



NEW ZEALAND Football
FOUNDATION

Football for good

Why we *exist*

The NZ Football Foundation was created with responsibility for managing \$4 million given to New Zealand Football for qualifying for the 2010 World Cup in South Africa. These FIFA qualification funds are the foundation to which New Zealand football supporters and charitable donors can add their own contributions.

The NZ Football Foundation is managed by a group of Trustees and Chief Executive who are

committed to growing the capital fund to a level where it can add significant support to football in New Zealand. Guided by the Foundation's Trust Deed, NZFF identifies opportunities in the game to support development of football and New Zealand Football in their endeavours to have more people playing football. Since 2010, NZFF has distributed over \$1.4 million in grants to worthy football projects benefitting communities across New Zealand.

Our *focus*

To ensure our support reaches those in the football community that need it most, NZFF prioritises the following four areas and underlying themes to invest in:

Increasing Access to Football



1

Engagement of youth in a game for life



2

Enhancement of the role of women and girls in football



3

Social impact through the game



4

Innovation in football

Alleviating Hardship in the Game

How we've helped



BUILT OUR
CAPITAL BASE TO
OVER
\$5.2
MILLION

DISTRIBUTED
OVER
\$1.4
MILLION
IN GRANTS

RAISED
OVER
\$1
MILLION
IN DONATIONS

Our support

Some examples of how we have supported the NZ football family are:

- Hardship support for the Football Ferns prior to the Rio Olympics and subsequently via the Future Ferns Development Programme
- A cross-code pilot project in Tauranga and Hamilton to increase 4-6 year-old boys and girls access to football
- Funded the NZ Football Futsal programme to promote football amongst youth and minorities
- Provided coaching and scholarships for young boys and girls in low decile areas to join local football clubs
- Sponsored the Kate Sheppard Cup, NZ's national women's knock-out competition
- Partnered with Youthtown and the NZPFA to enable our young All Whites and Football Ferns to coach and inspire at-risk youth in their communities
- Supported warm-up games for the NZ team preparing for the FIFA U-17 World Cup
- Contributed to game-changing community facilities such as the Logan Park Turf in Dunedin
- Assisted talented young NZ players to secure professional contracts



How we *work*

NZFF provides support to the football community in two ways:

NZFF GRANTS PROCESS

Every year, NZFF awards grants to worthy projects that benefit the football community of New Zealand.

Grant rounds are held annually, usually during the month of September, but may occur more frequently. To be considered for funding, organisations must fit our eligibility and funding criteria as well as submit their application via the official process. These details are outlined in the Call For Proposals document which can be found on www.footballfoundation.org.nz alongside the Application Form during Grant Rounds.

Examples of those organisations that are eligible for funding include NZ Football, Clubs, Regional Football Federations of NZ and umbrella football entities based in NZ.

NZFF SIGNATURE PROGRAMMES

NZFF works with partners to develop signature programmes and fundraising initiatives that directly benefit individuals within the football community or introduce new members to the sport.

One example is *Football Connect*, a pilot programme where NZFF supports All Whites and Football Ferns to coach and mentor 'at-risk' boys and girls over a 10 week period. Upon graduation, NZFF then pays the participant's fees to join the club for the season. The programme is free of cost for the participants who also receive free footballs, apparel and shin pads as well as the chance to be inspired and motivated by New Zealand's top players. NZFF is looking forward to scaling up this programme and rolling out to more areas.

For more information on how you, your club or organisation could benefit from the NZ Football Foundation go to www.footballfoundation.org.nz

Help us help *football*

The more our Foundation grows, the more we can give to the football community of New Zealand. While we have made great progress increasing our capital base, our aim is to be a \$10m trust by 2030 so that we can make more impact on our game.

There are many ways you can help us help football, including:

- Cash donation
- Endowment
- Bequest
- Invest in a limited edition NZ Football Foundation shirt
- Becoming a member of our Women's or Challenger starting XI

- Alumni - become a member of the NZFF Alumni as a former All White or Football Fern
- Volunteer your support to NZFF or our programmes
- Sponsor or make a donation towards a NZFF or one of its signature programme
- Become a Strategic Partner or contribute financial or value in kind towards our signature programmes

SIGNATURE PROGRAMMES:

- First Kicks (every new junior footballer registering, receives a free football)
- Football Connect (supporting and providing at-risk youth the opportunity to play football)
- Or if you have an idea that you wish to support, please call us



DONATE NOW!

Every little bit helps us benefit the New Zealand football community! To donate now or find out more information on how you can support NZFF.

Call us on 027 475 4127 or go to www.footballfoundation.org.nz

Our vision

To contribute to a better New Zealand, through
and for football

Our mission

Raise funds to make an annual, meaningful
contribution to the NZ football community



“It makes me so proud to be the NZFF Patron for over 10 years now. Being involved in an organisation that is supporting the growth of the game and helping young boys and girls on a path to success is just incredible. NZFF is definitely key to the sport’s future.”

Ryan Nelsen
NZFF Patron & former All Whites Captain



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The New Zealand Football Foundation (NZFF) is a registered charitable trust created through the establishment of a Trust Deed dated 29 April, 2010