

FOREWORD FROM THE TRUSTEES

The Christchurch Earthquake Appeal Trust (the Appeal Trust) is responsible for the allocation of the money raised by the Christchurch Earthquake Appeal to support initiatives to help the Canterbury region recover from the 22 February 2011 and 4 September 2010 earthquakes.

Since the launch of the Appeal, the work of the Appeal Trust has progressed from conception to fundraising to allocation, as the Canterbury region has progressed from immediate response to recovery from the earthquakes. As current Trustees we have benefited from the foresight of our Settlor Ministers who established the Trust, recognising that recovery in Canterbury would be long term. The Trustees are guided by the Trust Deed which states the Trust's purpose. When making decisions to allocate funds, Trustees have been grateful for the local advice provided by the Advisory Board of appointed Canterbury community representatives, and input from other agencies and individuals in Christchurch.

In the 15 months since the establishment of the Appeal Trust, to 30 June 2012 Trustees have granted \$47.26 million to 112 projects in Canterbury. The Appeal Trust's objective is to provide relief to the community of Christchurch and the Canterbury region by granting Appeal funds to projects for the:

- » relief of poverty
- » advancement of education
- » advancement of religion; and
- » the advancement of any other purposes beneficial to the community; and the
- » advancement of any other purposes that are charitable under the law of New Zealand.

The Appeal Trust complements, not duplicates, the work of other funders by funding projects that assist the transition between the earthquakes and the long-term rebuild of Canterbury. In other words, the Appeal Trust allocates funding to projects that are not the responsibility of any other funder and would otherwise take many years of community fundraising to address.

The Trustees defined six portfolio categories that are derived from the recognised classes of charitable purposes. These are:

- » Economic Revitalisation
- » Education/Youth
- » Environment
- » Hardship/Spiritual and Faith
- » Heritage and Culture
- » Sport and Recreation

During the 2011/12 year, the Advisory Board and Trustees developed general Principles to further guide their funding allocation decisions and acknowledge the intentions of donors. (These Principles are detailed further in this report). In 2012/13 Trustees will consider the future focus of the Appeal Trust to ensure that the remaining \$53.47 million of funds continue to assist Canterbury's long-term recovery through long-term community projects that benefit many. It is anticipated that the majority of funds be allocated by February 2014 even though the Trust's legal life-time is 10 years. Trustees are pleased to be able to report on progress made in the 15 months to 30 June 2012 as the Appeal Trust focus shifts from initial response to the next phase of Canterbury's recovery.

Colin MacDonald, Trustee | Dr Rod Carr, Trustee | Gabriel Makhoulf, Trustee



Dr Rod Carr



Colin MacDonald



Gabriel Makhoulf

FROM THE PRIME MINISTER

Since I launched the Christchurch Earthquake Appeal on 27 February 2011, the Government's official, global fundraiser has made a huge difference in helping Cantabrians recover and begin rebuilding their lives following the series of destructive earthquakes.

I'd like to thank everyone who has been involved with this project - your overwhelming support and generosity knows no bounds. I've said many times before that in the very worst of circumstances, we see the very best of New Zealanders.

I'd like to pay special tribute to Mark Weldon, who spearheaded the appeal during its major fundraising phase. Mark donated his expertise, and countless hours, to maximise the reach of the appeal. I know he was very ably supported by the three appeal trustees and the advisory board members, who all did a great job in difficult circumstances. The success of the appeal to date speaks volumes about their dedication and desire to help.

When I made the decision to galvanise the fundraising efforts for Christchurch through an official Government appeal, so many people and organisations pulled together to make it happen. In only a matter of days, the official Christchurch Earthquake Appeal went live and donations started rolling in from all over the world.

To date, the appeal has raised over \$100 million from the generous donations of both Kiwis and the international community.

The appeal was established to help plug the gaps in services and facilities that Cantabrians rely on, and to help get the region back on its feet. We wanted to create a vehicle to assist in the rebuilding of communities across Canterbury and we're achieving that through the work of the Appeal Trust.

The Christchurch Earthquake Appeal has channelled an astonishing \$49.76 million [as at 30 September 2012] back into the community and supported more than 100 projects across the region. And there are many more in the pipeline. Each project varies in size and in reach, but every one of them goes some way to help Cantabrians return to normality.

Cantabrians are persevering despite the challenges that have been thrown their way over the past two years. There is still a long road ahead for many and the Government, with the support of the Christchurch Earthquake Appeal Trust, is committed to doing what it takes to rebuild the region in the coming months and years.

Thank you for all your great work and the contribution you are making to the rebuild and recovery of greater Christchurch, Selwyn and Waimakariri.

Rt Hon John Key

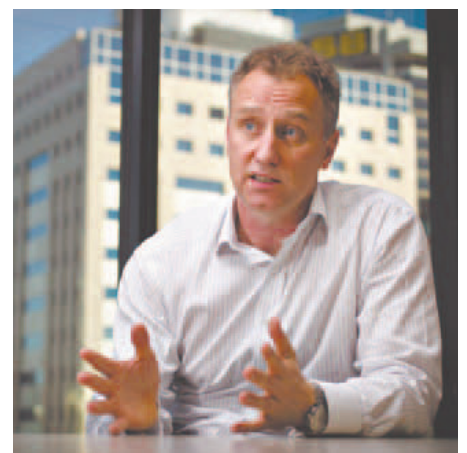
Prime Minister of New Zealand



Rt Hon John Key



Announcing the \$1.1 million grant for Kaiapoi's Aquatic Centre



Mark Weldon

GOVERNMENT STEPS UP

Trustee Colin MacDonald praises the urgent and effective collaboration across central government, and with the private sector

At lunchtime on Tuesday 22 February 2011 Canterbury, New Zealand was hit by a 6.3 magnitude earthquake. 185 people lost their lives and the lives of countless others were significantly affected. While the initial focus was on emergency response, it was evident from the outset that the people of Canterbury would face many significant long-term difficulties before their region, and Christchurch city in particular, would be fully liveable again.

Five days later, at 4:00pm on Sunday 27 February, New Zealand's Prime Minister John Key launched the Christchurch Earthquake Appeal, the Government's official global fundraiser for the recovery effort. As global media networks reported the devastation 24 hours a day from Christchurch, New Zealand was overwhelmed by people wanting to give money to help the people of Christchurch.

With the full impact of the disaster in Christchurch still unfolding, and with the Government and agencies still in the midst of early disaster response, an intense, cross-government effort led by the Department of Internal Affairs began in Wellington to devise a "channel" to receive donations and grant funds. The solution was a charitable trust.

A small team worked non-stop through the weekend to define the trust's purpose and objective, while creating all technical, IT and legal mechanisms to receive and process credit card, phone and text donations from any country, including creating the quakeappeal.com website, all in time for the Prime Minister to launch. It was an outstanding cross-Government effort led by the Department of Internal Affairs, with the Inland Revenue Department (IRD), Ministry of Foreign Affairs and Trade (MFAT) and the Department of the Prime Minister and Cabinet. At any point, up to 16 organisations were directly involved.

Extraordinary collaborations between the public and private sectors resulted, such as creating the www.quakeappeal.com credit card donations site which was identified by Internal Affairs and Government Technology Services, resourced by Westpac, and executed by Colenso BBDO, Clemenger BBDO, Direct Payment Solutions, Run The Red and other governmental agencies. Many of these suppliers generously provided their services pro bono or discounted. The website went live as the Prime Minister launched the Appeal and it functioned without a hitch. IRD and MFAT provided valuable expertise to meet international donor priorities, which included, tax deductibility, low overhead ratios and independence from Government. The IRD had the necessary legal structure in place while MFAT set up feeder trusts in Australia, the USA and the UK.

Commonly, one barrier to donating is the perception that a large portion of donated money is spent on operating costs. The decision was made early on that the Appeal Trust would be run on a 'dollar in, dollar out' basis, with the New Zealand Government meeting all operating and administrative costs. This reassured donors that their money would be used for its intended purpose - to benefit the people whose lives had been affected by the earthquakes. The Appeal Trust is administered by a small Secretariat within the Department of Internal Affairs, currently led by Director Paul Swallow and all its costs are met by Government.

In its first 11 days quakeappeal.com received 5,810 donations totalling \$1,144,389.22

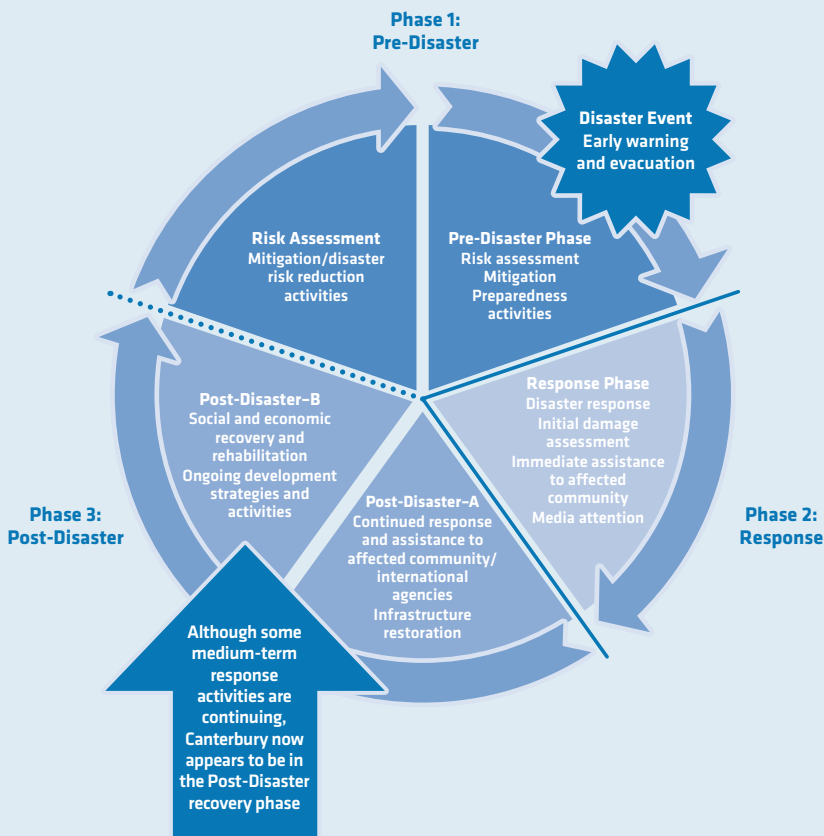
In the frenetic week following the 22 February earthquakes the Trust Deed was drawn up defining the objects and purpose, the initial Trustees were appointed and the Christchurch Earthquake Appeal Trust was formally established. Donations from all over New Zealand and around the world poured into the bank account held by the Appeal Trust, and an overwhelming range of fundraising began in earnest. This global fundraising effort increased enormously under the extraordinary leadership of Mark Weldon, who was appointed on 9 March 2011.

As a current Trustee I am pleased to contribute to this report presenting the Appeal Trust's activity from conception to 30 June 2012 and signalling the next phase of the Trust.

Colin MacDonald

Trustee, and Secretary of Internal Affairs

Phases of the Disaster Management Cycle



Acknowledgements

The Trustees would like to thank the outstanding support and assistance of these from the establishment of the Appeal to the present day:

- » Christchurch Earthquake Appeal Trust Advisory Board, and Chair Jane Huria
- » Office of the Prime Minister
- » Department of the Prime Minister and Cabinet
- » Department of Internal Affairs
- » Inland Revenue Department
- » Ministry of Foreign Affairs and Trade
- » New Zealand Trade & Enterprise
- » The Treasury
- » Westpac
- » Colenso BBDO
- » Clemenger BBDO
- » Direct Payment Solutions
- » Run The Red
- » SenateSHJ
- » The Press
- » KPMG
- » Bell Gully
- » BECA