



# Hui E!

Community Aotearoa

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**Hoa Pūtea | Grant Writing Support Programme**

Photo credit: Stuart Attwood for KADAP Kawerau and Districts Ageing in Place Incorporated

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# Introduction

This research highlights some of the most pressing needs our communities have which are being met by some of Aotearoa's smallest and most under-resourced community groups.

Since the start of the COVID pandemic in March 2020, Hui E! Community Aotearoa has supported community groups to access funding as part of its Hoa Pūtea Grant Writing Support kaupapa. These community groups are small grassroots groups with a revenue of under \$2 million dollars or are fully voluntary run. They are designed to meet the immediate needs of their communities. The Hoa Pūtea kaupapa offers support with a community group's first grant funding application of between \$5,000-\$50,000.

This analysis demonstrates who has applied for the service, where they come from, their kaupapa and the support they have required over the last two years since the pandemic began.

Hui E! Community Aotearoa is a peak body for the tangata whenua, community and voluntary sector in Aotearoa New Zealand.



# Methodological Process

This research analysis investigates quantitative and qualitative data collected from community groups between March 2020 and March 2022 via the online survey application. It identifies the narratives or stories the applications reveal about the funding needs of community groups.

## Research questions

1. What services are grassroots groups needing funding for?  
*The intention is to highlight areas still unfunded or underfunded, and to demonstrate areas small groups are finding difficulty accessing funding for.*
2. What are the narratives or stories of community need the data tells us?  
*The intention is to identify core areas of community support required and compare across regions.*

## Dataset

The dataset has 198 respondents and covers the period between March 2020 and March 2022.

Alongside contact and location details, respondents answered four questions:

1. What services are you providing?
2. Who are you providing services to?
3. What area/region are you working in?
4. What do you need help with?

In May 2020, the fourth question on what groups need help with changed from a free text response to a dropdown option.

Groups could select: Grant Writing, Scoping a funding project, or both.

# Analysis of Dataset

## 1. Types of organisations applying for Hoa Pūtea



198 completed applications were made to the Hoa Pūtea kaupapa



62% reported being a Registered Charity (n=123)



17% were Incorporated Societies (n=34)



14% were Community Groups (not a legal entity) (n=29)



7% were classed as 'Other'<sup>1</sup> (n=12)

## 2. Regional distribution of Hoa Pūtea applicants

The applicants were distributed across all regions of Aotearoa New Zealand. Some entities covered more than one region, and some had national coverage so were categorised accordingly. Main centres and those whose services covered all of Aotearoa New Zealand had the most applications. Auckland had just over 28% of the total number of applicants. Due to the small applicant numbers in the other regions it is difficult to compare the funding needs between regions.

Just over 71% of all applicants were based in the North Island, 15% were from the South Island and the remaining 14% were spread over two or more regions or had national coverage<sup>2</sup>.

<sup>1</sup> 'Other' includes iwi authority (1), business (1), other (7) and three that were left blank.

<sup>2</sup> Applicants were classed as national if they covered all regions in both islands.

NORTHLAND	6
AUCKLAND	56
WAIKATO	8
MANAWATŪ-WHANGANUI	14
GISBORNE	7
HAWKE'S BAY	4
TARANAKI	3
BAY OF PLENTY	7
WELLINGTON	36
NELSON, TASMAN, MARLBOROUGH	2
WEST COAST	2
CANTERBURY	17
OTAGO	6
SOUTHLAND	2
2 OR MORE REGIONS	8
NATIONWIDE	20

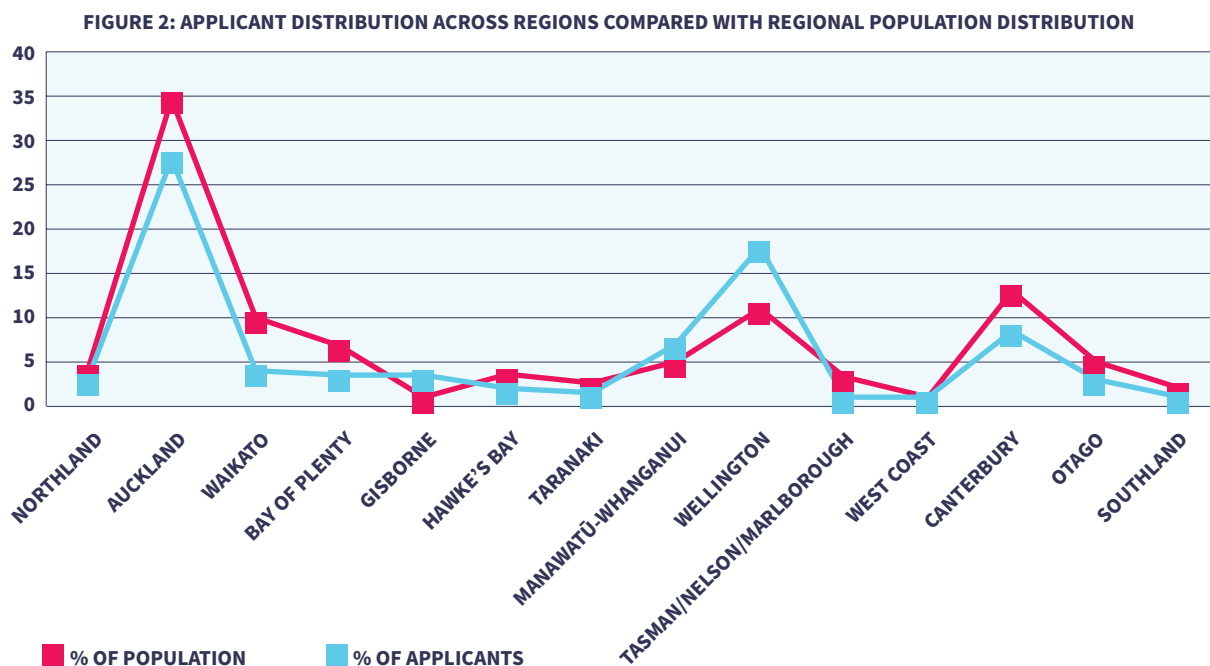


FIGURE 1: REGIONAL DISTRIBUTION

### 3. Distribution by population

The following graph indicates the regional distribution of applicants compared with the regional population distribution (Census, 2018). Overall the applicant distribution across regions reflected the population of that region. However, there were three regions that had over five percent difference in applicants.

Waikato makes up approximately 10% of the population yet only made up 4% of applicants, and Canterbury makes up approximately 13% of the population and had only 8.5% of applicants. This could indicate an opportunity to increase visibility in these regions. In contrast, Wellington makes up 10% of the population and made up 18% of all applicants.



### 4. Types of assistance sought by Hoa Pūtea applicants

Across all regions, the top four types of support requested were:

- Financial support (29%),
- Grant writing (26%),
- Both<sup>3</sup> (17%) and,
- Support for essential supplies (food, fuel, heat, health, school, and/or connection) (13%).

These areas of support needed were evenly spread across all regions.

However, if we analyse the data prior to May 2020 (n=109), the data indicates the support that groups needed the most was financial support (52%) and essential supplies (food, fuel, heat, health, education, and/or connection) (25%).

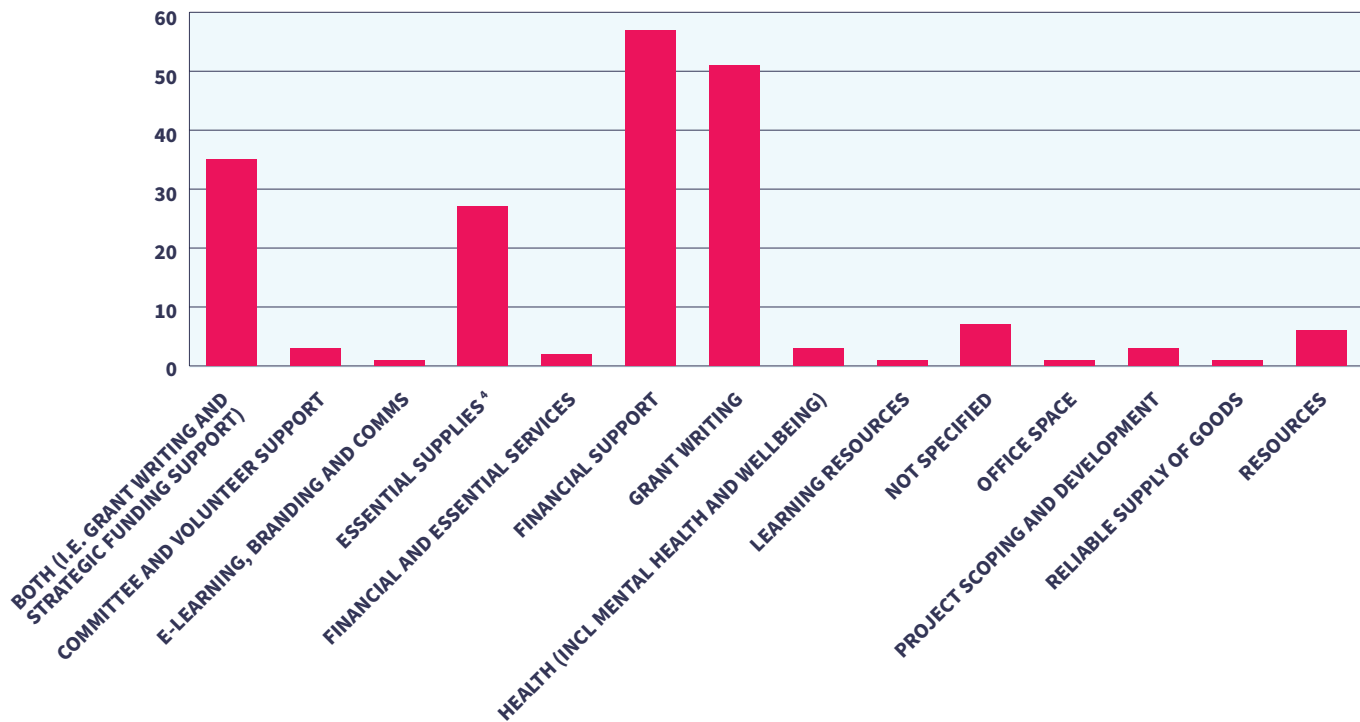
From May 2020 (n=89), grant writing (57%) was seen as the support most needed followed by both (39.5%), and then scoping a funding project i.e. strategic funding support (3.5%).

This change in support needed is most likely due to changing the way in which groups could respond to the question “What do you need help with?” in May 2020. Figure 3 demonstrates how the need requested was spread across the data.

<sup>3</sup> Both includes grant writing and scoping a funding project.



FIGURE 3: TYPE OF HELP NEEDED BY HOA PŪTEA APPLICANTS



## 5. Type of services provided by applicants

Services provided were often very specific and targeted towards distinct community groups. There was significant variability across the 198 applicants, ranging from general community support, early years, legal support, focus areas of family harm and arts and culture.

The five largest categories of support were:



20% provided essential support, food, fuel, heat, health, education, and/or connection. (n=41)



9% were kaupapa Māori support services (n=17)



9% provided health and social services support, mental health and wellbeing (n=17)



7% provided educational programmes or support (n=13)



6% provided support for migrant communities (n=12)

We have provided the full list in Appendix 1, which demonstrates the variability of the services and the wide ranges of services offered.

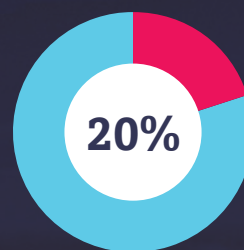
<sup>4</sup> Essential supplies includes: Food, fuel, health, education and/or connection.

## 6. Communities served by applicants

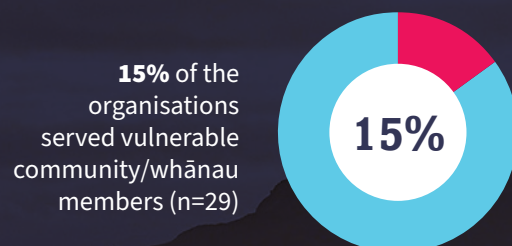
The communities applicants served were varied. Forty-one organisations served the general community providing information, support, networking, resources and socialising. 15% of the organisations served those who they classified as 'vulnerable'. There was significant diversity within these vulnerable communities. We identified these groups individually in Appendix 2. This category included whānau with health conditions, mothers experiencing mental illness, the homeless, whānau living with disabilities and so on.

Māori and Pacific communities combined made up just over 16% of the communities supported and 12% supported migrant, refugee background and ethnic communities. These three communities make up 28% of the communities the community groups were targeting their support to. Fifteen organisations served rangatahi and youth.

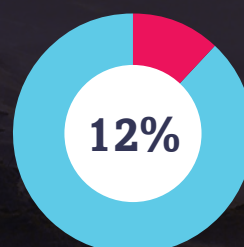
Several of the organisations indicated that they had pivoted their services due to COVID-19. For example, some were supporting essential workers.



**20%** of the organisations served the general community (n=41)



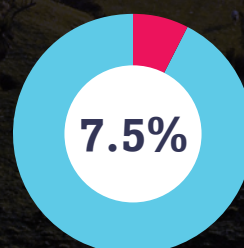
**15%** of the organisations served vulnerable community/whānau members (n=29)



**12%** of the organisations served Māori communities/whānau (n=25)



**12%** of the organisations served migrant, refugee background and ethnic communities (n=23)



**7.5%** of the organisations served rangatahi/youth (n=15)



**4%** of the organisations served Pacific communities (n=8)

## 7. Qualitative feedback

Applicants were provided with an opportunity to provide feedback as they finished up on the Hoa Pūtea Programme. Twenty comments were analysed and a number of key themes were identified in the qualitative data.

**Voluntary organisations do not have the time or resource to commit to grant writing, therefore the support through Hui E! Community Aotearoa is highly valued.**

“ Grant writing deserves the time and effort that it requires. For our organisation, a key issue is that we do not have the resources to engage skilled and experienced grant writers. So when Hui E! provided us with small volunteering grant writing assistance, we grabbed the opportunity. Our grant writer was extremely helpful, and they did some of the hard work by researching and writing the content to best represent and support our application.

Really appreciate this added support at this time - grant writing is such a huge time consumer at the best of times, more so now where service delivery and responsiveness is key.

”

**The process enabled the applicants to engage skilled grant writers, working alongside them built organisational strength**

“ The process in itself is an excellent way to reflect, refresh and revise one's thinking in regard to organisational vision, purpose and aligning the project goals for the application. Having external input like this was very valuable and we would like to express our sincere thanks to Hui E!

We have recently been supported by our grant writer to lodge a funding application for the activities programme we run out of our supported accommodation facility ... I am writing to give praise to [our grant writer's] work and some customer feedback. Firstly, we were able to make use of the volunteer hours made available through the Hui E! forum. Thank you for providing that feature through your organisation. We had a tight timeframe to work within, our grant writer coordinated the process and time management magnificently.

”

**The grant writers are skilled, and their knowledge and skills are highly valued.**

“ Communication from our grant writer was clear and precise, articulating exactly what information they would need for the application. They displayed an expert knowledge of the mental health sector, the application process, and easily grasped what we were proposing. They pitched the application in a way that emphasised the fit between our proposed programme and the purpose the funds were being offered for. I am confident that our grant writer has given us the best possible chance to secure funding for our project. They are professional, knowledgeable, efficient and articulate. We are very happy with the work they have undertaken on our behalf, and I have no hesitation in recommending them as a funding application report writer. We will definitely be seeking their services for any future work.

Once again thank you for facilitating this service.

”

**The relationship between the grant writer and volunteers/community groups was often reported as positive, valued and enabling.**

“ I found our grant writer to be a honey. I am thrilled that you paired us. Thank you :)

Thank you! A special gift was offered to us, in the form of our grant writer! They dropped into our organisation and were 100% easy to work with, articulate, kind and just a dream. Thank you for crossing our paths. Their excellent writing skills gave me so many extra hours to focus on other things and I really appreciate it.

”

**Applicants were more confident their grant would be successful and were able to transfer the skills to other applications.**

“ Thank you very much for your email and checking about our grant. Just recently, a few days ago our grant writer has compiled and made a generic application to use for different donors. We are working on this and hopefully will be applying very soon. ”

**Brief intervention and support were valued by the applicants, bringing a ‘fresh perspective’ to their mahi.**

“ We connected with our grant writer just a few days before an application was due, so our relationship might have been different than other organisations. They supported us by reviewing our application - having that extra pair of eyes was incredibly valuable! It really brought in a completely new, fresh perspective and helped us understand our funding application from the funders’ perspective. ”

Thanks Hui E! with the awesome mahi on helping our organisation! Especially for finding a volunteer to peer review our membership management tool funding application. As that was the deal breaker for getting funding from the Ministry for Ethnic Communities Development Fund. This will help empower digital transformation that will add value to our work. Also, it will help improve diversity and inclusion in New Zealand. ”

**COVID-19 response and recovery shifted focus for many organisations**

“ Our grant writer was amazing to work with and we were successful in receiving a grant of 31K. With the move to managing COVID in the community I expect that there are a number of grassroots organisations who are associated with Whānau Ora providers doing on the ground mahi feeding, clothing and providing mental health support with little funding security. ”

**Even those who were unsuccessful appreciated the process and support of a grant writer**

“ Normally that would be fine, it's just that we weren't successful with our funding. They said we didn't meet the criteria which I didn't agree with, but they had already allocated all the funds and wouldn't enter into a kōrero on it. I would have agreed if they said we were too new for them to agree the amount we asked for, even though technically we still met the criteria under this reasoning. ”

I responded to the survey and said we were so happy with the process to access a grant writer, but it is still disappointing that we put in so much time and didn't get it. ”

**The role of Hui E! in co-ordinating support is highly valued by the applicants.**

“ Once again thank you so much for all the support from you all and look forward to working together with you in the years to come, keep up the good work. ”

Thank you so much! We are very grateful for people like you doing such important work at a time when so many people in our community are struggling. Thank you so much for creating awareness for our cause! Love your work. ”



## 8. Response to the research questions

This section responds to the two research questions posed by Hui E! Community Aotearoa.

### 1. What services are grassroots groups needing funding for?

The data collected in this survey indicated that the majority of services are focused on providing support for essentials including food, fuel, heat and access to health and social services.

Research indicates the COVID pandemic increased food insecurity and exacerbated social issues in Aotearoa New Zealand (Savage et al., 2020). More recently the cost of living has increased significantly, mainly influenced by higher prices for petrol, mortgage interest payments, and second-hand vehicles (StatsNZ, 2022). The demand for essential support items is indicative of the current climate, some whānau are more at risk than others.

Māori are still, on average, paid at measurably lower rates than Pākehā. Māori work longer hours for lower wages (McKercher, 2020) and are more likely to be in casual employment. This contributes to the disproportionate poverty experienced by Māori families and their children and severely constrains wealth accumulation (Dale, 2017).

In a review of the official child poverty statistics<sup>5</sup>, almost one in five Māori children (19%) lived in households that reported going without six or more of the 17 basic needs. The rate was higher for Pacific children at 26%. These rates compared with 11.3% for all New Zealand children (StatsNZ, 2021). The burden of poverty falls disproportionately on Māori and Pacific families and those with disabilities (Caroll & Maxwell, 2020). Māori are over-represented in the benefit system, making up 15% of the New Zealand population, but 36% of benefit recipients (WEAG, 2018). A 2018 government report revealed beneficiaries and low-income families were missing out on entitlements of approximately \$200 million a year (WEAG, 2018b).

The number of agencies accessing support for grant applications to provide these services is indicative of the increased demand from whānau in the community for support with essential services. The Hoa Pūtea data indicates that the services provided are targeting communities that are considered high needs including.

- Māori & Māori and Pacific communities (n= 29)
- Vulnerable community / whānau members (n=23)
- Migrant / refugee background and ethnic communities (n=23)

Recent research indicated that certain populations are struggling including kaumātua caring for their mokopuna, accessing accommodations and emergency housing, and whānau living with disabilities. The data indicates that there are twelve entities who support kaumātua, three entities who focus on housing, one entity that provides by Māori for Māori support, and two entities that support whānau with disability.

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<sup>5</sup> for the year ended June 2020

## 2. What are the narratives or stories of community need the data tells us?

There were no significant patterns apparent in regional requests. Data demonstrated that financial costs for essential supplies was the most requested need prior to May 2020, after which responses were restricted. As above the most significant finding in the data was the demand for funding to provide food, power, essential costs for whānau in need.

The qualitative data indicated that the purpose of the Hoa Pūtea kaupapa, to support community, voluntary and grassroots organisations to apply for funding, is highly valued. Grant writing is time consuming and requires a particular skillset that volunteer and small community organisations do not necessarily have. Applicants indicated that providing support with grant writing meant they could spend valuable time and resources on their key purpose.

The impact of COVID and the restrictions appeared to exacerbate need. Some organisations described how they shifted their focus to meet the needs of their community during COVID and applied for COVID-19 recovery funding with the support of a grant writer.

Data indicated that having an external skilled grant writer increased the confidence of the applicants that they would be more successful. It enabled applicants to look at their mahi from the perspective of an external person, several comments referenced the benefit of 'peer review, proof reading and another perspective' to the application. Several organisations indicated that they would be using their grant writer in the future and that the relationship was ongoing.

Some applicants were unsuccessful in accessing funding. Their feedback indicates that they would have appreciated a response from the funding agency about the application, but that this was not always available. Given the significant time and skill required to submit applications, it is important that entities are able to learn through the process, increasing their chances of success in the future.

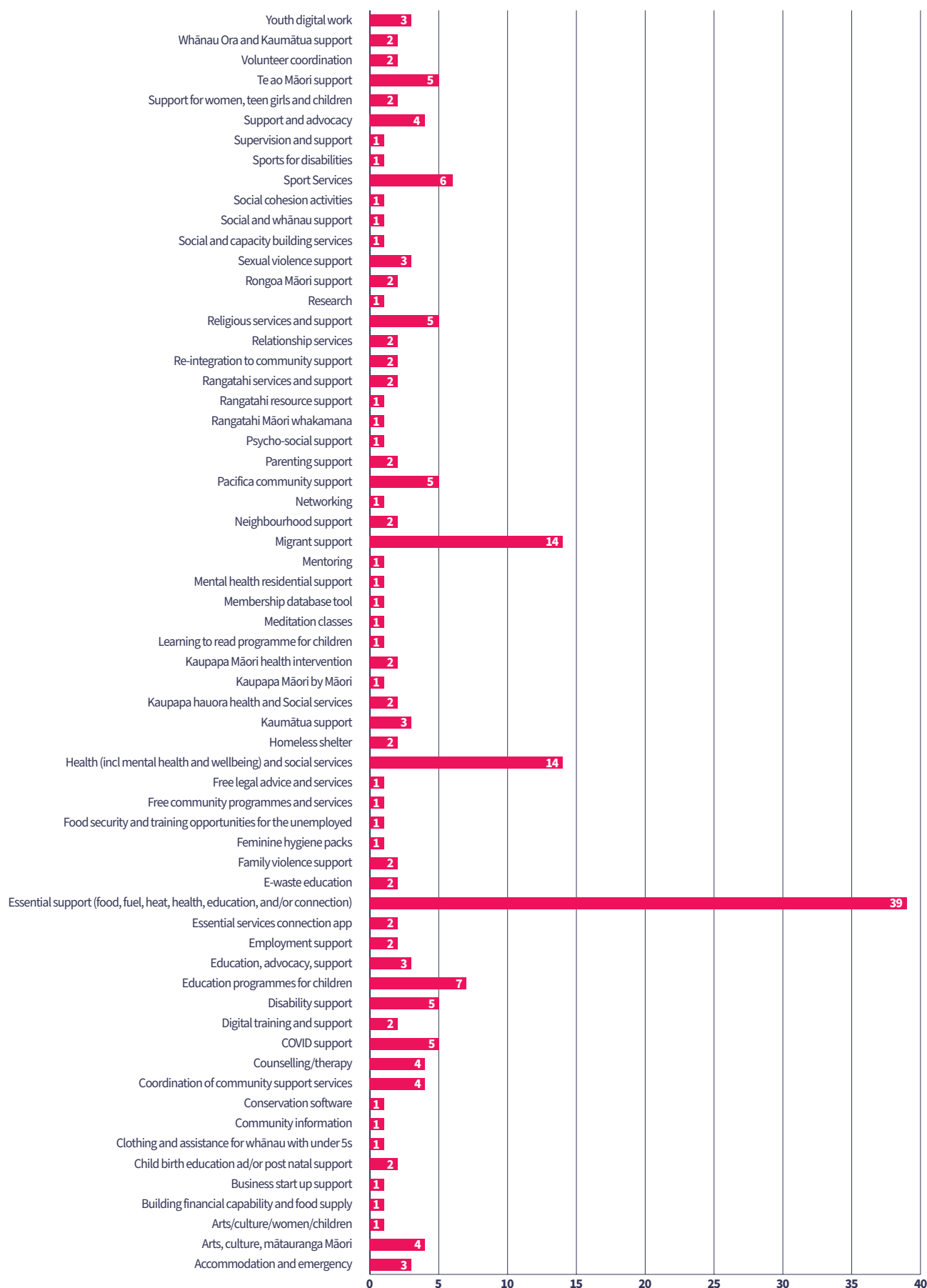
Data indicates that the work of Hui E! Community Aotearoa is highly valued by many of the applicants. The role the organisation plays in advocacy and support for small community organisations, particularly during the pandemic is highlighted in the qualitative data.

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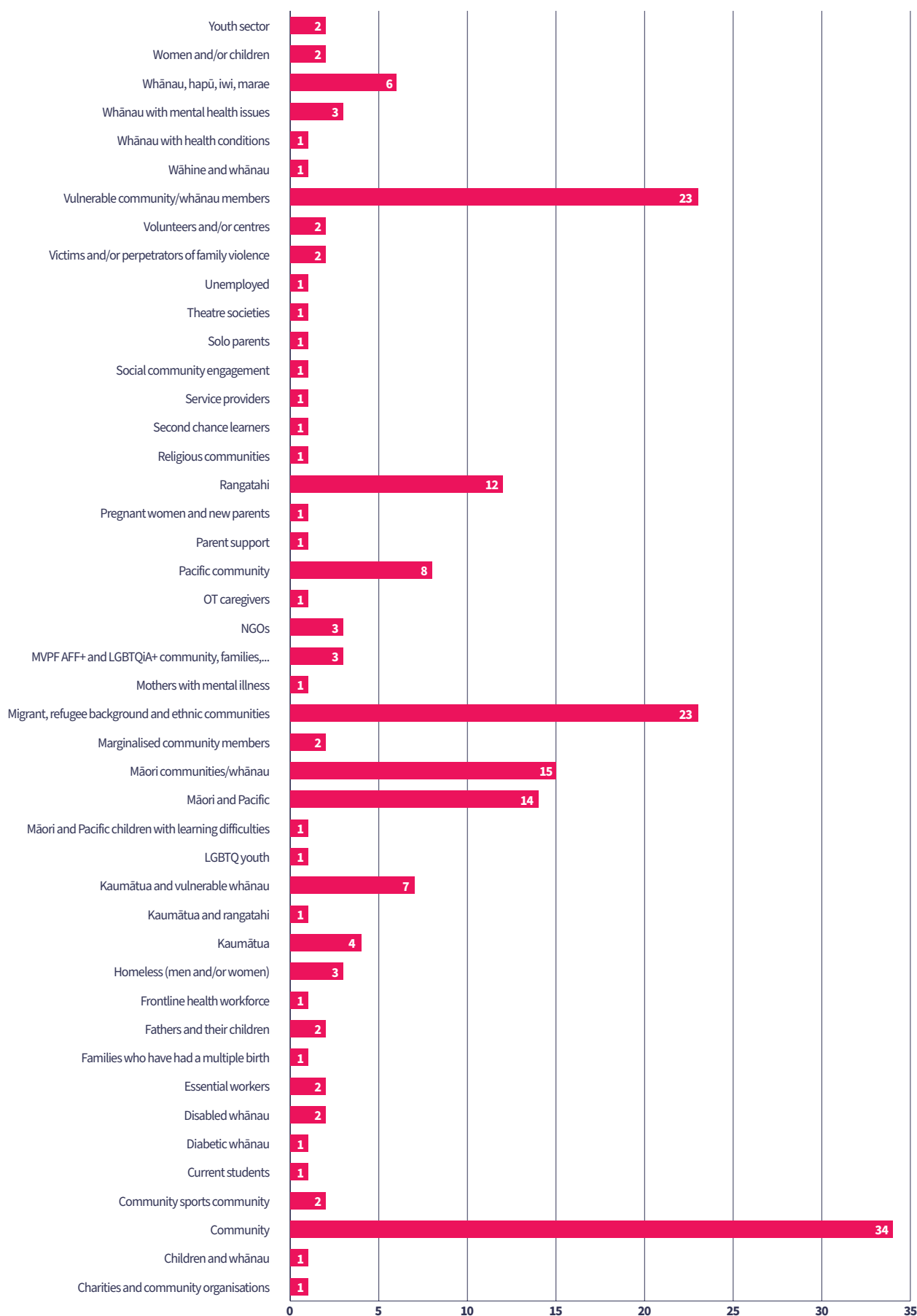
*Thank you very much for your support  
and quick action to find ways to help us.  
Highly appreciate your concern and the  
team of Hui E! Community Aotearoa.*

”

## Appendix 1: Full list of services provided by applicants



## Appendix 2: Communities the applicants serve





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# **Hui E!**

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