



COMMUNITY TRANSFORMATION PARTNERSHIP



HANDBOOK 2018

Prepared by
the Adventist Development and Relief Agency
for use by Seventh-day Adventist Churches
across New Zealand

What's inside

COMMUNITY	1
TRANSFORMATION PARTNERSHIP	1
What's inside.....	1
INTRODUCTION	3
COMMUNITY TRANSFORMATION PARTNERSHIP (CTP)	4
The Goal.....	4
Partnership model.....	4
Funding Pools.....	5
Assessing your local capacity	6
<i>Understanding the skills, talents and experience in your church.....</i>	<i>6</i>
<i>Understanding of the community around you.....</i>	<i>7</i>
COMMUNITY TRANSFORMATION PARTNERSHIP (CTP) Initiatives.....	8
My Family Fund.....	9
.....	9
Toolbox Parenting	9
<i>Pasifika Families</i>	9
Welcome Baby.....	11
My Money	13
My Money Pasifika	14
PATHWAYS Drivers Licence Programme	15
Depression and Anxiety Recovery Programme (DARP).....	16
INNOVATIONS FUND	17
FUNDING CRITERIA, ROUNDS & EXCLUSIONS.....	17
Criteria 1: Applications by Local Adventist Churches	17
Criteria 2: A Focus on Family Wellbeing.....	17
Funding Rounds.....	18
Exclusions.....	18
PROJECT CYCLE MANAGEMENT	19
PROMOTION & BRANDING	20
Promotion.....	20
Branding Guidelines	20
Signage	21
Acknowledgements.....	22

INTRODUCTION

Together, the Adventist Development and Relief Agency (ADRA) New Zealand, and North and South New Zealand Conferences share a vision of the Adventist Church being recognised for loving its community and being present in a way that helps families thrive. To achieve this vision, the goal is to establish life-changing, family-focused community outreach projects operating out of every Adventist church in New Zealand. .

The Community Transformation Partnership (CTP) initiative, formerly known as Church Partnership Programme (CPP), aims to support and empower every church in New Zealand as they transform the communities around them. Through CTP, churches will be encouraged to have an outward vision, to become salt and light in our world, to promote social and spiritual transformation, pursue justice, and proclaim the whole gospel. In doing so, we believe every church will come to realise its potential as agents of change.

Churches need to be a ‘*transformation station*’, where community members can retreat from a hostile world and engage in initiatives that are both positive and life changing. Morgan Chilulu, an African pastor of a small and humble church in the midst of the AIDS pandemic, once said: “A church that lives within its four walls is not church at all”. That says it all!

The CTP has been designed with an outward focus to meet the most pressing needs facing families across New Zealand. By equipping families of all shapes and sizes with positive skills and life changing opportunities, your church can be part of something that will transform the face of this country and our church – for good.

For a church in the 21st century to not just survive but thrive, it needs to be a church that is relevant and connected. Christ’s ministry was as much about preaching and teaching as it was about meeting the needs of the community – that’s how Christ did Church and that’s the Church God requires us to be today.

“Christ’s method alone will give true success in reaching the people... If less time were given to sermonizing, and more time were spent in personal ministry, greater results would be seen. The poor are to be relieved, the sick cared for, the sorrowing and the bereaved comforted, the ignorant instructed, the inexperienced counseled. We are to weep with those that weep, and rejoice with those that rejoice” – Ellen G. White, Ministry of Healing.

By working together we can be the hands and feet of Jesus, and strengthen families in the communities around us.

Blessings



*Denison Grellmann
Chief Executive Officer, ADRA New Zealand*



*Eddie Tupai'I
President, North NZ Conference*



*Mike Sikuri
President, South NZ Conference*



*Dr Brad Kemp
President, NZ Pacific Union*

COMMUNITY TRANSFORMATION PARTNERSHIP (CTP)

The Goal

Both the Conferences and ADRA New Zealand's Strategic Plans emphasis the need to be a church that unselfishly cares for its community, by offering relevant family-focused initiatives that not only strengthen families but society at large. In doing so the goal is to establish an ADRA Community Transformation Partnership (CTP) initiative in each church in New Zealand.

Partnership model

We believe amazing things happen when people work together for good. The CTP is based on the partnership model, in which there are three equal partners: ADRA, the Conference and the Local Church.



The role of ADRA NZ is:

- To develop family-focused projects
- To establish partnerships with recognised family providers to support local church projects
- To provide at least 1/3 share of project budget for each church
- To provide support and resources to each local church

The role of the Local Conference is:

- To promote the vision and initiatives to all local churches
- To provide a 1/3 share of project budget for each church

The role of the Local Church is:

- To identify family needs within the community and establish an ADRA project to address those needs.
- To implement a project with the assistance of the Conference, ADRA and its partners.
- To provide a 1/3 share of the total project budget.

Funding Pools

Funding for community projects will be a collaborative effort between all partners, with each project being funded from three sources – ADRA New Zealand, the Conference and the local church. To access funds from the Conference and ADRA a funding application must be made to either the *My Family* Fund or the *Innovations* Fund.

Note that the financial contribution of the local church can be sourced from other funding partners (for example, the local council). However, these funds will still be required to be transferred to ADRA via the Conference as would take place with traditionally sourced church funds.

There are four CTP funding rounds each year (see page 16).

My Family

The *My Family* Fund will support any *My Family* initiative, providing the church can fulfil the application criteria. *My Family* projects are designed for churches of all sizes with pre-designed activities and budget, with resources often provided through a third-party organisation (such as The Parenting Place). To apply to this fund an application will need to be made to ADRA New Zealand as part of a funding round.

Innovations

The *Innovations* Fund is designed for initiatives with a family or youth focus that are not currently funded through the *My Family* Fund. The *Innovations* Fund is contestable and will only provide matching support for a budget up to \$15,000. Any additional funding will need to be provided by the local church. For example, if a church applied for a project that has a total budget of \$20,000, ADRA and the Conference will fund \$10,000*, while the local church would fund the rest.

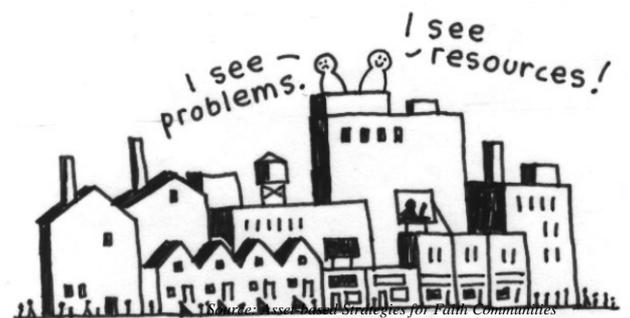
*\$10,000 is a two thirds share of a \$15,000 project.

Assessing your local capacity

When you think about your church you probably think about evangelism and service as two of its key roles. Evangelism seeks to enlarge the faith community, to grow the gathering of two or more. Evangelism focuses the energy of the congregation on growing itself; those outside the faith community have value as potential members. Although evangelism has a strong theological mandate, the inward focus of evangelism sometimes causes congregations to fail to see the potential for meaningful relationships beyond the church.

Community service also has a theological mandate, but it can create a different kind of distance between congregation and community. While aiming to help “the least of these,” service projects can also hurt communities by diverting resources from lower income people to those who are professional helpers; by teaching people to focus first on their needs and deficiencies, rather than on their resources and potentialities; and, finally, service projects can displace community-based citizens’ organizations and disregard their power to solve local problems.

So a principle to keep in mind is that successful positive community development is based on the assets in the community, and on relationships within the community. Although some resources from outside the community may be needed, the key to lasting solutions comes from within. The gifts and skills of residents and the assets of the physical community are always the starting place. No plan, solution, or organisation from outside the community can duplicate what is already there. These assets need to be identified and mobilised. As the local church, you are in the ideal place to work within your community to identify and mobilise skills and resources to make positive changes in your community.



Information Booklet

To support you on your journey of assisting your community, please make yourself familiar with *Asset-based Strategies for Faith Communities (Appendix 1)*. This is a valuable booklet to help you understand more about how local churches can engage in positively building their local communities.

“To be effective community-builders, congregations function on several levels. In particular, they are both “faith communities,” and “place-based communities.” As “a gathering of the faithful,” each congregation must come to understand and lift up the gifts and talents of its members for the benefit of each individual and for the good of the community. As local institutions, churches must play a role alongside other entities within the specific neighbourhood or place, discovering and engaging the valuable qualities — specifically the gifts and assets — of local community members and associations. And as parts of larger institutions and structures, local congregations must utilise the assets of church bureaucracies to benefit the community of faith and the community of place.”

- *Asset based Strategies for Faith Communities - page 11*

Understanding the skills, talents and experience in your church

Before your local church can successfully implement community service projects you should have the following:

- An understanding of the skills, talents and experience in your church
- An understanding of the community around you, and the opportunities for service

To help this process we have provided some simple self-assessment tools to work through before you decide the kind of community projects you could implement.

Skills Inventory Forms

The first step is to conduct a Skills Inventory of church members. This is a particularly important step if your church is wanting to apply to the Innovations Fund. Two helpful templates are provided with this Handbook.

While it is advised to complete the more in-depth Community Resources Inventory, there is a shorter version to consider too.

- 1. Skills Inventory – Detailed (Appendix 2)
- 2. Skills Inventory – Short (Appendix 3)

Asset and Relationship Mapping

Once you know the skills and experience of church members, then you should spend some time together to do an asset and relationship map. These are simple group activities that will help you to see what kind of assets you have that can be used in projects, and what relationships you have in the community.

1. Asset Mapping Workbook (Appendix 4)

An Asset Map is an inventory of the gifts, talents and resources within a group or community. You should do an asset map just for your church, and then do one for the local community. There is no single best way to do an Asset Map. Some ideas are given in the Asset Mapping Workbook produced by “Community Outreach.” Things to think about are transportation, child-care, open spaces, food, emergency preparedness, local economy, community organisations, other churches or faith groups, sport groups, neighbourhood associations, and charities.

2. Relationship Mapping Template (Appendix 5)

The Asset Mapping Workbook also talks about relationship mapping, which is simply a way to think about and write down all the relationships that your church members have in the community that could be helpful in identifying, designing and implementing a good project. Appendix 5 gives you two templates that you can use when thinking about relationships and potential partnerships.



Understanding of the community around you

Conducting asset and relationship mapping is an important first step in preparing to design and undertake a community project. The next step is to link this information with problems (or opportunities). To help you identify possible project opportunities please refer to the **Root Cause Analysis tool (Appendix 6)**

COMMUNITY TRANSFORMATION PARTNERSHIP (CTP) Initiatives

The Community Transformation Partnership (CTP) is run by ADRA New Zealand, and North and South New Zealand Conferences to work with Seventh-day Adventist churches to implement transformational community projects. The CTP is supported by two types of funding pools:

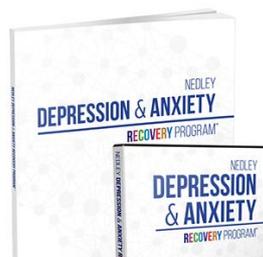
- 1) *My Family* Fund – supporting tried and tested projects from the *My Family* programme
- 2) Innovations Fund – supporting projects outside of the *My Family* programme

My Family projects are tried and tested initiatives that have been successfully implemented nationally, or are projects that involve the help of trusted community partners e.g. Parenting Place, Commission for Financial Capability.

Initiatives supported by the *Innovations* Fund are outside of the *My Family* programme that have a focus on family wellbeing. Before deciding whether to apply to the *My Family* or *Innovations* Fund, it is recommended that each church complete a capacity assessment and utilise the planning tools as outlined in the previous section.

Every project will be funded through the three-way partnership model as outlined in the Programme Overview.

The maximum budget for each initiative funded under the *My Family* or *Innovations* Fund is \$15,000. This figure will be reviewed annually and is subject to funding availability.



My Family Fund



Toolbox Parenting

ADRA New Zealand partners with the Parenting Place to provide the local church with an effective programme that will equip parents with positive skills and strategies to conquer the challenges they face. The Parenting Place is New Zealand's largest parenting organisation and has been helping families for nearly 25 years.

The Toolbox Parenting initiative is available throughout the country with curriculums focused on three age groups - Early Years (0-6), Middle Years (6-12) and Tweens and Teens (12-18). The initiative equips parents with practical skills and strategies based on six essential parenting principles and is delivered across six sessions.

In getting started the local church can elect to have a Parenting Place facilitator run the programmes, or alternatively nominate two or three suitable church members to be trained as facilitators. Having church volunteers trained as facilitators ensures deeper and longer-lasting connections between participants and the local church. The role of a facilitator is to keep each session flowing smoothly and help participants to engage with the programme material. Facilitators are trained and supported by Parenting Place Coordinators, who are based in many locations across New Zealand.

Costs

The cost of running an initiative with an average of 15 participants three times a year is \$6300. This cost includes professional signage, community advertising and flyers, branded uniforms for the church facilitators, and course material for all participants.

Cost breakdown:

ADRA	\$2,100
Conference Office	\$2,100
Local Church	<u>\$2,100</u>
TOTAL	\$6,300

Pasifika Families

Pasifika Families is a series of parenting seminars especially for Pacific people. Presented by Nick and Vasa Tuitasi, they tackle some of the big issues facing PI people adjusting to family life in New Zealand – how to handle discipline, creating time with our kids when work takes up so much time, relating to schools and many, many more topics.

In our major cities there are large communities of Pacific people – they make up more than 7% of New Zealand's total population and nearly a third of the people in South Auckland. Family life in the islands is based around the church, a strong culture and lines of authority that are firm and unchallenged; many aspects of that island lifestyle have been transplanted straight into New Zealand. But raising a family in Aotearoa is proving to be a huge challenge for Pacific Island Mums and Dads, and they would be the first to admit that many of them are struggling. In statistics of youth problems – crime, drugs and under achievement, Pacific young people are far too over-represented.



Nick Tuitasi and his wife Vasa have been raised in the Auckland Pacific Island community. After a long career with the Police, the Ministry of Social Development and currently with Te Wananga o Aotearoa, Nick has developed a series of events for Pacific parents for Parents Inc. and he and Vasa presented the first one in South Auckland at the end of 2010: the response was very enthusiastic.

Nick and Vasa's insight into the New Zealand Pacific community, combined with their profound wisdom and knowledge of family life, make them ideal for these events. And, as a bonus, they are great presenters! Lots of humour and stories relax the audience, and they soon realise that the Tuitasi's understand them and their world.

Topics

There are two different 90 minute presentations available:

- Who's the boss? – encouraging positive family dynamics
 - Identifying youth at risk
 - The five love languages
 - Encouragement
 - Communication
 - Family time
- Beyond the jandal – guidance and discipline
 - Setting standards
 - In house training
 - Identifying stress
 - When to discipline
 - How to discipline

Costs vary depending on location and the number of presentations.

Costs

Costs for Pasifika Families events vary on location and the number of presentations. If a church is interested in either of the presentations, please contact SallyLavea@adra.org.nz



Welcome Baby

The Welcome Baby initiative connects vulnerable mothers with supportive volunteers, and provides baby clothes for their child's first year of life along with other parenting information. The initiative is implemented in partnership with the maternity ward at the local hospital, as well as other providers of post-natal and social services. Every mother involved in the initiative will receive the following:

- A *clothing pack* catered specifically for newborns, 000, 00, 0. These packs are to be returned and replaced with the next size up every 3 months. There are additional packs for premature babies and 12 month old infants.
- Church packs include waterproof mother care bags, knitted garments, blankets and a selection of pre-loved clothes. These may be distributed at any time during the initiative as specific needs arise.
- A *mother-care* food pack or Sanitarium Health Food voucher.
- Information on parenting services in the area.
- Information on community events at the local church (such as a playgroup or exercise group)
- A contact card so the mother can stay in touch with key people from your local church who are involved in the programme.

All of the standard clothing packs are sourced from brand new clothes purchased by ADRA NZ specifically for the Welcome Baby initiative. The range, type and style of clothes may vary depending on availability at the time of purchase or the specific season. Each Welcome Baby initiative will receive up to 40 clothes packs each with a value of \$300. Additional items can be added to the packs by the church e.g. knitted wear, baby hygiene supplies, toys.

In addition to the clothes pack a *mother-care* food pack, or the equivalent value in vouchers, will also be distributed. Oftentimes mothers of newborns due to lack of time and stress suffer from poor nutrition. This food pack is to ensure that each mother involved in the programme can start their day with a nutritious high energy meal.

While it is not essential it is recommended that this initiative be linked to a Parenting Toolbox programme or a local early childhood centre/playgroup that has children aged 0-3 years.

While the supply of clothing is meeting the welfare needs of the family there is an equally important feature of this programme and that is establishing relationship with a mother or a family at an extremely vulnerable time in the life of the baby. It is the development of this connection that will become an important platform for this programme.

To establish this initiative a local church needs to:

- Appoint a coordinator and at least two support people.
- Liaise with a local hospital maternity ward, WINZ and local ECE/playgroups as well as local social services to inform them of your programme. Brochures are available from ADRA for this purpose.
- Access ADRA New Zealand's clothes and food packs.
- Collect relevant leaflets and information from baby support groups such as CYFS, WINZ and others that can be put in the bag for the new mother
- Distribute the clothing packs for the various ages, with suitable ADRA and Church branding on the packs
- Create a contact card that allows the mother to contact Welcome baby for more information/support or clothes via phone, email or text.

Example of a clothes pack for a newborn child. Total value \$300.

- Disposal nappies
- Tee shirts
- Bibs

- Bodysuits
- Stretch and grow
- Singlets
- Hats
- Socks
- Jackets
- Romper sets
- Dresses
- Parenting book or resources
- Contact card to exchange for bigger clothes as baby grows

In addition to the 40 boxes of baby clothes there are supplementary boxes that contain Knitwear sourced from local knitting groups and Pre-loved garments donated from supporting donors. The cuddle rugs and cot blankets are packed separately and distributed on an “as needed” basis.

Costs

The cost of running an initiative with an average of 40 clothes packs being distributed four times a year and 160 *mother-care* food packs is \$12,000. This cost also includes professional signage, branded boxes packed with age appropriate garments, information brochures and branded contact cards among other items and service expenses.

Cost breakdown:

ADRA	\$6,000
Conference Office	\$3,000
Local Church	<u>\$3,000</u>
TOTAL	\$12,000



My Money

My Money is a joint initiative between the Commission for Financial Capability (CFFC) and ADRA. This initiative gives participants the opportunity to learn life-lasting financial management skills. The training programme is suitable for anyone, people on low or high incomes, couples, families, self-employed or preparing for retirement.

The initiative is delivered through 3 programmes either across multiple weeks (3 hours each week for 6-8 weeks) or as two/three day intensive courses with 4 x follow up weekly 1 hour sessions (either via webinar or face to face seminar).

There is a triage tool (2-3 minute survey) that can be sent to potential participants via email with a link to the survey or can also be on paper as part of a face to face engagement seminar to determine which course is best suited to the audience. Once the survey is completed, a client report can be populated for you showing you the best course based on participants financial situation and topics they are interested in. This is working really well to date as it helps us to propose the most relevant course for participants (may vary dependent on location) and helps organizations paying the facilitator to deliver the course, to get the best return on investment.

Different Topics Covered	What to expect
Getting started and setting goals	<ul style="list-style-type: none"> • What do I want for my financial future? • What to expect of this course • Money goals • Tracking spending • Avoiding door-to-door sales people • Financial beliefs and behaviour • Sharing with our whanau • Action plans and finding the time to take action
Protecting my family	<ul style="list-style-type: none"> • Headwinds and tailwinds • Types of insurance • Avoiding scams • Emergency funds
Debt, borrowing from our future-selves	<ul style="list-style-type: none"> • Contracts when borrowing money • Credit reports • Assessing our debt • Talking to lenders
Savings	<ul style="list-style-type: none"> • Helping the Smith family save: savings challenges • Savings strategies • Buying a home • KiwiSaver
Spending plans	<ul style="list-style-type: none"> • Being a customer • Needs vs wants • Spending plans
Working plas	<ul style="list-style-type: none"> • Spending plans • Having a working money system • What are my rights? • Am I getting my entitlements?
KiwiSaver & Retirement – realising my future-self	<ul style="list-style-type: none"> • Retirement plans • KiwiSaver quiz • How many KiwiSaver dollars will I have in retirement? • Finding the right KiwiSaver fund

Closing and looking ahead	<ul style="list-style-type: none"> • Letter to future self • Our financial plans • Way forward over next 6 months • Support going forward • Acknowledging our successes • Certificates
----------------------------------	--

Costs

The cost of running My Money is \$4,500 for 15-20 participants. This cost includes professional signage, community advertising and flyers, and course material for all participants.

Cost breakdown:

ADRA	\$2,500
Conference Office	\$1,000
Local Church	<u>\$1,000</u>
TOTAL	\$4,500

My Money Pasifika (for Auckland region only)

My Money Pasifika is a joint initiative between Vaka Tautua and ADRA. This initiative gives participants the opportunity to learn life-lasting financial management skills in their own Pacific language. This training initiative is suitable for Pasifika people who are on low or high incomes, couples, families, self-employed or preparing for retirement.

This initiative is also delivered through a 6 week series of workshops to usually 15-20 participants or groups of families. The content is very similar to My Money but contextualised to the needs of Pasifika people. This initiative is a trial at this stage and only available for Auckland residents.

Costs

The cost of running My Money Pasifika is \$6,000 for 15-20 participants. This cost includes professional signage, community advertising and flyers, and course material for all participants.

Cost breakdown:

ADRA	\$3,000
Conference Office	\$1,500
Local Church	<u>\$1,500</u>
TOTAL	\$6,000



PATHWAYS Drivers Licence Programme

Today, approximately 70% of jobs require a current driver’s license. This eliminates a huge number of opportunities for youth and those without a licence.

Pathways is our way of helping people get theirs and opening up more opportunities to assist them and their families.

Pathways is aimed at predominantly youth 16 – 24 years old (but not limited to). It’s to assist participants to gain the knowledge and skills required to obtain their licence. The programme can be run by your local church, Pathway facilitators will provide one three hour training session* and includes a number of resources and benefits to assist the participants towards being able to drive independently.

This will not only increase their chances with job opportunities but ensure that we are developing safe drivers on our roads and in our communities.

The programme has two options and includes the following:

Option 1 – Pathways Learners Licence Workshop only

- One off learners licence workshop* (workshop only available in Auckland. Outside Auckland – online)
- Learners Licence Test
- AA Membership (for one year) which includes 3 free driving lessons for those between 16-24 years of age
- Access to an app to assist participant in working towards their restricted licence

Option 2 – Full Pathways Programme

Includes all of option 1 as well as:

- Restricted Licence Test
- Defensive Driving Course (which reduces the time required to wait to sit your full licence test by 6 months)

Costs

Through the Community Transformation Programme, the costs are split three ways.

The cost includes professional signage, branded uniform for the church facilitators, course material for all participants and a budget for refreshments.

Cost breakdown based on 12 participants:

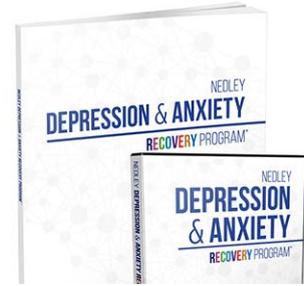
Option 1 – Pathways Workshop

ADRA	\$1,200
Conference Office	\$1,200
Local Church	<u>\$1,200</u>
TOTAL	\$3,600

Option 2 – Full Pathways Programme

ADRA	\$3,000
Conference Office	\$3,000
Local Church	<u>\$3,000</u>
TOTAL	\$9,000

* Workshop only available in Auckland, outside of Auckland the same content is available via an online course.



Depression and Anxiety Recovery Programme (DARP) – “Stay Healthy, Live Happy”

In partnership with Adventist Health Ministries (AHM) Depression and Anxiety Recovery Programme (DARP) is one of two church and community wellness initiatives available through the CTP. The vision is to see all communities gain optimal health through a comprehensive health ministry, delivered by an optimally well church community.

This initiative has helped thousands of people around the world to improve and achieve better mental health. Many people have been able to eliminate depression and/or anxiety by following the proven principles of this programme.

The programme provides mental health education in a comprehensive way that deals with the core issues that cause and are associated with depression and anxiety.

For eight weeks each participant will learn about the following:

1. How to improve your brain
2. Lifestyle therapies for depression and anxiety
3. Nutrition for the brain
4. How thinking can defeat depression and anxiety
5. Making and staying with positive lifestyle choices
6. Stress without distress
7. Overcoming loss
8. Enhancing frontal lobe function

It is essential that you have at least one trained DARP Associate Director and 2 facilitators to run this programme. If your church does not already have these 3 trainers, an initial investment of \$2,000 will have to be added to the cost of the first DARP training. The same facilitators and associate director could run subsequent trainings without this cost. ADRA and AHM will then organise the training of these trainers.

Cost breakdown based on up to 10 participants**:

ADRA/AHM	\$1,500
Conference Office	\$1,500
Local Church	<u>\$1,500</u>
TOTAL	\$4,500

**For additional participants, add \$420 per person

Cost breakdown based on up to 10 participants + 2 facilitators trained + 1 Associate Director trained**:

ADRA/AHM	\$2,500
Conference Office	\$2,000
Local Church	<u>\$2,000</u>
TOTAL	\$6,500

**For additional participants, add \$420 per person

INNOVATIONS FUND

The Innovations Fund is an integral part of our goal to have each church in New Zealand implementing a community service project. This fund helps extend ADRA New Zealand's long history of working with local church partners to implement a variety of community projects

After doing a self-assessment of capacity and talking about community service goals, a local church may identify a project concept that is outside the established My Family initiatives (see pages 9-14). These new project ideas can be submitted to ADRA under the *Innovations* Fund.

Before writing a proposal or preparing a budget your church should approach ADRA New Zealand Programme staff to discuss your idea and to get suggestions and feedback.

The minimum budget for each project funded under the Innovations Fund is \$5,000. The maximum budget amount is \$15,000. Anything above this amount will be the responsibility of the church. Churches can only apply for a maximum of two Innovations Fund projects each calendar year.

The budget will be funded through the three-way partnership model outlined in the Programme Overview – with the budget funded one third from ADRA New Zealand, one third from Conference, and one third from the local church.

Projects under the Innovations Fund use the same Project Cycle Management forms as the My Family Fund.

FUNDING CRITERIA, ROUNDS & EXCLUSIONS

Criteria 1: Applications by Local Adventist Churches

Only Seventh day Adventist churches recognized by the North and South NZ Conference are entitled to apply to the Community Transformation Partnership. However Church institutions, such as schools can apply for funding – the application must simply submitted in collaboration with, and be approved by the local church board (see below). This excludes trusts and foundations that are either owned or affiliated with a local church.

- Any application for funding needs to be made on behalf of the church's governing body.
- Applications that are submitted by individuals or are not sanctioned by the governing body will NOT be considered.

Criteria 2: A Focus on Family Wellbeing

- Only applications that have a specific focus on family wellbeing will be considered for funding. Applications to the *My Family* Fund will be approved providing all other criteria is met, whereas applications to the *Innovations* Fund is contestable and will be assessed against other applications.

Funding Rounds

Round 1

- Submission of proposals deadline- 15 March
- Approval of proposals by Programme Committee – 31 March
- Release of funds – 15 April

Round 2

- Submission of proposals deadline – 15 May
- Approval of proposals by Programme Committee – 31 May
- Release of funds – 15 June

Round 3

- Submission of proposals deadline – 15 August
- Approval of proposals by Programme Committee- 31 August
- Release of funds – 15 September

Round 4 (dependent on funding availability)

- Submission of proposals deadline – 15 October
- Approval of proposals by Programme Committee – 31 October
- Release of funds – 15 November

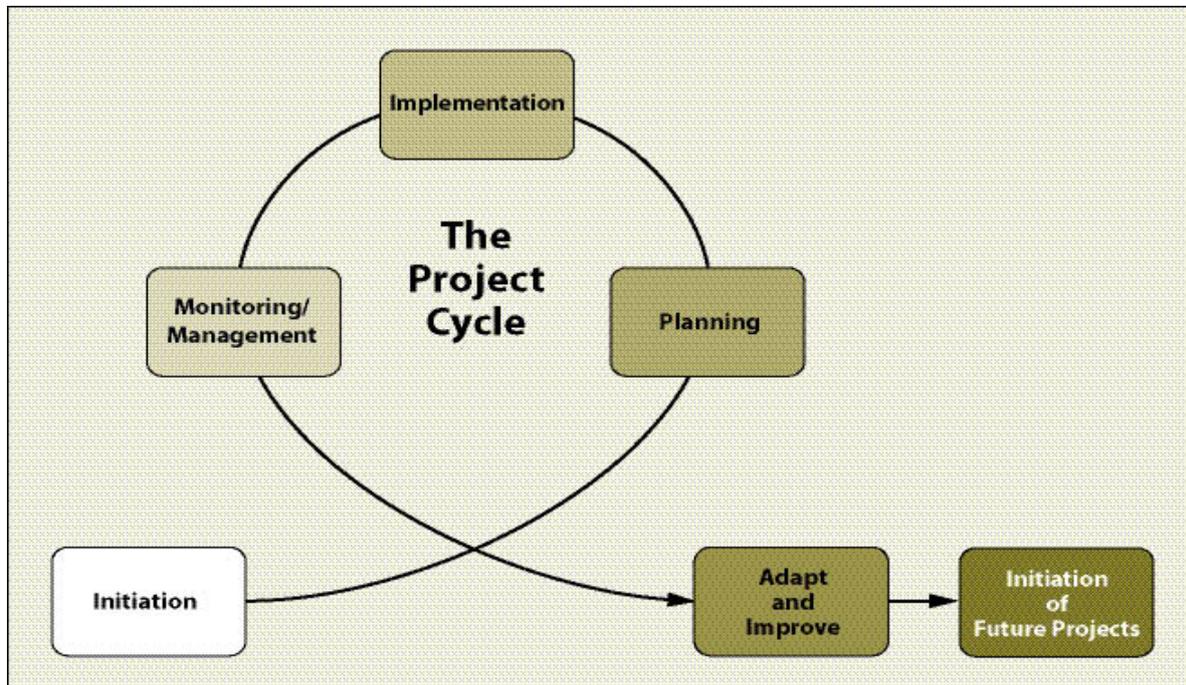
Exclusions

Due to the nature and requirements of donors that ADRA works with to raise CTP funds, the following types of activities and expenses are not allowed in a CTP project application:

- Sport and recreation, other than an engagement activity as part of a youth mentoring project.
- Core education, including scholarships, regular education equipment & activities;
- Buildings or land;
- Capital assets or equipment costing over \$1,500;
- Advertising, promotion and/or administration costs which exceed 30% of the total cost of the initiative.
- Drama, art or performing arts as a “Stand Alone” Programme are excluded but if there is a module of drama/arts/sports activity within the programme and as long as this activity is not deemed to be the sole focus of the programme it may be included for funding consideration.
- Individuals;
- Loans and endowment funds;
- Overseas travel, exchange programmes;
- Projects outside the geographic borders of New Zealand
- Religious or political advocacy or advancement
- Venture capital initiatives
- Urgent or retrospective applications
- Funding to any one project for more than 3 years.

PROJECT CYCLE MANAGEMENT

All projects supported by ADRA New Zealand and implemented by your church will follow a standard Project Management Cycle. All this means is that there are specific forms you need to use to apply for funding and report on projects. There are also key dates for project approval and reporting.



Initiation:

- Your church works through capacity assessment tools in Handbook
- Your church considers Community Transformation Partnership Menu options
- Your church has some internal discussion about possible project ideas
- Your church has some informal discussion with ADRA New Zealand CTP Coordinator

Planning:

- Your church completes a *CTP* Application Form and budget, submitting to the ADRA New Zealand CTP Coordinator (Appendix 7)
- Consideration of Application by ADRA New Zealand Programme Committee (PROCOM)
- Approval granted by ADRA New Zealand PROCOM and an Agreement/Contract is signed between ADRA New Zealand and the local church (Appendix 8).
- Funds released for project implementation

Implementation:

- Your church starts project
- Your church makes sure it is familiar with the Project Report form, and refers to it during implementation to ensure the correct information is collected

Monitoring/Management:

- Each project will get at least one visit from ADRA New Zealand during implementation.
- Your church will submit two Project Report Forms to ADRA New Zealand, an Interim Report (Appendix 9) in the middle of the project (if more project is more than 3 months) and a Final Report at the conclusion of the project. (Appendix 10).
- Both the Interim and Final reports must include a financial acquittal for project expenses including all receipts.
- Final payments will only be released on submission and approval of the interim report.
- Future CTP applications are dependent on the timely submission and approval of previous reports.

PROMOTION & BRANDING

Promotion

Marketing is a vital component for local community and church projects - not only in helping you successfully achieve the aims and goals you have set, but to then be able to clearly communicate those successes widely and to those who "need to know." Promotion should not be treated as an incidental aspect of the project, instead it should be among the key aspects in many of the things that you do. The benefits of promotion are:

- Reaching and attracting new people
- Building legitimacy
- Building confidence
- Leveraging more support
- Fostering goodwill
- Spreading knowledge
- Encouraging participation

Opportunities for local promotion are:

- Commercial and non-commercial television. Each type of channel will usually have a programme or segment that covers or promotes community events e.g. Tagata Pasifika, Morning shows.
- Commercial, non-commercial and community radio stations. Radio is an effective medium to promote your activities as they advertise local events and talk about local issues.
- Local and national newspapers, magazines, brochures, flyers and poster pullouts. Print advertising can spread key messages through an article or an advertorial story. An article is a form of publicity that does not cost anything, as it is the core business of newspapers and magazines. An advertorial is bought space made to look like an article.
- Websites, blogs, podcasting and event diaries. Online media has become a favourable way to get messages out to the public. It is easily accessible and usually free. You can advertise your event on other websites or have conversations about your program with others on blog sites
- Advertising in your own church with posters, PowerPoint slides, announcements and encouraging word of mouth (including regular project updates).

As a basic start, every *My Family* Project will have a promotional flyer of some sort that can be letterboxed and distributed to members of the community. These costs are built into the unit cost of each project. For projects funded through the Innovations Fund, ADRA will provide assistance and guidelines for producing promotional material for your project.

The ADRA team will assist all project coordinators in planning and implementing marketing activities. In addition, we actively encourage all project coordinators to proactively share stories of success from their project with ADRA so our generous supporters can be kept up to date with the impact being made, and continue to pray for the work being done.

Branding Guidelines

Every CTP initiative should utilise a common set of branding to ensure consistency and recognition across the country. As the CTP model is based on equal partnership, the branding for each project should acknowledge both ADRA NZ and the local church. Below are general guidelines for branding a project:

- Each project should have a banner (eg pull-up or x-banner) produced that promotes the project, and shows both the ADRA New Zealand logo and the Adventist church logo
- Banners should be displayed to advertise events, and also during events
- All documents printed by the project should contain small versions of both logos
- All items distributed through projects (such as Baby Clothing bags) should have both logos on the bag or on tags
- If appropriate, t-shirts or caps with the ADRA logo can be used during project events.

All branding enquiries, including a review of draft material should be directed to the ADRA New Zealand team.

Signage

Every Community Transformation Partnership (CTP) initiative will be provided with signage appropriate to the project activities and location. The sign will be branded with the ADRA New Zealand and partnering organisation. Space will be available on the sign to add in activity name, times, dates, as appropriate.

Other signage that is necessary for specific projects should be simple in design, using the ADRA logo. If signage is printed in colour, then the ADRA logo should be printed in their official colours.

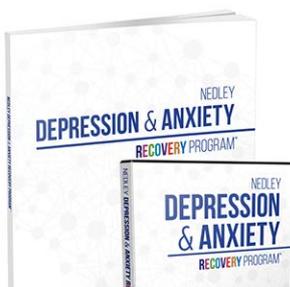
Acknowledgements

ADRA New Zealand would like to acknowledge the following partners for the vital role they play in the Community Transformation Partnership.

The CTP is made possible through the generous support of:



With resources and knowledge made available through:



Proudly working together with the members and administration of:

