

# Māori organisations and their funding information needs

*Mā te huruhuru te manu ka rere*

*It is feathers that enable the bird to fly*



This report presents the findings of a study of Māori organisations surveyed on their funding information needs.

The purpose of the report is to build a picture of Māori organisations' needs in relation to funding information, so that the Funding Information Service can consider its role in meeting the needs of Māori organisations.

This report was compiled, researched and interviews conducted by Kevin Haunui, Liaison and Sales Manager to the Funding Information Service.

Guidance and advice was provided by the Māori Advisory Group to the Funding Information Service and Andrea Goble, General Manager, Funding Information Service.

E whakataua nui atu ana me te mihi atu ki a rātou katoa, arā, aua hunga Rōpū Māori mai te Tai Tokerau ki Waiāriki, tae noa atu i te Moana nui a Toi ki Turanga nui a Kiwa, whakawhiti atu te Moana o Raukawa ki te Wai Pounamu, nā rātou nei mātou Te Ratonga Whakamārama Pūtea i āwhina.

The Funding Information Service sincerely appreciates and thanks Māori organisations from Northland, Rotorua, Bay of Plenty, Gisborne and the South Island for sharing their experiences and time.

Mā te huruhuru te manu ka rere.

## Executive summary

### Contents

Executive summary .....	2
Conclusions .....	3
The big picture .....	4
Why focus on Māori organisations? .....	5
<b>Findings</b>	
Profiles and issues .....	6
Iwi rūnanga .....	7
Whānau hapū .....	8
Iwi whānui .....	9
Government .....	10
Local Government .....	11
Survey methodology .....	12
<b>Funding Information</b>	
Service .....	14
Appendix 1 .....	15
Appendix 2 .....	16

A survey was completed of Māori organisations to build a picture of their needs in relation to funding information. While this is not wide ranging or indepth research it is the first step in documenting the issues and can be used as a base for further research.

The picture of Māori organisations that this survey revealed is that there are two main types of Māori mandated organisations:

1. based on kinship links
2. based on community aspirations.

Within these bases various organisations operate at different levels or from different drivers: ie, government, local government or community.

The issue that emerged for all respondents is access to information.

That is access to finding out that funding information exists and access to information sources like FundView.

Understanding the funding processes particularly the completion of applications was raised as an issue because the capacity for whānau and organisations was considered low and there did not seem to be much assistance from funders.

Increasing funders' knowledge of things Māori is seen as a mechanism which could help them to better clarify funding for Māori. This might also assist funders to understand the context within which Māori organisations and communities operate.

Perceptions of funders is another area of concern. There is a possibility that this could be improved by increasing funders' knowledge of things Māori.

The conclusion of the report is that funding information is not effectively reaching Māori organisations.

The Funding Information Service will investigate ways that it can be more effective with the funding information it provides and advocate the same to other funding stakeholders.



## Conclusions

The findings of the survey represent a snapshot of the issues that confront Māori organisations for funding information.

The numbers of groups surveyed and the methodology raises some questions in terms of the quality of the findings but as a snapshot, at the very least, the survey raises some issues for further consideration.

This report brings to attention the question “How effectively is funding information reaching Māori organisations?”

The findings indicate that access to funding information and quality of funding information are the two key areas that confront Māori organisations.

From this it could be concluded that for Māori organisations, their relationships with funders and funding information providers are not necessarily seen as benevolent but patronising.

These findings suggest how the relationships could become more meaningful by highlighting the problem areas as well as potential solutions and measurability.

To summarise these include:

- ♦ Access to information.
- ♦ Understanding the funding process.
- ♦ Increasing funder knowledge of Māori organisations.
- ♦ Improvements to FundView.
- ♦ Māori organisations’ perception of funders.

The findings have a strategic value for all stakeholders involved in funding. The stakeholders include the Funding Information Service, funding providers, funding information providers, capacity building organisations, whether in central and local government or umbrella community organisations, and Māori organisations.

The Funding Information Service as a funding information provider can contribute directly by considering improvements to FundView and indirectly by advocacy of the findings to other interest groups.

This is a win/win situation for the Funding Information Service in the development of current or new relationships with all parties.

The outcome would be beneficial in terms of contributing towards the strategic objective of identifying, developing and implementing relevant services based on an agreed relationship with Māori. That relationship should:

1. Enable and advocate access to funding information for Māori.
2. Advocate for and provide quality funding information to Māori.

## The Big Picture

This is a study about New Zealand Māori organisations that operate in the community/voluntary sector and their funding information needs.



Figure 8  
Holistic view of New Zealand society

Māori organisations' aspirations are generally no different from others.

Funding is a key resource for building capacity and sustainability.

Aotearoa-New Zealand is a western style society that could be divided into sectors; government, business, household and community/voluntary organisations.

Influencing these sectors, to a greater or lesser degree, are numerous cultural, religious and social customs which we could classify into Te Ao Māori, representing the Māori world-view, and Te Ao Pākehā, representing all other world-views.

Undoubtedly this is a simple holistic view of New Zealand but its purpose is to provide a reference point (Figure 8).

This is a study about New Zealand Māori organisations that operate in the community/voluntary sector and their funding information needs.

The purpose of these organisations is to service their community; however this is defined by the organisation with the common distinction being a shared Māori perspective.

But Māori organisations' aspirations are generally no different from others. These aspirations vary widely from building a facility, providing a service, educating a whānau, changing the world – to maintaining the *status quo*.

Achieving aspirations brings into consideration for organisations factors such as capacity and sustainability. Capacity building is a combination of vision, context, confidence, values, culture, strategy, skills, relationships, and structural and material resources. Sustainability depends on these and includes the ability to reflect, be self critical, evaluate and use this and external feedback to change and develop as required.

Funding is a key resource for building capacity and sustainability and therefore getting information about where and how to get funding can be an important resource in assisting organisations to reach their aspirations.



## Why focus on Māori organisations?

### 2003/2004 goals

- ◆ Profile Māori organisations.
- ◆ Build relationships and networks.
- ◆ Identify types of funding sought.

### 2004/2005 goals

- ◆ Work on an action plan.
- ◆ Promote and market to Māori.

Māori organisations are an important part of the Community/Voluntary sector within New Zealand.

In the past comments have been made to the Funding Information Service that the level of funding applications and funding sought from Māori organisations have been fewer than others from within the Community / Voluntary sector.

In recognition of this the Funding Information Service has made a commitment to improve its service to Māori organisations as a strategic objective and working towards this in its business planning.

The objective is to identify, develop and implement relevant services for Māori based on an agreed relationship.

Goals were set to achieve the objective:

Goal 1: Identify what types of funding Māori are looking for.

Goal 2: Profile up to ten Māori organisations and develop relationship analyses.

Goal 3: Profile the organisation and work with the Māori Advisory Group on an action plan.

Goal 4: Build relationships and networks with Māori organisations.

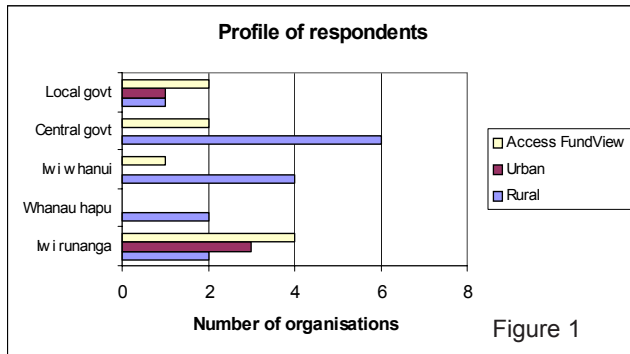
Goal 5: Promotion and marketing to Māori.

The findings in this document are from three of the five goals towards the objective.

Goals 3 and 5 will be incorporated into the 2004/2005 business plan.

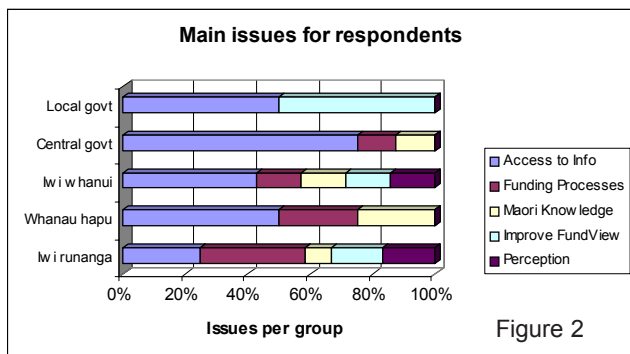
## Findings

### Profiles and issues



Profiles of the respondents to the survey (Figure 1):

- ◆ nine of the 19 respondents are subscribers to FundView.
- ◆ The largest group of respondents were central government outreach groups (6). The remainder were iwi rūnanga groups (5), iwi whānui or community wide groups (4), local government groups (2) and whānau hapū groups (2).
- ◆ fifteen of the respondents operate in rural areas and four are from urban situations. One of the four urban respondents is located in a large metropolitan area.



The main issues for all respondents are (Figure 2):

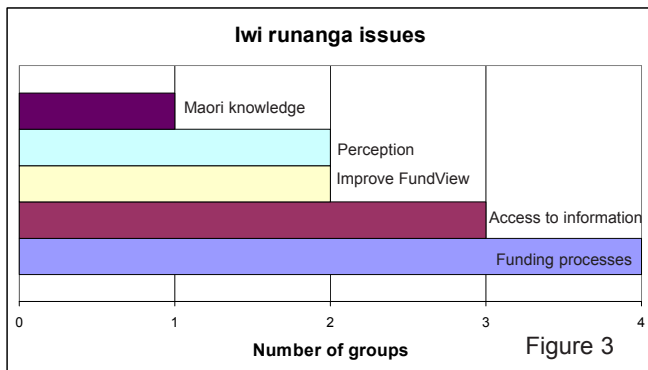
- ◆ Access to information. This is the most common issue for all five respondent groups.
- ◆ Funding processes, ie, completing applications, understanding eligibility / criteria. This is the second equal most common issue for four of the five respondent groups with local government groups the exception.
- ◆ Māori knowledge or knowledge of things Māori. This is also the second equal most common issue for four of the five respondent groups with local government groups the exception.
- ◆ Improvements to FundView. This is a common issue for iwi rūnanga, iwi whānui and local government groups. This issue was not raised by government and whānau hapū groups.
- ◆ Perceptions of funders. This is an issue for iwi whānui and iwi rūnanga groups.

This issue was the least common issue for all five respondent groups.



## Findings

### Iwi rūnanga



For groups in the Iwi rūnanga category (Figure 3):

Funding processes is the most common issue raised by groups (4 of 5).

Comments include:

- ♦ *Developing whānau capacity. Teach how to fill out applications.*
- ♦ *Gotta know what you're doing.*
- ♦ *Understanding what I can apply for...*
- ♦ *Aiding the first steps through contact and developing the resources.*

Access to information is the second most common issue raised by groups (3 of 5) even though all but one group subscribes to FundView.

Comments include:

- ♦ *Access to FundView and costs (of subscription) are barriers.*

Improvements to FundView and perceptions about funders are an issue for two of the five groups.

Comments on improvements to FundView include:

- ♦ *Māori too general, brings up everything.*
- ♦ *Does not narrow it down enough.*
- ♦ *Need a funding category for events.*
- ♦ *Does not allow for categories with a specific Māori focus.*

Comments on perceptions about funders include:

- ♦ *No need for funding because of Treaty claims.*
- ♦ *Doubts about credibility of the whole process (the application process and the organisation).*

Māori knowledge or knowledge of things Māori is raised by one group as an issue.

Comments include:

- ♦ *Educate funders in things like mana whenua and how groups that operate from this kaupapa differ from others.*

#### More issues...

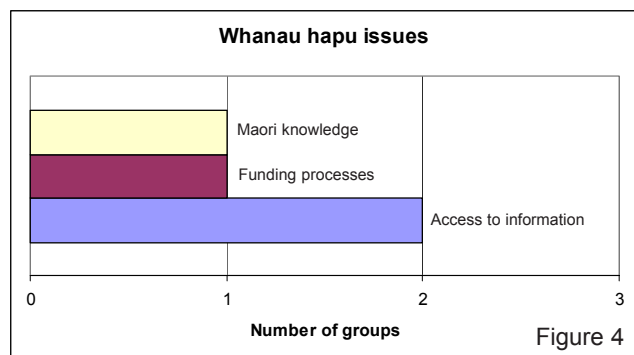
What about funding information on offshore providers?

More information needed about corporate charity giving.

What about a bulletin board or database of projects for funders; ie, organisations can list the projects or funding that they are looking for and the funder initiates the contact – way of establishing relationships.

## Findings

### Whānau hapū



For groups in the Whānau hapū category (Figure 4):

Access to information is the most common issue for groups (2).

Comments on access to information include:

- ♦ *Lack of information the big thing.*
- ♦ *Did not know about FundView.*
- ♦ *Do not get enough information – we attend funding seminars but we don't find out about all the funding opportunities.*

Māori knowledge and funding processes are raised as issues by each group.

Comments on Māori knowledge include:

- ♦ *What funding is there for our type of Trusts (ahuwhenua or land development) or do funders understand what we do?*

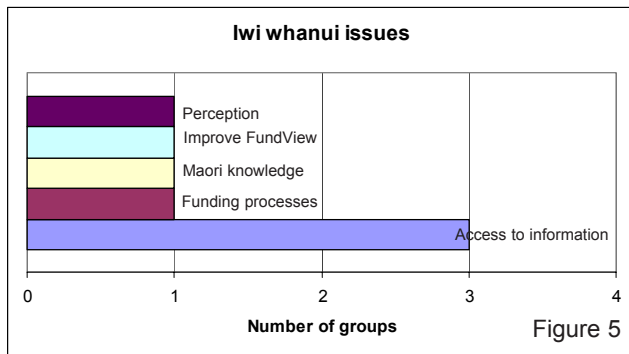
Comments on funding processes include:

- ♦ *Have difficulty understanding the criteria and accountability requirements so they become obstacles and barriers for us.*
- ♦ *Would like to know more about the processes involved with funders, particularly with feasibility studies or getting capital and machinery.*



## Findings

### Iwi whānui



For groups in the Iwi whānui category (Figure 5) :

Access to information is the most common issue raised by groups (3 of 4).

Comments include:

- ♦ *Information word of mouth, hit and miss.*
- ♦ *Did not know of FundView.*
- ♦ *Annual struggle, did not know who is out there.*
- ♦ *Need more information about legal structures.*

Funding processes, Māori knowledge, improvements to FundView and perception are raised as issues by individual groups.

Comments on funding processes include:

- ♦ *Would like to know more about the makeup of funder organisations.*

Comments on Māori knowledge include:

- ♦ *Māori organisations are pigeon holed (seen as the same), funders need to learn of the differences.*

Comments on improvements to FundView include:

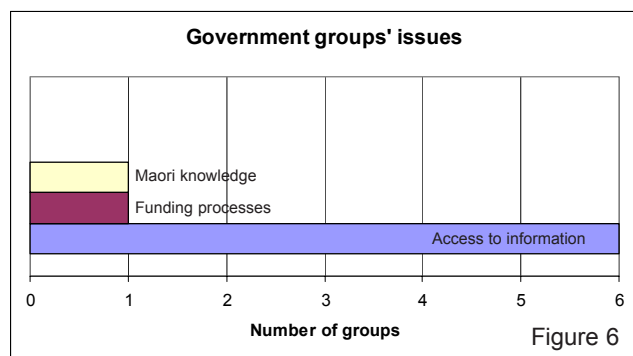
- ♦ *Make it more visual.*
- ♦ *Can we have a FundView wizard?*
- ♦ *Highlight new funds.*

Comments on perception include:

- ♦ *Funders see all Māori organisations as the same – refer comments on Māori knowledge.*
- ♦ *Seem to be subject to additional assessments.*

## Findings

### Government



For groups in the Government category (Figure 6):

Access to information is the most common issue to all groups (6).

Comments include:

- ♦ *Not knowing about the funding opportunities, knowing how to get access to information.*
- ♦ *Some people have to come from quite a distance and also have to make appointments to come in and use FundView.*
- ♦ *Word of mouth, tangi.*
- ♦ *Did not know of FundView.*

Funding processes and Māori knowledge, are raised as issues by individual groups.

Comments on funding processes include:

- ♦ *Whānau development – what is the criteria.*
- ♦ *Who funds these? Whānau development, allows kai for hui.*

Comments on Māori knowledge include:

- ♦ *The historical context of an area is important because it provides a clue to the contact mentality (if there is a history of land issues between the Crown or local authorities and iwi/hapū, then relationships with Māori organisations may be fragile or non-existent).*

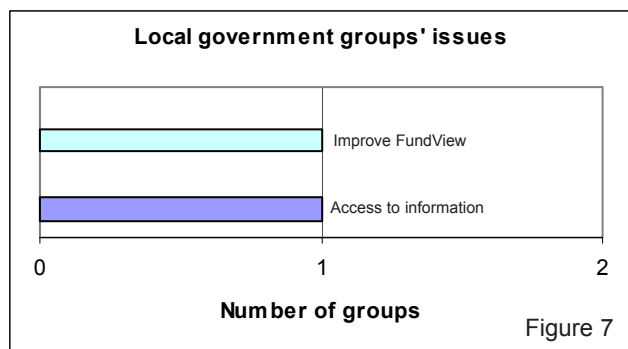
#### More issues...

No money comes through from national bodies for their district offices.



## Findings

### Local Government



For groups in the Local Government category (Figure 7):

Access to information and improvements to FundView are issues raised by different groups.

Comments on access to information include:

- ♦ *There are those organisations that know and those that don't.*
- ♦ *Access to information goes through cultural audits in some groups – some people have the information but do not make it common knowledge.*
- ♦ *Keep in touch with the community particularly for the monitoring of outcomes.*

Comments on improvements to FundView include:

- ♦ *Requires a reasonable level of literacy.*
- ♦ *Looks like a computer programme; would be better if it didn't.*
- ♦ *The functional style of the language niggles.*
- ♦ *Kaupapa/purpose should be highlighted.*

## Survey methodology

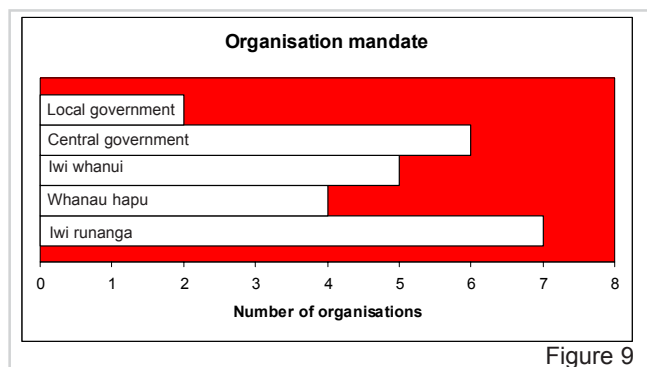


Figure 9

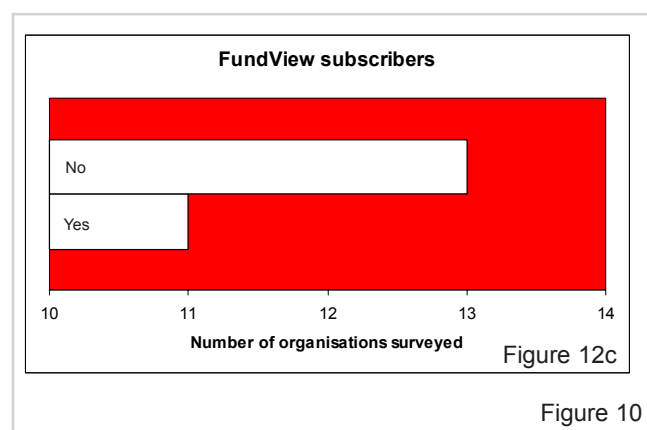


Figure 10

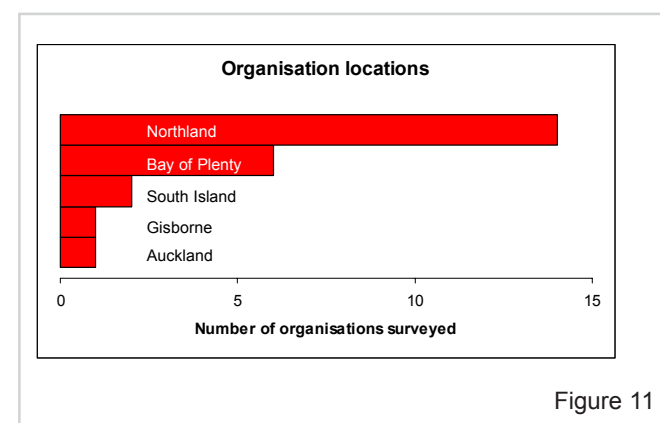


Figure 11

The survey was conducted to build a profile or picture of Māori organisations funding information needs.

Questions were asked about funding, funding information needs, how the Funding Information Service could help and the results they would like to see. (Refer Appendix 1 for an outline of the interview/question process.)

Invitations were issued to organisations who:

- ◆ had a Māori mandate based on kinship (13) or community (11).

These were categorised (Figure 9):

- ◆ iwi/rūnanga (7) extended tribal kinship group
- ◆ whānau/hapū (4) family/subtribe kinship group
- ◆ iwi whānui (5) community group
- ◆ central government (6) sponsored group
- ◆ local government (2) sponsored group
- ◆ were subscribers (11) and non subscribers (13) of FundView (Figure 10)
- ◆ were urban (6) and rural based (18)
- ◆ were based in locations around New Zealand (Figure 11):
  - ◆ Auckland (1)
  - ◆ South Island (2)
  - ◆ Northland (14)
  - ◆ Bay of Plenty (6)
  - ◆ Gisborne (1)



## Survey methodology

*continued*

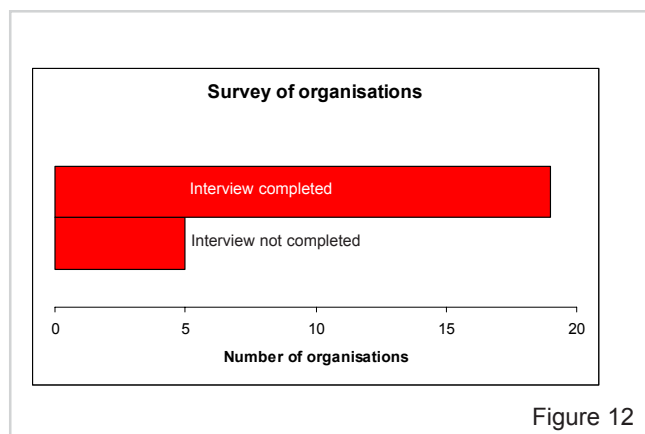


Figure 12

Refer Appendix 2 for further notes on the group selection process.

Twenty-four organisations were invited to participate in the survey from a target of 20 (Figure 12).

Nineteen organisations participated in the survey. Nine were referred by another organisation (invited). Five organisations were unable to participate in the survey because of scheduling difficulties.

The majority of the organisations interviewed were surveyed alone (12). Six organisations were interviewed in two groups. All organisations were surveyed by the same researcher.

All responses from interviews are treated as confidential.

The responses have been collated and analysed to produce the statistics and commentary in this report.

### Koha

A koha of free access to FundView or BreakOut database was arranged for each organisation that participated in the survey.



## FundView

[www.fundview.org.nz](http://www.fundview.org.nz)

*a map for the maze*



## BreakOut

[www.breakout.org.nz](http://www.breakout.org.nz)

*escape to the future*



The Funding Information Service is New Zealand's primary source of information about all forms of funding for voluntary organisations and individuals in our community.

### The vision

To actively influence the development of an informed and equitable society.

### The role

- ◆ To provide access for the fundseeker to funding information via the databases.
- ◆ To provide objective and relevant funding information to the fundseeker via the databases.
- ◆ To interpret and present funding information in ways that add value to the fundseeking and application process.
- ◆ To lead the fundseeker to the right contact for funding.

[www.fis.org.nz](http://www.fis.org.nz)

The website is the "shop front" of the Funding Information Service with links to FundView, BreakOut and Envirofunz. Additional resources for fundseekers are also located here.

### FundView

A database of funding information exclusively for voluntary organisations and community groups.

FundView includes specific sources of funding, such as philanthropic, government, local government, statutory trusts, local trusts, service organisations and corporate.

### BreakOut

The awards, scholarships and grants database for individuals.

BreakOut includes funding for tertiary study, research, travel, sport and professional development. There is also funding available for applicants who come from a particular region, for those who are disabled, or for reasons of ethnicity, gender and financial hardship.

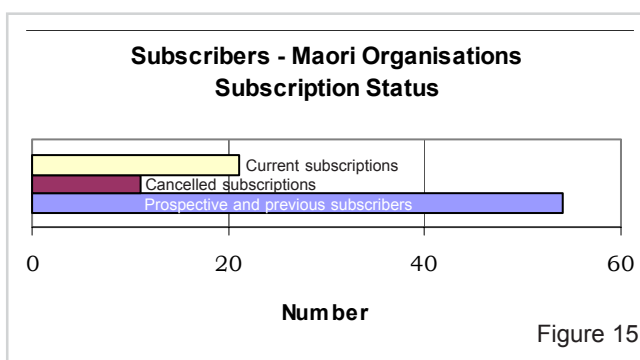
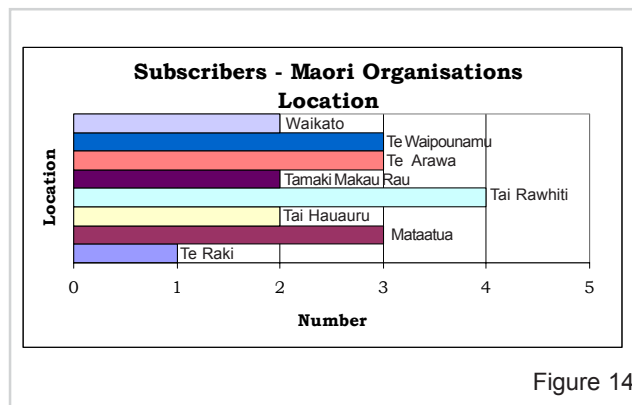
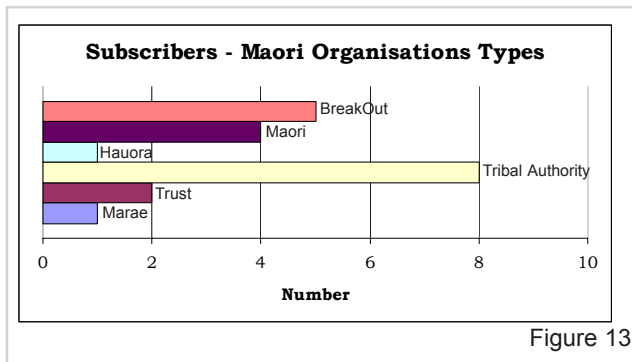


## Appendix 1

### Outline of interview/question process

1. Introductions – Mihimihi
2. Establish purpose of survey.
3. Whakawhanaungatanga – Establishing and sharing reference points about the organisations and the people at the hui or meeting.  
History, kaupapa, expectations of organisations
4. What role does funding play?
5. Where do you get your information (about funding) from?
6. How can Funding Information Service help with your needs?
7. What results would you like to see from this survey?
8. Koha, Closure.

## Appendix 2



### Group selection process Further notes

1. Māori organisations were approached based on a one-to-one relationship that was long standing (through subscription) or newly established, through meeting at hui and being introduced by another organisation.
2. Organisations were also selected that were in regions where sales and liaison visits were scheduled.

October	Southland, Otago, Central Otago, universities
November	West Coast, Canterbury, universities
December	Northland
January	Kapiti, Horowhenua
February	Auckland, Rotorua, Eastern Bay of Plenty, Franklin
March	Auckland, Thames, Wairoa, Gisborne

3. Māori organisations who were FundView subscribers were identified from records based on their name and type (Figure 13) and also their location (Figure 14). Only current subscribers were selected (Figure 15).

