

21 January 2014

Giovanni Tiso

Via: fyi-request-1340-6851b8b2@requests.fyi.org.nz

Dear Mr Tiso

Request for information relating to the ‘Alternative Giving’ Campaign.

Thank you for your email to the Council received on 2 December 2013 in which you requested information relating to the ‘Alternative Giving’ Campaign.

I will address your questions in the order of your email and provide some background to the decision to initiate the campaign.

The campaign was launched in July 2013. It is a partnership between the City Council, the Police and organisations that support the city’s vulnerable residents.

The primary purpose of the campaign is to make people stop and think before giving to those engaged in begging on the street. The Alternative Giving Campaign is a long-term approach to changing culture and attitudes to begging and how those who wish to give, can direct their money to a charity of their choice that offers the expertise to assist people who are engaged in begging.

The campaign is modelled on similar successful initiatives that operate in the likes of the UK and Canada.

People currently have the option of donating via a smartphone or via a text message. The feasibility of installing several donation boxes at various points around the CBD is also being investigated.

As well as providing ongoing support for people engaged in begging, the agencies involved have formed a voluntary outreach programme working alongside the Councils Local Hosts and NZ Police to refer those engaged in begging and those living rough on the streets to agencies that can assist them.

1) Costs of the ‘Alternative Giving’ campaign (inclusive of the current round of advertising throughout the city).

The budget for the campaign is as follows:

- \$24,000.00 Posters and advertising – placement and installation
- \$2,000.00 Design, layout and print
- \$3,000.00 Tri View stands installation
- \$1,500.00 Students (1 week) on-street promotion



- \$500.00 Video and editing
- \$500.00 Railway Station billboard
- \$3,800.00 'Pushpay' set up costs
- \$4,000.00 Street posters for August – December (placement & installation)

2) The money raised and disbursed to the participating charities.

Organisation	Number of Donations as at 22 November 2013	Value of Donations
Alternative Giving Fund	36	\$1,633.00
Catacombs	7	\$44.00
DCM (Wellington)	4	\$18.00
Soup Kitchen	9	\$172.00
Wellington City Mission	5	\$97.00
Wellington Homeless Women's Trust	3	\$40.00
Wellington Night Shelter	7	\$160.00
Total	71	\$2,164.00

There is agreement between the organisations involved that the Wellington City Mission will be the recipient of the donations to the 'Alternative Giving Fund' (which administers the programme) and will distribute the fund equally between all 6 organisations, which includes themselves.

Yours sincerely



Ian Hunter

**Issues Resolution Officer
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