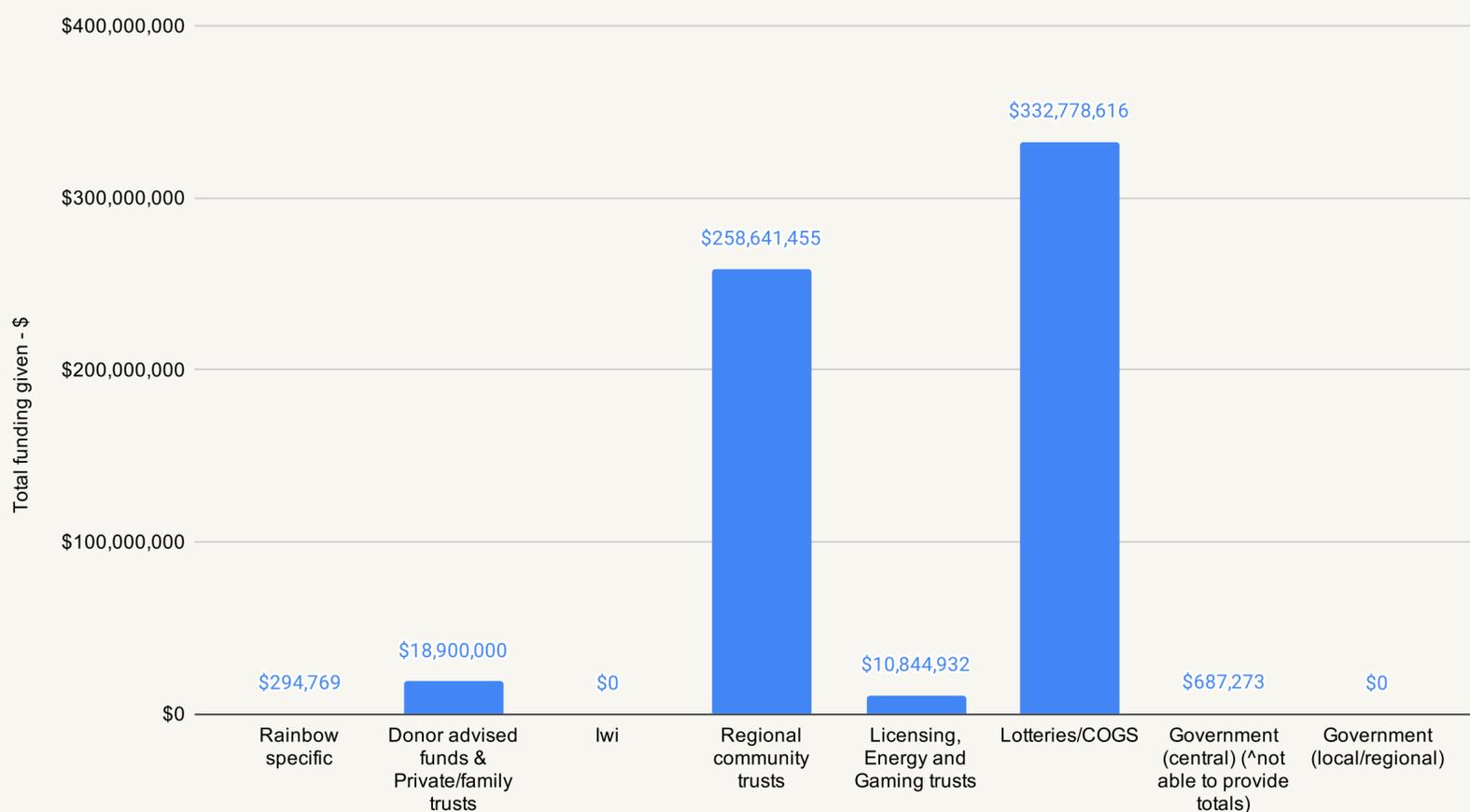
Over the four years 2016 – 2019, the funders who responded to this research gave a total of over \$622 million dollars.

Exceptions to this were government (central), who were not able to provide figures for total amounts funded. No iwi or government (local/regional) responded to the survey or was able to be included in the research. As businesses were not targeted to complete the survey, and are not required to have financial data available online, they have not been included in the graph.

TOTAL GIVEN BY FUNDERS REPORTED IN THIS RESEARCH



TOTAL GIVING BY FUNDER TYPE REPORTED IN THIS RESEARCH



To get an idea of how much giving by philanthropy in Aotearoa was captured, the \$622 million over four years (excl government and business/corporate), averaged to \$155.5 million per year, represents 14.9% of all giving using Philanthropy NZ's figure of \$1,047 million dollars given in 2018 via trusts and foundations<sup>REF A</sup>.

**We find it challenging to give away Rainbow specific funds ... as there isn't always collaboration between groups to deliver something, instead they tend to compete against each other ... in comparison to other sectors. ([But] other sectors may be funded better as a whole)**

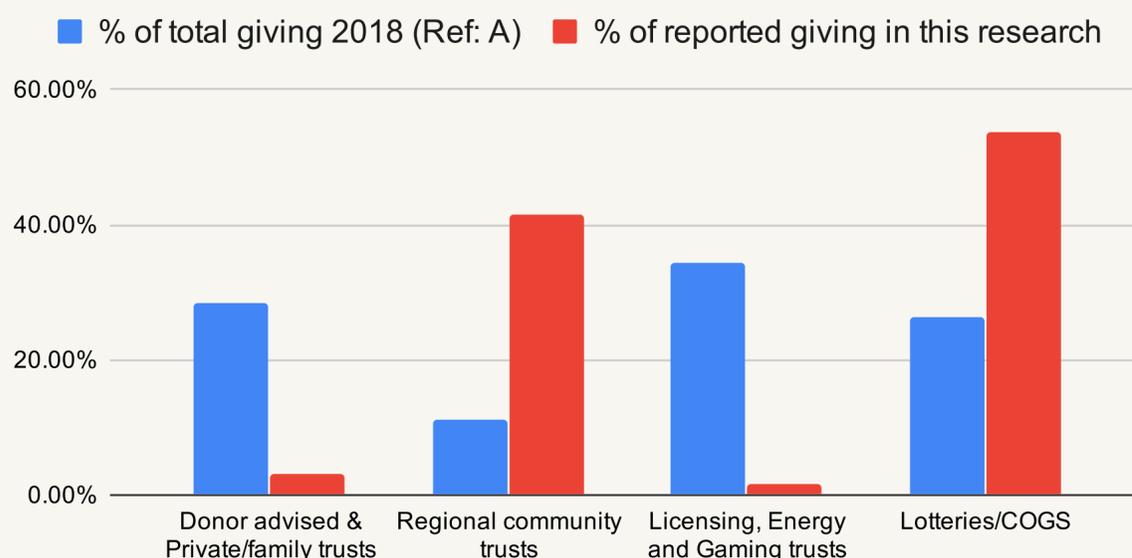
*SURVEY QUOTE - GRANT MAKER*

To gain an understanding of the level of representation of each type of funder in this research, the graph on the right shows the percentage of all philanthropic funding that each type of funder gave in 2018<sup>REF A</sup> (blue), vs the percentage of all giving reported for 2016–2019 through this research (red).

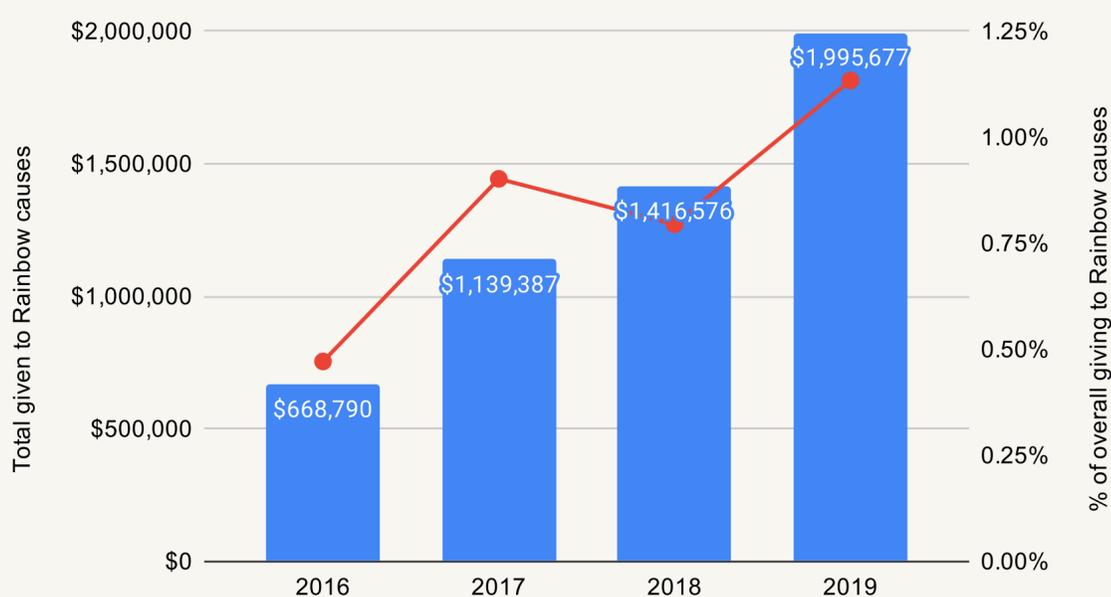
It is easy to determine that this research includes a significant over-representation of Regional community trusts and Lotteries/COGS, with Donor advised and Private/family trusts and Licensing, Energy and Gaming trusts significantly under-represented.

Lastly, a look at the total giving that was awarded to Rainbow causes. The blue bars represent the dollar value of funding reported as given to Rainbow causes for each year, and the red line represents this amount as a percentage when compared to the overall funding reported as given. For example in 2016, \$668,790 was reported as being given to Rainbow causes. Calculating this as a percentage of overall giving,  $\$668,790 / \$141,785,225 = 0.47\%$ ; the red data point on the graph.

**COMPARING PORTION OF OVERALL GIVING, WITH REPORTED GIVING**  
by funder type



**TOTAL REPORTED GIVING TO RAINBOW CAUSES IN THIS RESEARCH**



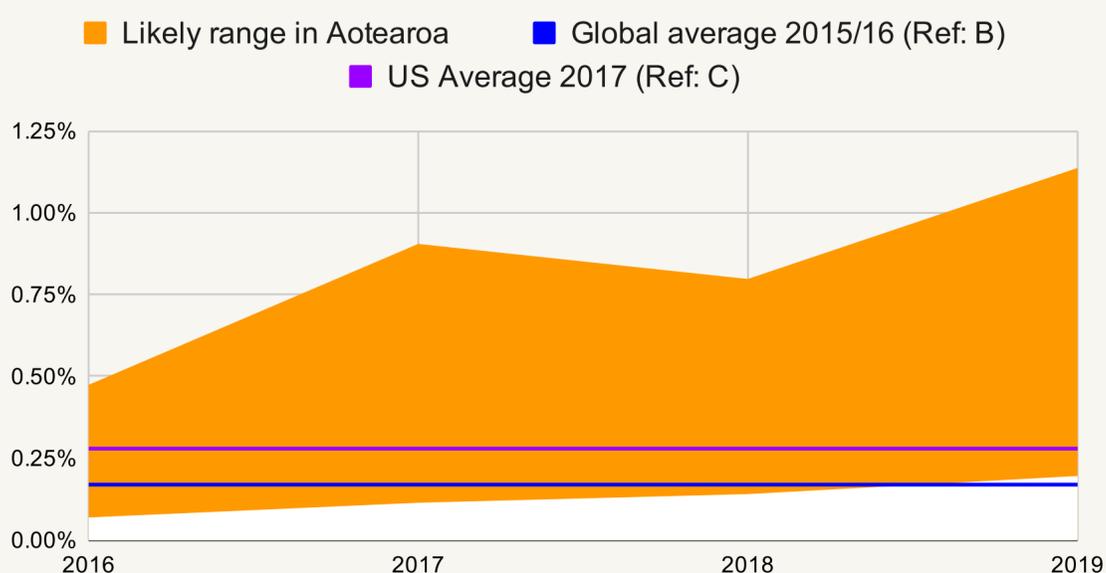
The graph shows an increasing trend in giving to Rainbow causes, both in the amount of funding given, and as a percentage of overall funding given. As a percentage, funding to Rainbow causes started at just under half a percent (0.5%) in 2016 and increased to over 1.1% in 2019.

These results are based on the funders who responded to and are included in this research. It is not a stretch to draw a correlation between those funders who responded to the survey, and those who are more likely to fund Rainbow causes. It is therefore likely that the figure for the total percentage of philanthropic giving in Aotearoa that goes to Rainbow causes is much lower than demonstrated here in the graph.

Understanding the total percentage of philanthropic giving in Aotearoa that goes to Rainbow causes is challenging, as the data captured in this research is not likely to be representative of all giving in Aotearoa. The view of 14.9% (\$155 million per annum) of giving in Aotearoa captured in this research is not sufficient to extrapolate out and make a claim about the full \$1,047million<sup>REF A</sup> in giving made each year.

Here, the **orange region** of the graph plots an area between the likely maximum of funding given to Rainbow causes and the minimum for each year. The **blue line** indicates the global average of 0.17% of giving to Rainbow causes for 2015/16<sup>REF B</sup>. The **purple line** indicates the average of 0.28% of giving to Rainbow causes for 2017 in the USA<sup>REF C</sup>.

GIVING TO RAINBOW CAUSES AS A PERCENTAGE OF TOTAL GIVING



For example, in 2016, \$668,790 was awarded to Rainbow causes, or 0.47% of all giving for the year as reported in this research. 0.47% is graphed as the likely maximum of all philanthropic funding in Aotearoa that went to Rainbow causes. The minimum is

calculated by dividing \$668,790 by all philanthropic giving in Aotearoa (\$1,047 million in 2018<sup>REF A</sup>):  $\$668,790 / 1,180,000,000 = 0.06\%$ . Therefore, it is likely the true percentage of all philanthropic funding that went to Rainbow causes in Aotearoa in 2016 lies between 0.06% and 0.47%.

As other data in this report has shown, both the maximum and minimum giving to Rainbow causes has a clear trend of increasing over the four years.

**FINDING:**

**Giving % to Rainbow causes in Aotearoa is in the same ballpark as the global average**

An encouraging trend is that for 2019, the minimum percentage of funding going to Rainbow causes in Aotearoa exceeds to the 2015/16 global average of 0.17%<sup>REF B</sup> (blue line). While a comparison will be made with the updated 2017/18 global average figure when available from the Global Philanthropy Project, it is encouraging to see that the likely levels of funding to Rainbow causes in Aotearoa are comparable to the global average.

The global average includes giving in all countries internationally, including countries where there is less opportunity for Rainbow causes to be funded, due to legal or other restrictions. For example, Malaysia criminalises Rainbow people. To counter this, comparison is made with another developed western country that has similar rights and protections for Rainbow people as are present in Aotearoa. The purple line represents the percentage, 0.28%<sup>REF C</sup>, of all philanthropic funding in the USA that goes to Rainbow causes, the only country for which data is readily available. It is less certain that the overall average for Aotearoa would meet this higher rate.

**FUNDERS' NARRATIVE RESPONSES**

Funders were asked a number of questions with an open text box answer section, allowing as much or as little as they chose to write. Key themes which came through (most mentioned first):

- Seven funders did not have priorities for funding Rainbow causes.
  - Of those seven, four mentioned that funding of Rainbow causes usually fit under 'Youth', and a mixture of other priorities.
- Only two funders (excluding the Rainbow specific funders) had priorities which included Rainbow causes.
- When asked about challenges faced when funding Rainbow causes:
  - Four said there were no challenges funding Rainbow causes.
  - Two mentioned a lack or need for collaboration between those in Rainbow community organisations.
  - One mentioned that they don't fund operational costs – something Rainbow community organisations often need.
  - One mentioned challenges reaching Rainbow community organisations outside of main centers.
- Many groups operate in an informal way as evidenced by the nine organisations unable to be included in this report.

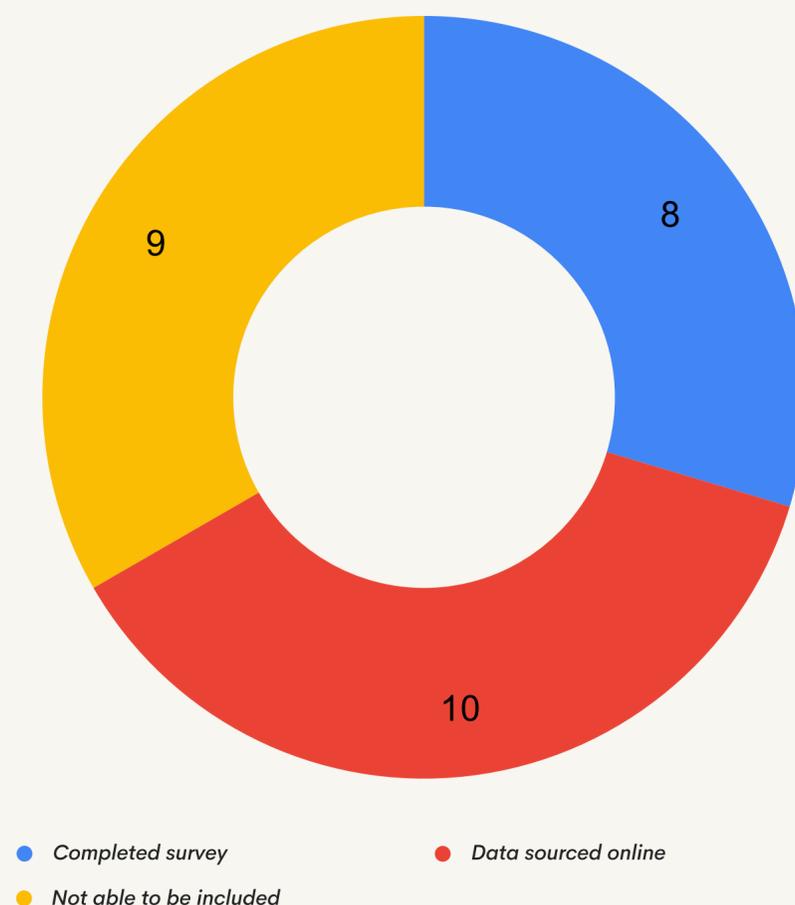
## FUNDING RECIPIENTS WHO RESPONDED

A total of 27 Rainbow community organisations<sup>11</sup> were targeted for inclusion in this research. Of these, eight completed the survey<sup>12</sup>, ten were able to be included through their data online, and nine were not able to be included due to data availability or quality. The remaining findings in this research are from the 18 organisations for which data was available.

A big thank you to the eight community organisations who took a considerable amount of time to crawl through years of financial records, and enter the data as requested into the survey

Regarding the nine organisations that were not able to be included in this research (see the section on **Data Collection** for inclusion criteria), the shared characteristics of all nine were that they are small, volunteer led and operated organisations. It is unlikely that the inclusion of these organisations data would have significantly changed the findings of this research.

**DATA SOURCE FOR FUNDING RECIPIENTS INCLUDED IN THIS RESEARCH**



<sup>11</sup> The terms *funding recipients* and *Rainbow community organisations* are interchangeable and used throughout the rest of this report.

<sup>12</sup> One Rainbow community organisation that completed the survey also indicated they are a Rainbow specific funder.

## FUNDING RECIPIENTS MONETARY VALUE CAPTURED

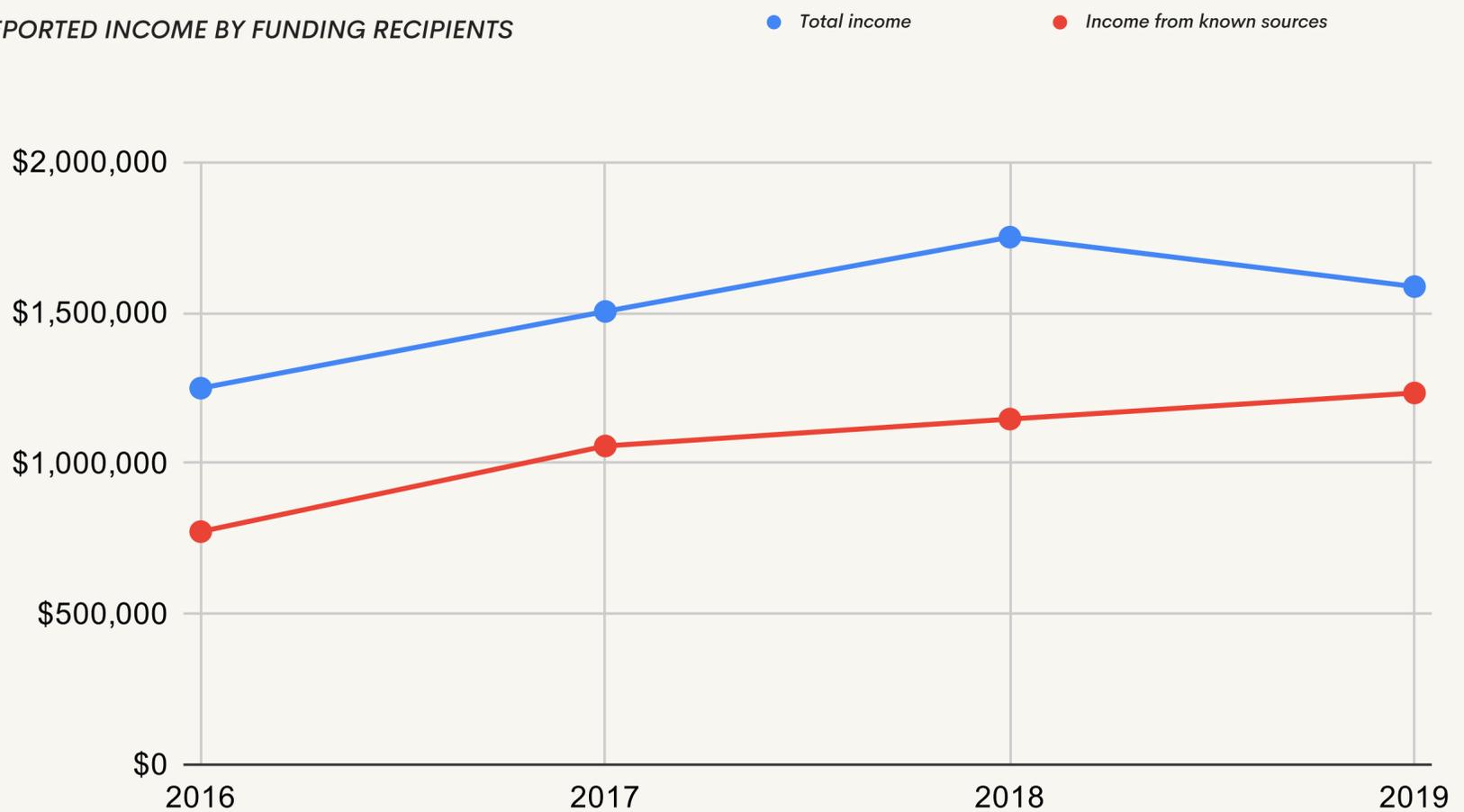
Funding recipients were asked to provide their total income for each of the four financial years.

They were then asked to breakdown the income they received by *source*<sup>13</sup>. In the graph below, the total combined income of all funding recipients is shown in **blue**, while the combined income from reported sources is shown in **red**.

A strong growth trend is evident from the graph, with the highest combined income reported for the 18 organisations being \$1.75 million in 2018. For income reported by source, the highest combined figure is in 2019, with the source of \$1.23 million of income having been identified.

**FINDING:**  
**Strong trend of increasing giving to Rainbow causes**

REPORTED INCOME BY FUNDING RECIPIENTS



The above shows a strong positive trend of total funding increasing year on year. The dip in the total income line for 2019 could be the result of some organisations not having income data available yet for 2019, when compared to other years reported, or could reflect a small decrease in overall income for the year. It is interesting to note that this dip is not present in the total income from reported sources.

<sup>13</sup> In the previous section, source was referred to as a funder type. They are equivalent, more information in [Grouping of philanthropic funding sources](#)

## AVERAGE INCOME

Here, the average yearly income from 2016-2019 is plotted per organisation. The names of the organisations are not included, as this information is provided for trend analysis, rather than an interest in comparing Rainbow community organisations.

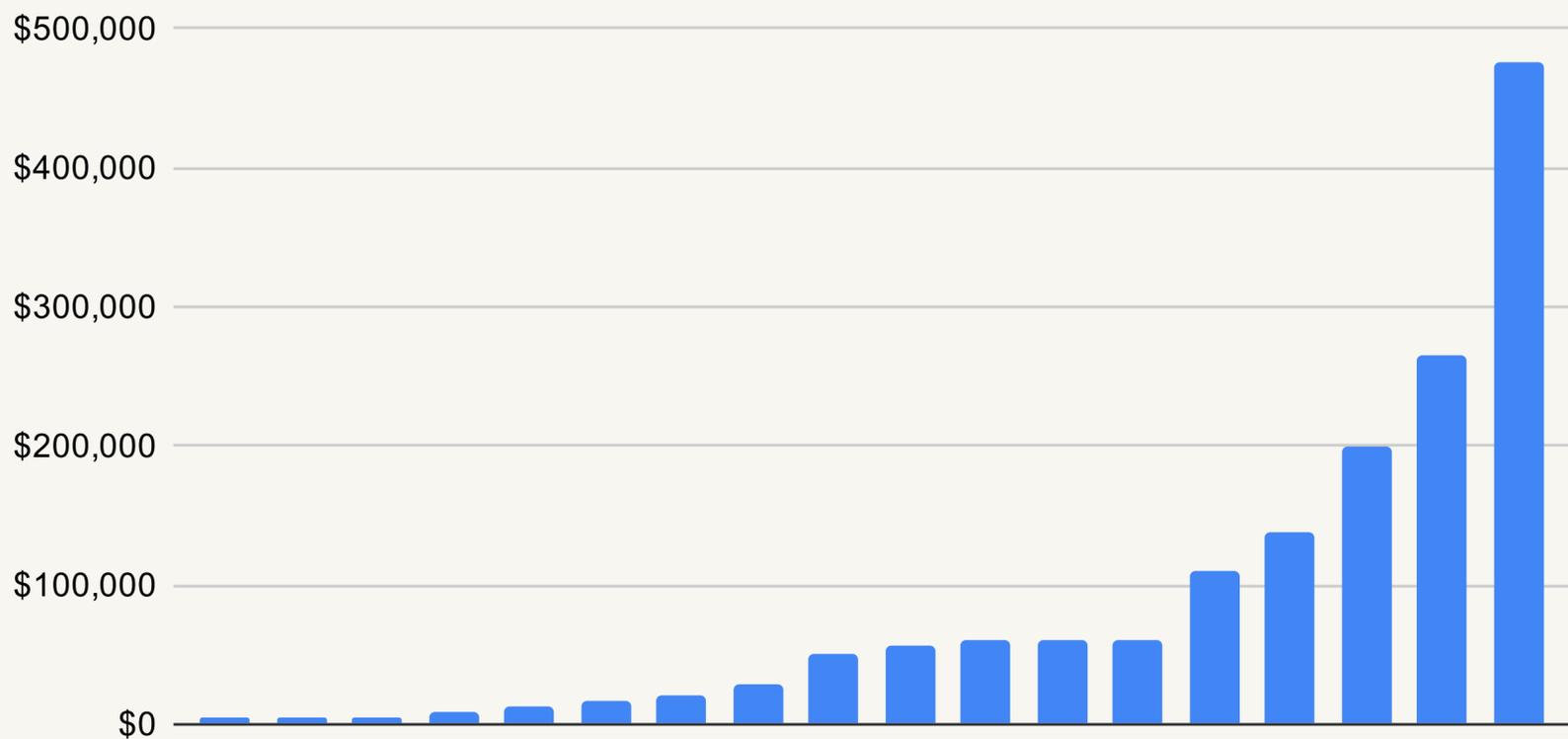
It is significant that of 18 organisations, 13 of them operate on less than \$100,000 per year, and of those, seven operate on less than \$20,000 per year. In considering that a further nine organisations were unable to be included in this analysis, it is likely that these nine would also fall towards the lower end of this average annual income graph.

This represents a huge proportion of Rainbow community organisations that operate on very little each year – and must surely be volunteer led and run.

### FINDING:

**72% operate on less than \$100,000pa, and 39% operate on less than \$20,000pa**

### AVERAGE ANNUAL INCOME OF FUNDING RECIPIENTS



Funding recipients. Note: names have been withheld

## **IN-KIND SUPPORT AND FUNDS RECEIVED FROM OVERSEAS**

The online survey asked organisations to estimate the value of in-kind support they had received, and to list funding received from overseas based sources. Of the eight organisations who completed the survey, only four included figures for in-kind support<sup>14</sup> received, and only two indicated they had received funding from overseas.

Unfortunately this data is not commonly listed separately in year end financial accounts, so data relating to in-kind support and funds received from overseas was not able to be sourced from financial records online. For this reason, in-kind support and funds received from overseas are excluded from the remainder of this analysis, but are included here for completeness.

Average funds received from overseas per year for the two organisations that reported receiving such funding: \$24,091.

Average value per year of in-kind support received for the four organisations that reported it: \$14,093.

## **FUNDING RECIPIENTS' NARRATIVE RESPONSES**

Funding recipients were also asked a number of questions with open text boxes allowing as much or as little to be written. The key themes from these answers were (most prevalent first):

- Rainbow is not named as a priority area. Having to justify why Rainbow causes deserve funding.
- Largely the need is for operational costs, which many funders don't fund.
- Knowing where to go and who to apply to for funding.
- Funding goes towards the larger/more mainstream Rainbow organisations, and less towards kaupapa Māori, Transgender and/or Intersex led organisations.

<sup>14</sup> The definition of in-kind support was left open to interpretation for those completing the survey, however generally refers to professional services or other access to services or resources that an organisation receives that it might otherwise have had to pay money for.

# COMPARISON

In this section, the data of funders and funding recipients is compared.

## TOTAL FUNDING RECEIVED VS GIVEN

A surprising finding to come from the analysis is that the total funding given to Rainbow causes reported by funders (blue line) dramatically exceeded the income reported by Rainbow community organisations (red line), and increased at a higher rate than income to Rainbow community organisations increased.

One possible explanation for this is that an increasing number of mainstream organisations are doing Rainbow specific work. This is excellent news, as more organisations doing work in this area will increase the overall wellbeing for Rainbow communities. There is a caveat however, to ensure that mainstream organisations doing Rainbow specific work are doing so competently.

### FINDING:

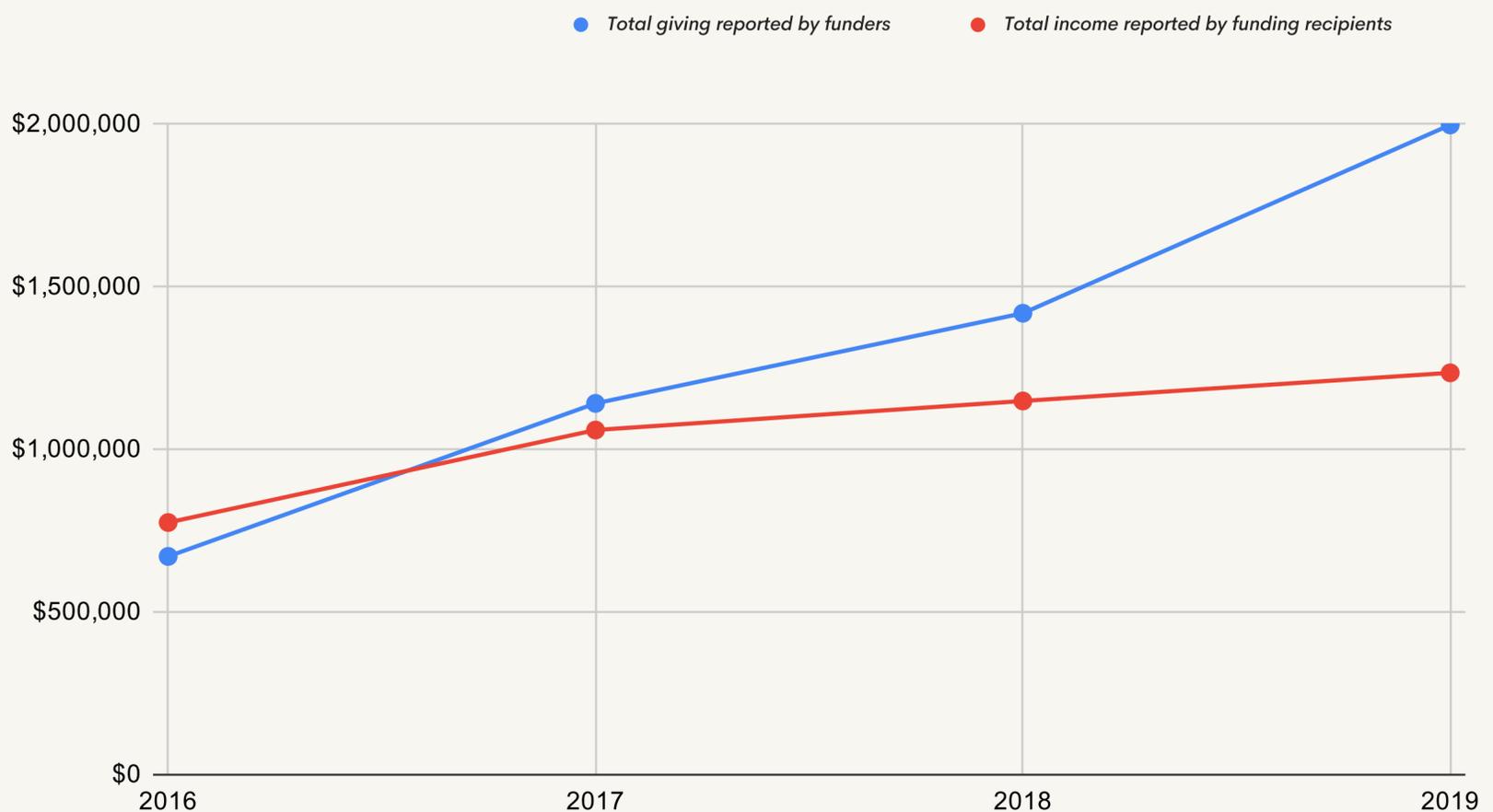
**Funding given outstrips funding received, indicating mainstream organisations are receiving funding for rainbow causes**

Another possible explanation is that funders, in reporting their data for this research, included funding awarded for activities that would not be considered Rainbow causes under the terms of this research, or that funding awarded for HIV related activities was included. However, these explanations seem less likely to explain the higher rate of increase in funds awarded versus income received.

**We believe that kaupapa Māori and peer led approaches are essential, and that trans funding needs to be allocated to trans led groups and organisations.**

### SURVEY QUOTE - FUNDING RECIPIENT

## COMPARING GIVING WITH INCOME AS REPORTED IN THIS RESEARCH



## RAINBOW COMMUNITY ORGANISATIONS SOURCES OF FUNDING

The chart to the right shows the breakdown of income for the eighteen Rainbow community organisations from 2016 – 2019. It is balanced and diversified, showing a little over a third coming from philanthropic sources (Rainbow specific; Donor advised & Private/family trusts; Regional community trusts; Licensing, Energy and Gaming trusts; and Lotteries/COGS), one fifth coming from government (central and local/regional), nine percent from business or corporate sources, and another third from 'other'.

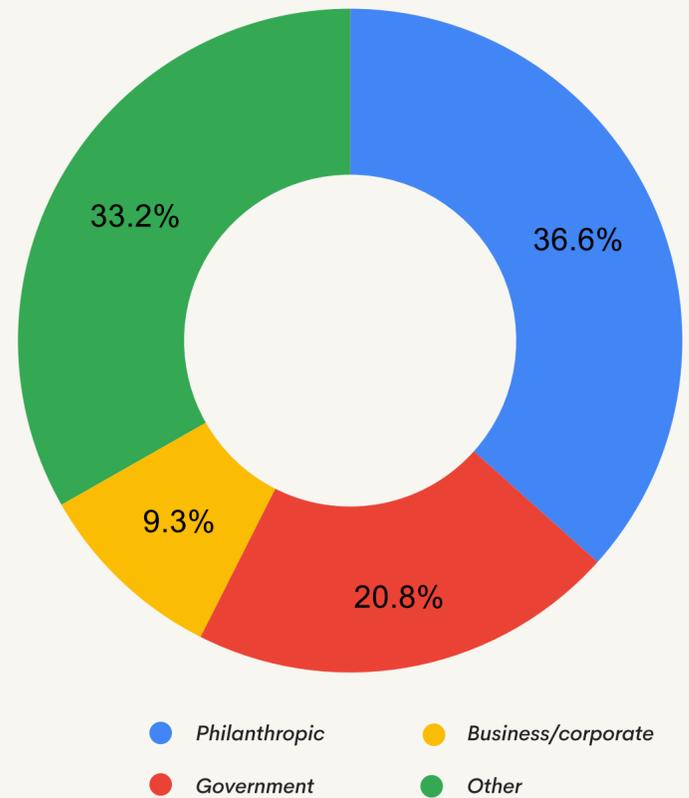
**FINDING:**

**Rainbow organisations have diverse sources of income.**

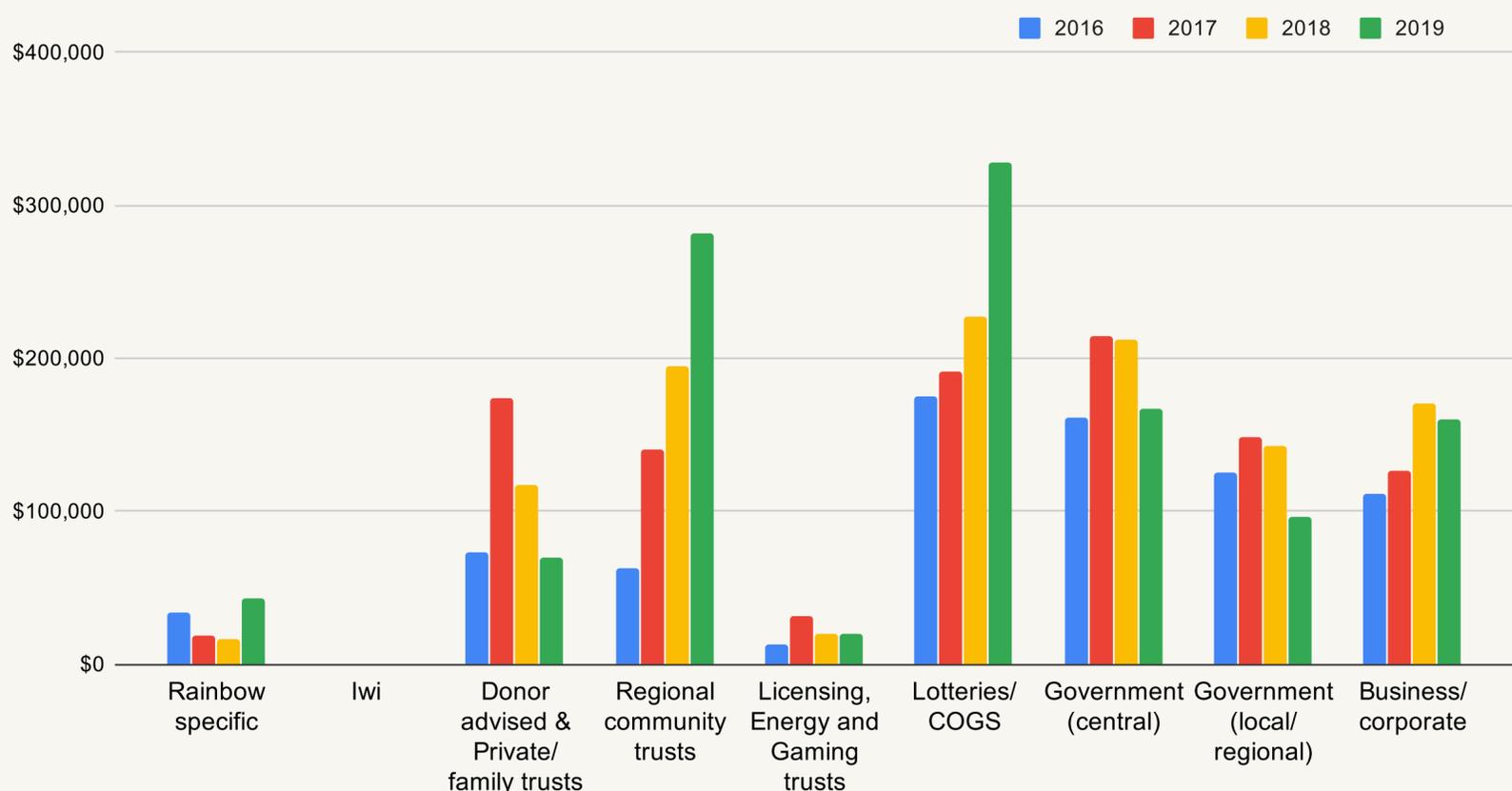
'Other' could include personal donations or fundraising campaigns, revenue generating activities or income for which the source was not able to be identified from the financial records available. The 'other' portion of income is not included in the analysis which follows in this report.

Breaking down the known sources of income by year, the trends within each grouping of philanthropic funding source can be analysed.

SOURCES OF INCOME: RAINBOW COMMUNITY ORGANISATIONS



SOURCE OF INCOME BY YEAR: RAINBOW COMMUNITY ORGANISATIONS



This graph shows a number of positive trends. First, income derived from Regional community trusts and Lotteries/COGS is increasing each year.

Income derived from Donor advised funds & Private/family trusts, government (both central and local/regional), and from business/corporate have a less certain upwards trend. Overall these funders appear to be a steady supporter of Rainbow community organisations, while fluctuating more year to year.

Unfortunately, income from Rainbow specific funders remains a tiny overall proportion of Rainbow community organisations income, in line with expectations given the modest means of them. No income from iwi specific sources was reported.

Of significant note here is the very low amount of income sourced from Licensing, Energy and Gaming trusts. These trusts collectively represented around 34% of all philanthropic giving in Aotearoa in 2018<sup>REF A</sup>, yet represent a tiny proportion of income for Rainbow community organisations. This is contrasted with Lotteries/COGS, which collectively made up 26% of all philanthropic giving in 2018<sup>REF A</sup>, yet are the largest source of funds for Rainbow community organisations.

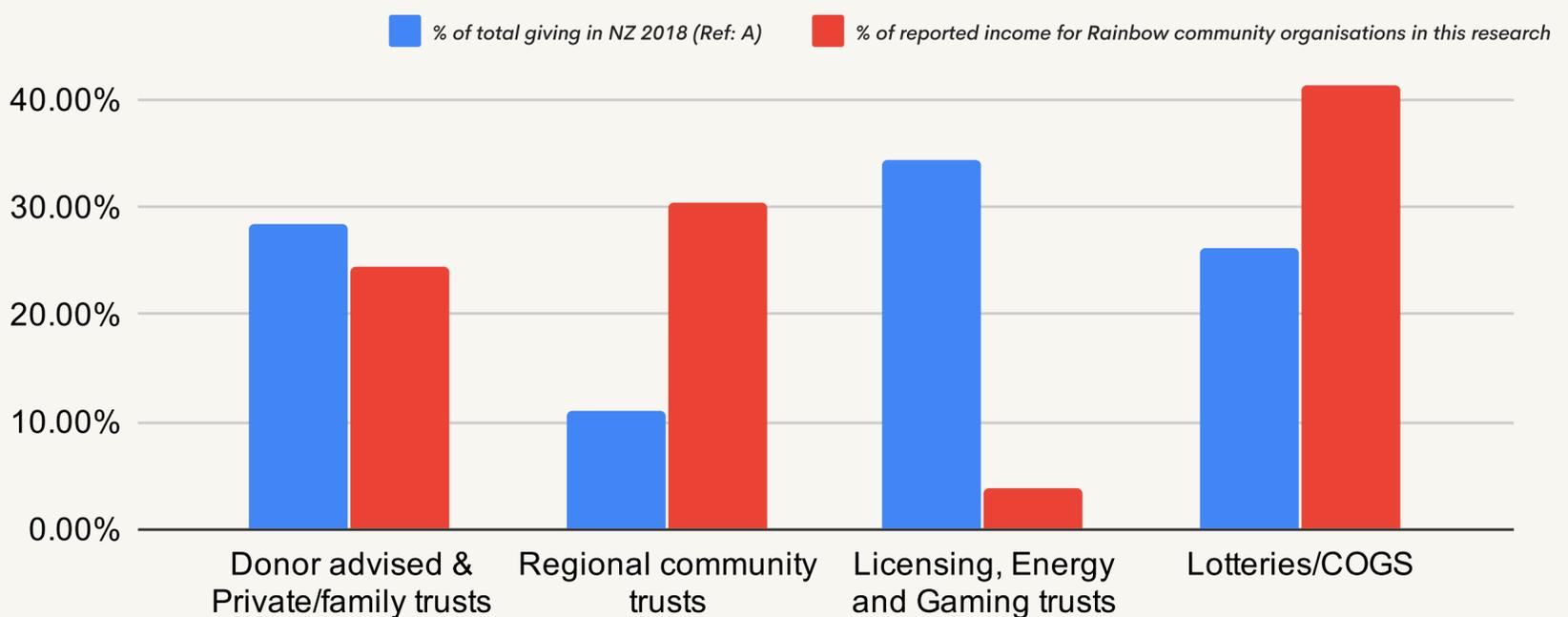
**FINDING:**  
**Energy, licensing and gaming trusts represent a tiny source of funds for Rainbow community organisations, yet represent a third of all philanthropic giving**

The percentage of philanthropic giving that each group of philanthropic funding represented in 2018<sup>REF A</sup> can be plotted against the percentage of the income it represented for Rainbow community organisations.

Again, Licensing, Energy and Gaming trusts represent a large proportion of overall philanthropic giving in Aotearoa, but represent a very small amount of income for Rainbow community organisations. This graph also demonstrates that Regional community trusts and Lotteries/COGS are punching above their weight when it comes to funding Rainbow community organisations – however it is hard to draw this conclusion definitively as the data about Licensing, Energy and Gaming trusts so heavily skews the graph.

**COMPARING PORTION OF OVERAL GIVING, WITH PORTION OF REPORTED INCOME**

for Rainbow community organisations by funder type



# SUMMARY OF FINDINGS

A summary of the findings drawn from analysis of the financial data included in this research.

## STENGTHS

### **RAINBOW COMMUNITY ORGANISATIONS HAVE DIVERSE SOURCES OF FUNDING**

Data from the grant recipients showed that Aotearoa's Rainbow community organisations have diverse sources of income, including from philanthropy, government, business/corporate and 'other' - with 'other' likely to be largely comprised of personal donations and fundraising campaigns.

### **STRONG TREND OF INCREASING GIVING TO RAINBOW CAUSES**

In the data from both grant recipients and grant makers, there was a strong trend of overall funding for Rainbow causes increasing over the four years that this research looked at.

### **INCREASE IN FUNDS FOR RAINBOW CAUSES IS OUTSTRIPPING FUNDS RECEIVED BY RAINBOW COMMUNITY ORGANISATIONS**

An unexpected finding of this research is that the funding being given by grant makers for rainbow causes significantly outstrips that being received by the Rainbow community organisations included in this research. This likely indicates that a number of mainstream organisations are securing funding for Rainbow causes. This can be positive and negative. Positive in that more programmes are being targeted to improve the wellbeing of Rainbow communities. A negative point of view could be to question if these programmes at mainstream organisations are 'Rainbow led', and if not, how do they ensure they are providing appropriate services for Rainbow communities?

**We approved significant funding to organisations where Rainbow populations were a subset [...]. However, we don't segment data in this way so are unable to accurately report it...**

 SURVEY QUOTE - GRANT MAKER

### **THE PERCENTAGE OF GIVING TO RAINBOW CAUSES IN AOTEAROA IS COMPARABLE TO THE GLOBAL AVERAGE**

An original driver for this research was to be able to compare giving in Aotearoa with the global average of 0.17% identified in the Global Philanthropy Projects Global Resources Report <sup>REF B</sup>. It is great to be able to conclude that it is likely that philanthropic giving to Rainbow causes, as a percentage of overall philanthropic giving in Aotearoa, is in the same ballpark as the global average of 0.17%.

## AREAS TO WORK ON

### **LICENSING, ENERGY AND GAMING TRUSTS REPRESENT A TINY SOURCE OF FUNDS FOR RAINBOW COMMUNITY ORGANISATIONS, YET REPRESENT A THIRD OF ALL PHILANTHROPIC GIVING <sup>REF A</sup> IN AOTEAROA.**

As evidenced in both the responses from grant makers and grant recipients, Licensing, Energy and Gaming trusts make up a tiny portion of income for Rainbow community organisations. This is significant as it effectively blocks nearly a third of all philanthropic giving in Aotearoa from being able to be accessed for Rainbow causes, limiting a significant source of potential income.

### **72% (13) OF RAINBOW COMMUNITY ORGANISATIONS OPERATE ON LESS THAN \$100,000 PER YEAR, AND 39% (SEVEN) OPERATE ON LESS THAN \$20,000 PER YEAR**

Another finding of this report was the number of Rainbow community organisations operating on very small annual budgets, and this didn't include organisations that were not able to be included in this research based on the quality of their financial accounts. With increasing compliance requirements for the charities register, consideration must be given to how to make compliance and other operating requirements (such as Health and Safety) sustainable for these groups, alongside continuing to attract funding and deliver services to Rainbow communities.

**Our biggest expenses are for contractors to do the work and rent (\$24,000 per annum) and we need large grants to cover these.**

 **SURVEY QUOTE - FUNDING RECIPIENT**

### **FUNDING FOR OPERATIONAL COSTS**

Both grant makers and funding recipients mentioned that a common need was for funding of operational costs - something which few grant makers fund. Regional community trusts and Lotteries/COGS are two exceptions to this - which perhaps is a reason behind their overrepresentation as a funding source for Rainbow community organisations.

### **RAINBOW IS NOT COMMONLY LISTED AS A PRIORITY AREA FOR MAINSTREAM FUNDERS**

Both grant makers and funding recipients reported that Rainbow causes are not commonly listed as a priority area for mainstream funders. This requires people applying for Rainbow causes to fit their needs in under other criteria that the funder has, and/or spend more time justifying the need for funding of Rainbow causes.

### **MANY GRANT MAKERS DO NOT TRACK RAINBOW IN THEIR DATABASE**

A number of grant makers who responded to the survey noted that they do not specifically track 'Rainbow', 'LGBT', or related terms in their grant making database. One grant maker indicated they had added a tag for this to their database as a result of this survey. It is commonly understood that little changes without the ability to easily measure, track and report on empirical data. In order to better understand the funding that goes to Rainbow causes, grant makers need to track grants made in this space.

# WHERE TO NEXT

This section draws on the findings identified in the previous section, as well as the narrative comments from both grant makers and funding recipients.

## FURTHER RESEARCH AREAS

### *HIV ORGANISATIONS*

As mentioned at the beginning of this report, the four HIV organisations in Aotearoa have very different scales of income and funding sources than other Rainbow community organisations. It could be interesting to do further research for the benefit of the HIV organisations.

### *PRIVATE GIVING AND FUNDRAISING INITIATIVES BY RAINBOW COMMUNITY ORGANISATIONS*

Investigation into private donations to Rainbow community organisations, and their fundraising initiatives was not included in the scope of this research due to time and resource constraints. However, it is clear that this is a large source of funding for many Rainbow community organisations. It would be of interest to research how personal giving to Rainbow community organisations compares to other sectors, and what strengths or weaknesses there are.

### *MAINSTREAM ORGANISATIONS CONDUCTING RAINBOW SPECIFIC PROGRAMMES*

An unexpected finding in this research was that the funding given to Rainbow causes outstripped that given to Rainbow community organisations, suggesting that funding for Rainbow causes was going to mainstream organisations. An area of research could be to investigate the validity of this assumption, and the frameworks that mainstream organisations are using to do Rainbow specific initiatives. For example, do they have well supported Rainbow advisory for the project? Is the project delivered by people who identify as Rainbow?

## ACTION AREAS

### *RAINBOW COMMUNITY ORGANISATIONS ARE OFTEN POORLY RESOURCED AND STRUGGLE TO SECURE FUNDING TO MEET OPERATIONAL COSTS*

One of the findings of this research was that 72% of the Rainbow community organisations that were able to be included in this report operate on less than \$100,000 per year. A number of grant recipients also mentioned the challenges in securing operational funding needed for salaries or rent.

While an easy solution is more funding for community groups, other solutions such as support for operations e.g. account preparation, board secretariat functions, free spaces to operate from, could be investigated. Connecting our Rainbow community organisations to some of these resources could be beneficial. Similarly, connecting Rainbow community organisations to mainstream organisations that are able to provide this could achieve the same effect.

As mentioned in the next point, there is likely benefit to be gained from Rainbow community organisations having the resources and capacity to collaborate more together, rather than feeling they need to compete for the same limited pools of funding.

### *COLLABORATION WITHIN THE RAINBOW SECTOR*

A number of grant makers and funding recipients mentioned the lack of collaboration within the Rainbow sector in Aotearoa. Further, competitive funding models often pit Rainbow community organisations against one another. An initiative could be undertaken between funders who fund Rainbow causes to build funds and systems which reduce the need to be competitive, or explicitly encourage collaboration.

## **AWARENESS AND INFORMATION FOR FUNDERS**

A focus could be put on providing opportunities for philanthropic funders to learn more and raise their awareness of Rainbow causes. This could tap into existing networks eg. use Philanthropy NZ networks and their direct approach (emails or physical mail), speaking at conferences and events, publishing more newsletters or blogs on the topic, and networking within philanthropic spaces.

## **PROVIDING OPPORTUNITIES FOR FUNDERS TO COME TOGETHER**

Building on the above, creating opportunities for philanthropic funders to come together to learn about, discuss and action areas around Rainbow causes. For example, the launch of this report will be an opportunity for the funders that contributed to the report to interact with members of the Rainbow community, and learn more.

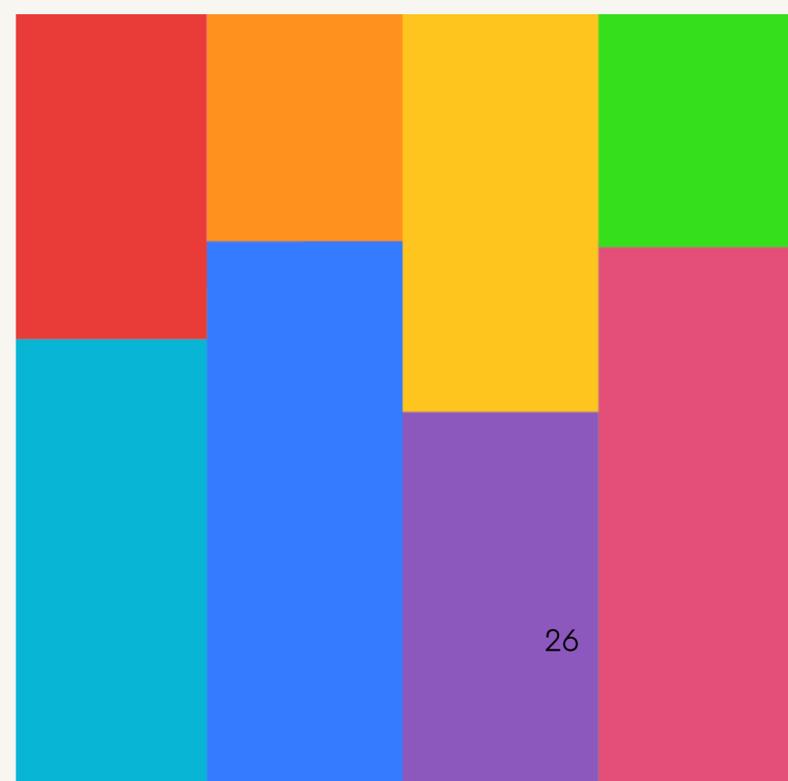
## **WORK TO INCREASE ACCESS TO LICENSING, ENERGY AND GAMING TRUSTS FOR RAINBOW CAUSES**

A targeted approach could be taken to work specifically with the Licensing, Energy and Gaming trusts in Aotearoa, with a view to making them more accessible for Rainbow community organisations to apply to.

## **PRACTICAL SOLUTIONS THAT COULD BE DONE RIGHT NOW**

A number of simple, practical solutions were mentioned in the narrative feedback. They could be actioned easily, although it might take some time to build buy-in from community and funders alike:

- Make it easier to find those that fund Rainbow causes - e.g. a website.
- Funders add a 'Rainbow' or 'LGBT' tag, marker or similar in their funding databases to make tracking of these grants easier in the future.
- Funders could include Rainbow causes as a priority area for funding. Where this is not possible, they could include a section on their website welcoming Rainbow community organisations to apply for funding, with pointers on how to align with the funds priorities.
- Funders could look at the diversity or representation of Rainbow people in their Boards, advisors and staff teams.
- Funders could seek out Rainbow causes to fund, and/or opportunities to build their visibility within Rainbow spaces. (For example, have a stall at the annual Big Gay Out)



# FUNDERS THAT ACCEPT APPLICATIONS FOR RAINBOW CAUSES

Funders listed here gave explicit permission when completing the survey to be included in this list as funders open to receive funding applications for Rainbow causes.

## **RULE FOUNDATION**

[rulefoundation.nz](http://rulefoundation.nz)

## **RAINBOW NEW ZEALAND CHARITABLE TRUST**

[rainbownzcharitabletrust.org.nz](http://rainbownzcharitabletrust.org.nz)

## **RĀTĀ FOUNDATION**

Christchurch and upper South Island only.

[ratafoundation.org.nz](http://ratafoundation.org.nz)

## **OTAGO COMMUNITY TRUST**

[oct.org.nz](http://oct.org.nz)

## **FOUNDATION NORTH**

Auckland and Northland only.

[foundationnorth.org.nz](http://foundationnorth.org.nz)

## **TODD FOUNDATION**

Note: The Todd Foundation no longer accepts applications. Funding is done collaboratively with communities of interest.

[toddfoundation.org.nz](http://toddfoundation.org.nz)

## **J R MCKENZIE TRUST**

[jrmckenzie.org.nz](http://jrmckenzie.org.nz)

Or contact Eileen directly,  
[eileen@jrmckenzie.org.nz](mailto:eileen@jrmckenzie.org.nz)

## **THE TINDALL FOUNDATION**

[tindall.org.nz](http://tindall.org.nz)

## **NIKAU FOUNDATION**

Wellington region only.

[nikaufoundation.org.nz](http://nikaufoundation.org.nz)

## **MINISTRY OF YOUTH DEVELOPMENT**

The Ministry of Youth Development – Te Manatū Whakahiato Taiohi – encourages and supports young people, aged between 12 and 24 years old, to develop and use knowledge, skills and experiences to participate confidently in their communities.

[myd.govt.nz](http://myd.govt.nz)

## **GENDER MINORITIES AOTEAROA**

We are a community org run by and for trans, intersex, and takataapui gender diverse people. If we can help out projects led by trans, intersex, and takataapui gender diverse people, and we are happy to do so.

[genderminorities.com](http://genderminorities.com)

## REFERENCES

A - The New Zealand Support Report, February 2020, by JB Were, in collaboration with Philanthropy New Zealand. The most recent report available that measures charitable giving in Aotearoa for a tax year.

<https://philanthropy.org.nz/wp-content/uploads/2016/03/jbwere-nz-support-report-digital.pdf>

B - 2015-2016 Global Resources Report: Philanthropic and Government Support for Lesbian, Gay, Bisexual, Transgender, and Intersex Communities.

<https://globalphilanthropyproject.org/2018/04/17/grr15-16/>

C - 2017 Tracking Report: LGBTQ Grantmaking by US Foundations.

[https://lgbtfunders.org/wp-content/uploads/2018/02/2017TrackingReport\\_Final.pdf](https://lgbtfunders.org/wp-content/uploads/2018/02/2017TrackingReport_Final.pdf)



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