



ACTION

CWS

AGAINST POVERTY

MEMBER OF THE **actalliance**

2011 – 2012

ANNUAL REVIEW

CHRISTIAN WORLD SERVICE ANNUAL REVIEW

JULY 2011 – JUNE 2012

Big challenges have provided CWS with some big surprises in the last financial year.

When Government funding cuts created a cash shortfall CWS put out an urgent appeal to its supporters.

In the first surprise the response levels to the request for help was three times the norm for a fundraising appeal of this nature. It was a reminder of the robust support CWS enjoys from donors.

The second surprise came when the appeal exceeded its \$200,000 target.

In July last year CWS was in its third office in an earthquake ravaged year. Just big enough for core staff, it meant CWS had to adapt to remote working and cloud computing.

The organisation did so well at this that CWS featured in the Business section of the "Press" newspaper in February this year as an example of adaption and innovation. This article also marked the opening of the fourth office in just over a year.

Despite these wins CWS was still left confronting the fiscal impacts of changed Government funding policy. In the first quarter of the financial year the organisation was in the process of staff reconfiguration.

The key annual fundraiser, the Christmas Appeal income returns showed the effects of tapping supporter goodwill more frequently. The slightly lower 2011 returns showed that some of the monies raised in the "urgent appeal" had been at the expense of the Christmas Appeal.

It emphasised the need to develop new support groups and has led to a number of new donor initiatives.

Calls for closer connection with partners from existing supporters when surveyed led to the creation of a new "niche" product range called Direct Partners.

Launched in May 2012 the Direct Partners programme offers more focussed participation and reporting from partner projects. Various faith based groups have pledged to raise \$5000 for the Water for West Bank project, halfway to the target budget.

For a larger push to get new donors from the broader community CWS opted to utilise best practice scientific methodology and get a carefully crafted potential donor profile to sell its message .

They have used the New Zealand Post Lifestyle survey data to find potential new donors with values likely to lead to identification and support with CWS.

An initial mail out to the potential new donors, the NZPost category of "Muddy Gumboots" is planned for October 2012.

To enhance profile and build on its identity as an iconic Christchurch organisation CWS will exhibit at the Ellerslie Flower Show in Christchurch in March 2013.

While details of this innovative display are confidential it will showcase the connection between New Zealander's passions for gardening and giving.

A start up grant of \$8000 for the Ellerslie project came from the Prince Albert College (PAC) Trust of the Methodist Church.

PAC was also the source of a critical cornerstone endowment grant of \$100,000 which will be built upon to achieve a larger endowment fund.

CWS has also been actively engaged in refreshing the composition of the CWS Board. In June 2012 CWS advertised for expressions of interest for two vacant positions and was impressed by both the number and calibre of applicants.

After the selection process it appointed John Caldwell and Alison Maccoll to the CWS Board.

CWS has been clear about its numerous reservations concerning Government aid funding policy changes in recent years.

Without revisiting those concerns CWS

**THE SECOND
SURPRISE CAME
WHEN THE
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TARGET. //**



CWS DIRECTOR PAULINE MCKAY

CWS.
DOING A
WORLD
OF GOOD
SINCE 1945.

made the decision to again become a donor funded organisation while still engaging with Government funding for projects when appropriate.

An application for Government funding under the Sustainable Development Fund (SDF) saw the concept note for a project for the Tonga Community Development Trust approved.

As the project is in the Pacific it will receive a 4 to 1 subsidy from Government. Subsidies made a return in the third round of the SDF but the Government then changed criteria to allow the private and state sectors to access the funds.

The new scheme – New Zealand Partnerships for International Development (NZPfid) ends a 37 year old convention of having ring fenced funds for NGOs which began with the formation of the Voluntary Agency Support Scheme (VASS) in 1975. Historically CWS had been central to the negotiations which led to the setting up of the original scheme.

The international debate on aid and development moved from the high level forum held in Busan, South Korea in November 2011 to the Rio+20 Summit in June 2012.

CWS prepared a briefing paper for the Environment Minister, Amy Adams, who led the New Zealand delegation to the Summit.

CWS national director, Pauline McKay went by invitation to two global planning meetings related to the world aid and development community one in Busan, South Korea. The other in Switzerland.

Ahead of the World Council of Churches meeting also in Busan next year Ms McKay reported that many countries and NGOs are struggling with a set of changes that are amongst the biggest to the aid and development scene in decades.

Many agencies grapple with the commercialisation of aid and development, government pushes to provide greater platforms for private sector players and a deliberate diminishing of the role of NGOs in policy and practice.

A common theme reported from many nations is the shrinking of civil society and opportunities for open debate without fear of retribution.

In addition to the incursions of free market economic policies into the aid and development arena there is also a post-colonial current changing the face and nature of aid and development.

The ascendancy of the BRICS nations (Brazil, Russia, India, China, and South Africa) as economic powerhouses is changing the geo-political balances.

The traditional Northern Hemisphere nations dominance politically and economically on global affairs is ending with increasing demand from Southern Hemisphere nations for more say and influence.

It is a complex landscape that requires high levels of expertise and principles from aid and development groups if they are to stay effective and engaged.

On the global stage it is a set of challenges that CWS feels more than ready to meet.

In New Zealand for CWS one of the challenges in the short term is in ensuring that its expertise in partnering with overseas partners is both recognised and modelled domestically.

CWS needs to be able to continue to draw on and reflect on these global partnership ties, the experiences and insights they provide and to bring the partnerships home to its relationships with its New Zealand supporters.

The overarching priority produced by all these factors is the need to grow the CWS donor base.

The organisation needs to make the most of the opportunities for positive change produced by the reshaping of the organisation and take advantage of new possibilities to grow its support.

The changes of the last year provide a strong platform for this to happen in a nimble and efficient way with a refreshed identity and support base resulting.

COMMUNITY DEVELOPMENT AND HUMANITARIAN PARTNERSHIPS WORLDWIDE

JULY 2011 – JUNE 2012



Africa

Horn of Africa

ACT providing emergency food aid, water and replacing livestock in Ethiopia and Kenya, emergency response and reintegration in South Sudan.

Sahel

Food Crisis (in Sahelian countries of West Africa) ACT early recovery and livelihood rehabilitation in Burkina Faso.

South Sudan

Maridi Service Agency youth programme, recreation/sports centre, FM radio station, peace building, voter education, HIV and AIDS awareness.

Uganda

Church of Uganda Participatory Community Empowerment economic livelihoods, savings and credit societies, environmental education, peace building and conflict resolution, refugee support and home based support for people living with HIV/AIDS.

Centre for Community Solidarity rainwater tanks for HIV/AIDS affected communities.

Zimbabwe

Dabane Training Centre volunteer support.

Regional Total: \$202,967.13

Asia

Cambodia Church World Service Cambodia local institution development and support, home gardening, health programmes, literacy, income generation.

India

EKTA Gender Training, women's participation in local government and prevention of violence against girls and women.

Human Rights Foundation empowering women in local government.

NEYTHAL coastal protection and empowerment of coastal fishing communities in political processes.

Social Action for New Development sustainable economic livelihoods, Dalit empowerment, women's participation in political process, education and awareness for child labourers.

Women Development Resource Centre/Federation for Dalit Women Empowerment sustainable livelihoods for Dalits and tribal people, political participation, violence against women, ending child labour, and development of children's associations.

Japan

Church World Service Asia Pacific relief efforts following earthquake/tsunami, ongoing support and awareness on nuclear power station issues.

Pakistan

Church World Service Pakistan emergency response following floods in north western and Kyber regions.

Philippines

Developers Women's Enterprise Development and Gender Equality (WEDGE).

Sri Lanka

Devasarana Development Centre rural development and training in sustainable agriculture, education activities for children and young people, political education, cross cultural and religious understanding.

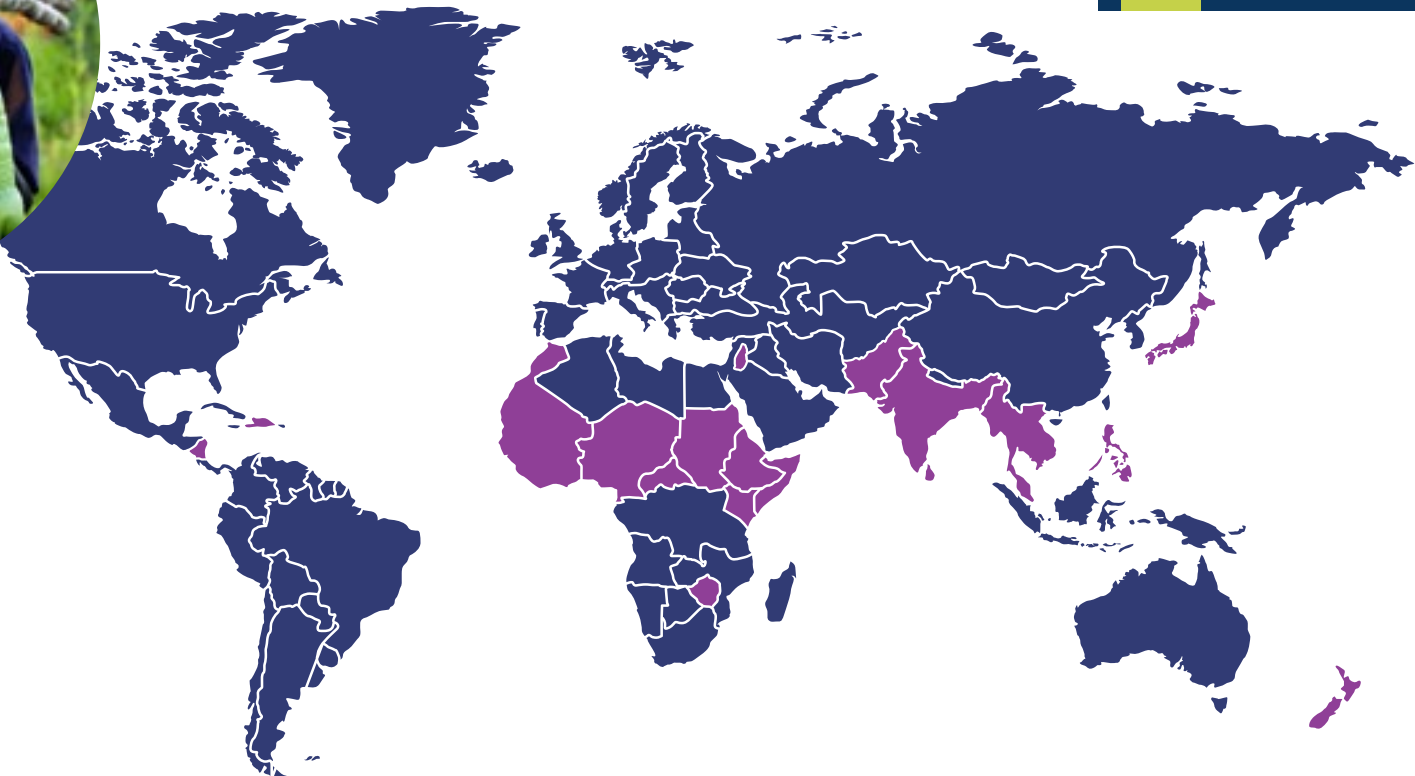
Movement for Land and Agricultural Reform advocating policies and sustainable farming practices for small farmers, use of appropriate technology, women's participation.

Women's Centre education and empowerment for women workers in free trade zones, cross cultural and religious understanding.

Thailand

ACT/CCCT assistance to flood affected communities.

Regional Total: \$557,056.72



Latin America

Haiti

ICKL Popular Education and Capacity Building rehabilitation of community structures following earthquake of February 2010.

Nicaragua

CEPAD community development programme: sustainable agricultural training and support, psycho social training, peace building and human rights, radio programme and support for refugees.

Regional Total: \$114,000

Middle East

Palestine

Department of Service for Palestinian Refugees human rights, access to water, education, healthcare, and livelihood development.

Regional Total: \$40,000

Pacific

Regional Pacific Conference of Churches.

Fiji

ECREA capacity building programme—rights and livelihoods for informal urban settlements, empowerment of rural communities in their own development, youth participation, cultural and religious understanding.

Samoa

CCCS post tsunami reconstruction/rehabilitation of infrastructure.

Tonga

Tonga Trust Ama Takiloa village women's programme— food security, women's participation, income generation, environmental education and disaster preparedness.

Regional Total: \$151,565

Aotearoa/New Zealand

Peace Movement Aotearoa.

Beneficiary Advisory Service/ Christchurch People's Resource Centre.

Total: \$5,000

International

ACT Alliance, including rapid response fund.

Total: \$10,857.39

AME and other

AME visits, participation in the 50th Anniversary of PCC in Samoa, coordination of NDRF activities in aftermath of Christchurch earthquake, related development and emergency meetings.

Total: \$13,742.47

CHRISTIAN WORLD SERVICE

SUMMARY STATEMENT OF

FINANCIAL PERFORMANCE

JULY 2011 – JUNE 2012



INCOME

2011 Christmas Appeal	\$ 463,786
Other Appeals	\$ 398,677
General Donations	\$ 240,357
Designated Donations	\$ 264,562
Association of Presbyterian Women/ Methodist Women's Fellowship (for Nicaragua – CEPAD)	\$ 23,499
World Day of Prayer Aotearoa New Zealand	\$ 22,000
Methodist 2% grant	\$ 12,596
William Walters Trust	\$ 5,730
Prince Albert Trust	\$ 5,000
Christchurch Anglican Diocese	\$ 1,951
Interest	\$ 46,325
Total Income for the Year	\$ 1,484,483

EXPENDITURE

Funding for Community Development Projects and Emergency Relief	\$ 1,092,679
Education and Advocacy	\$ 14,149
Administration	\$ 542,523
Fundraising and Promotion	\$ 110,704
Total Expenditure for the Year	\$ 1,760,055

EXTRAORDINARY INCOME

Earthquake related	\$ 9,516
Net Deficit	(\$ 266,056)