

SOCIAL CURRENCY  
IMPACT REPORT 2023

CREATE AN EVEN  
PLAYING FIELD



# WHO WE ARE

Social Currency has a clear mission to support our communities, and those considered vulnerable due to risk factors.

We incorporate research resources, personal experience, existing models and partner with established organisations to deliver social impact through our business for impact model.

Social Currency is an accounting and business advisory firm committed to using money for good - whakamahia te putea mo te pai.



# WHAT WE STAND FOR

We have detailed our impact to 30 June 2023 in this report, and profiled the work of four charities we have supported.

We are committed to investing 10% of revenue to changing inter-generational statistics around crime, poverty and low educational attainment.

We're making a substantial, long-term commitment to making a positive difference in the lives of kiwi kids.



# HIGHLIGHTS



Total donations made in the year ended 31 March 2023

**\$32,882**

Total donations made from the launch of Social Currency to June 2023

**\$141,347**

By choosing Social Currency, clients contribute 10% of what they pay for professional services, to social impact and supporting rangatahi.

# OUR MAHI AND SOLUTIONS

1 NO  
POVERTY



## SDG 1

### End poverty in all its forms everywhere

1.2.2 Proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions.

1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

#### HOW WE CONTRIBUTE TO THIS:

Social Currency supports at-risk and vulnerable young people in New Zealand. Our donations to charities supports our goal of breaking the inter-generational cycle of crime, poverty and low education.

2 ZERO  
HUNGER



## SDG 2

### End Hunger, achieve food security and improved nutrition and promote sustainable agriculture

2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

#### HOW WE CONTRIBUTE TO THIS:

Vulnerability can be caused by poverty, low levels of education, location, and lack of access to resources and services, including knowledge and technological means, disintegration of social patterns. We fund organisations to provide mentors for young people to change statistics related to vulnerable children.

3 GOOD HEALTH  
AND WELL-BEING



## SDG 3

### Ensure healthy lives and promote well-being for all at all ages

3.5 Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.

#### HOW WE CONTRIBUTE TO THIS:

Social Currency has made a commitment to supporting the Navigate Initiative by Pathway Charitable Trust for five years. The work of Pathway supports prisoner reintegration, reduction of reoffending, drug use, supports positive role models for tamariki and building parent-child relationships.

# COLLABORATION OVER COMPETITION

4 QUALITY  
EDUCATION



**SDG 4**

## Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

4.6 By 2030, ensure that all youth and a substantial proportion of adults, both men and women, achieve literacy and numeracy  
4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of cultures contribution to sustainable development.

### HOW WE CONTRIBUTE TO THIS:

Social currency supports community sport and engagement opportunities for our disadvantaged and low income communities. We believe sport provides confidence to learn.

8 DECENT WORK AND  
ECONOMIC GROWTH



**SDG 8**

## Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

8.6 By 2030, substantially reduce the proportion of youth not in employment, education or training

### HOW WE CONTRIBUTE TO THIS:

Social Currency advocates on social media and at speaking events to promote the need for mentors for young people. Mentors for rangatahi builds confidence and ultimately creates successful futures.  
Our Zero to Hero promotion has been created to promote awareness of the need for mentors, and to reward clients and non-clients with a discount on Xero subscriptions for being a mentor to young people.

10 REDUCED  
INEQUALITIES



**SDG 10**

## Reduce inequality within and among countries

10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.


### HOW WE CONTRIBUTE TO THIS:

Social Currency provides funding to the Graeme Dingle Foundation, educating young people in-school to build emotional regulation and resilience skills in our rangatahi (young people) in Canterbury.

# COMMUNITY MAHI



## Punk-it Penguin



Social Currency supported Cholmondeley Children's Centre by covering the artist Laura Hewetson and the penguin canvas costs  
Sponsored Punk-it Penguin (the most popular on the popup penguin trail) to help raise over \$700,000 for Cholmondeley as part of Wild In Art - Otautahi in 2021

Steampunk inspired Punk It Penguin, which was installed in Cathedral Junction in central Christchurch, was the most popular on the trail. It sold to a local steampunk fan for about \$20,000, outbidding Waitaki District mayor Gary Kircher who had been keen to buy it for steampunk HQ Oamaru.



**Over \$700k  
jointly raised**

# COMMUNITY MAHI

“Christchurch’s Lisa Mead, CA has been awarded the 2021 Chartered Accountants Australia and New Zealand President’s Prize.”

“The President’s Prize recognises a CA ANZ member aged under 35 who has made an outstanding commitment to the profession and community.

CA ANZ President Nives Botica Redmayne FCA says Lisa has had a unique journey to success as a chartered accountant, overcoming a range of challenges on the way”

#### **CAANZ awards**

- 2020 Future Leaders (20 CAs to watch)
- 2021 South Island Young Regional Member
- 2021 President’s Prize
- 2023 Fellowship award (FCA designation)







**Big Brothers Big Sisters**  
of Christchurch  
*Tuakana Teina*

# BIG BROTHERS BIG SISTERS

"We believe potential lives within every young person. Big Brothers Big Sisters mentors help form strong positive relationships that express care, challenge growth, share power, and expand possibilities. Our mentors help ignite youth potential."

## HIGHLIGHTS

Total donations made to 30 June  
2023

**\$25,125**

Equivalent to 201 months funded, or  
17 tamariki positively impacted by  
providing a funded mentor for 12  
months.\*

\*based on a monthly cost rate of \$125 per child

## OUTCOMES FOR TAMARIKI

98% believe they are  
making better life choices

91% improved in their self  
confidence

84% improved in their  
relationships with adults

87% report having  
stronger social networks

77% report being better at  
expressing their feelings

96% report being happier  
with a positive outlook

We **IGNITE** youth potential



**Big Brothers Big Sisters**  
of Christchurch  
*Tuakana Teina*

# BIG BROTHERS BIG SISTERS

*THE POWER OF THREE*

Big Brothers Big Sisters enables life-changing mentoring relationships through  
**The Power of Three: The Family, The Organisation and The Mentor.**  
Our staff are experts at screening, training, and matching a mentor with a mentee to realise their potential.

*I have been able to show him the wider world, open up his ideas. When we first met up, he talked about being a mechanic, now he's talking about travelling the world. - Mentor*

*You have been the most consistent male figure in his life... he just adores you. - Whānau*

*He's always there to ring up and stuff and when I'm angry, he cools me down. - Mentee*

*It's great my daughter has a positive female role model who loves spending time with her. - Whānau*

*It's great having someone know how I feel instead of keeping it all inside. - Mentee*

*You can have an impact on people, it's no easy fixes, it does take time but it's that contact over time that makes the difference. - Mentor*

We **IGNITE** youth potential



**Cholmondeley**  
whakanuia a tatou tamariki value our children

# CHOLMONDELEY

Cholmondeley provide short-term emergency and planned respite care and education to children (aged 3-12 years) whose families are experiencing genuine stress or crisis

## HIGHLIGHTS

Total donations made to 30 June  
2023

**\$28,229**

Equivalent to 48 tamariki positively  
impacted by providing a place to  
stay overnight.\*

\*based on a bednight rate of \$590.00

84% of caregivers  
indicated Cholmondeley  
made a positive difference  
to how they felt supported  
as a caregiver

74% of whānau  
interviewed reported the  
stay at Cholmondeley had  
increased the wellbeing of  
their whānau

63% of whānau indicated  
Cholmondeley made a  
positive difference to their  
parenting

Cholmondeley is 80% community funded and care  
for around **450** tamariki every year



**Cholmondeley**  
whokanuia a tatou tamariki value our children

# CHOLMONDELEY

**OUR VISION: Value Our Children**

A Canterbury Haven, Creating a Meaningful and  
Enduring Difference For Every Child and Their Whānau

Core Purpose: Every Child (3 - 12yrs) Leaves with  
Enhanced Wellbeing

*"It gives me a much needed break, I have little to no support and I really rely heavily on the break I get when the kids go to Cholmondeley. We have made new friends which has expanded the network of support we have." - Parent*

*"It's easy to make friends here, easier than at school. I love coming here to make new friends, we see friends who were here last time." - 11 years old*

*"It becomes part of your life. If you have problems at home, you can always go to Cholmondeley and get booked in. They're like whānau." - 12 years old*

*"Cholmondeley is like having extra family to help as I have no one to help me apart from Cholmondeley." - Parent*

*"Cholmondeley has been there for us so many times and in our most desperate moments." - Parent*

*"It (a stay) always enhances their wellbeing. They talk about it all the time with their school friends, and always come home really happy. It's a great part of their lives." - Grandparent who is primary caregiver for grandchildren*

Cholmondeley is 80% community funded and support around **300** whānau every year



# GRAEME DINGLE FOUNDATION

"Graeme Dingle Foundation programmes use elements of the great outdoors, inspirational classroom leaders and world-class mentors to help kids, from age 5 to 18, keep on track, develop confidence, build resilience and self-belief, set goals for the future, and contribute positively to society."

## HIGHLIGHTS

Total donations made to 30 June  
2023

**\$25,331**

Equivalent to 32 tamariki positively  
impacted over a 12 month period  
Social Return on Investment

**\$197,583\***

\*based on infometrics report

Doing good is one thing. Being able to track the difference we make is another. Through extensive, ongoing research we know for a fact that Graeme Dingle Foundation programmes

Improve attitudes  
and behavior

Improve academic  
results

Help young people set  
and achieve their goals

Boost self-confidence

Reduce truancy rates  
and at risk behaviours  
(eg substance abuse)

Help young people feel  
more positive about  
the future

GDF works with **thousands** of five to  
eighteen year old's throughout New Zealand



## GRAEME DINGLE FOUNDATION

Empowering kids to overcome life's obstacles  
Whakamanawatia ngā tamariki kia eke panuku

CANTERBURY

# GRAEME DINGLE FOUNDATION

Show Kiwi kids what they have inside is greater than any obstacle



*"We learn self-control and to be winners, to try our hardest. 'Don't whinge, be strong. Be challengers.' We help each other. It's really fun and we do cool stuff" - Kiwi Can student*

*I enjoyed being able to watch the Year 9's come out of their shells and become more confident young adults - Stars peer mentor*

*Kiwi Can guides us children to become young leaders, also to respect, be responsible, be resilient and be encouraging towards yourself and others. As we keep going I feel like we are coming more together as a family. - Kiwi Can student*

*Before Project K, I didn't want to stay in school. Now one of my main goals is to finish high school and leave with my NCEA Level 3 qualification. The goal setting skills I learnt from Project K and my mentor have made me realise that if I stay focused and believe in myself, I can achieve more than I thought I was capable of - Project K graduate*

*I learnt that being part of something to help others is an easy and very rewarding thing to do if you just prioritise and manage your time - Stars student*

*My goals for the future are CLEARER, BIGGER and BRIGHTER but I'm not afraid because I know through hard work and determination I can achieve my dreams. Thank you for allowing me to be part of Project K - Project K student*

*Project K helped me become who I am today - Project K graduate*



# YOUTH ALIVE TRUST

"We are a Youth and whanau support agency based at Grace Vineyard Beach Campus in New Brighton. We have worked for over 30 years on the East of Christchurch, running a wide variety of programmes, clubs, groups, events and various supports for hundreds of people each week. A small staff team, is supported by an army of volunteers who want to make their community a better place!"

## HIGHLIGHTS

Total donations made to 30 June  
2023

**\$25,025**

This funded the costs associated with Youth  
Alive Trusts  
mentoring programme

*\*based on costs of \$554 per mentoring match per year*

Youth Alive Trust had 13 mentoring  
matches in the year ended 30 June 2021

— Social Currency was the sole donor towards Youth Alive Trusts mentoring programme in the year ended 30 June 2021



# YOUTH ALIVE TRUST

When contacted, parents have said they are really happy their child is being mentored.

They know that there is someone else who is looking out for their child and someone they can trust to be a positive influence in their life.

They have also been grateful to know that the mentor and YAT actually care about their child and that this is a safe place for them to be connected.

*"Some young people need a bit of extra attention, encouragement and support - and it's as simple as chatting, playing a game and listening."*

*"Having a mentor helps me not to think about my dad not being there."*

*"I want to have more time with him because he's fun!"*

Social Currency was the sole donor towards Youth Alive Trusts mentoring programme in the year ended 30 June 2021





# Te Kura Tuatahi o Kaiapoi - Kaiapoi Borough School

Kaiapoi Borough in-school resilience programme - Terms 2-4 2019

## HIGHLIGHTS

Total Donations to 30 June 2019:

Children attended: 31

**\$4,478**

Total Costs:

Boxing \$3,200 - 18 Sessions | Dance \$400 - 8 Sessions

Growth Mindset \$787 - Weekly Sessions

*\*Average impact investment \$125 per child*



"The confidence of the girls when I started was very poor, they were unsure really of what was expected of them. It feels very rewarding seeing the girls begin to enjoy and improve as each week goes by. I think it is a wonderful opportunity for anyone to be part of a program like this. To be able to encourage the students to excel, even while taking on a subject they have never been part of before.

It gives them an understanding they can accomplish anything if they put their minds to it."  
- Kathryn, professional dance teacher

Research completed using the "Most significant change theory" - evaluating the impact of the in-school resilience programme.



# Te Kura Tuatahi o Kaiapoi - Kaiapoi Borough School

## Tamariki Feedback

How do you feel in class?

- *When I'm doing dance I feel energy surge through me*
- *I feel like I can dance like no one's around*
- *Stronger*

What do you enjoy about class?

- *It's very fun and when its time to finish I wish it would be longer.*
- *Getting the satisfaction and getting to do things I never get to do.*
- *I enjoy boxing because I can get fit and learn new stretches and learn how to be a champion.*

What does a growth mindset mean to you?

- *An improved or improving mind*
- *Don't say "I cant do it", say "you can" instead*
- *Having a positive mind*

What did you learn?

- *Don't disrespect people and always stand up to a bully*
- *Don't just say sorry, show it.*
- *I have learnt it is important to shake hands. I think its cool.*

Research completed using the "Most significant change theory" - evaluating the impact of the in-school resilience programme.



# BREAKING GOOD

PUBLISHED BOOK

Introducing 'Breaking Good', our founder Lisa's journey before, during and after domestic abuse. Read how our founder Lisa Mead, a proud single Mum from Christchurch, Aotearoa, defied the odds to achieve her dreams for at-risk rangatahi by overcoming adversity.

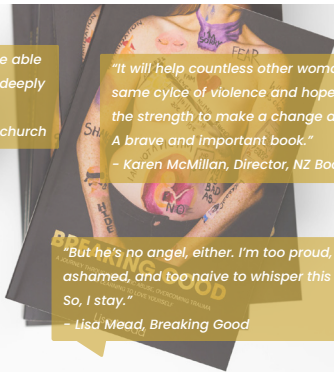


*"It was such a blessing to have the book and be able to share it with someone who I think will relate deeply and hopefully benefit from reading it."*

*- Michelle Peryman, Owner, Altitude Pole Christchurch*

*"We see the fallout at Graeme Dingle Foundation where abuser is rife in so many families & the impacts so devastating. Thank you for sharing your story so bravely. I hope we can all be part of changing this in some way."*

*- Anne Hindson, previous BD Manager, Graeme Dingle Foundation Canterbury*



*"It will help countless other woman trapped in the same cycle of violence and hopefully give them the strength to make a change and start over. A brave and important book."*

*- Karen McMillan, Director, NZ Booklovers*

*"But he's no angel, either. I'm too proud, too ashamed, and too naive to whisper this truth. So, I stay."*

*- Lisa Mead, Breaking Good*


## JOIN US TO CREATE AN EVEN PLAYING FIELD

If you would like to support any of these charities or any of the community projects we are currently working on to create success in the next generation, please get in touch.



Lisa Mead, FCA, CPP  
Director

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[socialcurrency.co.nz](http://socialcurrency.co.nz)

A woman with long red hair, wearing a pink sweater and grey jeans, stands back-to-back with a young child wearing a grey hoodie and a brown beanie. They are in an urban setting with a large graffiti wall behind them. The graffiti includes a large red and white graphic. The ground is wet and reflective.

Ko ngā pae tawhiti whāia kia tata, ko ngā  
pae tata, whakamaua kia tina

The potential for tomorrow depends on  
what we do today



Whakamahia te putea mo te pai - Using money for good