



## Match – your funding place

### Introduction

*Match - your funding place* has a vision of an **accessible, equitable and collaborative funding system for Aotearoa**.

*Match* will enable easier connection between the supply of, and demand for, funding. Fundseekers will be able to post funding requests and get in front of multiple funders with one action.

Funders can choose to be alerted to opportunities when they arise or search on them at a time of their choosing. *Match* will enable funders to connect with each other in a way that's never been possible before, opening new collaboration and co-funding possibilities.

*Match* will strengthen the voice of the fundseeker in the system and support ongoing change.

In a crisis – like earthquakes or Covid-19 lockdowns- *Match* will make it simpler for funders to find the groups responding on the ground and direct funds to them. Community groups will have a quick way to register they're meeting increased immediate community need.

*Match* is not a new concept. It's been talked about in the funding sector for many years as a solution to problems funders and fundseekers face. The testing of *Match* with funders, fundseekers and advisors to high-net-worth individuals has shown strong support across target user groups.

### Why is Match needed?

Both the philanthropic and charitable sectors contain many independent organisations with a wide variety of objectives and interest areas. *Match - your funding place* takes this environment into account.

It is designed to address existing problems and pain points across this fragmented system which have been recognised for many years. It won't fix complex problems overnight but it will start to alleviate some of them and create change. Current issues include:

- Fundseekers bear most of the load of accessing funding, spending considerable time on searching for funding opportunities, assessing alignment, and making multiple applications. This diverts already scarce resources away from fulfilling their mission and means that the 'net value' of funders' contributions is far less than the dollars given.
- Many funders waste time and resources looking for the right funding opportunity or dealing with misaligned funding requests. They also spend time undertaking basic due diligence which has, in many cases, already been completed by other funders. Both of these things divert funding dollars to administration rather than creating impact.



- When crises occur (e.g. pandemics, natural or human instigated disasters) there is no centralised place for the first responders to request help. This can mean higher administration, delayed funding decisions or that money doesn't get to where it's needed.
- Equity of access – not all fundseekers have the same level of information about funders or the resources to make multiple high-quality applications. As a result, funding tends to flow to organisations who are already better resourced and well known. The level of inequity is highlighted by recent figures showing **91% of total donations and bequests go to only 9% of organisations.**
- Funders are increasingly seeking to work and fund collaboratively. While some funders have good knowledge of like-minded co-funders, others (including smaller and newer funders and donors) do not.
- Proactive funders and major donors who don't want to run open application processes find it difficult to get an overview of opportunities to fund in their areas of interest. Again, they may also be duplicating effort in scanning the fundseeker landscape and completing due diligence.
- There is a lack of sector data about funding flows and gaps that would allow more strategic targeting of funding into areas that are currently under-served.

### What is *Match - your funding place*?

At launch, *Match - your funding place* will offer both an outreach service and platform component.

The service will involve outreach to community groups of particular interest to funders who are currently underserved in philanthropy. The strongest example of this is funders seeking to increase funding for Māori aspiration. *Match* will also offer more support to community groups who find the current system less accessible, for example Pasifika and ethnic organisations and smaller grass roots charities with fewer fundraising resources.

The platform will enable charities to set up and maintain an organisational profile and add funding requests. With one action, fundseekers will be able to get in front of multiple funders interested in their type of work. *Match* will automatically carry across relevant fields from Charities Services to reduce duplication of effort.

Funders who have registered an interest in a particular type of work or activity in a location will be alerted to new funding opportunities, and funders can search at any time to find the charity/ies delivering the service they want to support.

Funders will be able to collaborate with others who are interested in the same cause areas, through being able to communicate on the platform. From the get-go, funders can use the service to maximise their effectiveness by collaborating on research, strategy and big picture solutions where their causes overlap – as well as talk to each other about current funding opportunities.

As a result, funders will have a broader view of their cause areas and better information about where funding is needed.



*Match* will seek anonymous fundseeker feedback on their experience of the funding system. In our research fundseekers told us giving constructive feedback directly to those that give them money challenging. *Match* will be in a position to communicate insight constructively and develop tools, templates or more system functionality to respond.

Because *Match* has been carefully designed to fill a gap in the market, rather than enter any competitive space, once funders have found a funding opportunity they're interested in they'll then use their existing systems to progress a funding agreement. It complements existing services (like funders' grantmaking software; and schemes to help fundseekers identify available funding sources to apply to).

While these are the features of *Match* when it goes live in 2022, the service will iterate to provide further support for users. Future developments already proposed are:

- The sharing of best practice legal agreements, advice and toolkits. Based on the feedback from *Match* users, it could develop centralised resources, further reducing the administration burden and duplication of funders and fundseekers coming up with their own solutions to what are common issues.
- Better data and greater insights about funding flows, including trends and gaps. This will enable funders to make more informed decisions about how to target and distribute their funds for greatest impact. We should also see more nimble and effective responses to crises or emerging issues.
- Fundseekers have long asked for a 'single front door' for funding and/or standardised application processes. Funders would like to access due diligence from other funders on charities they're interested in supporting. These opportunities, given the barriers to them, cannot happen overnight or be realised just by the creation of *Match*. However, once we have *Match* to connect funders and deliver solutions, more becomes possible as we look for ways to achieve the vision.

### Who will use it and why

#### Fundseekers:

There are currently 27,800 registered charities in Aotearoa, and 93% of these are small to medium sized groups, who are likely to benefit most from *Match* - *your funding place*. Their motivation is getting in front of multiple funders who are interested in their area of work with one action.

An outreach service will also progressively target those underserved by philanthropy to support them onto the platform.

#### Funders:

There are a number of services for everyday givers, like Givealittle. *Match* is for the larger givers, who will fully or partially fund community projects. There will be a minimum giving amount to access the platform. In particular, smaller funders (as opposed to large philanthropic trusts with significant funding application rounds that are high profile), new funders and those with more collaborative proactive funding models are likely to see greatest benefit from this tool initially. However, the



bigger funders can use *Match* to support charities where they've done due diligence but cannot fund themselves. Or they may use it to target community groups working in areas that aren't visible in the applications they receive. They may wish to use it to attract co-funders. Or to move quickly in a time of emergency.

### Donor intermediaries and high net worth individuals:

In addition to 'institutional funders' (e.g., standalone trusts and foundations) there are many high-net-worth individuals who wish to support cause areas meaningful to them. Their financial advisors are often asked to help find suitable recipients, even though this is well outside their scope. The advisory firms we've spoken with have told us that *Match - your funding place* would be a valuable tool for their teams. There is currently no way to search on the charities that are actively looking for funding in a particular area, and view their proposals.

### A shout out to the helpers!

We would like to thank the many community organisations, funders and individuals who've taken the time to give us considered feedback all the way through. You've taken the idea and turned it into a concept about to become reality. It takes a village!

The project kicked off with a small grant from the [J R McKenzie Trust](#) in early 2020.

The following funders provided money to enable PNZ to test support for the concept late last year: the [Hugh Green Foundation](#); [D V Bryant Trust](#); [Auckland Foundation](#); [Clare](#); [J R McKenzie Trust](#); [Wilberforce Foundation](#); [NEXT Foundation](#); Williams' Charitable Trusts.

Thank you to the organisations providing seed funding to support the establishment and scale up of Match over its first three years are:

Premier funders: [The Working Together More Fund](#) (Members are: the [J R McKenzie Trust](#); [Todd Foundation](#); the [Tindall Foundation](#); [Hugh Green Foundation](#); [D V Bryant Trust](#); [Len Reynolds Trust](#); [Lindsay Foundation](#) and the [Wayne Francis Charitable Trust](#)).

Hero funders: [The Department of Internal Affairs](#); [J R McKenzie Trust](#), [Todd Foundation](#).

Supporting funders: [Sutherland Trust](#); [Ministry for the Environment](#); [Fletcher Trust](#); [Auckland Foundation](#), [Namaste Foundation](#); [Whakatupu Aotearoa Foundation](#); [Jenny Sutton from Greenlight Ventures New Zealand](#).

### How can you get involved?

You can contribute to the vision of an **accessible, equitable and collaborative funding system for Aotearoa**, through:

- Signing up to receive updates on the project and be the first on the platform when it launches! Email [match@philanthropy.org.nz](mailto:match@philanthropy.org.nz) to be in the know.



- Be part of testing of the platform as it develops. Contact [match@philanthropy.org.nz](mailto:match@philanthropy.org.nz) to register this interest.
- Providing pro bono specialist support. If you think you've got skills to help us achieve our vision, email [match@philanthropy.org.nz](mailto:match@philanthropy.org.nz)
- Providing funding to enable Match to offer enhanced services. Contact [sue@philanthropy.org.nz](mailto:sue@philanthropy.org.nz) to find out more about ways to amplify the impact of Match.
- Join Philanthropy New Zealand if you're wanting greater engagement with and knowledge of the world of funding in Aotearoa New Zealand, to access discounts for events, and more. Contact [match@philanthropy.org.nz](mailto:match@philanthropy.org.nz).
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